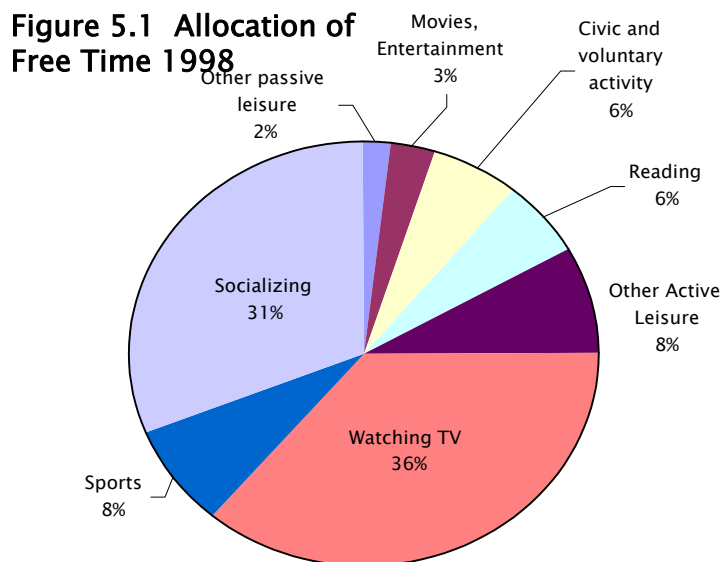


## 5.0 LEISURE TRENDS

The average Canadian over age 16 enjoys 6.2 hours of leisure time per day. Over the last 10 years the amount of leisure time has remained stagnant for Canadians, with average leisure time only increasing 5 minutes per day between 1992 and 1998. Information used by Statistics Canada is self reported and therefore may contain bias that puts the individual in a better light. Therefore, information on socially desirable activities like reading may be over-reported while undesirable activities like television watching may be under reported.

### 5.1 Allocation of Free Time

Not surprisingly, age and gender have a relationship with the amount of free time available. On average, Canadian men over age 15 enjoy a half an hour more free time than Canadian women over age 15. Younger Canadians, especially those under 25, have more than average leisure time at 6.6 hours per day. Senior Canadians enjoy the most leisure time at 8.5 hours per day.



Source: Statistics Canada

Between 1992 and 1998, Canadians reduced the amount of leisure time they devote to reading by six minutes per day. Other categories like watching television and active sports have experienced increased time allocations at 1 and 3 minutes per day respectively.

**Table 5.1 Average Hours Spent per Day by Activity, Canada, 1992 and 1998**

	1992 Hrs	1998 Hrs	Difference in Minutes
Paid Work	3.6	3.6	2.0
Unpaid Work (Housework + Childcare)	3.2	3.2	0.0
Education	0.6	0.6	1.0
Sleep + Meals + Personal Care	10.5	10.4	-0.7
Free Time	6.1	6.2	5.0
Civic & Voluntary Activity	0.4	0.4	1.0
Socializing	1.8	1.9	5.0
Television, reading, other passive leisure	2.8	2.7	-6.0
Watching TV	2.2	2.2	1.0
Reading books, magazines, papers	0.5	0.4	-6.0
Other Passive Leisure	0.1	0.1	-1.0
Movies, other entertainment	0.1	0.2	4.0
Active Leisure	1.0	1.0	1.0
Active sports	0.5	0.5	3.0
Other Active leisure	0.5	0.5	-1.0
<b>Total</b>	<b>24.0</b>	<b>24.0</b>	

Source: Statistics Canada General Social Survey, Time Use Cycles, 1992 and 1998

## 5.2 Allocation of Expenditures

Total spending on reading and recreation has increased from 1992 to 1998 in Canada. In 1998, a little over 6% of household expenditures were in recreation or reading. This means that Canadians are spending a larger portion of their budget on recreation and reading than in 1992, when spending was only 5.5% of the household expenditures.

**Table 5.2 Average HH Expenditures in Major Categories, Canada, 1992, 1996-1998**

	Current Dollars				% Change
Food	5,686	5,962	5,708	5,880	3.4
Shelter	8,102	9,813	9,873	10,092	24.6
Household Operation	1,974	2,268	2,287	2,362	19.7
Household furnishings & equipment	1,372	1,294	1,336	1,489	8.5
Clothing	2,222	2,116	2,183	2,201	-0.9
Transportation	5,640	6,045	6,203	6,363	12.8
Health Care	867	1,006	1,152	1,191	37.4
Personal Care	844	835	665	693	-17.9
Recreation	2,300	2,641	2,784	2,947	28.1
Reading materials & other printed matter	248	253	275	276	11.3
Education	430	555	659	679	57.9
Tobacco products & Alcohol	1,410	1,148	1,142	1,214	-13.9
Miscellaneous	1,322	695	796	814	-38.4
Games of chance	...	264	247	249	...
Other (non-money gifts, gifts of clothing)	...	509	...	...	...
Total current consumption	32,417	35,405	35,308	36,450	12.4
Personal Taxes	9,378	10,752	10,638	10,965	16.9
Personal insurance and pension contributions	2,289	2,600	2,785	2,802	22.4
Gifts of Money & contributions	1,464	1,191	1,240	1,144	-21.9
Total expenditure	45,548	49,948	49,971	51,362	12.8

Source: Statistics Canada Family Expenditure Survey 1992, 1996 and Survey of Household Expenditures 1997 and 1998

### 5.3 Arts and Culture Trends

Arts and culture form an important part of leisure time. Those with the most leisure time, like retirees with 8.5 hours per day, should exhibit a higher involvement in cultural activities. As the Canadian population ages, arts and culture activities will experience increased participation. People allocate more time to culture-related activities than socializing (31%), playing sports (8%), and volunteering (6%). Statistics Canada provides statistics on over 35 different culture related activities. The definition of culture for the data considers “seven major functional elements including creation, production, preservation, manufacturing, distribution, support services and consumption. Consumption, which encompasses both active and passive participation, was deemed as one of the essential elements.” Culture data is collected once every six years.

#### Participation in Culture –Related Activities

Canadians participate in a wide variety of culture-related activities. The most common culture-related activity is reading the newspaper, but listening to music, reading books, and seeing movies also have over 50% of the Canadian population participating at least once per year.

**Table 5.3 Participation in Culture Activities by  
Canadians Age 15 and Over, 1998**

	<b>Number (000s)</b>	<b>Rate (%)</b>
Read newspaper	19,851	81.8
Listen to pre-recorded music	18,625	76.8
Watch video on VCR	17,690	72.9
Read magazine	17,264	71.2
Read book	14,881	61.3
Go to movie	14,340	59.1
Visit conservation area or nature park	10,904	44.9
Attend professional concert or performance	8,391	34.6
Visit historical site	7,863	32.4
Visit zoo, aquarium, botanical garden	7,820	32.2
Visit museum or art gallery	7,210	29.7
Use Internet	7,171	29.6
Do crafts	7,108	29.3
Borrow library materials	6,036	24.9
Attend festival	5,493	22.6
Visit public art gallery/ art museum	5,364	22.1
Attend Theatrical performance	4,839	19.9
Play a musical instrument	4,150	17.1
Attend Other popular stage	3,778	15.6
Attend Cultural/ heritage performance	3,349	13.8
Visit science or natural history museum	3,128	12.9
Do Visual arts	2,809	11.6
Visit general, human history or community museum	2,637	10.9
Visit commercial art gallery	2,057	8.5
Do artistic photography	2,036	8.4
Sin in a Choir or solo	1,991	8.2
Attend symphonic/classical music	1,997	8.2
Attend dance performance	1,658	6.8
Dance/Choreography	1,337	5.5
Acting/theatrical activity	815	3.4

Source: Statistics Canada, General Social Survey, 1998

Canadians spend 36% of their free time, 2.2 hours per day, watching television, which makes it the culture-related activity to which Canadians devote the most time. On average, Canadians spend 24 minutes per day reading the newspaper and half an hour to other forms of leisure.

Statistics Canada breaks down participation rates by province, providing invaluable information on the interests of Manitobans. In addition, breaking down the information by province may indicate which activities are not easily accessible to people in the province. Manitobans and Albertans have the highest participation rates for zoos, botanical gardens, and planetariums. In addition, Manitobans exhibit high participation rates for cultural and heritage performances. Other activities for which Manitoba has relatively high participation in comparison to Canada as a whole include doing crafts, playing musical instruments, acting, visiting human history museums, and visiting community museums. In contrast, Manitobans exhibit lower than average participation in activities like visual arts, art museum visits, art gallery visits, and magazine reading.

**Table 5.4 Participation Rates in Various Culture Activities,  
Canada and the Provinces, 1998**

	Canada	NF	PEI	NS	NB	PQ	ON	MB	SK	AB	BC
Read a newspaper	82	87	90	88	84	82	80	80	82	84	82
Read a magazine	71	72	76	81	71	72	70	64	73	75	70
Read a book	61	64	64	66	59	59	61	60	58	62	66
Use library services	26	20	23	26	20	24	28	24	26	27	38
Borrow Library materials	25	15	21	22	17	22	25	22	24	24	35
Go to a movie	59	46	58	62	51	61	60	54	52	62	57
Watch a video on VCR	73	79	74	77	77	69	73	73	72	78	72
Listen to cassettes, records, CDs	77	82	76	79	79	80	75	75	72	78	75
Use internet	30	27	27	28	28	24	32	28	22	30	36
Attend a Professional Concert or Performance	35	24	35	28	23	38	35	28	24	35	35
Theatrical Performance	20	12	23	14	11	19	22	15	12	20	23
Popular Musical	20	16	21	17	15	22	20	16	15	21	19
Symphonic, classical music	8	4	6	6	4	11	7	7	4	8	11
Choral music	7	5	10	7	7	9	5	5	4	5	8
Dance	7	5	9	6	7	7	6	8	6	8	8
Children's performance	7	6	10	6	7	9	6	5	5	5	8
Festival	23	16	20	32	20	32	19	18	18	21	17
Cultural/ heritage performance	14	14	13	14	13	13	14	19	12	15	11
Other popular stage performance	16	14	20	15	17	20	15	16	14	14	11
Visit a Museum or Art Gallery	30	21	24	36	22	29	29	26	30	30	36
Public Art Gallery, Art Museum	22	13	13	21	16	20	23	16	21	23	29
Commercial Art Gallery	9	5	5	6	6	13	6	4	5	6	13
Science or Natural History Museum	13	9	10	18	9	11	13	13	13	13	16
General, Human History, or Community museum	11	10	10	17	9	13	9	14	11	11	12
Visit a Historical Site	32	45	35	49	36	31	31	30	28	34	33
Visit a Zoo, aquarium, garden, planetarium	32	23	14	32	25	34	31	39	22	39	33
Do any visual arts	12	8	10	15	10	11	12	9	11	12	12
Do any crafts	29	38	35	39	35	20	32	32	35	32	30
Play a musical instrument	17	16	17	19	17	16	17	19	17	18	17
Sing in a Choir or solo	8	14	14	15	13	8	7	10	7	8	9
Dance or Choreography	6	12	11	12	12	4	6	5	6	5	4
Acting or theatrical activity	3			4	4	3	3	5	3	4	4
Write Poetry, short stories, etc	10	10	8	12	10	8	10	9	8	10	9
Do artistic photography	8	5	7	9	11	5	9	8	7	8	13

Source: Statistics Canada, General Social Survey, 1998

Similar statistical information on cultural participation is available for U.S. adults from the National Endowment for the Arts. The chart below shows trends from 1982 through 2002 in arts participation. Looking at culture trends over time shows what types of facilities the city may need over the next twenty years. Notably, Jazz listening is the only activity that exhibited increased participation as a percentage of population over the past twenty years. Absolute attendance for activities like classical music, opera, musical plays, non-musical plays, and historical sites has risen over the past twenty years. This means that existing performance space must be examined to see if it can withstand continued increases in participation. Absolute attendance has fallen for activities like ballet and other dance. Many of the activities can use similar performance space, meaning that growth areas like jazz and plays can take over times once occupied by dance troupes.

**Table 5.5 U.S. Adults Participating in the Arts at least Once in Past 12 Months**

	Percent of Adults			Millions of Adults		
	Attending/Visiting/Reading			Attending/Visiting/Reading		
	1982	1992	2002	1982	1992	2002
<b>Music</b>						
Jazz	9.6	10.6	10.8	15.7	19.7	22.2
Classical Music	13.0	12.5	11.6	21.3	23.2	23.8
Opera	3	3.3	3.2	4.5	6.1	6.6
<b>Plays</b>						
Musical Plays	18.6	17.4	17.1	30.5	32.3	35.1
Non-Musical Plays	11.9	13.5	12.3	19.5	25.1	25.2
<b>Dance</b>						
Ballet	4.2	4.7	3.9	6.9	8.7	8.0
Other Dance		7.1	6.3		13.2	12.1
<b>Visual Arts</b>						
Art Museums/ Galleries	22.1	26.7	26.5	36.2	49.6	54.3
Art/craft fairs and festivals	39	40.7	33.4	63.9	75.6	68.4
Historic Sites						
Parks/historic buildings	37	34.5	31.6	60.6	64.1	64.7
<b>Literature</b>						
Plays/poetry/novels/stories	56.9	54.0	46.3	93.3	100.3	95.3

Source: National Endowment of the Arts, 2002 Survey of Public Participation in the Arts

The following information identifies trends in creating or performing arts over the past 20 years. Each activity has experienced a reduced percentage of the population performing or creating art except music composition. The absolute number of people involved in creating or performing art has also fallen except for composing music and writing poetry, novels, plays, and short stories.

**Table 5.6 U.S. Adults Performing or Creating Art at least Once in Past 12 Months**

	Percent of Adults Personally Performing or Creating		Millions of Adults Personally Performing or Creating	
	1992	2002	1992	2002
<b>Music</b>				
Jazz	1.7	1.3	3.2	2.7
Classical Music	4.2	1.8	7.8	3.7
Opera	1.1	.7	2.0	1.4
Choir/Chorale	6.3	4.8	11.7	9.8
Composing Music	2.1	2.3	3.9	4.7
<b>Plays</b>				
Musical Plays	3.8	2.4	7.1	4.9
Non-Musical Plays	1.6	1.4	3.0	2.9
<b>Dance</b>				
Ballet	0.2	0.3	0.4	0.6
Other Dance	8.1	4.2	15.0	8.6
<b>Visual Arts</b>				
Painting Drawing	9.6	8.6	17.8	17.6
Pottery Jewellery	8.4	6.9	15.6	14.1
Weaving Sewing	24.8	16.0	46.1	32.7
Photography	11.6	11.5	21.6	23.5
Own Original Art	22.1	19.3	41.1	39.5
<b>Literature</b>				
Plays/poetry/short stories	7.4	7.0	13.7	14.4

Source: National Endowment for the Arts, 2002 Survey of Public Participation in the Arts

**Age and Participation in Arts and Culture**

As the North American population ages, the demographics of arts attendance will reflect the upward age shift. For each category in the National Endowment of the Arts, a median age increase of 2 to 5 years was found. Similar shifts should be seen in Canadian arts audiences. Classical music had the oldest median arts attendance at 49 years old in 2002. Jazz has the lowest median age arts attendance at 43 years old in 2002. This indicates that unless classical music performances make a comeback with younger age groups, fewer performances will be demanded over the next few years. The younger jazz audience will be attending performances for many years to come, which will lead to steady or increased demand for jazz appropriate venues.

**Table 5.7 Median Age of U.S. Arts Attendees, 1992 and 2002**

Category	Median Age in 1992	Median Age in 2002	Change 1992-2002
SPPA respondents	42	45	+3
Jazz	37	43	+6
Classical Music	45	49	+4
Opera	45	48	+3
Musicals	43	45	+2
Plays	44	46	+2
Ballet	40	44	+4
Art Museums	40	45	+5

Source: National Endowment for the Arts, 1992 and 2002 Survey of Public Participation in the Art

**Table 5.8 2002 U.S. Arts Attendance Rates by Age Group**

Age	Adult Population in Millions	Jazz	Classical Music	Opera	Musical	Plays	Ballet	Other Dance	Art Museum	Historic Park	Arts/Crafts Fairs	Read Literature
All Adults	205.9	10.8%	11.6%	3.2%	17.1%	12.3%	3.9%	6.3%	26.5%	31.6%	33.4%	46.7%
18-24	26.8	10.5	7.8	2.0	14.8	11.4	2.6	6.2	23.7	28.3	29.2	42.8
25-34	36.9	10.8	9.0	3.0	15.4	10.7	3.5	5.9	26.7	33.3	33.5	47.7
35-44	44.2	13.0	10.7	2.8	19.1	13.0	4.9	7.0	27.4	35.8	37.2	46.6
45-54	39.0	13.9	15.2	4.0	19.3	15.2	5.1	8.0	32.9	38.0	38.8	51.6
55-64	25.9	8.8	15.6	4.2	19.7	13.8	3.3	6.0	27.8	31.6	35.1	48.9
65-74	17.6	7.6	12.5	4.0	16.6	13	3.3	5.4	23.4	24.2	31.1	45.3
75+	15.5	3.9	9.5	1.8	10.1	5.4	2.2	3.0	13.4	12.8	15.7	36.7

Source: National Endowment in the Arts, 2002 Survey of Public Participation in the Arts

**Arts and Culture Expenditures:**

From 1992 to 1998, Canada’s average expenditure per household on selected culture event and activities increased by 24%. Not all of the categories experienced increased spending. For instance, works of art, carving and vases experienced a 27% decrease in spending over the same period. The largest positive change in expenditure was for antiques, movie admissions, books, photographers, and cable television.

**Table 5.9 Avg. Family Expenditure on Culture Activities,  
Canada 1992 - 1998 (Current Dollars)**

	Average Expenditure per household \$				% Change	Total Expenditure on Culture (millions)			
	1992	1996	1997	1998		1992	1996	1997	1998
Works of Art, carvings and vases	64	65	32	47	-27	731	818	417	620
Antiques	8	8	8	15	88	91	101	104	198
Live Performing arts	51	61	69	66	29	582	768	899	871
Newspapers	100	109	112	108	8	1142	1372	1460	1425
Magazines	66	51	63	65	-2	754	642	821	857
Books (excluding school books)	68	76	81	85	25	776	957	1056	1121
Maps, sheet music, & other printed material	7	6	7	7	0	80	76	91	92
Textbooks	60	67	74	78	30	685	843	965	1029
Movie Admissions	48	58	73	77	60	548	730	952	1016
CDs, tapes, videos and video discs	122	146	121	125	2	1393	1838	1577	1649
Rental of videos	80	92	95	102	28	913	1158	1238	1346
Film and Processing	82	70	77	76	-7	936	881	1004	1003
Photographers' and other	19	25	26	26	37	217	315	339	343
Photographic services									
Rental of cable vision and satellite services	186	260	281	307	65	2124	3273	3663	4050
Admissions to Museums and other activities	22	17	31	32	45	251	214	404	422
Library Services	8	10	11	10	25	91	126	143	132
<b>Total Cultural Events and Activities</b>	991	1121	1161	1226	24	11314	14110	15134	16174
	36,169	38,322	39,313	40,397	12				
<b>Total Expenditure for FAMEX</b>									

Sources: Statistics Canada, Survey of Family Expenditures (FAMEX) 1992 and 1996, Survey of Household Spending 1997, 1998.

### Reasons for Non- Participation

An individual considers several factors when deciding whether to participate in a culture related activity according to Statistics Canada's Culture Statistics Program. First, the activity must be available and relatively accessible. In many areas, culture activities like opera are simply unavailable to Canadians. In other cases the culture activity may be available, but inaccessible to many because of prohibitive prices or lack of necessary knowledge to enjoy the culture activity. Canadians may not participate for a combination of factors including lack of opportunity, inaccessibility, lack of time, and economic restrictions.