

Profile of Cultural and Heritage Activities in Ontario

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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 Ontarians 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 over 2,200 Ontarians 15 years of age or older. The statistics presented in this summary are reliable estimates from this representative sample of Ontario residents.

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

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

- Reading newspapers (88% of the population 15 or older);
- Listening to music on CD's, cassette tapes, DVD audio discs, records, etc. (83%);
- Watching a video (rented, purchased, VHS or DVD formats) (80%);
- Reading a magazine (80%);
- Reading a book (69%);
- Watching a movie at a theatre or drive-in (59%); and
- Visiting a conservation area or nature park (52%).

Along with B.C., Ontario 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 larger percentage of Ontarians in 2005 than in 1992

Many cultural and heritage activities attracted a larger percentage of Ontarians in 2005 than in 1992, including cultural/heritage performances (such as Aboriginal dance, Chinese opera, or Ukrainian dance), museums, public art galleries, historic sites, book reading, movies and videos.

Other cultural and heritage activities attracted a similar percentage of Ontarians in 2005 as in 1992. These include overall performing arts, theatre, popular music, zoos and other heritage organizations, conservation areas and nature parks, magazine reading, as well as listening to music on CDs or other pre-recorded formats.

Only classical music attendance and newspaper reading attracted a smaller percentage of Ontarians in 2005 than in 1992.

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

Full report

The Ontario section of the full report contains much more information and detailed tables regarding Ontarians' 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.

Contact information

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