

## ***Profile of Cultural and Heritage Activities in Newfoundland and Labrador***

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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 Newfoundland and Labrador residents 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 about 550 Newfoundland and Labrador residents 15 years of age or older. The statistics presented in this summary are reliable estimates from this representative sample of Newfoundland and Labrador residents.

### ***Music, reading and movies are among the most popular cultural and heritage activities***

In 2005, the most popular cultural and heritage activities in Newfoundland and Labrador were:

- Listening to music on CD's, cassette tapes, DVD audio discs, records, etc. (84% of the population 15 or older);
- Reading newspapers (84%);
- Watching a video (rented, purchased, VHS or DVD formats) (77%);
- Reading a magazine (70%);
- Reading a book (62%); and
- Watching a movie at a theatre or drive-in (50%).

### ***Most activities attracted about the same percentage of Newfoundland and Labrador residents in 2005 as in 1992***

Most cultural and heritage activities attracted a similar percentage of Newfoundland and Labrador residents in 2005 as in 1992.

The two activities that attracted a larger percentage of Newfoundland and Labrador residents in 2005 than in 1992 were visits to historic sites and watching movies at a theatre or drive-in.

Some cultural and heritage activities attracted a smaller percentage of Newfoundland and Labrador residents in 2005 than in 1992, including popular music attendance, visits to conservation areas or nature parks, newspaper reading and magazine reading.

### **Full report**

The Newfoundland and Labrador section of the full report contains much more information and detailed tables regarding Newfoundland and Labrador residents' 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 Newfoundland and Labrador 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.

### **Contact information**

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