

## Survey on cultural practices in Quebec

### 2009 Highlights

#### Introduction

The Survey on cultural practices in Quebec was conducted by the ministère de la Culture, des Communications, et de la Condition féminine (MCCCF) with a view to better understanding the evolution of the cultural behaviours of Quebec's population. Every five years since 1979, the survey has been measuring activities practised, as reported by residents aged 15 and over<sup>1</sup>.

The most recent data collection took place in the spring of 2009 and measures cultural practices over the twelve months prior to the Survey.

The Survey sample has always been representative of Quebec's population. Nonetheless, it has generally grown over the years to broaden the spectrum of possible statistical analyses. In 1979, 2,983 interviews were conducted. In 2009, this number increased to 6,878, the largest sample gathered to date in the context of this Survey.

In addition to being representative of Quebec's population, this type of sample allows for analyses to be carried out according to different variables such as language spoken at home or region of residence<sup>2</sup>. For example, data from the Survey is used to develop the regional statistical portraits, the *Portraits statistiques régionaux*<sup>3</sup>.

1. Except for 1979, when the minimum age to participate in the survey was 18.

2. A minimum number of respondents is planned for each administrative region.

3. The first edition of the *Portraits statistiques régionaux* was published in 2005 by the MCCCF. The Portraits will be updated shortly. For more information, visit the MCCCF Web site at [www.mcccf.gouv.qc.ca](http://www.mcccf.gouv.qc.ca).

#### In this issue:

Introduction .....	1
Context .....	2
Highlights .....	3
1. Visits to cultural establishments: A social investment that's growing..	3
2. Technological mediation of culture in households: A general trend..	6
3. Reading: The beginning of a transition towards digital formats. ....	9
4. The performing arts: A feast for the eyes and ears. ....	11
5. Renting movies and going out to movie theatres....	20
6. Hobby activities: A creative outlet for culture enthusiasts.....	22
Conclusion .....	26
Note on methodology .....	27

The Survey covers several cultural sectors. It provides information on audiovisual equipment in households; media consumption and Internet use; reading habits; music listening and consumption habits; visits to cultural establishments; movie rentals; outings to movie theatres and shows; amateur and professional activities; and the purchase of works of art and arts and crafts. However, the objective of this publication is not to outline all of these sectors, but rather, to present the general trends identified in the 2009 Survey. The highlights will be presented in a summary fashion and the trends for each of the sectors will be discussed in subsequent publications.

Although the Survey provides a wealth of information on cultural practices in Quebec, it does not specifically seek to answer the *how* or *why* regarding variations or continuity in the trends. Hypotheses may contribute to increasing

understanding about these phenomena, but these hypotheses clearly do not provide definitive answers. Additional studies are required to respond to these questions.

For the most part, this Survey follows along the lines of the previous surveys. Modifications were made to the questionnaire with a view to better measuring current cultural practices. One of the changes includes a component on additional questions about Internet use. This was needed in order to better pinpoint Internet use, with all the changes brought about by this, whether the changes were received enthusiastically or with reservations. In addition, although previously excluded from the sample, inhabitants of Cree and Northern communities were interviewed. Thus, it can now be stated that the Survey covers the entire territory of Quebec.

## Context

It is important to remember the context in which Quebec's population found itself at the time that the data was gathered (April 16 to June 21, 2009), since the questions in the Survey refer to cultural practices that were carried out over the previous twelve months. Although the global financial crisis was looming in 2007, it was only in 2008 that it truly exploded<sup>4</sup>. Quebec and Canada were not the hardest hit by this crisis. It remains difficult, however, to pinpoint the real consequences of this crisis on cultural practices in Quebec, based on the results of the Survey. One thing is for certain: attendance at performing arts shows, which has never been higher, seems to have been immune from this crisis to some extent.

---

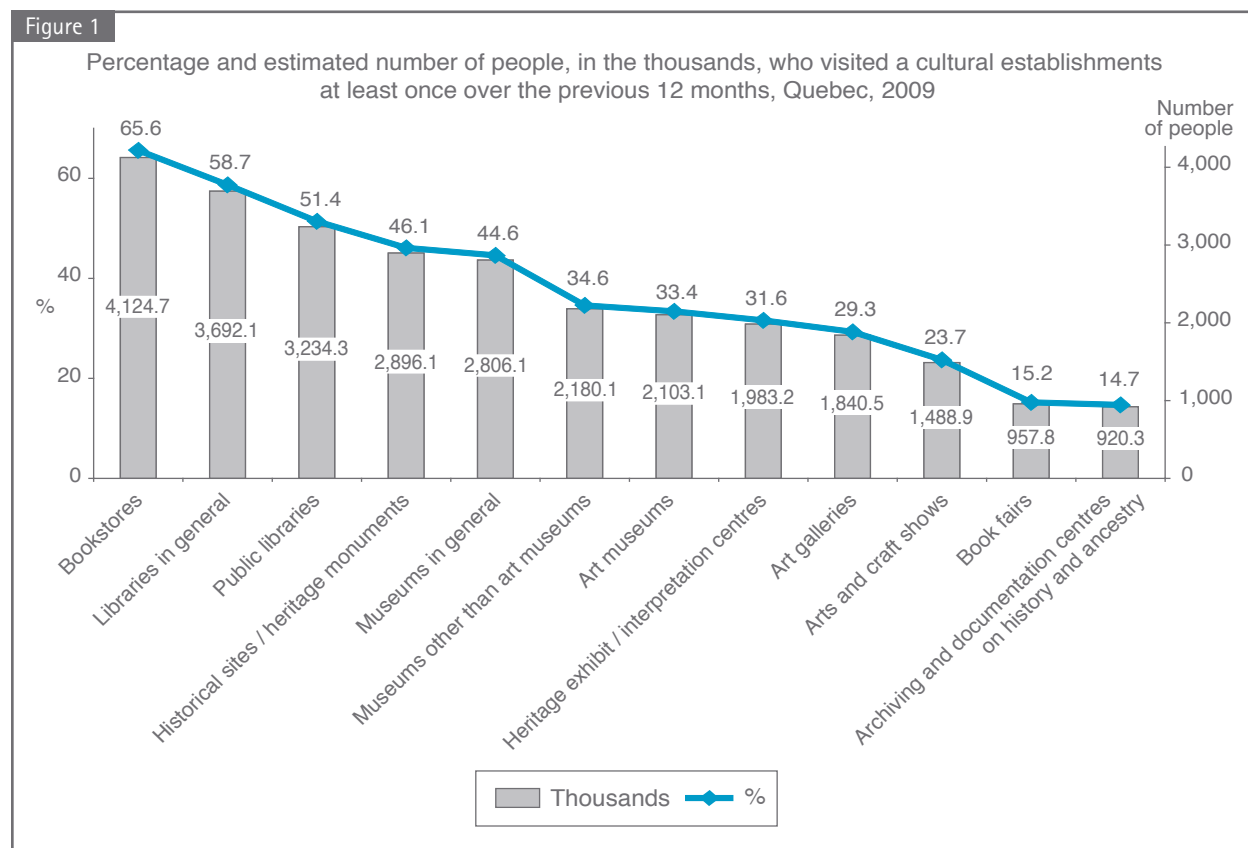
4. Sapir, J. 2008. "Une décade prodigieuse. La crise financière entre temps court et temps long." *Revue de la régulation. Capitalisme, institutions, pouvoirs*. Issue 3/4. Retrieved from <http://regulation.revues.org/index4032.html>

## Highlights

The data is derived from the five-yearly Survey on cultural practices, conducted by the ministère de la Culture, des Communications, et de la Condition féminine, and, in particular, from the latest Survey in 2009. The 2009 Survey sample consists of 6,878 respondents who were interviewed in the spring about their cultural practices over the twelve months prior to the Survey. The sample is representative of Quebec's population aged 15 and over.

### 1. Visits to cultural establishments: A social investment that's growing.

- In 2009, 84.4% of Quebec's population aged 15 and over visited one of the cultural establishments in the Survey at least once. This percentage is more or less the same as in 2004.
- In 2009, as in 2004, cultural establishments most often visited were bookstores (65.6%), libraries in general (58.7%), and public libraries (51.4%) (Figure 1). However, in 2009, historical sites and heritage monuments (46.1%) took fourth place, compared to museums in general in 2004.
- Almost all the cultural establishments in the Survey saw an increase in visits between 1979 (or 1989, as appropriate) and 2009.
- The cultural establishments that saw the greatest increase in visits since 1979 (or 1989, as appropriate) were public libraries (+118.7%), museums other than art museums (96.6%), and archiving and documentation centres on history and ancestry (+72.9%) (Table 1).



- Only arts and craft shows—which saw a significant decrease in visitors between 1983 and 1994—were less visited in 2009 than in 1979. However, it seems that they are making a comeback, as is indicated by the slight but consistent increase in attendance rates that has been observed since 1994 (Table 1).
- Visits to certain cultural establishments decreased or remained the same among individuals with the highest level of schooling between 1979 (or 1989, where appropriate) and 2009. It was noted that fewer individuals with a university degree visited book fairs, arts and craft shows, and art galleries in 2009 than in 1979. However, more individuals with a university degree visited museums other than art museums (e.g., museums of civilization, history museums, etc.), public libraries, and archiving and documentation centres on history and ancestry (Table 2).
- It is interesting to note that, in many cases, the increase in visits to cultural establishments from 1979 to 2009 was greater among individuals with a primary, secondary, or college-level diploma than among individuals with a university degree. This was the case for bookstores, public libraries, museums in general, art museums, museums other than art museums, historical sites and heritage monuments, art galleries, book fairs, and archives and documentation centres on history and ancestry (Table 2).

**Table 1: Visits to cultural establishments, 1979-2009**

Establishments	Survey Years (%)							Change (% pts)		Change (%)	
	1979*	1983	1989	1994	1999	2004	2009	2004-2009	1979-2009	2004-2009	1979-2009
Bookstores	49.3	50.7	59.5	62.3	61.5	71.2	65.6	-5.6	16.3	-7.9	33.1
Libraries in general**	N/A	N/A	45.9	40.6	45.7	54.4	58.7	4.3	12.8***	7.9	27.9***
Public libraries	23.5	33.0	34.3	32.5	37.3	47.6	51.4	3.8	27.9	8.0	118.7
Museums in general	31.2	30.1	39.3	36.9	39.1	41.7	44.6	2.9	13.4	7.0	43.0
Art museums	23.2	22.8	28.1	27.0	30.6	32.6	33.4	0.8	10.2	2.5	44.0
Museums other than art museums	17.6	17.3	24.4	20.9	22.8	26.2	34.6	8.4	17.0	32.1	96.6
Historical sites / heritage monuments	30.4	28.8	37.6	32.4	38.9	40.3	46.1	5.8	15.7	14.4	51.6
Arts and craft shows	43.8	45.7	24.8	20.5	20.8	21.9	23.7	1.8	-20.1	8.2	-45.9
Art galleries	18.3	19.9	23.0	18.9	21.0	33.3	29.3	-4.0	11.0	-12.0	60.1
Book fairs	12.4	21.3	14.2	14.1	14.8	15.8	15.2	-0.6	2.8	-3.8	22.6
Archiving and documentation centres on history and ancestry	N/A	N/A	8.5	6.7	9.3	11.4	14.7	3.3	6.2***	28.9	72.9***
Heritage exhibit / interpretation centres	N/A	N/A	N/A	N/A	N/A	N/A	31.6	N/A	N/A	N/A	N/A

\* Reference population in 1979: 18 years and over.

\*\* In 1979 and 1983, the question dealt only with visits to public libraries. Questions were added in 1989, 1994, 1999, 2004, and 2009 to encompass visits to libraries in schools, organizations, and businesses.

\*\*\* Change in percentage points and in percentage is from 1989 to 2009, not from 1979 to 2009.

**Table 2: Visits to cultural establishments by the highest level of schooling completed, Quebec, 1979-2009**

Estab- lishments	1979 (%)	1983 (%)	1989 (%)	1994 (%)	1999 (%)	2004 (%)	2009 (%)	Change 2004-2009 (% pts)	Change 1979-2009 (%)
<b>Bookstores</b>									
Primary	17.9	19.3	24.0	23.1	19.8	36.2	29.8	-6.4	66.5
Secondary	42.1	40.4	48.4	48.6	42.6	58.0	50.5	-7.5	20.0
College-level	61.5	63.2	67.5	67.5	62.8	76.6	71.4	-5.2	16.1
University	83.0	86.5	87.9	87.2	83.9	88.0	82.8	-5.2	0.0
<b>Public libraries</b>									
Primary	5.9	9.4	12.0	13.5	8.7	26.6	28.3	1.7	379.7
Secondary	14.6	30.4	29.9	25.2	28.6	41.1	42.4	1.3	190.4
College-level	31.3	38.1	38.2	35.6	37.5	52.8	51.9	-0.9	65.8
University	50.4	58.2	49.8	44.2	50.4	54.8	64.8	10.0	28.6
<b>Museums in general</b>									
Primary	13.9	14.5	19.4	13.9	15.6	14.6	22.6	8.0	62.6
Secondary	24.4	23.3	29.9	23.1	24.5	27.9	30.9	3.0	26.6
College-level	36.7	35.7	40.3	38.3	36.1	41.8	44.4	2.6	21.0
University	59.9	54.3	67.6	61.6	59.7	61.1	63.4	2.3	5.8
<b>Art museums</b>									
Primary	9.9	10.6	12.1	9.9	9.5	10.4	18.6	8.2	87.9
Secondary	17.4	15.0	20.1	15.4	17.2	19.3	20.9	1.6	20.1
College-level	26.3	27.1	26.6	26.6	27.4	31.8	31.0	-0.8	17.9
University	49.6	47.8	56.2	50.1	50.2	51.1	51.7	0.6	4.2
<b>Museums other than art museums</b>									
Primary	6.3	7.2	9.7	4.9	7.7	21.3	15.5	-5.8	146.0
Secondary	14.2	14.5	18.4	13.2	13.7	25.3	24.1	-1.2	69.7
College-level	22.3	20.9	25.3	23.2	20.5	26.0	35.7	9.7	60.1
University	31.3	28.8	43.1	33.2	36.9	28.7	48.7	20.0	55.6
<b>Historical sites / heritage monuments</b>									
Primary	10.9	15.8	21.4	10.5	11.5	17.2	23.4	6.2	114.7
Secondary	25.2	22.8	31.4	22.4	28.1	29.5	33.9	4.4	34.5
College-level	34.6	33.3	40.6	34.4	37.8	41.7	47.6	5.9	37.6
University	62.0	49.9	53.5	51.0	55.4	55.0	61.9	6.9	0.0
<b>Arts and craft shows</b>									
Primary	21.8	30.4	17.6	7.4	11.7	11.5	15.2	3.7	-30.3
Secondary	37.3	38.7	20.5	17.3	16.9	17.1	17.8	0.7	-52.3
College-level	53.7	53.5	25.6	22.3	21.0	22.0	24.3	2.3	-54.8
University	68.9	64.3	36.0	26.6	25.0	28.6	30.8	2.2	-55.3
<b>Art galleries</b>									
Primary	5.8	7.5	7.7	4.3	3.8	10.3	12.9	2.6	122.4
Secondary	9.7	12.1	17.7	10.5	11.1	21.2	18.2	-3.0	87.6
College-level	22.5	23.5	21.9	18.8	19.3	33.0	29.9	-3.1	32.9
University	48.0	48.2	44.8	36.3	35.1	50.4	43.4	-7.0	-9.6
<b>Book fairs</b>									
Primary	4.3	6.4	7.0	5.1	4.8	6.6	7.6	1.0	76.7
Secondary	7.3	16.0	12.3	8.2	10.4	10.4	10.4	0.0	42.5
College-level	17.4	26.9	13.6	14.4	13.3	13.6	14.8	1.2	-14.9
University	24.9	40.9	23.3	24.9	22.7	24.7	21.9	-2.8	-12.0
<b>Archiving and documentation centres on history and ancestry*</b>									
Primary	N/A	N/A	4.0	1.0	3.7	5.4	11.3	5.9	182.5
Secondary	N/A	N/A	5.7	3.8	7.1	9.5	12.4	2.9	117.5
College-level	N/A	N/A	9.1	6.2	8.7	11.6	15.4	3.8	69.2
University	N/A	N/A	15.3	13.6	13.3	14.9	16.9	1.7	10.5

\* Change in percentage points and in percentage is from 1989 to 2009, not from 1979 to 2009.

## 2. Technological mediation of culture in households: A general trend.

- Quebec households have an increasingly greater number of audiovisual equipment and are subscribed to various services.
- Households accumulate equipment, unless the equipment is replaced by superior technology. This is the case of the videocassette recorder, which is slowly being replaced by videodisc players and Blu-Ray players.
- In 70% of Quebec households, at least one person has a cellular telephone (Table 3).
- The consistently increasing number of households with a computer and a high-speed Internet connection indicates that this equipment and service are currently part of the daily life of Quebec's population. In 2009, approximately 80% of Quebec households had a computer (Table 3).

**Table 3: Percentage of households with a variety of audiovisual equipment and who are subscribed to a television service and to an Internet connection, Quebec, 1989-2009**

Audiovisual equipment	Percentage of households				
	1989 (%)	1994 (%)	1999 (%)	2004 (%)	2009 (%)
Videocassette recorder	59.4	80.3	85.6	85.3	69.0
Home theatre	N/A	N/A	N/A	17.3	29.5
Cable subscription	61.3	65.9	69.6	65.7	61.8
Satellite television	N/A	N/A	N/A	13.5	24.1
Pay programming	N/A	N/A	N/A	25.3	38.6
Videogame console	N/A	32.7	31.9	24.1	36.8
CD player	14.5	48.5	74.9	82.1	88.1
CD recorder	N/A	N/A	N/A	32.8	55.8
DVD player	N/A	N/A	9.4	53.0	86.0
DVD recorder	N/A	N/A	N/A	14.2	46.5
Blu-Ray player	N/A	N/A	N/A	N/A	11.1
Music player	N/A	N/A	N/A	N/A	55.9
Videocamera, camcorder	N/A	N/A	N/A	N/A	34.0
Digital camera	N/A	N/A	N/A	N/A	71.3
Cellular telephone	N/A	N/A	N/A	N/A	70.0
Computer	14.1	31.0	45.6	63.4	80.1
Internet subscription*	N/A	N/A	51.4	74.8	93.1
High-speed Internet subscription**	N/A	N/A	N/A	N/A	69.8

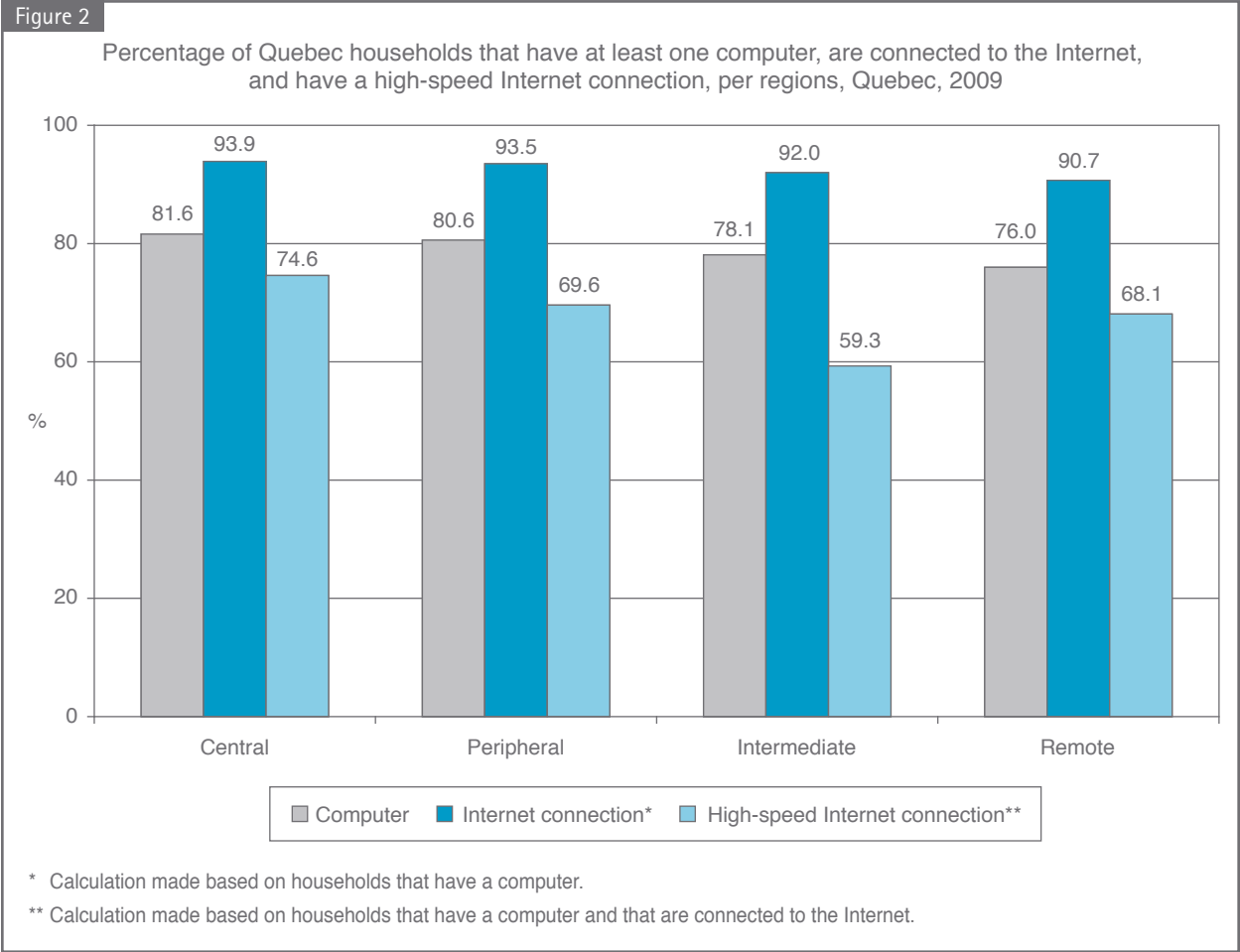
\* Calculation made based on households that have a computer.

\*\* Calculation made base on households that have a computer and that are connected to the Internet.

- Certain discrepancies exist in the percentage of households that have a computer at home and that are connected to the Internet depending on the administrative region in which the households are located. Generally speaking, however, there is only a slight variation.
- Discrepancies are more pronounced in the percentage of households that subscribe to high-speed Internet. There are more households in the central regions that are connected to high-speed Internet (74.6%)

(Figure 2). Contrary to what is generally believed, households in remote regions do not account for the lowest number of high-speed Internet connections (68.1%). Rather, households in intermediate regions are the ones that have the lowest rate of high-speed Internet connection (59.3%) (Figure 2).

- One of the most popular reasons why Quebec's population uses the Internet is for communication, either by email or through instant messaging (49.5%) (Figure 3).

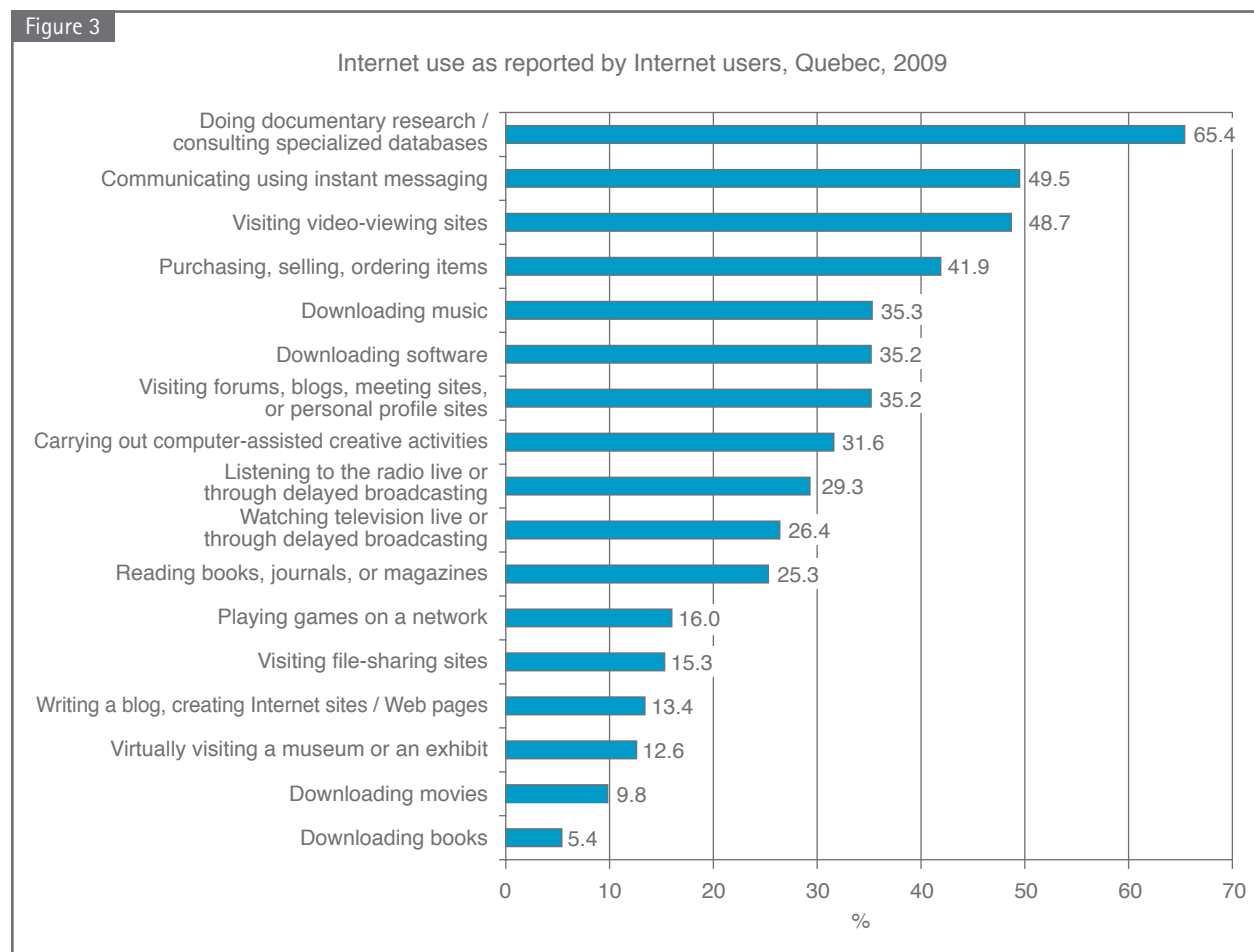


5. Classification used:  
 - Central regions: Montréal and Capitale-Nationale;  
 - Peripheral regions: Montérégie, Laval, Laurentides, Lanaudière, and Chaudière-Appalaches;  
 - Intermediate regions: Mauricie, Centre-du-Québec, Outaouais, and Estrie;  
 - Remote regions: Abitibi-Témiscamingue, Bas-Saint-Laurent, Côte-Nord, Gaspésie—Îles-de-la-Madeleine, Nord-du-Québec, and Saguenay—Lac-Saint-Jean.

- In 2009, 41.9% of the population of Quebec aged 15 and over had used the Internet for purchasing, selling, or ordering items online. Of this percentage, 55.6% purchased concert tickets, 37.2% purchased books, and 24.2% purchased CDs/DVDs (Figure 3).
- Computers and the Internet have become a new creativity hot-spot. People use computers and the Internet to edit videos or photographs, and to make music or acoustic creations as a hobby (31.6%).

Others prefer to write blogs and create Web sites or Web pages (13.4%) (Figure 3).

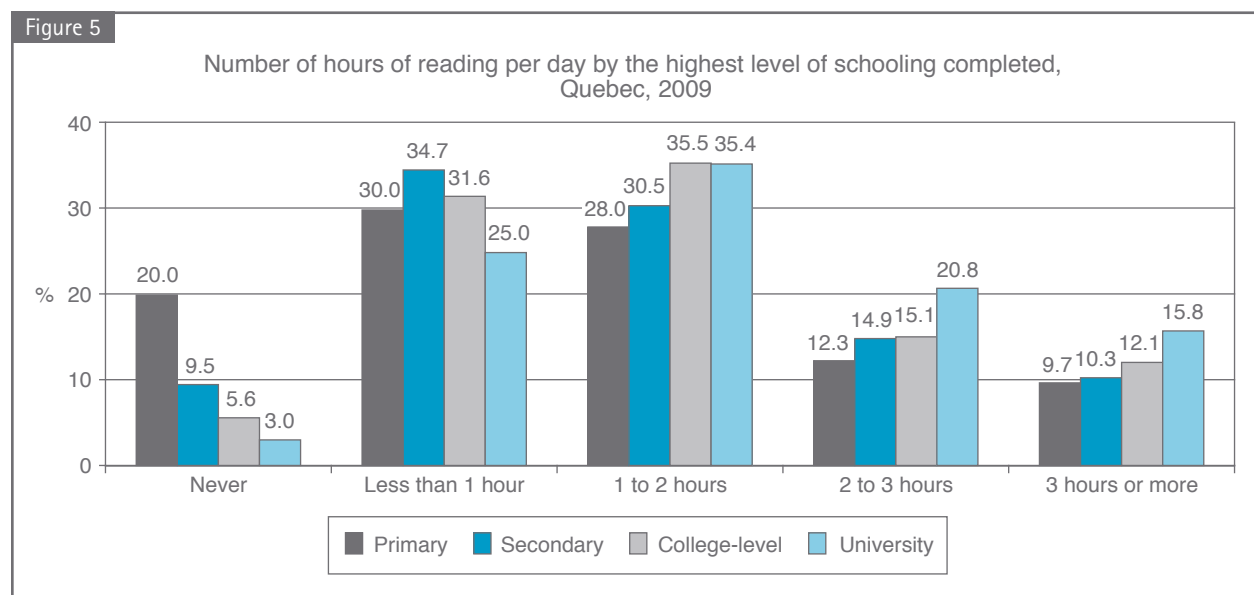
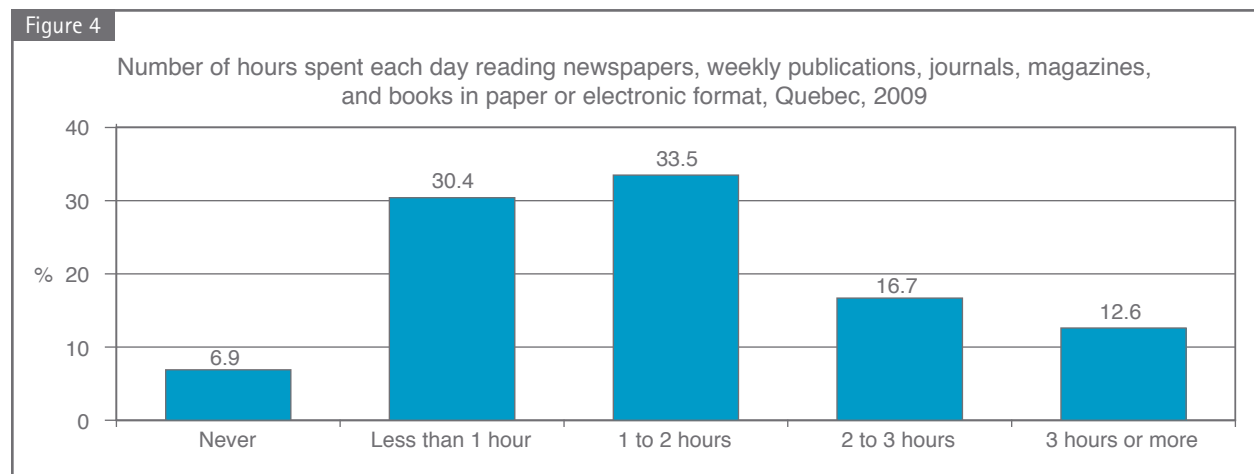
- Quebec's population also uses the Internet for activities that were previously the domain of other media, such as listening to radio broadcasts either live or through delayed broadcasting (29.3%), watching television shows either live or through delayed broadcasting (26.4%), or virtually visiting museum s and exhibits (12.6%) (Figure 3).



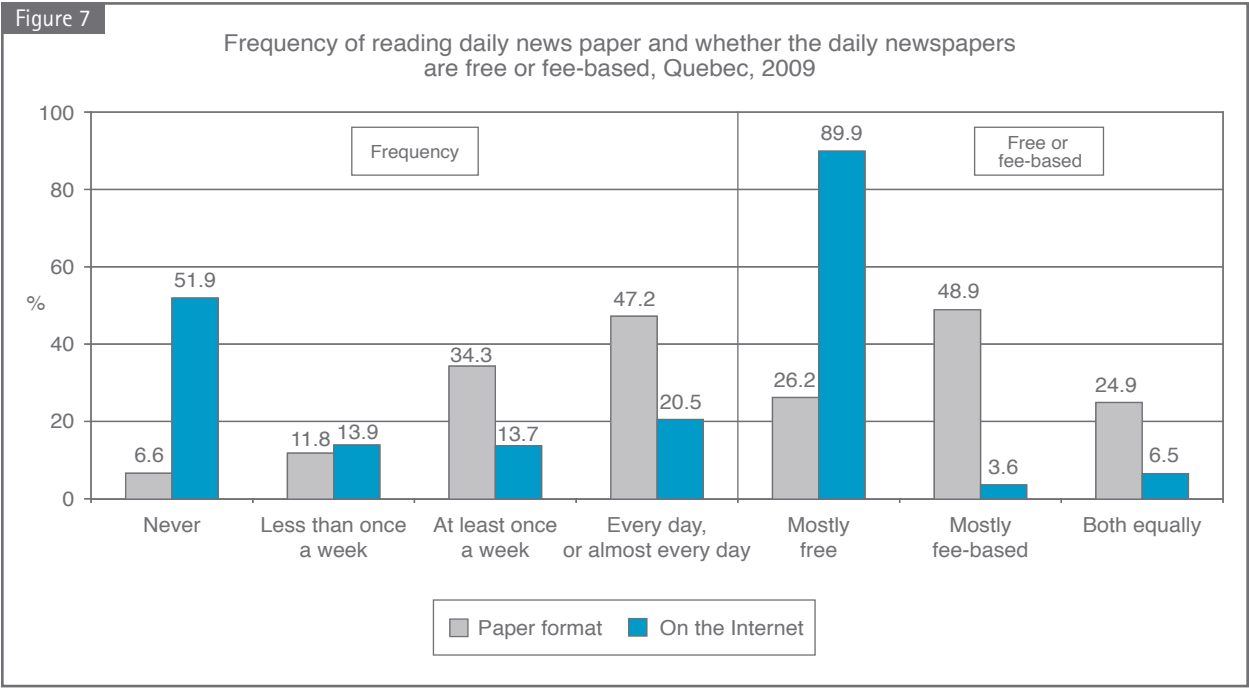
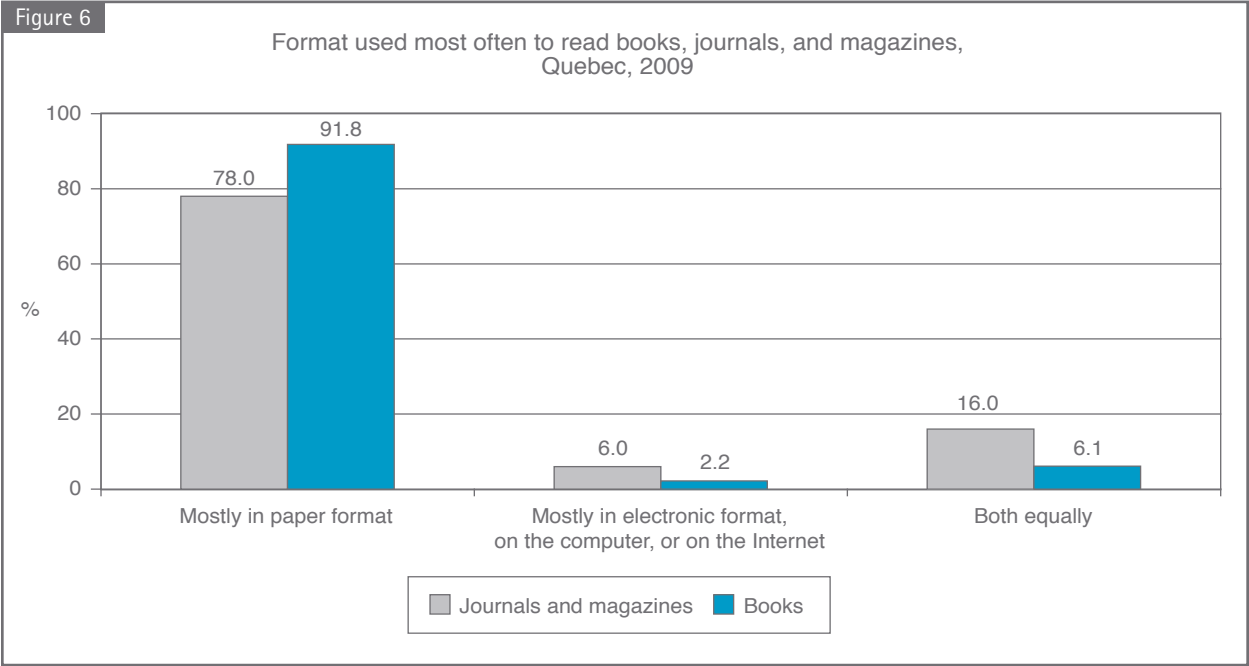


### 3. Reading: The beginning of a transition towards digital formats.

- In 2009, 93% of Quebec's population aged 15 and over indicated that they read at least one hour a day, while 7% indicated that they never read (Figure 4). On average, readers spent 1 hour and 45 minutes reading on a daily basis, using a variety of formats.
- No difference was observed between the reading rate among women (93.6%) and men (92.6%). However, slightly more women than men read for two hours or more a day (32% and 26.5%, respectively).
- Among readers, 88.9% indicated that they read daily newspapers, 78.3% read magazines and journals, and 83.9% read books.
- There are as many young people aged 15 to 24 who read as people in other age groups. Along with people aged 65 and over, they are one of the groups with the largest number of members who read for two hours a day or more (around 31%). As is the trend in the overall population, there are more women aged 15 to 24 who read for two hours a day or more than men in the same age group (36.1% and 27.5%, respectively).
- The highest level of schooling completed also influences the number of readers. The higher the educational level attained, the greater the number of individuals who read and spend more time reading per day (Figure 5).

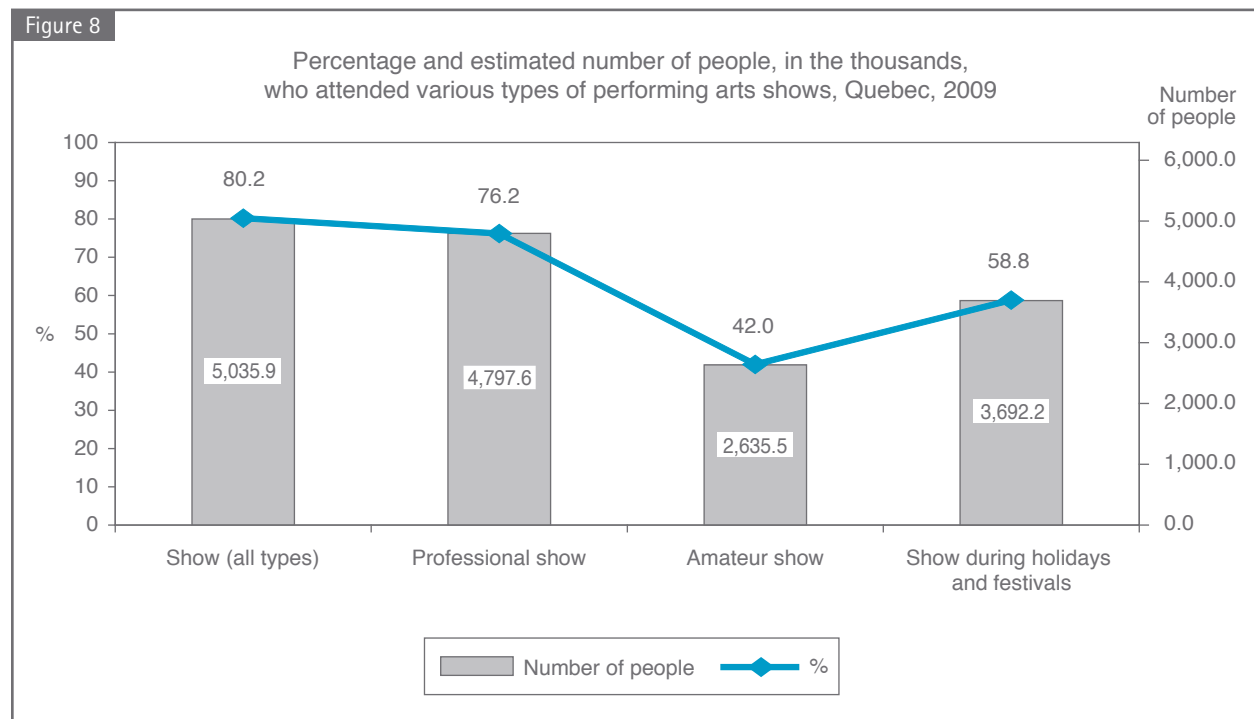


- Reading books, magazines, and journals in electronic format, on the computer, or on the Internet is not yet deeply rooted in the habits of Quebec's population (Figure 6).
- Although regular readers of daily newspapers still mostly prefer print format (42.7%), electronic formats and computer and Internet formats are gaining in popularity (20.5%) (Figure 7).
- The issue of whether the reading material is free seems to affect the choice of format for people who read daily newspapers. Of the people who reported that they read daily newspapers online, 89.9% do not pay for them, compared to 26.2% for those who read daily newspapers in print format (Figure 7).



#### 4. The performing arts: A feast for the eyes and ears.

- The Internet era has not dampened Quebecers' passion for the performing arts. In fact, interest in this area has never been higher, including for professional or amateur performing arts shows, artistic shows, comedy shows, or festival shows, such as shows put on during holidays and festivals (Figure 8).
- There is a significant increase in interest for all types of performing arts shows. Overall, 8 out of 10 Quebecers (slightly more than 5 million people) attended a performing arts show in the 12 months preceding the Survey.
- Three quarters of the population of Quebec (76.2%) attended professional performing arts shows. Although less popular, shows put on by amateurs attracted roughly 42% of people surveyed. Shows put on during holidays and festivals attracted close to 60% of respondents (Figure 8).
- Theatres and auditoriums are not the only venues where Quebecers go to see performing arts shows. Other less conventional venues, such as bars, cafés with live music, and similar places were visited by roughly 40% of the population.



- Traditional performing arts (theatre, dance, and classical concerts, including opera and operetta) saw a significant increase in 2009. Whereas attendance at traditional performing arts shows remained fairly stable from 1979 to 2004 (at approximately 45%), the rate rose to 60% in 2009 (Table 4).
- It has only been since 1999 that a distinction has been made between shows put on by professionals and those put on by amateurs. In the ten-year period from 1999 to 2009, professional shows have seen a significant increase, in particular for recitals, jazz and blues concerts, and rock concerts (Table 5).

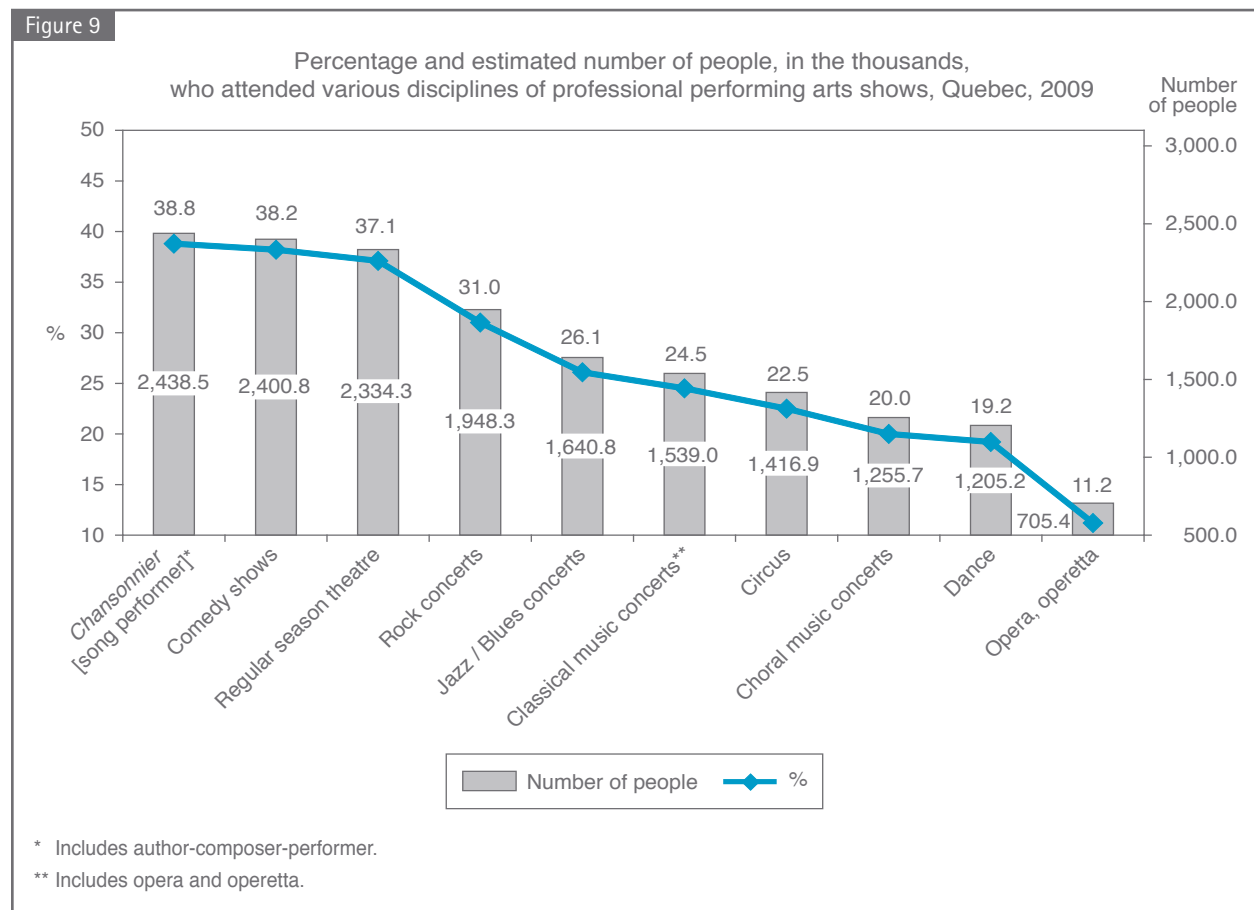
**Table 4: Theatre, dance, and classical concert (including opera and operetta) attendance, Quebec, 1979-2009**

Discipline	Survey Years (%)							Change (% pts)		Change (%)	
	1979	1983	1989	1994	1999	2004	2009	2004-2009	1979-2009	2004-2009	1979-2009
Theatre	30.1	30.1	27.9	24.4	28.8	31.5	47.9	16.4	17.8	52.1	59.1
Dance	16.5	16.3	19.3	10.5	13.7	17.9	29.0	11.1	12.5	62.0	75.8
Classical concerts, opera and operetta	13.2	13.7	16.4	14.2	18.8	15.2	26.6	11.4	13.4	75.0	101.5
<b>Total</b>	<b>45.7</b>	<b>45.6</b>	<b>48.7</b>	<b>42.4</b>	<b>47.8</b>	<b>43.5</b>	<b>60.4</b>	<b>16.9</b>	<b>14.7</b>	<b>38.9</b>	<b>32.2</b>

**Table 5: Attendance at concerts, comedy shows, and the circus, Quebec, 2004-2009**

Discipline	Survey Years (%)		Change 2004-2009	
	2004	2009	(% pts)	(%)
Classical concerts	13.7	24.5	10.8	78.8
Opera, operetta	5.0	11.2	6.3	128.6
Rock concerts	13.7	31.0	17.3	126.3
Jazz / Blues concerts	13.0	26.1	13.1	100.8
Choral music concerts	10.6	20.0	9.4	88.7
<i>Chansonnier</i> [song performer], author-composer-performer recitals	17.0	38.8	21.8	128.2
Comedy shows	20.6	38.2	17.6	85.4
Circus	6.0	22.5	16.5	275.0

- In 2009, the professional shows most often attended were *chansonnier* [song performer], comedy shows, regular season theatre, and rock concerts (Figure 9).
- Other types of concerts, comedy shows, and the circus have also seen a rise in attendance. Rock concerts, jazz and blues concerts, choral music concerts, opera and operetta, the circus, and comedy shows have often seen their audience numbers double, even more so between 1999 and 2009 (Table 5).



- Overall, there continues to be an increase in the average age of audience members. An increase in outings to shows among older generations would seem to be contributing to the increase in the overall rate of attendance at performing arts shows. Even though audiences at rock, jazz, and blues concerts are among the youngest, this audience is also ageing the fastest (Table 6).
- Across Quebec, attendance at performing arts shows of all types is concentrated in the largest cities. Moreover, Montreal remains the city that attracts the most people for performing arts shows. Half of audiences reported seeing shows in Montreal more than in any other city. Quebec City comes in second, being chosen by roughly 15% of audience members.

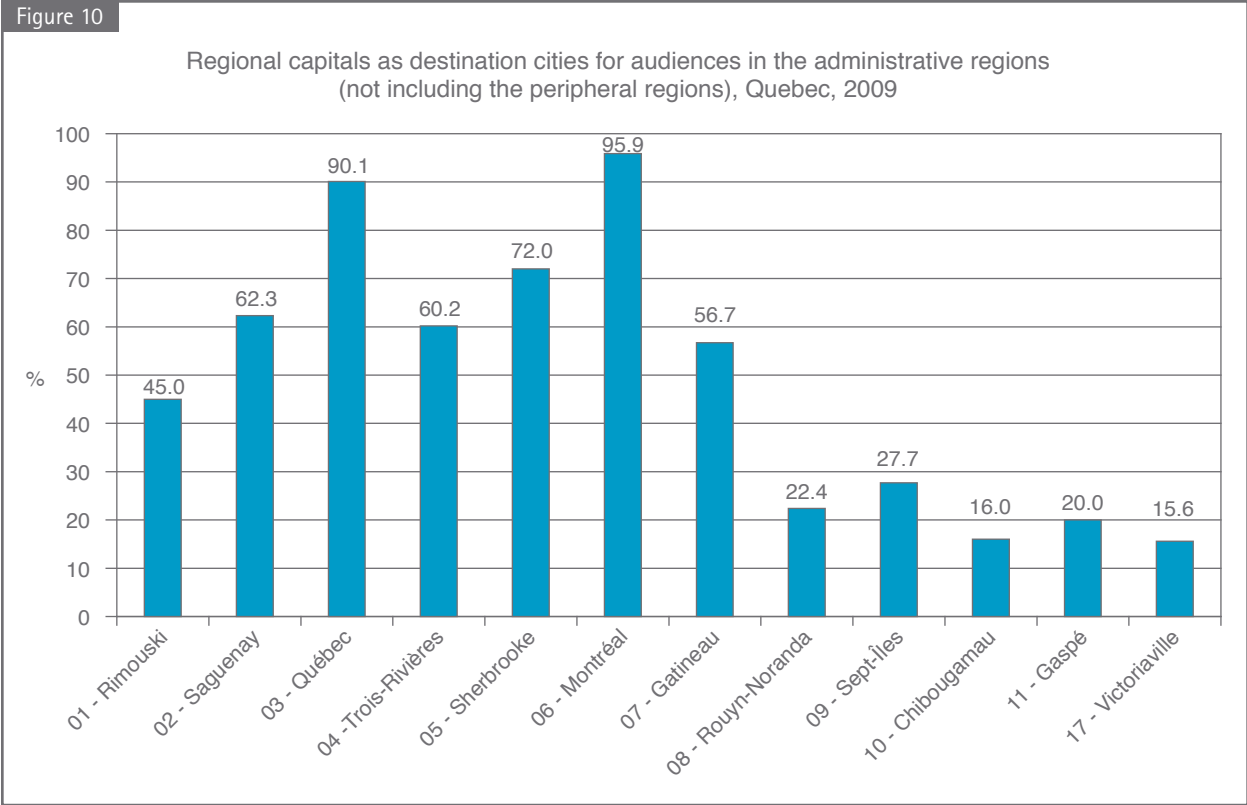
**Table 6: Average age of various audiences of performing arts shows, Quebec, 1994-2009**

Discipline	Survey Years (n)				Change (n)
	1994	1999	2004	2009	1994-2009
Regular season theatre	40.1	42.2	43.9	45.0	4.9
Summer theatre	44.3	47.2	49.5	47.1	2.8
Dance	42.4	41.8	41.5	42.8	0.4
Classical concerts	43.8	48.3	49.7	48.6	4.8
Opera, operetta	46.6	47.0	49.0	51.0	4.4
Rock concerts	28.7	31.9	34.7	38.7	10.0
Jazz / Blues concerts	34.0	37.9	43.0	45.4	11.4
Choral music concerts	N/A	48.2	49.4	50.5	2.3*
<i>Chansonnier</i> [song performer], author-composer-performer recitals	42.7	38.9	42.7	44.2	1.5
Comedy shows	36.7	38.9	41.3	42.8	6.1
Circus	N/A	41.0	43.2	43.7	2.7*

\* Change is from 1999 to 2009, not from 1994 to 2009.

- In all of the regions, people go to the regional capital<sup>6</sup> to see performing arts shows, except for in the peripheral regions, where people go to Montreal or Quebec City, and in the remote regions, where the primacy of the regional capital is not always evident (Figure 10).
- The habits of audiences that attend performing arts shows vary according to social

group. Outings to performing arts shows are affected by educational and economic capital. The highest-educated individuals and those living in the most affluent households attend more performing arts shows than others. Table 7 shows how attendance at different types of performing arts shows varies according to the level of schooling.



6. The regional capital is the city where the government's regional administration is normally located. In some cases, especially in the remote regions, the destination city most often mentioned does not correspond to that region's capital city.

**Table 7: Attendance at various types of performing arts shows and concerts by the highest level of schooling completed, Quebec, 1979-2009**

Outings	1979 (%)	1983 (%)	1989 (%)	1994 (%)	1999 (%)	2004 (%)	2009 (%)	Change 2004-2009 (% pts)	Change 1979-2009 (%)
<b>Theatre (in general)</b>									
Primary	13.8	15.4	22.0	18.3	19.9	22.2	31.8	9.6	130.4
Secondary	26.9	29.5	27.9	26.3	30.9	26.6	42.3	15.7	57.2
College-level	44.1	45.1	43.5	35.4	38.7	31.8	49.2	17.4	11.6
University	62.5	52.6	59.1	47.5	48.9	38.0	55.8	17.8	-10.7
<b>Regular season theatre</b>									
Primary	11.4	11.6	12.9	11.1	11.7	19.6	25.8	6.2	126.3
Secondary	21.9	24.4	19.9	17.4	22.7	23.5	30.9	7.4	41.1
College-level	38.8	37.8	30.3	25.7	30.1	28.9	37.2	8.3	-4.1
University	57.3	49.6	47.3	36.7	41.0	34.9	45.7	10.8	-20.2
<b>Summer theatre</b>									
Primary	4.2	7.4	11.9	10.8	11.4	6.7	16.0	9.3	281.0
Secondary	12.3	13.2	14.9	15.1	14.1	8.0	22.8	14.8	85.4
College-level	18.7	23.3	25.5	19.6	16.7	9.5	27.2	17.7	45.5
University	23.6	23.6	29.9	23.1	18.5	10.9	28.1	17.2	19.1
<b>Dance</b>									
Primary	5.6	7.4	7.5	7.5	9.2	10.1	19.9	9.8	255.4
Secondary	12.1	9.5	16.5	6.8	10.6	15.4	25.2	9.8	108.3
College-level	22.2	10.3	19.8	10.7	15.3	18.7	30.1	11.4	35.6
University	29.0	21.9	30.9	16.1	18.3	21.7	33.3	11.6	14.8
<b>Classical concerts, including opera and operetta</b>									
Primary	3.6	5.2	5.9	5.8	8.9	6.1	13.7	7.6	280.6
Secondary	7.3	10.3	11.4	7.3	11.2	8.9	17.6	8.7	141.1
College-level	16.5	14.5	15.5	13.0	18.2	12.2	23.2	11.0	40.6
University	33.0	31.5	34.2	29.0	32.1	25.6	41.0	15.4	24.2
<b>Rock concerts*</b>									
Primary	N/A	N/A	N/A	1.9	1.2	2.8	14.9	12.1	–
Secondary	N/A	N/A	N/A	12.4	10.5	11.2	26.5	15.3	–
College-level	N/A	N/A	N/A	18.5	19.1	15.9	34.6	18.7	–
University	N/A	N/A	N/A	19.1	15.6	17.0	35.3	18.3	–



**Table 7: Attendance at various types of performing arts shows and concerts by the highest level of schooling completed, Quebec, 1979-2009 (cont'd)**

Outings	1979 (%)	1983 (%)	1989 (%)	1994 (%)	1999 (%)	2004 (%)	2009 (%)	Change 2004-2009 (% pts)	Change 1979-2009 (%)
<b>Chansonnier [song performer], author-composer-performer recitals*</b>									
Primary	N/A	N/A	N/A	4.7	1.7	6.1	20.8	14.7	–
Secondary	N/A	N/A	N/A	10.2	5.3	12.9	31.1	18.2	–
College-level	N/A	N/A	N/A	18.5	12.2	19.4	42.2	22.8	–
University	N/A	N/A	N/A	20.5	11.1	21.6	46.8	25.2	–
<b>Choral music concerts**</b>									
Primary	N/A	N/A	N/A	N/A	15.4	5.6	13.1	7.5	–
Secondary	N/A	N/A	N/A	N/A	12.9	7.7	15.5	7.8	–
College-level	N/A	N/A	N/A	N/A	15.3	9.6	19.4	9.8	–
University	N/A	N/A	N/A	N/A	24.5	15.0	26.3	11.3	–
<b>Jazz / Blues concerts</b>									
Primary	N/A	N/A	N/A	2.4	0.2	2.3	9.5	7.2	–
Secondary	N/A	N/A	N/A	4.9	3.3	6.3	17.3	11.0	–
College-level	N/A	N/A	N/A	12.7	8.6	13.2	26.2	13.0	–
University	N/A	N/A	N/A	26.4	11.4	21.7	38.0	16.3	–
<b>Comedy shows*</b>									
Primary	N/A	N/A	N/A	7.3	12.2	11.7	20.0	8.3	–
Secondary	N/A	N/A	N/A	20.9	24.0	19.0	35.1	16.1	–
College-level	N/A	N/A	N/A	29.5	29.2	24.3	44.5	20.2	–
University	N/A	N/A	N/A	29.3	26.1	21.5	39.1	17.6	–
<b>Circus**</b>									
Primary	N/A	N/A	N/A	N/A	4.2	3.3	12.8	9.5	–
Secondary	N/A	N/A	N/A	N/A	7.8	4.3	16.6	12.3	–
College-level	N/A	N/A	N/A	N/A	11.8	7.0	22.7	15.7	–
University	N/A	N/A	N/A	N/A	13.3	7.4	30.4	23.0	–

\* Change in percentage points is from 1994 to 2009, not from 1979 to 2009.

\*\* Change in percentage points is from 1999 to 2009, not from 1979 to 2009.

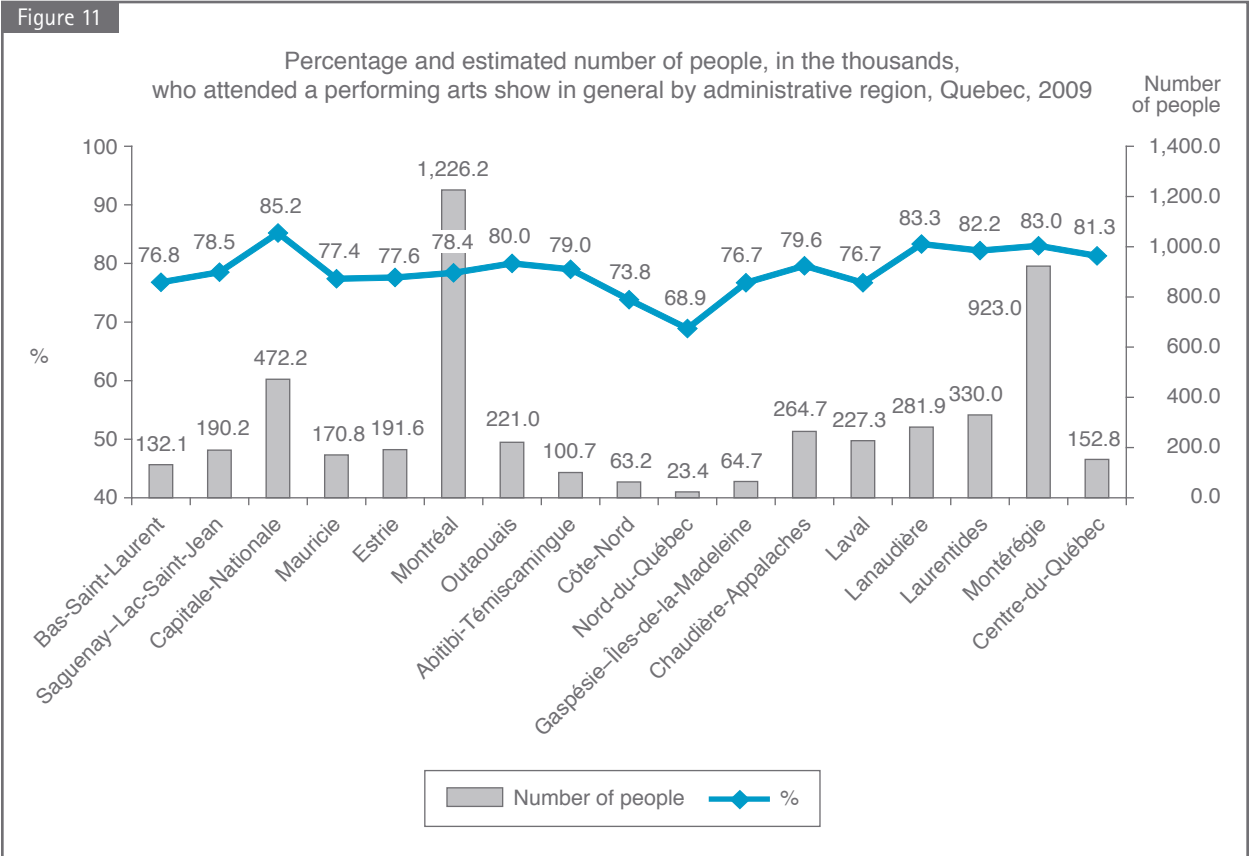
- Even though there is little variation between men and women in their inclination to attend shows, dance show more often attract women whereas rock, jazz, and blues concerts are preferred by men (Table 8).
- Rock concerts and comedy shows are more often the outings preferred by young people, whereas classical music concerts, opera and operetta, and choral music concerts are of interest mostly to seniors (Table 8).

**Table 8: Attendance at various types of performing arts shows and concerts by population characteristics, Quebec, 2009**

Population aged 15 and over		Theatre (%)	Dance (%)	Classical music concerts (%)	Opera, operetta (%)	Rock concerts (%)	Jazz / Blues concerts (%)	Choral music concerts (%)	Chan-sonnier [song performer] (%)	Comedy shows (%)	Circus (%)
Sex	Male	46.2	25.7	23.6	10.4	35.1	29.1	18.3	38.7	39.4	23.2
	Female	49.5	32.0	25.3	12.0	27.1	23.3	21.6	38.9	37.0	21.9
Age group	15 to 24	58.3	39.0	20.9	9.1	41.3	19.9	15.9	37.7	44.8	23.5
	25 to 34	39.6	26.5	18.3	8.3	44.3	27.3	11.8	45.4	45.1	25.1
	35 to 44	47.9	33.0	22.1	7.2	37.7	28.7	16.8	41.0	43.9	25.9
	45 to 54	46.4	29.2	25.1	10.3	33.8	30.0	19.3	40.3	38.6	21.4
	55 to 64	49.4	24.9	27.9	13.7	23.2	31.9	26.0	39.5	34.2	22.4
	65 and over	46.8	21.7	31.8	18.7	6.6	18.4	29.6	29.1	23.4	17.4
Level of schooling	Primary	31.9	19.9	12.3	5.4	14.8	9.6	13.3	20.8	20.1	12.6
	Secondary	42.3	25.2	15.7	7.1	26.5	17.4	15.5	31.1	35.1	16.6
	College-level	49.2	30.1	21.7	9.4	34.6	26.2	19.4	42.2	44.5	22.7
	University	55.8	33.3	38.2	18.1	35.3	38.0	26.3	46.8	39.1	30.4
Labour market situation	Active	47.2	30.1	24.3	10.1	37.7	29.5	19.0	42.3	42.5	24.3
	Inactive	44.1	22.3	26.2	14.2	12.4	19.1	23.5	30.4	26.6	18.2
	Student	65.4	42.1	20.4	9.6	41.6	24.2	15.6	40.5	44.5	23.9
Household income*	Less than \$20,000	33.0	22.2	16.7	7.5	20.8	18.2	15.3	29.3	23.5	15.1
	\$20,000 to \$39,999	43.3	25.2	21.8	11.9	24.5	23.5	21.1	35.5	33.0	17.7
	\$40,000 to \$59,999	48.5	27.7	23.6	10.4	29.9	24.4	18.8	36.1	36.1	20.5
	\$60,000 to \$79,999	54.0	35.6	27.6	12.3	34.4	30.4	22.4	45.1	45.8	27.0
	\$80,000 and over	54.9	32.9	30.1	12.6	42.1	31.7	20.6	45.6	47.9	30.9
<b>All of Quebec</b>	<b>Total</b>	<b>47.9</b>	<b>29.0</b>	<b>24.5</b>	<b>11.2</b>	<b>31.0</b>	<b>26.1</b>	<b>20.0</b>	<b>38.8</b>	<b>38.2</b>	<b>22.5</b>

\* After allocating missing values.

- While students go to the theatre, dance show, and rock concerts more than other population groups, the non-working population more often attends classical music concerts, opera and operetta, and choral music concerts (Table 8).
- Home theatres, computers, game consoles, and the Internet do not seem to have slowed down outings to performing arts shows. In fact, individuals living in households that have this type of equipment are the most likely to attend performing arts shows.
- Within the territory, attendance at performing arts shows overall reached a peak in the Quebec City CMA<sup>7</sup>, where 85% of the population attended a show. There is no doubt that festivities surrounding the celebrations of the 400<sup>th</sup> anniversary of the founding of Quebec City played a significant role in this high level of public participation. Elsewhere in Quebec, the participation rate was roughly 80%. Regional variations were relatively insignificant, with attendance at performing arts shows remaining slightly weaker in the remote regions (Figure 11).

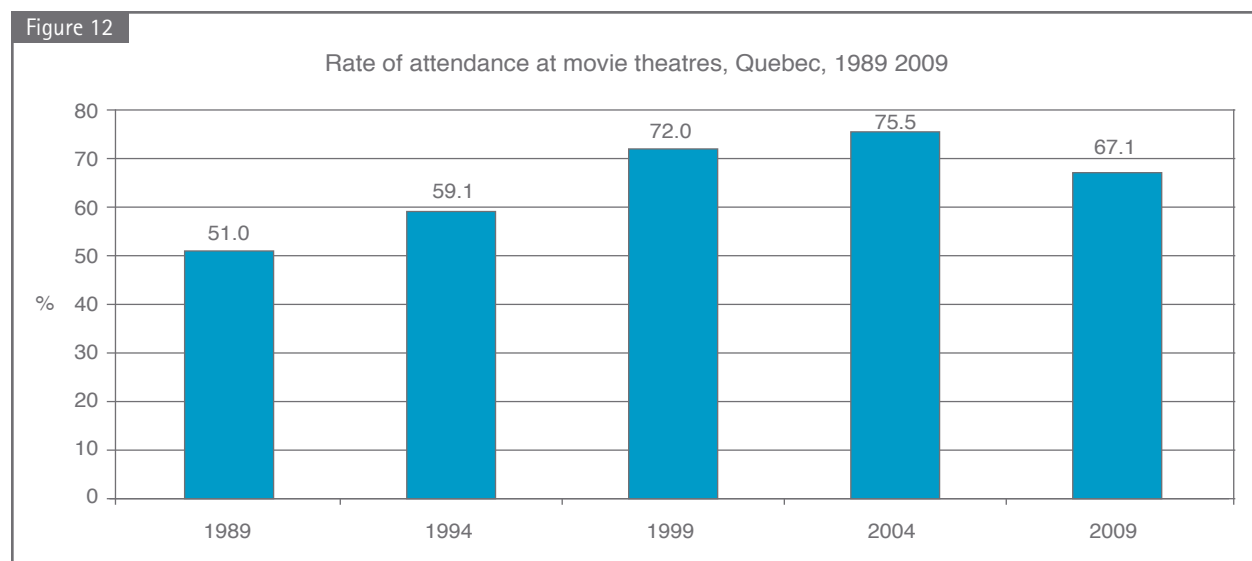


7. CMA: census metropolitan area.

## 5. Renting movies and going out to movie theatres.

### The movie theatre: An outing on a downward trend, but with an interest in Quebec cinematography.

- Movie theatres seem to be losing in popularity as a cultural outing. While attendance at performing arts shows is on the rise, attendance at movie theatres is on the decline. This type of outing was on an upward trend from 1989 to 2004, where it reached 75%. In 2009, it decreased by slightly more than 8 percentage points (Figure 12).
- Slightly more men than women go to the movie theatre. However, this type of outing varies significantly depending on the age group, the level of schooling, the labour market situation, and household income. Outings to movie theatres decrease as age increases, whereas it increases with higher levels of schooling and household wealth. Twice as many people aged 15 to 24 go to the movie theatre (89%) than people aged 65 and over (44%). Likewise, twice as many people with a university degree go to the movies than people with a primary school level of education. In the least affluent households, 5 out of 10 people go to the movie theatre compared with 8 out of 10 people in the richest households<sup>8</sup>. However, almost 90% of students, who are not in the richest social category, go to the movies compared to slightly less than 50% of the non-working population, who are less fortunate, including retired people.
- Two-thirds of people who go to the movie theatre most often go to see films in French. However, in the Montreal CMA, this rate is lower, reaching only 50%. One-third of people mostly go to see films in English, and the rest (20%) go to see both French-language and English-language films.
- Quebec cinema is well received. Approximately 85% of people who go to the movies go to see Quebec films. However, interest in Quebec's national cinema is lower in the Montreal CMA (51%) and in the Quebec City CMA (55%) than in the rest of the province (61%).



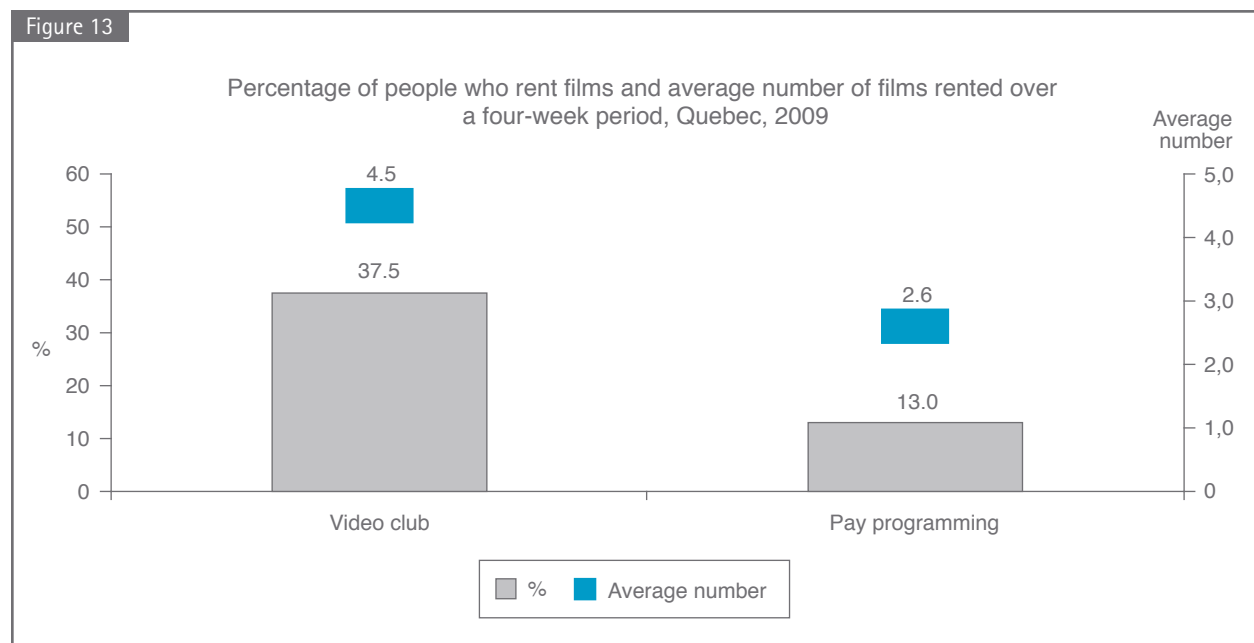
8. The least affluent households here are those with an annual income of less than \$20,000. The most affluent households are those with an income of \$80,000 and over.

## Renting films: The popularity of video clubs.

- Movie theatres are not the only place for watching films. Apart from films that are broadcast on television, either on regular or fee-based channels, there is also the opportunity to rent films either at a video club or through a cable television service usually referred to as "pay programming." Renting films is a fairly frequent activity, since almost 45% of Quebecers rented one film a week on average, either at a video club or through pay programming, in the four weeks before the Survey was taken. Renting at a video club (37.5%) remains more popular than renting through a cable television service (13.0%) (Figure 13).

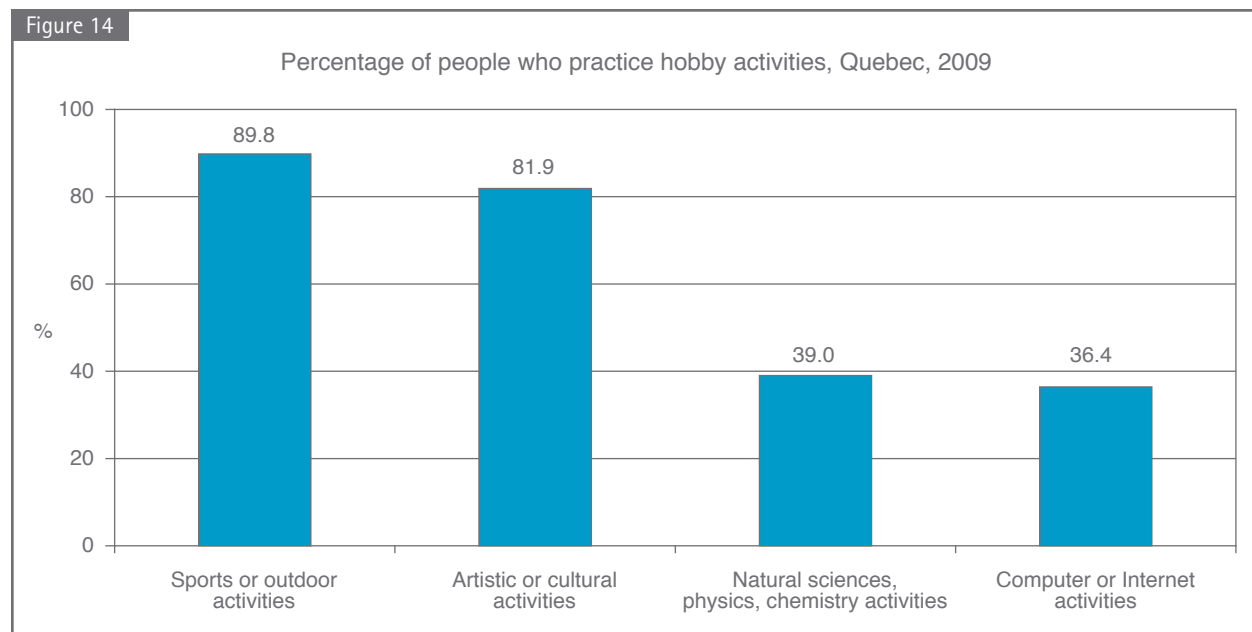
In addition, a greater number of films continue to be rented at video clubs.

- Most of the films rented are in French. Approximately two-thirds of people who rent films (61%) rent films in French in particular. Approximately a quarter (24%) rent more films in English. The rest rent films in both languages.
- Quebec films retain a significant portion of the film-rental market in Quebec. In fact, more than half of people who rent films prefer renting films from Quebec cinema on a regular or occasional basis (57%).



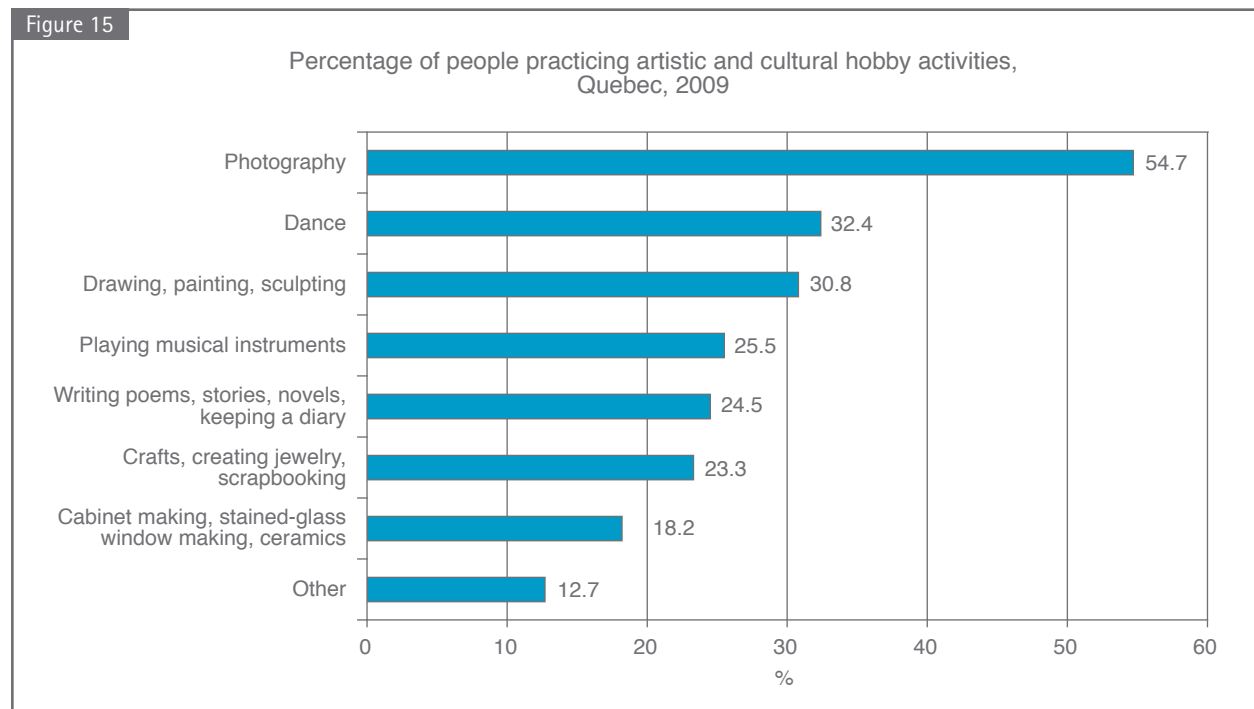
## 6. Hobby activities: A creative outlet for culture enthusiasts.

- A large part of the population practices hobby activities (Figure 14). Most people stated that they practiced artistic or cultural activities: 81.9% of the people surveyed indicated having practiced these types of activities<sup>9</sup>. In comparison, physical and sports activities were practiced by 89.8% of Quebeckers, with 54% reporting that they practiced these activities on a regular basis.
- Computer-assisted creative activities (such as editing photographs or filmed scenes, and engaging in musical or acoustic creations) and Internet-based activities (such as writing blogs, creating Web sites and Web pages) were practiced as a hobby by more than one-third of the people surveyed. The fact that there is an increasingly greater number of households with a computer and an Internet connection would seem to enable individuals to broaden their area of activity.



9. It should be noted that the questions about artistic and cultural hobby activities were modified in 2009. It is therefore difficult to compare this data with data from 2004.

- More than 71% of households have a digital camera. Having this type of equipment seems to have a significant impact on the practice of amateur photography, with 54.7% of the population taking part in this activity (Figure 15).
- Other artistic and cultural activities were practiced by various enthusiasts, such as dance (32.4%), as well as drawing, painting, and sculpting (30.8%). Approximately 1 person in 4 indicated playing a musical instrument (25.5%); writing poems, stories, novels; or keeping a diary (24.5%) (Figure 15).
- People who engaged in cultural hobby activities generally had a richer and more varied cultural environment than those who did not engage in cultural hobby activities.



- In fact, these individuals were more likely to practice cultural activities that are classified as domestic, such as regularly listening to music (85.4%), regularly reading books (61.6%), and regularly reading magazines and journals (58.1%) (Table 9).
- Greater numbers of these individuals also visited cultural establishments, such as libraries (62.9%), art museums (37.1%), museums other than art museums (38.2%), art galleries (32.7%), and arts and craft shows (26.4%) (Table 9).
- They were also more likely to go to the movie theatre (70 %), and attend theatre performances (40.6%), dance show (21.6%), and musical performances (27.4%: classical music; 34.3%: rock concerts; 29.5%: jazz or blues concerts) (Table 9).
- People who practiced cultural hobby activities were more inclined to purchase works of art (13.5%) and arts and crafts (31.9%) (Table 9). They were also more likely to do volunteer work (36.5%) and to make donations (18.0%).

**Table 9: Hobby activities and consumption of culture, Quebec, 2009**

Cultural Activities	Hobby Activities (%)	No Hobby Activities (%)	Total of the Population (%)
<b>Domestic activities</b>			
Watching television (3 hours or more a day)	39.9	47.9	41.3
Regularly listening to music	85.4	69.3	82.4
<b>Visiting cultural establishments</b>			
Libraries	62.9	39.7	58.7
Bookstores	70.5	43.7	65.6
Book fairs	16.9	7.6	15.2
Arts and crafts shows	26.4	11.6	23.7
Art galleries	32.7	13.9	29.3
Art museums	37.1	16.4	33.4
Museums other than art museums	38.2	18.8	34.6
Historical sites / heritage monuments	50.8	25.2	46.1
Archiving and documentation centres on history and ancestry	16.3	7.2	14.7
Art exhibits, heritage interpretation centres	35.4	14.1	31.6
<b>Reading</b>			
Reading (2 hours or more a day)	30.6	23.1	29.3
Regularly reading books	61.6	46.3	59.0
Reading 10 books or more in the year	49.5	42.9	48.6
Regularly reading daily newspapers	80.5	81.6	80.7
Regularly reading journals or magazines	58.1	42.6	55.6



**Table 9: Hobby activities and consumption of culture, Quebec, 2009 (cont'd)**

Cultural Activities	Hobby Activities %	No Hobby Activities %	Total of the Population %
<b>Outings</b>			
Movie theatre	70.0	54.0	67.0
Professional regular season theatre	40.6	21.4	19.3
Classical music concerts	27.4	11.5	24.5
Professional dance	21.6	8.2	19.2
Comedy shows	41.2	24.4	38.1
Rock concerts	34.3	15.9	31.0
Jazz / Blues concerts	29.5	10.3	26.1
Shows during a holiday or festival	63.6	37.0	58.8
<b>Purchasing art</b>			
Purchasing works of art	13.5	4.7	11.9
Purchasing arts and crafts	31.9	11.3	28.2
<b>Other activities</b>			
Art courses or workshops	13.3	1.1	11.1
Involvement in associations	10.5	2.5	9.0
Volunteering	36.5	21.2	33.7
Making donations	18.0	10.5	16.7

## Conclusion

The 2009 Survey on cultural practices in Quebec uncovers a very dynamic cultural life, considering the troubling global economic situation at the time that data was collected. In Quebec City, in particular, the 400<sup>th</sup> anniversary celebrations had a greater impact on cultural practices than the economic crisis.

Most cultural establishments were visited by a larger number of people in 2009 than in 2004 or 1979. Outings to performing arts shows, all types included, shattered attendance records. In the twelve months prior to the Survey, 8 out of 10 people attended at least one performing arts show.

Quebec households are increasingly more likely to have audiovisual equipment and to be subscribed to television services and to the Internet. This trend has been observed for a number of years, and was confirmed in 2009. The opportunities, and in particular the cultural opportunities, created by the Internet are now accessible to a large part of the population. Communication activities remain the most popular type of activity on the Internet.

However, cultural activities, such as watching videos or television shows, listening to the radio (either live or through delayed broadcasting), and reading, have carved their own niche in people's habits.

Most surprisingly, outings to the movie theatre decreased in popularity in 2009, whereas such outings had been on a growing trend for a number of years.

Moreover, cultural hobby practices are very popular with respondents. The data shows that people who practice cultural activities attend cultural establishments in greater numbers and more often.

Other analyses are needed in order to better define the phenomena being studied. Special topic reports would in fact allow us to focus more specifically on the various components measured in the Survey in order to see what role variables such as age, education, or region of residence play in the evolution of cultural practices in Quebec.

## Note on methodology

Data for the 2009 Survey on cultural practices in Quebec was collected in the spring of 2009 (from April 16 to June 21, 2009): 6,878 telephone interviews were conducted with the Quebec residents aged 15 and over who could communicate in English or French. Individuals living in collective households such as convents, hospitals, and prisons were excluded from the sample.

The sample was generated randomly using the latest version of the *Canada Sampling* software from the company ASDE. The sample was later stratified according to the 17 administrative regions of Quebec, in order to ensure a minimum number of respondents in each one. Contrary to other survey years, the 2009 Survey included Cree and Northern communities in the sample.

Respondents were selected using simple random sampling within the household by using a selection grid based on the composition of the household that was included at the start of the questionnaire.

The questionnaire included 196 questions, including 36 semi-open questions.

The interviews lasted an average of 25 minutes and the overall response rate was 51.8%.

The results were weighted, taking into account regional populations and also so as to reflect the composition of the population in terms of sex, age, and language spoken at home, based on the most recent data from Statistics Canada.

The overall margin of error is  $\pm 1.27\%$  with a 95% confidence interval, taking into account the design effect.

### Administrative regions

1 Bas-Saint-Laurent	7 Outaouais	12 Chaudière-Appalaches
2 Saguenay-Lac-Saint-Jean	8 Abitibi-Témiscamingue	13 Laval
3 Capitale-Nationale	9 Côte-Nord	14 Lanaudière
4 Mauricie	10 Nord-du-Québec	15 Laurentides
5 Estrie	11 Gaspésie- Îles-de-la-Madeleine	16 Montérégie
6 Montréal		17 Centre-du-Québec

This publication was produced by

Ministère de la Culture, des Communications et de la Condition féminine

225 Grande Allée East, Block C, 2<sup>nd</sup> floor

Quebec City, Quebec G1R 5G5

Telephone: 418-380-2362, ext. 6362 – Fax: 418-380-2345

Coordination: Direction de la planification stratégique et de l'évolution organisationnelle

Supervision: Jacques Laflamme, director

Direction de la planification stratégique et de l'évolution organisationnelle

Original French version written by: Marie-Claude Lapointe, professor, UQTR

Rosaire Garon, associate professor, UQTR

French to English translation: Kathleen Tourigny, Canadian Intergovernmental Conference Secretariat

Graphic design and editing: Richard Nolin

Legal deposit 2011

Bibliothèque et Archives nationales du Québec

Library and Archives Canada

ISSN 1925-9018 (English ed. Print)

ISSN 1925-9026 (English ed. Online)

© Gouvernement du Québec, ministère de la Culture, des Communications et de la Condition féminine, 2011

**Culture,  
Communications et  
Condition féminine**

**Québec** 

