Patterns in Culture Consumption and Participation

STATISTICS CANADA'S
CULTURE STATISTICS PROGRAM

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Symbols

The following standard symbols are used in Statistics Canada publications:

..	figures not available
…	figures not appropriate or not applicable
-	nil or zero
- -	amount too small to be expressed
x	confidential to meet secrecy requirements of the Statistics Act

Note

Estimates are rounded to the nearest thousand.

Due to rounding, components may not add to totals.

Estimates for Canada less than 35,000 have a coefficient of variation (c.v.) of 33.4% or over. These estimates are not reliable and have been suppressed.

Estimates for Canada between 35,000 and 150,000 have a coefficient of variation (c.v.) between 16.6% and 33.3% and therefore, should be used with caution.

1.0 Introduction

The word *culture* brings to mind a complex and wide array of images, events and activities, places and people. A myriad of culture and heritage opportunities surround us, ranging from museums, art galleries, theatrical performances and festivals, to reading, listening to music and creating visual arts and crafts. Most Canadians participate in culture activities either as active participants, spectators or as donors. Culture touches everyone's life in one way or another.

But just how many Canadians participate in culture activities and events? What kinds of culture events are we interested in? Have our preferences changed over time? Do factors such as sex, age, education, family income, language, family size or presence of children in the household have a bearing on our participation rates? And in terms of our spending habits: Are Canadian families spending more or less on cultural goods and services than we did years ago? How much do families spend on culture- and on which types of culture activities? Are consumers switching from relatively high cost cultural activities to others that are less expensive? Has technology (the Internet, pay TV) changed the way we consume culture? These are the types of questions that this report will attempt to address.

The culture sector, like any other, will always be required to structure and plan its services in accordance with the needs and demands of its market. In doing so, critical to its success will be its understanding of key issues and influences which both encourage and restrict participation. Ultimately, the key to the culture sector's strength lies in the participation of ordinary, everyday people.

Objectives

In order to get a global view of trends in culture consumption, both the supply and the demand sides of this equation need to be examined. The supply of culture products and services has a direct impact on consumption. The availability and affordability of culture events and activities combine to affect participation levels. To date, data and research produced by the Culture Statistics Program (CSP) in the arts and culture realm have focused on the supply and suppliers of culture goods and services. What is missing is the demand side of this equation.

The purpose of this report is to produce relevant information and data on the magnitude of, and changes in the demand for culture products and services. This report offers an integrated and in-depth look at patterns of consumption in culture goods and services in Canada in 1992 compared to 1998. It has often been said that variations in participation and spending on culture are influenced by an social, economic and demographic factors. A variety of demographic, social and economic indicators impacting on levels of consumption will be analysed at the national level and, where data permit, at the provincial level.

The two Culture Supplements to the General Social Survey (1992 and 1998) provide a unique opportunity to describe and track the level of Canadians' involvement in a wide range of culture activities and events. Respondents were asked nearly 50 questions about their participation in different culture activities and events. The categories for the performing arts and heritage were particularly detailed. In addition, a set of new questions were added in 1998 asking about Internet use and accessing various culture products via the web. This rich data base allows researchers to identify key socio-demographic variables thought to have an influence on participation levels such as age, sex, level of education and household income, mother tongue and labour force status, etc.

In order to assess levels of expenditure on culture, two household surveys were used: the Family Expenditure Survey (for 1992 and 1996) and the Survey of Household Spending (for 1997 and 1998). In addition, the most recent data from our own Culture Statistics Program surveys is included as additional contextual information.

Two years of General Social Survey (GSS) data are analyzed in this report – 1992 and 1998, making it difficult to draw any long-term conclusions. This report does not assume that any trends revealed in the time span examined will continue in the upcoming years. It would be interesting to see emerging trends over a considerably longer period of time. Nevertheless, the information and data in this report provide a window on the lifestyles of Canadians in relation to culture participation and spending.

Organization

Patterns in Culture Consumption and Participation consists of five main sections.
The report begins by:
i) examining conceptually and analytically how consumer demand for culture goods and services will be measured; and
ii) then proceeds to a discussion of just how much free time Canadians enjoy and how it is allocated;
iii) national and provincial information on consumer trends in participation and spending on the arts and culture are presented comparing 1992 with 1998;
iv) the next section examines 8 broad culture themes in light of consumption and participation including: reading habits, TV viewing and radio listening, music, movie-going and video viewing, performing arts attendance, visits to heritage institutions, participation in visual arts and crafts and Internet use.
iv) The final section presents various social and economic factors that may help explain changes in culture consumption rates. Possible reasons for these changes lie on a number of fronts including an aging population, the rising cost of cultural venues given the current economic pressures, limited leisure time and the rapid pace at which technology is changing.

2.0 Measuring Consumption of Culture

Consumption implies the purchase and use of goods and services. But how does one define the consumption of culture? A broad definition of culture consumption includes looking at those Canadians who attend, view, read, listen to, participate in and buy culture products and services. As one can see, consumption has both an economic and time-use component. These components are measured in different ways using different tools. Economic consumption can be measured by monitoring our spending behaviour. Statistics Canada's Survey of Household Spending (SHS)[1] is a key source of information on the demand side of consumption. On the other hand, time use is measured by examining how we spend our time by type of activity. Do we go to culture activities and events, and how often? What kinds of culture activities and events do we attend or participate in? Various questions were added to Statistics Canada's General Social Survey (GSS) in 1992 and 1998 to find out the answers, making it possible to develop a profile of the culture consumer. This non-economic view of culture consumption is, in one sense, a more accurate reflection of the importance of culture in people's lives. That is, not all culture activities require a monetary expenditure such as free outdoor music festivals, free museum admissions or the use of public libraries. As well, the GSS looks at an individual's cultural choices while the SHS expenditure data relate to a group of individuals living together in a household.

Another aspect of participation is that of volunteering and patronage: who volunteers in the area of culture? what is the profile of the culture volunteer compared to volunteers in other non-profit areas? how much money is given to cultural non-profit institutions? Volunteers are a large and essential part of organizations like performing arts companies and heritage institutions, and culture donors are responsible for an increasing proportion of the revenues of not-for-profit culture institutions. Although recognized as an important component, volunteerism will not be covered in the current report. The reader is directed to another publication entitled: *Canadian Culture in Perspective: A Statistical Overview, 2000 Edition* (Catalogue # 87-211) for an in depth chapter on philanthropy (Chapter 2.2).

Economic theory tells us that there is a link between supply and demand in any market. One can assume that the laws of supply and demand can also be applied to the culture sector. To date, the supply side of culture has been the focus of data collection and reporting by the Culture Statistics Program. This report does not intend to repeat this wealth of information. Some supply information will be included to provide the reader with the necessary contextual information, but for the most part, this report will focus on the demand side of consumption.

The demand side of culture research has been a relatively neglected area[2]. Consumer demand can

1 In 1997 the Survey of Household Spending (SHS) replaced the Survey of Family Expenditures (FAMEX).

2 Making the Linkages: Cultural research in the 1990's. Report on the Strategic Workshop, Strategic Policy Planning, Strategy and Plans Branch, Communications Canada, 1992

be measured by monitoring spending behaviour - what types of cultural services or equipment we buy; and by viewing the number and type of culture activities/ events we attend. However, it is recognized that one may not always be able to put an economic value on cultural preferences and on culture participation given the free nature of our parks, some museums, public libraries and festivals.

Limitations specific to the Survey of Household Spending need to be recognized:

- As of 1997, the Survey of Household Spending (SHS) merged the Family Expenditure Survey (FAMEX) and the Household Facilities and Equipment Survey into one new annual survey. The new Survey of Household Spending has a sample size that is 50% larger than that of the FAMEX survey. Before 1996, the FAMEX survey was conducted on a periodic basis, generally every four years, whereas the new survey is conducted annually. The number of questions asked in the new survey however, is considerably lower than in the previous one. As a result, less detailed information is available for some expenditure categories.

- There have been some important conceptual changes in selected expenditure data. When comparing time series, users should take note of these changes including shelter, gifts to non-household members and clothing. Because of conceptual changes for some variables and a substantial reduction in the number of questions asked in the 1997 survey, *comparisons with data from previous years are not straightforward.*

- Free outdoor music festivals, free museum admissions or the use of public libraries are not accounted for in the Famex nor SHS surveys. Similarly, many of us listen to the radio, read library books, watch television, attend museum exhibitions or participate in organized social activities without having to pay for enjoying these activities.

Another less frequently assessed measure of demand is that of participation and attendance. How much of our free time do we spend on culture? What kinds of events are we attending and how often? What culture activities do we enjoy doing? The culture supplements to the GSS provide a rich source of information about the participation of Canadians in a variety of culture activities.

However, limitations specific to the culture participation data collected through the GSS need to be recognized.

- The GSS collected culture data through supplements conducted on a 6 year cycle compared to the annual collection of expenditure data.

- Level of interest does not necessarily translate directly into participation in a culture activity. Lack of opportunity, inaccessibility, lack of time and economic restrictions all can result in non-participation.

- The GSS survey collects information on the respondent's stated behaviour. Due to errors in recall and the tendency to present ourselves in a favourable light, verbal reports are an imperfect indicator of actual behaviour whether it be reading, attending theatrical performances or watching television. For example, reading is a socially desirable behaviour and consequently may be exaggerated, while an activity such as television viewing is generally seen as less desirable behaviour and consequently may be somewhat underreported.

- The Canadian public as participants and consumers represents the largest audience for Canadian cultural products, activities and events – and this is the focus of the current research. However, the audience for Canadian cultural products and activities is not limited to our domestic audience alone. Visitors to Canada and foreign consumers as a result of touring and marketing activities by Canadians, also have the opportunity to participate in, purchase and enjoy Canadian cultural activities and products. Participation in culture by visitors to Canada and foreign consumers is not captured by the GSS survey.

- GSS data are dependent upon financial support of many culture partners for its continuation.

Despite these caveats, the ensuing data provide a useful portrait of the culture participation rates of Canadians.

Definition of Culture

Our next hurdle is to define what we mean by culture.*A Culture@* as the British critic Raymond Williams has famously noted, is *A one of the most complicated words in the English language ”*.
According to Williams, the problem is not that there is no definition of culture, it is that there are too many.

The Culture Statistics Program has been concerned for a number of years with the development of standard concepts, definitions and analytical conventions for the collection and reporting of culture data. A comprehensive framework was developed to help transcend the boundaries of existing classifications, fully delineating all culture-related activities, individuals, industries, organizations, institutions, products and services. Direction and advice was solicited from a working group with representation from an array of federal departments, organizations and associations having an interest in culture.

While the UNESCO criteria and framework was viewed as an excellent starting point, it was necessary to make adaptations to ensure that the Canadian framework reflects the Canadian experience. After lengthy consultations with the working group and various partners, Statistics Canada has developed a Canadian Framework for Culture Statistics. The Canadian solution was typically one of balance, flexibility and compromise. Sport is not included in the Canadian framework, nor is the broader definition of nature and the environment (other than nature parks with interpretation centres). However, advertising and new media were included as culture categories. The extent of inclusion of cultural equipment (such as blank videotapes, CD players, TV sets, musical instruments and artists’ materials) continues to be the subject of much discussion. As such, the expenditure data presented in this report includes both spending on various culture events and activities as well as on culture equipment, yet the two are offered separately.

The framework for culture statistics breaks out seven major functional elements including creation, production, preservation, manufacturing, distribution, support services and consumption. Consumption, which encompasses both active and passive participation was deemed as one of the essential elements. The fundamental points of information required for consumption include: the number and characteristics of persons who attend, watch, buy, listen to, read, use and do volunteer work in culture. Information is sought on the attendance and on the participants, the value of purchases and the frequency of use or reasons for non-use. Most of these information requirements are met through the GSS, the Survey of Household Expenditures and through the data released by the Culture Statistics Program.

In order to foster consistency in the definition and compilation of culture consumption data, the challenge is to identify which goods and services are within scope. The objective is to remain consistent with previous applications and to adhere as much as possible to the framework parameters, which are used to define the boundaries of the current study of culture consumption. Discussion of what is included and excluded from the framework is beyond the scope of this report.

3.0 Free Time

The Time Use portion of the General Social Survey asked Canadians (aged 15 years and older) to record how they allocated their time over a 24-hour period. This diary provides information on the average amount of time spent at work (both paid and unpaid work e.g., household work and childcare), on education, sleeping, preparing and eating meals and on other personal activities. Free time is the residual amount not allocated to any of these items – it is the time over which we have most discretion.

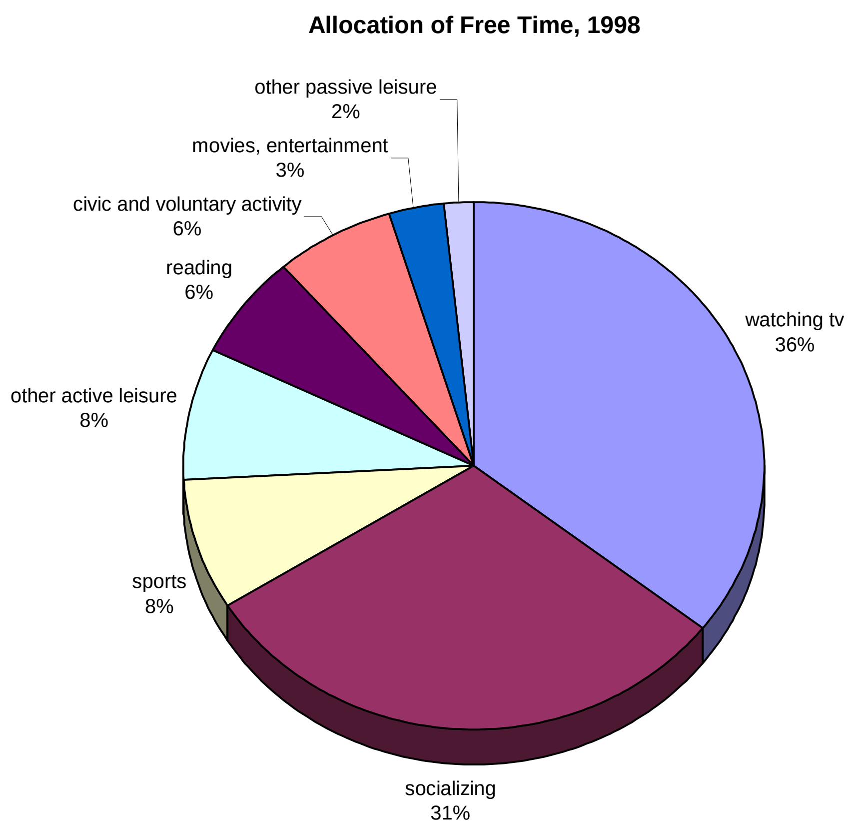
- The results reveal that in 1998, Canadians aged 15 years and older enjoyed on average 6.2 hours of free time per day, an increase of only 5 minutes over 1992.

And how did we allocate these precious hours of free time? In 1998, Canadians spent just over half (55%) of our leisure time or 3.4 hours per day on culture-related activities such as watching television and rented movies, reading books, magazines, newspapers, listening to radio or pre-recorded music, attending fairs, festivals, going to the movies, visiting museums, art galleries and other heritage sites. The remaining free time was spent socializing with family and friends (31%), playing sports (8%) and volunteering (6%).

Technology has had a marked impact on how we use our free time. Television combined with the VCR consumed 36% of all our free time (Figure 1). We spent on average 2.2 hours per day watching television in 1998. This figure for television viewing may actually be even higher since we tend to watch TV while performing household or childcare duties, such secondary activities are not captured by the time use survey.

In comparison, Canadians spent an average of 24 minutes per day reading newspapers, magazines or books, representing a decrease over 1992 (30 minutes). In fact, we spent over five times the amount of time watching television (2.2 hours) as we did reading (0.4 hours) in 1998. An additional 0.5 hours per day was spent on other active leisure activities ranging from hobbies and crafts, music, theatre, dance, video games, surfing the net, playing cards or board games.

Figure 1. Allocation of Free Time, 1998



Source: General Social Survey, Time Use Cycles, 1992 and 1998

Table 1.

Average Number of Hours Spent per Day by Activity, Canada, 1992 and 1998

	Total		Difference
	1992	1998	in minutes
	(in hrs)	(in hrs)	1992-1998
Paid Work	3.6	3.6	2.0
Unpaid Work (Housework + Child care)	3.2	3.2	0.0
Education	0.6	0.6	1.0
Sleep + Meals + Personal care	10.5	10.4	-7.0
Free Time[1]	**6.1**	**6.2**	**5.0**
Civic & Voluntary activity	0.4	0.4	1.0
Socializing	1.8	1.9	5.0
Television, reading, other passive leisure	2.8	2.7	-6.0
Watching TV	2.2	2.2	1.0
Reading books, magazines, newspapers	0.5	0.4	-6.0
Other passive leisure	0.1	0.1	-1.0
Movies, other entertainment	0.1	0.2	4.0
Active leisure	1.0	1.0	1.0
Active sports	0.5	0.5	3.0
Other active leisure	0.5	0.5	-1.0
TOTAL	24.0	24.0	

Figures are averaged over a 7-day week.
Other passive leisure includes listening to radio; listening to pre-recorded music (CDs, tapes, records); reading mail; and other media and communications.

Other active leisure includes hobbies and domestic crafts done mainly for pleasure; music, theatre, dance; games, cards, puzzles, board games; video games, computer games; general computer use; surfing the net; pleasure drives; and other sport or active leisure.

[1] Free time is the residual amount of time not allocated to work, education, sleep, meals or personal care.
Source: General Social Survey, Time Use Cycles, 1992 and 1998

Gender and Use of Free Time

In 1998, men enjoyed almost half an hour more free time each day than did women. On average, men enjoyed 6.4 hours of free time per day, showing no change over 1992. Women enjoyed 6.0 hours of free time per day, an increase of only six minutes from 1992.

Men spent almost 40% of their free time watching television and rented movies. On average, men spent 2.4 hours per day watching television compared to women who spent 2 hours per day. As for reading, women spent on average 30 minutes per day reading, while men spent 18 minutes per day. Women volunteered more of their time than did men, spending 24 minutes per day volunteering compared to 18 minutes per day spent by men.

Age and Use of Free Time

Persons under 25 and seniors enjoyed the most free time. Young adults aged 15-24 reported having 6.6 hours of free time per day. This amount gradually decreases as we age and take on paid work and domestic responsibilities. Free time gradually increases once again as we approach our senior years and our responsibilities diminish. Seniors have the most available leisure time of any of the age categories (15 years and older). In 1998, persons aged 65 and over enjoyed an average of 8.5 hours of free time per day, 2.3 hours more per day than the average Canadian.

As the amount of free time over the life cycle is first squeezed and then expanded, Canadians tend to sacrifice and then recoup the time allocated to television. Time allotted to television viewing is highest among our seniors who spend on average 3.7 hours per day watching the tube. The 55 to 64 age group follow at 2.6 hours per day and then come the 15-24 year olds at 2.2 hours per day. The segment of the population spending the least amount of time watching TV are 25 to 44 year olds who on average spend 1.8 hours per day in front of the television screen.

Seniors allocate the largest proportion of their free time to reading. Time spent reading increases with age from an average of 12 minutes per day for people aged 15 to 34 to a high of 1 hour per day for persons aged 65 and older.

The average amount of time spent on civic and voluntary activities also increases with age. Young adults aged 15 to 24 spend the least amount of time volunteering at 0.2 hours per day while older Canadians aged 55 to 64 spend the most time at 0.6 hours. Volunteering drops off slightly for individuals aged 65 and over at 0.5 hours per day.

Changing socio-demographic and economic factors will have an affect on the amount of free time available to Canadians. While it is difficult to predict whether leisure time will increase in the future, it definitely did not increase during the 1990s. Since most cultural activities take place during our free time, this lack of increase is significant to culture.

4.0 National Trends in Culture Participation, 1992 and 1998

The range of culture activities and events available to Canadians is incredibly diverse, everything from museums and art galleries, theatre and dance performances, popular and classical music performances, to books, pre-recorded music, historic sites, zoos, botanical gardens and conservation areas. The question is, what is the demand for each of these culture items? How many Canadians actually take part in these various cultural offerings and how often?

The 1998 GSS found that over 8 in 10 adult Canadians[3] read newspapers (82%). Seven in ten adult Canadians listened to pre-recorded music (cassettes, records, CDs) (77%), watched a video on the VCR (73%) or read magazines (71%) for pleasure at least once in 1998. About sixty percent of adult Canadians reported reading books (61%) and going to the movies (59%) in 1998.

3 ‘Adult Canadians’ throughout this report refers to the population that was surveyed by the GSS- persons aged 15 years and older.

Less than half of us visited nature parks (45%) and even fewer visited an historical site, a zoo, aquarium or botanical garden, museum, art gallery, or did crafts. Less than one-quarter of us attended festivals, visited public art galleries, art museums, attended a performing arts play or musical concert or borrowed library materials. Fewer than 2 in 10 adult Canadians reported playing a musical instrument, engaging in any form of visual arts, attended cultural or heritage performances, visited science and tech centres, or museums. And fewer than 10% of adult Canadians reported writing poetry or short stories, engaged in artistic photography, sang in a choir or solo, danced, acted, visited commercial art galleries, attended classical music, dance, choral, or children's performances, or went to the opera (Table 2).

Culture Participation on the Decline

The most notable GSS finding is the drop in participation rates for a large number of culture activities and events between 1992 and 1998. Half of the 30 culture activities showed a drop in participation rates (Table 3).

The proportion of adult Canadians reading newspapers, magazines and books, borrowing library materials, listening to pre-recorded music (cassettes, records, CDs), attending a festival[4], and to a lesser extent visiting a museum or art gallery all declined between 1992 and 1998. Attendance at various performing arts events also suffered from declining popularity – participation rates decreased for theatrical performances, symphonic and classical music, children's performances, opera to popular musical performances. In addition, the proportion of Canadians visiting zoos, aquariums, botanical gardens, planetariums, and conservation areas and nature parks all decreased over this time period.

On the positive side, going to the movies was up by almost 11 percentage points from 1992 to 1998 as was visiting historical sites (up by 6 percentage points). And a greater number (and rate) of Canadians attended choral music, cultural/heritage[5] and dance performances, public art galleries and science and technology centres in 1998 than six years earlier.

Are these Differences Statistically Significant?

But are these changes in participation statistically significant? A T-test was calculated in order to answer this question. Referring to Table 3, the culture items found to be statistically significant are indicated with an asterisk. The T-test results indicate that the change between 1992 and 1998 for the majority of culture items was indeed statistically significant at the 95% confidence level.

4 Festival participation rates must be viewed with caution as the change in survey question in 1998 may account for the apparent drop in attendance. In 1992 respondents were asked if they attended any festivals, fairs or exhibitions. In 1998 the question excluded fairs and exhibitions thus focusing on cultural or artistic festivals such as film, fringe, dance, jazz, folk, rock, buskers or comedy.

5 Refers to performances of cultural/heritage music, theatre or dance (e.g. Aboriginal Peoples, Chinese, Ukrainian).

Table 2.
Participation[6] in Culture Activities by Canadians age 15 and over, Rank Ordered, 1998

	Number (000s)	**Rate %**
Population (15 and over)	24,260	
Read newspaper	19,851	**81.8**
Listen to pre-recorded music	18,625	**76.8**
Watch video on VCR	17,690	**72.9**
Read magazine	17,264	**71.2**
Read book	14,881	**61.3**
Go to movie	14,340	**59.1**
Visit conservation area or nature park	10,904	**44.9**
Attend professional concert or performance	8,391	**34.6**
Visit historical site	7,863	**32.4**
Visit zoo, aquarium, botanical garden	7,820	**32.2**
Visit museum or art gallery	7,210	**29.7**
Use Internet	7,171	**29.6**
Do crafts	7,108	**29.3**
Borrow library materials	6,036	**24.9**
Attend festival	5,493	**22.6**
Visit public art gallery/ art museum	5,364	**22.1**
Attend Theatrical performance	4,839	**19.9**
Attend Popular musical performance	4,750	**19.6**
Play a musical instrument	4,150	**17.1**
Attend 0ther popular stage	3,778	**15.6**
Attend Cultural /heritage performance	3,349	**13.8**
Visit science & technology, natural science or natural history museum	3,128	**12.9**
Do visual arts	2,809	**11.6**
Visit general, human history or community museum	2,637	**10.9**
Write poetry, short stories	2,318	**9.6**
Visit commercial art gallery	2,057	**8.5**
Do artistic photography	2,036	**8.4**
Sing in a Choir or solo	1,991	**8.2**
Attend symphonic/ classical music	1,997	**8.2**
Attend dance performance	1,658	**6.8**
Attend children's performance	1,640	**6.8**
Attend choral music	1,597	**6.6**
Dance /Choreography	1,337	**5.5**
Acting/ theatrical activity	815	**3.4**
Attend opera	719	**3.0**

Source: General Social Survey, 1998

6 Participated at least once in the twelve months prior to the survey.

Table 3. Participation[7] in Culture Activities, Canadians aged 15 and over, 1992 and 1998

	1992		1998		Net Change in Participation Rates, 1992 to 1998	Statistically significant T-Test
	Number (000s)	Rate %	Number (000s)	Rate %		
Population (15 years and over)	**21,294**		**24,260**			
Read a newspaper	**19,615**	92.1	**19,851**	81.8	-10.3	*
Read a magazine	**16,980**	79.7	**17,264**	71.2	-8.6	*
Read a book	**14,048**	66.0	**14,881**	61.3	-4.6	*
Library - Borrow materials	**7,207**	33.8	**6,036**	24.9	-9.0	*
Go to a movie	**10,346**	48.6	**14,340**	59.1	10.5	*
Watch a video on VCR	**15,081**	70.8	**17,690**	72.9	2.1	*
Listen to cassettes, records, CDs	**17,168**	80.6	**18,625**	76.8	-3.9	*
Use Internet	**..**	..	**7,171**	29.6	**..**	**..**
Attend a Professional Concert or Performance	**6,439**	30.2	**8,391**	34.6	4.3	*
Attend – Theatrical Performance	**5,114**	24.0	**4,839**	19.9	-4.1	*
Attend – popular Musical Performance	**5,048**	23.7	**4,750**	19.6	-4.1	*
Attend – Symphonic, classical music	**2,606**	12.2	**1,997**	8.2	-4.0	*
Attend – Opera	**929**	4.4	**719**	3.0	-1.4	*
Attend - Choral music performance	**659**	3.1	**1,597**	6.6	3.5	*
Attend - Dance performance	**1,042**	4.9	**1,658**	6.8	1.9	*
Attend - Children's performance	**1,799**	8.4	**1,640**	6.8	-1.7	*
Attend - Festival (1)	**10,763**	50.5	**5,493**	22.6	-27.9	*
Attend - Cultural /heritage performance	**2,477**	11.6	**3,349**	13.8	2.2	*
Attend - Other popular stage performance	**3,321**	15.6	**3,778**	15.6	0.0	
Visit a Museum or Art Gallery	**6,882**	32.3	**7,210**	29.7	-2.6	*
Visit - Public Art Gallery, Art Museum	**4,113**	19.3	**5,364**	22.1	2.8	*
Visit - Commercial Art Gallery	**1,775**	8.3	**2,057**	8.5	0.1	
Visit - Science and Technology, natural science or natural history museum	**2,194**	10.3	**3,128**	12.9	2.6	*
Visit - General, Human history or Community museum	**2,419**	11.4	**2,637**	10.9	-0.5	
Visit an Historical site	**5,692**	26.7	**7,863**	32.4	5.7	*
Visit a Zoo, aquarium, botanical garden, planetarium	**7,501**	35.2	**7,820**	32.2	-3.0	*
Visit a Conservation area or Nature Park	**9,789**	46.0	**10,904**	44.9	-1.0	
Do any visual arts (painting, sculpting, etc.)	**2,048**	9.6	**2,809**	11.6	2.0	*
Do any crafts (pottery, woodworking, etc.)	**6,204**	29.1	**7,108**	29.3	0.2	
Play a Musical instrument	**3,572**	16.8	**4,150**	17.1	0.3	
Do artistic photography	**1,887**	8.9	**2,036**	8.4	-0.5	

Source: General Social Survey, 1992 and 1998

1 Note: the apparent drop in participation rate for festivals may be due largely to a change in definition in 1998 which asked respondents: Did you go to a cultural or artistic festival such as film, fringe, dance, jazz, folk, rock, buskers or comedy? While in 1992 the definition was much broader: Did you go to any festivals, fairs or exhibitions?

7 Participated at least once in the twelve months prior to the survey.

5.0 Provincial Trends

Provincial differences in the participation rate for a number of culture activities and events are represented in Table 4. This section highlights some of the more notable differences.

Reading big in the Atlantic provinces

Residents of Prince Edward Island were clearly the most avid newspaper readers at 90%, with Nova Scotia (88%) and Newfoundland (87%) not far behind, all exceeding the national average of 82%. The lowest proportion of newspaper readers were residents of Ontario and Manitoba at 80% each.

In 1998, Nova Scotians were the most avid magazine readers in the country (81%). Nova Scotia also led the way along with British Columbia for reading books (66%). The proportion of Canadians aged 15 and older reading books was lowest in Saskatchewan (58%), Quebec and New Brunswick (59% each).

British Columbia reported the highest proportion of library services users (38%) and of people borrowing library materials (35%), while the lowest reported use of libraries was in Newfoundland and New Brunswick. (20% each).

Movie-going most popular in Alberta and Nova Scotia

Albertans and Nova Scotians love going to the cinema, with 62% of their adult populations reporting going to the movies at least once in 1998. Residents of Quebec and Ontario were not far behind at 61% and 60% respectively. The lowest percentages of movie-goers were reported in New Brunswick (51%) and Newfoundland (46%), both considerably below the national average of 59%.

Newfoundlanders and Quebeckers love their music

The proportion of Canadians listening to pre-recorded music such as cassettes, records and CDs was highest among residents of Newfoundland (82%) and Quebec (80%) and lowest in Saskatchewan (72%).

Performing Arts favoured in Quebec

The percentage of the population 15 years and older who attended a performing arts performance averaged 30% for Canada as a whole in 1992 and almost 35% in 1998. The provincial variations in performing arts attendance rates across our country were considerable, ranging from a low of 23% of adults[8] in New Brunswick and 24% in both Newfoundland and Saskatchewan, to a high of 38% in Quebec.

It is interesting to look at these percentages in relation to the availability of performing arts by province. According to the CSP's Performing Arts Survey, over three-quarters of the not-for-

8 'Adult' throughout this report refers to persons aged 15 years and older.

profit performing arts companies are located in Quebec, Ontario and British Columbia. It is possible that at least some of the variation in attendance is linked to the availability of the performing arts in each province.

Looking at the performing arts disciplines individually, residents of Quebec were more likely to attend popular music performances as well as classical music performances than residents of most other provinces. In terms of attending popular music performances, Quebeckers came out on top followed closely by Prince Edward Island (21%) and Alberta (21%). Twenty-two percent of Quebeckers reported going to a popular music performance in 1998 compared to 26% six years earlier – a drop of 4 percentage points. As for children's performing arts, Quebec and Prince Edward Island showed the highest attendance with 10% of adult Prince Edward Islanders and 9% of Quebeckers attending in 1998.

By and large, Quebec and Nova Scotia (32% each) were avid supporters of festivals. While Quebec and Prince Edward Island reported the highest attendance rates for other popular stage performances such as circus' or ice shows (20% each).

Museums still favoured in Nova Scotia

In 1998, the percentage of Canadians aged 15 and over visiting museums averaged 30% for Canada as a whole, down 2.6 percentage points from 1992. Looking across the nation, the rates ranged from a low of 21% in Newfoundland to a high of 36% in Nova Scotia and British Columbia. What is perhaps most notable is the attendance patterns of Nova Scotians. For nearly all types of museums, including science and technology centres, natural history, general or human history and community museums, Nova Scotia led all provinces in terms of participation rates.

Nova Scotia also showed the highest rate for visiting historic sites in 1998 at nearly half (49%) of their adult population, considerably higher than the national rate (32%). As for visiting zoos, aquariums, botanical gardens and the like, Manitoba and Alberta topped the list with 39% of their adult populations reporting visits.

Visiting both public art galleries and commercial art galleries seems to be a passion among residents of British Columbia. Nearly thirty percent (29%) of adults in British Columbia reported visiting public art galleries in 1998 –double the rate reported in Newfoundland and Prince Edward Island. Commercial art galleries were visited by 13% of the adult population in BC and Quebec in 1998 - double the rate of every other province.

Table 4.
Participation Rates in Various Culture Activities, Canada and the Provinces, 1998

	Canada	NFLD	PEI	NS	NB	Que	Ont	Man	Sask	Alta	BC
	%	%	%	%	%	%	%	%	%	%	%
Read a newspaper	**82**	87	90	88	84	82	80	80	82	84	82
Read a magazine	**71**	72	76	81	71	72	70	64	73	75	70
Read a book	**61**	64	64	66	59	59	61	60	58	62	66
Use library services	**26**	20	23	26	20	24	28	24	26	27	38
Borrow library materials	**25**	15	21	22	17	22	25	22	24	24	35
Go to a movie	**59**	46	58	62	51	61	60	54	52	62	57
Watch a video on VCR	**73**	79	74	77	77	69	73	73	72	78	72
Listen to cassettes, records, CDs	**77**	82	76	79	79	80	75	75	72	78	75
Use Internet	**30**	27	27	28	28	24	32	28	22	30	36
Attend a Professional Concert or Performance	**35**	24	35	28	23	38	35	28	24	35	35
Theatrical Performance	**20**	12	23	14	11	19	22	15	12	20	23
Popular Musical	**20**	16	21	17	15	22	20	16	15	21	19
Symphonic, classical music	**8**	4	6	6	4	11	7	7	4	8	11
Opera	**3**	x	-	x	x	3	3	2	x	3	4
Choral music	**7**	5	10	7	7	9	5	5	4	5	8
Dance	**7**	5	9	6	7	7	6	8	6	8	8
Children's performance	**7**	6	10	6	7	9	6	5	5	5	8
Festival	**23**	16	20	32	20	32	19	18	18	21	17
Cultural / heritage performance	**14**	14	13	14	13	13	14	19	12	15	11
Other popular stage performance	**16**	14	20	15	17	20	15	16	14	14	11
Visit a Museum or Art Gallery	**30**	21	24	36	22	29	29	26	30	30	36
Public Art Gallery, Art Museum	**22**	13	13	21	16	20	23	16	21	23	29
Commercial Art Gallery	**9**	5	5	6	6	13	6	4	5	6	13
Science and Technology, Natural science or Natural history museum	**13**	9	10	18	9	11	13	13	13	13	16
General, human history or Community museum	**11**	10	10	17	9	13	9	14	11	11	12
Visit an Historical site	**32**	45	35	49	36	31	31	30	28	34	33
Visit a Zoo, aquarium, botanical garden, planetarium	**32**	23	14	32	25	34	31	39	22	39	33
Visit a Conservation area or Nature Park	**45**	45	48	51	50	33	50	43	43	48	50
Do any visual arts (painting, sculpting etc)	**12**	8	10	15	10	11	12	9	11	12	12
Do any crafts (pottery, woodworking, etc.)	**29**	38	35	39	35	20	32	32	35	32	30
Play a Musical instrument	**17**	16	17	19	17	16	17	19	17	18	17
Sing in a Choir or solo	**8**	14	14	15	13	8	7	10	7	8	9
Dance or Choreography	**6**	12	11	12	12	4	6	5	6	5	4
Acting or theatrical activity	**3**	x	x	4	4	3	3	5	3	4	4
Write poetry, short stories, etc.	**10**	10	8	12	10	8	10	9	9	10	9
Do artistic photography	**8**	5	7	9	11	5	9	8	7	8	13

Source: General Social Survey, 1998

6.0 Canadians Spending More on Culture

In 1998, Canadian households spent on average $51,400 on everything from clothing to car maintenance to travel, a 12.8 % increase over the $45,550 spent in 1992. This increase exceeded the annual inflation rate over the same time period of 8.6% as measured by the Consumer Price Index[9]. Personal taxes tend to claim the largest share of the average household's budget with just over 21% paid in taxes in 1998, while shelter costs followed as a close second at 20%. Transportation and food took 12% and 11% of our budgets respectively (Table 5). These essentials tend to account for the bulk of consumer spending. After having paid for these essential items, what remains in our budgets for culture?

Spending on most non-essential items by Canadians tends to be closely linked to the business cycle. That is, consumers are able and willing to delay purchases of non-essential items during economic slowdowns. The discretionary nature of cultural items logically ties it more closely to the economic cycle than many other categories of spending. The consumer must feed, shelter and clothe himself before spending money on the movies, buying a new book or visiting a museum. Despite this fact, there has been a significant growth in consumption within the culture sector.

- Canadian households spent on average $1,230 on culture events and activities[10] (excluding equipment) in 1998, up 24% from the $990 spent in 1992. Expressed in 1992 constant dollars, the increase in average household spending on culture was less dramatic going from $990 to $1,033 – an increase of 4%. Spending on culture items was in keeping with, if not slightly outpacing our overall spending increase of 3% over this 6-year period (Tables 6, 7).

- In total, all Canadian households combined spent $16.2 billion on culture goods and services in 1998 up from $11.3 billion spent in 1992[11] - an increase of 43%. Expressed in constant dollars total spending on culture went from $11.3 billion to $13.6 billion, an increase of 20%.

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9 The CPI measures the change in the price of a 'basket' of goods and services purchased by consumers.

10 Culture goods and services is not a standard category found among the major expenditures in the Survey of Household Spending. However, individual culture items have been identified and aggregated to provide a picture of average household spending on culture goods and services.

11 Total household expenditures are based on full-year households this excludes part-year households (those which reported for only a portion of the year).

Table 5.
Average Household Expenditure for Major Categories, Canada, 1992, 1996-1998

Current dollars	1992	1996	1997	1998	*% change 1992 to 1998*
Food	5,686	5,962	5,708	5,880	*3.4*
Shelter	8,102	9,813	9,873	10,092	*24.6*
Household operation	1,974	2,268	2,287	2,362	*19.7*
Household furnishings & equipment	1,372	1,294	1,336	1,489	*8.5*
Clothing	2,222	2,116	2,183	2,201	*-0.9*
Transportation	5,640	6,045	6,203	6,363	*12.8*
Health Care	867	1,006	1,152	1,191	*37.4*
Personal care	844	835	665	693	*-17.9*
Recreation	2,300	2,641	2,784	2,947	*28.1*
Reading materials & other printed matter	248	253	275	276	*11.3*
Education	430	555	659	679	*57.9*
Tobacco products & Alcohol	1,410	1,148	1,142	1,214	*-13.9*
Miscellaneous	1,322	695	796	814	*-38.4*
Games of chance	…	264	247	249	*…*
Other (non-money gifts, gifts of clothing)	…	509	…	…	*…*
Total current consumption	**32,417**	**35,405**	**35,308**	**36,450**	***12.4***
Personal taxes	9,378	10,752	10,638	10,965	*16.9*
Personal insurance payments & pension contributions	2,289	2,600	2,785	2,802	*22.4*
Gifts of money & contributions	1,464	1,191	1,240	1,144	*-21.9*
Total expenditure	**45,548**	**49,948**	**49,971**	**51,362**	***12.8***

Note: Data for 1992 and 1996 have been adjusted to reflect the changeover to the Survey of Household Spending (formerly FAMEX) in 1997.
Source: Family Expenditure Survey 1992, 1996 and Survey of Household Expenditures 1997 and 1998.

Cablevision Consumes Largest Share of our Culture Budget
In terms of magnitude, cablevision consumes the largest share of our household culture budget (Figure 2). The purchase of pre-recorded music, newspapers and video rentals followed, but each of these items consumed less than half that of cable.

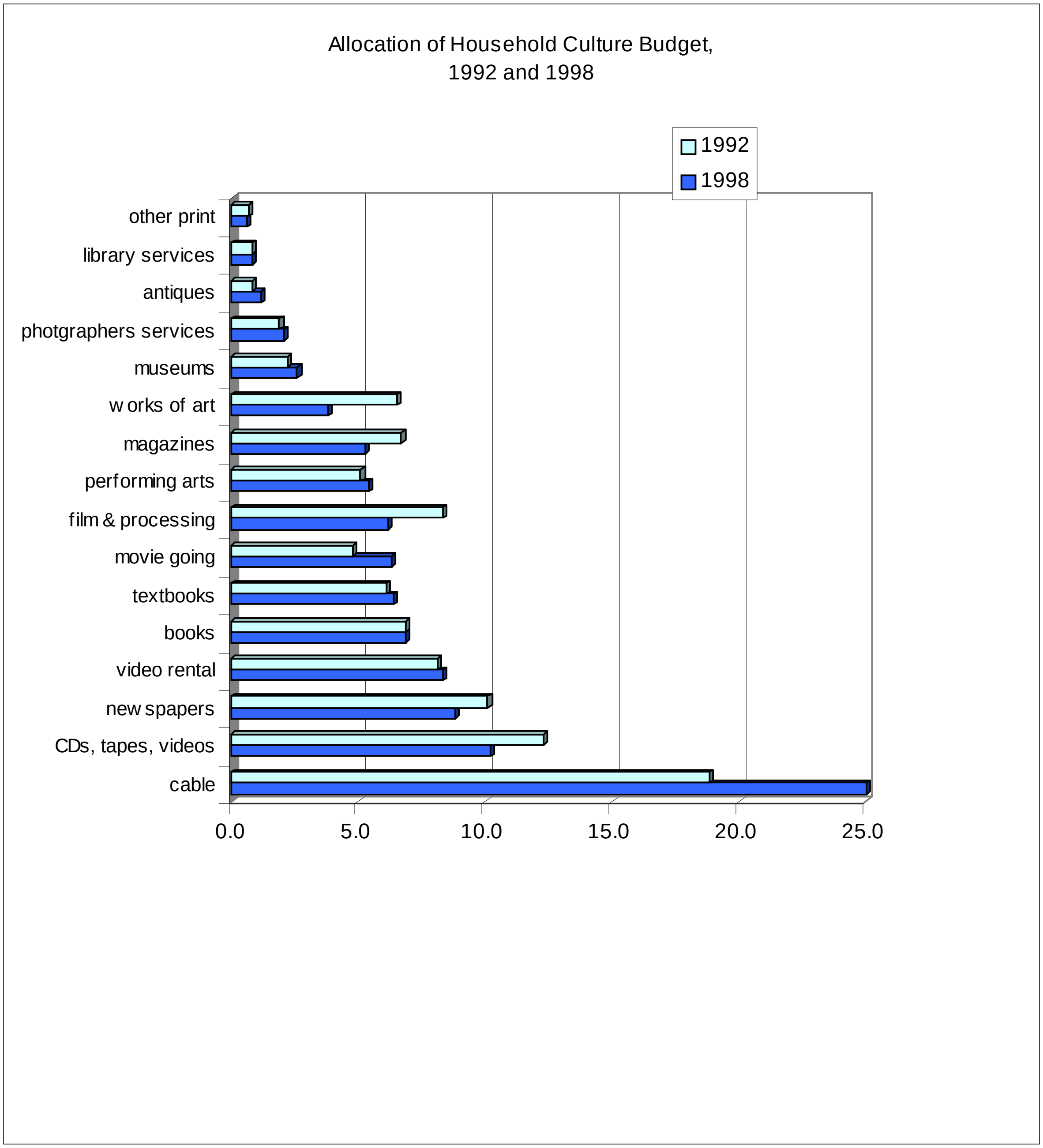
Since 1992 Canadians have been spending more and more on home entertainment. In 1998, one-quarter or $307 of our culture budget was spent on cablevision compared to the $186 (19% of our culture dollar) we spent in 1992. Cable showed the largest increase in spending with a 65% increase between 1992 and 1998, the bulk of this increase occurred between 1992 and 1996 when expenditures jumped 40%. In total, Canadian consumers spent an estimated $4 billion on cablevision and satellite services in 1998, nearly double that spent in 1992 ($2.1 billion).

The second highest household culture expenditure was the amount we spent on purchased pre-recorded music (such as CDs and tapes) and videos at $125 in 1998 or 10% of our culture dollar. This was down slightly from the 12% we spent in 1992. The third largest chunk of our culture dollar went towards the purchase of newspapers. In 1998, the average Canadian household allocated $108 or 9% of their culture dollar to buying newspapers, slightly less than the proportion spent in 1992 (10%). Video rental has maintained a relatively constant portion of our culture outlay at 8%, although the amount spent went from $80 in 1992 to $102 in 1998. The proportion spent on books (7%) and on the performing arts (5%) also remained relatively stable between 1992 and 1998.

Winners and Losers
So, how much did we spend on specific culture items and events in 1998 compared to 1992? When looking at dollar amounts spent across the years, the use of constant dollars can draw a more accurate picture by removing the effects of inflation. From 1992 to 1998, Canadian households increased the amount they spent (in constant dollars) on movie admissions (31%), cablevision (19%) and admissions to museums (19%), and to a lesser extent on video rental (10%), books (8%) and performing arts (6%). On the other hand, spending was down for visual arts (-24%), magazines (-19%) and newspapers (-14%). Little or no change is evident in the average amount spent per household on CDs, tapes and videos and photography.

Family spending on home entertainment equipment increased by 14% (in constant 1992 dollars) from 1992 - going from $289 to $330 in 1998. Half of our home entertainment equipment expenditure is taken up by the purchase of televisions, VCRs, camcorders and other TV /video components ($153 in 1992 and $167 in 1998). This is not surprising given that more Canadian households now own a wider range of home entertainment equipment. Cable television penetration leveled off at 73% of Canadian homes in 1998. Color television is nearly universal at 99% penetration, and the VCR market continues to expand with 88% of Canadian households owning a VCR in 1998 up from 74% in 1992. Ownership of compact disc players more than doubled from 27% to 67% over this time period.

Figure 2.
Allocation of Household Culture Budget, 1992 and 1998 (in percent)



Note: Data for 1992 and 1996 have been adjusted to reflect the changeover to the Survey of Household Spending (formerly FAMEX) in 1997.
Source: Family Expenditure Survey 1992, 1996 and Survey of Household Expenditures 1997 and 1998.

More Canadians entered the computer age in 1998 with computer ownership rising to 45% of households - over twice the proportion of 1992 when 20% reported owning a computer. In 1992, 15% of Canadian households reported spending an average of $134 on computer equipment and supplies, by 1998 spending increased to an estimated $319 per household. In addition, 25% of households reported having access to the Internet from home in 1998 compared with only 17% in 1997. For households that reported spending on Internet services, spending increased 11% from 1997 to an average of $242.

Table 6.

Ownership of Household equipment, 1992 and 1998

	Percent of Canadian Households		
	1992	1997	1998
	%	%	%
radio	99	99	99
colour television	98	99	99
cablevision	71	74	73
compact disc player	27	58	67
VCR	74	85	88
home computer	20	36	45
Internet from home	..	17	25

Source: Survey of Household Facilities and Income, 1992 and 1997, Cat. 13-218-XPB and Survey of Household Expenditures (formerly Famex), 1998, Cat. 62-202-XPB.

Discrepancy between Culture Spending and Culture Participation

While the data indicate that spending on culture has increased since 1992, the latest GSS data suggest that there has been a decline in the number of Canadians attending and engaging in various cultural activities. This discrepancy between participation and expenditure may be explained by the substantial price increases for many cultural goods and services over the past few years. Consumers are allocating a greater share of their personal expenditures to culture activities than they did ten years ago, but in may cases this may be due to increased prices rather than increased demand.

An increase in the number of people purchasing a particular piece of culture equipment, for example, may not indicate an increased average expenditure per family on the item if prices have come down over the years – such as for camcorders. It is necessary, therefore, for both indicators to be examined to have a more comprehensive understanding of consumption.

Table 7. Average Family Expenditure on Selected Culture Events, Activities and Equipment, Canada 1992, 1996, 1997 and 1998 (Current $)

	Average Expenditure per household $				% change	Total Expenditure on Culture (millions)[1]			
	1992	1996	1997	1998		1992	1996	1997	1998
Visual Arts									
Works of Art, carvings and vases	64	65	32	47	*-27*	731	818	417	620
Antiques	8	8	8	15	*88*	91	101	104	198
Performing Arts									
Live Performing arts [2]	51	61	69	66	*29*	582	768	899	871
Print									
Newspapers	100	109	112	108	*8*	1,142	1,372	1,460	1,425
Magazines	66	51	63	65	*-2*	754	642	821	857
Books (excluding school books)	68	76	81	85	*25*	776	957	1,056	1,121
Maps, sheet music & other printed material	7	6	7	7	*0*	80	76	91	92
Textbooks	60	67	74	78	*30*	685	843	965	1,029
Film, Video and Music									
Movie admissions	48	58	73	77	*60*	548	730	952	1,016
CDs, tapes, videos and video discs	122	146	121	125	*2*	1,393	1,838	1,577	1,649
Rental of videotapes & video discs	80	92	95	102	*28*	913	1,158	1,238	1,346
Photography									
Film and processing	82	70	77	76	*-7*	936	881	1,004	1,003
Photographers' and other photographic services	19	25	26	26	*37*	217	315	339	343
Broadcasting Distribution									
Rental of cablevision and satellite services	186	260	281	307	*65*	2,124	3,273	3,663	4,050
Heritage									
Admissions to museums & other activities & venues [2]	22	17	31	32	*45*	251	214	404	422
Library									
Services (duplicating, library fees and fines)	8	10	11	10	*25*	91	126	143	132
Total Cultural Events and Activities	**991**	**1,121**	**1,161**	**1,226**	*24*	**11,314**	**14,110**	**15,134**	**16,174**
Artists' materials, handicraft & hobbycraft kits	39	30	44	39	*0*	445	378	574	514
Cameras and accessories	18	19	26	31	*72*	206	239	339	409
Musical Instruments, parts and accessories	28	30	36	34	*21*	320	378	469	449
Home Entertainment Equipment and Services									
Audio (eg. Radio, CD players, speakers)	82	96	87	96	*17*	936	1,208	1,134	1,266
Blank audio and video tapes	25	19	16	16	*-36*	285	239	209	211
TVs, VCRs, camcorders and other components	153	139	134	138	*-10*	1,747	1,750	1,747	1,821
Other home entertainment equipment	8	18	21	28	*250*	91	227	274	369
Rental of home entertainment Equip. & other services	10	4	4	3	*-70*	114	50	52	40
Maintenance & repair of home entertainment equip	11	12	14	12	*9*	126	151	182	158
Selected Cultural Equipment- Total	**374**	**367**	**382**	**397**	*6*	**4,270**	**4,620**	**4,979**	**5,237**
Total Cultural Events, Activities and Selected Equipment	**1,365**	**1,488**	**1,543**	**1,623**	*19*	**15,584**	**18,730**	**20,113**	**21,411**
Total Expenditure (excluding personal taxes) From FAMEX, SHS	**36,169**	**38,322**	**39,313**	**40,397**	*12*				
Personal Expenditure on Consumer Goods & Services (PEA) (millions$)	**412,940**	**482,367**	**512,454**	**532,926**	*29*				

[1] Total expenditure on culture is calculated as the proportion spent on culture multiplied by Provincial Economic Accounts totals.
[2] A definitional change occurred in the categories of *Live Staged Performances* and *Admissions to museums, zoos, historic sites, etc.* in 1996 reducing the amount spent in these two categoriees.
Sources: Statistics Canada, Survey of Family Expenditures (FAMEX) 1992 and 1996, Survey of Household Spending 1997, 1998.

Table 8. Average Family Expenditure on Selected Culture Events, Activities and Equipment, Canada 1992, 1996, 1997 and 1998 (Constant 1992 $)

	Average Expenditure per household constant 1992 $				% change	Total Expenditure on Culture (millions)[1]			
	1992	1996	1997	1998		1992	1996	1997	1998
Visual Arts									
Works of Art, carvings and vases	64	58	28	42	*-35*	731	733	371	553
Antiques	8	7	7	13	*67*	91	90	93	176
Performing Arts									
Live Performing arts [2]	51	53	58	54	*6*	582	669	760	712
Print									
Newspapers	100	90	90	86	*-14*	1,142	1,133	1,175	1,141
Magazines	66	44	53	54	*-19*	754	558	686	708
Books (excluding school books)	68	67	70	73	*8*	776	847	909	965
Maps, sheet music & other printed material	7	5	6	6	*-14*	80	67	79	79
Textbooks	60	62	68	72	*20*	685	786	881	952
Film, Video and Music									
Movie admissions	48	51	62	63	*31*	548	636	804	831
CDs, tapes, videos and video discs	122	148	120	122	*0*	1,393	1,862	1,569	1,614
Rental of videotapes & video discs	80	87	87	88	*10*	913	1,095	1,129	1,163
Photography									
Film and processing	82	72	80	77	*-6*	936	904	1,046	1,017
Photographers' and other photographic services	19	26	27	26	*39*	217	323	353	348
Broadcasting Distribution									
Rental of cablevision and satellite services	186	207	217	221	*19*	2,124	2,608	2,831	2,914
Heritage									
Admissions to museums & other activities & venues [2]	22	15	26	26	*19*	251	187	341	345
Library									
Services (duplicating, library fees and fines)	8	9	10	9	*10*	91	114	129	116
Total Cultural Events and Activities	**991**	**1,002**	**1,009**	**1,033**	*4*	**11,314**	**12,612**	**13,155**	**13,632**
Artists' materials, handicraft & hobbycraft kits	39	30	44	39	*1*	445	384	579	518
Cameras and accessories	18	18	25	31	*75*	206	223	329	415
Musical Instruments, parts and accessories	28	31	38	36	*30*	320	392	498	481
Home Entertainment Equipment and Services									
Audio (eg. Radio, CD players, speakers)	82	101	95	108	*31*	936	1,276	1,242	1,421
Blank audio and video tapes	25	19	16	15	*-40*	285	238	203	199
TVs, VCRs, camcorders and other components	153	157	157	167	*9*	1,747	1,973	2,050	2,207
Other home entertainment equipment	8	17	20	26	*227*	91	217	259	345
Rental of home entertainment Equip. & other services	10	4	4	3	*-72*	114	48	49	37
Maintenance & repair of home entertainment equip	11	11	13	11	*2*	126	144	172	148
Selected Cultural Equipment- Total	**374**	**389**	**413**	**437**	*17*	**4,270**	**4,894**	**5,382**	**5,771**
Total Cultural Events, Activities and Selected Equipment	**1,365**	**1,391**	**1,422**	**1,471**	*8*	**15,584**	**17,506**	**18,537**	**19,403**
Total Expenditure (excluding personal taxes) From FAMEX, SHS	**36,169**	**36,187**	**36,536**	**37,198**	*3*				
Personal Expenditure on Consumer Goods & Services (PEA) (millions$)	**412,940**	**455,493**	**476,258**	**490,724**	*19*				

[1] Total expenditure on culture is calculated as the proportion spent on culture multiplied by Provincial Economic Accounts totals.

[2] A definitional change occurred in the categories of *Live Staged Performances* and *Admissions to museums, zoos, historic sites, etc.* in 1996 reducing the amount spent in these two categoriees.

Sources: Statistics Canada, Survey of Family Expenditures (FAMEX) 1992 and 1996, Survey of Household Spending 1997, 1998.

Are Price Increases Influencing Culture Spending?

The data indicate that consumers are allocating a greater share of their personal expenditures to cultural activities. However, in many cases this may be attributed to inflated prices rather than an increased quantity of goods and services purchased. The cost of many cultural goods and services has increased significantly over the years, making consumers choose more carefully and perhaps selecting alternate options altogether.

The price of various culture items has increased substantially from 1992 to 1998 and these increases have undoubtedly had an impact on our buying decisions. Large price increases are evident according to the Consumer Price Index for cablevision (39%), newspapers (25%), spectator entertainment (22%), magazines (21%), books and video rentals (16% each). The price of audio and video equipment decreased in price over the same period (-11% and –18% respectively). The major difference between the price of admission to various culture-related events and activities versus the decreasing price of most home entertainment equipment has likely played a role in the rise of the ‘couch potato’.

Table 9.
Consumer Price Changes for Selected Culture Items, 1992 to 1998

	CPI change 1992 to 1998 %
Cable rental	39
Newspapers	25
Spectator entertainment	22
Magazines, periodicals	21
Books	16
Video rentals	16
CDs, tapes, videos	2
Audio equipment	-11
Video equipment	-18
Other home entertainment services, equipment	7
Photographic equipment	-2

Source: Statistics Canada, Consumer Price Index

II. SECTOR PROFILES

This next section provides an in-depth examination of 8 major culture activities ranging from reading, television viewing and radio listening, to movie-going, attending the performing arts and heritage attractions, to doing visual arts and crafts and using the Internet. Each of these broad culture activities will be analyzed by a number of socio-demographic variables such as sex, age, province, household income, education, birth place, household language, household size, number of children in the household and the urban - rural dichotomy. In some cases, the information confirms what is already known and in other instances it brings new information to light.

7.0 Canadian Reading Habits

Reading remains a vital skill in contemporary society. There is a general consensus that a society's ability and interest in reading is an important measure of its overall health. So how do Canadians fare?

Is Reading on the decline?

Canadians continue to enjoy reading, whether it be newspapers, magazines or books. The GSS data reveal that the vast majority of Canadians read for pleasure, moreover, we read quite frequently and devote a substantial amount of our discretionary time to reading. However, fewer of us reported reading in 1998 compared to six years earlier. Eighty-two percent of adult Canadians reported reading newspapers as a form of leisure in 1998, down 10 percentage points from the 92% reporting reading in 1992. A similar drop in readership occurred with respect to magazines. Approximately seven in ten (71%) Canadians reported reading magazines in 1998, a 9 percentage point drop from nearly 80% reading magazines in 1992. Reading books also showed a drop, although less dramatic than that of newspapers or magazines. In 1998, 61% of adult Canadians reported reading books, down 5 percentage points from 1992.

These changes in reading patterns may be attributed to a number of factors including the rising cost of printed materials or a reduction in the amount of time we have to dedicate to reading. On the other hand, while the trends suggest a decline in reading, perhaps what is occurring is that we continue to read but through a new medium – the Internet. Thanks to the latest technological innovations, Canadians can access and read virtually any newspaper, magazine article and even portions of books through the Internet. In fact, the GSS indicated that 2.3 million Canadians (nearly 10%) reported reading through the Internet. The use of the Internet for accessing the written word may also partly explain why the buying of some forms of printed material is on the decline. Given our limited leisure hours, the Internet provides a quick and cheap option for satisfying our limited reading hours.

Frequency of Reading
Just how often are Canadians reading for pleasure? The 1998 GSS revealed that reading newspapers, magazines and even books are activities that many of us do on a regular basis. Close to one-half (49%) of adult Canadians read the newspaper on a daily basis and another 27% reported reading the newspaper at least 3 times a week in 1998. As for magazines, nearly 60% reported reading magazines at least once a week and another 35% at least once a month. For books, one-third of Canadians 15 years and older reported reading at least one book a week, 36% read at least one book a month, and 18% read at least one book every 3 months.

Household Spending on Reading Material
Data from the Survey of Household Expenditures shows a decrease in the average amount families spent on reading materials. Figures show a decline in both the proportion of Canadians who spent money on reading materials, and the average amount they spent (in constant dollars). The proportion of people purchasing newspapers fell from 74% in 1992 to 69% in 1998, while average family expenditures on newspapers decreased by 14% (from $100 to $86).

Similarly, fewer households reported buying magazines in 1998 than six years earlier – going from 66% to 60%. As well, the average amount spent per family on magazines fell by 18% (from $66 to $54).

Interestingly, the average Canadian family spent 25% more on book purchases in 1998 over 1992 despite the fact that there was no change in the proportion of the population purchasing books over this period (48% of adults). This may be a reflection of increased purchases or simply of the increasing cost of books which rose 16% between 1992 and 1998. Perhaps the lure of the new book superstores and the proliferation of discounts with frequent purchaser cards have enticed consumers to spend more on books. And we must not ignore the impact of used book outlets and garage sales

Profile of Canadian Readers, 1998
There are substantial differences among Canadians in their individual reading habits. The following examines a number of socio-demographic variables of those Canadians (aged 15 and older) who reported reading in 1998:

- A slightly greater proportion of males reported reading newspapers (83% of males to 81% of females). Yet for magazines and books, it seems that females dominated (74% for magazines and 68% for books).

- Reading newspapers seems to increase with age – then drops off for older Canadians aged 60 and older. Reading magazines and books is most popular among the youth (15-19 years of age) and decreases in popularity as one ages.

- English-speaking Canadians reported the highest rates for reading newspapers, magazines and books, while Allophones (persons speaking a language other than English or French) reported the lowest. The lower proportion of Allophones reading is perhaps a reflection of the supply of materials in their language of choice.

- Prince Edward Islanders were clearly the most avid newspaper readers at 90%, followed closely by Nova Scotia (88%) and Newfoundland (87%). Ontario and Manitoba reported lows of 80% newspaper readership. Nova Scotians were the most avid readers of magazines (81%) and tied with BC for reading books (66% each). The least apt to read magazines were residents of Manitoba (64%). The proportion of adults reading books was low in Saskatchewan (58%), Quebec and New Brunswick (tied at 59%).

- The likelihood of reading newspapers, magazines and books increases with increased levels of education. For instance, 86% of persons holding a doctorate or masters degree reported reading books in 1998 compared to just over half (54%) of persons with an elementary or secondary school education.

- Household income seems also to have an impact on reading magazines. Nearly 90% of persons from well-to-do households (earning $80,000 or more) reported reading magazines compared to approximately 70% of households earning less than $20,000.

- There was little to no difference reported in the rate of reading newspapers (89% to 87%) and books (67% each) for Canadian-born and those born outside Canada. However, a greater proportion of Canadian-born reported reading magazines (78% versus 72% born outside Canada).

- The likelihood of reading newspapers or books is lowest in households with young children under the age of 13 compared to households with older or no children. Persons residing in households with children under 5 years of age reported the lowest rate of reading newspapers (79%) while households with older children between 13-18 reported the highest (85%). Rates of reading books and magazines were highest in childless households.

- Minimal differences were found between the reading habits of urban versus rural dwellers. Rates of reading newspapers (rural 84% to urban 81%) and books (rural 58% to 62% urban) showed some differences, but the rates for reading magazines were essentially the same (72% rural to 71% urban).

Future of Reading

Books first appeared in the 5th century and have lasted some 1,500 years. The question is whether books will be replaced by reading from a computer screen. The Internet and particularly electronic books seem to be the wave of the future. Some experts predict that within 10 years all print titles will be available in electronic form. Yet critics remain skeptical that reading for pleasure from a computer screen will ever be popular. Books themselves possess a certain dimension, a level of comfort that is difficult to recreate on a computer screen. Rather, it is thought that the Internet and e-books will play a complementary role to printed books. That is, the Internet and e-books may encourage those people who generally do not tend to read to do so on the Internet. Technological innovations have created screens that can help persons with reading difficulties – like the elderly, to choose the size of print and we can all choose from a greater variety of national and international printed matter. The e-book is perhaps only a temporary format falling somewhere between the printed book and who knows what the future has in store - a virtual three dimensional screen perhaps.

Table 10. Percent of Canadians (aged 15 and older) who Reported Reading Newspapers, 1992 and 1998

	1992 %	1998 %	*Net change 1992 to 1998*
Total	**92**	**82**	***-10***
Male	92	83	*-9*
Female	92	81	*-11*
15-19	89	78	*-11*
20-24	92	82	*-10*
25-34	93	81	*-12*
35-44	93	84	*-10*
45-59	93	85	*-8*
60 and over	90	78	*-12*
Phd, MA	98	95	*-3*
BA	98	94	*-3*
Some Post-secondary	95	90	*-6*
College Diploma	98	91	*-7*
Trade/Technical Diploma	96	89	*-7*
Elementary/ Secondary	90	82	*-8*
Household income			
Less than $20,000	88	83	*-5*
$20,000 to $29,999	92	86	*-6*
$30,000 to $39,999	95	89	*-6*
$40,000 to $49,999	96	91	*-5*
$50,000 to $59,999	98	93	*-5*
$60,000 to $79,999	97	93	*-3*
$80,000 or more	97	94	*-3*
Newfoundland	91	87	*-4*
Prince Edward Island	97	90	*-7*
Nova Scotia	95	88	*-7*
New Brunswick	90	84	*-6*
Quebec	92	82	*-10*
Ontario	91	80	*-11*
Manitoba	92	80	*-12*
Saskatchewan	96	82	*-14*
Alberta	93	84	*-9*
British Columbia	95	82	*-13*
Household Language			
English only	94	90	*-4*
French only	91	86	*-5*
Other only	90	82	*-8*
Canadian Born	94	89	*-5*
Born Outside Canada	92	87	*-5*

Source: General Social Survey, 1998

Table 11. Percent of Canadians (aged 15 and older) who Reported Reading Magazines, 1992 and 1998

	1992 %	1998 %	*net change 1992 to 1998*
Total	**80**	**71**	***-9***
Male	76	68	*-8*
Female	83	74	*-9*
15-19	87	81	*-6*
20-24	82	75	*-7*
25-34	82	73	*-9*
35-44	82	70	*-12*
45-59	78	72	*-6*
60 and over	73	64	*-9*
Phd, MA	94	89	*-5*
BA	93	87	*-6*
Some Post-secondary	86	81	*-5*
College Diploma	90	82	*-8*
Trade/Technical Diploma	85	78	*-6*
Elementary/ Secondary	72	67	*-5*
Household income			
LESS THAN $20,000	69	69	*1*
$20,000 to $29,999	76	71	*-5*
$30,000 to $39,999	82	77	*-5*
$40,000 to $49,999	86	79	*-8*
$50,000 to $59,999	88	80	*-9*
$60,000 to $79,999	88	82	*-6*
$80,000 or more	92	87	*-5*
Newfoundland	75	72	*-3*
Prince Edward Island	85	76	*-9*
Nova Scotia	83	81	*-3*
New Brunswick	79	71	*-8*
Quebec	74	72	*-2*
Ontario	80	70	*-11*
Manitoba	78	64	*-14*
Saskatchewan	81	73	*-7*
Alberta	82	75	*-8*
British Columbia	88	70	*-18*
Household Language			
English only	84	79	*-5*
French only	74	75	*1*
Other only	71	62	*-10*
Canadian Born	81	78	*-3*
Born Outside Canada	79	72	*-7*

Table 12. Percent of Canadians (aged 15 and older) who Reported Reading Books, 1992 and 1998

	1992 %	1998 %	*net change 1992 to 1998*
Total	**66**	**61**	***-5***
Male	75	54	*-20*
Female	90	68	*-22*
15-19	72	71	*-1*
20-24	68	64	*-4*
25-34	66	63	*-3*
35-44	70	59	*-10*
45-59	64	63	*-1*
60 and over	60	55	*-6*
Phd, MA	91	86	*-5*
BA	82	81	*-1*
Some Post-secondary	74	71	*-2*
College Diploma	79	73	*-6*
Trade/Technical Diploma	68	64	*-4*
Elementary/ Secondary	56	54	*-2*
Household income			
LESS THAN $20,000	60	61	*2*
$20,000 to $29,999	67	63	*-4*
$30,000 to $39,999	71	66	*-4*
$40,000 to $49,999	68	69	*0*
$50,000 to $59,999	68	65	*-3*
$60,000 to $79,999	69	69	*1*
$80,000 or more	79	74	*-5*
Newfoundland	65	64	*-1*
Prince Edward Island	63	64	*0*
Nova Scotia	68	66	*-2*
New Brunswick	61	59	*-2*
Quebec	64	59	*-5*
Ontario	64	61	*-3*
Manitoba	65	60	*-5*
Saskatchewan	61	58	*-4*
Alberta	68	62	*-6*
British Columbia	78	66	*-12*
Household Language			
English only	69	69	*0*
French only	62	60	*-2*
Other only	57	52	*-5*
Canadian Born	67	67	*0*
Born Outside Canada	67	67	*-1*

Use of Libraries on the decline
Canadian libraries have historically been vast warehouses for our nation's intellectual and literary wealth. In today's knowledge-driven society and as libraries become connected to the information superhighway their role in the fabric of Canadian life and culture is being transformed.

In 1998, additional questions was added to the GSS regarding library use - respondents were asked whether they used library services during the past 12 months, how often and for what purpose (to borrow materials, use internet services, to do research, to attend programs or for other reasons).

The General Social Survey revealed that as a leisure activity, nearly 7 million Canadians15 years or older or 28% reported using library services in 1998. This includes accessing a library's holdings in person or electronically from outside the facility and borrowing library materials for either themselves or other household members. Of Canadians who reported using library services, half (51%) did so at least once a month.

Canadians use library services for a number of reasons. Fewer adult Canadians reported borrowing library materials (such as books, magazines, audio and videotapes) in 1998 than in 1992 - dropping from one-third (34%) to one-quarter (25%). Less than 3% reported using Internet services, 8% conducted research and 1% attended a program (e.g. reading program, children's program, etc.).

Profile of Library-borrowers, 1998:
- More females (29%) reported borrowing library materials than men (20%).

- Persons borrowing library materials were disproportionately young (aged 15-19) with four in ten (41%) reporting that they borrowed materials in 1998. However, we see a large drop in all age groups borrowing materials – but most noticeable is the 50% drop in the rate of 15-19 year olds (from 82% to 41%). This drop may be due to Canadians, particularly the younger generation, increasingly conducting their research from home using the Internet, thus rarely needing to set foot in a library.

- Persons with higher levels of education tend to borrow library materials - 40% of persons with a bachelors degree reported borrowing materials compared to 19% of those with secondary or elementary education. Even so, the rate of borrowing materials from the library has dropped for all levels of education.

- The highest proportion of persons borrowing library materials were from households earning between $60,000 and $79,999 at 32%, compared to 23% of persons from households with household incomes under $20,000. However, the tendency to borrow materials increasing with income was more clear cut in 1992 than in 1998. Again, access to the Internet is likely the reason.

- British Columbia reported the highest proportion of borrowers at 35% - well above the national average of 25%. The lowest rate was reported in the Atlantic Provinces, notably Newfoundland at 15% and New Brunswick at 17%. This could simply be a reflection of the number of libraries per population in each of these provinces.

- Anglophones reported the highest rate of borrowing library materials at 28%, while both Francophones and Allophones reported much lower yet similar rates of 23% and 24% respectively. Interestingly, persons born outside Canada reported a higher rate of borrowing at 31% than did Canadian-born (26%).

- A higher rate of urban dwellers (27%) compared to rural (19%) reported borrowing library materials – probably an indication of access.

- The use of libraries seems to increase with the presence of any children in the household, peaking when kids are between 5 and 18 years of age (30%), then dropping 10 percentage points when kids reach 19 years and older.

- Library use increases with increased household size. Twenty-two percent of one-person households reported borrowing in 1998 compared to 31% of larger households of 5 persons or more.

The Future of Libraries

Does the surge of the information industry and the Internet threaten the library's traditional role as custodian of public information? Many libraries have incorporated new technologies providing access to an ever-widening array of information sources. Nevertheless, the rate of adult Canadians using libraries is dropping, perhaps many turning instead to other sources for their information.

The public library faces daunting challenges as Canada enters the digital era. How will libraries adapt to the explosion of new knowledge now and in the future? Can they sustain increases in the complex and varying demands for services with uncertain levels of support from government and private sources? Advocates of our libraries believe there are many important roles remaining for librarians to play as guides to information resources, interpreters of results and tutors in how to use resources, search engines and databases.

Table 13. Percent of Canadians (15 and older) Borrowing Library Materials, 1992 and 1998

	1992 %	1998 %	*net change 1992 to 1998*
Total	**34**	**25**	*-9*
Male	30	20	*-9*
Female	38	29	*-9*
15-19	82	41	*-41*
20-24	59	25	*-34*
25-34	52	25	*-27*
35-44	57	28	*-29*
45-59	41	23	*-19*
60 and over	34	17	*-17*
Phd, MA	60	36	*-25*
BA	53	39	*-14*
Some Post-secondary	43	31	*-12*
College Diploma	41	29	*-11*
Trade/Technical Diploma	30	25	*-6*
Elementary/ Secondary	25	19	*-6*
Household income			
LESS THAN $20,000	24	23	*0*
$20,000 to $29,999	29	24	*-5*
$30,000 to $39,999	35	25	*-9*
$40,000 to $49,999	33	30	*-3*
$50,000 to $59,999	43	27	*-16*
$60,000 to $79,999	40	32	*-8*
$80,000 or more	44	29	*-15*
Newfoundland	29	15	*-14*
Prince Edward Island	24	21	*-3*
Nova Scotia	31	22	*-9*
New Brunswick	24	17	*-7*
Quebec	27	22	*-5*
Ontario	38	25	*-12*
Manitoba	30	22	*-8*
Saskatchewan	36	24	*-12*
Alberta	36	24	*-12*
British Columbia	40	35	*-6*
Household Language			
English only	37	28	*-10*
French only	27	23	*-4*
Other only	33	24	*-9*
Canadian born	33	26	*-7*
Born Outside Canada	40	31	*-9*

Urban	36	27	*-9*
Rural	28	19	*-9*
Presence of Children in Household			
No children	33	24	*-9*
child(ren) aged 0-4	33	26	*-7*
child(ren) aged 5-12	45	31	*-14*
child(ren) aged 13-18	42	30	*-12*
child(ren) aged 19+	22	20	*-3*
Household Size			
one person	26	22	*-5*
2 persons	28	20	*-8*
3 persons	32	26	*-6*
4 persons	43	29	*-14*
5+ persons	41	31	*-11*

Source: Statistics Canada, General Social Survey, 1992 and 1998.

8.0 Television Viewing and Radio Listening

"Two of the most influential forces on the Canadian culture scene are found in our homes: radio and television"[12]. Indeed, home entertainment is an important vehicle for culture. Almost every home in Canada has at least one television and one radio. By 1992, color televisions had become nearly universal with 98% of Canadian households having at least one, and half had two or more. And nearly all households, 99% had at least one radio, and three-quarters had two or more.

Cablevision: the new frontier
In the 1960s cable television was introduced into Canada, allowing people to get many more stations (especially American ones) and higher reception quality. In 1983 pay-TV and specialty services were introduced into Canada. By 1989, more specialty channels appeared, causing further fragmenting of the television audience. Then in 1995, seven more specialty services became available. In 1997, 15 new Canadian specialty stations surfaced.

With this proliferation of channels it is little wonder that people's expenditures on cablevision continue to soar as consumer demand grows. There has been a 65% increase in people's expenditures on cable television from 1992 to 1998, from a current dollar average of $186 to $307. Converting into 1992 constant dollars, the increase is still nearly 20% ($186 to $221). Not only have the viewing options expanded dramatically for Canadians, but so too has the price. Further, more families reported spending money on cablevision services over this six year span from 63% of households to 73% by 1998.

Watching television not as popular
The amount of time we spend watching television has slowly but steadily been declining. On average, Canadians watched television for 22.3 hours per week in the fall of 1998, an hour less than in 1990 and two hours less than the peak of 24.3 hours in 1984. This decline was most prominent among young men and women aged 18 to 24 who watched much less TV- down 3.4 and 3.8 hours per week than they had a decade earlier. Despite this decline in viewing hours, television continues to occupy the majority of our free time.

Differences were also evident in the viewing habits of English and French speaking Canadians. Alternative services have not won over the French-speaking market to the same extent as the English-speaking market. American channels have had less success with French-speaking viewers, accounting for only 4% of their total viewing time. Canadian conventional channels account for most of the viewing time of Francophones, although they too have suffered from the popularity of pay and specialty services, with their market share declining from 90% in 1983 to 77% in 1998. Canadian pay television and specialty services accounted for another 13% of their viewing time. The continued importance of Canadian conventional TV to French-speaking audiences is explained, in part, by observing that French-speaking viewers simply do not have

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access, in their own language, to the same range of foreign programs from American networks as do English-speaking audiences. Despite their more restricted supply of programming, Francophones in Quebec continue to post the highest weekly viewing levels (26.2 hours in the fall of 1998).

Fewer Canadians Tuning into CBC Television

At a cost of less than 10 cents a day per Canadian, the publicly funded Canadian Broadcasting Corporation provides national radio and television services in English and French, a 24-hour cable news service, a Northern service in various Aboriginal languages and Radio Canada International, a short-wave radio service that broadcasts around the world in seven languages. In 1997, the CBC celebrated 60 years of public broadcasting and in spite of its financial difficulties was able to boast a 90% Canadian television content schedule in prime time[13].

But just how many of us tune into the CBC?

- According to the latest GSS data, approximately 13.2 million or 54% of adult Canadians reported watching some CBC television in 1998- down nearly 30 percentage points from the 16.8 million or 83% watching CBC six years earlier in 1992.

How many hours of CBC TV do we watch?

- Of the 13.2 million CBC viewers, 3.4 million or one-quarter tuned in for only 1 to 2 hours per week, another quarter tuned in for 5 to 9 hours, while 17% tuned in for 10 hours per week or more.

- Viewing hours increase with age –nearly 30% of older viewers aged 60 and older watched CBC TV for 10 hours or more per week compared to 19% of viewers aged 45-59 and just 14% of viewers aged 35-44.

- Marked differences were found in the number of viewing hours between English-speaking and French-speaking Canadians. Eight in ten French-speaking Canadians reported watching CBC television compared to five in ten English-speaking Canadians. Of the French-speaking viewers, nearly 60% watched 5 or more hours of CBC TV per week, of which half watched 10 hours or more.

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Profile of Adult Canadians Watching CBC Television, 1998:

- Just over 5 in 10 (54%) adult Canadians reported watching a CBC television station in 1998 – a 30 percentage point drop over 1992 when over 8 in 10 (83%) reported watching.
-
- CBC television is more popular among men (58%) than women (51%)

- The CBC's greatest popularity still comes from older audiences with over 60% of Canadians aged 60 years or older watching CBC. Interestingly, a close second are persons 45-59 years of age and young people 15-19 (both tied at 55%).

- CBC viewing seems to increase somewhat with higher education. Although CBC TV drew 55% of Canadians who had not completed high school, it attracted 60% of persons with a college diploma or some university education or more.

- In 1998, a greater proportion of Canadian-born (61%) reported watching CBC TV compared to just half of persons born outside Canada. While CBC TV viewing was down by 30 percentage points over the six-year span, the drop was more pronounced for persons born outside Canada at 35 percentage points.

- French-Speaking Canadians continued to show their devotion to CBC with 80% viewing CBC in 1998 – down less than 10 percentage points from 89% viewing in 1992. In comparison, just over 50% of Anglophones and under 40% of Allophones reported watching CBC TV in 1998 representing considerable decreases in viewing over 1992 (29 and 36 percentage point decreases respectively).

- Eastern Canada and Quebec were the most likely to tune into the CBC both in 1992 and again in 1998. Residents of Newfoundland (81%), PEI (76%) and Quebec (74%) were the top CBC viewers in 1998, while Ontario (44%) ranked the lowest.

- One, two and three person households were more likely to watch CBC at just under 60% each, while CBC viewing was lowest in households of 5 persons or more (48%).

- The relationship between household income and CBC viewing was more evident in 1992 than in 1998 – yet still holds. Higher rates of CBC viewing (67%) were reported by lower income households (earning between $20,000 and $30,000 in 1998) over the more affluent households (earning $80,000 +) reporting 54% viewing.

Table 14. Percent of Canadians (15 and older) Viewing CBC Television, 1992 and 1998

	1992 %	1998 %	net change 1992 to 1998
Total	**83**	**54**	*-29*
Male	85	58	*-27*
Female	82	51	*-31*
15-19	82	55	*-27*
20-24	81	50	*-31*
25-34	80	50	*-30*
35-44	83	52	*-30*
45-59	84	55	*-29*
60 and over	88	61	*-27*
Phd, MA	88	58	*-31*
BA	86	59	*-27*
Some Post-secondary	82	60	*-22*
College Diploma	83	59	*-24*
Elementary/ Secondary	85	55	*-29*
Household income			
LESS THAN $20,000	86	63	*-22*
$20,000 to $29,999	86	67	*-19*
$30,000 to $39,999	85	59	*-26*
$40,000 to $49,999	85	63	*-22*
$50,000 to $59,999	81	64	*-17*
$60,000 to $79,999	84	59	*-25*
$80,000 or more	81	54	*-27*
Newfoundland	94	81	*-13*
Prince Edward Island	91	76	*-15*
Nova Scotia	86	67	*-19*
New Brunswick	88	65	*-23*
Quebec	87	74	*-13*
Ontario	82	44	*-37*
Manitoba	83	46	*-37*
Saskatchewan	82	50	*-32*
Alberta	79	45	*-34*
British Columbia	79	46	*-32*
Household Language			
English only	83	53	*-29*
French only	89	80	*-9*
Other only	74	39	*-36*
Canadian Born	84	61	*-23*
Born Outside Canada	85	50	*-35*

Radio Listening Slowly Regaining Interest

Only until very recently have Canadians started to show a renewed interest in listening to the radio. In the fall of 1998 Canadians spent an average of 20.4 hours per week listening to the radio, up from 19.9 hours the year before. This ended four straight annual declines in radio listening. Nevertheless, listening remained short of the highest peak of 21.6 hours a week in both 1990 and 1993.

Among different age groups, radio was least popular among teenagers aged 12 to 17. In the fall of 1998 these young people listened to radio for only 11 hours a week on average, half that of adults aged 18 and over. This is not surprising given that adolescents spend the bulk of their time in school, while adults have more opportunity to listen to the radio as a secondary activity, while commuting or during working hours.

Since Statistics Canada first released provincial data on radio listening in 1986, Quebec has almost always had the greatest proportion of listeners. However, in the fall of 1998, Quebeckers were joined at the top by listeners in Prince Edward Island and Alberta. Residents of all three provinces tuned in their radios for an average of 21.3 hours per week. At the other extreme, residents of British Columbia tuned in for only 18.6 hours per week, followed closely by those in New Brunswick at 18.7 hours.

Who's Listening to CBC Radio?

The 1998 GSS data reveal that CBC/ Radio Canada radio listeners numbered 6 million or 25% of adult Canadians - a drop of 8 percentage points since 1992.

Of these 6 million CBC listeners, 1.6 million or one-quarter tuned in for only 1 to 2 hours per week, another quarter tuned in for 5 to 9 hours, while 17% tuned in for 10 hours per week or more. Listening hours increase with age: 32% of older listeners (aged 60 +) tuned into CBC radio for 10 hours or more per week compared to one-quarter of listeners aged 45-59 and 22% of listeners aged 25-34.

Differences were also found in the number of CBC listening hours of English-speaking and French-speaking Canadians. A larger proportion of French-speaking Canadians (31% versus 26%) reported listening to CBC radio and listened for longer periods of time than did their English counterparts. Of Francophone listeners, over half (52%) tuned into the CBC for 5 hour or more per week compared to 44% of Anglophone listeners. And 31% of Francophone listeners tuned in for 10 hours or more per week compared to 25% of English-speaking listeners.

Profile of Canadians (15+) Listening to CBC Radio, 1998

- The rate of adult Canadians listening to CBC radio dropped 8 percentage points from 1992 to 1998 (going from 33% to 25%).

- CBC radio listeners were more likely to be men (27%) than women (23%)

- Similar to CBC TV, CBC radio tends to attract older audiences: 35% of Canadians 60 years and older listened to CBC radio in 1998 compared to 10% of 20 - 24 year olds and only 8% of 15 - 19 year olds. Even so, the rate of older listeners tuning in dropped from 47% to 35% from 1992 to 1998.

- Canadians with a doctorate or masters degree reported the highest rate of listening to CBC radio at nearly 50% compared to 22% of persons with some post-secondary education or less.

- As with CBC television, Eastern Canada and Quebec were the most likely to tune in to the CBC with Newfoundland ranking the highest at 43% (unchanged over 1992). The lowest percent of listeners were from Alberta at 17% and Ontario at 21%. Over the six year span between 1992 and 1998, CBC radio lost ground in Ontario (from 34% to 21%) and Alberta (from 30% to 17%).

- A greater proportion of persons born outside Canada (29%) listened to CBC radio compared to Canadian-born (26%).

- French-Speaking Canadians are devoted not only to CBC TV but also to CBC radio with over 30% listening to CBC radio in 1998. In comparison, 26% of Anglophones and only 9% of Allophones reported tuning into CBC radio. The drop in Allophone listeners is particularly notable given the 25 percentage point drop from 34% to 9% reporting over the six year span.

- One and two-person households were the most likely to listen to CBC radio at 30% each.

Table 15. Percent of Canadians (15+) Listening to CBC Radio, 1992 and 1998

	1992 %	1998 %	*net change 1992 to 1998*
Total	**33**	**25**	***-8***
Male	34	27	*-8*
Female	32	23	*-9*
15-19	21	8	*-13*
20-24	21	10	*-11*
25-34	25	21	*-5*
35-44	35	23	*-12*
45-59	37	29	*-8*
60 and over	47	35	*-13*
Phd, MA	66	49	*-17*
BA	42	38	*-4*
Some Post-secondary	30	23	*-7*
College Diploma	31	27	*-5*
Elementary/ Secondary	31	22	*-9*
Household income			
LESS THAN $20,000	36	28	*-8*
$20,000 to $29,999	34	27	*-8*
$30,000 to $39,999	32	25	*-7*
$40,000 to $49,999	33	24	*-9*
$50,000 to $59,999	29	27	*-2*
$60,000 to $79,999	34	28	*-7*
$80,000 or more	41	32	*-9*
Newfoundland	42	43	*1*
Prince Edward Island	45	38	*-7*
Nova Scotia	40	35	*-4*
New Brunswick	45	37	*-7*
Quebec	31	30	*-1*
Ontario	34	21	*-13*
Manitoba	31	25	*-6*
Saskatchewan	35	24	*-11*
Alberta	30	17	*-13*
British Columbia	33	25	*-7*
Household Language			
English only	33	26	*-8*
French only	32	31	*-1*
Other only	34	9	*-25*
Canadian Born	32	26	*-6*
Born Outside Canada	40	29	*-11*

9.0 Listening to Pre-Recorded Music

Listening to music is a favorite pastime of many. According to the 1998 GSS, over three-quarters (77%) of adult Canadians (aged 15 and over), or 18.6 million listened to records, tapes or CDs in 1998, down slightly (4 percentage points) from the 81% reporting in 1992.

Cocooning in comfort
Audio and video products have proven to become important leisure items in our homes. Compact disc (CD) players are the fastest growing consumer entertainment item - with more than six in ten homes (67%) having one in 1998, more than double the rate of 1992 (27%). CD players are most popular in Alberta and BC, where close to 60% of households have one. In the space of just ten years, consumers have rapidly acquired items which offer a range of home entertainment options. The universal appeal of these products combined with decreasing prices has contributed to their rapid rise in popularity.

Spending on pre-recorded music unchanged
In 1998, Canadian households spent on average $122 on the purchase of CDs, tapes, videos and video discs[14], representing no change over 1992 (in constant dollars). Spending on pre-recorded music did peak in 1996 at $148 per family, but soon levelled off again. The combination of the Internet and a new technology called MP3[15] is revolutionizing how we can consume music. Consumers can now bypass traditional music stores and download music for free. This technology is also spawning new consumer products such as portable MP3 players. "The fact that people are even considering the possibility of the user-driven MP3 movement taking on the established giants of today's music industry is in itself a revolution"[16].

Profile of Music Listeners, 1998:

- Over three-quarters (77%) of adult Canadians reported listening to pre-recorded music in 1998, down slightly (4 percentage points) from the 81% reporting in 1992. This figure includes time spent listening to pre-recorded music whether at home, in the car, at work, etc.
- An equal proportion of men and women listened to cassettes, CDs and records (77%) in 1998.
- Of those of us who did listen to pre-recorded music, we listened fairly frequently with well over half of us (56%) listening daily and another third listening to CDs, tapes and cassettes at least once a week.

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14 The Survey of Household Spending combines the purchase of pre-recorded music with the purchase of videos as of 1997.

15 MP3 is part of digital music technology where MP3 files store virtually CD-quality music and are small enough to be downloaded from the Internet with ordinary modems in a short period of time.

16 Glyn Moody, "Top of the Pops", *New Scientist*, 19 June 1999, pp. 32-36.

- Music is particularly popular among young people under the age of 25. Nearly 100% listenership was reported by 15 - 19 year olds and 92% of 20-24 year olds. This rate steadily drops to a low of 55% of older Canadians (aged 60+) listening to pre-recorded music.

- The likelihood of listening to music varies by level of education. Nearly three-quarters (74%) of adult Canadians with an elementary/secondary level of education reported listening compared to 90% of persons with a college diploma or university degree.

- The rate of listening to CDs, tapes and cassettes also increases with family income. While seven in ten persons from households with the lowest incomes tend to listen to music, this jumps to 8 in 10 for families earning $20,000-$30,000 and to almost 9 in 10 for families with incomes of $40,000 or more.

- Easterners were the most avid listeners of pre-recorded music, particularly residents of Newfoundland (82%) followed closely by Quebec (80%) and Alberta (78%).

- No difference was found in the music listening habits of Anglophones and Francophones (at about 84% each); however, Allophones reported the lowest rate (73%). This fact is also reflected in the difference between Canadian born (84%) and those born outside Canada (79%) in their rates of listening to music.

- A higher rate of persons from households with young children (under the age of 5) listened to music (82%) than did households with no children (77%), or with children between 13-18 years of age (77%) and even households with older children aged 19 and older (68%).

- The likelihood of listening to CDs, cassettes and tapes increases as household size increases: 69% of one-person households, 75% of 2-person households and 80% of households of 3 persons or more reported listening to pre-recorded music.

Table 16. Percent of Canadians (aged 15+) Reported Listening to Pre-recorded Music, 1992 and 1998

	1992 %	1998 %	*net change 1992 to 1998*
Total	**81**	**77**	***-4***
Male	81	77	*-4*
Female	80	77	*-3*
15-19	97	95	*-2*
20-24	94	92	*-2*
25-34	88	86	*-3*
35-44	84	79	*-5*
45-59	77	74	*-3*
60 and over	59	55	*-4*
Phd, MA	87	91	*4*
BA	90	89	*-1*
Some Post-secondary	88	88	*0*
College Diploma	87	90	*2*
Trade/Technical Diploma	84	85	*1*
Elementary/ Secondary	76	74	*-2*
Household income			
LESS THAN $20,000	74	71	*-3*
$20,000 to $29,999	77	80	*3*
$30,000 to $39,999	81	85	*3*
$40,000 to $49,999	85	87	*1*
$50,000 to $59,999	87	88	*1*
$60,000 to $79,999	88	89	*2*
$80,000 or more	91	91	*0*
Newfoundland	84	82	*-3*
Prince Edward Island	81	76	*-5*
Nova Scotia	85	79	*-7*
New Brunswick	81	79	*-2*
Quebec	77	80	*3*
Ontario	81	75	*-6*
Manitoba	79	75	*-4*
Saskatchewan	77	72	*-5*
Alberta	80	78	*-3*
British Columbia	87	75	*-12*
Household Language			
English only	84	84	*0*
French only	78	83	*6*
Other only	68	73	*5*
Canadian born	83	84	*2*
Born Outside Canada	78	79	*1*

10.0 Movie-Going versus Watching Videos at Home

Movie-going making a strong comeback

Movies are a real success story. Going to the movies is a growing cultural activity both in terms of the number of us who go and in the amount we spend. This boom comes after four decades of decline. According to the latest figures from the GSS, just under half (49%) of adult Canadians reported going to the movies in 1992 and by 1998 this figure had increased to 60%.

On average Canadian families spent $77 on going to the movies in 1998, an increase of 60% over the $48 spent per family six years earlier. Expressed in constant dollars, the increase is still substantial at 31% going from $48 in 1992 to $63 in 1998. Some of this increase in spending can be attributed to higher ticket prices since the CPI grew 28% for this commodity over the same time period. But despite rising admission prices, movie-going still gained in popularity. In total, Canadian households spent $1 billion on movie admissions in 1998, up from the $550 million reported in 1992.

So what's the Attraction?

Movie attendance tumbled for about four decades, largely the result of the popularity of television beginning in the 1950s and the proliferation of videocassette recorders in the 1980s. The resurgence in movie attendance during the 1990s was accompanied by major restructuring within the film exhibition industry. Many of the small and unprofitable theatres were replaced by larger multi-screen theatre complexes equipped with food courts and video entertainment to draw in the crowds. For instance, 28 multi-screen theatres opened across Canada in 1998/99 alone.

Demographics are also playing a part in this resurgence. Young people under the age of 24 are by far the most avid moviegoers, and as young people move through their teens and into their early twenties over this decade, it is reasonable to assume that the appeal of going to the movies will continue.

Profile of Movie-Goers, 1998:

- The GSS data indicate that nearly 14 million adult Canadians (15 years +) or 60% of us reported going to the movies in 1998 – up from 49% in 1992.

- Of those who went to the movies, just over half (52%) went 1 to 4 times per year and 26% or 3.7 million Canadians were avid movie buffs going at least once a month.

- Male moviegoers (61%) slightly out-numbered females (58%).

- Youth between 15 and 24 years were by far the most avid moviegoers at 85% for 15-19 year olds and 90% for 20-24 year olds. Under-represented at the movies were older Canadians (aged 60 years +) at just 28% attending.

- The most avid movie-goers live in Alberta (62%) and Nova Scotia (62%), followed closely by Quebec (61%) and Ontario (60%). Newfoundlanders were least likely to go to the movies at under 50%.

- Movie-going increases with increased education and household income. Persons with an elementary/secondary school education reported the lowest rate of movie-going at 50% compared to persons with a trade/technical diploma (62%) or persons with a university degree (80%).

- Less than half of persons from households earning less than $20,000 attended movies in 1998, compared to 70% attendance by those from households earning $50,000 to $60,000, and up to 80% attendance by those from households earning $80,000 or more.

- A slightly higher rate of Canadian-born (65%) and urban dwellers (61%) reported going to the movies in 1998.

- No difference was found in the rate of movie-going between Anglophones and Francophones - both reported approximately 65%. And the least likely to take in a movie were Allophones at 58%, presumably because of the shortage of films screened in a language other than English or French.

Video Viewing more Popular than Movie-going

Today, colour televisions and videocassette recorders (VCRs) are both common household equipment, with many households having more than one. Since the early 1980s, VCRs have flooded into Canadian homes. In 1984 only 13% of households had a VCR, by 1998 88% had one.

The popularity of the VCR could be due to a variety of factors. The VCR represented a new form of home entertainment that gave people the opportunity to view movies in the comfort of their own homes in addition to the convenience of recording television programs for later viewing. VCRs offer near theatre-quality picture and CD-quality sound at minimal cost.

Comparatively speaking, going out to the movies is enjoyed by considerably fewer of us (59%) than is renting a video for viewing at home (73%).

Expenditures on videotape rentals skyrocketed between 1986 and 1998 - more than doubling from $41 to $102 per household. Expressed in constant dollars, video rentals have stabilized since 1996 at $87 per family. At the same time, the number of households reporting expenditures on renting videos increased between 1986 and 1998 from 42% to 63% of households.

Profile of VCR Video Viewers, 1998

- The rate of adult Canadians watching videos at home on the VCR in 1998 had not changed all that much since 1992. In 1992, an estimated 71% of Canadians (aged 15+) reported watching a video on the VCR at least once during the year - increasing slightly to 73% by 1998.

- In terms of frequency, Canadians watched videos on the VCR much more frequently than they went to the movies. Over 40% of Canadians who watched videos did so at least once a week, and another 38% did so at least once a month. While over half of movie-goers went only 1 to 4 times per year.

- Slightly more males (75%) than females (71%) reported watching videos at home.

- A noticeably lower proportion of Quebecers (69%) watched videos on the VCR compared to other provinces. If we look at the penetration of VCR=s by province, the percentage of households with a VCR is, in fact slightly lower for Quebec. Watching movies on the VCR was most popular in Newfoundland and Alberta, both approaching 80% viewing.

- Watching videos on the VCR is particularly popular among young people. In 1998, approximately 90% of young Canadians aged 15 to 24, 92% of 15-19 year olds and 89% of 20-24 year olds watched at least one movie on a VCR in the past 12 months. A much smaller proportion of older Canadians had done so – 70% of adults aged 45 –59, and less than 40% of adults aged 60 and over.

- Video rentals are in greatest demand in high income households. About 81% of households in the top income bracket spent almost $165 on video rentals. In contrast, only 25% of households in the lowest income quintile were video-renters, paying about $100 in 1992. The GSS reveals a similar trend showing that the rate of watching movies on the VCR is highest for families with combined incomes of $50,000 or greater (between 88%and 90%) and lowest for families earning less than $20,000 (60%).

- Education also seems to be linked to VCR use – the higher the level of education, the higher the rate of VCR usage: 69% of persons with an elementary or secondary level of schooling watched videos on the VCR compared to 86% of those with some university or more. The one exception to this pattern is for persons with a doctorate or masters degree - the rate of watching videos on the VCR dropped slightly to 82%.

- A greater proportion of Canadian-born (81%) tend to watch videos on the VCR versus 72% of persons born outside Canada. Anglophones reported the highest rate of VCR video viewing at 83% while Allophones (70%) reported the lowest rate followed by Francophones (72%). The lower viewing rates by Francophones and Allophones may be due in part to the limited availability of videos in languages other than English.

- The rate of rural residents watching videos on the VCR increased 5 percentage points over 1992 (going from 68% to 73%), thus matching the rate of their urban counterparts by 1998 at 73%.

- VCR use for video viewing was highest in households that had children – particularly in households with children under the age of 12 (85%). Viewing was lowest in households with no children or where children were 19 years and older (69% and 70% respectively).

- Households of three persons or more were the most avid watchers of videos on the VCR at 81%. The VCR seems to be an inexpensive form of family entertainment.

Table 17. Percent of Canadians (aged 15 and older) Movie-goers, 1992 and 1998

	1992 %	1998 %	*net change 1992 to 1998*
Total	**49**	**59**	***11***
Male	50	61	*10*
Female	47	58	*11*
15-19	84	89	*5*
20-24	78	85	*7*
25-34	58	71	*13*
35-44	51	61	*10*
45-59	37	55	*17*
60 and over	18	28	*10*
Phd, MA	71	79	*8*
BA	70	79	*8*
Some Post-secondary	58	75	*17*
College Diploma	58	70	*11*
Trade/Technical Diploma	49	62	*14*
Elementary/ Secondary	38	50	*13*
Household income			
LESS THAN $20,000	31	47	*17*
$20,000 to $29,999	37	53	*16*
$30,000 to $39,999	45	61	*16*
$40,000 to $49,999	51	66	*15*
$50,000 to $59,999	59	71	*13*
$60,000 to $79,999	62	74	*13*
$80,000 or more	69	81	*11*
Newfoundland	38	46	*8*
Prince Edward Island	48	58	*10*
Nova Scotia	47	62	*15*
New Brunswick	38	51	*13*
Quebec	44	61	*18*
Ontario	51	60	*9*
Manitoba	46	54	*7*
Saskatchewan	43	52	*9*
Alberta	53	62	*9*
British Columbia	54	57	*2*
Household Language			
English only	53	65	*12*
French only	41	64	*23*
Other only	44	58	*13*
Canadian Born	50	65	*16*
Born Outside Canada	48	60	*12*

Table 18.
Percent of Canadians (aged 15+) Reported Watching Videos on the VCR in 1992 and 1998

	1992 %	1998 %	*net change 1992 to 1998*
Total	**71**	**73**	***2***
Male	73	75	*2*
Female	69	71	*2*
15-19	93	92	*-1*
20-24	90	89	*-1*
25-34	84	85	*1*
35-44	81	82	*1*
45-59	63	70	*7*
60 and over	33	39	*6*
Phd, MA	71	82	*11*
BA	80	86	*6*
Some Post-secondary	81	86	*5*
College Diploma	82	87	*5*
Trade/Technical Diploma	75	80	*5*
Elementary/ Secondary	64	69	*5*
Household income			
LESS THAN $20,000	50	60	*10*
$20,000 to $29,999	64	71	*8*
$30,000 to $39,999	76	83	*6*
$40,000 to $49,999	77	83	*6*
$50,000 to $59,999	83	88	*4*
$60,000 to $79,999	85	88	*3*
$80,000 or more	88	90	*2*
Newfoundland	77	79	*3*
Prince Edward Island	74	74	*1*
Nova Scotia	76	77	*1*
New Brunswick	71	77	*5*
Quebec	62	69	*7*
Ontario	74	73	*0*
Manitoba	70	73	*3*
Saskatchewan	66	72	*7*
Alberta	77	78	*2*
British Columbia	76	72	*-4*
Household Language			
English only	76	83	*7*
French only	62	72	*9*
Other only	60	70	*10*
Canadian born	73	81	*8*
Born Outside Canada	68	72	*4*

11.0 Performing Arts Attendance

The General Social Survey reports that just over one-third (35%) of the adult population, or 8.4 million persons reported attending a performing arts performance in 1998[17], up from the 30% reporting attendance in 1992. Great so far, right! Yet, when asked about the types of performances attended, we see increasing attendance for only three out of nine types of performing arts. Minimal increases in attendance were reported for choral music (4%), dance (2%) and cultural/heritage performances[18] (2%). Fewer Canadians reported attending theatre (-4%), popular musicals (-4%), classical music (-4%) and opera (-1%) in 1998 than in 1992.

Overall, attendance at various forms of performing arts has declined recently, perhaps due to increases in the cost of admission combined with competition from other entertainment media such as movies, television and the Internet.

Performing arts (not-for-profit) companies playing to smaller audiences
The Culture Survey Program's not-for-profit performing arts survey also reports declining attendance figures. Consumption in the area of not-for-profit performing arts declined by 15% between 1992-93 and 1996-97. Theatre, music and dance all showed decreases in attendance of 19%, 5% and 1% respectively, while opera managed an increase in patrons of 4%.

Families Spending More on Performing Arts
Nevertheless, the average dollar amount spent per family on attending the performing arts was $66 in 1998, an increase of nearly 30% over the $51 spent in 1992. But expressed in constant dollars this increase is barely noticeable at 6% going from $51 to $54. Canadians seem to be spending more on the performing arts but is this increased spending reflecting higher attendance or simply increased ticket prices? The proportion of families paying to see a play or listen to a concert did increase although only slightly between 1992 and 1998 (from 35% to 37%).

Many surveys have confirmed that performing arts audiences are relatively well off and well educated. These trends were expected to continue in the 1990s, fuelled by rising levels of education, increasing participation of women in the labour force, and the aging of the population. The most recent GSS data seem to confirm these trends.

17 The GSS attendance data include both not-for-profit and commercial performing arts.
18 Cultural/heritage performances include music, theatre or dance performances by e.g. Aboriginal Peoples, Chinese, Ukrainian

Profile of Canadians (aged 15+) Attending the Performing Arts, 1998:

- Slightly more women than men attended theatre, classical music, choral music, dance and children's performances, while slightly more men (21%) than women (18%) attended popular music performances (Table 19).

- Young people under the age of 25 showed their interest in culture and the arts through high attendance rates at popular music performances (32%-35%), cultural/heritage and other popular stage performances. The 25-44 age group reported the highest attendance rates for children's and other popular stage performances. The 45-59 age group had the highest rate of attendance for theatre, classical music, opera, choral music and tied with 20-24 year olds for attendance at dance performances. Older Canadians, aged 60+ preferred performances of classical and choral music.

- The GSS data show that attendance figures indeed increase with higher levels of education. Canadians with a doctorate or a masters degree topped the list for attendance for each of the performing arts categories followed by Canadians with a BA. One exception to this trend was that of other popular stage performances where attendance was more evenly distributed among all levels of education.

- Attendance at the performing arts also increases with household income. Top rates of attendance for each of the performing art forms were reported by Canadians from households earning the highest incomes. For example, 36% of persons from families earning $80,000 or more attended theatre in 1998, triple the attendance rate of persons earning less than $20,000 (12%).

- Prince Edward Island and Quebec led the way in performing arts attendance in 1998. The performing arts seem to be most popular in Prince Edward Island where reported attendance rates were among the highest in 6 of 9 performing art forms. Quebec followed by either tying with PEI or reporting the highest rates of attendance for 4 of the 9 categories.

- French-speaking Canadians reported the highest rates for attending classical music, choral music, children's and other popular stage performances. English-speaking Canadians reported the highest rate of attendance at the theatre, and tied with Francophones for popular music attendance. The lowest attendance rates for all forms of performing arts were reported by persons speaking a language other than English or French - with one exception - Allophones reported the highest rate of attending cultural/heritage performances.

- Canadian-born were more likely to attend theatre, popular music, and other popular stage performances and only slightly more likely to attend theatre, choral music and children's performances. Persons born outside Canada reported higher rates of attendance at classical music performances, the opera, dance and cultural/heritage performances.

- Urban / rural differences in performing arts attendance are noted for all types of performing arts. Urbanites reported higher rates of performing arts attendance but particularly for theatre, popular music, classical music and cultural/heritage performances.

- Households with no children or older children (over the age of 12) reported the highest attendance rates for theatre, classical and choral music performances. Children’s and other popular stage performances were attended in greater number by families with children aged 5-12, while popular music, dance and cultural/heritage performances seem to attract families with children of all ages.

- Family size is another factor to consider when looking at attendance rates for the performing arts. A greater proportion of one and two-person households attended the theatre, classical and choral music performances. Families of three persons or more tend to enjoy popular music, children’s and other popular stage performances. However, family size makes little difference to attendance rates for cultural/ heritage, opera and dance performances.

- Of Canadians who did partake in the performing arts, about 90% attended 1-4 times per year, and very few, only 10% attended the theatre, popular and classical music performances 5 or more times per year.

Table 19.
Frequency of Canadians (aged 15+) Attending Various Performing Arts Performances, 1998

percent (%)	**total**	1 - 4 times a year	5 + times, but not every month	at least once a month
	%	%	%	%
Theatre	**20**	83	11	5
Popular Musical	**20**	86	9	5
Symphonic, classical music	**8**	84	11	5
Opera	**3**	95	4	1
Choral music	**7**	91	6	3
Dance	**7**	93	4	3
Children's performance	**7**	92	8	..
Cultural/ Heritage performance	**14**	93	6	..
Other popular stage performance	**16**	94	6	..

Source: General Social Survey, 1998

Table 20. Percent of Canadians (aged 15+) Attending Various Performing Arts Performances, 1998

percent (%)	Theatre	Popular music	Classical music	Opera	Choral Music	Dance	Children's performance	Cultural/ Heritage	Other Popular Stage
Total	**20**	**20**	**8**	**3**	**7**	**7**	**7**	**14**	**16**
Male	18	21	7	3	5	6	5	14	15
Female	22	18	9	3	8	8	8	14	16
15-19	23	32	6	3	6	8	8	18	18
20-24	20	35	6	3	4	9	5	16	19
25-34	19	23	6	2	4	7	7	16	20
35-44	18	20	7	3	6	7	11	14	18
45-59	24	17	11	5	9	9	6	14	14
60 and over	17	7	10	2	8	4	4	8	7
Phd, MA	43	32	28	12	18	18	17	29	17
BA	35	32	17	6	11	13	12	20	20
Some Post-secondary	25	27	9	3	7	8	7	16	20
College Diploma	23	25	10	4	9	7	9	17	21
Trade/Technical Diploma	18	17	7	2	8	5	6	14	19
Elementary/ Secondary	14	14	4	1	4	5	4	11	12
LESS THAN $20,000	12	15	4	x	4	5	4	12	10
$20,000 to $29,999	17	15	7	x	7	5	5	14	15
$30,000 to $39,999	18	19	9	3	6	7	7	15	17
$40,000 to $49,999	22	21	9	3	9	6	8	17	17
$50,000 to $59,999	21	23	9	3	8	7	7	17	20
$60,000 to $79,999	27	28	9	4	9	8	10	15	22
$80,000 or more	36	31	16	6	10	14	13	18	23
Newfoundland	12	16	4	x	5	5	6	14	14
Prince Edward Island	23	21	6	-	10	9	10	13	20
Nova Scotia	14	17	6	x	7	6	6	14	15
New Brunswick	11	15	4	x	7	7	7	13	17
Quebec	19	22	11	3	9	7	9	13	20
Ontario	22	20	7	3	5	6	6	14	15
Manitoba	15	16	7	2	5	8	5	19	16
Saskatchewan	13	16	4	x	4	7	5	12	14
Alberta	20	21	8	4	5	8	5	15	14
British Columbia	23	19	11	4	8	8	8	11	11
English only	24	23	8	3	6	8	7	14	16
French only	21	22	11	3	10	7	10	14	21
Other only	8	9	4	x	x	x	x	16	7

Table 20. (continued)

percent (%)	Theatre	Popular music	Classical music	Opera	Choral Music	Dance	Children's performance	Cultural/ Heritage	Other Popular Stage
Canadian Born	22	23	9	3	7	7	8	14	18
Born Outside Canada	20	15	11	4	6	8	6	18	12
Urban	21	21	9	3	7	7	7	14	16
Rural	15	15	5	2	6	6	7	11	15
Presence of Children in Household									
No children	22	21	9	3	7	7	5	15	14
child(ren) aged 0-4	12	17	3	x	3	3	8	11	16
child(ren) aged 5-12	15	18	6	3	6	7	16	12	25
child(ren) aged 13-18	20	17	8	3	8	7	9	14	16
child(ren) aged 19+	21	15	9	x	7	7	4	12	12
Household Size									
one person	21	18	11	3	8	8	4	14	13
2 persons	22	18	10	3	8	7	5	14	14
3 persons	18	22	6	3	6	6	6	13	15
4 persons	18	21	7	3	6	6	9	14	19
5+	19	20	7	2	6	7	10	14	17

Source: General Social Survey, 1998

12.0 Heritage Attendance

Not all Heritage Attractions Losing Ground
As a general indicator of attendance at heritage institutions, the 1998 GSS asked Canadians whether they had visited a museum or art gallery during the past 12 months. The survey revealed that 2.6 million Canadians (15 years plus), or almost 30% reported visiting a heritage attraction in 1998, down only slightly from the 32% visiting in 1992.

Conservation Areas and Nature Parks Largest Draw
Conservation areas and nature parks were the most popular heritage institutions, visited by nearly half (45%) of all adult Canadians in 1998. In second place were zoos, aquariums, botanical gardens, planetariums and observatories tying with historic sites - each attracting 32%. Public art galleries and art museums attracted 22% of adults that same year. Museums followed with science and tech, natural history and nature science museums attracting 13%, and general, human history or community museums attracting 11% of us. In last place were commercial art galleries with just under 9% of Canadians reporting visits.

The heritage attractions showing gains in popularity since 1992 include historic sites (from 27% to 32%), public art galleries (from 19% to 22%) and the science and tech centres, natural history and natural science museums (10% to 13%). Attracting visitors to zoos, aquariums, botanical gardens, planetariums was more difficult in 1998 than six year earlier (a drop in attendance from 35% to 32%). Unchanged from 1992 was the proportion of us visiting commercial art galleries, general history and community museums and conservation areas and nature parks.

Data from the Heritage Institutions Survey[19]generally concurs with the GSS findings, showing that overall attendance at heritage institutions was approximately 54 million visitors in 1997-98, down slightly from the 55 million visitors reporting in 1991-92. Attendance at other heritage institutions such as planetariums, aquariums, zoos and botanical gardens dropped by 21%. The bright spot in attendance at heritage institutions was museums. Museums are working particularly hard to create compelling experiences as ways of attracting visitors. In fact, many museums are presenting objects and images together in multidisciplinary multimedia contexts such as interactive displays. The CSP heritage survey reports that attendance at all types of museums increased 12% between 1991-92 and 1997-98.

Families Spending More on Heritage
The average amount spent on admission to heritage attractions increased 45% from $22 per family in 1992 to $32 by 1998. Expressed in constant dollars, the increase is still notable at 18% (going from $22 to $26 per family). The bulk of this increase in spending occurred between 1996 and 1997 when average family spending on heritage nearly doubled,going from $15 to $26 (in constant dollars) in the span of one year. But this increase in expenditure is not reflected in an

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19 This survey is conducted biennially by the CSP and collects only data on not-for-profit heritage institutions.

increase in attendance, leaving rising admission prices and the increasing number of institutions charging admission as probable explanations. Between 1990-91 and 1997-98 the number of not-for-profit heritage institutions charging admission increased by 56%. The proportion of families paying for heritage attractions increased only slightly between 1992 and 1998 (from 33% to 35%).

Profile of Canadians Visiting Heritage Institutions, 1998:
Although heritage institutions attract a wide range of visitors, the GSS showed that:

- 30% of adult Canadians reported visiting heritage institutions in 1998 – down slightly from 32% in 1992.

- Men preferred visiting historic sites, conservation areas and nature parks. lightly more women than men preferred visiting public and commercial art galleries, zoos, aquariums and botanical gardens.

- Young people between 15 and 19 years of age reported the highest rates of attendance at public art galleries (27%) and science and tech, natural history and natural science museums (19%). The 25-44 age group reported the highest attendance figures for -zoos, aquariums, botanical gardens, planetariums and conservation areas/nature parks. Persons aged 45-59 were the most likely to patronize commercial art galleries. Older Canadians (aged 60+) were the least likely to partake in any of the heritage attractions.

- Historic sites and museums of a more general nature (e.g. human history, community museums) attracted a more diverse audience, cutting across all age groupings.

- Visitors to heritage institutions tend to be well educated. A higher proportion of Canadians with a university degree reported visiting all heritage institutions over those without a university degree.

- Persons from well-to-do families (earning $80,000 or more) reported the highest rates of attendance for each and every type of heritage institution.

- English-speaking Canadians reported a higher rate of visiting public art galleries, historic sites, conservation areas and science and tech, natural history and natural science museums than other Canadians. French-speaking Canadians reported the highest rates for visiting commercial art galleries and general, human history and community museums. The lowest attendance rates for all forms of heritage institutions were reported by Allophones, with one exception, 39% of persons speaking a language other than English or French reported visiting conservation areas and nature parks, 5% higher than for Francophones.

- Canadian-born were more likely to visit all forms of heritage attractions with two exceptions - persons born outside Canada reported a higher rate of visiting zoos, aquariums, botanical gardens, planetariums (38% compared to 34% for Canadian born). Further, the rate of visiting public art galleries was the same for both groups at 24%.

- Urban residents reported higher rates of attendance in 4 of the 7 heritage categories including public art galleries, commercial art galleries, science and tech, natural history and natural science museums, and for zoos, aquariums, botanical gardens and planetariums. This is not surprising given the general geographic distribution of these types of institutions. For the remaining 3 heritage categories (general, human history or community museums, historic sites, and conservation areas/nature parks) little to no difference in rates was found between urban and rural residents.

- Different heritage institutions attract different audiences. For instance, families with no children reported the highest attendance rates for public and commercial art galleries. Attendance rates for science and tech museums, natural history and natural science museums and historic sites were highest for families with young children (aged 5–18 years). Zoos, aquariums, botanical gardens and planetariums, conservation areas and nature parks drew visitors of all ages, particularly families with children under the age of 13.

- Family size is another factor to consider when looking at heritage attendance rates. A greater proportion of one and two-person households visited commercial art galleries. Families of three persons of more tend to visit conservation areas and nature parks, science and tech, natural history and natural science museums, and zoos, aquariums, botanical gardens and planetariums. However, family size makes little difference to attendance rates for museums of a more general nature such as general, human history or community museums.

- Of Canadians who visited heritage attractions in 1998, over 80% visited but 1-4 times per year. In contrast, visitors to conservation areas and nature parks did so more frequently with 30% reporting 5 or more visits per year.

Heritage institutions are faced with many challenges. Given the current period of government fiscal restraint and the competition for audiences, they are more hard-pressed today to look beyond traditional avenues of support to sustain operations. Increasingly, they have become more and more like a service industry competing with other players in the entertainment business for audience share. In addition, they will likely be called upon to increasingly use technology to reach audiences through their exhibits and via the Internet.

Table 21.
Frequency of Attendance at Heritage Institutions, Canadians (aged 15+), 1998 (percent)

	Total	1 – 4 times a year	5 or more times, but not every month	at least once a month
	%	**%**	**%**	**%**
Conservation area or Nature Park	**45**	69	31	..
Historical site	**32**	86	14	..
Zoo, aquarium, botanical garden, planetarium	**32**	91	9	..
Public Art Gallery, Art Museum	**22**	88	8	4
Science & Tech, natural history, natural science museum	**13**	94	4	2
General, Human history or Community museum	**11**	96	4	..
Commercial Art Gallery	**9**	81	11	8

Source: General Social Survey, Culture Supplement 1998.

Table 22.
Percent of Canadians (aged 15 and older) who Visited Various Heritage Institutions, 1998

percent (%)	Public Art Gallery	Commercial Art Gallery	Science & Tech, natural history or science museum	General, human history or community museum	Historic site	Zoo, aquarium, botanical garden, planetarium	Conservation, nature park
Total	**22**	**9**	**13**	**11**	**32**	**32**	**45**
Male	21	8	13	11	34	31	49
Female	23	9	13	11	31	34	42
15-19	27	7	19	12	35	32	47
20-24	26	7	13	11	33	35	51
25-34	23	9	15	10	34	40	52
35-44	22	8	15	12	36	39	51
45-59	25	12	12	12	35	30	45
60 and over	16	6	8	9	23	19	27
Phd, MA	50	28	23	23	53	50	69
BA	40	15	24	18	50	48	62
Some Post-secondary	29	12	16	13	40	39	54
College Diploma	26	9	15	15	39	41	58
Trade/Technical Diploma	20	7	13	13	36	34	50
Elementary/ Secondary	14	5	9	7	24	25	36
Household income							
LESS THAN $20,000	16	7	8	9	22	24	34
$20,000 to $29,999	17	6	10	11	28	32	41
$30,000 to $39,999	22	8	13	13	32	36	48
$40,000 to $49,999	22	9	17	12	39	40	53
$50,000 to $59,999	28	10	15	13	39	40	55
$60,000 to $79,999	27	10	16	14	43	41	60
$80,000 or more	39	16	23	17	50	48	64
Newfoundland	13	5	9	11	45	23	45
Prince Edward Island	13	5	10	10	35	15	48
Nova Scotia	21	7	18	17	49	32	51
New Brunswick	16	6	9	9	36	25	50
Quebec	20	13	11	13	31	34	33
Ontario	23	6	13	9	31	31	50
Manitoba	16	4	13	14	30	39	43
Saskatchewan	21	5	13	11	28	22	43
Alberta	23	6	13	11	34	39	48
British Columbia	29	13	16	12	33	33	50
Household Language							
English only	26	8	15	12	38	35	55
French only	19	13	11	14	31	34	34

Other only	17	4	11	11	20	30	39
Canadian born	24	10	15	12	37	34	49
Outside Canada	24	7	13	10	30	38	47
Urban	24	9	14	11	32	34	45
Rural	16	7	10	11	33	25	44
Presence of Children in Household							
No children	24	9	13	11	32	29	43
child(ren) aged 0-4	16	4	12	8	28	45	51
child(ren) aged 5-12	22	8	17	12	35	47	54
child(ren) aged 13-18	20	8	14	11	34	33	48
child(ren) aged 19+	18	9	9	11	31	26	42
Household Size							
one person	23	11	11	11	28	27	38
2 persons	23	10	11	11	34	30	42
3 persons	20	8	15	9	33	35	48
4 persons	23	8	15	11	33	36	50
5+	20	6	14	12	31	35	47

Source: Statistics Canada, General Social Survey, Culture Supplement, 1998

13.0 Visual Arts and Crafts

Many Canadians pursue various forms of visual arts and crafts during their leisure time. The GSS revealed that in 1998, over 7 million adult Canadians, or nearly 30% engaged in various crafts such as woodcarving, weaving and pottery. Another 17% (4.2 million) played a musical instrument and 12% (2.8 million) reported pursuing visual art activities such as painting and sculpting. Ten percent of Canadians or fewer reported writing poetry or short stories (10%), engaged in artistic photography (8%), sang (8%), danced (6%) and acted (3%). The proportion of Canadians engaging in each of these art activities showed little to no change over 1992.

Art in the Marketplace
One way in which Canadians show their support for the visual arts is through investing in works of art. Canadians spent an estimated $620 million on various works of art in 1998. This averages to approximately $47 per household, down 27% from the $64 spent per family six years earlier. But not all families invest in art, in fact, only 10% of households reported buying original works of art in 1998 – each of these households spent an average of $467, more than double what they spent ten years earlier[20].

Canadians do not just purchase works of art, some also create their own. One quarter of households reported purchasing artistic materials in 1998 – spending on average $39 that year.

It is not only Canadians who appreciate and value original works of art made in Canada – individuals from other countries share our love of Canadian art as well. Domestic exports of Canadian art (goods originating in Canada) were valued at $61.2 million in 1995[21.] Many Canadians also purchase works of art originating in other countries. In 1995, the value of imports of original works of art totaled $129.8 million.

Profile of Canadians (15 years +) Participating in the Arts, 1998

- Visual arts, dance and particularly crafts were primarily engaged in by women– in fact, nearly twice as many women (38%) as men (20%) engaged in crafts in 1998. Men reported slightly higher rates for playing a musical instrument and artistic photography (Table 22).

- Overall, younger Canadians aged 15-19 reported higher participation rates for all forms of art activities except for crafts. Participation in crafts was the exception in that crafts proved to be popular across all age groups but particularly among older Canadians – perhaps an indication that crafts will likely become increasingly popular as our population ages.

- Canadians in the Atlantic provinces reported the highest rates of engaging in crafts, singing

20 Data obtained from the Survey of Family Expenditures, by Household Surveys Division, STC.
21 Data are based on research on Culture Trade and Investment project undertaken by the CSP.

and dance/choreography. Artistic photography seems to be a passion among residents of New Brunswick and British Columbia more so than in the other provinces. Playing a musical instrument, visual arts, acting and writing were equally enjoyed by all Canadians across the country.

- As education levels increase, participation rates increase for some of the art forms yet, not for others. The likelihood of playing a musical instrument, singing, writing or taking artistic photos increases with higher levels of education. Yet, a larger proportion of Canadians with a college diploma engaged in both visual arts (painting, sculpting) and crafts (woodworking, weaving, pottery, jewelry, etc).

- There seems to be little correlation between household income and engaging in various art forms. On the one hand, a greater proportion of persons from higher income families reported playing a musical instrument and taking artistic photos. Photography, for instance, is a relatively expensive hobby which could help explain why individuals with higher household incomes were more likely to participate. On the other hand, engaging in visual arts and crafts, singing and writing poetry or short stories does not seem to be driven by household income. Of Canadians creating crafts - participation rates were lowest for people whose household incomes were at the top end of the income scale.

- A higher proportion of rural residents engaged in crafts, sang, danced and took artistic photos. While slightly more urbanites preferred visual arts, acting and writing.

- Canadian-born individuals were more likely to engage in all types of art forms from visual arts through to writing short stories or poems - with three exceptions, an equal proportion of Canadian-born to those born outside Canada enjoyed singing, dancing and taking artistic photos.

- English-speaking Canadians outnumbered both French-speaking and Allophone Canadians in each of the eight art forms.

Individuals involved in the visual arts and crafts sector will need to be kept abreast of the impact of demographics on Canadians' participation in various arts activities in order to remain in touch with their participants and audiences.

Table 23. Percent of Canadians (aged 15+) who Reported Doing Various Art Forms, 1998

percent (%)	Do Visual arts	Do crafts	Play musical instrument	Sing	Dance / choreography	Act/ theatrical	Write	Artistic photography
Total	12	29	17	8	6	3	10	8
Male	9	20	18	7	4	3	9	9
Female	14	38	16	9	7	4	10	8
15-19	29	30	33	14	15	15	31	12
20-24	19	27	24	8	8	6	16	11
25-34	12	26	17	8	5	3	9	10
35-44	10	31	18	7	5	2	7	7
45-59	9	28	13	8	4	2	6	9
60 and over	6	32	12	8	4	1	4	5
Phd, MA	14	27	28	12	6	x	17	21
BA	13	30	25	11	7	4	11	12
Some Post-secondary	15	31	22	8	7	6	14	13
College Diploma	17	40	18	9	6	2	9	11
Trade/Technical Diploma	9	30	15	7	4	x	8	7
Elementary/ Secondary	10	30	15	8	6	3	8	5
Household income								
LESS THAN $20,000	10	31	17	10	5	3	12	7
$20,000 to $29,999	11	32	17	8	6	3	10	7
$30,000 to $39,999	13	32	17	9	5	3	9	8
$40,000 to $49,999	12	32	18	9	6	3	9	9
$50,000 to $59,999	11	30	18	8	4	3	10	11
$60,000 to $79,999	11	34	19	8	6	5	10	12
$80,000 or more	14	27	21	8	7	4	10	11
Newfoundland	8	38	16	14	12	x	10	5
Prince Edward Island	10	35	17	14	11	x	8	7
Nova Scotia	15	39	19	16	13	4	12	9
New Brunswick	10	35	17	14	12	4	10	11
Quebec	11	20	16	8	4	3	8	5
Ontario	12	32	17	7	6	3	10	9
Manitoba	9	32	19	10	5	5	9	8
Saskatchewan	11	35	17	7	6	3	9	7
Alberta	12	32	18	8	5	4	10	8
British Columbia	12	30	17	9	4	4	9	13
Household Language								
English only	13	37	19	9	6	4	11	11
French only	11	22	16	8	4	2	8	5
Other only	10	17	18	7	5	x	4	9

Canadian born	13	34	19	9	6	4	11	9
Born Outside Canada	11	22	17	9	6	2	9	9
Urban	12	28	17	8	5	4	10	8
Rural	11	34	17	10	6	3	9	9
Presence of Children in Household								
No children	13	29	19	9	7	4	12	10
child(ren) aged 0-4	11	29	14	5	3	x	6	8
child(ren) aged 5-12	10	30	17	7	4	2	7	8
child(ren) aged 13-18	9	28	15	8	3	x	6	7
child(ren) aged 19+	6	30	10	8	4	3	4	4
Household Size								
one person	30	23	11	11	11	28	27	38
2 persons	30	23	10	11	11	34	30	42
3 persons	30	20	8	15	9	33	35	48
4 persons	30	23	8	15	11	33	36	50
5+	28	20	6	14	12	31	35	47

Source: Statistics Canada, General Social Survey, Culture Supplement, 1998

14.0 Festivals

Festivals offer Canadians the opportunity to express joy and appreciation of the arts and of the ethnic variety that make up our fine nation. The types of festivals supported by the Cultural Initiatives Program[22] of the Department of Canadian Heritage range from music, theatre and dance festivals, to film, literary and visual arts, to children's festivals and multidisciplinary festivals. Many of these festivals draw patrons from across Canada and indeed from around the world.

In 1997-98, 146 festivals (16 fewer than 5 years earlier, representing a 10% drop) generated over $86 million, with over three-quarters coming from non-ticket sources (22% from government, 41% from fundraising and 15% from sales). Between 1992-93 and 1997-98, total revenues increased by 19%. This increase was primarily due to fundraising efforts which soared 50% over this time period in addition to a 15% increase in earned revenues (box office and sales revenues). These increases helped to counter the 12% decrease in government contributions.

Festival attendance waning – or is it?
The latest data collected by the GSS estimates that 5.5 million adult Canadians, or nearly one quarter of us (23%) attended festivals in 1998. Are more Canadians attending festivals? This question is difficult to answer using the GSS data. Care must be taken not to compare 1992 festivals data with the 1998 counts as the survey question asked in both years was quite different. In 1992, Canadians were asked: "Did you go to any festivals, fairs or exhibitions?", while in 1998 the question was streamlined to exclude fairs and exhibitions asking: "Did you go to a cultural or artistic festival such as film, fringe, dance, jazz, folk, buskers or comedy?". In 1992, total attendance was estimated at 10.8 million adult Canadians, twice that of 1998. It appears as if festival attendance dropped, when in fact, the difference may be attributed to a change in the survey question.

Profile of Canadians (aged 15+) attending Festivals, 1998

- 5.5 million adult Canadians or 23% reported attending festivals in 1998.

- The highest proportion of festival attendees were young adults aged 20-24 (34%) , while the least likely to attend festivals were older Canadians (60 years plus) at just 11%.

- As we have seen with most culture activities and events, participation rates tend to increase with increased levels of education. This pattern also holds true for festivals. While 15% of persons with an elementary or secondary school education attended festivals in 1998, this

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22 The information on festivals is drawn from data collected by the Cultural Initiatives Program by the Department of Canadian Heritage. This program offers financial support to a number of festivals in Canada.

proportion doubles to 30% for persons with some university, and to 45% of Canadians with a doctorate or masters degree.

- Festival attendance also increases with higher household income: 21% of persons from households earning less than $30,000 attended festivals in 1998 compared to 30% of those from households earning $60,000-$79,999, and 33% of households earning $80,000 or more.

- Quebec and Nova Scotia top festival attendees at 32% each. Newfoundland reported the lowest attendance rate at 16%, followed by British Columbia at 17%.

- Francophones (33%) reported the highest rate of attendance at festivals, twelve percent higher than the rate for Anglophones (21%) and ten percent higher than that of Allophones (23%). Canadian-born and persons born outside Canada reported the same participation rate of 25%.

- A greater proportion of urbanites reported going to festivals in 1998 (24%) over rural residents (19%).

- Households with no children (24%), and those with young children under 13 (22%) were somewhat more likely to go to a festival over families with older children (19%). Family size makes little difference to festival attendance figures.

Festivals, just like other culture sectors, are challenged by competition from many other entertainment and recreational attractions. Competing for audiences on both national and international stages, festivals are more than ever marketing themselves as important tourist destinations.

Table 24. Percent of Canadians (aged 15+) Who Reported Attending Festivals, 1998

	1998 %
Total	**23**
Male	23
Female	22
15-19	28
20-24	34
25-34	26
35-44	24
45-59	22
60 and over	11
Phd, MA	45
BA	37
Some Post-secondary	30
College Diploma	29
Trade/Technical Diploma	21
Elementary/ Secondary	15
Household income	
LESS THAN $20,000	21
$20,000 to $29,999	21
$30,000 to $39,999	23
$40,000 to $49,999	26
$50,000 to $59,999	28
$60,000 to $79,999	30
$80,000 or more	33
Newfoundland	16
Prince Edward Island	20
Nova Scotia	32
New Brunswick	20
Quebec	32
Ontario	19
Manitoba	18
Saskatchewan	18
Alberta	21
British Columbia	17
Household Language	
English only	21
French only	33
Canadian born	25
Born Outside Canada	25

Urban	24
Rural	19
Presence of Children in Household	
No children	24
child(ren) aged 0-4	22
child(ren) aged 5-12	23
child(ren) aged 13-18	19
child(ren) aged 19+	19
Household Size	
one person	22
2 persons	22
3 persons	25
4 persons	23
5+	21

Source: Statistics Canada, General Social Survey, Culture Supplement, 1998

15.0 Internet Use

More Canadians Entering the Computer Age

Information technology is perhaps the newest domain poised to have a major impact on Canadians. More Canadians entered the computer age in 1998, with computer ownership rising 13% over the previous year. Fully 45% of households reported having a computer, more than twice the proportion over 1992 (20%).

The use of the Internet and other computer communications continues to penetrate our daily lives. The proportion of households that use computer communications on a daily basis was 10% in 1997 rising to 14% in 1998. Computer ownership was highest in Ontario, Alberta and British Columbia where more than 4 in 10 households report having a computer. British Columbia has the highest proportion of all households using the Internet (17.6%), more than double the rate of PEI, Quebec and Saskatchewan.

Surfing the Internet has become a popular pastime among Canadians. In 1998, 25% of households reported having access to the Internet from home compared with only 17% the year before. Use of the Internet is likely to increase as commercial and government services expand their on-line presence, and as Canadians explore the services and telecommunication features offered by the information highway. The degree to which Canadians ultimately embrace this interactive technology will depend on a variety of factors, including the desirability of services offered, the cost of going on-line and the ability of Canadians to effectively use the technology.

Spending on Computer Equipment

Average spending on computer equipment and supplies (for those who reported purchases, or 32% of Canadian households) was approximately the same in 1998 as in 1997 at $1,000. For households that reported spending on Internet services, spending increased 11% from 1997 to an average of $242.

The 20% of households with the highest incomes were 4 times more likely to have a computer than those in the lowest income group. In 1998, 74% of households in the highest income group had computers compared with only 18% of households in the lowest income group. Similarly, Internet access from home was 6 times more common for households in the highest income group (48%) than for households in the lowest income group (8%). Is income the engine to the electronic world?

Profile of Canadians Accessing the Internet, 1998

The home computer is becoming increasingly important as a form of entertainment and communication from playing computer games to accessing the growing availability of cultural content on the Internet. Now that many Canadians are gaining access to the Internet, what are we using it for?

- The General Social Survey reported that 7.2 million Canadians (aged 15+), or nearly one-third (30%) indicated they had used the Internet as a leisure activity in 1998.

- Canadians used the Internet primarily for communication (23%) and research (22%). Downloading software (11%), viewing videos, film, television and listening to music (10%) and e-banking (6%) followed, and five percent or fewer used the Internet to view art (5%) or to create artistic design (4%) such as creating a web page or other graphic product.

- Considerably more men (35%) than women (25%) reported using the Internet in 1998.

- Young people aged 15-24 reported the highest rate of Internet use at just over 50%. This age group topped the others for 7 of the 8 Internet categories - e-banking was the exception where Canadians aged 25-34 reported the highest rate. Internet use decreases with age: while over 5 in 10 young people (aged 15-24 years) used the Internet, just under 40% of 25-34 year olds did, 30% of 35-44 year olds, 20% of persons aged 45-59 and only 5% of older Canadians (60+) used the Internet in 1998.

- Internet users are well educated: 18% of persons with an elementary or secondary school education reported using the Internet compared to 43% of those with some university and 54%-56% of persons with a university degree.

- Internet users tend to reside in higher income households: over half (52%) of persons from households earning $80,000 or more reported using the Internet in their leisure time, in contrast to 22% of persons from households earning less than $30,000.

- British Columbia had the highest rate of Internet users at 36% followed by Ontario (32%) and then Alberta (30%). Residents of Saskatchewan (22%) and Quebec (24%) were the least likely to use the Internet.

- Anglophones and Allophones reported the same rate of Internet usage at 35% each, while Francophones lagged behind at 23%. Furthermore, persons speaking a language other than English or French, reported the highest rates for each of the Internet categories except one – research. Anglophones topped the list with 26% reporting that they used the Internet to conduct research.

- ➢ No difference was found between Canadian-born and persons born outside Canada in the rate of Internet use (both at 32%). Yet, when we look at what they used the Internet for, we see that a higher rate of persons born outside Canada used the Internet primarily to communicate and to read newspapers, magazines and books.

- ➢ A larger proportion of urbanites tend to use Internet than their rural counterparts (31% versus 23%).

- ➢ The age of children in the household seems also to be an influencing factor in Internet use. The highest rates of Internet use were reported in households with children under 5 years of age (34%) and with children between 13-18 years of age (32%).

- ➢ Internet use also increases with increased family size. One-persons households had the lowest rate of use (19%), with Internet use gradually increasing to 25% in two-person families and to 34% - 36% by families of 3 persons or more.

Who's reading on the Web?
Are Canadians opting for surfing on the Internet over spending their leisure time reading? Are books getting the short shift with computers becoming yet another home entertainment unit competing for our attention? Reading and technology are not necessarily at opposite ends of the spectrum. In fact, there are phenomenal sites on the Internet for reading. Users have access to current and international news faster than ever before, as well as a wealth of national and international magazines and books. So who's reading on the Web?:

- 10% of Canadians (aged 15+) reported reading on the Web in 1998.
- Nearly twice as many men (12%) read on the Internet as women (7%).
- Internet readers tend to be young – under 35 years of age: 15% of Canadians under 35 reported reading on the Internet compared to 8% of 45-55 year olds and only 2% of older Canadians (60 years and older).
- Internet readers are well educated: Persons with a post-secondary education (20%) were twice as likely to read on the Internet as the national average (10%).
- Persons who read over the Internet are from relatively wealthy households: twice the rate of Internet readers were from households earning $60,000 or more (17%) compared to households earning less than $40,000 (8%).
- Ontario (12%) and Newfoundland (11%) had the highest proportion of Internet readers.
- Allophones (17%) were more likely to read newspapers, magazines and books on the Internet compared to Anglophones (10%) and Francophones (7%). This finding coincides with the fact that persons born outside Canada also reported a higher rate of Internet reading (16%) than that reported by Canadian-born (9%).

Who's viewing videos, films, TV and listening to music on the Internet?

- 5% of Canadians reported viewing videos, films, television and listening to music on the Internet. Those who did tend to be:
- Young people under the age of 25: 15-19 (18%), 20-24 (10%)
- More males (7%) over females (3%)
- With some post-secondary education, or a bachelor of arts degree (at 8% each)
- There is some tendency for households with higher incomes – but not much of a spread between lower and higher income households (6% versus 5%)
- Newfoundland (at 9%) reported nearly twice the national rate (5%)

Who's viewing art, museum collections on the Internet?

Only a very small percent (4%) of Canadians reported viewing art or museum collections on the Internet.

- Slightly more males, yet difference between the sexes was minimal (5% males to 3% females).
- Young people between 15-19 years dominated (11%) and this proportion decreases with age. Persons aged 45 and over reported numbers too small to note.
- Persons with a doctorate or masters degree (9%) reported the highest rates.
- Those from wealthier households earning $80,000 or more slightly more likely than others (at 6%).
- No real differences among the provinces –with Newfoundland and PEI numbers too small to report

Who's creating artistic compositions and design on the Internet?

Again, only a very small percent (4%) of Canadians reported creating artistic compositions and design on the Internet.

- Slightly more males reported creating artistic compositions/design on the Internet, yet the difference between the sexes is minimal (5% males to 3% females).
- Young people under 25 dominate (10%) and this proportion decreases with age. Persons aged 45 and over reported numbers too small to note.
- Persons holding a doctorate or masters degree (8%) reported a rate twice the national average.
- Households earning $40,000 or more were slightly more likely than those earning less to create artistic design on the Internet (at 6%).
- Alberta and BC reported the highest rates at 5% each, while rates for Newfoundland and PEI were too small to report.
- A higher proportion of Allophones (9%) over Anglophones (4%) or Francophones (3%) reported engaging in artistic composition/design on the Internet.
- Persons born outside Canada reported only a slightly higher rate (7%) than Canadian-born (6%).

The Internet is an area of increasing interest to the culture community. New technologies have reached into just about every aspect of personal entertainment, from the way we watch movies, to reading, to how we buy our music. In addition, our expectations regarding entertainment products have heightened -no longer are we satisfied with just a few sources of programming or entertainment information. The development of newer technologies will undoubtedly change the production and dissemination of culture even more dramatically than we have seen to date.

Computer technology is having an influence on the traditional book format. While the audiocassette format has been around since the 1960s, more recently “online” versions of books, or ‘e-books’ have been gaining prominence. By 1996-97, the Survey of Book Publishers and Exclusive Agents reported more Canadian titles being published in a non-print/non-audio format than in audio format. The traditional way of purchasing print books is also changing. One can browse through thousands of book titles on the computer and then buy online. Over the Internet it is easy for Canadians to buy from American suppliers (including American editions of Canadian authored books), thus potentially weakening the Canadian book publishing industry.

The combination of the Internet and the new MP3 technology is revolutionizing how we consume music. Consumers can bypass traditional music distribution networks and music stores and download music for free.

New technologies are also helping to disseminate Canada’s heritage. For example, SchoolNet Digital Collections Program allows heritage institutions to display their collections and holdings online. Images of collections in Canada’s galleries, museums and archives are distributed through multi-media. Other e-links to culture include the Canadian Heritage Information Network (CHIN) which offers online services to museum visitors, libraries, education institutions, communities and tourists. It is speculated that this type of Internet access may in fact increase the number of visitors who go to cultural venues since once exposed to an online version of a collection, one may then want to visit it in person.

Table 25. Percent of Canadians (aged 15+) Reporting Using the Internet, 1998

percent %	TOTAL	Communicate	Research	Read newspaper, magazine, book	View video, film, TV / listen to music	View art, museum collections	Create artistic designs	E-banking	Download software/ other
Total	30	23	22	10	5	4	4	6	11
Male	35	26	27	12	7	5	5	8	16
Female	25	20	18	7	3	3	3	4	7
15-19	53	41	37	14	18	11	10	4	20
20-24	55	43	41	15	10	7	10	9	23
25-34	39	31	30	15	6	6	4	10	16
35-44	31	22	24	11	4	4	4	8	11
45-59	23	18	18	8	x	x	x	5	9
60 and over	5	5	4	2	x	x	x	1	1
Phd, MA	56	49	46	21	5	9	8	15	24
BA	54	43	42	20	8	7	5	12	21
Some Post-secondary	43	33	32	13	8	7	6	9	18
College Diploma	36	28	29	11	5	4	5	8	14
Trade/Technical Diploma	26	18	20	10	4	3	5	6	9
Elementary/ Secondary	18	13	12	5	4	3	3	2	6
Household income									
LESS THAN $20,000	19	14	13	5	4	3	4	2	8
$20,000 to $29,999	22	16	16	7	4	4	3	5	9
$30,000 to $39,999	26	19	19	8	5	4	3	4	9
$40,000 to $49,999	31	25	24	11	5	5	6	7	12
$50,000 to $59,999	34	24	25	12	5	5	6	7	14
$60,000 to $79,999	42	30	34	16	6	4	5	11	16
$80,000 or more	52	42	41	17	6	6	6	15	21
Newfoundland	27	19	20	11	9	x	x	x	9
Prince Edward Island	27	18	18	7	5	x	x	x	11
Nova Scotia	28	19	21	8	5	5	2	4	9
New Brunswick	28	19	20	8	6	4	4	5	12
Quebec	24	18	20	8	5	4	4	5	11
Ontario	32	26	24	12	5	4	4	7	13
Manitoba	28	20	20	7	4	3	4	5	12
Saskatchewan	22	15	17	5	3	3	2	4	8
Alberta	30	22	22	9	5	4	5	6	10
British Columbia	36	27	24	9	4	4	5	6	10
Household Language									
English only	35	27	26	10	5	4	4	7	12
French only	23	16	19	7	5	4	3	4	10
Other only	35	30	24	17	7	6	9	11	18
Canadian born	32	24	24	9	5	4	4	6	12
Born Outside Canada	32	27	24	16	6	5	5	7	14

Urban	31	24	24	10	5	4	4	6	12
Rural	23	16	18	7	4	4	4	4	9
Presence of Children in Household									
No children	30	24	23	10	6	5	4	5	12
child(ren) aged 0-4	34	23	26	13	4	4	4	9	13
child(ren) aged 5-12	30	22	23	10	3	4	4	7	12
child(ren) aged 13-18	32	25	26	10	4	4	4	9	12
child(ren) aged 19+	19	15	15	7	2	2	2	3	6
Household Size									
one person	19	15	14	6	3	3	2	3	8
2 persons	25	19	19	9	4	3	3	5	9
3 persons	34	25	26	13	6	5	5	6	13
4 persons	36	27	27	11	6	5	5	8	13
5+	34	27	26	10	7	5	6	6	14

16.0 Canadian Content

In a cultural market place that is becoming increasingly international, the stakes for creating and offering Canadian content are higher than ever. New technologies and the globalization of consumer tastes have had considerable impact on cultural industries in Canada. In order to survive under these conditions, these industries are being forced to take greater risks, including the importation and marketing of foreign products in addition to those of Canadian origin. The CSP has witnessed particular volatility in the film, book and periodicals industries in the last few years with the building of new large multi-screen theatres, giant bookstores like Chapters and Indigo Books, and with the rise and fall of small-circulation specialty periodicals.

Promoting and Protecting Canadian Culture
Governments play a traditional role in the protection, promotion and nurturing of a national culture through a combination of financial incentives like tax measures, direct grants and contributions, the creation of National cultural institutions and regulations, legislation and rules on foreign investments.

To ensure that the Canadian broadcasting system carries Canadian cultural products, the CRTC sets regulations for Canadian content. These rules apply to radio and television programming services that broadcast programs and to the distribution systems (cable TV, direct to home satellite) that deliver broadcast services to the home. Such regulations are becoming increasingly difficult to enforce as new technologies such as digital transmission and the Internet are growing at exponential speeds. The recent decision of the CRTC not to attempt to regulate the content of the Internet underlines both the possibilities and threats inherent in these new technologies for culture in Canada. Although there are concerns about guaranteeing Canadian content on the Internet, the global nature of the technology may force other approaches in supporting Canadian culture.

The vast majority of books, films, music recordings and broadcast entertainment products sold in Canada originate from outside Canada. The relatively small market share held by Canadian culture industries is evident in that:

- Revenues from the sale and rental of Canadian films (theatrical and for home entertainment) represented a small share of the distributors’ total source of income. Overall, Canadian products earned about 18% of distribution revenue in the theatrical film market and 15% in the home video market in 1997-98.

- Canadian content material overall represented 14.5% of total sales of records, tapes and CDs in 1995-96, a proportion which had increased consistently since 1991-92.

- Canadian-controlled book publishers accounted for 55% of total book sales in 1996-97.

- Canadian programs lost some ground with market share of programming expenditures dropping almost 6% from 1995 to 1997.

- Between 1993 and 1998, expenditures by privately owned TV stations on Canadian music/variety and games shows dropped 15% and 42% respectively. Canadian drama market share dropped 13%. Overall, expenditures on television programs acquired from Canadian sources accounted for 57% of total program expenditures, a 9% drop over 1993.

- Canadian videocassettes represented less than 1% of the videocassette wholesaling business in 1997-98.

The argument that "Canadian voices need a public space in which to tell Canadian stories" represents a deeply felt anxiety of many Canadians. The feeling is that Canadians are loosing their ability to define themselves culturally. Public opinion data would seem to support these concerns over the perceived fallibility of a distinct identity.

The 16th annual Maclean's year-end poll (published Dec. 20, 1999) examined among other themes, our sense of Canadian identity. Interestingly, cultural references were heavily represented amongst the questions:

- 90% of respondents asserted that Canada has a "unique identity, separate and different from all other countries in the world";
- 80% associated our national identity with the achievements of prominent Canadians such as our artists and scientists;
- 74% thought our multi-cultural and multiracial makeup are an important part of what makes us Canadian; and
- 63% believed that our public broadcasting system is an important part of what makes us Canadian.

However, upon further questioning, the sentiment among many respondents was that Canadians have become more and more like Americans:

- One in three Canadians thought that Canada and the US will likely become one nation within the next 25 years;
- Half surveyed believed they have become more like Americans over the past decade;
- 79% of those polled said that US investment and business takeovers are making Canadians "more like Americans"; and
- 84% said American media such as TV, magazines and films are having an impact on making us more like Americans.

Despite various Canadian content regulations, foreign competition dominates the Canadian cultural market:

- 17 foreign-controlled film and video distributors captured 45% of the film and video distribution revenue in 1997-98, representing a small increase in share from 1990-91 (44%). Between 1994-95 and 1997-98, foreign-controlled film distributors saw their revenue increase dramatically from home video and non-theatrical productions.

- While only a small proportion of all post-production companies, foreign-controlled post-production services reported a 62% increase in revenues between 1994-95 and 1996-97.

- 15 foreign-controlled recording companies accounted for 86% of revenue from all record sales in Canada in 1995-96, a 2 percentage point drop since 1990-91. Although they only released 19% of new releases with Canadian content, they still captured a large portion (56%) of recording sales with Canadian content. This percentage represents a significant increase from the 43% share held in 1990-91.

- The share of book sales (domestic and export) by foreign-controlled firms decreased to 35% in 1996-97, a 5 percentage point drop below 1990-91.

- The lucrative textbook sector belongs mostly to foreign-controlled publishers and agents, accounting for 61% of sales.

There are a few exceptions to the dominance in Canada of foreign firms namely in the field of broadcasting and periodical publishing. The Broadcasting Act provides that no broadcast license shall be issued unless a firm is 80% owned by Canadian citizens. The Canadian newspaper and magazine publishing industries are also mostly controlled by Canadian interest. They still, however, have to compete against imported printed material.

Technology and Canadian Content

Technological developments have had and will continue to have a profound impact on culture. Advances in recent years have transformed the way Canadians access cultural products. The widespread use of new media, new technologies and the Internet is making the culture market more complex, fragmented and more difficult to regulate. Sectors that were quite distinct and separate –like broadcasting, cable, satellite and telecommunications – are now merging and converging in the race to develop the new information highway and the distribution systems of the future. New industries and new products are quickly emerging, making it more difficult to draw the line between a culture industry, telecommunications and the computer industry.

On the one hand, new communications and information technologies are viewed as a potential threat to Canadian culture products. Opening the communications airwaves changes the universe of choice for consumers and increases competition in the marketplace. Why should we continue to patronize Canadian retailers or buy national products when the choices are so wide and varied? These new technologies also raise challenges of copyright and other measures designed to ensure appropriate compensation for artists and rights holders.

On the other hand, new technologies are making it easier and less expensive for magazine and book publishers to make their products. It also helps artists create whole new culture products with the use of virtual reality, digital animation, interactive education and training products. New technologies are blurring the traditional definition of culture products –e.g., an online magazine will be less expensive to produce and will be able to integrate sound and film, making ‘reading’ a very different experience.

The new technologies and the Internet have greatly increased the capacity of the artist, the producer, and the distributor to deliver their products to consuming markets. Convergence offers our culture industries some advantages by creating new markets for Canadian films, TV programs and sound recordings at home and abroad. Culture industries need to maximize these new technology opportunities, embracing the potential for sharing and disseminating diverse forms of cultural expression in ways that potentially could make these culture resources more financially viable.

III.
17.0 Factors Impacting on Culture Consumption and Participation

Technology combined with changing life-styles and demographics seem to be shifting the relative importance of certain traditional cultural activities, events and products in people=s lives.

Some analysts foresee an increased demand for culture goods and services fostered by such socio-economic factors as higher levels of education, a larger proportion of two income households and the gradual aging of the population. They predict that as the age of retirement decreases, older members of our society will have even more time and financial means to participate in culture-related activities. The arts and culture fields will flourish as a result.

Over the past few years however, a number of factors have been working in the opposite direction, dampening the potential growth in the consumption of arts and culture. Personal disposable income has been growing only moderately as a larger share of our income goes to taxes. Thus, consumers will have fewer disposable dollars to spend. Furthermore, there will be enormous competition for our discretionary dollar. The demand for cultural goods is becoming increasingly fragmented as more entertainment options are available to us. At the same time, we are making our choices more carefully as leisure time is at a premium.

Demographics influence cultural pursuits
Demographic composition is a key factor in the participation rates for various culture activities and events. It has been theorized that consumers of the future will be older, better educated and more selective in their tastes. But how will these changes influence the consumption of culture products and services?

Canada=s population is aging. The baby boom has had a notable impact on the age distribution of Canada's population. Since 1970, the median[23] age has climbed steadily, reaching 38 in 1991. Various projections show that the median age is likely to reach 50 by the year 2036. The pace of growth among seniors will accelerate over the next 10-12 years as the first baby boomers reach the age of 65. Seniors accounted for 11.8% of the population in 1994 and 12.4% in 1999. By 2004, it is estimated that they will make up 13%. At the same time, the number of young persons aged 15 and under are declining. The population aged 15 and under represented 20.5% of the population in 1994 and 19.4 in 1999. This proportion could fall to 17.9% by 2004. The question is - what impact will an aging society have on arts and culture?

One camp says it will mean smaller audiences and fewer donors. There=s a good chance that the baby boom generation will not embrace the so-called Ahighbrow@ performing arts, like classical

[23] Median age refers to the age at which the total population is equally divided in two halves. That is, half of the population is younger than this median age and half is older.

music, opera and musical theatre the way their parents did. And if interest declines, so too may the number of patrons donating money to the arts. Despite higher incomes and better education, young people are unlikely to attend live theatrical performances, classical music and opera in the same proportions as did generations before them. The other camp suggests exactly the opposite – that an aging society will mean larger audiences and more donors.

This gloomy prognosis is challenged by David K. Foot[24] in his best selling book *Boom, Bust & Echo*. He argues that as baby boomers get older, they=ll abandon their interest in popular culture and turn to the ‘highbrow’ arts. “Previous generations also had their own popular music, and they too eventually learned to appreciate classical music. Middle-aged and older people have always been more interested in the classics than young people, and the ranks of the middle-aged and seniors will grow explosively in the decades ahead. The future of classical music in Canada has never been brighter.@

Another demographic factor likely to influence cultural consumption is the size, composition and geographic location of our immigrant populations. Previously, immigrants tended to settle in rural, agricultural areas; whereas today, they settle mainly in the largest metropolitan areas of Toronto, Montreal and Vancouver. Before the 1960s, the majority of immigrants coming to Canada were of European origin. Today=s immigrants are more likely to come from Asia or the Middle East. This level of ethnic diversity will have a major impact on cultural preferences.

A third fundamental demographic change which is transforming and upgrading the demand for culture products is the education level of the Canadian population. Canadians continue to attain higher levels of education, a trend observed since the early 1950s. According to the 1996 Census, 40% of the population aged 15 and over graduated from a university or other post-secondary institution, up from 29% in 1981. Many studies and surveys, including the General Social Survey have found a strong linkage between higher education and participation in cultural activities.

Globalization and technology changing the face of culture

Profound transformations have taken place of late both in terms of technological innovation and globalization, both of which are affecting the world of tele-communications. New media, new services (pay tv, specialized channels), and new transmission modes (cable, satellite broadcasting), not to mention the Internet, now form part of our daily lives and we will likely witness the introduction of even more sophisticated developments in the years to come. In the ever-expanding world of virtual reality, technology is changing not only the mode of delivery of culture but also the very choices we make.

Canada’s ‘traditional’ culture industries are increasing their involvement in new modes of communication and interaction. New technologies are providing culture industries with

24 David Foot, *Boom, Bust & Echo 2000,* Macfarlane Walter & Ross, Toronto, 1998.

innovative tools to promote their goods and services. The emergence of "new media" is a good example of the impact that technology has on new forms of content, new channels of distribution and new audiences. Both the products themselves and the methods by which products are disseminated and purchased are changing. However, these developments raise issues of equitable access, content regulation, copyright, competition and productivity.

Yet, do we fully understand the impact global and technological change will have on culture in Canada? – the range of problems and challenges we will face in producing and distributing Canadian cultural products in this new millennium?

18.0 The Future of Culture Consumption and Participation

Each of these factors, be they economic, demographic or technological, play a vital role in influencing the types of culture activities we choose and how we spend our discretionary dollar. Changing consumer tastes and preferences, and our motivation behind pursuing certain culture events over others are some of the intangible factors affecting future trends in consumption.

According to David Foot, in *Boom, Bust, Echo*, 'cocooning' is seen to be on the decline – yet is it? Canadians spent more on cablevision, computers, rental of videos and on newspapers in 1998 than six years earlier. And fewer Canadians attended various performing arts, visited museums, conservation areas and nature parks. The home seems to have become the focal point for entertainment during the late 1990s, equipped with cablevision, VCRs, home computers, compact disk stereo systems and a host of new technologies not yet on the drawing boards. It seems that middle-aged consumers, short on leisure time and busy raising children are spending more and more time at home.

Personal expenditures reflect changes not only in life-styles and demographics but also in technology. Given the current pace of technological advancements and the resultant transformations of our homes and lifestyles, expenditure patterns will likely shift to reflect the relative importance of certain culture activities and products in people's lives. Much of the vast array of electronic equipment and telecommunications available today was virtually non-existent prior to the 1980s. Consumer spending has grown most rapidly for such items as computers and cable television. Growing at an annual average rate of 20%, demand for computers shows no sign of letting up. Rapid technological advances and fierce competition have increased the affordability of computers by lowering prices. As a result, increasingly more consumers are augmenting their computing power. Like computers, audio and visual electronics have undergone tremendous technological advances. Products that were unheard of even 10 years ago have now become mainstream and new features are continually being added. Similarly, competition and technology advances have steadily driven down the price for electronics. Electronics currently account for 1.5% of total consumer spending compared with just 0.5% a little over a decade ago.

The authors of *Age and Arts Participation* state that "The future of the arts, depends critically upon their ability to compete for attention with a popular culture that is powerfully propagated by the mass media of radio, television, the movies, and the culture of the advertising and promotion in which they are enmeshed"[25]. In the past, people have had to physically visit museums or libraries in order to use those facilities. In the ever-expanding world of virtual reality, libraries and archives, museums, art galleries and books are changing how we view and partake in culture. Culture consumption appears to have a bright future but adaptations and innovations will be needed by culture suppliers and supporters if they are to continue to attract their audiences.

19.0 Possible Future Research Directions

In the Ninth report of the Federal Standing Committee on Canadian Heritage, mention was made that one should find out the Awhys@ of the consumer, audience or participant in cultural events. Similarly, Ernst and Young[26] indicated that while, on one hand, we could look at an audience simply through demographics, we also need to examine the underlying reasons why these different groups consume or do not consume certain cultural outputs. Beyond asking: Who goes to the theatre, the opera, our museums, who buys books, who goes to the movies, the next step is to ask Why? Motivation for participating and purchasing a culture product is not tapped through the GSS.

The Aexperience@ of cultural consumers - whether attending performance, visiting museums or enjoying home entertainment - has been cited as an important but neglected demand side area of research. Understanding cultural consumers in general is not enough. Equally important is appreciating the relationship between culture and competing forms of leisure activity, and indeed between different cultural consumer markets. For instance, why does a consumer choose the movies over the theatre, or chooses to buy a book over sculpting or painting? Is growth in one cultural consumer activity detrimental or beneficial to another? This is particularly relevant to the growing in-home consumption of cultural such as sound recordings and videos as opposed to attending live performances. Do growing CD sales, for instance, mean a drop in orchestra ticket purchases, or does this technology serve as a Awindow@ to genres of musical performance which we would not otherwise consider attending? Finding the answers to such questions will become even more important with the growing number of new, mixed media cultural products appearing on the market.

Consumer decisions are based on a flurry of information. The decision-making process uses information related to consumers themselves, the product or service being considered, cost and the

[25] Richard Peterson, Darren Sherkat, Judith Huggins Balfe, and Rolf Meyersohn, *Age and Arts Participation*, National Endowment for the Arts Research Report #34, Seven Locks Press, Santa Ana, California, 1996, p. 117.

[26] *Summary Report: Audience Research Consortium*. (Ontario, Canada), 1993, At Gallery of Ontario, Royal Ontario Museum, Ontario Science Centre Metropolitan Toronto Zoo research conducted by Ernst & Young, funded through the Ontario Government and the Federal Department of Communications.

purchasing context or situation. To understand how and why consumers behave as they do, indeed, these motivational processes are difficult to capture and is beyond the scope of this paper.

In light of declining budgets, audience fragmentation, competition from new services and rapid advances in distribution technology, the face of culture will need to keep evolving in order to meet the challenges that lie ahead. This paper is a step towards understanding patterns of culture consumption in view of Canada's socio-demographic diversity. In a rapidly evolving cultural environment the need to re-shape programs, re-focus promotional efforts and create relevant policies and programs levies a strong charge for further and ongoing consumption research.

20.0 Methodology

The General Social Survey, Culture Supplements, 1992 and 1998
Statistics Canada, through a culture supplement to the General Social Survey (GSS), asked approximately 10,000 Canadians (aged 15 years and older) about the extent and nature of their participation in various culture activities and events during the previous 12 months. This survey supplement was conducted in 1992 and again in 1998. These two culture supplements are the primary source of data for this study, specifically cycles 7 and 12 entitled *Time Use.*

Originating in 1985, the GSS conducts telephone surveys across the 10 provinces. The GSS is recognized for its continual collection of data that allows for trend analysis, and its capacity to test and develop new concepts that address emerging issues.

The two primary objectives of the GSS) are:
(1) to gather data on social trends in order to monitor temporal changes in the living conditions and well-being of Canadians; and
(2) to provide immediate information on specific social policy issues of current or emerging interest.

The GSS is a continuing program with a single survey cycle each year. Each survey cycle contains a core topic, focus or exploratory questions and a standard set of socio-demographic questions. The target population for the GSS is all persons 15 years of age and over residing in Canada, excluding residents of the territories and full-time residents of institutions.

Computer assisted telephone interviewing (CATI) is used to collect data for the GSS. Households without telephones were therefore excluded; however, persons living in such households represent less than 2% of the target population. Survey estimates have been adjusted (i.e., weighted) to account for persons without telephones. This collection methodology is attractive because of lower collection costs, as well as considerable flexibility with respect to sample design. Coverage and response have been very good as less than two percent of households in the ten provinces do not have telephones. Nevertheless, telephone interviewing does have some drawbacks: non-coverage of households, while low, is concentrated in population groups with low educational attainment or income; response rates tend to be lower than for face-to-face interviews, and there are limitations on the amount and type of data which can be collected.

Until 1998, the sample size was approximately 10,000 persons. This was increased to 25,000 in 1999. With this increase in sample size, it is expected that detailed results will be available at both the national and provincial levels.

GSS Response and Non-response Rates (%)

Cycle	Topic	Survey year	Sample Size	Response Rate
1	Health	1985	11,200	83.4
2	Time Use	1986	16,390	78.9
3	Personal Risk	1988	9,870	82.4
4	Education & Work	1989	9,338	80.7
5	Family & Friends	1990	13,495	75.8
6	Health	1991	11,924	80.2
7	Time Use	1992	9,815	76.8
8	Personal Risk	1993	10,385	81.6
9	Education, Work & Retirement	1994	11,876	81.2
10	Family	1995	10,749	81.4
11	Social Support	1996	12,756	85.3
12	Time Use	1998	10,749	77.6
13	Victimization	1999	25,000 (e)	..
14	Access to & Use of Information Communication Technology	2000	25,000 (e)	..

(e) estimated
.. not available

Culture Supplements
The questions on cultural activities were sponsored by a consortium of federal and provincial users with the objective of obtaining a more comprehensive measure of participation in these activities.

Data for Cycle 12 of the GSS were collected monthly from February 1998 to January 1999 inclusive. The sample was evenly distributed over the 12 months to represent the seasonal variation in the information.

Weighting
When a probability sample is used, as was the case for the GSS, the principle behind estimation is that each person selected in the sample ‘represents' (in addition to himself/herself) several other persons not in the sample. The number of persons represented by a given person in the sample is usually known as the weight or weighting factor of the sampled person. When analyzing GSS data, it is necessary to use one of the weighting factors WGHTFIN on the Main File and WGHTEPI on the Time Use Episode File.

Users are cautioned against releasing unweighted tables or performing any analysis based on unweighted survey results. Sampling rates and non-response rates varied significantly from province to province and non-response rates varied with demographic characteristics. For example, it is known that non-respondents are more likely to be males and more likely to be younger. In the responding sample, 3.3% were males between the ages of 15 and 19, while in the overall population, approximately 4.3% were males between 15 and 19. Therefore, it is clear that unweighted sample counts cannot be considered to be representative of the survey target population.

The survey weights must be used when producing estimates or performing analyses in order to account as much as possible for the geographic over- and under-representation and for the under- or over- representation of age-sex groups, months of the year, or days of the week in the unweighted file.

Over a large number of observations, randomly occurring errors will have little effect on estimates derived from the survey. However, errors occurring systematically will contribute to biases in the survey estimates. Considerable time and effort was invested to reduce non-sampling errors in the survey. Quality assurance measures were implemented at each step of the data collection and processing cycle to monitor the quality of the data.

A major source of non-sampling errors is the effect of non-response on the survey results. The extent of non-response varies from partial non-response (failure to answer just one or a few questions) to total non-response. Total non-response occurs when the interviewer was either unable to contact the respondent, no member of the household was able to provide the information, or the respondent refused to participate in the survey. Total non-response was handled by adjusting the weight of households who responded to the survey to compensate for those who did not respond.

Coefficient of Variation (c.v.)

Since it is an unavoidable fact that estimates from a sample survey are subject to sampling error, sound statistical practice calls for researchers to provide users with some indication of the magnitude of this sampling error.

Because of the large variety of estimates that can be produced from a survey, the standard deviation is usually expressed relative to the estimate to which it pertains. The resulting measure, known as the coefficient of variation (c.v.) of an estimate is obtained by dividing the standard error of the estimate by the estimate itself and is expressed as a percentage of the estimate.

Before releasing and/or publishing any estimates from the microdata file, users should consider whether or not to release the estimate based on the following guidelines.

Coefficient of Variation		**Policy Statement**
0.0 to 16.5%	Moderate sampling variability	Releasable
16.6% to 33.3%	High sampling variability	Releasable with cautionary note
33.4% or over	Very high sampling variability	**Not releasable**

Note: The sampling variability policy should be applied to rounded estimates.

In order that estimates produced from the General Social Survey microdata files correspond to those produced by Statistics Canada, users are urged to adhere to the following guidelines regarding the rounding of such estimates. It may be misleading to release unrounded estimates, as they imply greater precision than actually exists. In instances where, due to technical or other limitations, a different rounding technique is used resulting in estimates different from Statistics Canada estimates, users are encouraged to note the reason for such differences in the released document.

T-Testing

A T-Test was applied to the culture participation rates to determine whether or not the difference in rates was statistically significant. A couple of assumptions were made: that the distribution is normal, A two-tailed test was used at a confidence level of 95%, the critical value = 1.96.

Hypothesis: If there is little or no change between the 1992 and 1998 participation rates, that is if the difference is between 1.96 and –1.96, then it can be concluded that the change is not statistically significant. But, should the t-test result in a figure greater than + or –1.96, the change in the participation rates are statistically significant.

Time Use
The GSS asked respondents to report in diary format how they used their time over a 24-hour period. This diary provides information on how Canadians allocated their time (for activities lasting more than 5 minutes) for work, both paid and unpaid, personal and leisure activities. The daily time-use data is averaged over seven days.

Limitations
People frequently undertake more than one activity at the same time, the Time Use Survey records only primary activities i.e., the activity that the respondent reported was their main activity. Thus, we may be undercounting secondary activities such as listening to the radio, listening to pre-recorded music or watching television.

Social activities are also intertwined with cultural activities. For example, going to the movies, a play, or visiting an art gallery are just as much social events, as cultural events. We more often go with friends and family to such events and rarely go alone.

Time spent on activities is averaged over the total population 15 years and older, whether or not individuals actually engaged in that activity. That is, while it is reported that we spend on average 3.3 hours per day on paid work – this figure appears low since it averages out the total number of hours spent on paid work by all Canadians 15 years and older whether or not they are employed. Thus, it is necessary to view the data not only in terms of the total population 15 years and older but a more specific examination of the population participating in the activity.- the active participants is required.

Coverage errors arise when there are differences between the target population and the surveyed population. Households without telephones represent a part of the target population that was excluded from the surveyed population. To the extent that this excluded population differs from the rest of the target population, the estimates will be biased. Since these exclusions are small, one would expect the biases introduced to be small. However, since there are correlations between a number of questions asked on this survey and the groups excluded, the biases may be more significant than the small size of the groups would suggest.

Individuals residing in institutions were excluded from the surveyed population. The effect of this exclusion is greatest for people aged 65 and over, for whom it approaches 9%.

To the extent that the non-responding households and persons differ from the rest of the sample, the estimates will be biased. The overall response rate for the survey in 1998 was 77.6%. Non-response could occur at several stages in this survey. There were two stages of information collection: at the household level and at the individual level. As such, some non-response occurred at the household level, some at the individual level. Non-response also occurs at the level of individual questions.

While refusal to answer specific questions was very low, accuracy of recall and ability to answer some questions completely can be expected to affect some of the results presented. Criteria for accepting a time use diary were stringent, requiring the reporting of information about at least 20 of the 24 hours. Time use episodes for which activity details were refused or not stated are shown as residual time.

FAMEX and the Survey of Household Spending

Until 1996, the FAMEX survey was conducted on a periodic basis, generally every four years. Beginning with the 1997 reference year a new annual survey, the Survey of Household Spending, integrated much of the content of the FAMEX survey and the Household Facilities and Equipment Survey.

The 1997 SHS has a sample size approximately 50% larger than that of the FAMEX Survey. The sample increased to approximately 24,000 households in 1997 and 20,000 in 1998. The number of questions asked in the new survey however, is considerably lower than in the previous surveys. As a result, less detailed information is presented for some expenditure categories.

Detailed information was collected about Canadian households including expenditures for various consumer goods and services, annual income, dwelling characteristics (e.g., type and age of heating equipment) and household equipment (e.g., appliances and communications equipment). This information was collected for the calendar year.

There have been some important conceptual changes in selected expenditure data. When comparing time series, users should take note of the changes including shelter, gifts to non-household members and clothing. For example, prior to 1997, expenditures for gifts were not included in total current consumption. Starting in 1997, these expenditures are reported in the appropriate spending category, and therefore contribute to total current consumption. Caution should be used when comparing total current consumption to total current consumption from 1996 and earlier. For a more detailed account of these changes the reader is referred to the Statistics Canada report entitled *Spending Patterns in Canada, 1997* (Catalogue #62-202).

Data Collection

The sample for the Survey of Household Spending was a stratified, multi-stage sample selected from the Labour Force Survey sampling frame.

The 1998 SHS data was collected from January to March 1999. Data was collected during a personal interview using a paper questionnaire. Expenditure data are collected for the entire reference year.

The 1998 SHS was carried out across Canada in the 10 provinces and 3 territories. Those living on Indian reserves and crown lands and official representatives of foreign countries living in Canada and their families were excluded from the survey. Members of religious and other communal colonies, members of the Canadian Armed Forces living in military camps and people living in residences for senior citizens were also excluded as were people living full time in institutions (inmates and chronic care patients living in hospitals and nursing homes). The survey covers about 98% of the population in the 10 provinces. In the Territories, coverage was restricted to 81% in the Yukon, 92% in the Northwest Territories and 89% in Nunavut.

Information was not gathered from persons temporarily living away from their families (students at university) because it would be gathered from their families if selected. In this way, double counting of such individuals was avoided. Data from part-year households were excluded from estimates of household spending. However, these data were included in the estimates for dwelling characteristics and household equipment and in the calculation of the SHS response rate. (Part-year households are comprised entirely of persons who were members of other households for part of the survey year. There were 537 part-year households in the sample in 1998.)

Limitations:
Many types of culture activities/events can be enjoyed free of charge (e.g., visit to libraries, some museums, parks) These types of culture consumption are not measured, thus the data does not provide a true estimate of total culture consumption. The SHS data therefore, represents only a portion of total culture expenditure.

Further, the SHS data includes expenditures by households only, excluding non-private households (group homes, institutions, embassies, companies and schools). These types of other households are not included in the survey, so the figures quoted in this report must be taken as under-estimates.

Also, because the data is collected by means of a survey, estimates of spending are subject to errors of recall.

Due to conceptual changes resulting from the merging of surveys, for some variables and a substantial reduction in the number of questions asked in the 1997 survey, comparisons with data from previous years are not straightforward. Data for years prior to 1997 are adjusted for any conceptual differences.

Appendix I. General Social Survey, Culture Supplement, 1998

Section H: Culture

H1 During the past 12 months, as a leisure activity (not for paid work or studies) did you read... a newspaper?

<1> Yes
<3> No *Go to H2*
<x> Don't know *Go to H2*
<r> Refused*Go to H2*

H1a How often?

<1> Daily
<2> At least 3 times a week
<3> At least once a month
<4> Less than once a month
<x> Don't know
<r> Refused

H2 During the past 12 months, as a leisure activity (not for paid work or studies) did you read... a magazine? *Reading trade magazines may be included if done for pleasure and not as part of work or study.*

<1> Yes
<3> No *Go to H3*
<x> Don't know *Go to H3*
<r> Refused*Go to H3*

H2a How often?

<1> At least once a week
<2> At least once a month
<3> 5 or more times, but not every month
<4> 1 to 4 times a year
<x> Don't know
<r> Refuse

H3 During the past 12 months, as a leisure activity (not for paid work or studies) did you read... a book?

<1> Yes
<3> No *Go to H5*
<x> Don't know *Go to H5*
<r> Refused*Go to H5*

H3a On average, how many?

<1> At least a book a week
<2> At least a book a month
<3> At least a book every three months
<4> At least a book every six months
<5> At least a book a year

H5 During the past 12 months did you use library services as a leisure activity *(including accessing a library's World Wide Web internet site)*?
Include accessing a library's holdings or services electronically from somewhere outside the facility and library materials borrowed by the respondent for other household members.

<1> Yes
<3> No *Go to H6*
<x> Don't know *Go to H6*
<r> Refused*Go to H6*

H5a How often?

<1> 1 to 4 times a year
<2> 5 or more times, but not every month
<3> At least once every month
<x> Don't know
<r> Refused

H5b For what purpose(s)? *[Mark all that apply]*

<1> Borrow library materials *(including books, magazines, audio or video tapes, cassettes, etc)*
<2> Use Internet services in the library
<3> Do research
<4> Attend a program *(e.g. a reading, children's program, etc.)*
<5> Other
<r> Refused

H6 During the past 12 months did you...go to a movie theatre or drive-in?
Include:
- *movies seen in a commercial theatre or drive-in;*
- *movies seen through membership in a film club if a cost is involved;*
- *films seen at Arts Centres or museums if a separate fee is charged for viewing the movie.*

Exclude:
- *films seen without charge for entertainment or education at work, church or school;*
- *attendance at film festivals (to be included in Item H24).*

<1> Yes
<3> No *Go to H7*
<x> Don't know *Go to H7*
<r> Refused*Go to H7*

H6a How often?

<1> 1 to 4 times a year
<2> 5 or more times, but not every month
<3> At least once every month
<x> Don’t know
<r> Refused

H7 During the past 12 months did you...watch a video, rented or purchased, on VCR?
Exclude films previously recorded from the television.

<1> Yes
<3> No *Go to H8*
<x> Don’t know *Go to H8*
<r> Refused*Go to H8*

H7a How often?

<1> At least once a week
<2> At least once a month
<3> 5 or more times, but not every month
<4> 1 to 4 times a year
<x> Don’t know
<r> Refused

H8 During the past 12 months did you...listen to cassettes, CDs or records?
Include time spent listening to music whether at home, in the car, etc.

<1> Yes
<3> No *Go to H9*
<x> Don’t know *Go to H9*
<r> Refused*Go to H9*

H8a How often?

<1> Daily
<2> At least once a week
<3> At least once a month
<4> Less than once a month
<x> Don’t know

H9 Last week, how many hours did you listen to the radio either at home, in a car, at work, or elsewhere? *Fractions should be reported as follows:*
½ hour = .5
1/4 hour = .25
3/4 hour = .75

<0> None at all *Go to H11a*
<0.25-99.00>
<x> Don’t know
<r> Refused*Go to H11a*

H10 Were any of these hours spent listening to a CBC radio station - that is, either CBC Radio One, the mostly news and information station, or CBC Radio Two, the classical music station?
Exclude CBC's French-language radio stations, Radio Canada AM or Radio Canada FM.

<1> Yes
<3> No *Go to H11a*
<x> Don't know *Go to H11a*
<r> Refused*Go to H11a*

H10a How many hours last week?
Fractions should be reported as follows:
½ hour = .5
1/4 hour = .25
3/4 hour = .75

H11a Last week, how many hours did you watch television, even if you were doing something else at the same time? *Fractions should be reported as follows:*
½ hour = .5
1/4 hour = .25
3/4 hour = .75

<0> None at all *Go to H12*
<0.25-99.00>
<x> Don't know
<r> Refused*Go to H12*

H11b Were any of these hours spent watching a CBC television station- that is, either CBC TV or CBC Newsworld?
Include time spent watching stations that carry CBC programming such as The National, The Nature of Things, This Hour Has 22 Minutes, Wind at My Back, Air Farce, etc. Do not include CBC's french-language television stations, Radio Canada or RDI.

<1> Yes
<3> No *Go to H12*
<x> Don't know *Go to H12*
<r> RefusedGo to H12

H11c How many hours last week? Fractions should be reported as follows:
½ hour = .5
1/4 hour = .25
3/4 hour = .75

<0.25-99.00>
<x> Don't know
<r> Refused

H12 During the past 12 months, did you access the Internet for reasons other than for paid work or studies?
The Internet connects computers to the global network of networks for electronic mail services, file transfer, and information search and retrieval.

<1> Yes
<3> No *Go to CATI- H12p*
<x> Don't know *Go to CATI- H12p*
<r> Refused *Go to CATI- H12p*

H12a When you accessed the Internet, was it to communicate *(via e-mail, chat groups, live conferences, video phone, etc.)*?

<1> Yes
<3> No
<x> Don't know
<r> Refused

H12b When you accessed the Internet, was it to do research?

<1> Yes
<3> No
<x> Don't know
<r> Refused

H12c When you accessed the Internet, was it to read a newspaper, magazine or book?

<1> Yes
<3> No
<x> Don't know
<r> Refused

H12d When you accessed the Internet, was it to view a film, video or television program or to listen to live or recorded music?

<1> Yes
<3> No
<x> Don't know
<r> Refused

H12e When you accessed the Internet, was it to view works of art *(e.g. paintings, sculptures, photographs)* or to view museum or other similar collections?

The works of art may be part of an art gallery or art museum site, or may be the work of an individual artist or group of artists. "Photographs" here refers to those taken as artistic compositions, rather than strictly as family or personal snapshots.
Exclude collections of works of art. Include collections related to archaeological artifacts, natural history, First Nations Peoples, etc.

<1> Yes
<3> No
<x> Don't know
<r> Refused

H12f When you accessed the Internet, was it to create artistic composition/design *(e.g. a home page, other graphic images or artwork, etc.)*?

<1> Yes
<3> No
<x> Don't know
<r> Refused

H12g When you accessed the Internet, was it for electronic banking, to purchase goods and services etc?

<1> Yes
<3> No
<x> Don't know
<r> Refused

H12h When you accessed the Internet, was it to download software, other, etc?

<1> Yes
<3> No
<x> Don't know
<r> Refused

H13 During the past 12 months did you attend a concert or performance by professional artists of music, dance, theatre or opera, excluding cultural festivals? This would include attendance at a rock concert, ballet, a musical, symphony orchestra concert.

<1> Yes
<3> No *Go to H24*
<x> Don't know *Go to H24*
<r> Refused*Go to H24*

H14 Did you attend a theatrical performance such as a drama, musical theatre, dinner theatre, comedy?

Include drama, comedy, avant-garde theatre, dinner theatre, and musical (includes rock operas such as Tommy, Broadway style shows such as My Fair Lady and West Side Story, and music/theatre spectacles such as Phantom of the Opera, Kiss of the Spiderwoman and Showboat).

<1> Yes
<3> No *Go to H18*
<x> Don't know *Go to H18*
<r> Refused*Go to H18*

H14a How often?

<1> 1 to 4 times a year
<2> 5 or more times, but not every month
<3> At least once every month
<x> Don't know
<r> Refused

H18 Did you attend a popular musical performance such as pop/rock, jazz, blues, folk, country and western?

<1> Yes
<3> No *Go to H19*
<x> Don't know *Go to H19*
<r> Refused*Go to H19*

H18a How often?

<1> 1 to 4 times a year
<2> 5 or more times, but not every month
<3> At least once every month
<x> Don't know
<r> Refused

H19 Did you attend a symphonic or classical music performance?
Include symphonic music, symphonic "pops" concerts, contemporary classical music (new and experimental music written by 20th century composers and played by soloists, ensembles or full orchestras), and chamber music (played by small ensembles of less than 20 musicians, quartets or soloists).

<1> Yes
<3> No *Go to H20*
<x> Don't know *Go to H20*
<r> Refused*Go to H20*

H19a How often?

<1> 1 to 4 times a year
<2> 5 or more times, but not every month
<3> At least once every month
<x> Don't know
<r> Refused

H20 Did you attend an opera?
Include only classical operas. Rock operas are to be included in Question H15 under musical theatre.

<1> Yes
<3> No *Go to H21*
<x> Don't know *Go to H21*
<r> Refused*Go to H21*

H20a How often?

<1> 1 to 4 times a year
<2> 5 or more times, but not every month
<3> At least once every month
<x> Don't know
<r> Refused

H21 Did you attend a choral music performance?

Choral music performance refers to music performed by a choir or choral ensemble. It may be of a religious nature.

<1> Yes
<3> No *Go to H22*
<x> Don’t know *Go to H22*
<r> Refused*Go to H22*

H21a How often?

<1> 1 to 4 times a year
<2> 5 or more times, but not every month
<3> At least once every month
<x> Don’t know
<r> Refused

H22 Did you attend a dance performance (ballet, contemporary or other)?

<1> Yes
<3> No *Go to H23*
<x> Don’t know *Go to H23*
<r> Refused*Go to H23*

H22a How often?

<1> 1 to 4 times a year
<2> 5 or more times, but not every month
<3> At least once every month
<x> Don’t know
<r> Refused

H23 Did you attend a performance for a children’s audience (music, theatre or dance)?

<1> Yes
<3> No *Go to H24*
<x> Don’t know *Go to H24*
<r> Refused*Go to H24*

H23a How often?

<1> 1 to 4 times a year
<2> 5 or more times, but not every month
<3> At least once every month
<x> Don’t know
<r> Refused

H24 During the past 12 months did you go to a...cultural or artistic festival *(such as film, fringe, dance, jazz, folk, rock, buskers or comedy)*?

Examples of cultural or artistic festival: the Toronto International Film Festival, Ottawa Jazz Festival, Edmonton Fringe Festival, Montreal’s Just for Laughs.

<1> Yes
<3> No *Go to H25*
<x> Don't know *Go to H25*
<r> Refused *Go to H25*

H24a How often?
<1> 1 to 4 times a year
<2> 5 or more times
<x> Don't know
<r> Refused

H25 During the past 12 months did you go to a... performance of cultural /heritage music, theatre or dance *(e.g. Aboriginal Peoples, Chinese, Ukrainian)*?
<1> Yes
<3> No *Go to H26*
<x> Don't know *Go to H26*
<r> Refused *Go to H26*

H25a How often?
<1> 1 to 4 times a year
<2> 5 or more times
<x> Don't know
<r> Refused

H26 During the past 12 months did you go to...another popular stage performance such as a circus, stand-up comedy, ice show, etc.?
<1> Yes
<3> No *Go to H27*
<x> Don't know *Go to H27*
<r> Refused *Go to H27*

H26a How often?
<1> 1 to 4 times a year
<2> 5 or more times
<x> Don't know
<r> Refused

H27 During the past 12 months did you go to a museum *(including science centre)* or art gallery?
<1> Yes
<3> No *Go to H32*
<x> Don't know *Go to H32*
<r> Refused *Go to H32*

H28 Did you go to a public art gallery or art museum *(including attendance at special art exhibits)*? *Include museums of photography and cinema, museums of sculpture, museums of architecture, art exhibition galleries permanently maintained by libraries and archives.*

<1> Yes
<3> No *Go to H29*
<x> Don't know *Go to H29*
<r> Refused*Go to H29*

H28a How often?

<1> 1 to 4 times a year
<2> 5 or more times, but not every month
<3> At least once every month
<x> Don't know
<r> Refused

H29 Did you go to a commercial art gallery? *These are stores where art is exhibited and sold.*

<1> Yes
<3> No *Go to H30*
<x> Don't know *Go to H30*
<r> Refused*Go to H30*

H29a How often?

<1> 1 to 4 times a year
<2> 5 or more times, but not every month
<3> At least once every month
<x> Don't know
<r> Refused

H30 Did you go to a science centre or science and technology museum, or a natural history or natural science museum?

<1> Yes
<3> No *Go to H31*
<x> Don't know *Go to H31*
<r> Refused*Go to H31*

H30a How often for all locations combined?

<1> 1 to 4 times a year
<2> 5 or more times, but not every month
<3> At least once every month
<x> Don't know
<r> Refused

H31 Did you go to a general, human history or community museum?

<1> Yes
<3> No *Go to H32*
<x> Don't know *Go to H32*
<r> Refused*Go to H32*

H31a How often for all locations combined?

<1> 1 to 4 times a year
<2> 5 or more times, but not every month
<3> At least once every month
<x> Don't know
<r> Refused

H32 During the past 12 months did you go to an historic site?

Include historic sites, buildings or parks which have been designated as being of historic value and made accessible to the public through guided tours or plaques highlighting events or people of interest. Examples include: Alexander Graham Bell Homestead in Nova Scotia; Batoche National Historic Park in Saskatchewan; Upper Canada Village in Ontario; and Chambly Canal in Quebec.

<1> Yes
<3> No *Go to H33*
<x> Don't know *Go to H33*
<r> Refused*Go to H33*

H32a How often?

<1> 1 to 4 times a year
<2> 5 or more times
<x> Don't know
<r> Refused

H33 During the past 12 months did you go to a zoo, aquarium, botanical garden, planetarium or observatory?

<1> Yes
<3> No *Go to H34*
<x> Don't know *Go to H34*
<r> Refused*Go to H34*

H33a How often for all locations combined?

<1> 1 to 4 times a year
<2> 5 or more times
<x> Don't know
<r> Refused

H34 During the past 12 months did you go to a conservation area or nature park?

Include provincial and national parks, interpretation centres and wildlife areas and reserves. Exclude recreation/leisure parks, such as those featuring water slides and related water sports.

<1> Yes
<3> No *Go to H35a*
<x> Don't know *Go to H35a*
<r> Refused*Go to H35a*

H34a How often?

<1> 1 to 4 times a year
<2> 5 or more times
<x> Don't know
<r> Refused

H35a During the past 12 months as a leisure activity including taking courses for pleasure, did you do any visual art activities such as painting or sculpting?

<1> Yes
<3> No
<x> Don't know
<r> Refused

H35b During the past 12 months as a leisure activity including taking courses for pleasure, did you do any crafts such as woodworking, weaving, pottery, jewellery, etc.?

<1> Yes
<3> No
<x> Don't know
<r> Refused

H35c During the past 12 months as a leisure activity including taking courses for pleasure, did you play a musical instrument?

<1> Yes
<3> No
<x> Don't know
<r> Refused

H35d During the past 12 months as a leisure activity including taking courses for pleasure, did you sing as part of a group, choir or solo?

<1> Yes
<3> No
<x> Don't know
<r> Refused

H35e During the past 12 months as a leisure activity including taking courses for pleasure, did you do any choreography or other dance-related activity?

<1> Yes
<3> No
<x> Don't know
<r> Refused

H35f During the past 12 months as a leisure activity including taking courses for pleasure, did you do any acting or other theatrical activity?

<1> Yes
<3> No
<x> Don't know
<r> Refused

H35g During the past 12 months as a leisure activity including taking courses for pleasure, did you write poetry, short stories, non-fiction, etc.?

<1> Yes
<3> No
<x> Don't know
<r> Refused

H35h During the past 12 months as a leisure activity including taking courses for pleasure, did you take any photographs in order to create an artistic composition, rather than strictly to record a person, place or event?

Include photography pursued as a hobby.
Exclude family snapshots.

<1> Yes
<3> No
<x> Don't know
<r> Refused