

A Profile of the Cultural and Heritage Activities of Canadians in 2005



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A PROFILE OF THE CULTURAL AND HERITAGE ACTIVITIES OF CANADIANS IN 2005

This report provides insights into the number and percentage of Canadians 15 or older who, in 2005:

- Attended live performances;
- Visited art galleries and other museums;
- Visited historic sites and other heritage organizations;
- Read a newspaper, magazine or book;
- Watched movies or videos; or
- Listened to recorded music.

The report summarizes data on Canadians 15 years of age or older who participated in cultural and heritage activities during the 12 months prior to the survey. The report also examines available information about the frequency of participation in these activities. Where comparable data is available, trends in cultural and heritage activities between 1992 and 2005 are also highlighted.

The data is drawn from Statistics Canada's General Social Surveys of 1992, 1998 and 2005, in-depth telephone surveys of about 10,000 Canadians 15 years of age or older.¹

The 2005 General Social Survey asked Canadians about 18 different activities:

- Attending a **theatrical performance** such as drama, musical theatre, dinner theatre, comedy
- Attending a **popular musical performance** such as pop/rock, jazz, blues, folk, country and western
- Attending a symphonic or **classical music performance**
- Attending a **cultural or artistic festival**
- Attending a performance of **cultural/heritage music, theatre or dance** (e.g. Aboriginal Peoples, Chinese, Ukrainian)
- Attending any **other kind of cultural performance**
- Visiting a **public art gallery** or art museum (including attendance at special art exhibits)
- Visiting **museums other than public art galleries** or art museums
- Visiting an **historic site**
- Visiting a **zoo, aquarium, botanical garden, planetarium or observatory**
- Visiting a **conservation area or nature park**
- Reading a **newspaper**
- Reading a **magazine**
- Reading a **book**
- Visiting a **movie theatre** or drive-in

¹ The number of respondents to the cultural questions was 9,815 in 1992, 10,749 in 1998 and 9,851 in 2005.

- Watching a **video**
- Listening to **downloaded music** on a computer, MP3 player, etc.
- Listening to **music on CDs**, cassette tapes, DVD audio discs, records, etc.

The 2005 General Social Survey did not include any detailed questions regarding, for example, the types of performances attended, exhibitions visited or books read.

Subsequent reports in the *Statistical Insights on the Arts* series will examine provincial data and factors in cultural participation.

This report is organized into sections by type of activity:

1. [Summary of key findings](#)
2. [Live performing arts](#)
3. [Art galleries and other museums](#)
4. [Heritage activities](#)
5. [Reading](#)
6. [Movies and videos](#)
7. [Listening to recorded music](#)

Methodological notes

Individuals are counted only once in each activity regardless of how many times they participated in the activity. It is also important to note that the data includes attendance of Canadians while travelling out of province or out of the country and excludes attendance by residents of other countries while travelling in Canada. This would mean, for example, that the data on museum visitors represents the number of Canadians who visited at least one museum (anywhere) during the survey year, not the total visits made to Canadian museums.

All of the statistics in this report have been adjusted for non-response. This means that, in all three survey years, responses of "don't know" or "not stated" are excluded from the results. The implicit assumption is that those who did not respond or who hung up before completing the survey participated in cultural and heritage activities in the same proportion as those who did respond.²

All of the statistics in this report have a relatively low statistical variation. For example, the performing arts attendance rate of 41.2% could vary by a maximum of 1.2 percentage points, 19 times out of 20. Estimates of the variation in all the main statistics can be found in the table at the end of the key findings section.

² The adjustments for non-response are much larger in 1998 than in other years. Taking the performing arts as an example, adjusting for non-response adds 0.4% to the 1992 attendance rate, 3.0% to the 1998 attendance rate and 0.5% to the 2005 attendance rate. Early hang-ups appear to have been a significant issue in 1998.

Section 1: Summary of key findings

Canadians continue to support cultural activities

- *More Canadians read a book than go to a movie*
- *Art galleries are increasingly popular with Canadians*
 - *Classical music audiences increased slightly*
- *Most other cultural and heritage activities, including the performing arts, attracted roughly the same percentage of Canadians in 2005 as in 1992*

Canadians continue to support cultural activities

Overall, the report finds that most cultural and heritage activities attracted roughly the same percentage of Canadians in 2005 as in 1992. Given the population growth between 1992 and 2005, **all** cultural and heritage activities saw an increase in the absolute number of Canadians attending, visiting, reading, watching or listening.

Reading

In 2005, as a leisure activity (not for paid work or studies):

- 86.7% of the population 15 or older read a newspaper (22.6 million Canadians);
- 78.2% read a magazine (20.4 million Canadians); and
- 66.6% read at least one book (17.4 million Canadians).

About four in 10 Canadians read at least one book each month in 2005.

The 17.4 million Canadians reading at least one book is slightly larger than the 15.9 million Canadians going to at least one movie at a theatre or drive-in.

Between 1992 and 2005, the rate of book reading remained stable, with two-thirds of the population reading at least one book in 1992, 1998 and 2005. The stability of book reading in Canada is in contrast to the findings of a recent American study entitled *Reading at Risk*. That report, prepared by Hill Strategies Research for the National Endowment for the Arts, showed that the proportion of Americans reading any type of book in their leisure time (not for work or school) decreased from 60.9% in 1992 to 56.6% in 2002.³

In Canada, magazine reading decreased slightly and newspaper reading decreased more substantially between 1992 and 2005.

³ *Reading At Risk: A Survey of Literary Reading in America*, National Endowment for the Arts, Research Division Report #46, June 2004, p. ix.

Art galleries and other museums

There was a strong and consistent increase in art gallery visitors between 1992 and 2005, which may be an indication of an increasingly visual culture in Canada. The overall percentage of Canadians visiting an art gallery increased from 19.6% in 1992 to 24.0% in 1998 and increased again to 26.7% in 2005. Exactly 7 million Canadians visited an art gallery in 2005.

There was also an increase, albeit much less pronounced, in the percentage of Canadians visiting any type of museum. Just over one-third of Canadians (35.2%) 15 years of age or older, or 9.2 million people, visited a museum in 2005.

Performing arts

In 2005, 41.2% of the population 15 or older (10.8 million Canadians) attended a concert or performance by professional artists of music, dance, theatre or opera (excluding cultural festivals). This is very close to the performing arts attendance rate in 1992 (42.4%), and a distinct increase from the 1998 rate (37.6%).

The report shows that:

- 22.6% of the population 15 or older attended a theatrical performance such as a drama, musical theatre, dinner theatre, comedy (5.9 million Canadians);
- 23.8% attended a popular musical performance such as pop/rock, jazz, blues, folk, country and western (6.2 million Canadians); and
- 9.5% attended a symphonic or classical music performance (2.5 million Canadians).

Theatre and popular music saw very little overall change in attendance rates between 1992 and 2005.

Contrary to fears concerning a general decline of classical audiences, classical music saw a slight increase in the percentage of the population attending a performance between 1992 and 2005.

Respondents were asked three subsequent questions about performing arts attendance:

- 23.7% of the population 15 or over attended a cultural or artistic festival (such as film, fringe, dance, jazz, folk, rock, buskers or comedy) (6.2 million Canadians);
- 15.1% attended a performance of cultural/heritage music, theatre or dance (e.g. Aboriginal Peoples, Chinese, Ukrainian) (3.9 million Canadians);
- 10.8% attended another kind of cultural performance (2.8 million Canadians);

Questions about other specific disciplines, such as dance or opera, were not asked in the 2005 General Social Survey.

A large proportion of those who attended the various types of performing arts events did so between one and four times in 2005.

Heritage activities

One in three Canadians visited an historic site in 2005 (almost 9 million people), and the same number visited a zoo, aquarium, botanical garden, planetarium or observatory. Nearly one in two Canadians visited a conservation area or nature park in 2005 (12 million people). One in six Canadians visited conservation areas or nature parks *at least five times* during the year.

Between 1992 and 2005:

- There was a significant increase in the percentage of Canadians visiting an historic site;
- The percentage of Canadians visiting a zoo, aquarium, botanical garden, planetarium or observatory decreased slightly; and
- The percentage of Canadians visiting a conservation area or nature park changed very little.

Movies and videos

Movies and videos are quite popular with Canadians. In 2005, six in 10 Canadians went to at least one movie at a theatre or drive-in (about 16 million people), while eight in 10 watched a video (over 20 million people). About one in three Canadians went to *five or more movies* in 2005. Both activities showed increases between 1992 and 2005.

Recorded music

The report also highlights the music listening activities of Canadians: 28.6% listened to downloaded music in 2005 (7.5 million people), compared with 83.9% who listened to music recorded on CDs or other formats (about 22 million people). Very few Canadians relied exclusively on downloaded music in 2005.

Cultural and Heritage Activities of Canadians in 2005

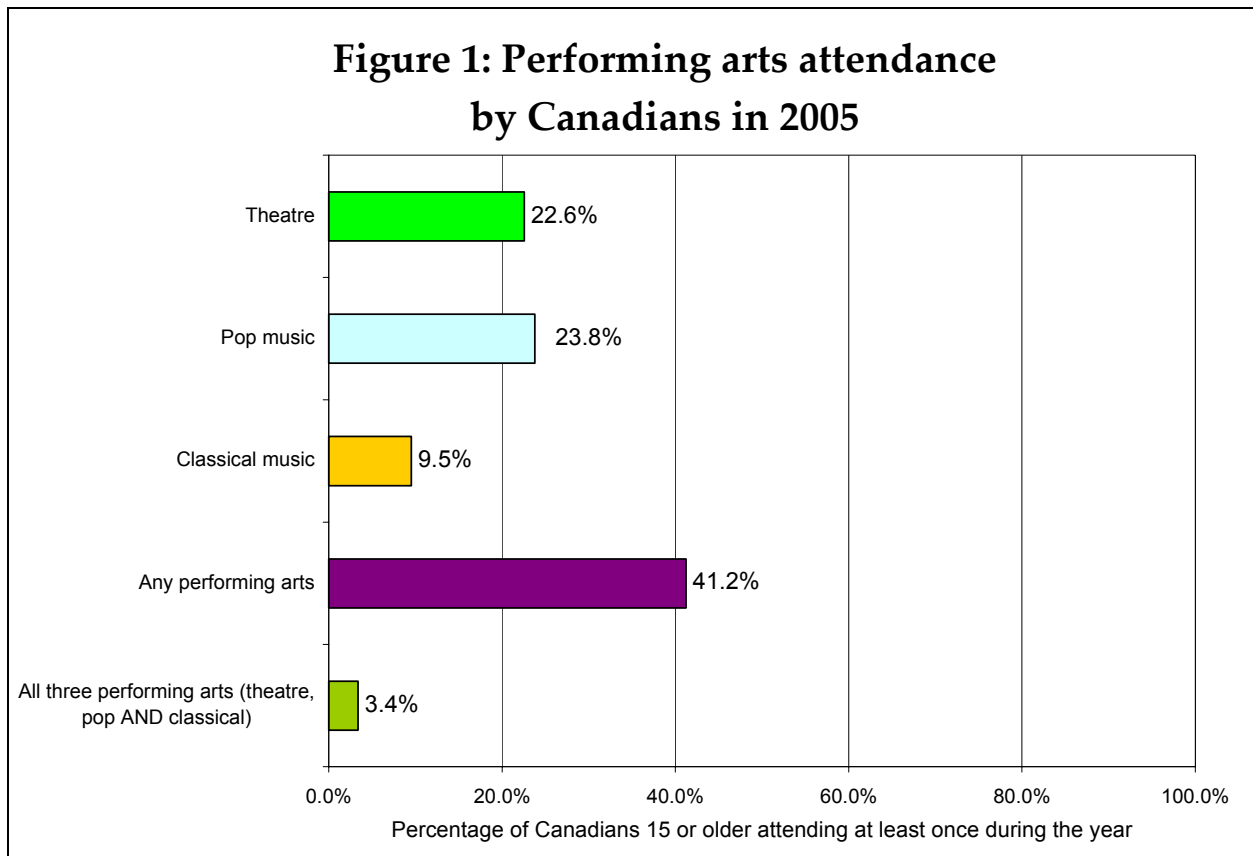
Activity	Percentage of population (15 or older)	Statistical variation of estimate (19 times out of 20)			Number of people (15 or older)
Performing arts attendance		Plus / minus	Minimum	Maximum	
Performing arts	41.2%	1.2%	40.0%	42.5%	10.8 million
Theatre	22.6%	1.1%	21.4%	23.7%	5.9 million
Pop music	23.8%	1.0%	22.7%	24.8%	6.2 million
Classical music	9.5%	0.8%	8.7%	10.3%	2.5 million
Cultural festival	23.7%	1.0%	22.6%	24.7%	6.2 million
Cultural/heritage performance	15.1%	1.0%	14.1%	16.1%	3.9 million
Other cultural performance	10.8%	0.9%	9.9%	11.7%	2.8 million
Visits to art galleries and other museums					
Museums (all types)	35.2%	1.2%	34.0%	36.4%	9.2 million
Public art galleries	26.7%	1.2%	25.6%	27.9%	7.0 million
Museums (other than art galleries)	21.3%	1.1%	20.2%	22.3%	5.5 million
Heritage activities					
Historic sites	33.4%	1.1%	32.2%	34.5%	8.7 million
Zoos, aquariums, botanical gardens, planetariums or observatories	33.5%	1.1%	32.4%	34.7%	8.8 million
Conservation areas or nature parks	45.9%	1.1%	44.8%	47.0%	12.0 million
Reading					
Newspapers	86.7%	0.9%	85.9%	87.6%	22.6 million
Magazines	78.2%	1.4%	76.8%	79.6%	20.4 million
Books	66.6%	1.2%	65.4%	67.8%	17.4 million
Watching movies and videos					
Movies or drive-in theatres	61.0%	1.1%	59.9%	62.1%	15.9 million
Videos (rented or purchased, VHS or DVD)	78.6%	1.4%	77.2%	80.0%	20.5 million
Listening to recorded music					
Downloaded music	28.6%	1.1%	27.4%	29.7%	7.5 million
Music on CDs, records, etc.	83.9%	0.8%	83.0%	84.7%	21.9 million
All statistics analyzed by Hill Strategies Research based on Statistics Canada's 2005 General Social Survey					

Section 2: Live performing arts

In 2005, 41.2% of the population 15 or older (10.8 million Canadians) attended a concert or performance by professional artists of music, dance, theatre or opera (excluding cultural festivals).⁴ Figure 1 shows that:

- 22.6% of the population 15 or older attended a theatrical performance such as a drama, musical theatre, dinner theatre, comedy (5.9 million Canadians);
- 23.8% attended a popular musical performance such as pop/rock, jazz, blues, folk, country and western (6.2 million Canadians); and
- 9.5% attended a symphonic or classical music performance (2.5 million Canadians).

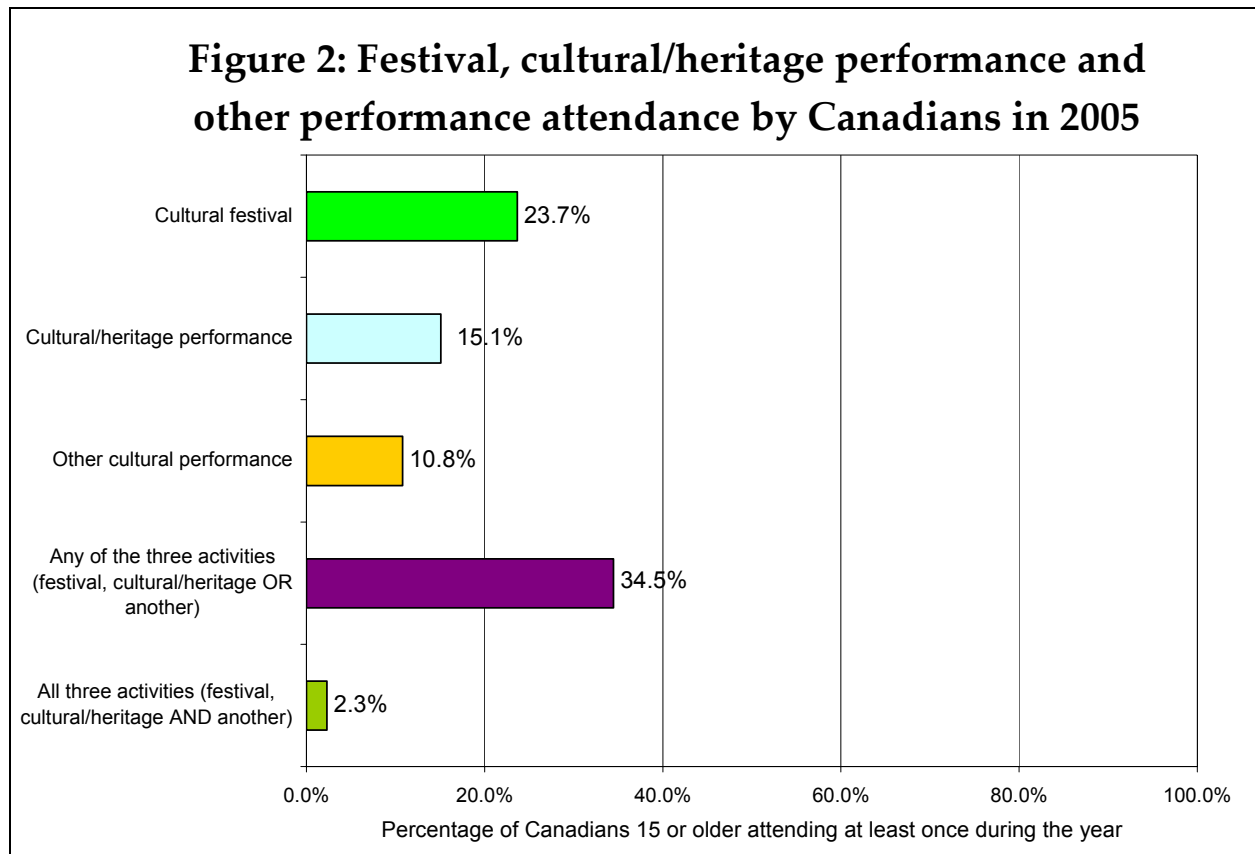
Overall, 3.4% attended all three of these types of performances in 2005 (890,000 Canadians).



⁴ The first three performing arts questions were asked following a general question: During the past 12 months, did you attend a concert or performance by professional artists of music, dance, theatre, or opera, excluding cultural festivals? (Include attendance at a rock concert, ballet, a musical, symphony orchestra concert.). If the person responded "yes" to this question, they were asked: During the past 12 months, did you attend a theatrical performance such as a drama, musical theatre, dinner theatre, comedy? (Include drama, comedy, avant-garde theatre, dinner theatre and musicals, including 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, Mama Mia and Showboat); During the past 12 months, did you attend a popular musical performance such as pop/rock, jazz, blues, folk, country and western?; and During the past 12 months, did you attend a symphonic or classical music performance?

Respondents were asked three subsequent questions about performing arts attendance.⁵ Figure 2 shows that:

- 23.7% of the population 15 or over attended a cultural or artistic festival (such as film, fringe, dance, jazz, folk, rock, buskers or comedy) (6.2 million Canadians);
- 15.1% attended a performance of cultural/heritage music, theatre or dance (e.g. Aboriginal Peoples, Chinese, Ukrainian) (3.9 million Canadians);
- 10.8% attended another kind of cultural performance (2.8 million Canadians);
- a total of 34.5% did at least one of these activities (9.0 million Canadians); and
- 2.3% did all three of these activities in 2005 (610,000 Canadians).



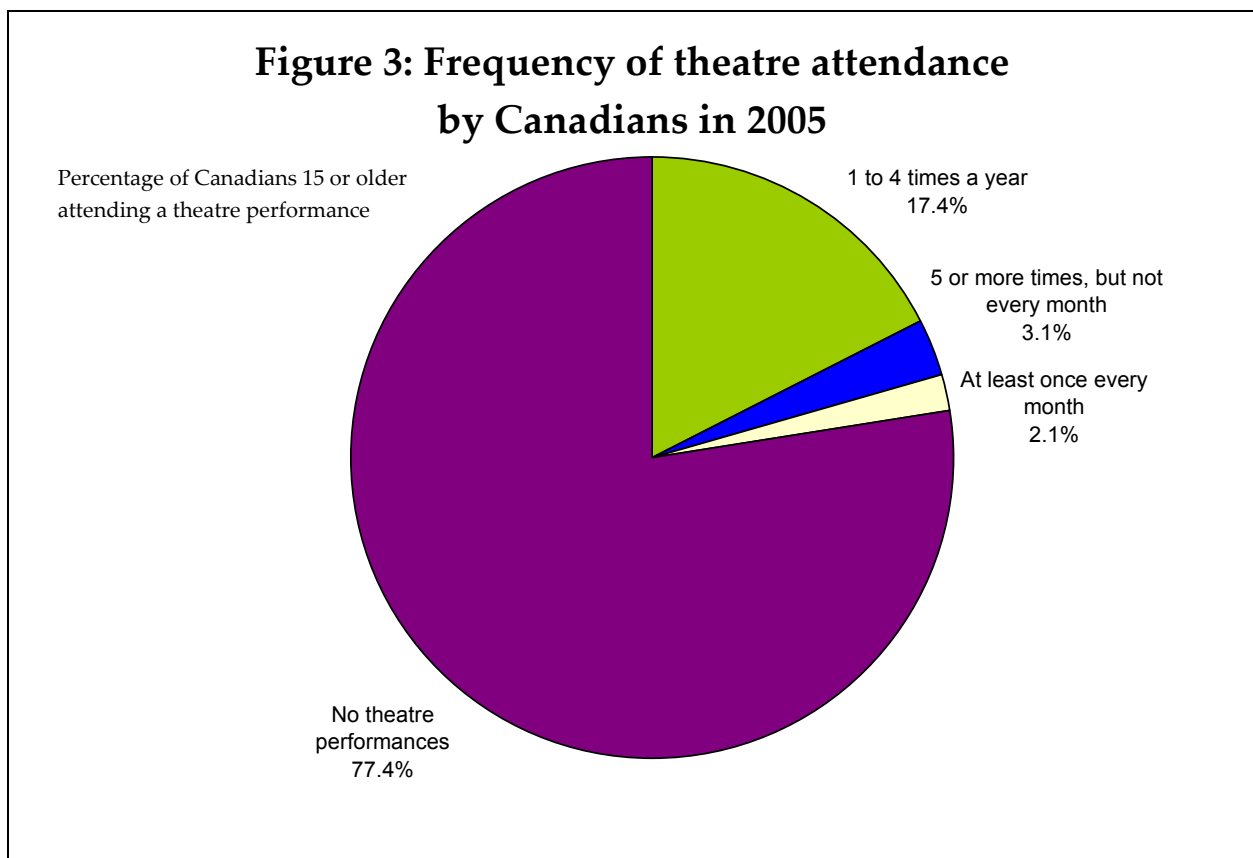
Questions about other specific disciplines, such as dance or opera, were not asked in the 2005 General Social Survey.

⁵ These three questions were phrased as follows: 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 festivals include the Toronto International Film Festival, Ottawa Jazz Festival, Edmonton Fringe Festival and Montreal's Just for Laughs.); During the past 12 months, did you go to a performance of cultural/heritage music, theatre or dance (e.g. Aboriginal Peoples, Chinese, Ukrainian)?; and During the past 12 months, did you attend any other kind/type of cultural performance? (Examples include dance performances (ballet, contemporary or other), choral music performances, opera and other multidisciplinary cultural performances not already mentioned above.)

Frequency of performing arts attendance

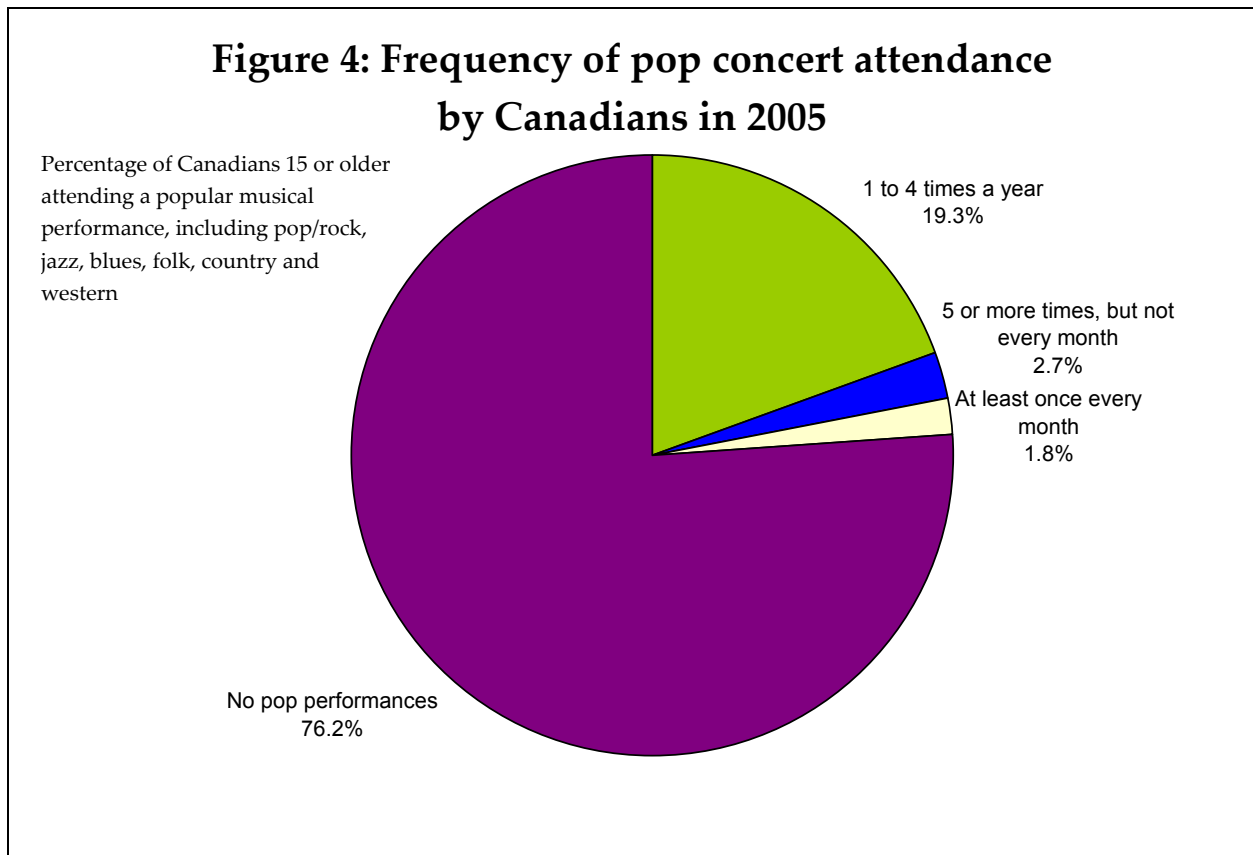
Respondents were asked how often they attended the various types of performances in 2005. Regarding theatres, Figure 3 shows that:

- 17.4% of the population 15 or older attended theatre performances between one and four times a year (4.5 million Canadians);
- another 3.1% attended theatre performances five or more times, but not every month (810,000 Canadians); and
- another 2.1% attended theatre performances at least once every month (540,000 Canadians).



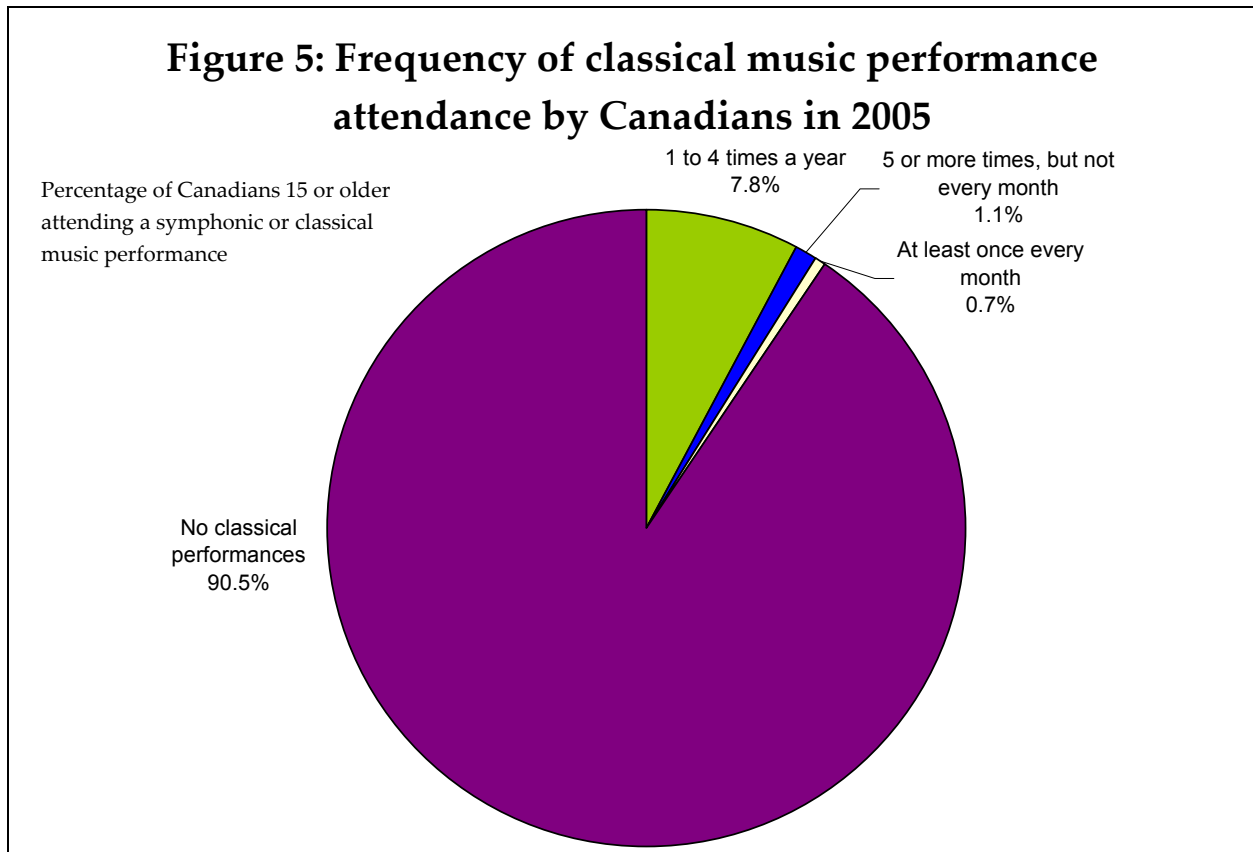
Regarding popular music performances, Figure 4 shows that:

- 19.3% of the population 15 or older attended pop concerts between one and four times a year (5.0 million Canadians);
- another 2.7% attended pop concerts five or more times, but not every month (700,000 Canadians); and
- another 1.8% attended pop concerts at least once every month (460,000 Canadians).



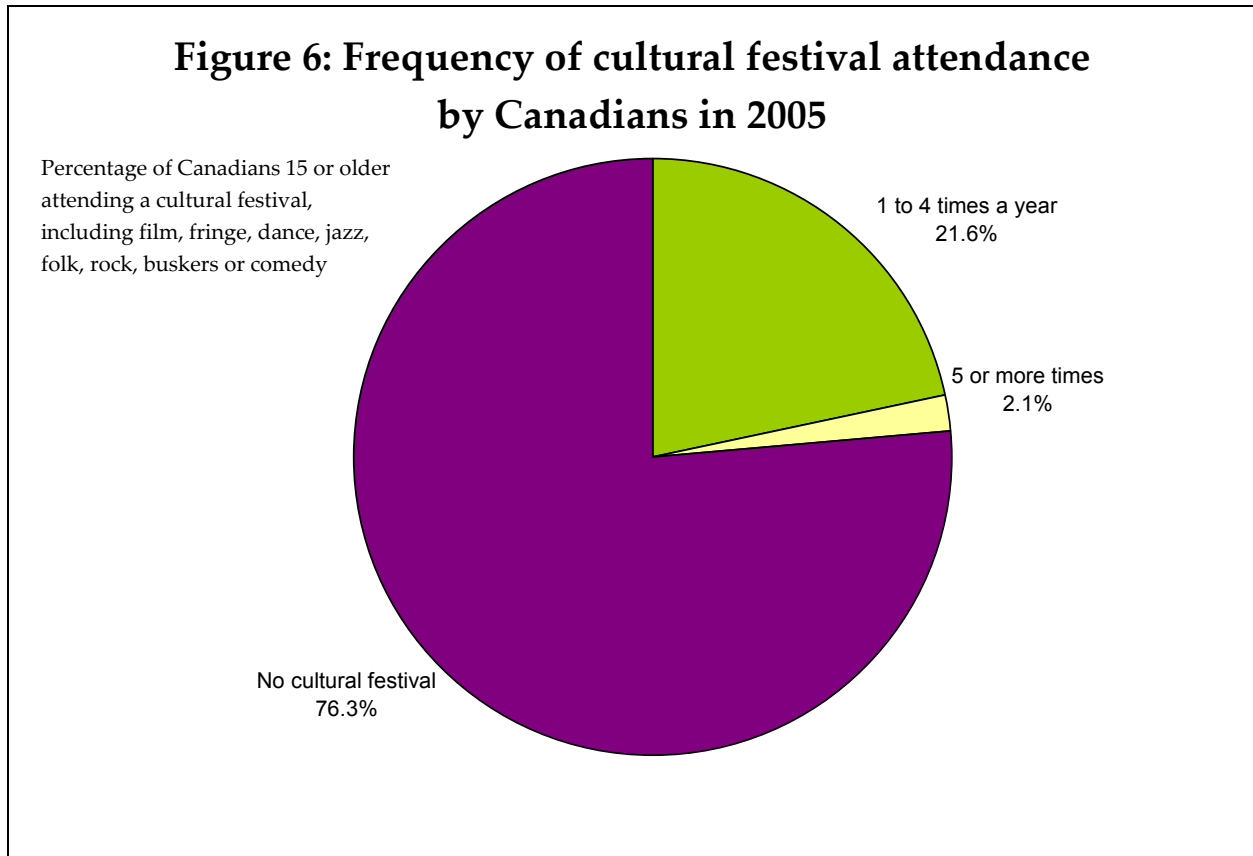
Regarding classical music performances, Figure 5 shows that:

- 7.8% of the population 15 or older attended classical performances between one and four times a year (2.0 million Canadians);
- another 1.1% attended classical performances five or more times, but not every month (280,000 Canadians); and
- another 0.7% attended classical performances at least once every month (190,000 Canadians).



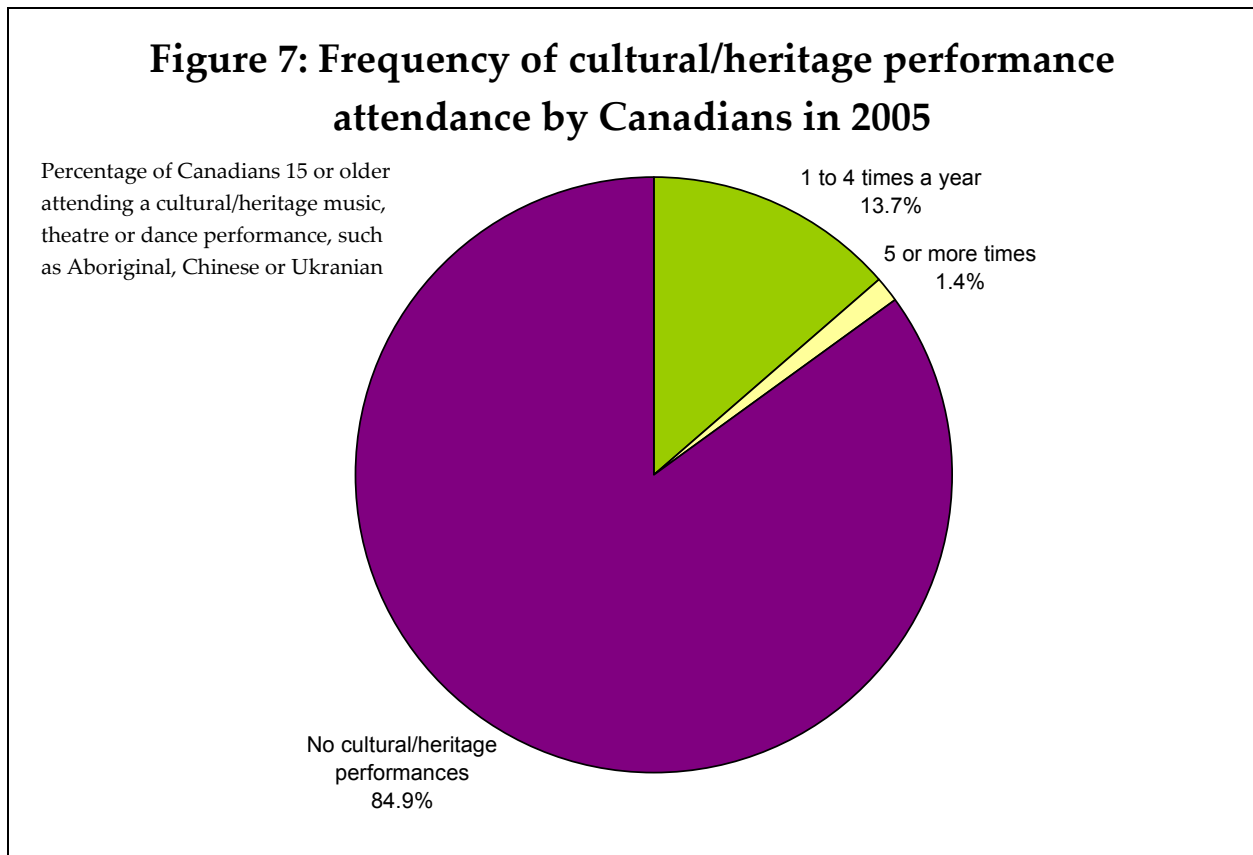
Regarding cultural festivals (such as film, fringe, dance, jazz, folk, rock, buskers or comedy), Figure 6 shows that:

- 21.6% of the population 15 or older attended cultural festivals between one and four times a year (5.6 million Canadians); and
- another 2.1% attended cultural festivals five or more times (550,000 Canadians).



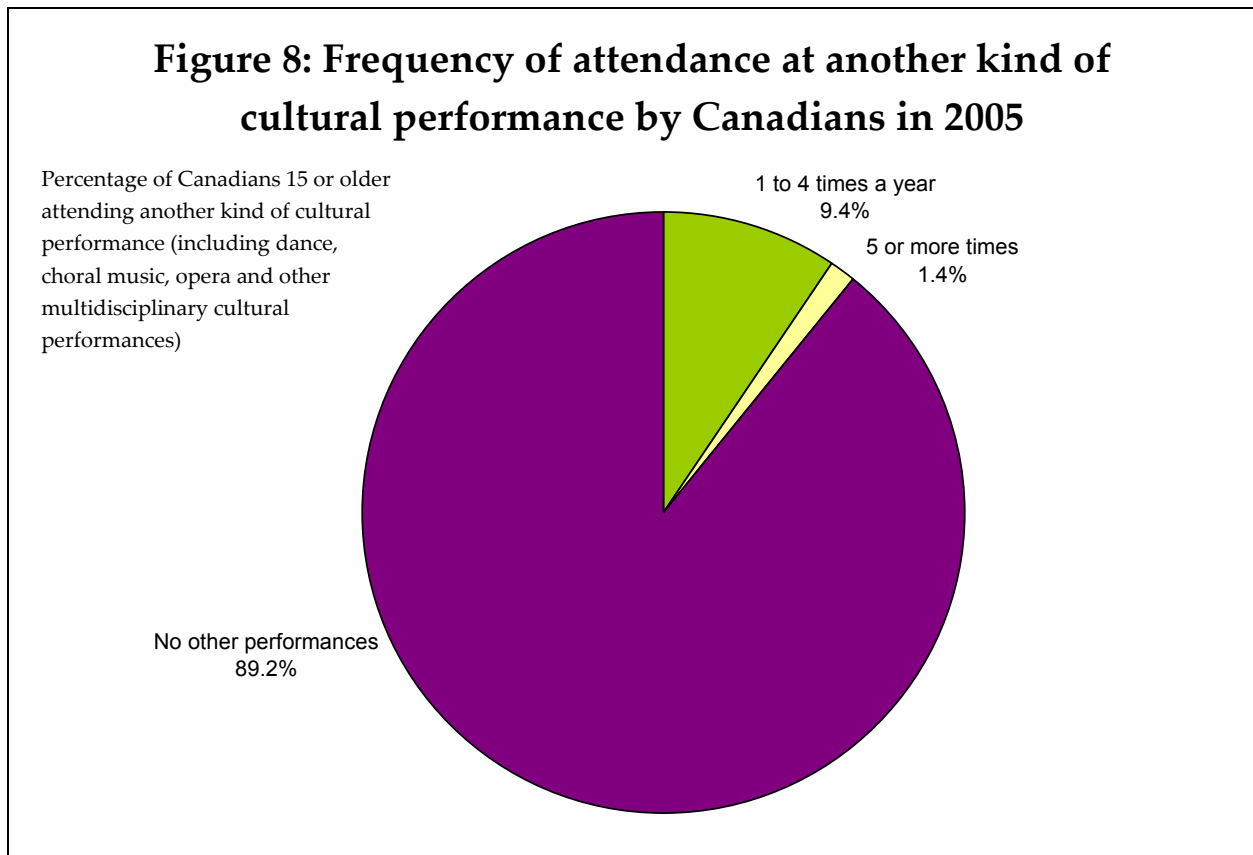
Regarding performances of cultural/heritage music, theatre or dance (e.g. Aboriginal Peoples, Chinese, Ukrainian), Figure 7 shows that:

- 13.7% of the population 15 or older attended cultural/heritage performances between one and four times a year (3.6 million Canadians); and
- another 1.4% attended cultural/heritage performances five or more times (360,000 Canadians).



Regarding other kinds of cultural performances (including dance, choral music, opera and other multidisciplinary cultural performances), Figure 8 shows that:

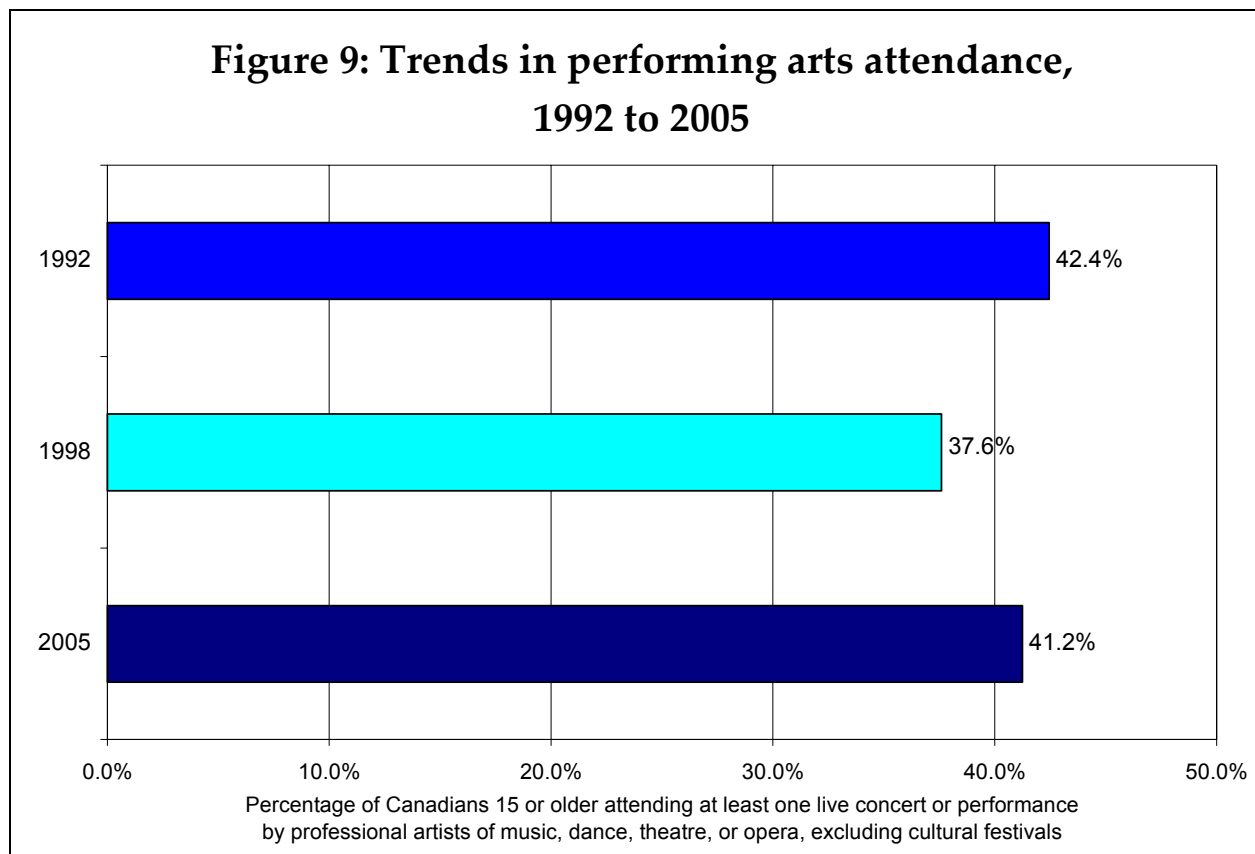
- 9.4% of the population 15 or older attended other kinds of cultural performances between one and four times a year (2.5 million Canadians); and
- another 1.4% attended other kinds of cultural performances five or more times (360,000 Canadians).



Trends in performing arts attendance

There was very little overall change in the percentage of Canadians attending a concert or performance by professional artists between 1992 and 2005. Figure 9 shows that the percentage of Canadians attending a performing arts event decreased from 42.4% in 1992 to 37.6% in 1998, but rebounded to 41.2% in 2005.⁶

With 22.6% growth in the population (15 or older) between 1992 and 2005, the number of Canadians attending a concert or performance increased from 9.0 million in 1992 to 10.8 million in 2005. This is an overall increase of 1.7 million people between 1992 and 2005 (or 19.1%).⁷

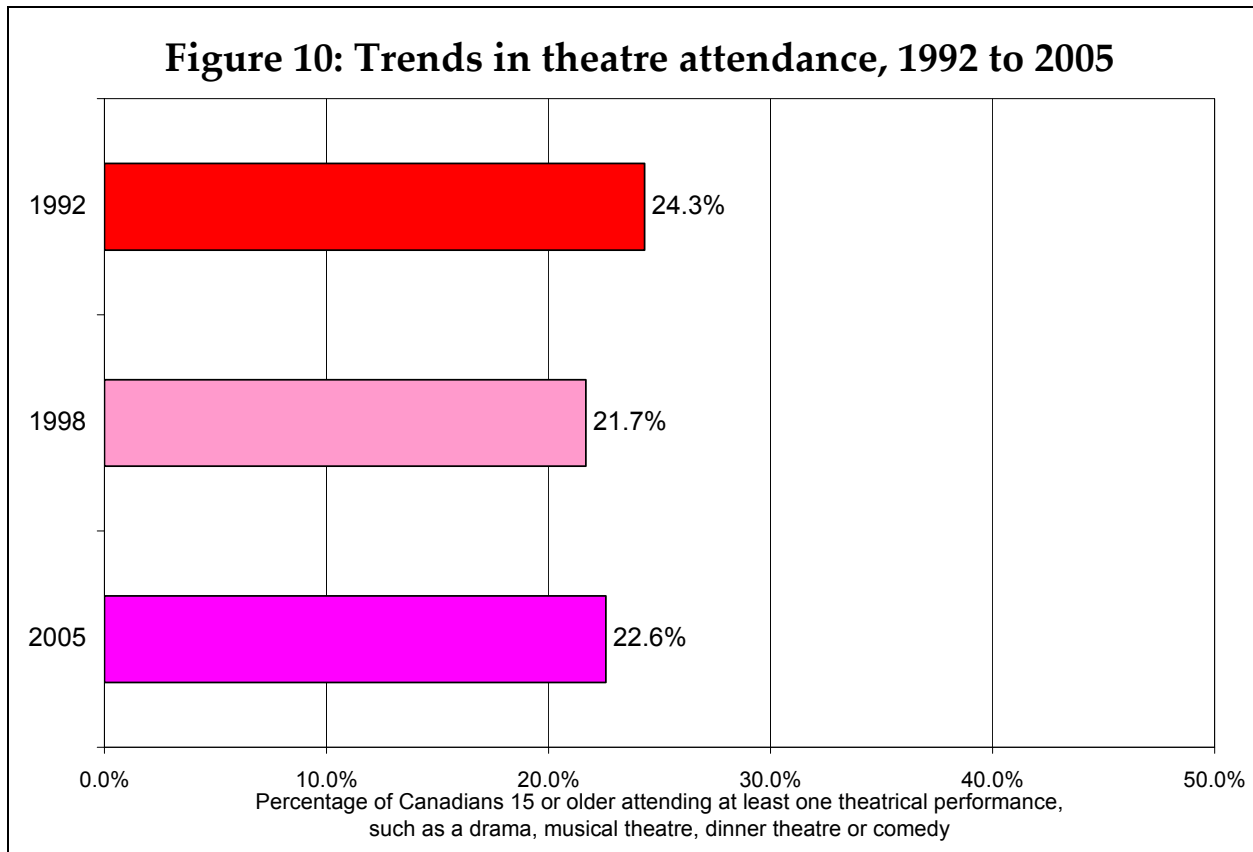


⁶ In 1992, the popular music question was asked prior to the general performing arts question, not as an ancillary question (i.e., following the general performing arts question). To ensure the best comparability with the 1998 and 2005 surveys, the calculation of overall performing arts attendance in 1992 includes respondents who said "yes" to either the popular music or the general performing arts question.

⁷ Differences are calculated from unrounded numbers. The differences in the rounded numbers presented in this report may vary slightly.

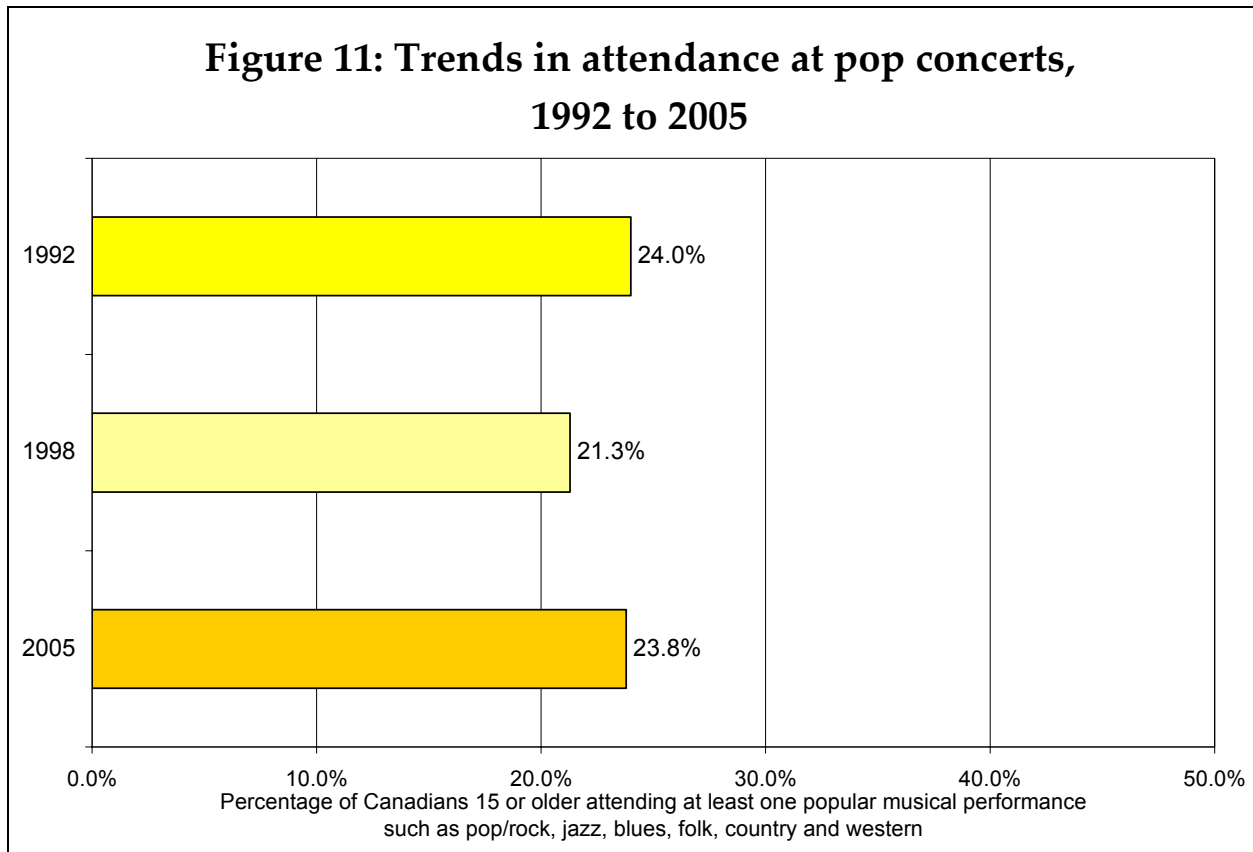
There was a very small decrease in the percentage of Canadians attending a theatre performance between 1992 and 2005. Figure 10 shows that the percentage of Canadians attending a theatre performance decreased between 1992 (24.3%) and 1998 (21.7%), but increased slightly to 22.6% in 2005.

With 22.6% growth in the population (15 or older) between 1992 and 2005, the number of Canadians attending a theatre performance increased from 5.2 million in 1992 to 5.9 million in 2005, an increase of 700,000 theatre-goers between 1992 and 2005 (or 13.7%).



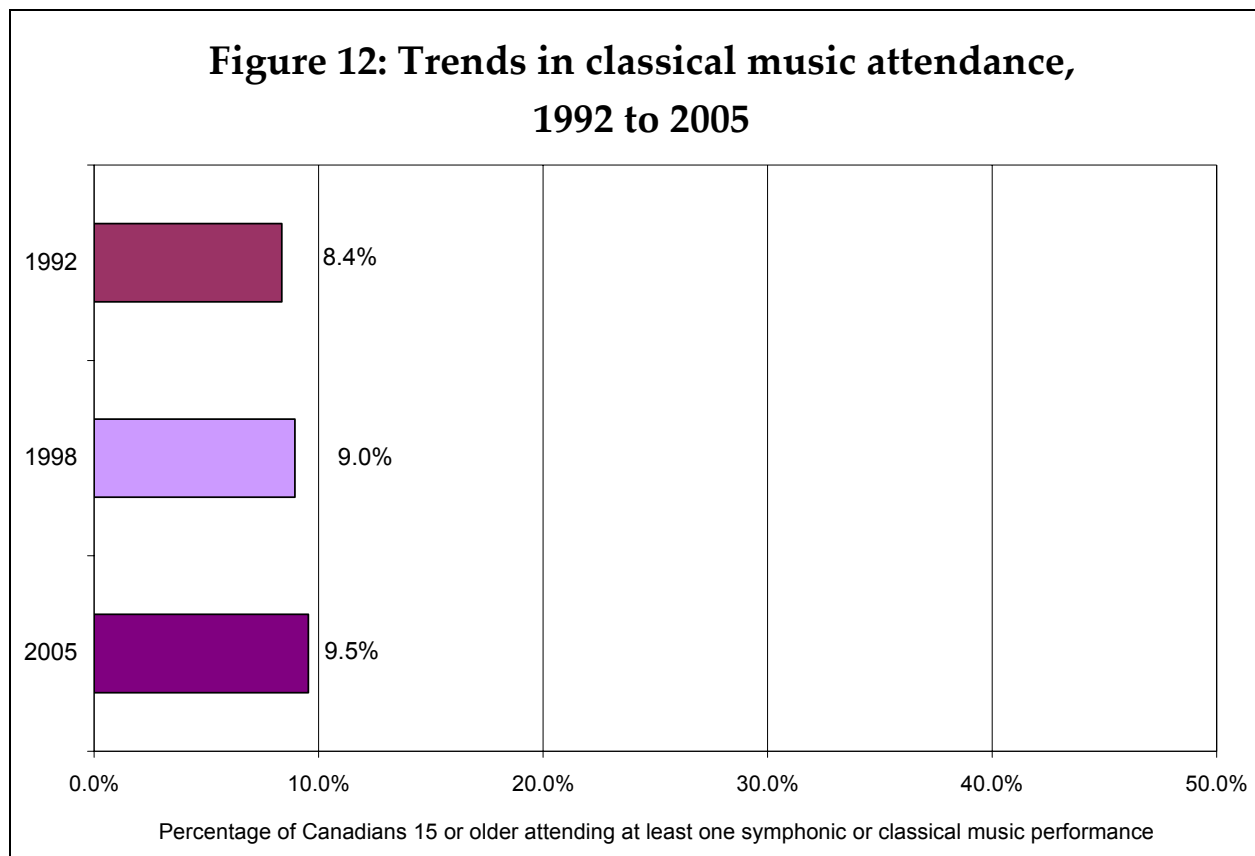
There was no overall change in the percentage of Canadians attending a popular music performance between 1992 and 2005 (including pop/rock, jazz, blues, folk, country and western). Figure 11 shows that the percentage of Canadians attending a pop music concert decreased from 24.0% in 1992 to 21.3% in 1998, but rebounded to 23.8% in 2005.

With 22.6% growth in the population (15 or older) between 1992 and 2005, the number of Canadians attending a pop music concert increased from 5.1 million in 1992 to 6.2 million in 2005, an increase of 1.1 million popular music-goers between 1992 and 2005 (or 21.5%).



Between 1992 and 2005, the percentage of Canadians attending a symphonic or classical music performance increased slightly. Figure 12 shows that the percentage of Canadians attending a classical music concert increased very slightly between 1992 (8.4%) and 1998 (9.0%), then increased, again very slightly, to 9.5% in 2005.

With 22.6% growth in the population (15 or older) between 1992 and 2005, the number of Canadians attending a classical music concert increased from 1.8 million in 1992 to 2.5 million in 2005, an increase of 700,000 classical music-goers between 1992 and 2005 (or 39.9%).



The 1992 General Social Survey did not include a question regarding attendance at cultural festivals. Between 1998 and 2005, the percentage of Canadians attending a cultural festival changed very little (24.6% in 1998 and 23.7% in 2005). The number of Canadians attending a cultural festival increased from 6.0 million in 1998 to 6.2 million in 2005, an increase of 200,000 festival-goers between 1998 and 2005 (or 3.6%).

The cultural/heritage performance question was phrased somewhat differently in 1992 compared with 1998 and 2005. The 1992 question asked about attendance at “ethnic and heritage dance / music”, while the 1998 and 2005 questions asked about attendance at “cultural/heritage music, theatre or dance”. In particular, the specific mention of theatre may have led to more positive responses in 1998 and 2005. The trends over time may be influenced by these changes.

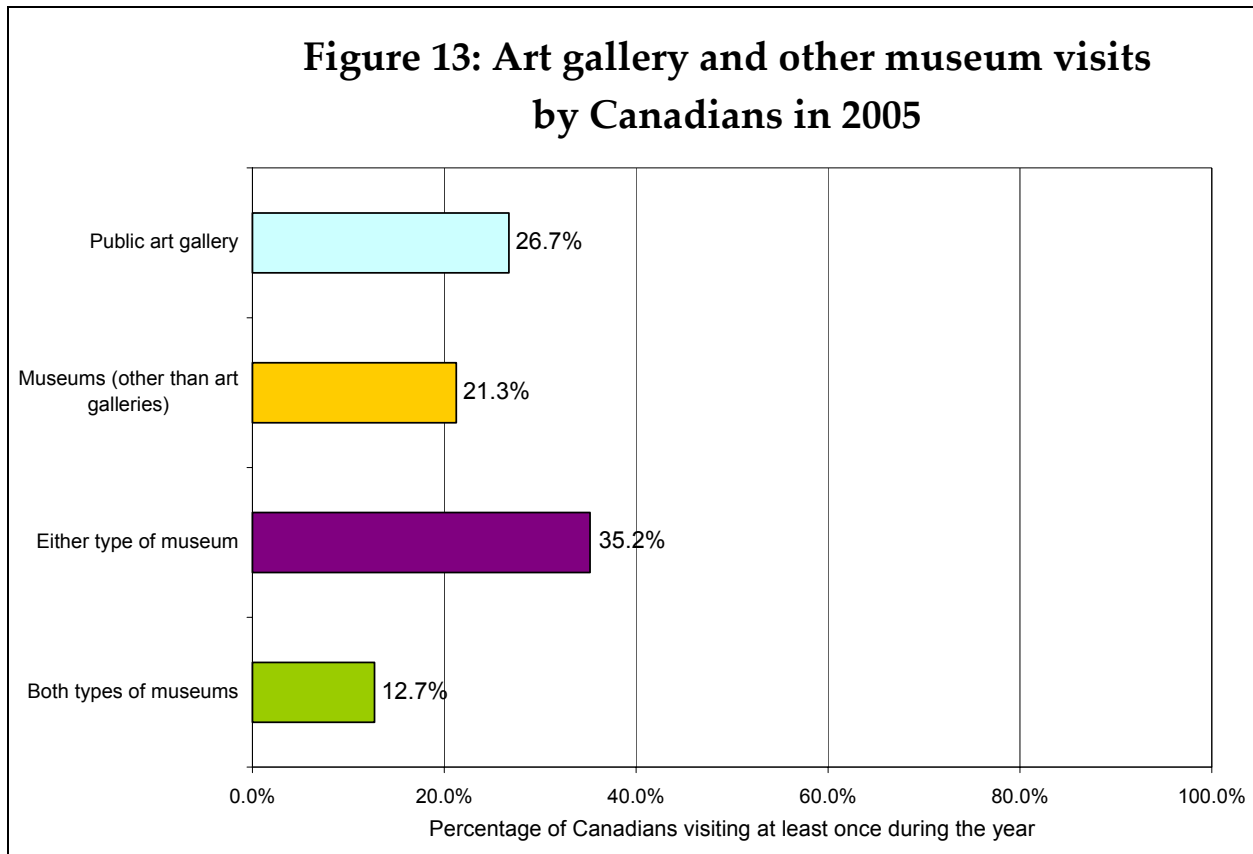
Our best estimate is that, between 1992 and 2005, the percentage of Canadians attending a cultural/heritage performance increased from 11.8% in 1992 to 15.0% in 1998 and then remained stable (15.1% in 2005). With 22.6% growth in the population (15 or older) between 1992 and 2005, the number of Canadians attending a cultural/heritage performance increased from 2.5 million in 1992 to 3.9 million in 2005, an increase of 1.4 million between 1992 and 2005 (or 56.6%). Because of the more inclusive wording of the 1998 and 2005 questions, it is difficult to assess how much of this change is due to the wording change, rather than a true increase in cultural/heritage performance attendance.

Section 3: Art galleries and other museums

Just over one-third of Canadians (35.2%) 15 years of age or older, or 9.2 million people, visited a museum in 2005.⁸ Figure 13 shows that:

- 26.7% visited a public art gallery or art museum, including attendance at special art exhibits (7.0 million Canadians); and
- 21.3% visited museums other than public art galleries or art museums (5.5 million Canadians).

Overall, 12.7% visited both an art gallery and another type of museum in 2005 (3.3 million Canadians).



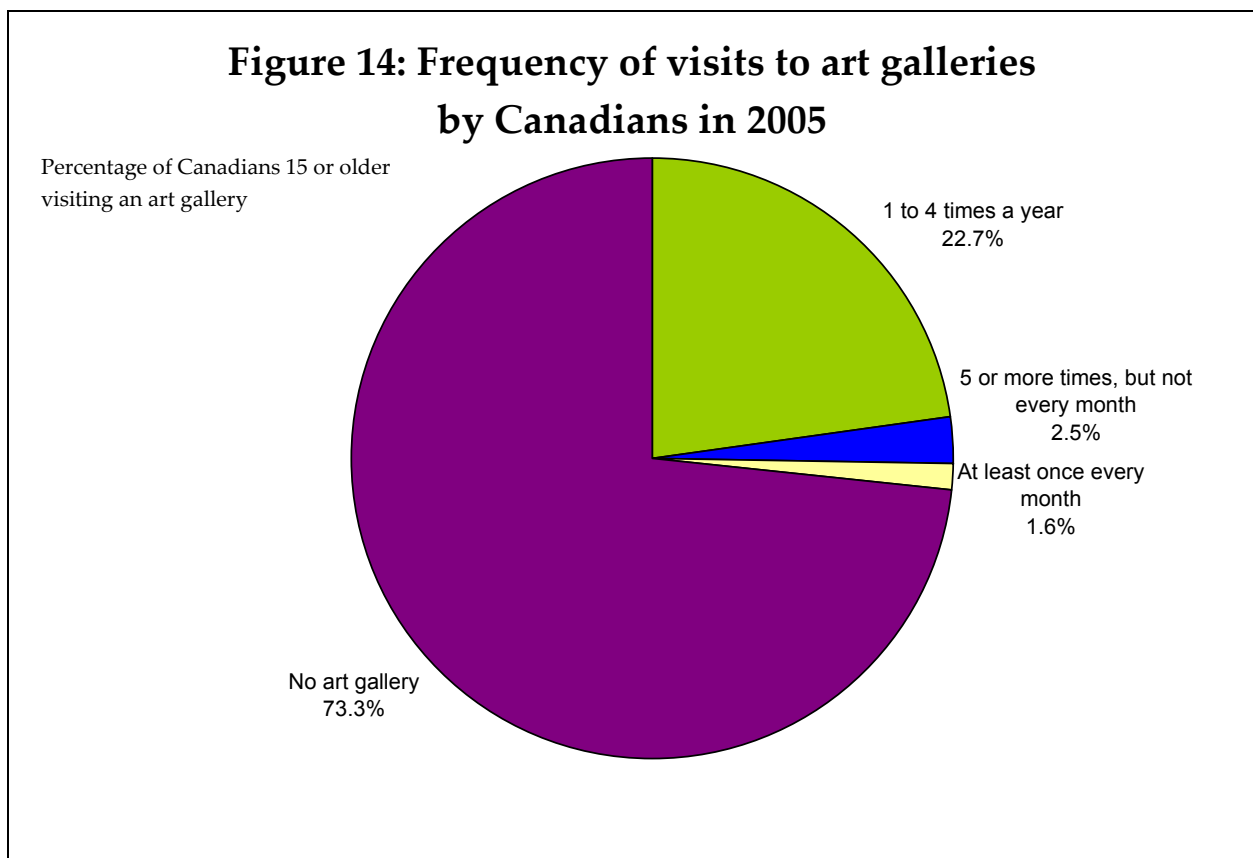
⁸ The questions were phrased as follows: During the past 12 months did you go to a public art gallery or art museum (including attendance at special art exhibits)?; and During the past 12 months, did you visit museums other than public art galleries or art museums? Include science centres, science and technology museums, natural history or natural science museums, general, human history or community museums, military, maritime and other museums.

Frequency of museum visits

Respondents were asked about the frequency of their art gallery and other museum visits.

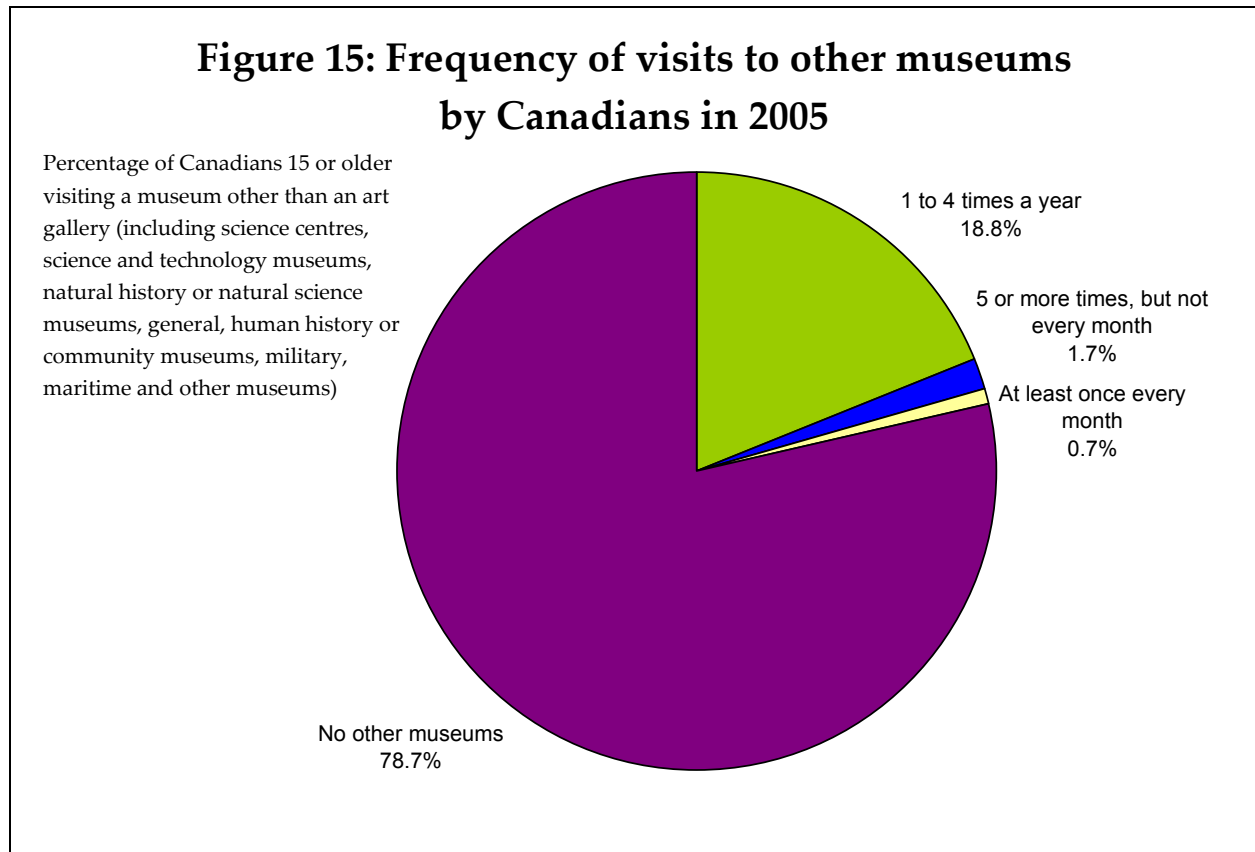
Regarding art gallery visits, Figure 14 shows that:

- 22.7% of the population 15 or older visited art galleries between one and four times in 2005 (5.9 million Canadians);
- another 2.5% visited art galleries five or more times, but not every month (640,000 Canadians); and
- another 1.6% visited art galleries at least once every month (410,000 Canadians).



Regarding visits to other types of museums, Figure 15 shows that:

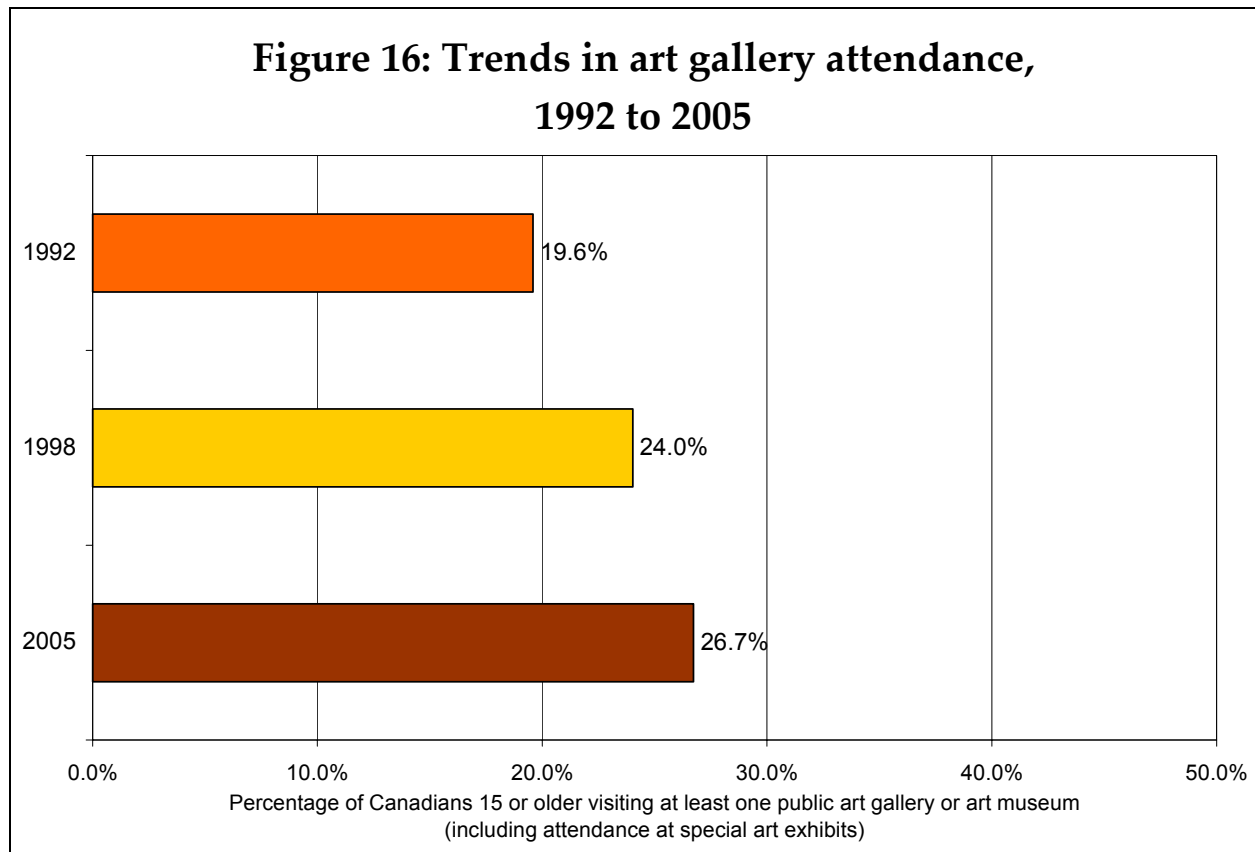
- 18.8% of the population 15 or older visited museums (other than art galleries) between one and four times in 2005 (4.9 million Canadians);
- another 1.7% visited museums (other than art galleries) five or more times, but not every month (450,000 Canadians); and
- another 0.7% visited museums (other than art galleries) at least once every month (180,000 Canadians).



Trends in art gallery and museum visits

There was a strong and consistent increase in art gallery visits between 1992 and 2005. Figure 16 shows that the overall rate of gallery visits increased from 19.6% in 1992 to 24.0% in 1998 and increased again to 26.7% in 2005.

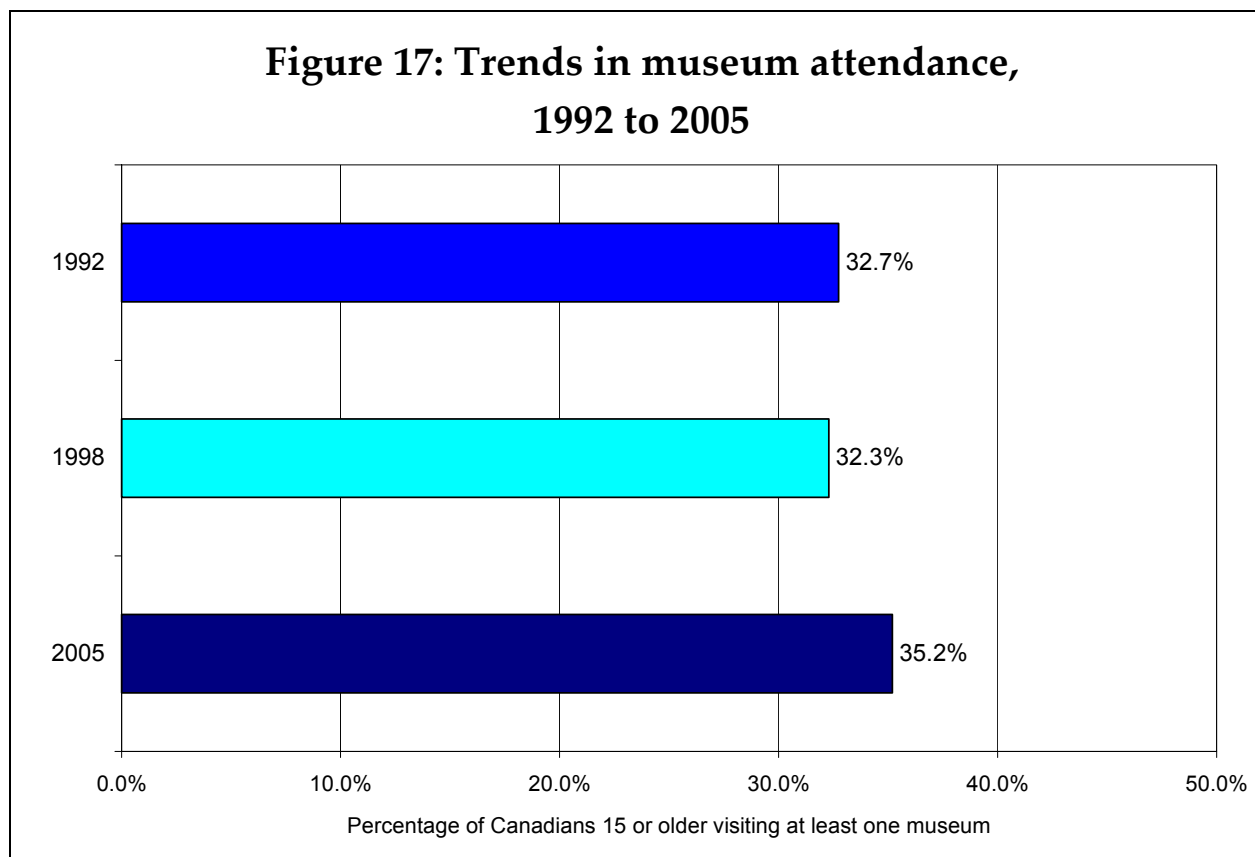
With 22.6% growth in the population (15 or older) between 1992 and 2005, the number of Canadians visiting an art gallery increased by nearly 70% between 1992 and 2005. There were 4.2 million gallery-goers in 1992, compared with 7.0 million in 2005, an increase of 2.8 million (or 67.2%).



Because of changes in the questions asked, overall museum visits were calculated somewhat differently in 2005 compared with 1992 and 1998. In the earlier years, an initial question (“During the past 12 months, did you go to a museum or an art gallery?”) was followed by questions about specific types of museums or galleries. In 2005, two separate questions were asked regarding art gallery visits and other museum visits. The calculation of overall museum visits in 2005 is based on those people responding “yes” to either the gallery question or the other museum question. The trends over time in overall museum attendance may be influenced by these wording changes.

Our best estimate is that, between 1992 and 2005, the percentage of Canadians visiting a museum remained stable between 1992 and 1998 (32.7% in 1992 and 32.3% in 1998) and then increased to 35.2% in 2005. These changes are shown in Figure 17.

With 22.6% growth in the population (15 or older) between 1992 and 2005, the number of Canadians visiting a museum increased from 7.0 million in 1992 to 9.2 million in 2005, an increase of 2.2 million Canadians visiting a museum between 1992 and 2005 (or 31.8%).



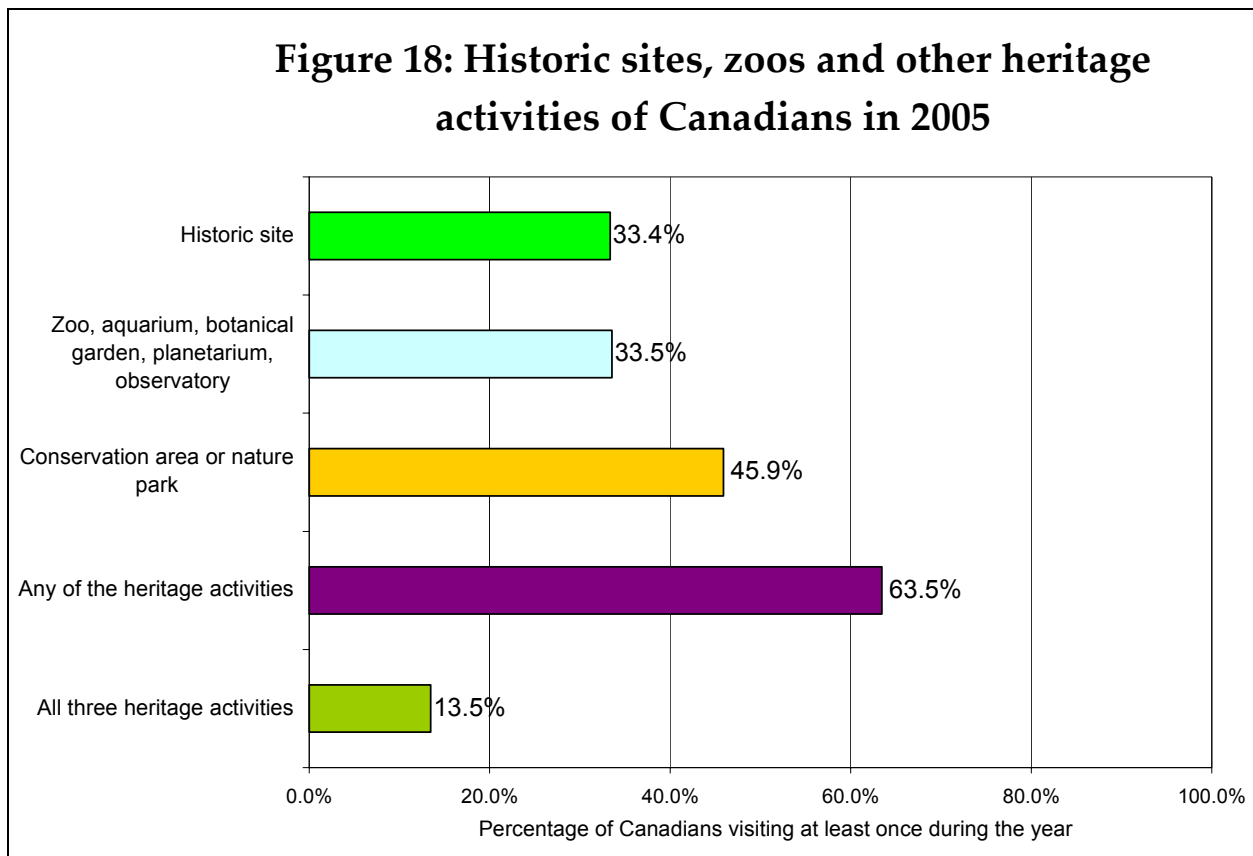
There is no historical data on visits to other types of museums (excluding art galleries).

Section 4: Heritage activities

Almost two-thirds of Canadians (63.5%) 15 years of age or older, or 16.6 million people, participated in one of the three following types of heritage activities in 2005.⁹ Figure 18 shows that:

- 33.4% of the population 15 or older visited an historic site (8.7 million Canadians);
- 33.5% visited a zoo, aquarium, botanical garden, planetarium or observatory (8.8 million Canadians); and
- 45.9% visited a conservation area or nature park (12.0 million Canadians).

Overall, 13.5% did all three of these activities in 2005 (3.5 million Canadians).

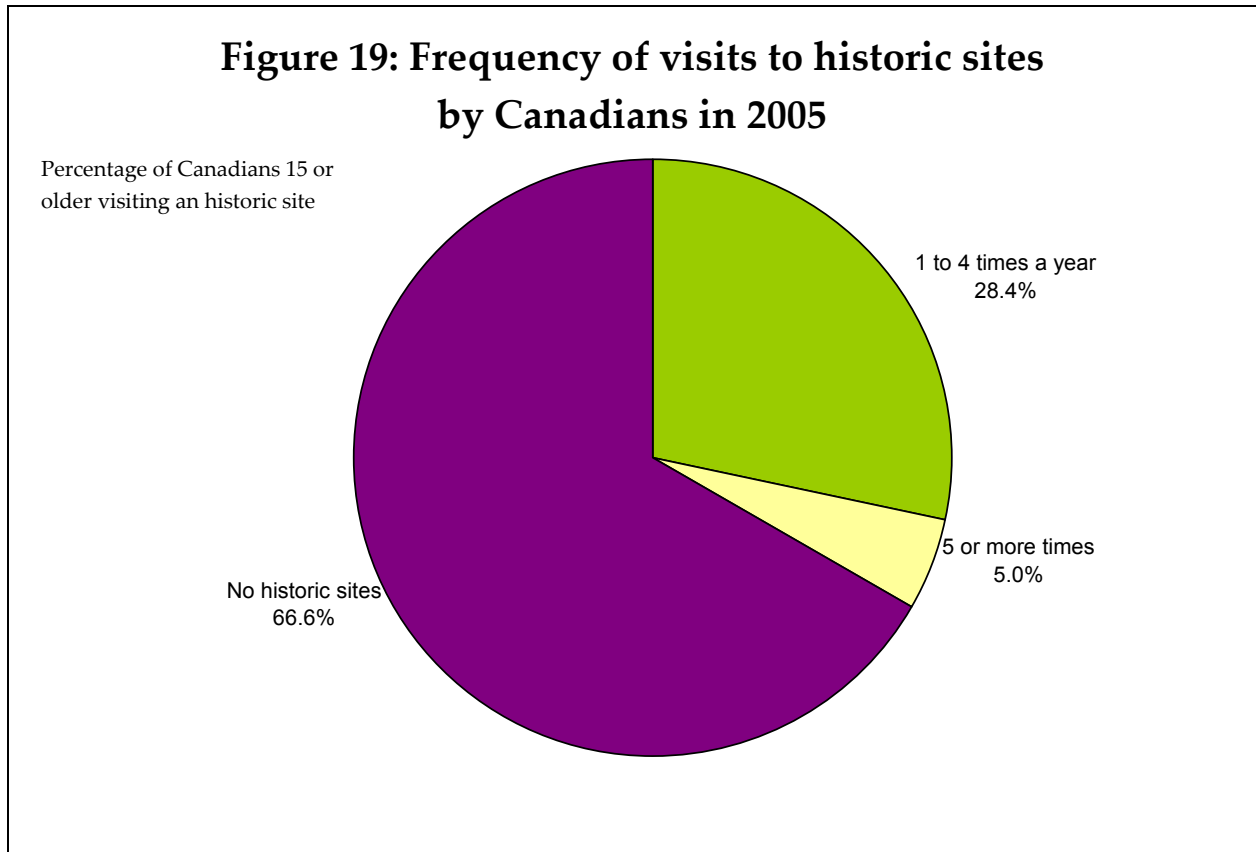


⁹ The questions were phrased as follows: During the past 12 months, did you go to an historic site?; During the past 12 months, did you go to a zoo, aquarium, botanical garden, planetarium or observatory?; and During the past 12 months, did you go to a conservation area or nature park?

Frequency of heritage activities

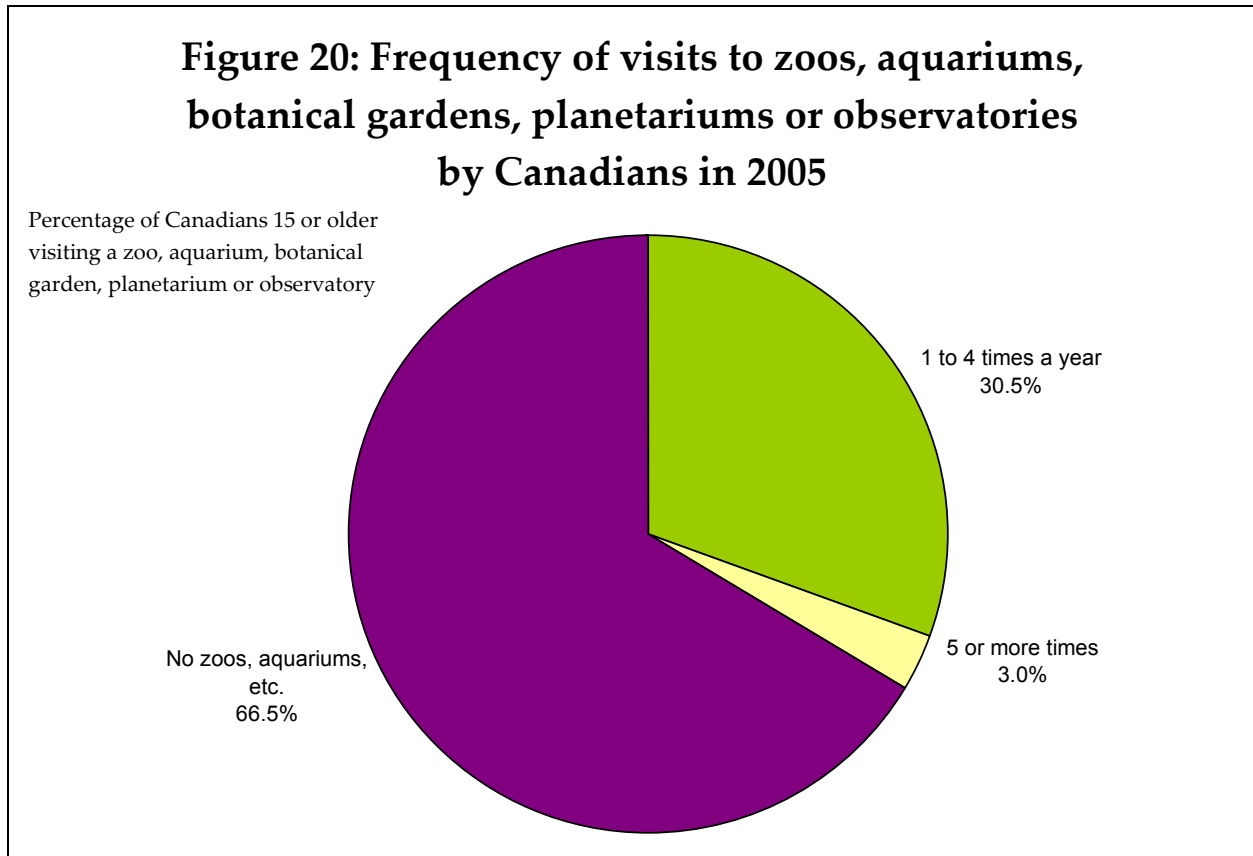
Respondents were asked about the frequency of their heritage activities. Regarding historic sites, Figure 19 shows that:

- 28.4% of the population 15 or older visited historic sites between one and four times in 2005 (7.4 million Canadians); and
- another 5.0% visited historic sites five or more times (1.3 million Canadians).



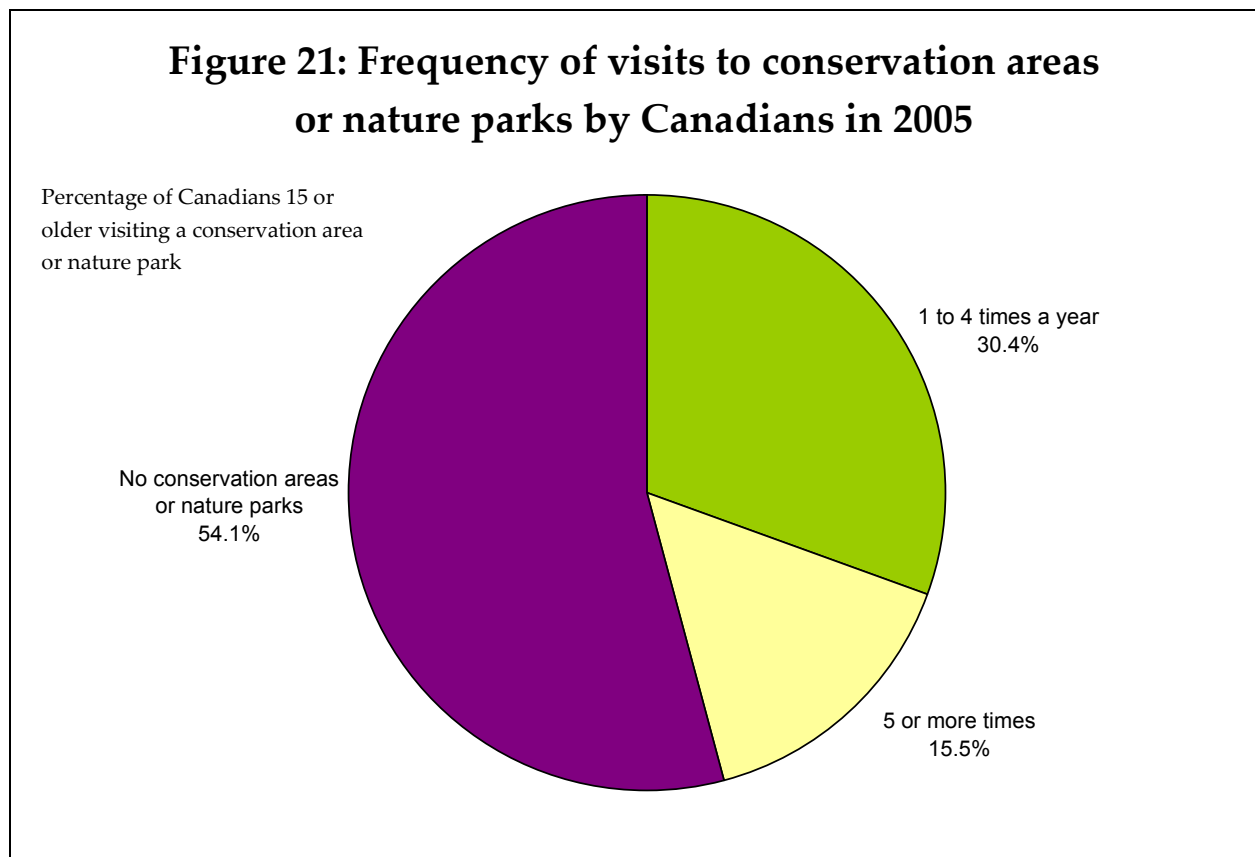
Regarding zoos, aquariums, botanical gardens, planetariums and observatories, Figure 20 shows that:

- 30.5% of the population 15 or older visited these organizations between one and four times in 2005 (8.0 million Canadians); and
- another 3.0% visited these organizations five or more times (790,000 Canadians).



Regarding conservation areas and nature parks, Figure 21 shows that:

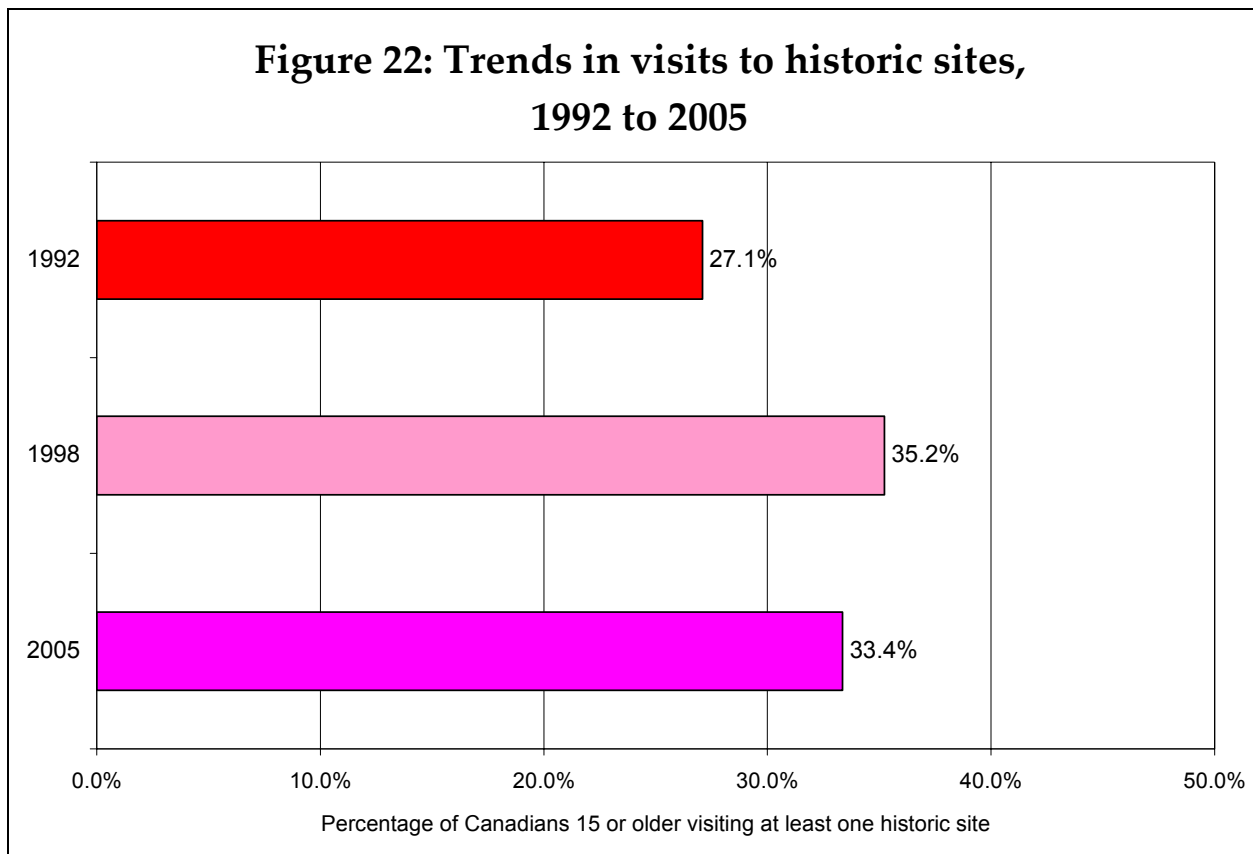
- 30.4% of the population 15 or older visited conservation areas or nature parks between one and four times in 2005 (7.9 million Canadians); and
- another 15.5% visited conservation areas or nature parks five or more times (4.0 million Canadians).



Trends in heritage activities

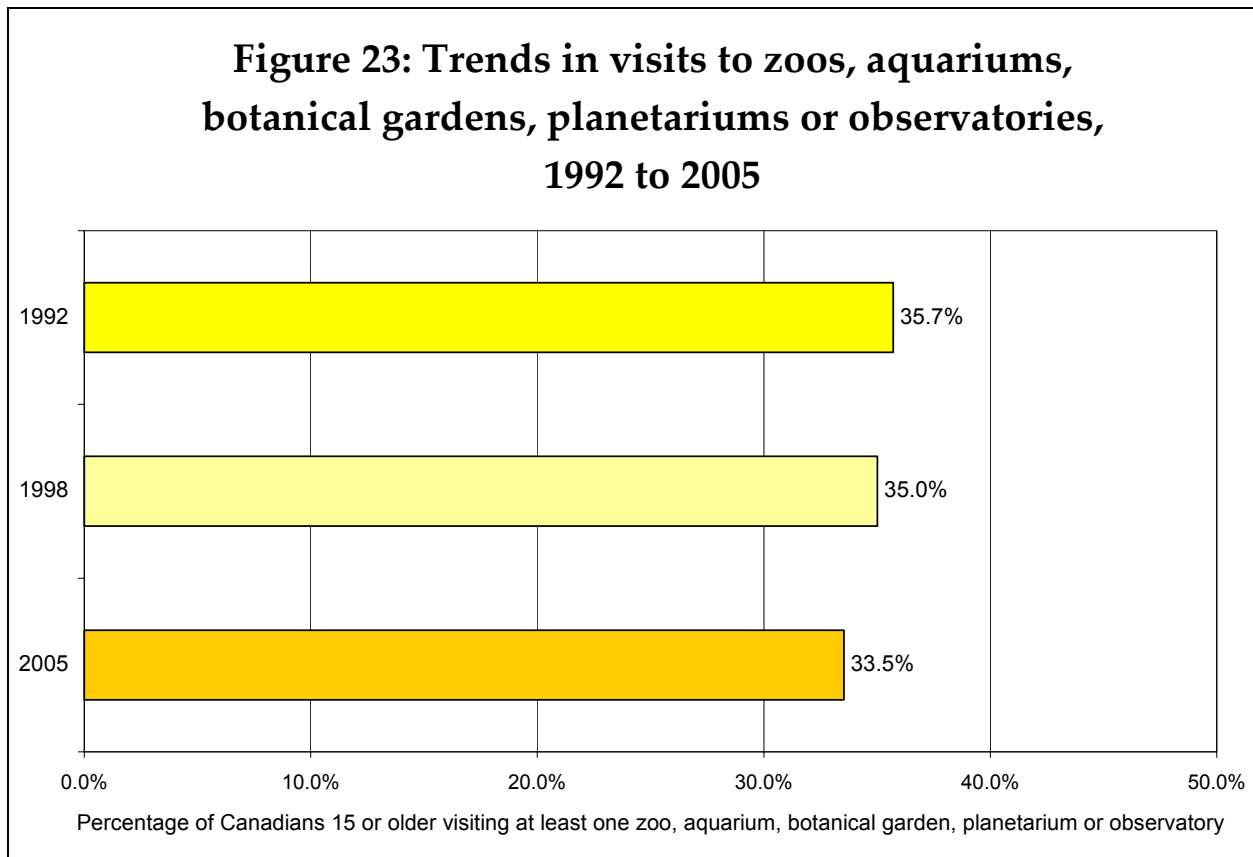
There was a significant increase in the percentage of Canadians visiting an historic site between 1992 and 2005, especially between 1992 and 1998. Figure 22 shows that the percentage of Canadians visiting an historic site increased from 27.1% in 1992 to 35.2% in 1998, before decreasing slightly to 33.4% in 2005.

With 22.6% growth in the population (15 or older) between 1992 and 2005, the number of Canadians visiting an historic site increased from 5.8 million in 1992 to 8.7 million in 2005, an increase of 2.9 million visitors between 1992 and 2005 (or 50.9%).



Between 1992 and 2005, the percentage of Canadians visiting a zoo, aquarium, botanical garden, planetarium or observatory decreased slightly. Figure 23 shows that the percentage of Canadians visiting these locations changed very little between 1992 and 1998 (35.7% in 1992 and 35.0% in 1998), then decreased slightly to 33.5% in 2005.

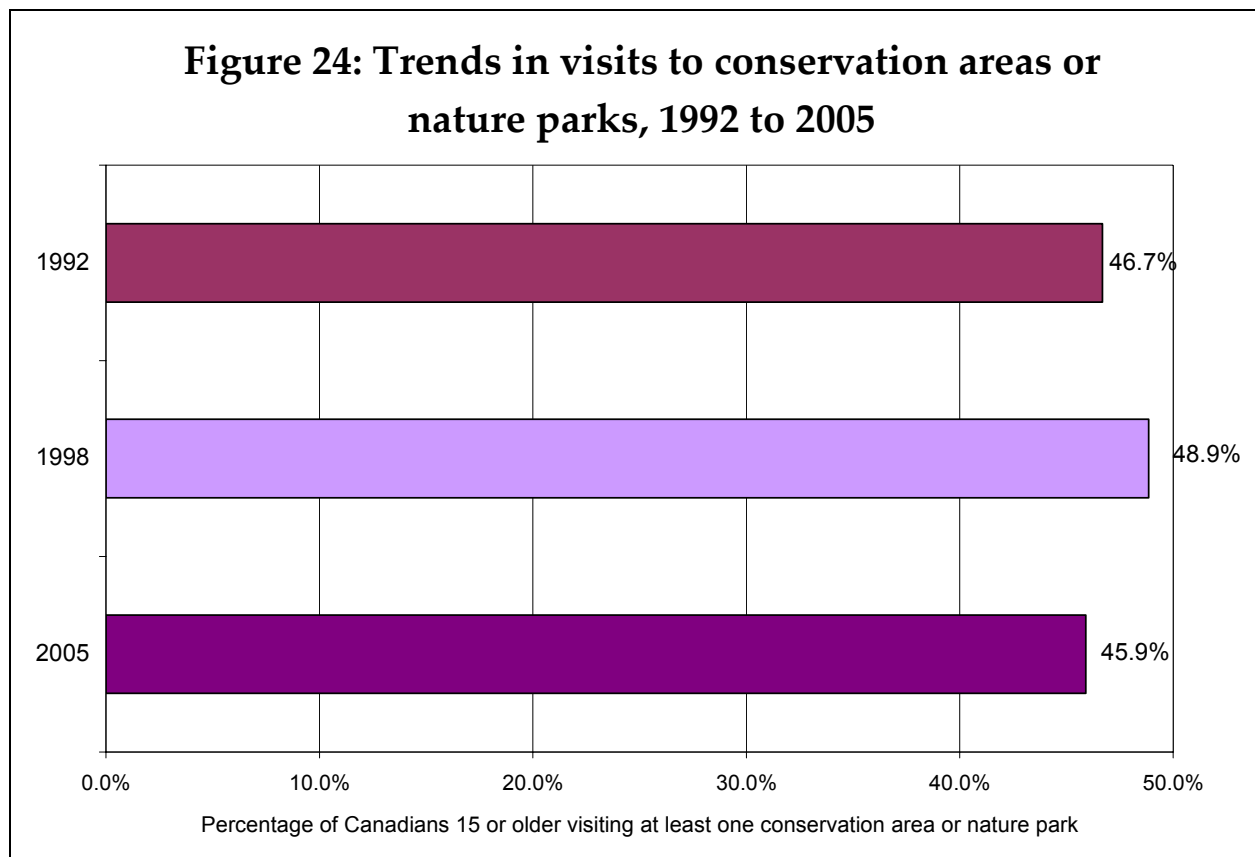
With 22.6% growth in the population (15 or older) between 1992 and 2005, the number of Canadians visiting a zoo, aquarium, botanical garden, planetarium or observatory increased from 7.6 million in 1992 to 8.8 million in 2005, an increase of 1.1 million visitors between 1992 and 2005 (or 15.1%).¹⁰



¹⁰ Differences are calculated from unrounded numbers. The differences in the rounded numbers presented in this report may vary slightly.

Figure 24 shows that, between 1992 and 2005, the percentage of Canadians visiting a conservation area or nature park changed very little. There was a slight increase between 1992 (46.7%) and 1998 (48.9%), followed by a slight decrease to 45.9% in 2005.

With 22.6% growth in the population (15 or older) between 1992 and 2005, the number of Canadians visiting a conservation area or nature park increased from 9.9 million in 1992 to 12.0 million in 2005, an increase of 2.0 million visitors between 1992 and 2005 (or 20.5%).¹¹



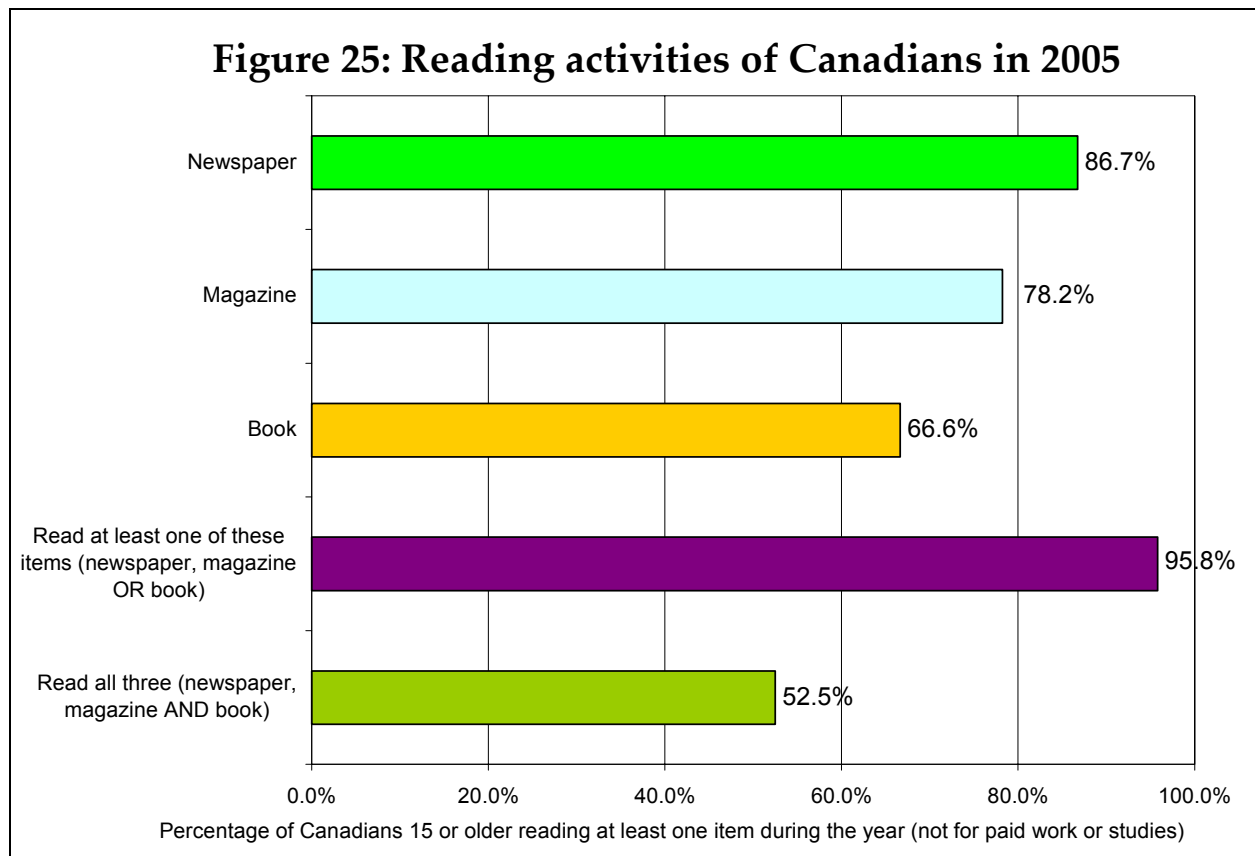
¹¹ Differences are calculated from unrounded numbers. The differences in the rounded numbers presented in this report may vary slightly.

Section 5: Reading

Respondents were asked whether they had, as a leisure activity (not for paid work or studies), read a newspaper, a magazine or a book in the 12 months preceding the survey.¹²

Figure 25 shows that:

- 86.7% of the population 15 or older read a newspaper (22.6 million Canadians);
- 78.2% read a magazine (20.4 million Canadians);
- 66.6% read at least one book (17.4 million Canadians);
- a total of 95.8% read at least one of these items (25.0 million Canadians); and
- 52.5% read a newspaper, a magazine **and** a book in 2005 (13.7 million Canadians).



¹² The questions were phrased as follows: During the past 12 months, as a leisure activity (not for paid work or studies) did you read a newspaper?; During the past 12 months, as a leisure activity (not for paid work or studies) did you read a magazine?; and During the past 12 months, as a leisure activity (not for paid work or studies) did you read a book?

Reading frequency

Respondents were asked about the frequency of their reading activities.

Regarding newspapers:

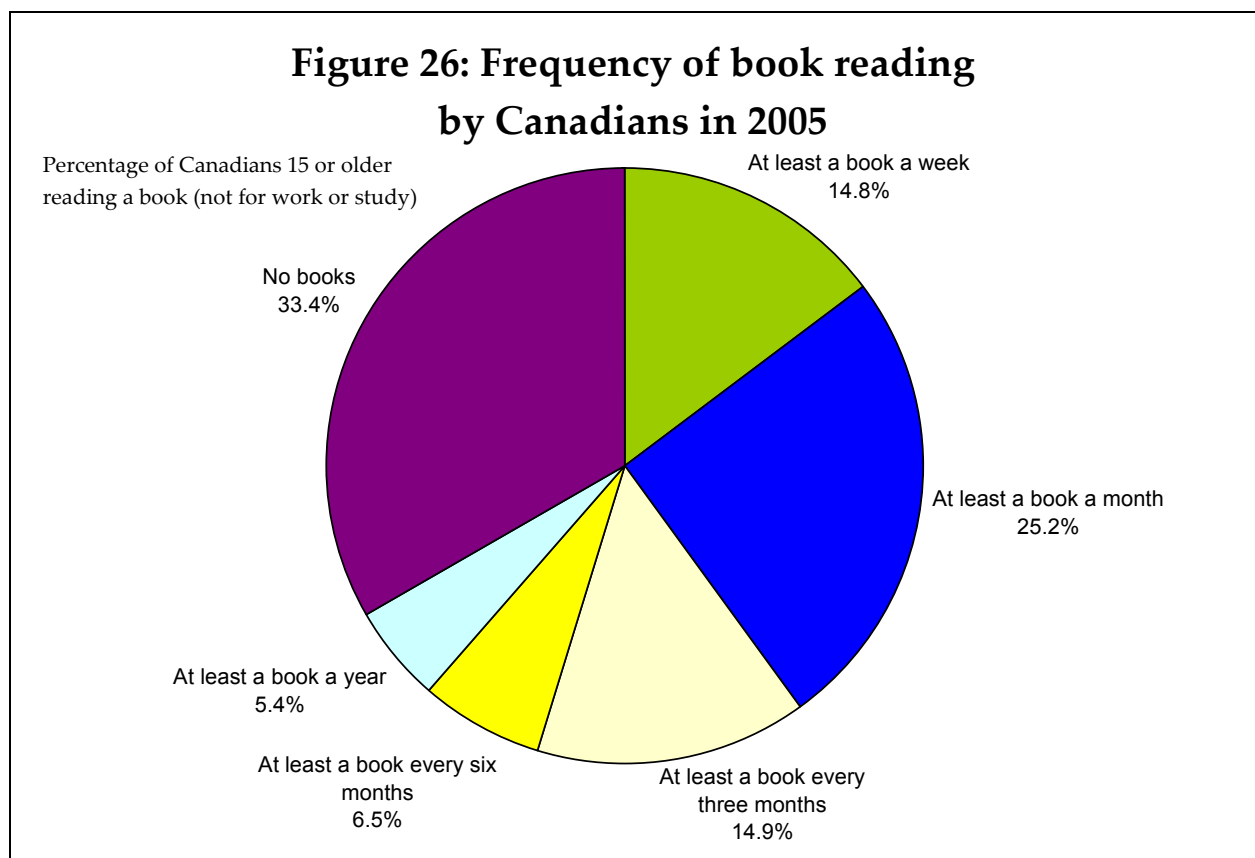
- 41.0% of the population 15 or older read a newspaper on a daily basis (10.7 million Canadians);
- another 24.1% read a newspaper at least three times a week (6.3 million Canadians);
- another 19.5% read a newspaper at least once a month (5.1 million Canadians); and
- another 2.1% read a newspaper less than once a month (550,000 Canadians).

Regarding magazines:

- 42.6% of the population 15 or older read a magazine at least once a week (11.1 million Canadians);
- another 28.5% read a magazine at least once a month (7.4 million Canadians);
- another 3.5% read a magazine five or more times during the year (920,000 Canadians); and
- another 3.5% read a magazine one to four times during the year (920,000 Canadians).

Regarding books, Figure 26 shows that:

- 14.8% of the population 15 or older read at least one book each week (i.e., 3.9 million Canadians read at least 52 books during the year);
- another 25.2% read at least one book each month (i.e., 6.6 million Canadians read at least 12 books during the year);
- another 14.9% read at least one book every three months (i.e., 3.9 million Canadians read at least 4 books during the year);
- another 6.5% read at least one book every six months (i.e., 1.7 million Canadians read at least 2 books during the year); and
- another 5.4% read at least one book during the year (1.4 million Canadians).

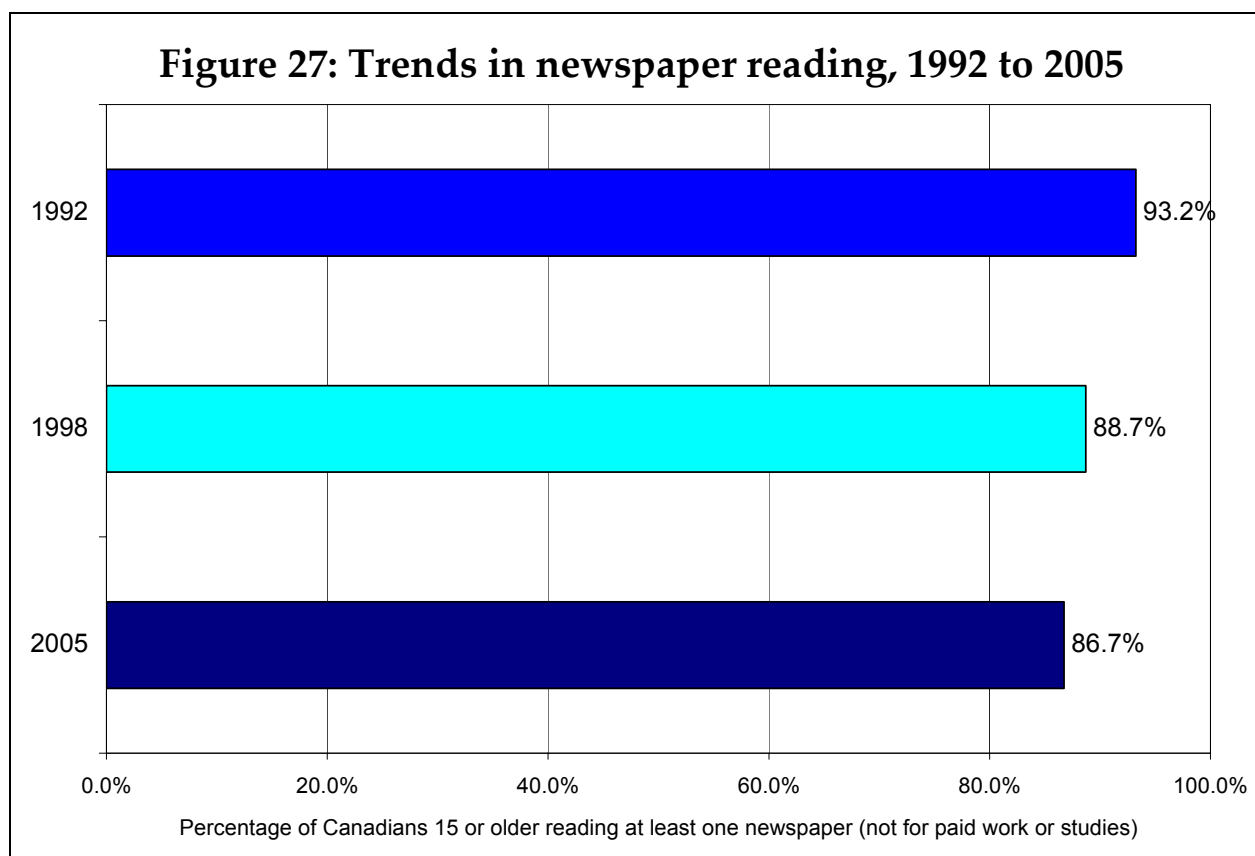


Trends in reading

Between 1992 and 2005, the rate of book reading remained stable, while magazine reading decreased slightly and newspaper reading decreased more substantially.

Figure 27 shows that the overall rate of newspaper reading decreased from 93.2% in 1992 to 88.7% in 1998, and decreased again to 86.7% in 2005.

With 22.6% growth in the population (15 or older) between 1992 and 2005, the number of newspaper readers increased from 19.9 million in 1992 to 22.6 million in 2005. This is an overall increase of 2.8 million newspaper readers between 1992 and 2005 (or 14.0%), despite the lower rate of newspaper reading in 2005.¹³



¹³ Differences are calculated from unrounded numbers. The differences in the rounded numbers presented in this report may vary slightly.

Figure 28 shows that the overall rate of magazine reading decreased from 80.8% in 1992 to 77.2% in 1998 and then increased slightly to 78.2% in 2005.

With 22.6% growth in the population (15 or older) between 1992 and 2005, the number of magazine readers increased from 17.2 million in 1992 to 20.4 million in 2005. This is an overall increase of 3.2 million magazine readers between 1992 and 2005 (or 18.7%), despite the lower rate of magazine reading in 2005.

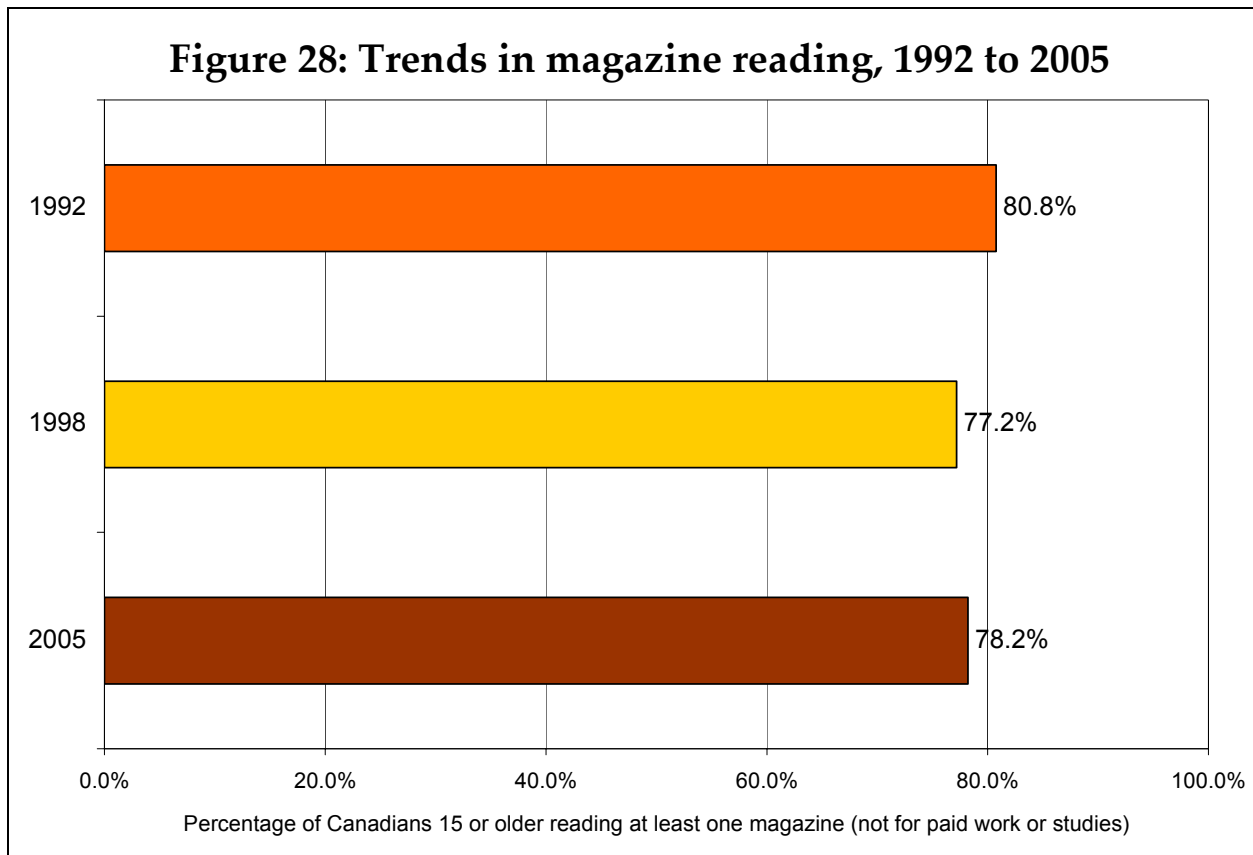
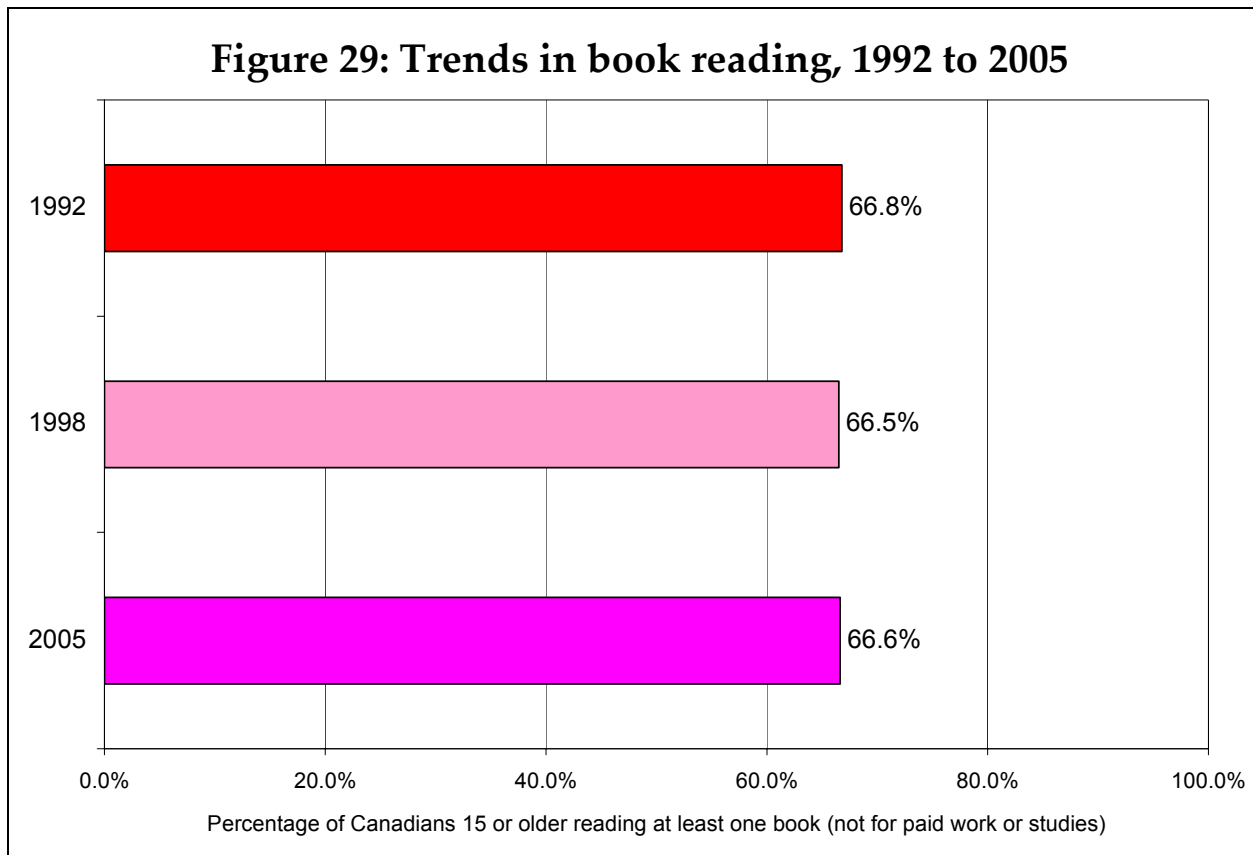


Figure 29 shows that the overall rate of book reading remained almost exactly the same in all three surveys, with two-thirds of the population reading at least one book in 1992, 1998 and 2005.

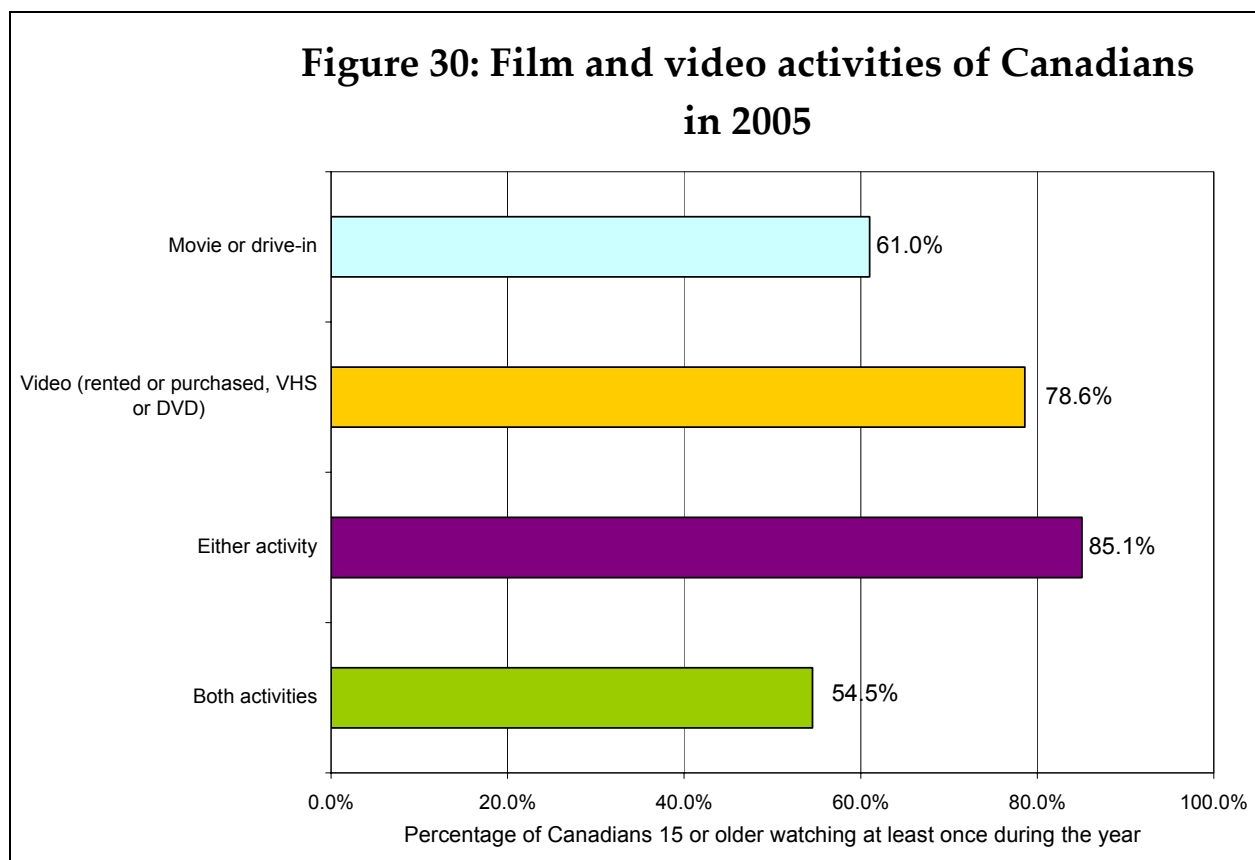
With 22.6% growth in the population (15 or older) between 1992 and 2005, the number of book readers increased from 14.2 million in 1992 to 17.4 million in 2005. This is an overall increase of 3.2 million book readers between 1992 and 2005 (or 22.3%).



Section 6: Movies and videos

The vast majority of Canadians (85.1% of those 15 or older, about 22.2 million people) visited a movie theatre or rented a video in 2005.¹⁴ Figure 30 shows that:

- 61.0% of the population 15 or older visited a movie theatre or drive-in (15.9 million Canadians);
- 78.6% watched a video (20.5 million Canadians watched a video, in VHS or DVD format, that they rented or purchased); and
- 54.5% did both of these film and video activities in 2005 (14.2 million Canadians).



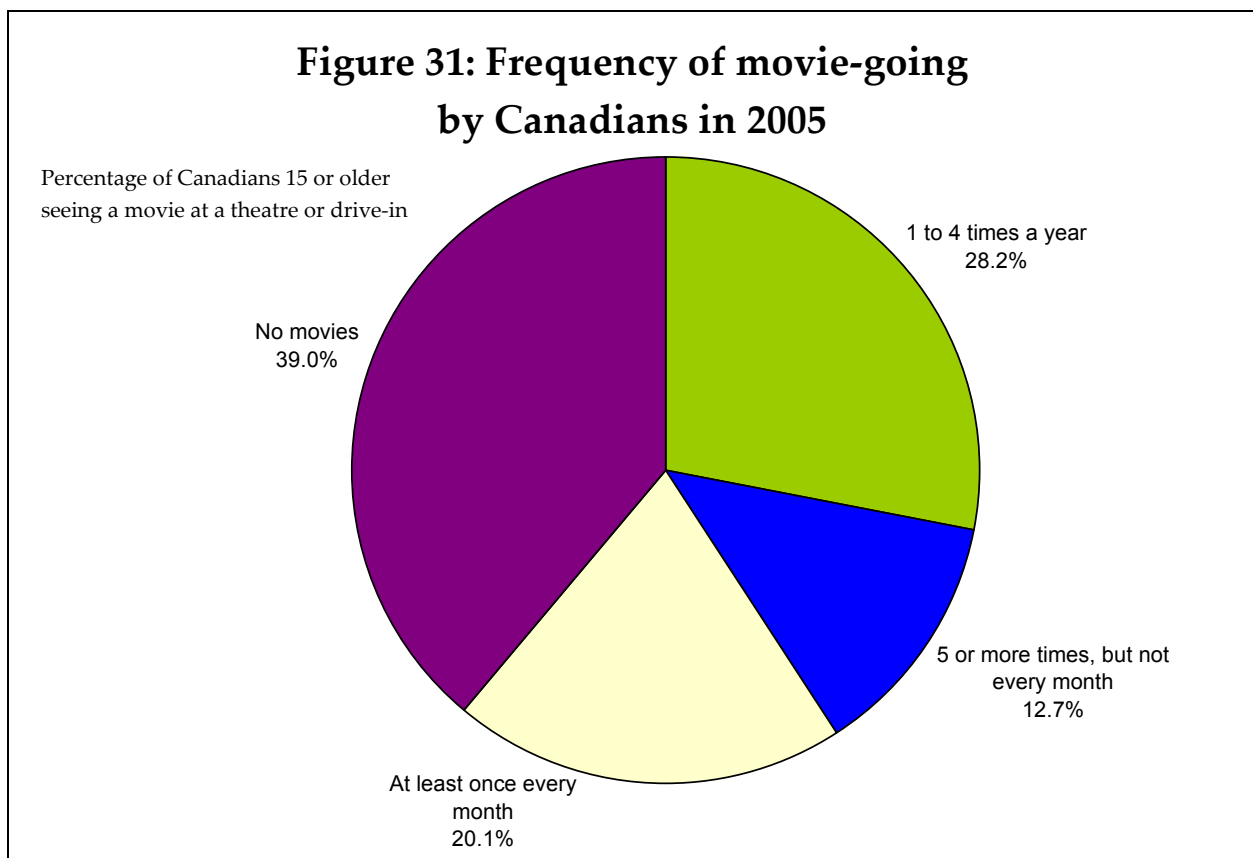
¹⁴ The questions were phrased as follows: During the past 12 months, did you go to a movie or drive-in?; and During the past 12 months did you watch a video, rented or purchased, VHS or DVD?

Frequency of movie going and video watching

Respondents were asked about the frequency of their movie going and video watching.

Regarding movie going, Figure 31 shows that:

- 28.2% of the population 15 or older went to a movie at a theatre or drive-in between one and four times in 2005 (7.4 million Canadians);
- another 12.7% went to a movie five or more times, but not every month (3.3 million Canadians); and
- another 20.1% went to a movie at least once every month (5.3 million Canadians).



Regarding video watching (rented or purchased, in VHS or DVD format):

- 31.9% of the population 15 or older watched a video at least once a week (8.3 million Canadians);
- another 31.1% watched a video at least once a month (8.1 million Canadians);
- another 7.6% watched a video five or more times during the year (2.0 million Canadians); and
- another 7.9% watched a video one to four times during the year (2.1 million Canadians).

Trends in movie going and video watching

Both movie going and video watching increased in popularity between 1992 and 2005, although both increases were restricted to the period between 1992 and 1998. Figure 32 shows that the overall rate of movie going increased sharply from 49.2% in 1992 to 64.1% in 1998 and then decreased somewhat to 61.0% in 2005.

With 22.6% growth in the population (15 or older) between 1992 and 2005, the number of movie-goers increased significantly between 1992 and 2005. There were 10.5 million movie-goers in 1992, compared with 15.9 million in 2005, an increase of 5.4 million (or 52.0%).

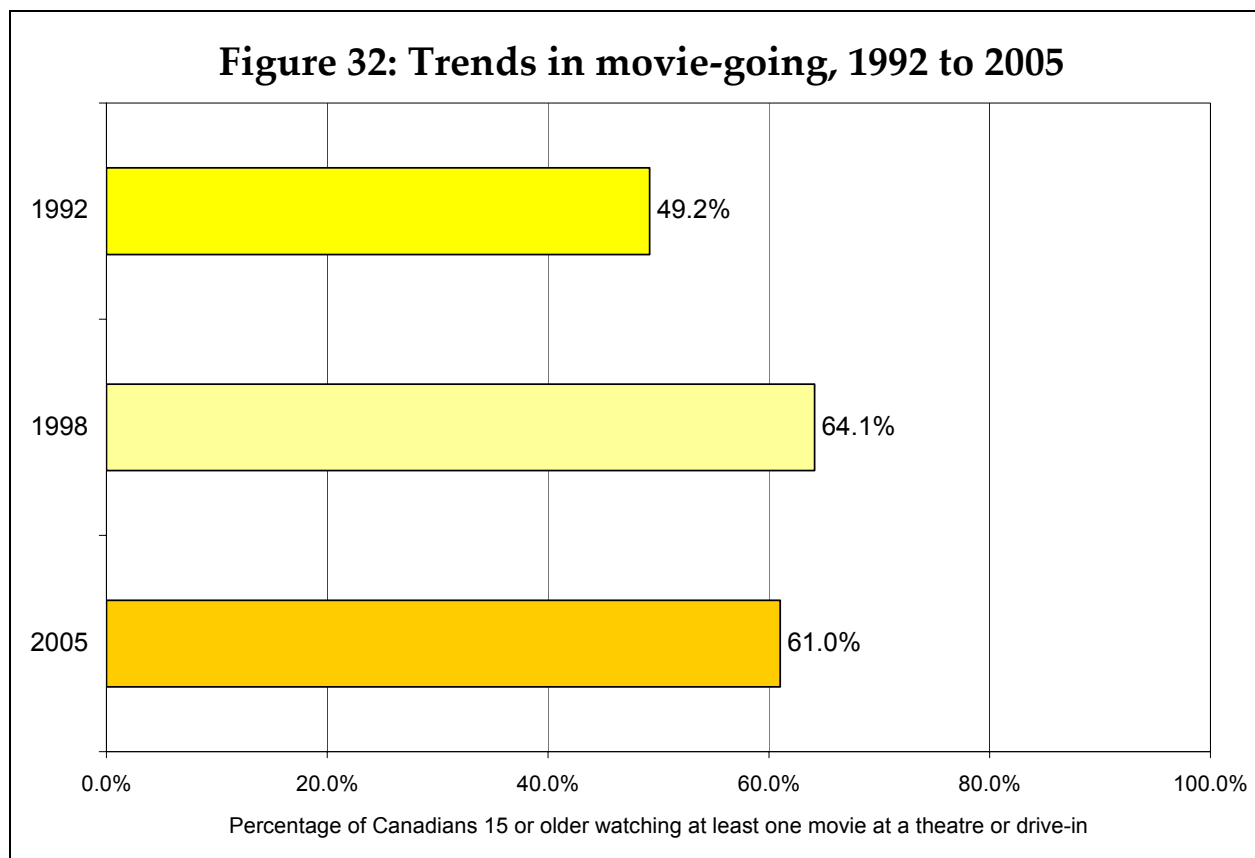
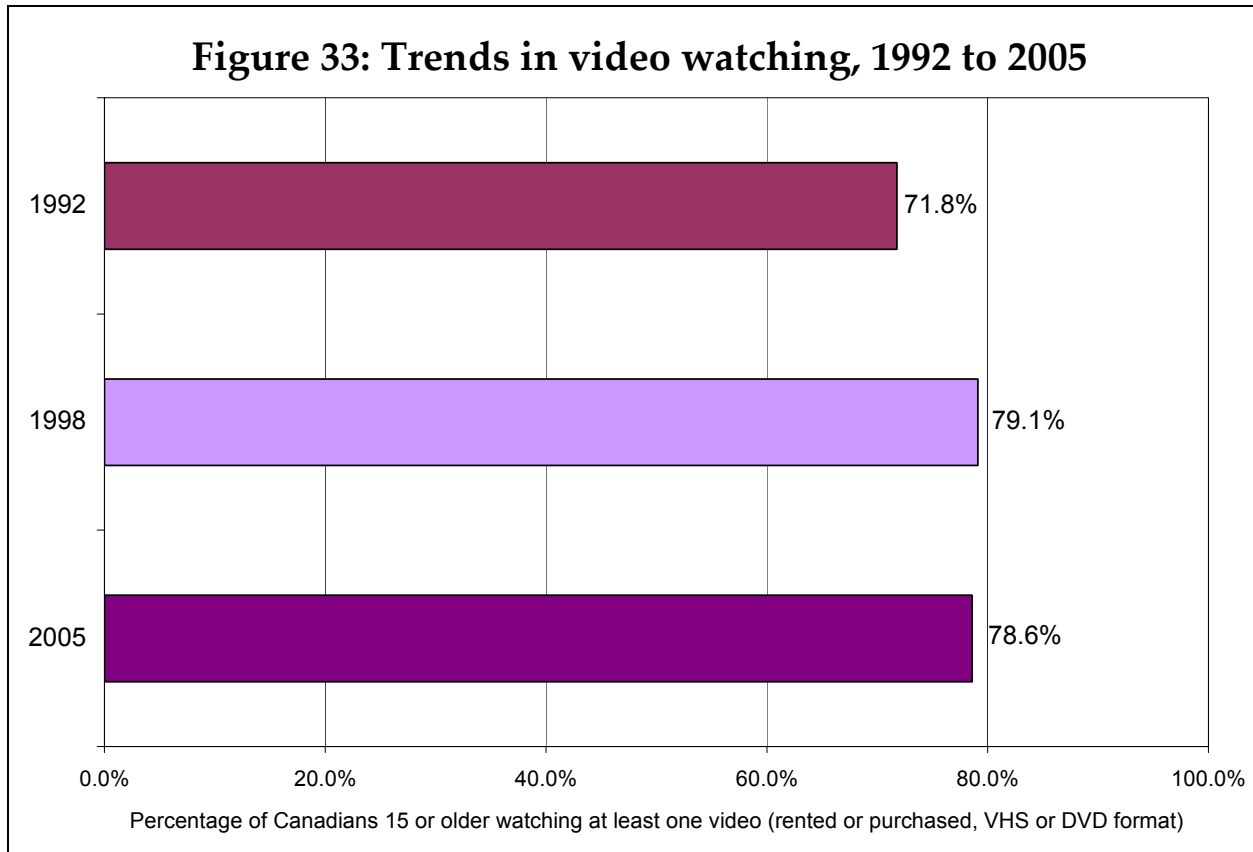


Figure 33 shows that the overall rate of video watching increased from 71.8% in 1992 to 79.1% in 1998 and then remained relatively stable (78.6% in 2005).

The number of Canadians watching videos increased from 15.3 million in 1992 to 20.5 million in 2005, an increase of 5.2 million people (or 34.2%).



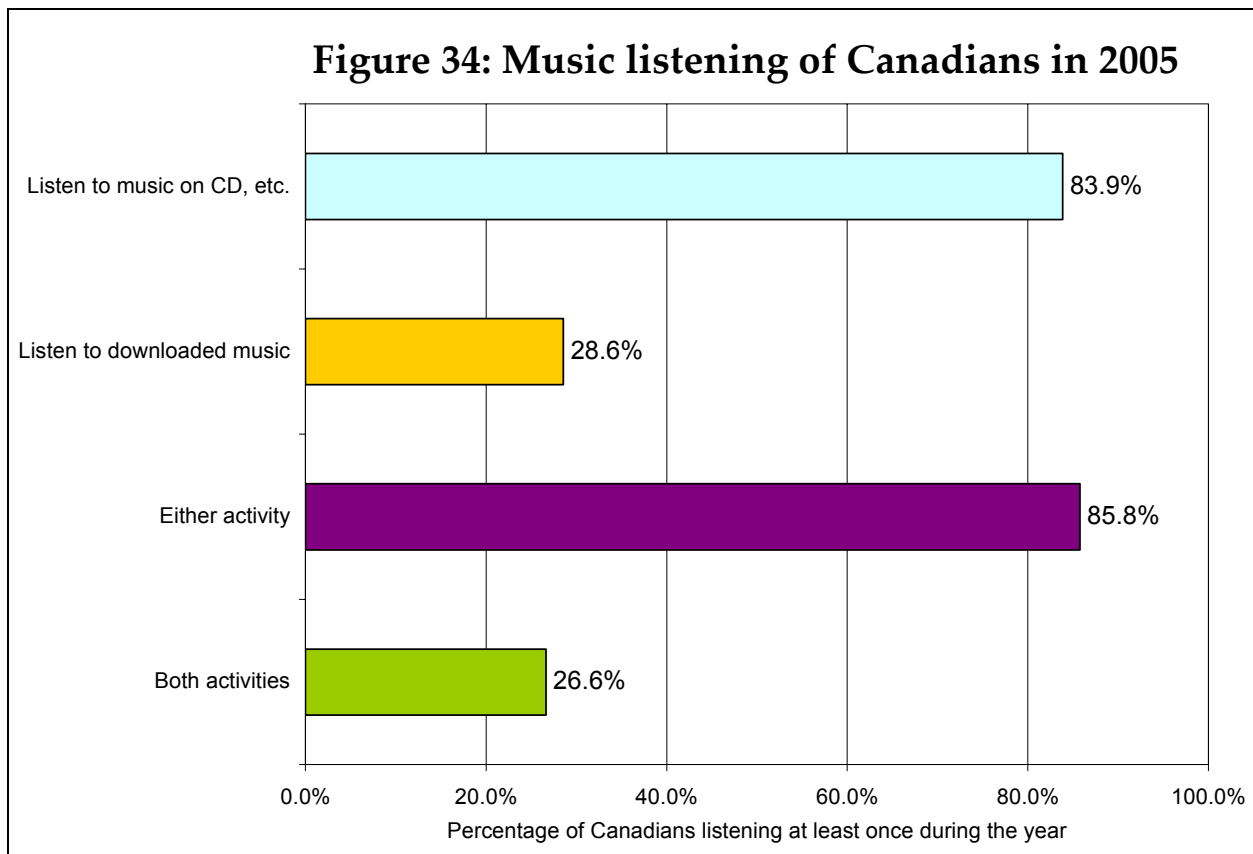
Section 7: Listening to recorded music

Respondents were asked whether they had listened to downloaded music or music on CD or other recorded format in the 12 months preceding the survey.¹⁵ Figure 34 shows that:

- 83.9% listened to music on CDs, cassette tapes, DVD audio discs, records, etc. (21.9 million Canadians); and
- 28.6% of the population 15 or older listened to downloaded music on a computer, MP3 player, etc. (7.5 million Canadians).

Overall, 26.6% listened to recorded music in both of these ways in 2005 (6.9 million Canadians). This percentage is very close to the 28.6% of the population listening to downloaded music, meaning that almost all those who listened to downloaded music also listened to CDs or other formats in 2005.

A total of 85.8% (22.4 million Canadians) listened to music in at least one of these ways in 2005.



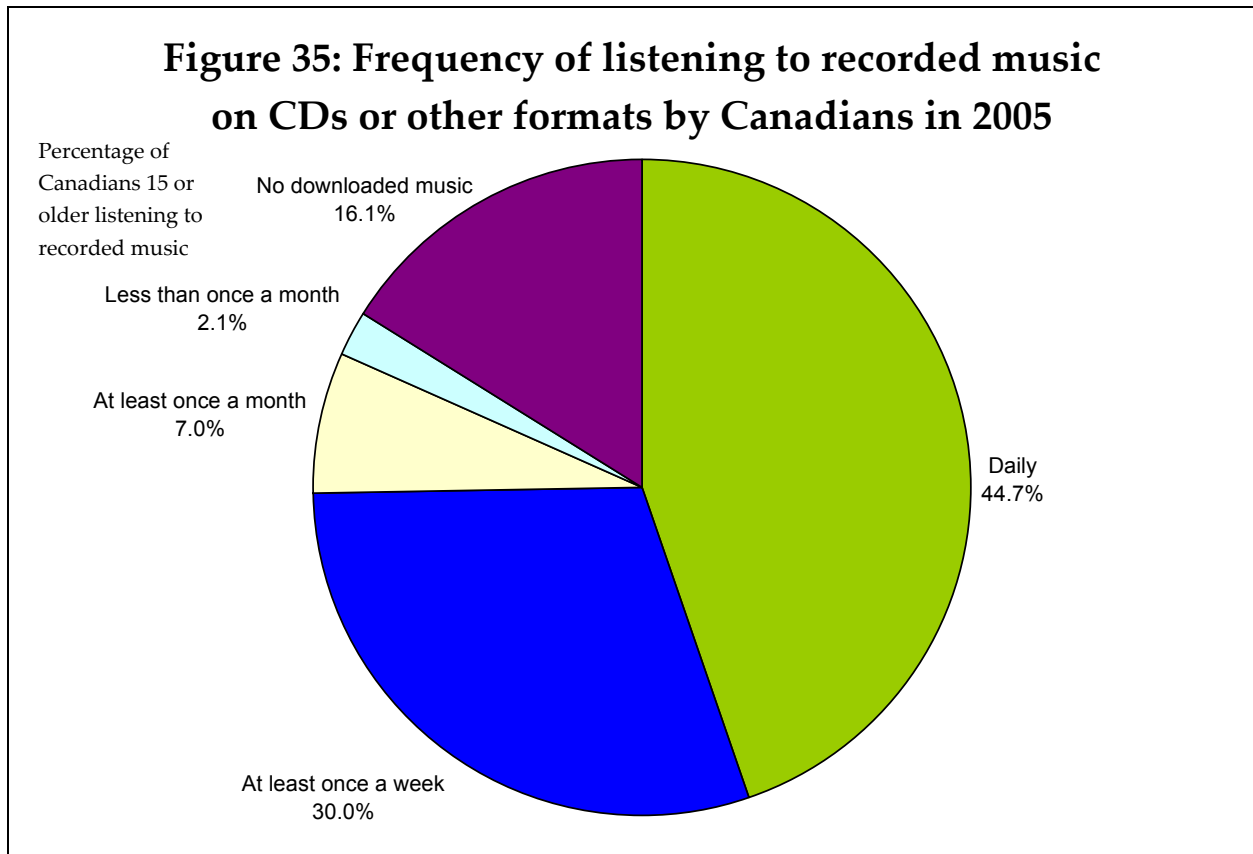
¹⁵ The questions were phrased as follows: During the past 12 months did you listen to downloaded music on your computer, MP3 player, etc.? (Include time spent listening to downloaded music whether at home, at work, in the car, etc.); and During the past 12 months, did you listen to music on CDs, cassette tapes, DVD audio discs, records, etc.? (Exclude listening to downloaded music and listening to the radio. Include time spent listening to music whether at home, in the car, etc.)

Frequency of listening to recorded music

Respondents were asked how often they listened to recorded music.

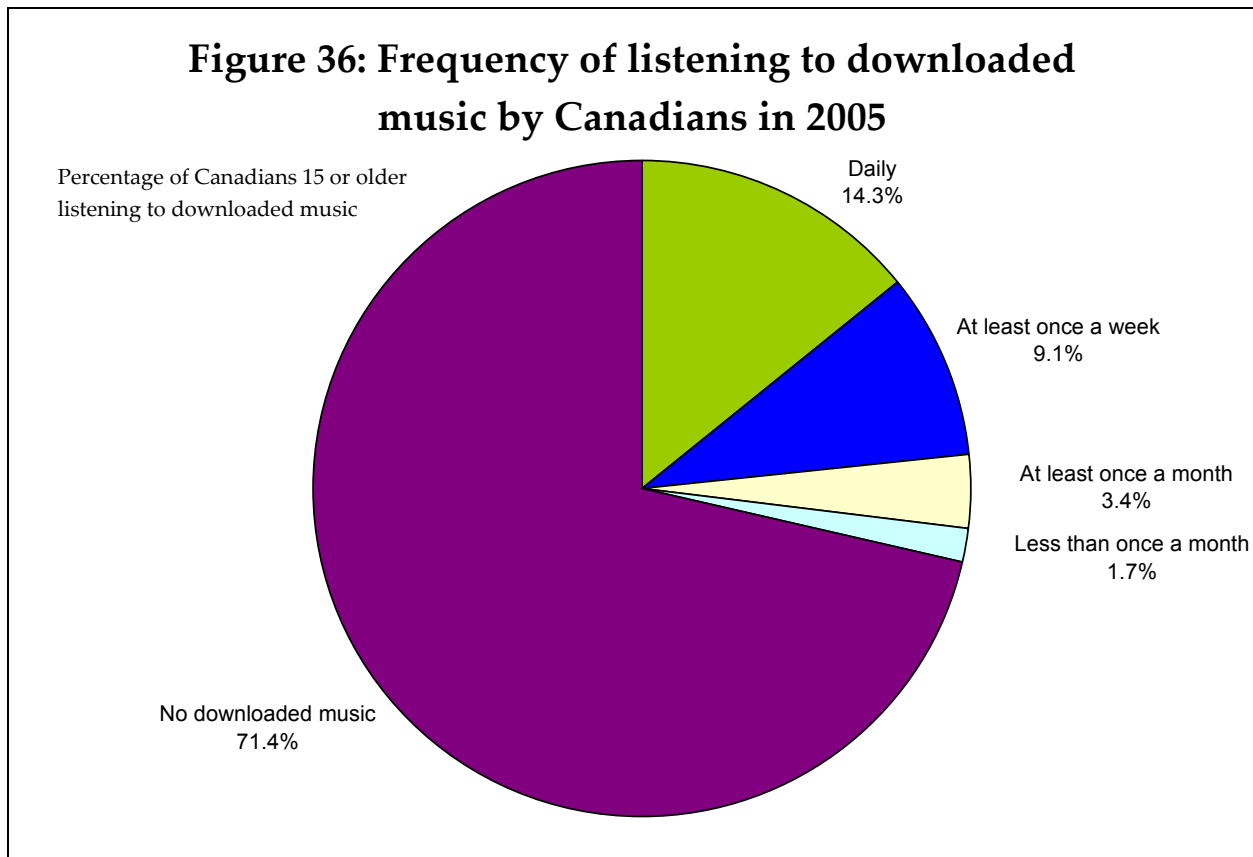
Regarding music recorded on CDs and other formats, Figure 35 shows that:

- 44.7% of the population 15 or older listened to recorded music on a daily basis in 2005 (11.7 million Canadians);
- another 30.0% listened to recorded music at least once a week (7.8 million Canadians);
- another 7.0% listened to recorded music at least once a month (1.8 million Canadians); and
- another 2.1% listened to recorded music less than once a month, but at least once during the year (560,000 Canadians).



Regarding downloaded music on a computer, MP3 player or other device, Figure 36 shows that:

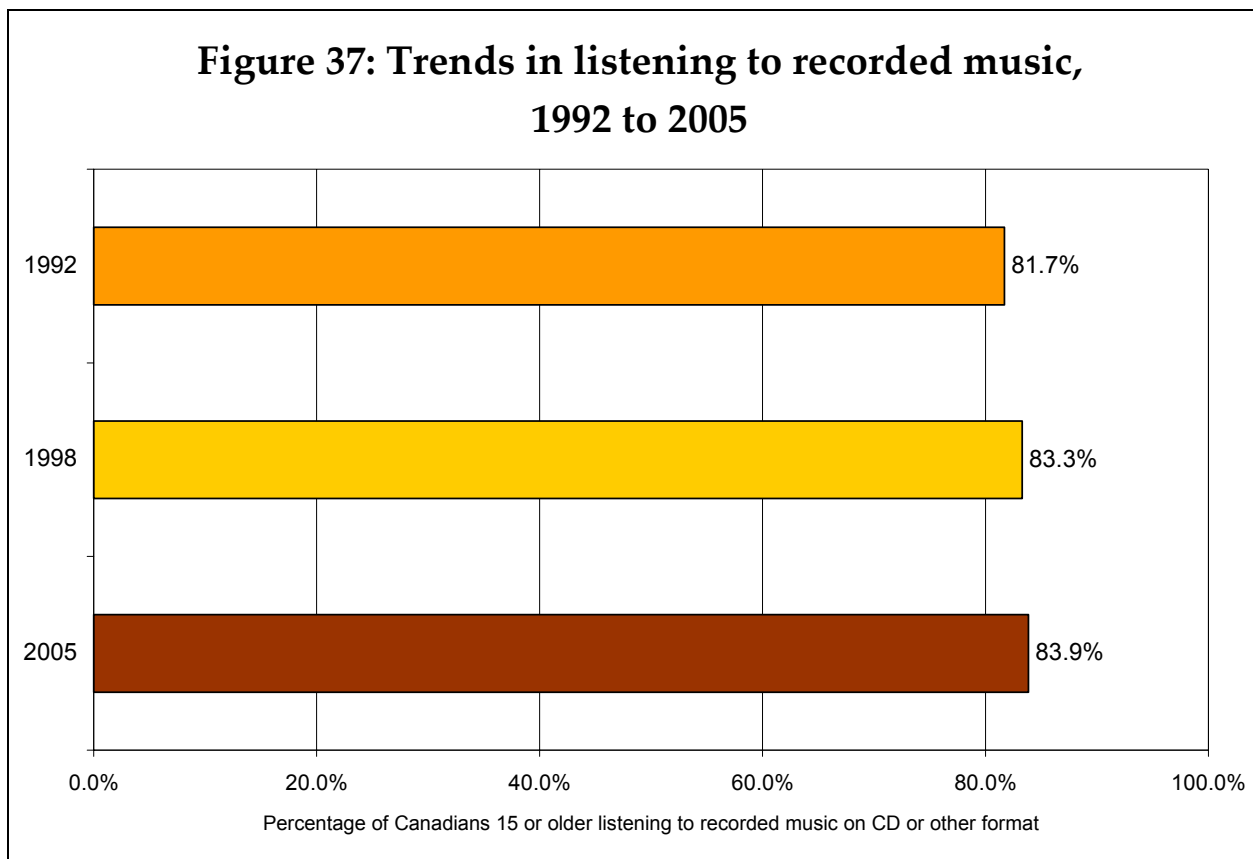
- 14.3% of the population 15 or older listened to downloaded music on a daily basis in 2005 (3.7 million Canadians);
- another 9.1% listened to downloaded music at least once a week (2.4 million Canadians);
- another 3.4% listened to downloaded music at least once a month (890,000 Canadians); and
- another 1.7% listened to downloaded music less than once a month, but at least once during the year (450,000 Canadians).



Trends in listening to recorded music

There was a very small increase in the percentage of Canadians listening to recorded music between 1992 and 2005. Figure 37 shows that the overall percentage of Canadians listening to recorded music increased from 81.7% in 1992 to 83.3% in 1998 and to 83.9% in 2005.

With 22.6% growth in the population (15 or older) between 1992 and 2005, the number of Canadians listening to recorded music increased from 17.4 million in 1992 to 21.9 million in 2005. This is an overall increase of 4.5 million listeners between 1992 and 2005 (or 25.8%).



There is no historical data on listening to downloaded music.