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STATISTICAL INSIGHTS ON THE ARTS

Arts, Culture, and Heritage Participation in Canada's Provinces and Largest Census Metropolitan Areas in 2016

Supplemental report to SIA47: Canadians' Arts, Culture, and Heritage Participation in 2016

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March 20, 2019

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Report funded by



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Contents

<u>Introduction</u>	3
<u>Description of the summary indicators</u>	5
<u>National and provincial cultural participation rates</u>	7
<u>Provincial cultural participation comparisons</u>	18
<u>Local cultural participation comparisons</u>	25
<u>Appendix: Key statistics</u>	33

Introduction

This report examines the percentage of residents (15 or older) of Canadian provinces and 9 Census Metropolitan Areas who, in 2016, attended or participated in cultural activities.

Statistics Canada's *General Social Survey* included 28 questions related to:

- ▶ Making or performing art (8 questions)
- ▶ Arts, culture, and heritage attendance (20 questions)

Based on these questions, Hill Strategies created summary indicators of arts, culture, and heritage participation to measure the proportion of Canadians who:

- ▶ Made or performed art
- ▶ Attended arts performances or exhibitions
- ▶ Visited cultural heritage sites
- ▶ Read books
- ▶ Watched movies or listened to recorded music

STATISTICAL INSIGHTS ON THE ARTS

These summary indicators are described in the next section, which is followed by the data analysis. The report's appendix contains more detailed data, including statistics on movie watching and listening to recorded music.

The provincial data were queried by Hill Strategies Research from the *General Social Survey* dataset (9,844 respondents, including by telephone and online). There were over 600 respondents in each province except Prince Edward Island (n=318). The survey sample design excluded residents of the three territories. As such, no territorial data are available.

Statistics Canada released the custom data request on Census Metropolitan Areas with no qualifications (but did not provide respondent counts).

For further details about the survey methods, including full descriptions of each activity, refer to [our report on *Canadians' Arts, Culture, and Heritage Participation in 2016*](#).

Summary indicators of cultural participation

Making or performing art: Any of 8 participatory activities

- ▶ Making music (e.g., singing, playing an instrument or remixing music)
- ▶ Theatre (e.g., acting, storytelling or comedy)
- ▶ Audio-visual and interactive media (e.g., making films, animation or videos)
- ▶ Dance (e.g., socially, in a performance or choreography)
- ▶ Visual arts (e.g., painting, photography, sculpture or drawing)
- ▶ Crafts (e.g., needlework, scrapbooking, woodwork, metalwork or pottery)
- ▶ Writing (e.g., poetry, plays, stories, editorials and reviews)
- ▶ Other participatory activities (specified by respondents)

Arts attendance: Any of 8 activities

- ▶ Public art gallery or art museum
- ▶ Live performance (drama, musical theatre, dinner theatre, comedy)
- ▶ Popular music performance
- ▶ Symphonic or classical music performance
- ▶ Artistic or cultural festival (film, jazz, folk, comedy)
- ▶ Performance of cultural or heritage music, theatre or dance (e.g. Aboriginal Peoples, Chinese, Ukrainian)
- ▶ Any other kind of cultural performance
- ▶ Movie at a theatre

Arts performance or festival: 6 arts activities above (excluding public art galleries and movies at theatre)

Summary indicators of cultural participation

Heritage attendance: Any of 4 activities

- ▶ Public art gallery or art museum
- ▶ Museum other than public art gallery or art museum
- ▶ Historic site
- ▶ Zoo, aquarium, botanical garden, planetarium or observatory

Museum attendance: Either of 2 activities

- ▶ Public art gallery or art museum
- ▶ Museum other than public art gallery or art museum

Book reading (as a leisure activity; not for paid work or studies)

- ▶ Print books
- ▶ E-books

Movie watching

- ▶ Movie theatre attendance
- ▶ Watching a movie on any device

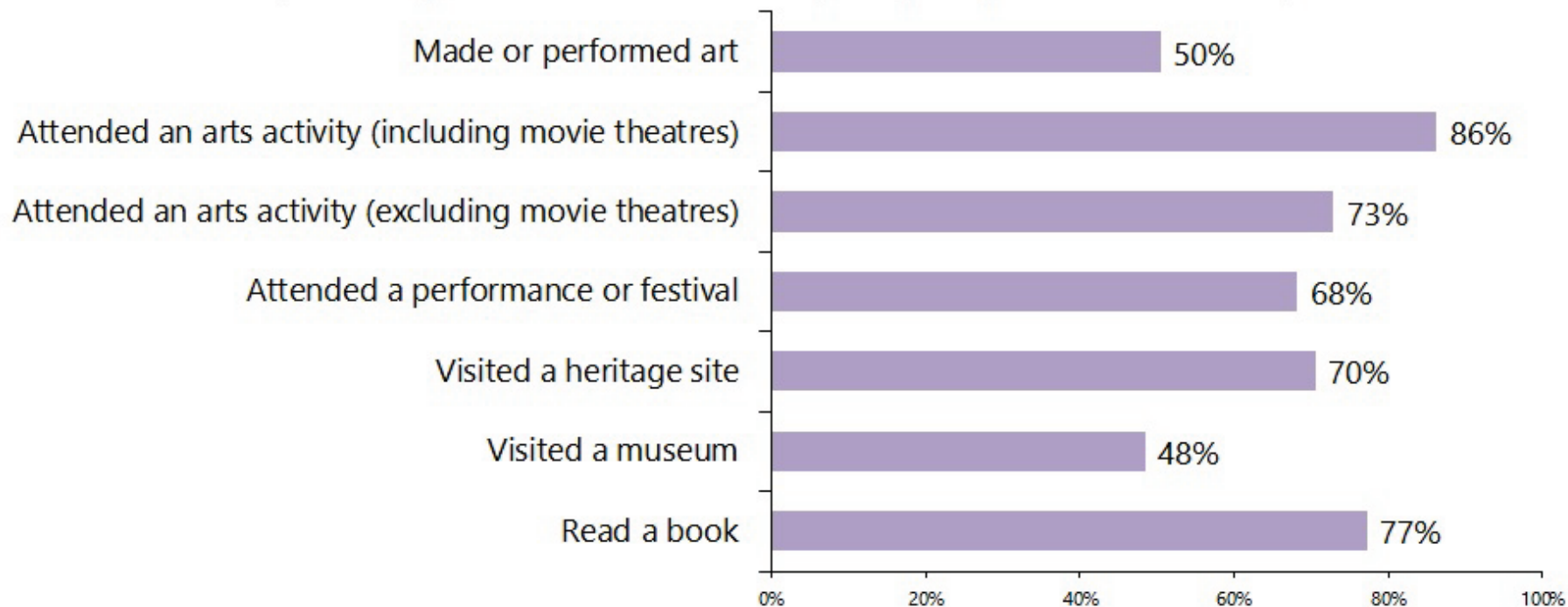
Listening to recorded music

- ▶ Music on CD, vinyl, or other conventional formats
- ▶ Digital music

National cultural participation rates

Summary indicators of cultural participation by Canadians

(Percentage of Canadians 15 or older participating at least once in 2016)



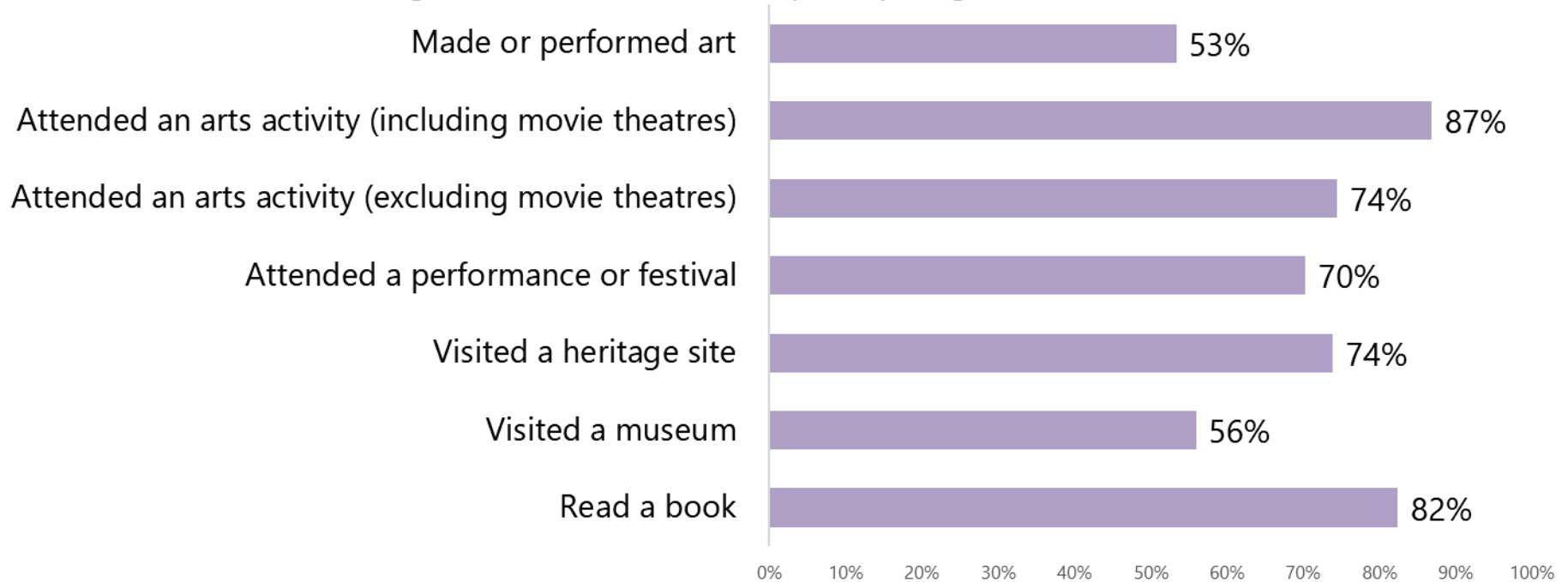
Source: General Social Survey, Cycle 30: Canadians at Work and Home, 2016

- ▶ 99.5% of Canadians participated in culture in some way in 2016.
- ▶ One-half made or performed art.
- ▶ Arts attendance rates: 86% including movie theatres and 73% excluding movie theatres.
- ▶ 68% attended an arts performance or festival.
- ▶ 70% visited a heritage site, including 48% who visited a museum.
- ▶ 77% read a book in 2016.

Provincial cultural participation rates

Summary indicators of cultural participation by British Columbians

(Percentage of residents 15 or older participating at least once in 2016)



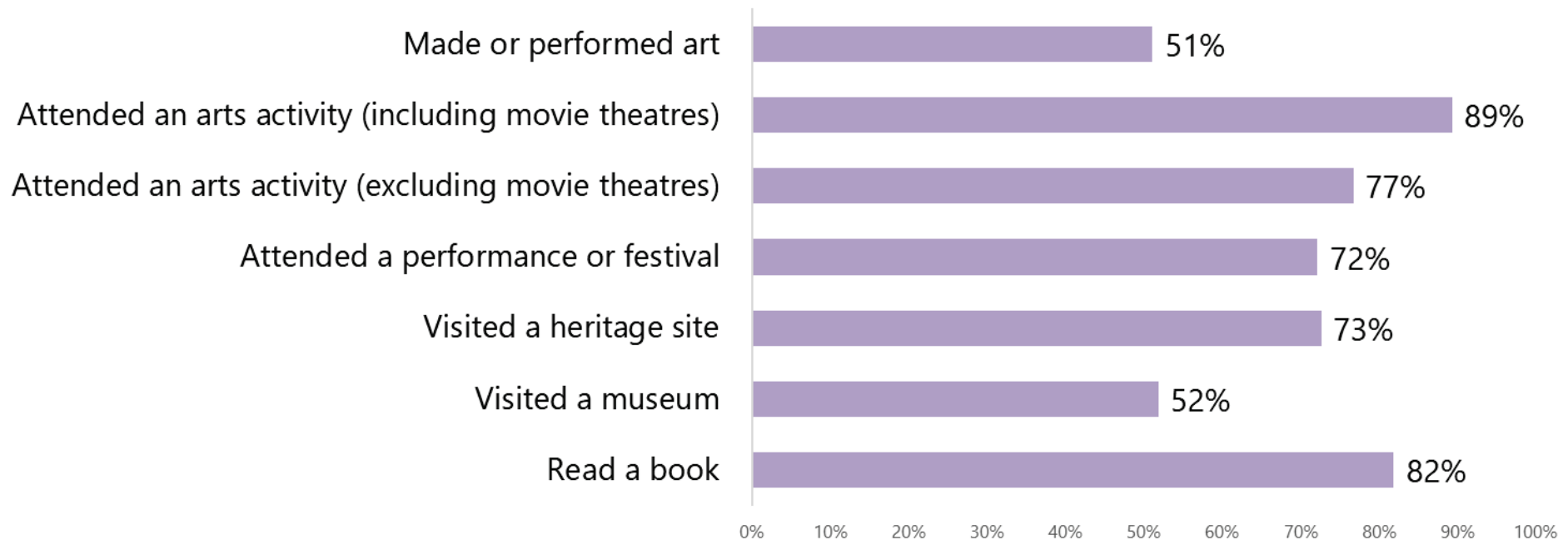
Source: General Social Survey, Cycle 30: Canadians at Work and Home, 2016

- ▶ 99.6% of British Columbians participated in culture in some way in 2016.
- ▶ Just over one-half made or performed art.
- ▶ Arts attendance rates: 87% including movie theatres and 74% excluding movie theatres.
- ▶ 70% attended an arts performance or festival.
- ▶ 74% visited a heritage site, including 56% who visited a museum.
- ▶ 82% read a book in 2016.

Provincial cultural participation rates

Summary indicators of cultural participation by Albertans

(Percentage of residents 15 or older participating at least once in 2016)



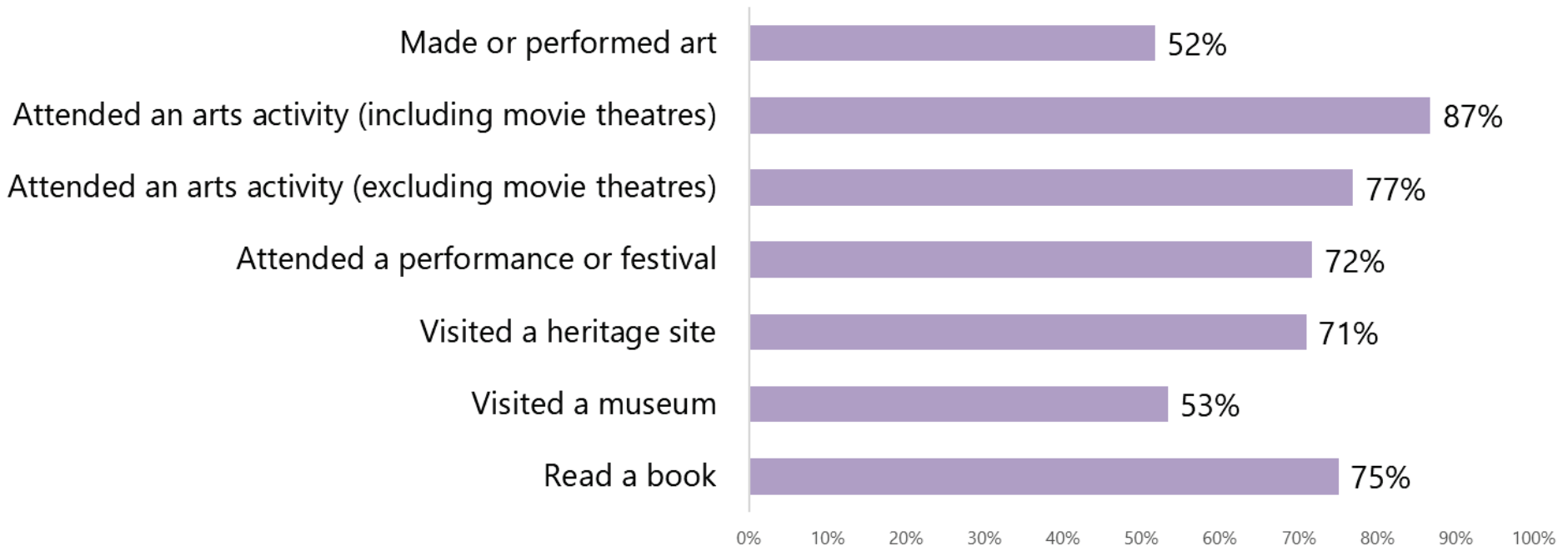
Source: General Social Survey, Cycle 30: Canadians at Work and Home, 2016

- ▶ 99.1% of Albertans participated in culture in some way in 2016.
- ▶ One-half made or performed art.
- ▶ Arts attendance rates: 89% including movie theatres and 77% excluding movie theatres.
- ▶ 72% attended an arts performance or festival.
- ▶ 73% visited a heritage site, including 52% who visited a museum.
- ▶ 82% read a book in 2016.

Provincial cultural participation rates

Summary indicators of cultural participation by Saskatchewanians

(Percentage of residents 15 or older participating at least once in 2016)



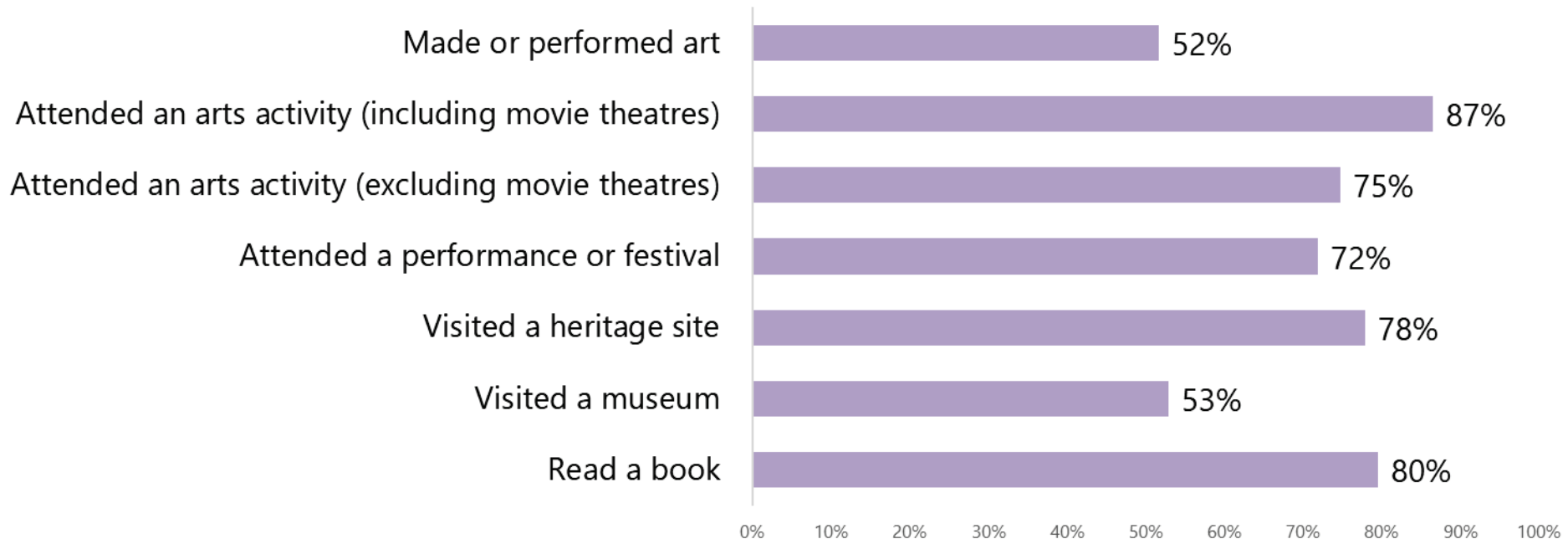
Source: General Social Survey, Cycle 30: Canadians at Work and Home, 2016

- ▶ 99.5% of Saskatchewanians participated in culture in some way in 2016.
- ▶ Just over one-half made or performed art.
- ▶ Arts attendance rates: 87% including movie theatres and 77% excluding movie theatres.
- ▶ 72% attended an arts performance or festival.
- ▶ 71% visited a heritage site, including 53% who visited a museum.
- ▶ 75% read a book in 2016.

Provincial cultural participation rates

Summary indicators of cultural participation by Manitobans

(Percentage of residents 15 or older participating at least once in 2016)



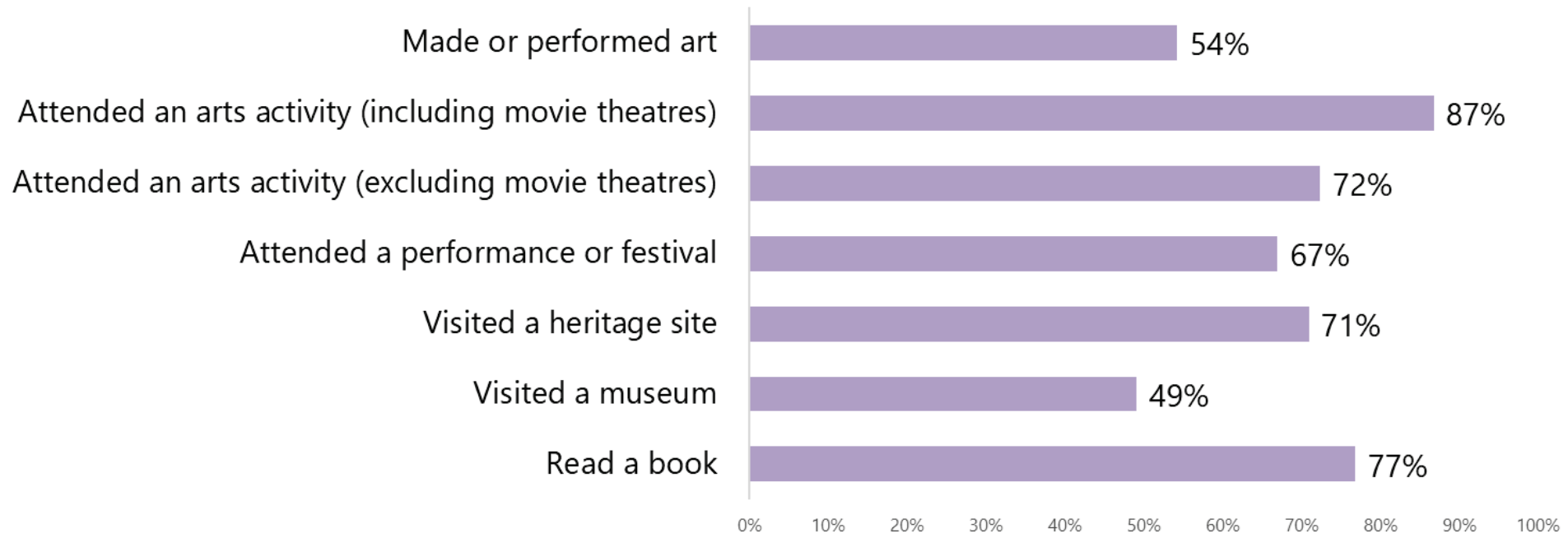
Source: General Social Survey, Cycle 30: Canadians at Work and Home, 2016

- ▶ 99.6% of Manitobans participated in culture in some way in 2016.
- ▶ Just over one-half made or performed art.
- ▶ Arts attendance rates: 87% including movie theatres and 75% excluding movie theatres.
- ▶ 72% attended an arts performance or festival.
- ▶ 78% visited a heritage site, including 53% who visited a museum.
- ▶ 80% read a book in 2016.

Provincial cultural participation rates

Summary indicators of cultural participation by Ontarians

(Percentage of residents 15 or older participating at least once in 2016)



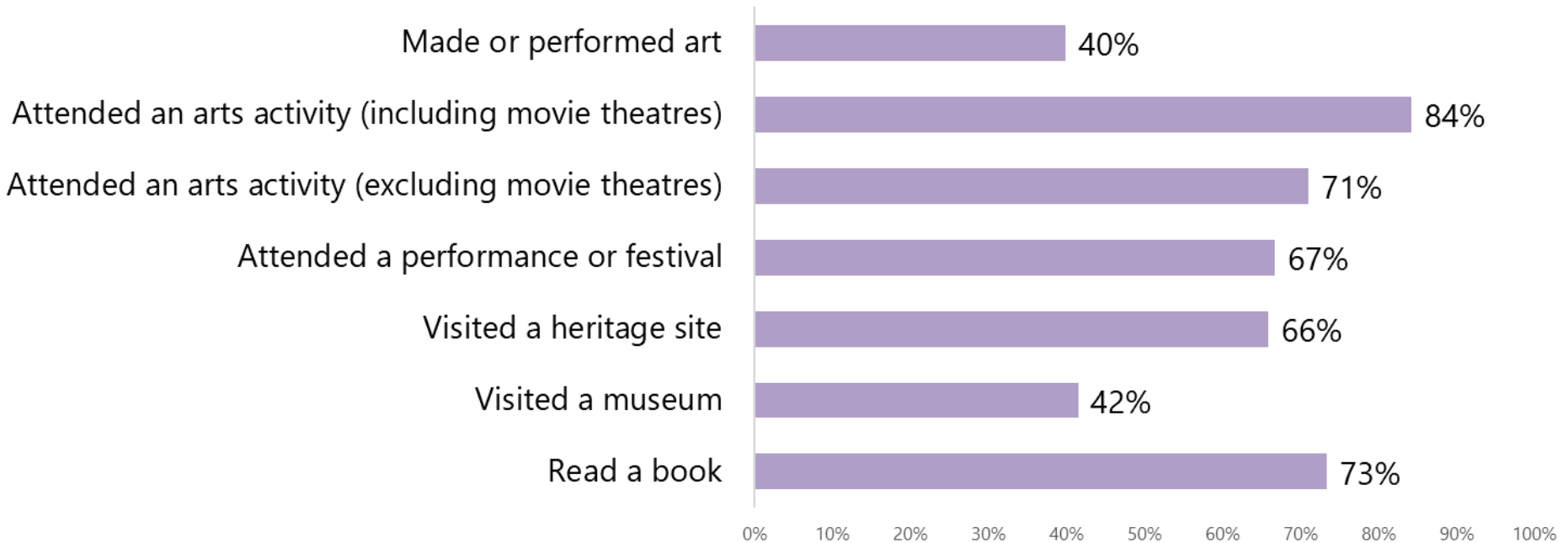
Source: General Social Survey, Cycle 30: Canadians at Work and Home, 2016

- ▶ 99.6% of Ontarians participated in culture in some way in 2016.
- ▶ Over one-half made or performed art.
- ▶ Arts attendance rates: 87% including movie theatres and 72% excluding movie theatres.
- ▶ 67% attended an arts performance or festival.
- ▶ 71% visited a heritage site, including 49% who visited a museum.
- ▶ 77% read a book in 2016.

Provincial cultural participation rates

Summary indicators of cultural participation by Quebeckers

(Percentage of residents 15 or older participating at least once in 2016)



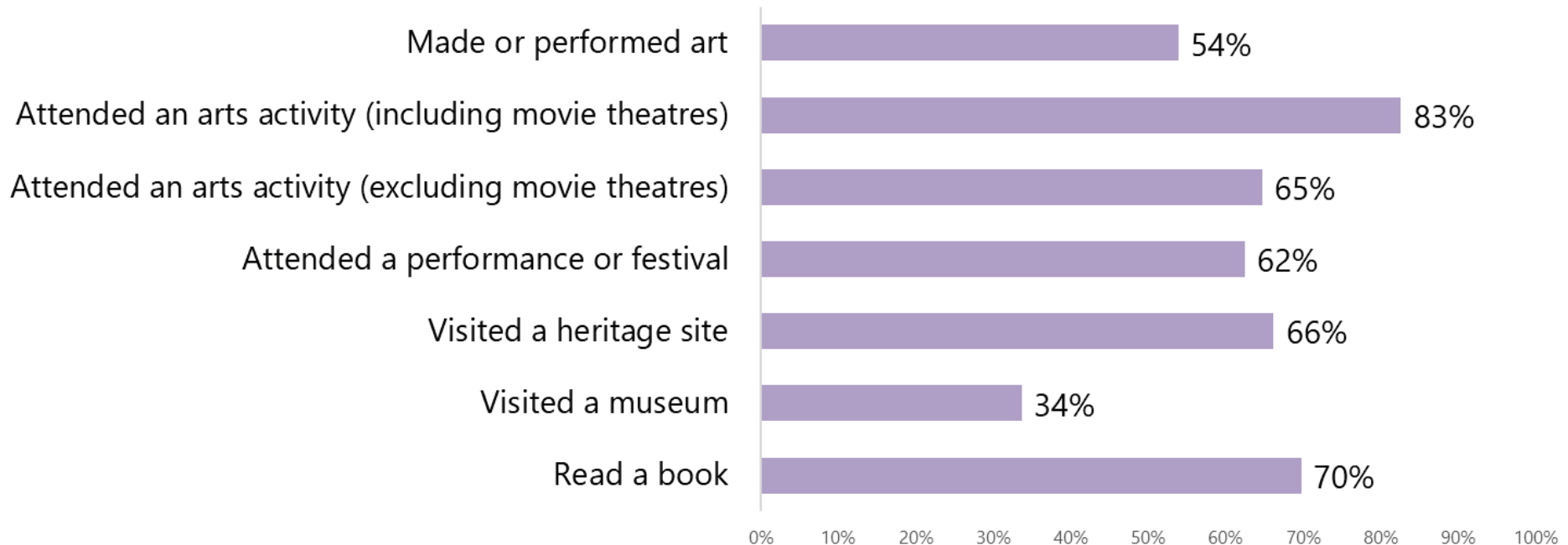
Source: General Social Survey, Cycle 30: Canadians at Work and Home, 2016

- ▶ 99.5% of Quebeckers participated in culture in some way in 2016.
- ▶ 40% made or performed art.
- ▶ Arts attendance rates: 84% including movie theatres and 71% excluding movie theatres.
- ▶ 67% attended an arts performance or festival.
- ▶ 66% visited a heritage site, including 42% who visited a museum.
- ▶ 73% read a book in 2016.

Provincial cultural participation rates

Summary indicators of cultural participation by New Brunswickers

(Percentage of residents 15 or older participating at least once in 2016)



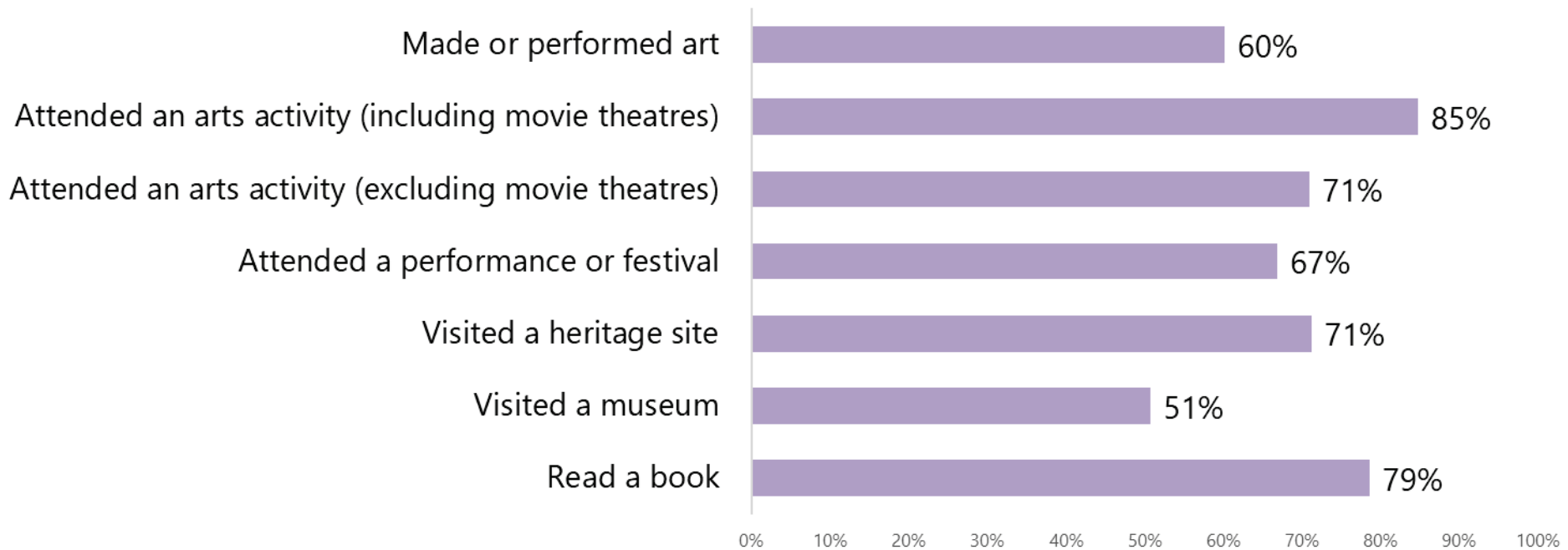
Source: General Social Survey, Cycle 30: Canadians at Work and Home, 2016

- ▶ 99.7% of New Brunswickers participated in culture in some way in 2016.
- ▶ Over one-half made or performed art.
- ▶ Arts attendance rates: 83% including movie theatres and 65% excluding movie theatres.
- ▶ 62% attended an arts performance or festival.
- ▶ 66% visited a heritage site, including 34% who visited a museum.
- ▶ 70% read a book in 2016.

Provincial cultural participation rates

Summary indicators of cultural participation by Nova Scotians

(Percentage of residents 15 or older participating at least once in 2016)



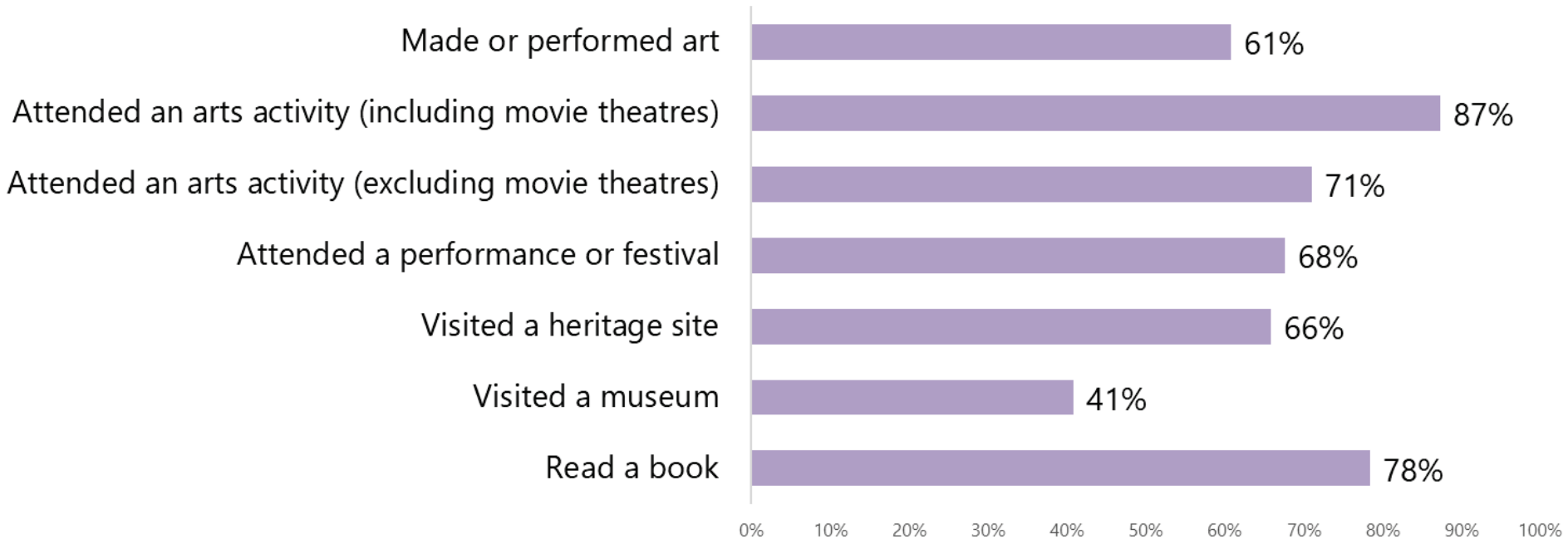
Source: General Social Survey, Cycle 30: Canadians at Work and Home, 2016

- ▶ 99.9% of Nova Scotians participated in culture in some way in 2016.
- ▶ 60% made or performed art.
- ▶ Arts attendance rates: 85% including movie theatres and 71% excluding movie theatres.
- ▶ 67% attended an arts performance or festival.
- ▶ 71% visited a heritage site, including 51% who visited a museum.
- ▶ 79% read a book in 2016.

Provincial cultural participation rates

Summary indicators of cultural participation by Prince Edward Islanders

(Percentage of residents 15 or older participating at least once in 2016)



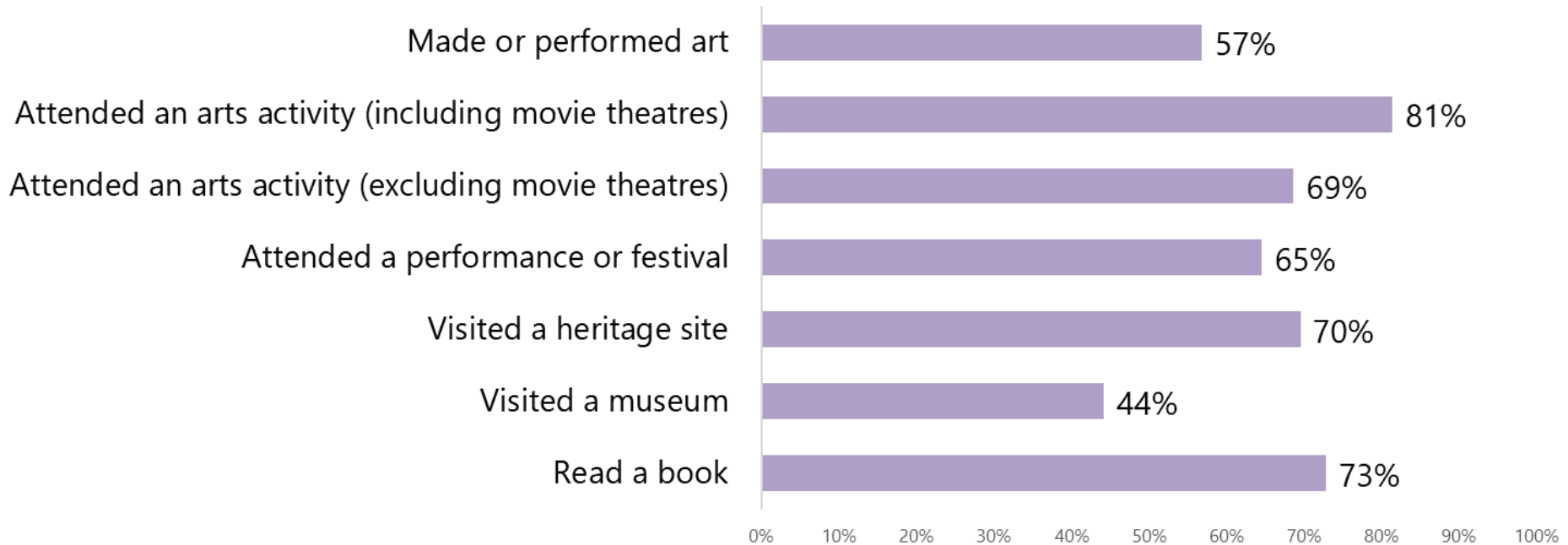
Source: General Social Survey, Cycle 30: Canadians at Work and Home, 2016

- ▶ 99.7% of Prince Edward Islanders participated in culture in some way in 2016.
- ▶ 61% made or performed art.
- ▶ Arts attendance rates: 87% including movie theatres and 71% excluding movie theatres.
- ▶ 68% attended an arts performance or festival.
- ▶ 66% visited a heritage site, including 41% who visited a museum.
- ▶ 78% read a book in 2016.

Provincial cultural participation rates

Summary indicators of cultural participation by residents of Newfoundland and Labrador

(Percentage of residents 15 or older participating at least once in 2016)

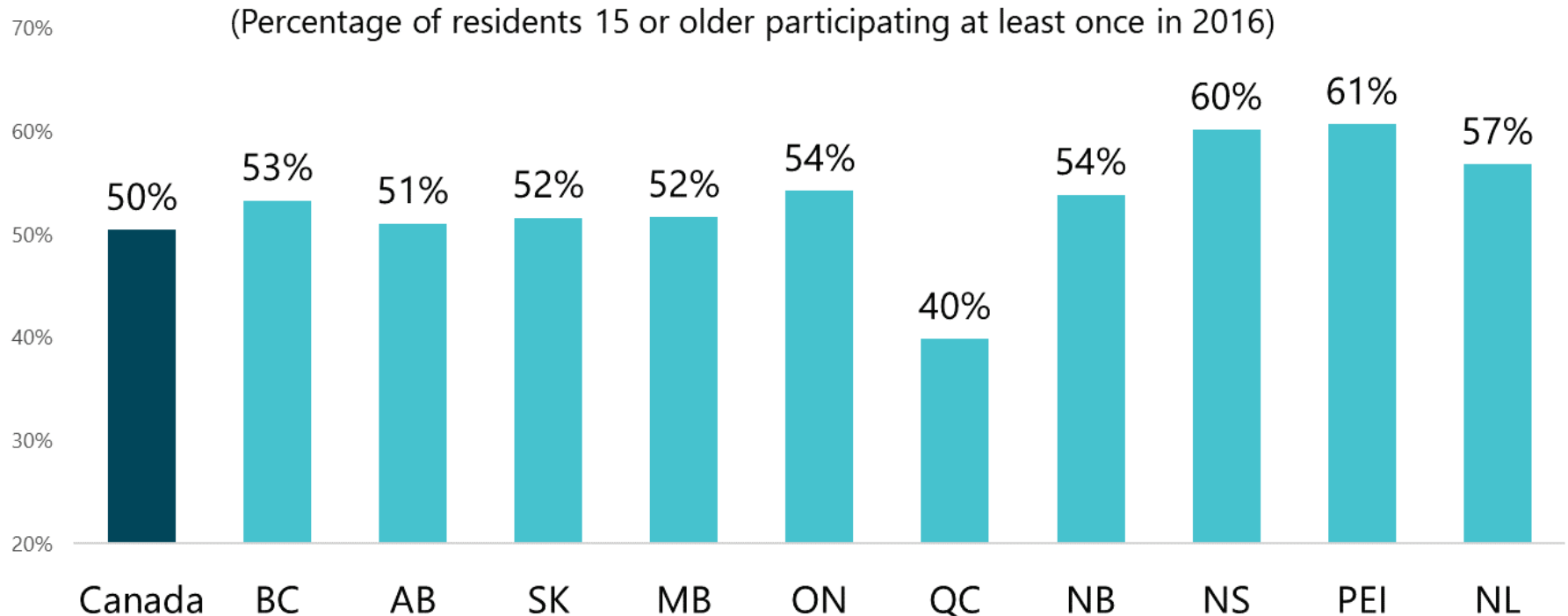


Source: General Social Survey, Cycle 30: Canadians at Work and Home, 2016

- ▶ 99.8% of Newfoundland and Labrador residents participated in culture in some way in 2016.
- ▶ Well over one-half made or performed art.
- ▶ Arts attendance rates: 81% including movie theatres and 69% excluding movie theatres.
- ▶ 65% attended an arts performance or festival.
- ▶ 70% visited a heritage site, including 44% who visited a museum.
- ▶ 73% read a book in 2016.

Provincial cultural participation comparisons

Making or performing art, Canada and the provinces

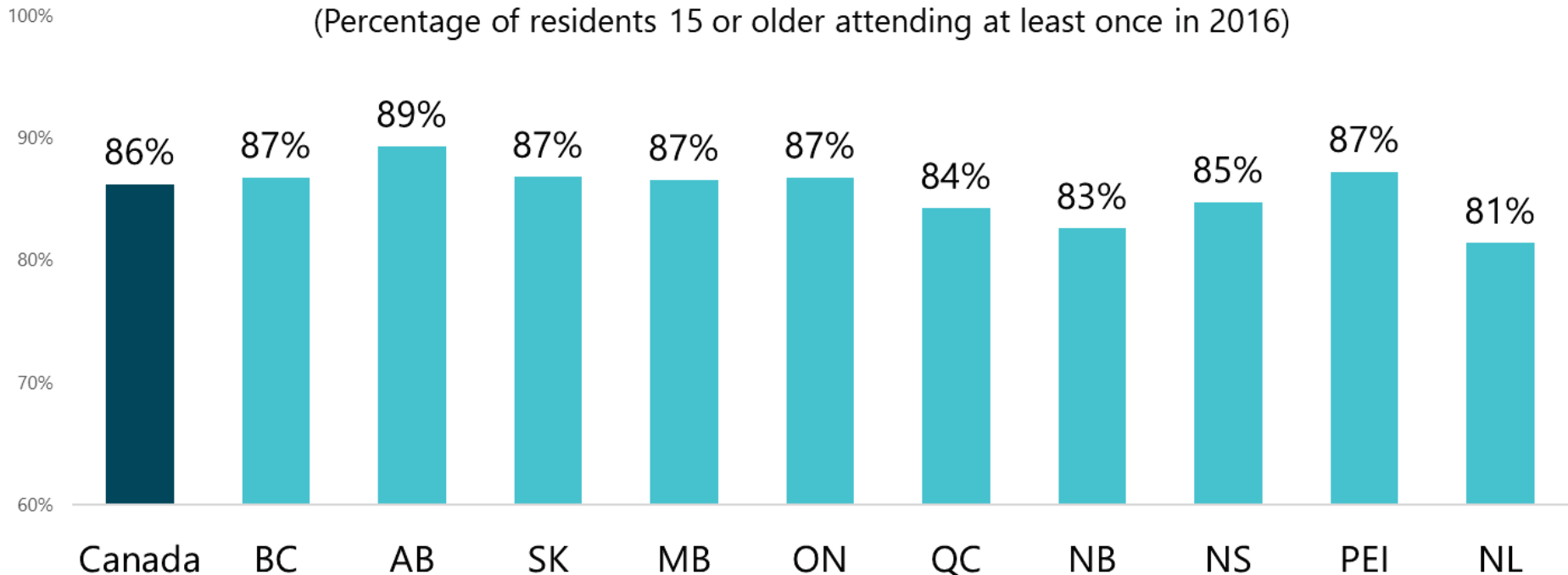


Source: General Social Survey, Cycle 30: Canadians at Work and Home, 2016

- ▶ Residents of Prince Edward Island (61%) and Nova Scotia (60%) were most likely to make or perform art in 2016, followed by Newfoundland and Labrador (57%).

Provincial cultural participation comparisons

Arts attendance (of any kind), Canada and the provinces



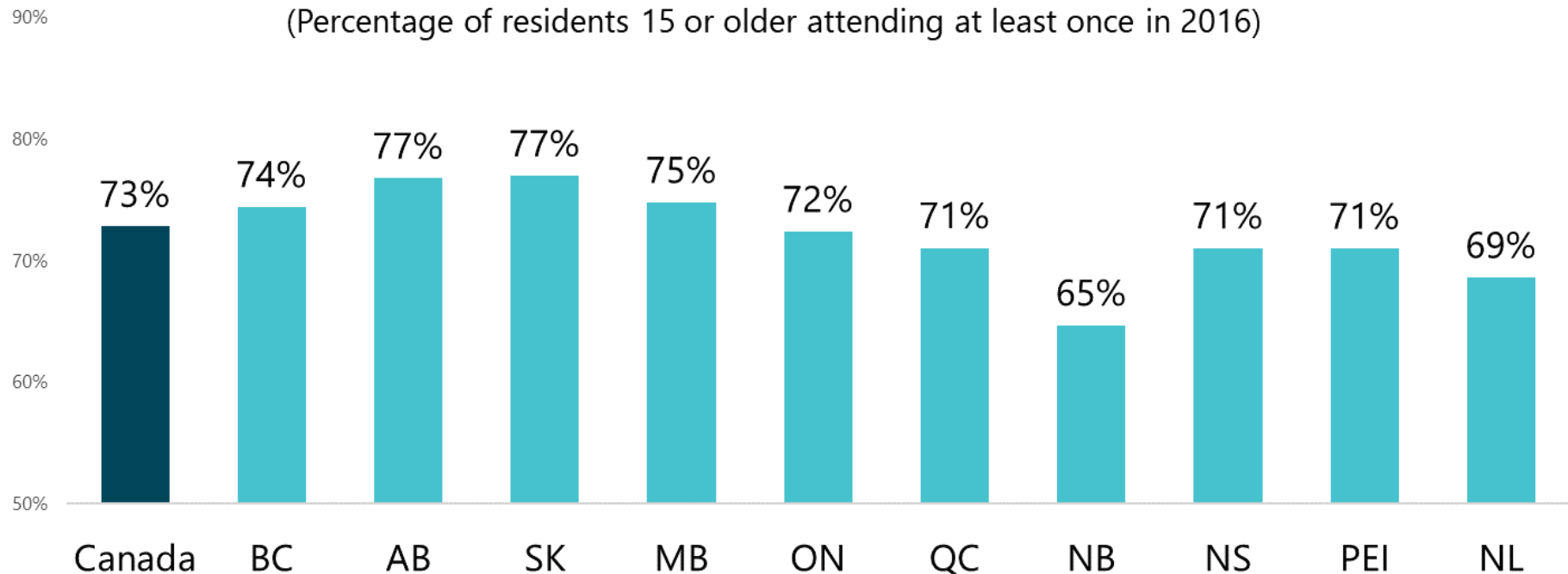
Source: General Social Survey, Cycle 30: Canadians at Work and Home, 2016

- ▶ Most provinces have arts attendance rates that are very close to the national average (86%).
- ▶ Led by Alberta (89%), with five provinces at 87%.

Provincial cultural participation comparisons

Arts attendance (excluding movie theatres), Canada and the provinces

(Percentage of residents 15 or older attending at least once in 2016)



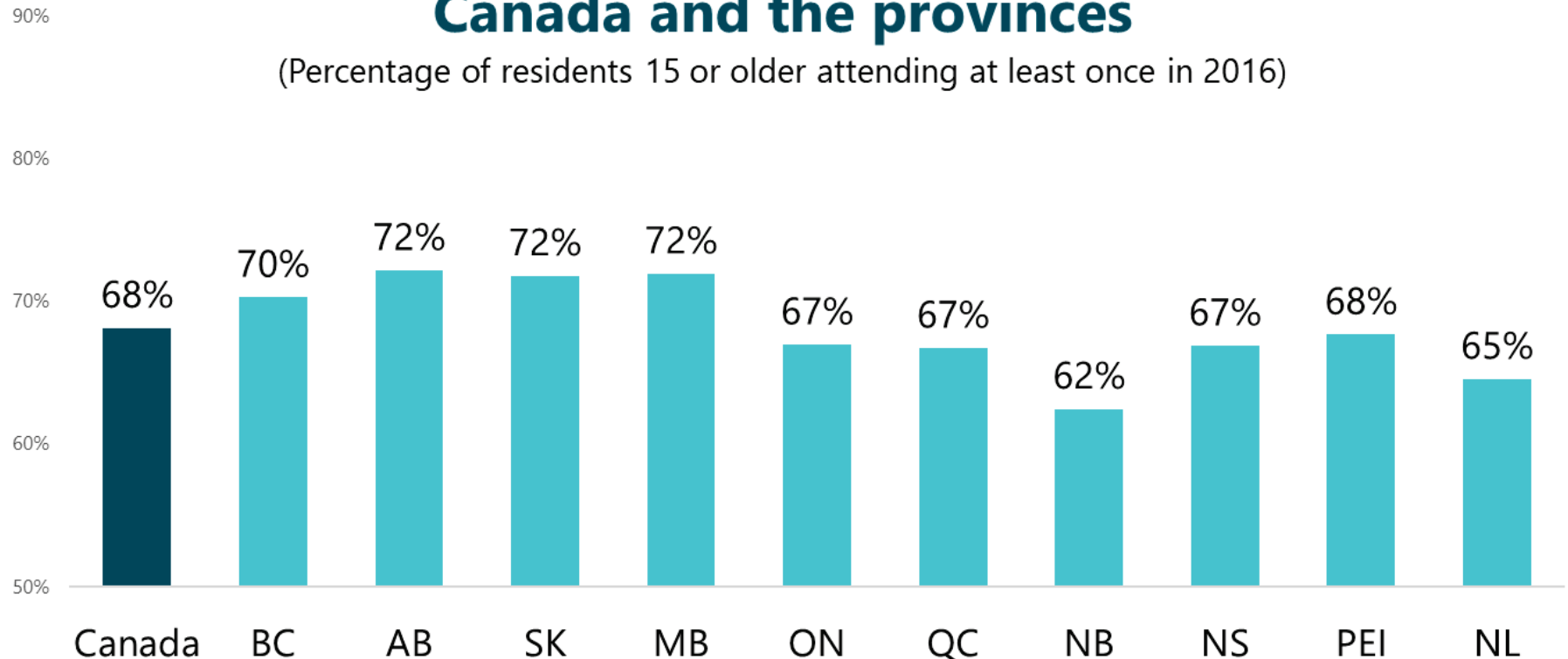
Source: General Social Survey, Cycle 30: Canadians at Work and Home, 2016

- ▶ Residents of Alberta and Saskatchewan were most likely to attend arts activities (excluding movie theatres) in 2016 (attendance rates of 77% in each province).

Provincial cultural participation comparisons

Arts performance or festival attendance, Canada and the provinces

(Percentage of residents 15 or older attending at least once in 2016)



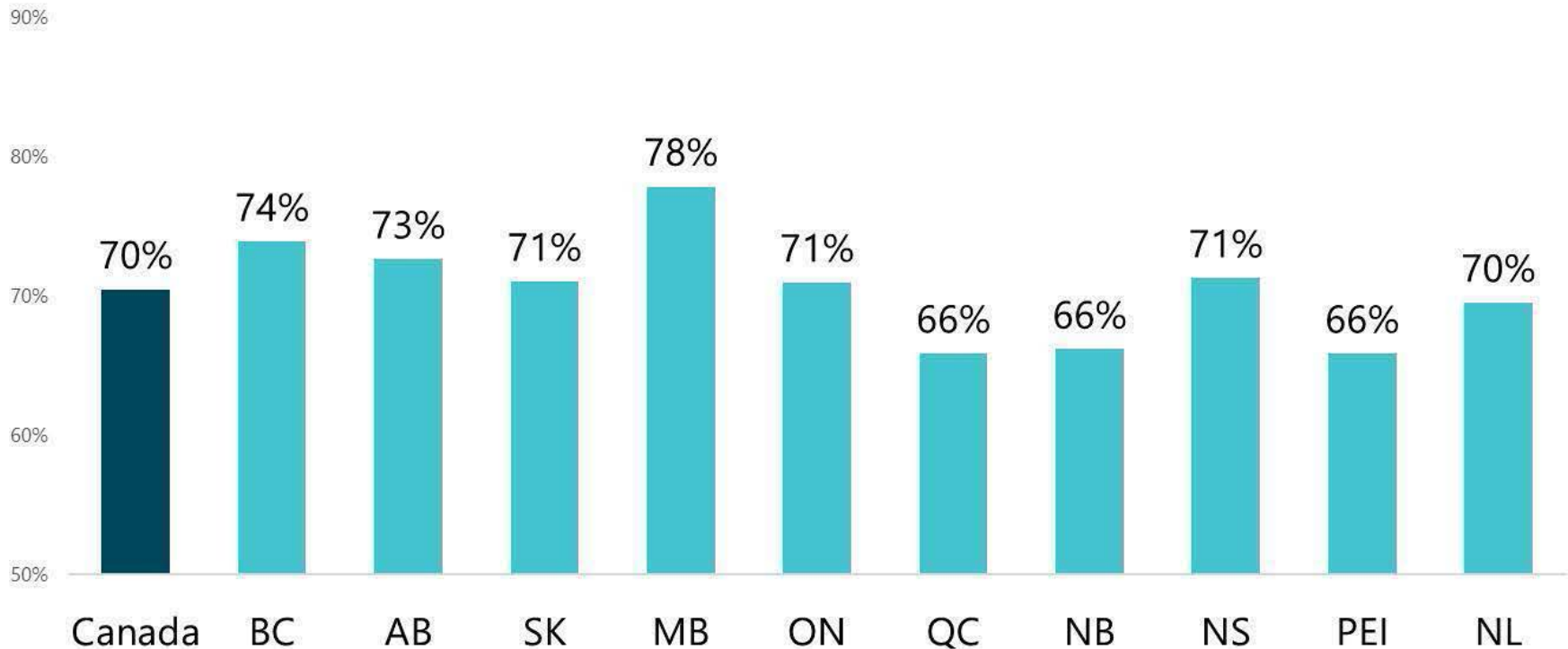
Source: General Social Survey, Cycle 30: Canadians at Work and Home, 2016

- ▶ Residents of Alberta, Saskatchewan, and Manitoba were most likely to attend arts performances or festivals in 2016 (attendance rates of 72% in each province).

Provincial cultural participation comparisons

Heritage attendance, Canada and the provinces

(Percentage of residents 15 or older attending at least once in 2016)



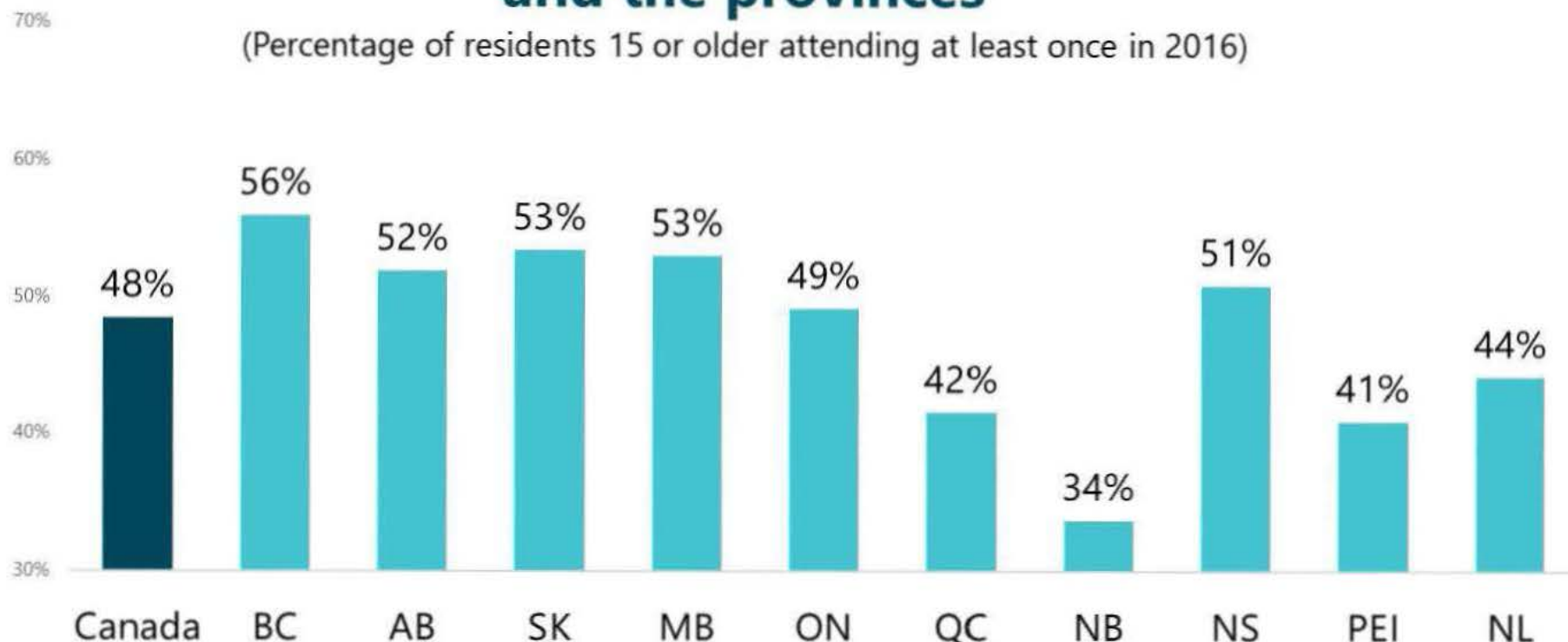
Source: General Social Survey, Cycle 30: Canadians at Work and Home, 2016

- ▶ Manitobans were most likely to attend heritage activities in 2016 (78%).
- ▶ Followed by British Columbians (74%) and Albertans (73%).

Provincial cultural participation comparisons

Museum and art gallery attendance, Canada and the provinces

(Percentage of residents 15 or older attending at least once in 2016)

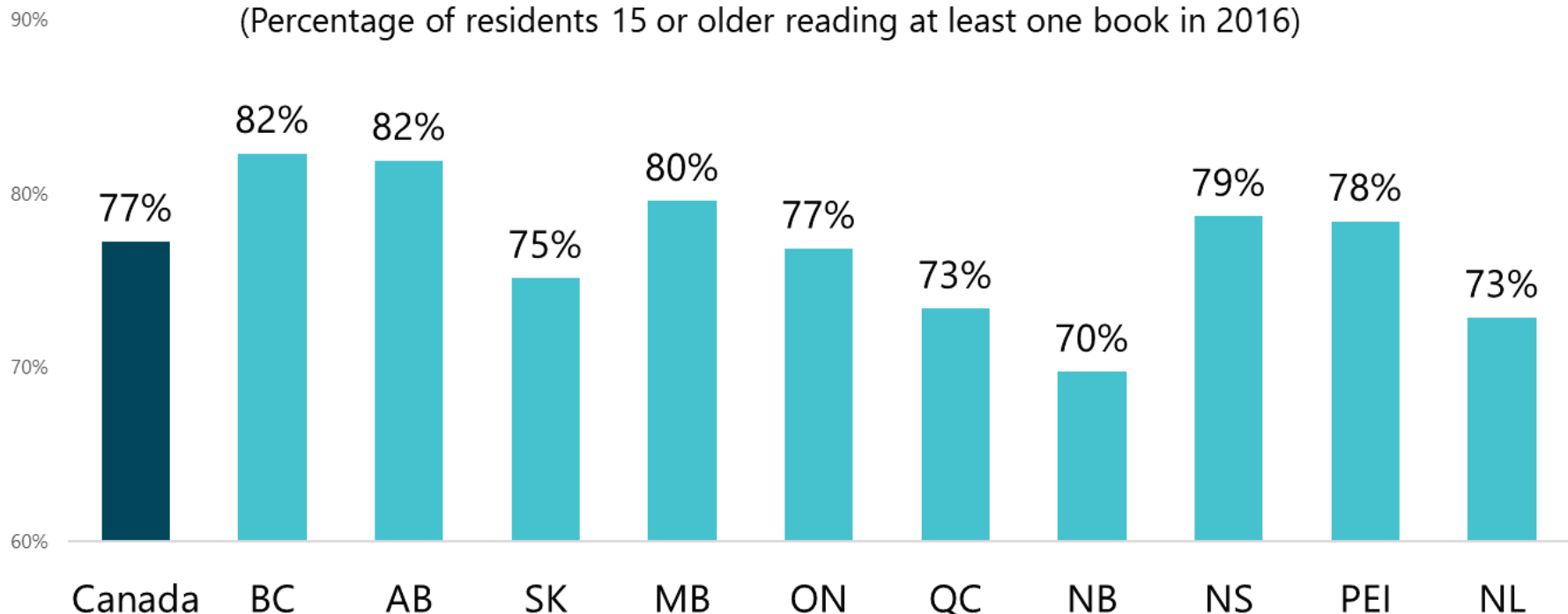


Source: General Social Survey, Cycle 30: Canadians at Work and Home, 2016

- ▶ British Columbians were most likely to visit museums or art galleries in 2016 (56%).
- ▶ Followed by residents of Manitoba (53%), Saskatchewan (also 53%), and Alberta (52%).

Provincial cultural participation comparisons

Book reading (print or e-book), Canada and the provinces



Source: General Social Survey, Cycle 30: Canadians at Work and Home, 2016

- ▶ Book reading was most common in British Columbia and Alberta (both 82%) in 2016.
- ▶ Also above the national average in Manitoba (80%), Nova Scotia (79%), and Prince Edward Island (78%).

Local cultural participation comparisons

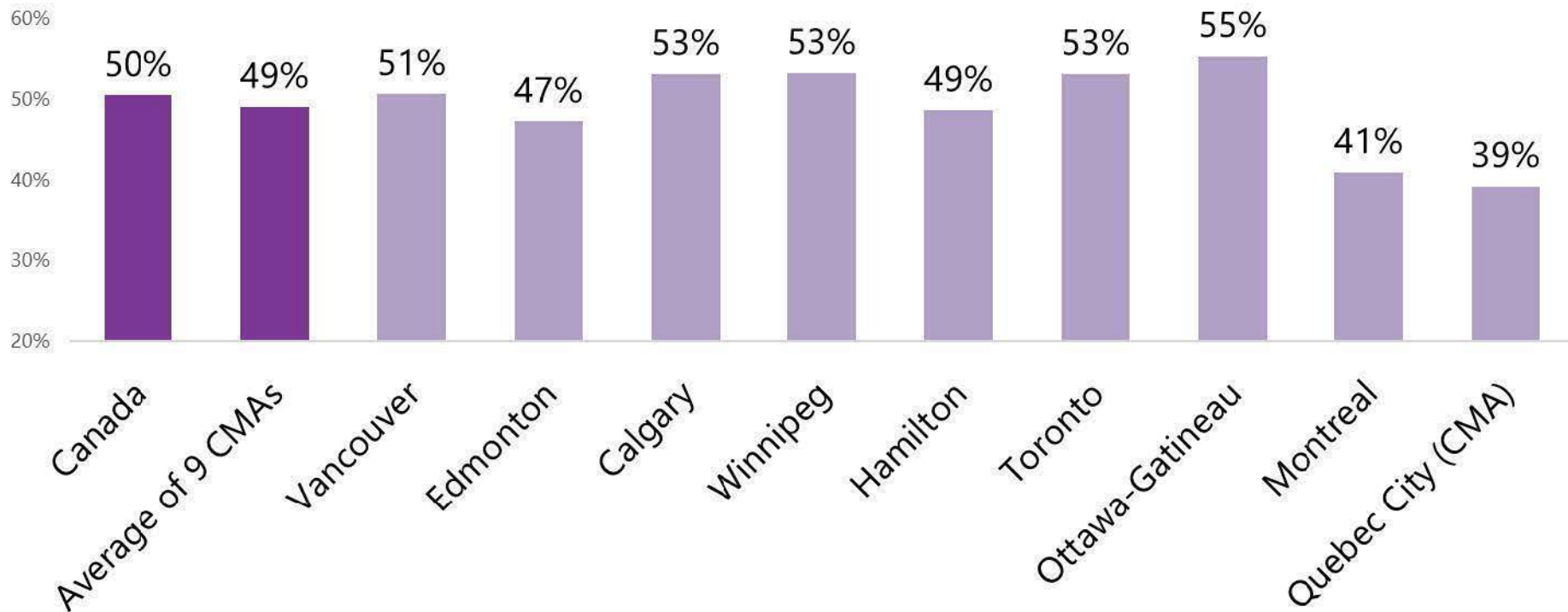
- ▶ A custom request for select cultural participation data by residents of Canada's nine largest Census Metropolitan Areas (Vancouver, Edmonton, Calgary, Winnipeg, Hamilton, Toronto, Ottawa-Gatineau, Montreal, and Quebec City) was submitted by Hill Strategies to Statistics Canada.
- ▶ Data are available for seven key indicators, as outlined in the following charts.

The local data were commissioned as part of a research effort for the Ottawa Cultural Alliance, who we thank for allowing us to redistribute the data here.

Local cultural participation comparisons

Making or performing art, nine Census Metropolitan Areas

(Percentage of residents 15 or older participating at least once in 2016)



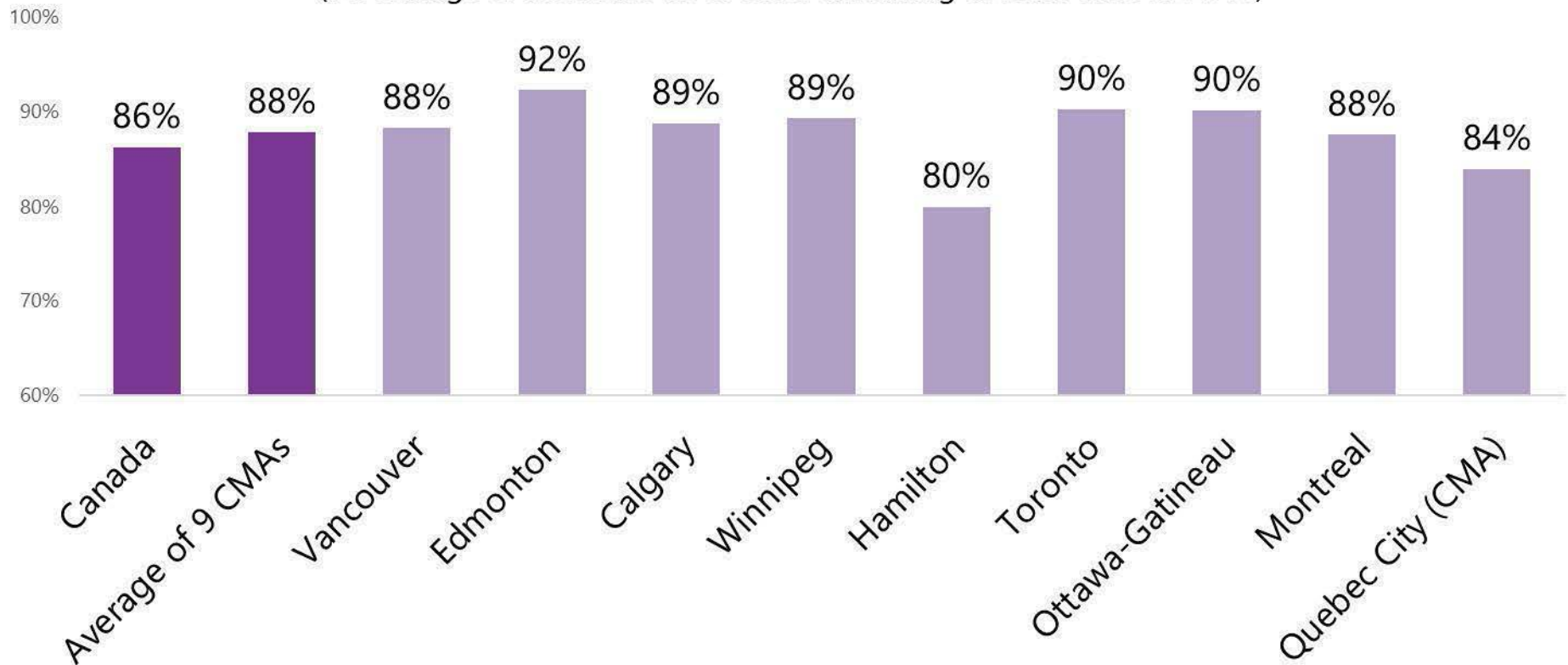
Source: General Social Survey, Cycle 30: Canadians at Work and Home, 2016

- ▶ Ottawa-Gatineau residents were most likely to make or perform art in 2016 (55%).
- ▶ Followed by residents of Winnipeg, Calgary, and Toronto (all 53%).

Local cultural participation comparisons

Arts attendance (of any kind), nine Census Metropolitan Areas

(Percentage of residents 15 or older attending at least once in 2016)



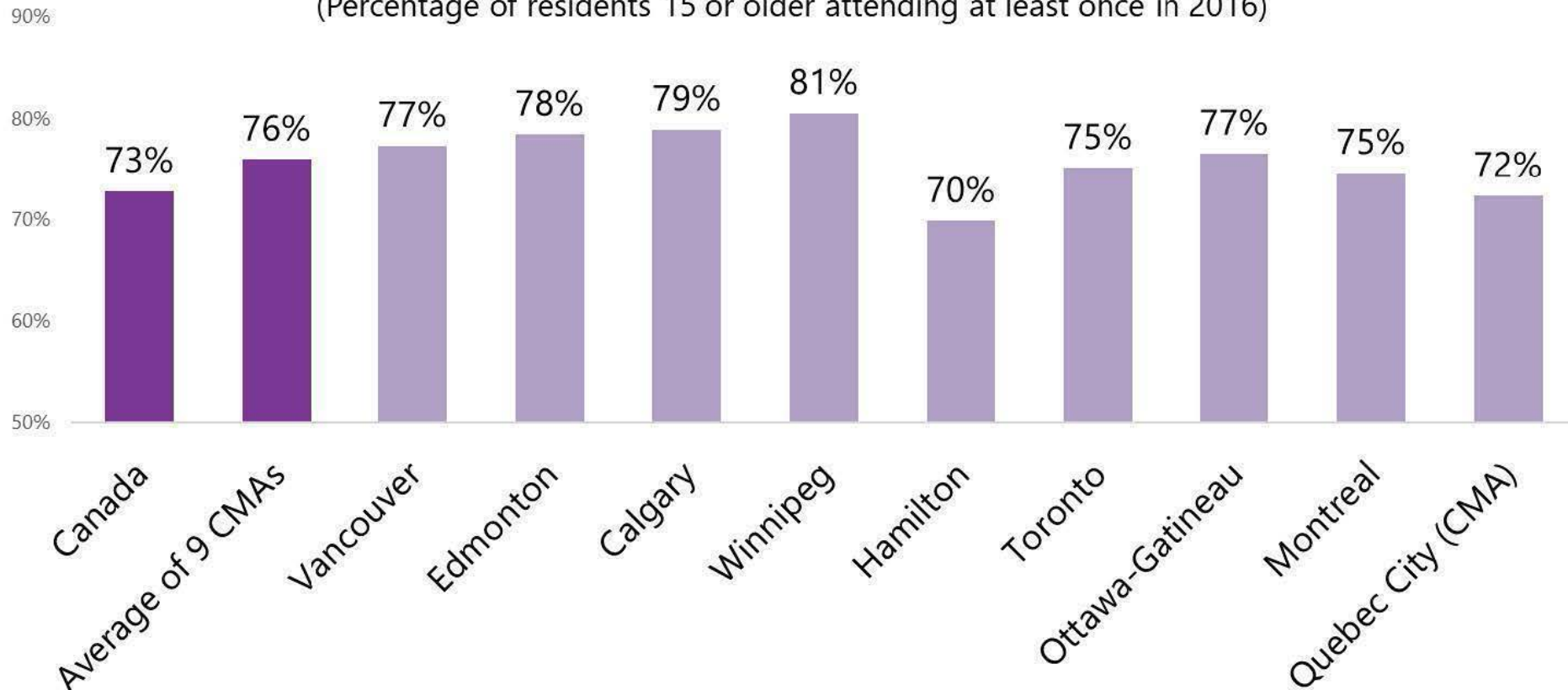
Source: General Social Survey, Cycle 30: Canadians at Work and Home, 2016

- ▶ Edmonton residents had the highest overall arts attendance rate in 2016 (92%).
- ▶ Followed by Toronto and Ottawa-Gatineau (both 90%).

Local cultural participation comparisons

Arts attendance (excluding movie theatres), nine Census Metropolitan Areas

(Percentage of residents 15 or older attending at least once in 2016)



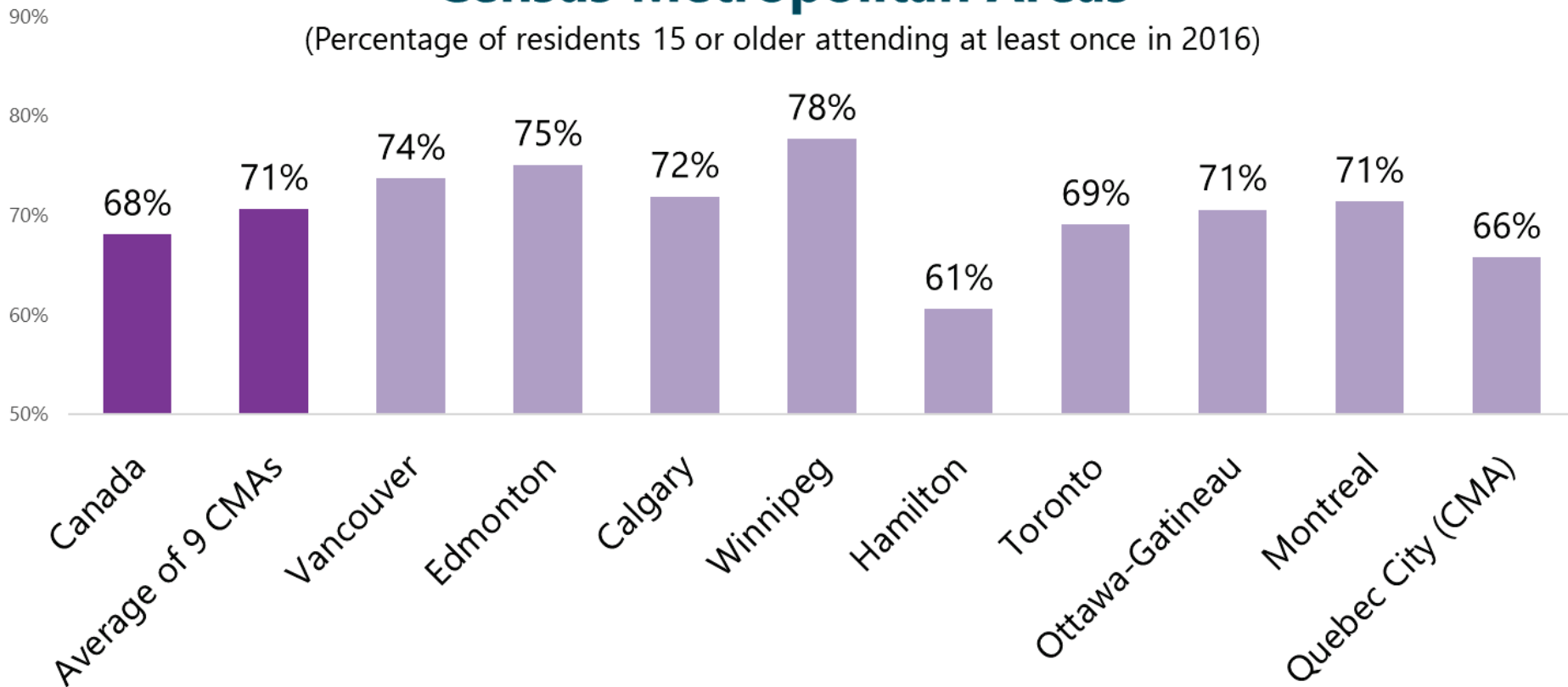
Source: General Social Survey, Cycle 30: Canadians at Work and Home, 2016

- ▶ Winnipeg residents had the highest arts attendance rate in 2016, when movie theatre attendance is excluded (81%).
- ▶ Followed by Calgary (79%) and Edmonton (78%).

Local cultural participation comparisons

Arts performance or festival attendance, nine Census Metropolitan Areas

(Percentage of residents 15 or older attending at least once in 2016)



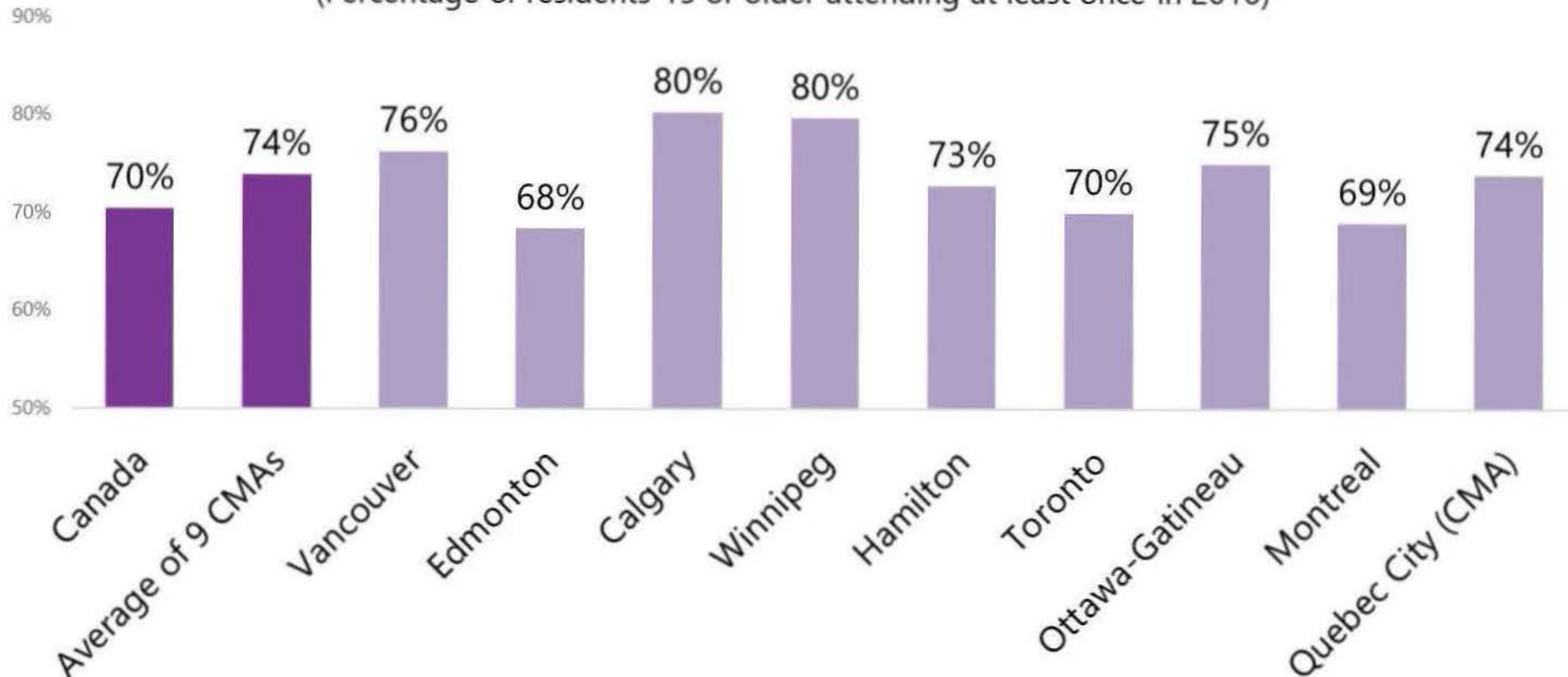
Source: General Social Survey, Cycle 30: Canadians at Work and Home, 2016

- ▶ Winnipeg residents had the highest attendance rate at performing arts or cultural festivals in 2016 (78%).
- ▶ Followed by Edmonton (75%) and Vancouver (74%).

Local cultural participation comparisons

Heritage attendance, nine Census Metropolitan Areas

(Percentage of residents 15 or older attending at least once in 2016)



Source: General Social Survey, Cycle 30: Canadians at Work and Home, 2016

- ▶ Residents of Calgary and Winnipeg had the highest heritage attendance rates in 2016 (both 80%).

Local cultural participation comparisons

Museum and art gallery attendance, nine Census Metropolitan Areas

(Percentage of residents 15 or older attending at least once in 2016)



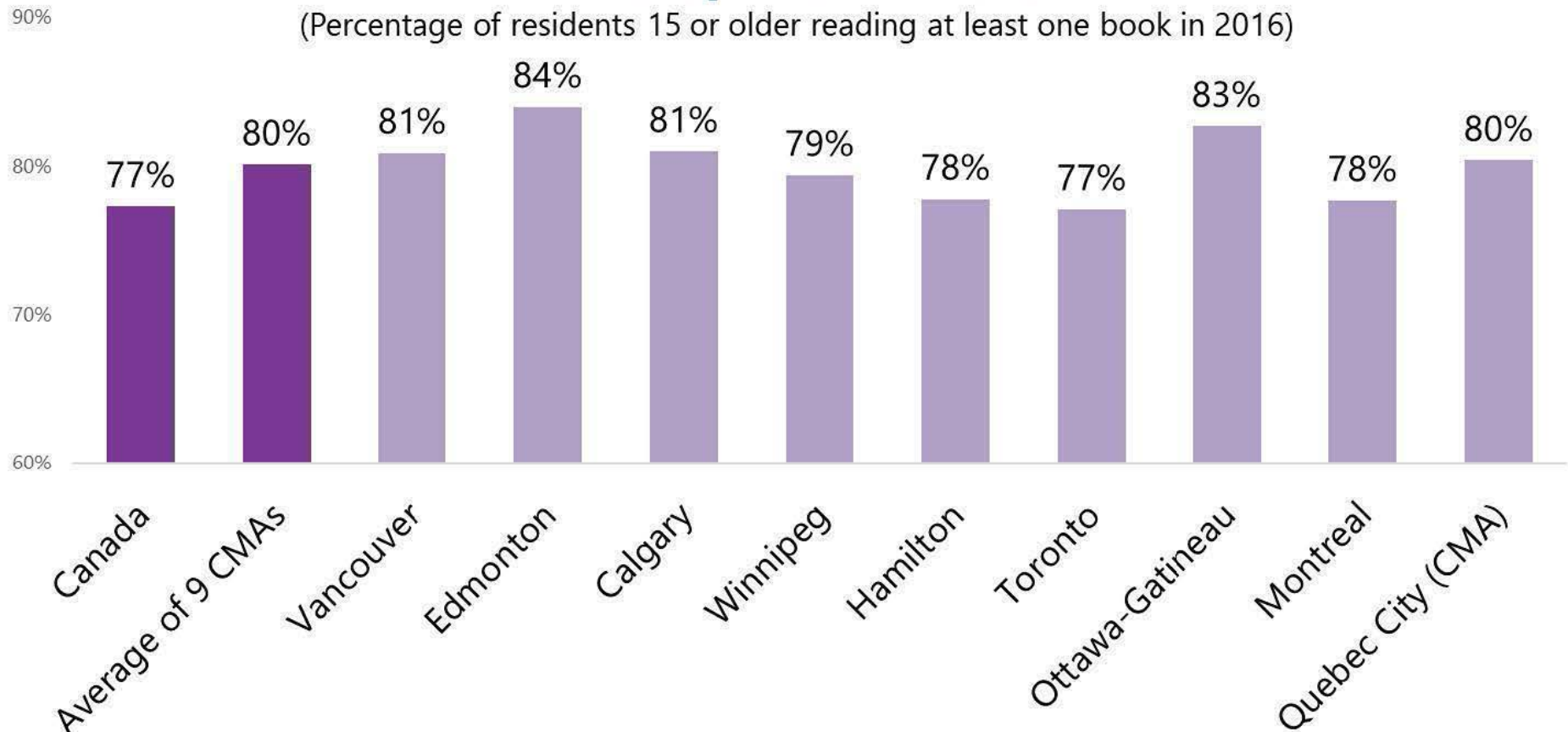
Source: General Social Survey, Cycle 30: Canadians at Work and Home, 2016

- ▶ Ottawa-Gatineau residents had the highest attendance rate at museums or art galleries in 2016 (63%).
- ▶ Followed by Calgary (59%).

Local cultural participation comparisons

Book reading (print or e-book), nine Census Metropolitan Areas

(Percentage of residents 15 or older reading at least one book in 2016)



Source: General Social Survey, Cycle 30: Canadians at Work and Home, 2016

- ▶ Residents of Edmonton (84%) and Ottawa-Gatineau (83%) were most likely to read a book in 2016.

Appendix

Provincial cultural participation rates, 2016

Percentage of population (15 or older)

Activity	Canada	British Columbia	Alberta	Saskatchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	Newfoundland and Labrador
Any arts, culture, or heritage activity	99.5%	99.6%	99.1%	99.5%	99.6%	99.6%	99.5%	99.7%	99.9%	99.7%	99.8%
Making or performing art											
Making or performing art	50%	53%	51%	52%	52%	54%	40%	54%	60%	61%	57%
Arts attendance											
Arts attendance (any of 8 activities)	86%	87%	89%	87%	87%	87%	84%	83%	85%	87%	81%
Public art gallery	39%	48%	40%	39%	38%	40%	35%	26%	34%	35%	32%
Artistic or cultural festival	31%	32%	32%	29%	31%	31%	32%	25%	27%	24%	21%
Live performance (theatre/comedy)	40%	45%	45%	38%	42%	42%	29%	35%	40%	51%	43%
Pop music	42%	46%	46%	44%	48%	42%	39%	41%	45%	44%	46%
Classical music	16%	18%	16%	17%	17%	16%	14%	11%	13%	11%	9%
Heritage or ethnic performance	20%	23%	29%	29%	34%	21%	12%	14%	18%	15%	11%
Other cultural performance	20%	20%	18%	15%	17%	20%	25%	17%	17%	15%	11%
Movie at a theatre	71%	71%	75%	69%	69%	74%	68%	67%	66%	65%	63%
Other groupings of arts attendance statistics											
Arts attendance, excluding movie theatres	73%	74%	77%	77%	75%	72%	71%	65%	71%	71%	69%
Arts performance or festival (excluding art galleries)	68%	70%	72%	72%	72%	67%	67%	62%	67%	68%	65%
Live music (pop or classical)	46%	50%	49%	51%	52%	46%	43%	43%	49%	45%	47%
Cultural heritage attendance											
Heritage attendance (any of the 4 activities)	70%	74%	73%	71%	78%	71%	66%	66%	71%	66%	70%
Museum (other than an art gallery)	35%	41%	40%	39%	41%	36%	26%	25%	39%	27%	31%
Public art gallery	39%	48%	40%	39%	38%	40%	35%	26%	34%	35%	32%
Historic site	50%	51%	56%	49%	51%	51%	45%	48%	57%	54%	61%
Zoo, aquarium, botanical garden, planetarium, observatory	46%	48%	49%	39%	55%	47%	41%	42%	38%	30%	32%
Other groupings of cultural heritage attendance statistics											
Any museum	48%	56%	52%	53%	53%	49%	42%	34%	51%	41%	44%

Activity	Canada	British Columbia	Alberta	Saskatchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	Newfoundland and Labrador
Reading											
Read a book in any format	77%	82%	82%	75%	80%	77%	73%	70%	79%	78%	73%
E-book	27%	30%	33%	27%	26%	30%	20%	18%	24%	23%	24%
Book in print	74%	79%	77%	72%	77%	73%	71%	67%	75%	74%	68%
Read a magazine in any format	72%	76%	72%	70%	70%	72%	74%	62%	69%	63%	64%
Magazine online	32%	35%	30%	26%	28%	32%	33%	20%	23%	20%	24%
Magazine in print	67%	72%	66%	65%	64%	66%	69%	60%	65%	60%	59%
Read a newspaper in any format	94%	95%	93%	94%	92%	94%	94%	90%	94%	96%	93%
News online	79%	82%	80%	80%	77%	81%	75%	70%	78%	80%	81%
Newspaper in print	75%	79%	74%	67%	76%	74%	76%	73%	77%	78%	58%
Movies											
Watch a movie in any format	93%	94%	95%	94%	93%	94%	88%	91%	94%	93%	92%
Movie at a theatre	71%	71%	75%	69%	69%	74%	68%	67%	66%	65%	63%
Movie on a device	88%	90%	92%	91%	88%	91%	81%	87%	90%	89%	89%
Recorded music											
Listen to recorded music in any format	91%	93%	92%	90%	90%	91%	89%	89%	89%	88%	90%
Music on CD, vinyl, etc.	60%	57%	56%	61%	62%	57%	66%	63%	65%	57%	65%
Digital music	79%	83%	82%	78%	78%	81%	74%	74%	79%	77%	79%

Provincial cultural participation in 2016

Number of people (15 or older)

Statistic	Canada	British Columbia	Alberta	Saskatchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	Newfoundland and Labrador
Population 15 or older	29.3 million	4 million	3.3 million	883,000	1 million	11.2 million	6.8 million	637,000	790,000	120,000	445,000
Number of survey respondents	9,844	1,288	876	711	665	2,520	1,542	653	626	318	645
Any arts, culture, or heritage activity	29.2 million	3.9 million	3.3 million	878,000	1 million	11.2 million	6.8 million	635,000	789,000	120,000	444,000
Making or performing art											
Making or performing art	14.8 million	2.1 million	1.7 million	456,000	535,000	6.1 million	2.7 million	343,000	476,000	73,000	253,000
Arts attendance											
Arts attendance (any of 8 activities)	25.3 million	3.4 million	2.9 million	766,000	896,000	9.8 million	5.8 million	526,000	670,000	105,000	363,000
Public art gallery	11.5 million	1.9 million	1.3 million	345,000	392,000	4.5 million	2.4 million	163,000	265,000	42,000	145,000
Artistic or cultural festival	9.1 million	1.3 million	1 million	253,000	326,000	3.5 million	2.2 million	156,000	210,000	29,000	92,000
Live performance (theatre/comedy)	11.6 million	1.8 million	1.5 million	337,000	435,000	4.8 million	2 million	226,000	317,000	61,000	189,000
Pop music	12.4 million	1.8 million	1.5 million	384,000	499,000	4.7 million	2.7 million	259,000	352,000	53,000	203,000
Classical music	4.6 million	710,000	525,000	146,000	174,000	1.8 million	1 million	72,000	105,000	13,000	41,000
Heritage or ethnic performance	6 million	923,000	939,000	258,000	347,000	2.3 million	836,000	89,000	139,000	19,000	49,000
Other cultural performance	5.9 million	784,000	598,000	136,000	173,000	2.2 million	1.7 million	107,000	132,000	18,000	50,000
Movie at a theatre	20.9 million	2.8 million	2.5 million	610,000	709,000	8.3 million	4.6 million	424,000	525,000	78,000	283,000
Other groupings of arts attendance statistics											
Arts attendance, excluding movie theatres	21.3 million	2.9 million	2.5 million	679,000	774,000	8.1 million	4.9 million	412,000	561,000	85,000	305,000
Arts performance or festival (excluding art galleries)	20 million	2.8 million	2.4 million	634,000	744,000	7.5 million	4.6 million	398,000	528,000	81,000	287,000
Live music (pop or classical)	13.6 million	2 million	1.6 million	448,000	538,000	5.1 million	2.9 million	272,000	385,000	54,000	211,000
Cultural heritage attendance											
Heritage attendance (any of the 4 activities)	20.7 million	2.9 million	2.4 million	627,000	806,000	8 million	4.5 million	421,000	563,000	79,000	310,000
Museum (other than an art gallery)	10.2 million	1.6 million	1.3 million	346,000	419,000	4 million	1.8 million	156,000	306,000	32,000	137,000
Public art gallery	11.5 million	1.9 million	1.3 million	345,000	392,000	4.5 million	2.4 million	163,000	265,000	42,000	145,000
Historic site	14.7 million	2 million	1.8 million	432,000	529,000	5.7 million	3.1 million	307,000	452,000	64,000	270,000
Zoo, aquarium, botanical garden, planetarium, observatory	13.3 million	1.9 million	1.6 million	347,000	567,000	5.3 million	2.8 million	265,000	304,000	36,000	143,000
Other groupings of cultural heritage attendance statistics											
Any museum	14.2 million	2.2 million	1.7 million	471,000	548,000	5.5 million	2.8 million	214,000	401,000	49,000	197,000

Statistic	Canada	British Columbia	Alberta	Saskatchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	Prince Edward Island	Newfoundland and Labrador
Reading											
Read a book in any format	22.6 million	3.3 million	2.7 million	663,000	823,000	8.6 million	5 million	444,000	622,000	94,000	325,000
E-book	7.9 million	1.2 million	1.1 million	241,000	271,000	3.3 million	1.3 million	117,000	189,000	27,000	107,000
Book in print	21.6 million	3.1 million	2.5 million	637,000	794,000	8.2 million	4.8 million	425,000	593,000	89,000	303,000
Read a magazine in any format	21.2 million	3 million	2.4 million	620,000	722,000	8.1 million	5.1 million	397,000	546,000	76,000	287,000
Magazine online	9.3 million	1.4 million	1 million	228,000	285,000	3.6 million	2.3 million	125,000	184,000	24,000	109,000
Magazine in print	19.6 million	2.8 million	2.2 million	575,000	662,000	7.4 million	4.7 million	383,000	517,000	72,000	262,000
Read a newspaper in any format	27.5 million	3.8 million	3.1 million	827,000	953,000	10.6 million	6.4 million	575,000	739,000	116,000	415,000
News online	23.2 million	3.3 million	2.6 million	703,000	792,000	9.1 million	5.1 million	445,000	618,000	96,000	363,000
Newspaper in print	21.9 million	3.1 million	2.4 million	590,000	783,000	8.3 million	5.2 million	468,000	612,000	94,000	256,000
Movies											
Watch a movie in any format	27.2 million	3.7 million	3.1 million	827,000	964,000	10.6 million	6 million	580,000	745,000	112,000	408,000
Movie at a theatre	20.9 million	2.8 million	2.5 million	610,000	709,000	8.3 million	4.6 million	424,000	525,000	78,000	283,000
Movie on a device	25.9 million	3.6 million	3 million	804,000	914,000	10.2 million	5.5 million	552,000	710,000	107,000	395,000
Recorded music											
Listen to recorded music in any format	26.6 million	3.7 million	3 million	793,000	928,000	10.3 million	6.1 million	569,000	703,000	106,000	401,000
Music on CD, vinyl, etc.	17.6 million	2.3 million	1.9 million	537,000	641,000	6.5 million	4.5 million	400,000	512,000	69,000	291,000
Digital music	23.3 million	3.3 million	2.7 million	686,000	810,000	9.1 million	5.1 million	474,000	621,000	92,000	351,000