

## *Profile of Cultural and Heritage Activities in British Columbia*

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*Provincial Profiles of Cultural and Heritage Activities in 2005*, a new report in the *Statistical Insights on the Arts* series from Hill Strategies Research, provides insights into the number and percentage of British Columbians 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.

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 and 2005, in-depth telephone surveys of almost 1,200 British Columbians 15 years of age or older. The statistics presented in this summary are reliable estimates from this representative sample of British Columbia residents.

### *Reading, music and movies are among the most popular cultural and heritage activities*

In 2005, the most popular cultural and heritage activities in British Columbia were:

- Reading newspapers (89% of the population 15 or older);
- Listening to music on CD's, cassette tapes, DVD audio discs, records, etc. (84%);
- Reading a magazine (81%);
- Watching a video (rented, purchased, VHS or DVD formats) (79%);
- Reading a book (70%);
- Watching a movie at a theatre or drive-in (58%); and
- Visiting a conservation area or nature park (51%).

Along with Ontario, B.C. is the only province where a heritage activity – visiting a conservation area or nature park – attracted at least half of the population in 2005.

### **Many activities attracted a smaller percentage of B.C. residents in 2005 than in 1992**

Many cultural and heritage activities attracted a smaller percentage of British Columbians in 2005 than in 1992, including:

- overall performing arts;
- museums;
- zoos, aquariums, botanical gardens, planetariums or observatories;
- conservation areas or nature parks;
- the reading of newspapers, magazines and books; and
- listening to music on CDs or other formats.

Other cultural and heritage activities attracted about the same percentage of British Columbians in 2005 as in 1992, including theatre attendance, popular music attendance, culturally-specific performing arts attendance, art galleries, historic sites, movies and videos. (The changes over time in these statistics are within each statistic's margin of error.)

No cultural or heritage activities in B.C. saw an increase in participation (larger than the statistic's margin of error).

Given the population growth between 1992 and 2005, **all** cultural and heritage activities saw an increase in the absolute number of B.C. residents attending, visiting, reading, watching or listening.

### **Full report**

The British Columbia section of the full report contains much more information and detailed tables regarding British Columbians' cultural and heritage activities in 1992 and 2005. The full report, funded by the Canada Council for the Arts, the Department of Canadian Heritage and the Ontario Arts Council, is available free of charge on the Hill Strategies Research website (<http://www.hillstrategies.com>) and the websites of the funding organizations.

### **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 provincial residents while travelling out of province or out of the country and excludes attendance by residents of other provinces or countries while travelling in the province. This would mean, for example, that the data on provincial museum visitors represents the number of provincial residents who visited at least one museum (anywhere) during the survey year, *not* the total visits made to museums in the province.

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