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In a Changing Context A Report About Joint Action

Florian Sauvageau, Chair, National Advisory Committee on Culture Statistics

At the risk of being criticized for flirting with trendy technocratic jargon, the Fifth Annual Report of the National Advisory Committee on Culture Statistics is focussed on the concept of partnership. The Committee believes that in the present budgetary context, only increased co-operation will allow the Culture Statistics Program to stay on course and continue to fulfil the essentials of its role.

This joint action must first be demonstrated within Statistics Canada. The Committee feels that the Culture Statistics Program could make better use of the surveys of family expenditure, imports and exports, the General Social Survey, and so on. Similarly, other Statistics Canada programs should interest themselves in the cultural dimensions of their surveys.

Clearly joint action must bring together all those with an interest in culture statistics, the Department of Communications, other federal cultural agencies, the provinces, industry and university and other researchers, not only so their needs can be better addressed, but also so there can be increased access to the data they often collect to fill gaps in the existing statistics, for their own purposes. This would allow data

collection to be expanded at little cost. It is evident that in the present context the resources made available to the Program will not be increased significantly.

The Advisory Committee notes in its report that an effort has been made at joint action and that tangible progress has been achieved, for example in the level of co-operation between representatives of the Program and those of the provinces. For its part, over the past two years the Committee has heard from representatives of the municipalities, and industries such as recording, advertising and film. They have been asked to state their information requirements and to describe their accomplishments in this area.

A great deal remains to be done, however, to promote systematic joint action, if we want the Culture Statistics Program to become the natural "point of convergence" for all those using culture statistics. In particular, we need to call on university researchers, whose expertise is already being tapped for other Statistics Canada programs. Joint CSP-university projects could be planned, with support solicited from granting agencies such as the Social Sciences and Humanities Research

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Council. As well, the Program should consider greater cooperation with the Canada Council.

On several occasions since its creation the Committee has examined the question of the use made of culture statistics. It reiterates in its report a recommendation it has already made several times: it is of little use to incur the expense of collecting data if there is no effort to make their existence known and if they are not disseminated in a format accessible to potential users. The Committee notes that considerable progress has been made in this field (the present publication is concrete proof of this fact) but hopes that more will be done.

The Committee also devotes several pages to the profound transformations (technological development and internationalization of markets) now affecting our cultural industries, artists and other cultural practitioners. These changes are real, even if there is a tendency to overstate their short-term effects. The complexity of the new problems they create makes joint action and co-operation all the more important. In this context, and because it is increasingly useful to be able to compare our culture sector with those of other countries, the Department of Communications has undertaken to bring together inter-

national culture statistics. The Committee considers this to be a most interesting project, but it wonders whether the Culture Statistics Program should not have been more closely involved in its development.

As well as taking an interest in what goes on abroad, in the case of arts and culture activities where knowledge of the degree of internationalization is required, it would be useful if our own national surveys included questions on international trade and related activities. In the same spirit, if we want the Culture Statistics Program to continue to reflect our cultural reality and its evolution, the existing surveys should take the new media into account, when they are relevant.

The Committee realizes that the additional activities it calls for will have to be done without increased resources. It does not request increased funding for the Program in its report solely because it realizes that simply to repeat such a request would be pointless. Nonetheless, it continues to believe that the present level of funding for the Culture Statistics Program is inadequate. It is not sufficient to allow the Program to play its role fully, and yet its role is vital to Canada's cultural life. □

The National Advisory Committee on Culture Statistics, established in 1984, exists to provide advice on the development of statistical activities concerning all aspects of culture and the arts in Canada. Statistics Canada has created some 15 external advisory committees in major subject areas to help determine priorities and maintain program effectiveness. The members of these committees are of recognized standing in their areas of expertise.

In its Fifth Annual Report, summarized here by its Chair, the Committee examines the status of the Culture Statistics Program (CSP), in a context of budgetary restraint and in a world we are told is dominated by technological change and the universalization of culture.

The members of the Committee who participated in preparing this report are:

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The Declining Trend in Television Viewing

John Gordon, Project Manager, Radio and Television

Canadians are watching less television. This is one of the findings recently published by the Culture Statistics Program. The weekly average of 23.4 hours reported in 1989 continued a downward trend from a high of 24.3 hours in 1984 and was the lowest level reported in the decade. Preliminary data for 1990 show the downward trend continuing.

This article examines viewing trends for various segments of the Canadian public over the five years from 1985 to 1989. The data used are from Fall

Sweep periods covering three weeks in October and November of each year. A brief examination of results from other periods of the year confirms the overall direction of the trends discussed here.

Viewing seems to go against the trend

Changes in Canadian viewing habits are not surprising it is the direction of the changes which is at odds with many predictions. Subscription to cable distribution systems is increasing, as is the diversity of

programming on these systems. There are also an increasing number of video rental outlets to service the increasing number of families who own a VCR. Even with all these increases in the availability of programming and the addition of VCRs, viewing is decreasing.

No two provinces are the same

At the national level, viewing increased slightly in 1986 but has dropped continually ever since. For individual provinces, the downward trend is clearly evident in nearly all cases but there is more variability

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from year to year and the direction of the annual changes is not consistent amongst provinces. For example, even with the overall downward trend, five provinces reported increased viewing from 1985 to 1989, but only one of these, Saskatchewan, reported viewing levels higher than 1985. (See Table 1.)

Québec also reported 1989 viewing marginally higher than 1985 but because the television environment there is so different, comparisons with rest of the country can be difficult. Within the province, the viewing for both major linguistic groups ended the five-year period at almost the same level as they began, although the changes from year to year were considerable and never in the same direction for two years in succession. Both linguistic groups demonstrated this pattern but, in any one year, the direction of change for one group was always the opposite of the other's. (See Figure 1.)

Lower years equal lower watching

Given that nearly all provinces seem to be following this downward trend, perhaps the reason can be more clearly seen by taking a different approach to the data. The population can also be segmented by gender and age. In general, women watch more television than men and older persons watch more than the young. The major exception to this generalization is teenagers who watch less TV than all other major demographic groups. The downward trend in viewing can be seen in each of the major groups but is especially evident in teens and children aged 2 to 11.

For adults, age 18 and over, the drop has been about one-half hour for both men and women over the five years. For both sexes, it is the younger adults, especially in the 18 to 24 age group, who demonstrated the greatest drop. In this latter age group, women's average viewing decreased two hours per week while men reported a drop of one and a half hours. (See Figure 2.)

Table 1

Average Hours Per Week Of Television Viewing, By Province, 1985-1989

	1985	1986	1987	1988	1989
CANADA	24.1	24.2	23.7	23.5	23.4
Nfld	28.3	27.0	27.7	26.2	25.5
P.E.I.	26.3	24.3	22.7	23.4	23.5
N.S.	25.8	26.7	26.0	25.1	24.3
N.B.	26.7	26.5	27.0	24.2	25.4
Quebec					
Anglophones	23.9	23.1	23.8	22.5	23.7
Francophones	25.6	26.6	25.8	26.3	25.6
Total	25.6	26.4	25.8	26.2	25.7
Ontario	23.2	22.9	22.6	22.4	22.3
Manitoba	23.6	24.3	23.2	22.8	23.6
Saskatchewan	22.8	23.7	22.5	22.2	23.7
Alberta	22.4	22.2	21.8	21.4	21.9
B.C.	23.5	23.1	22.2	22.5	21.6

The variations by province mentioned above can also be seen within demographic groups. For example, in Newfoundland which showed one of the largest provincial decreases in viewing (2.9 hours per week), children, teens, and women 18-24 all reported an almost-five-hour decline in viewing while males 18-24 reported a six-hour decline.

At the other end of the scale, Saskatchewan's provincial average increased more than three-quarters of an hour from 1985-1989. Following the provincial trend, young men's and

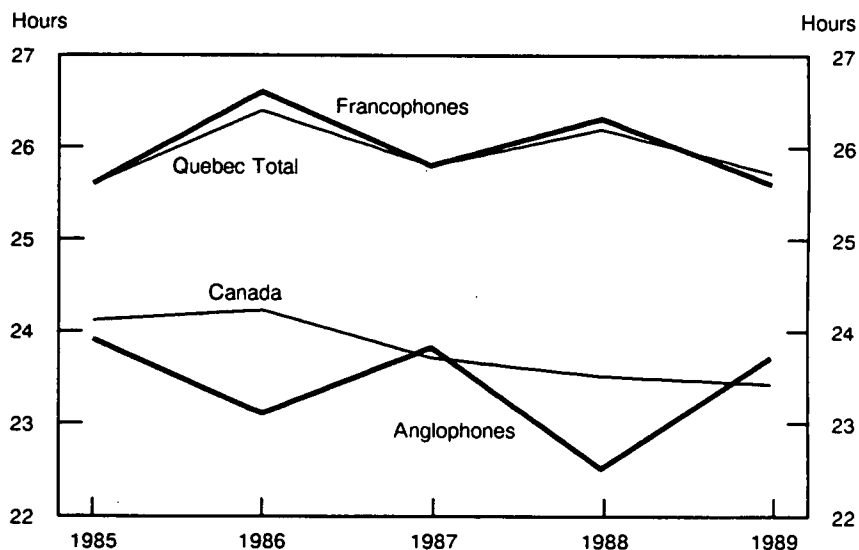
women's viewing also increased and although children's and teen's viewing still declined, the decrease was less than the national average. The only instances where the viewing of under 18's did not show a decline over the five-year period were Prince Edward Island teens and New Brunswick children 2-11; in the latter case, the 1989 level was only one-tenth of an hour higher than the 1985 level.

For years researchers have been concerned about the amount of

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Figure 1

Average Hours Per Week of Television Viewing, by Language, Quebec 1985-89



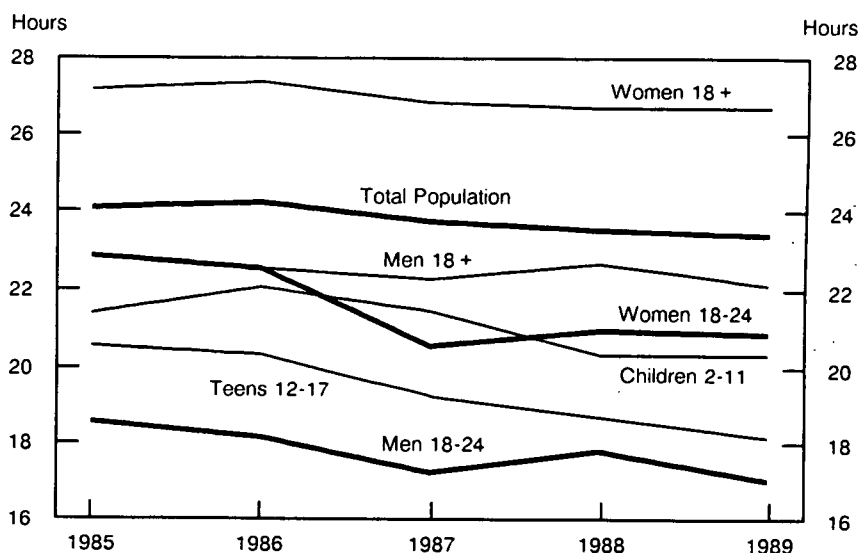
television that young people watch. Now it appears that youth have turned their interests elsewhere. But where? What are they doing with the extra time not spent watching television? Why is this happening? Will this change in habits carry over to their adult life?

If nothing else, these changes will certainly provide considerable grist for the television research mill. In the belief that more information will increase our ability to understand what is happening and point towards other social impacts these changes may have on society, next year will see the undertaking of a project which will permit the examination of television viewing within a wider context.

In 1992, Statistics Canada will carry out a time-budget study as part of the General Social Survey. Similar to a study done in 1986, it will detail the minute-by-minute activities of Canadians. A comparison of results from the two years will document the changing patterns in Canadian lifestyles, including television watching. Hopefully, it will also help to answer the question of why the changes are happening.

Figure II

Average Hours Per Week of Television Viewing by Age/ Sex Groups, 1985-89



NOTES

1. Television Viewing, 1989. Catalogue 87-208
2. The Statistics Canada Television Viewing Data Bank uses data collected by BBM Bureau of Measurement.

3. The time spent watching material played back on a VCR (including rented videotapes) is included in the viewing data presented in this article. If it were removed, the drop in viewing would be even greater. ☐

Deficit Multiplies for Performing Arts Companies

by Mary Cromie, Project Manager, Performing Arts Companies

The deficit of Performing Arts Companies in 1988-89 was nine times greater than in the previous year and represented the largest deficit since 1985-86. Although the total revenues of the reporting companies rose 8% between 1987-88 and 1988-89, expenditures rose 9%, resulting in a total overall deficit of \$3.4 million for all companies.

Total dollars paid to all personnel – creative and performing artists, production and technical staff, administrative and management staff, marketers, fund raisers, front-of-house staff, maintenance staff – amounted to \$179 million in 1988-89. This represents a real increase of 5% over the previous year and more than

half of all company expenses. Music companies in fact spent two thirds of their budgets on personnel.

Other production costs consumed another \$55 million, marketing and fundraising \$34 million, and administration \$18.5 million. Total expenditures reported were \$320.7 million.

Total company revenues topped \$317 million in 1988-89, with government grants continuing to account for about one third. A total of \$109 million was received by the reporting companies from the various levels of government,

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Invitation to Readers

Focus on Culture welcomes your views. If you have any comments or suggestions on topics that should be covered in future issues, please contact the editor, Renée Langlois at 613-951-1566.

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a \$6.3 million increase from the previous year.

Total corporate support for the arts reached \$22 million in 1988-89, up \$2.7 million from the previous year, with sponsorships supplying 61% and donations the rest. Individual donations to the arts total about half the amount contributed by corporations.

When government (public) and all private (corporate, individual and other) sources are combined to give total unearned revenue, the 1988-89 figure is \$160 million, about 50% of total revenues.

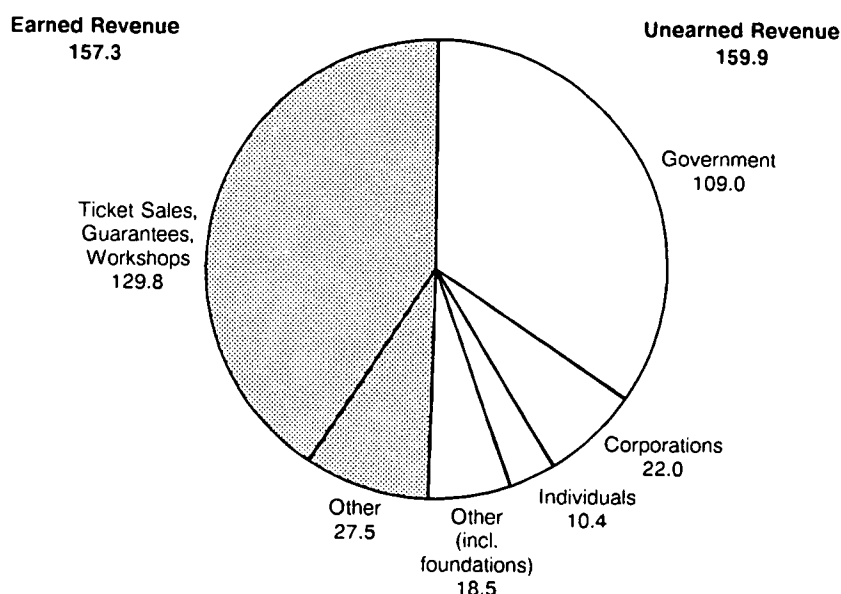
Ticket sales, the most important component of earned revenue, (the other 50% of total revenue), combined with guaranteed performance fees and revenue from workshops, netted \$130 million, or 83% of all earned revenue.

These tickets were purchased for 39,770 performances by an audience of 15,061,210. This represents a 5% increase in the number of performances offered, over the previous year, and an even greater increase in attendance (9%). Theatre companies continue to account for the majority of performances, 84%, attracting 62% of all audiences.

Touring played the largest role in the dance scene, where one half of all performances were given on tour. Music and opera performances given outside the companies' home areas, on the other hand, amounted to only 20% of performances.

Figure III

Revenue of Performing Arts Companies by Source, 1988-89 (\$ million)



Each year we survey Canada's professional non-profit performing arts companies. Three hundred and fifty-four theatre, music, dance and opera companies whose financial years ended between September 1, 1988 and August 31, 1989 responded to the Performing Arts Survey.

For further information, please consult our recently released publication, Performing Arts, 1988-89 (Catalogue No. 87-209). ☐

Focus on Data

Expenditures on Wages, Salaries and Fees:

Film producers, 1989-90:	\$204 million
Film distributors, 1989-90:	\$ 38 million
Video cassette Wholesalers, 1989-90:	\$ 24 million
Film laboratories and post-production services companies, 1989-90:	\$ 65 million
Motion picture theatres, 1989-90:	\$ 88 million
Record label companies, 1989-90:	\$ 88 million
Book publishers and exclusive agents, 1989-90:	\$243 million
Periodical publishers, 1989-90:	\$170 million
Broadcasters, 1990:	\$1,464 million
Cable Systems, 1990:	\$347 million
Public libraries, 1989-90:	\$365 million
Heritage institutions, 1988-89:	\$369 million
Performing arts companies, 1988-89:	\$179 million
Federal government - Culture, 1989-90:	\$1,058 million
Provincial and territorial governments - Culture, 1989-90:	\$323 million

New Publications		Coming Soon		For information on products, special tabulations or content of specific surveys, please contact any of the following:
	Price in Canada		Price in Canada	
87-209 Performing Arts, 1988-89	\$30.00	87-202 Sound Recording, 1989-90	\$20.00	
87-210 Book Publishing, 1989-90	\$17.00	87-203 Periodical Publishing, 1989-90	\$17.00	Assistant Director, Culture Iain McKellar 951-9038
Still Available		87-205 Public Libraries, 1989-90	\$30.00	Manager, Cultural Labour Force Survey Kathryn Williams 951-1517
	Price in Canada	87-206 Government Expenditures on Culture, 1989-90	\$17.00	Data Access Unit Clifford Prôt 951-1557
87-202 Sound Recording, 1988-89	\$22.00	New Data Releases		<u>Cultural Activities and Institutions Section</u>
87-203 Periodical Publishing, 1988-89	\$17.00	Heritage Institutions: 1989-90		Chief Roberta Sametz 951-9173
87-204 Film and Video, 1988-89	\$22.00	Performing Arts: 1989-90		Performing Arts Mary Cromie 951-6864
87-205 Public Libraries, 1988-89	\$30.00	Radio and Television: 1990		Heritage Institutions Erika Dugas 951-1568
87-206 Government Expenditures on Culture, 1988-89	\$17.00	Most Recent Data Available		Public Libraries Hélène Aylwin 951-1562
87-207 Heritage Institutions, 1988-89	\$30.00	Sound Recording: 1989-90		Government Expenditures on Culture Norman Verma 951-6863
87-208 Television Viewing, 1989	\$26.00	Film and Video Producers: 1989-90		Cultural Labour Force (Contact Mary Cromie) 951-6864
87-517 Government Expenditures on Culture in Canada, 1982-83 to 1986-87	\$35.00	Film and Video Distributors: 1989-90		<u>Cultural Industries Section</u>
87-001 Vol. 14, No. 1 Specialization: A Characteristic of Book Publishing	\$4.90	Film Laboratories and Post-production Services: 1989-90		Chief Michel Durand 951-1566
87-001 Vol. 14, No. 2 Government Expenditures on Culture, 1988-89	\$4.90	Motion Picture Theatres: 1989-90		Book Publishing and Distribution Michel Frève 951-1563
87-001 Vol. 14, No. 3 Performing Arts, 1988	\$4.90	Government Expenditures on Culture: 1989-90		Periodical Publishing Fidelis Ifedi 951-1569
87-001 Vol. 14 No. 4 Periodical Publishing, 1988-89 in an Historical Perspective	\$4.90	Book Publishing: 1989-90		Film and Video Industry Sharon Boyer 951-1573
To order publications call toll-free 1-800-267-6677.		Periodical Publishing: 1989-90		Sound Recording Nicole Charron 951-1544
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