

CANADIAN PRESS / LÉGER MARKETING

Canadians and Culture

Report



1.0 Study Highlights

- There is no such thing as Canadian culture.

Question : *Do you think there exists ONE CANADIAN CULTURE or DIFFERENT REGIONAL CULTURES IN CANADA ?*

n=1500	One Canadian Culture	Different Regional Cultures in Canada	Don't know / Refusal
Canada	7%	90%	3%

- More than six out of ten Canadians went to see a movie in the past 12 months.

Question : *In the past 12 months, have you been to see a movie in a movie theater ?*

n=1500	YES	NO	Don't know / Can't recall
Canada	63%	31%	6%

- Fewer than four out of ten Canadians went to see a play in the last year.

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Question : *In the past 12 months, have you been to see a play in a theater? ?*

n=1500	YES	NO	Don't know / Can't recall
Canada	37%	62%	1%

- Nearly three quarters of the population read at least one book in the last year.

Question : *In the past 12 months, have you read any books?*

n=1500	YES	NO	Don't know / Can't recall
Canada	73%	22%	5%

- A great many Canadians read magazines.

Question : *In the past 12 months, have you read any magazines ?*

n=1500	YES	NO	Don't know / Can't recall
Canada	84%	13%	3%

- More than six out of ten Canadians bought music albums by a singer or group.

Question : *In the past 12 months, have you purchased any music albums by a singer or a group ?*

n=1500	YES	NO	Don't know / Can't recall
Canada	61%	38%	1%

- Over a third of the population went to an art exhibit in the past year.

Question : *In the past 12 months, have you been to see an art exhibit (painter, sculptor, photographer) ?*

n=1500	YES	NO	Don't know / Can't recall
Canada	34%	65%	1%

- Canadians like American TV shows.

Question : *Most often, do you watch TV shows produced in Canada or produced in the UNITED STATES?*

n=1500	Produced in Canada	Produced in the United States	Don't know/ Refusal
Canada	32%	52%	17%

- American culture threatens Canadian culture.

Question : *In your opinion is the penetration of American culture in Canada a VERY IMPORTANT THREAT, SOMEWHAT IMPORTANT, SOMEWHAT UNIMPORTANT or VERY UNIMPORTANT THREAT to the survival of Canadian culture?*

n=1500	Very or somewhat important	Somewhat or very unimportant	Don't know/ Refusal
Canada	61%	36%	3%

2. Results

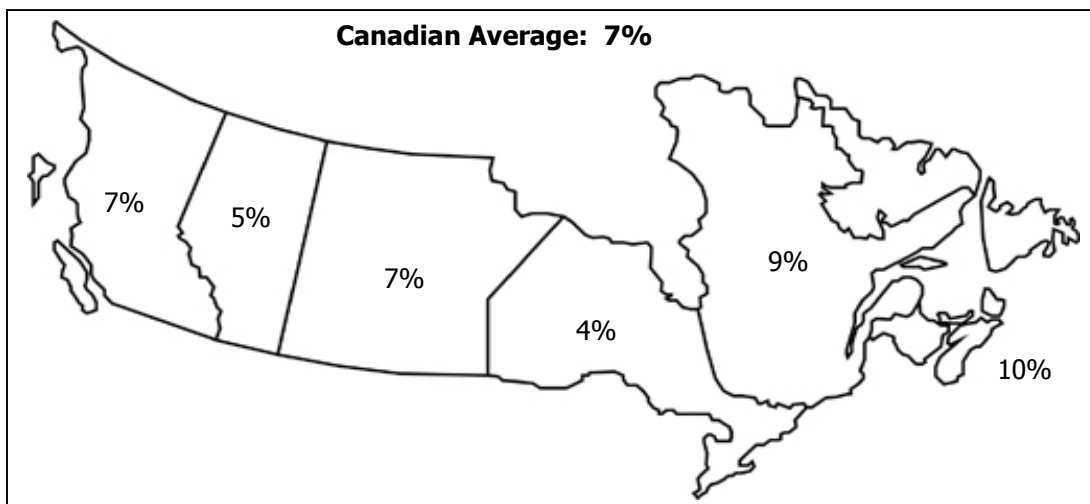
2.1 There is no such thing as Canadian culture

According to 90% of the population, there is no Canadian culture, but there are regional cultures. This opinion is mainly shared by 94% of Ontarians, 94% of high income earners, 94% of professionals and 93% of graduates.

Question : *Do you think there exists one CANADIAN CULTURE or DIFFERENT REGIONAL CULTURES IN CANADA ?*

n=1500	One Canadian culture	Different regional cultures in Canada	Don't know / Refusal
Atlantic Provinces	10%	83%	8%
Quebec	9%	85%	6%
Ontario	4%	94%	2%
Prairies	7%	91%	2%
Alberta	5%	93%	2%
British Columbia	7%	90%	3%
Canada	7%	90%	3%

Percentage of Canadians who believe there is a Canadian culture



2.2 More than six out of ten Canadians went to a movie theater in the past twelve months

63% of Canadians went to a movie theater in the past twelve months. The most avid film buffs are 81% of those in the 18-24 age group, 75% of Albertans, 74% of high income earners, 74% of professionals and 73% of university graduates.

Among those that went to a movie theater, 30% saw a Canadian movie while the others saw foreign movies. 49% of Quebecers saw either one or more movies compared to 24% for the rest of Canada.

Question : *In the past 12 months, have you been to see a movie in a movie theater?*

n=1500	YES	NO	Don't know/Can't recall
Atlantic Provinces	57%	34%	9%
Quebec	69%	30%	1%
Ontario	62%	31%	7%
Prairies	47%	44%	9%
Alberta	75%	20%	5%
British Columbia	56%	35%	9%
Canada	63%	31%	6%

Question : ... IF SO : *Did you see at least one Canadian movie ?*

n=942 Canadians who saw one or more movies	YES, saw a Canadian movie	NO, didn't see any Canadian movies
Atlantic Provinces	11%	89%
Quebec	49%	51%
Ontario	23%	77%
Prairies	29%	71%
Alberta	22%	78%
British Columbia	32%	68%
Canada	30%	70%

2.3 Fewer than four out of ten Canadians went to see a play in the past year

37% of Canadians went to see a play in the past year. Most of these theater goers were women (42%), those in the 55-64 age group (47%), high income earners (42%), professionals (47%) and university graduates (53%).

61% of Canadians who went to see a play saw one by a Canadian playwright. This was the case for 70% of Quebecers, 68% of those with incomes over \$60,000 and 68% of university graduates.

Question : *In the past 12 months, have you been to see a play at a theater?*

n=1500	YES	NO	Don't know/Can't recall
Atlantic Provinces	37%	63%	0%
Quebec	40%	60%	0%
Ontario	38%	60%	2%
Prairies	25%	74%	1%
Alberta	40%	59%	1%
British Columbia	35%	64%	1%
Canada	37%	62%	1%

Question : ... IF SO : *Did you see at least one CANADIAN play ?*

n=556 Canadians who saw one or more plays	YES, saw a Canadian play	NO, didn't see any Canadian plays
Atlantic Provinces	47%	53%
Quebec	70%	30%
Ontario	57%	43%
Prairies	56%	44%
Alberta	59%	41%
British Columbia	69%	31%
Canada	61%	39%

2.4 Nearly three quarters of the population read at least one book in the past year.

73% of Canadians read at least one book over the past year. The most prolific book readers were 77% of women, 77% of high income earners, 85% of professionals and 87% of university graduates.

Among those who had read at least one book over the past twelve months, 61% had read at least one book by a Canadian author. This was particularly the case for 66% of women, 67% of francophones, 70% of British Columbians and 70% of retirees.

Question : *In the past 12 months, have you read any books ?*

n=1500	YES	NO	Don't know/Can't recall
Atlantic Provinces	71%	27%	2%
Quebec	70%	27%	3%
Ontario	72%	22%	6%
Prairies	70%	22%	8%
Alberta	74%	17%	9%
British Columbia	76%	17%	7%
Canada	73%	22%	5%

Question : ... IF YES : *Did you read at least one book by a CANADIAN author?*

n=1093 Canadians who read at least one book	YES, read one or more books by a Canadian author	NO, didn't read any books by a Canadian author
Atlantic Provinces	64%	36%
Quebec	65%	35%
Ontario	58%	42%
Prairies	57%	43%
Alberta	54%	46%
British Columbia	70%	30%
Canada	61%	39%

2.5 The great majority of Canadians read magazines

84% of Canadians read at least one magazine in the past year, compared to 13% who didn't read any.

Among those who read a magazine, 78% regularly read one or more Canadian magazines, while 22% preferred foreign magazines. Women (81%), those over 65 years of age (86%) and Quebecers (85%) were the most faithful readers of Canadian magazines.

Those in the 18-24 age group (31%), Maritimers (31%) and manual workers (27%) read foreign magazines most often.

Question : *In the past 12 months, have you read any magazines ?*

n=1500	YES	NO	Don't know/Can't recall
Atlantic Provinces	81%	13%	6%
Quebec	86%	13%	1%
Ontario	85%	13%	2%
Prairies	87%	11%	2%
Alberta	86%	12%	2%
British Columbia	84%	11%	5%
Canada	84%	13%	3%

Question : ... IF SO : *Do you regularly read at least one CANADIAN magazine, that is to say, that is printed and published in Canada ?*

n=1273 Canadians who read one or more magazines	YES, regularly read a Canadian magazine	NO, didn't regularly read any Canadian magazine
Atlantic Provinces	69%	31%
Quebec	85%	15%
Ontario	76%	24%
Prairies	76%	24%
Alberta	73%	27%
British Columbia	82%	18%
Canada	78%	22%

2.6 More than six out of ten Canadians bought albums by Canadian performers

61% of Canadians bought one or more albums by singers or groups, while 38% didn't buy any.

Among those who bought, 73% were in the 18-35 age group, 66% were Quebecers, 68% had incomes above \$60,000, 72% were professionals, and 70% were college or university graduates.

Those who didn't buy included 68% of those over 65 years of age, 52% of those with a family income under \$20,000 and 47% of those not gainfully employed.

72% of those who bought albums by singers or groups had bought at least one Canadian album, while 28% preferred an album by a foreign performer. Those who bought Canadian albums were mostly people in the 35 to 44 age group (79%), those with a family income over \$60,000 (78%) and 79% of professionals.

Question : *In the past 12 months, have you purchased any music albums by a singer or a group ?*

n=1500	YES	NO	Don't know/Can't recall
Atlantic Provinces	61%	38%	1%
Quebec	66%	34%	0%
Ontario	60%	38%	2%
Prairies	54%	44%	2%
Alberta	63%	36%	1%
British Columbia	57%	40%	3%
Canada	61%	38%	1%

Question : ... IF SO : *Did you buy at least one album by a CANADIAN singer or group?*

n=915 Canadians who bought an album by a singer or group	YES, bought an album by a Canadian singer or group	NO, didn't buy any albums by a Canadian singer or group
Atlantic Provinces	72%	28%
Quebec	74%	26%
Ontario	71%	29%
Prairies	76%	24%
Alberta	73%	27%
British Columbia	71%	29%
Canada	72%	28%

2.7 More than one third of the population went to an art exhibit in the past year.

34% of Canadians went to an art exhibit in the past twelve months. The figures were higher on average among British Columbians (41%), professionals (44%) and among those with a university education (50%).

68% of those who went to an art exhibit, saw a Canadian exhibition.

Question : *In the past 12 months, have you been to an art exhibit (painter, sculptor, photographer)?*

n=1500	YES	NO	Don't know/Can't recall
Atlantic Provinces	31%	69%	0%
Quebec	39%	60%	1%
Ontario	31%	68%	1%
Prairies	26%	74%	0%
Alberta	37%	62%	1%
British Columbia	41%	59%	0%
Canada	34%	65%	1%

Question : ... IF SO : *Did you see at least one CANADIAN art exhibit (painter, sculptor, photographer)?*

n=915 Canadians who went to an art exhibit	YES, went to an exhibit by a Canadian artist	NO, didn't go to any exhibits by Canadian artists
Atlantic Provinces	62%	38%
Quebec	65%	35%
Ontario	69%	31%
Prairies	66%	34%
Alberta	61%	39%
British Columbia	79%	21%
Canada	68%	32%

2.8 Canadians like American TV shows

52% of Canadians who know where their TV shows are produced choose American TV shows while 32% opt for Canadian shows; 16% have no idea where their shows are made.

Canadian shows were popular among 44% of those over 65 years of age, 67% of francophones and 69% of Quebeckers. On the other hand, American TV shows attract more than 66% of those in the 18-24 age group, 61% of anglophones, 65% of people from the Prairies and Alberta and 69% of students.

Question : *Most often, do you watch TV shows produced in CANADA or produced in the UNITED STATES?*

n=1500	Produced in Canada	Produced in the United States	Don't know/Can't recall
Atlantic Provinces	20%	62%	18%
Quebec	69%	26%	5%
Ontario	20%	60%	20%
Prairies	12%	65%	24%
Alberta	18%	65%	17%
British Columbia	24%	53%	23%
Canada	32%	52%	17%

2.9 American culture is a threat to Canadian culture

According to 61% of Canadians, American culture threatens Canadian culture, while 36% do not share this view and 3% do not have an opinion. Those between the ages of 18 and 24 were more likely to believe in the threat (73%).

Question : *In your opinion, is the penetration of American culture in Canada a VERY IMPORTANT THREAT, SOMEWHAT IMPORTANT, SOMEWHAT UNIMPORTANT or VERY UNIMPORTANT THREAT to the survival of Canadian culture?*

n=1500	Very or somewhat important	Somewhat or very unimportant	Don't know/ Refusal
Atlantic Provinces	63%	30%	7%
Quebec	60%	39%	1%
Ontario	60%	38%	2%
Prairies	62%	34%	5%
Alberta	65%	31%	3%
British Columbia	61%	33%	6%
Canada	61%	36%	3%

3.0 Methodology

This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1500 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centres between June 4 and 9, 2002. Up to ten call-backs were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to geographic location, gender and language spoken at home to ensure a sample representative of the entire Canadian adult population. In the end, the maximum margin of error obtained for a sample of 1500 respondents is of ± 2.6 , 19 times out of 20.