

a week doing this, compared to 89 per cent, who indicated no such leisure activity.

About 45 per cent, or an estimated seven of 15 million of the population, spent from one to seven hours of their weekly leisure time listening to records; 15 per cent of the respondents reported more than seven hours. Thirty-eight per cent did not listen to any records.

Television and radio

While 96 per cent of the respondents report having watched TV during the 12 months, 4 per cent, or 650,000, indicated they did not. During September and October, 37 per cent watched it for a modest one to seven hours a week and 44 per cent spent from eight to 29 hours a week viewing TV. Fifteen per cent spent 30 and more hours a week, or more than four hours a day at the "tube".

Some 84 per cent listened to the radio, and a more substantial 15 per cent, or 2.4 million, answered that they did not. The weekly exposure to radio was also lower in comparison to TV viewing: 43 per cent listened less than eight hours a week; 22 per cent listened for eight to 29 hours; and 8 per cent listened for more than 30 hours a week.

Movies

Fifty seven per cent, or an estimated 8.9 million, reported having attended a commercial movie during the previous 12 months, 15 per cent saw one movie in September or October and a further 24 per cent of Canadians – estimated from respondents – visited a movie theatre at least twice. Over 1 million (8 per cent) went to the movies at least four times, i.e. more often than every second week.

The survey contained a separate question on attendance at art film events: an estimated 1.5 million, or 10 per cent, attended a film shown by a film society during the preceding 12 months. Four per cent of respondents saw a film society movie in September or October and another 4 per cent saw at least two such performances. An estimated 90,000 people visited five or more such performances during these two months.

Concerts

An estimated 3 million, or 20 per cent of respondents, attended at least one popular music concert in the year and, of these, 6 per cent or .9 million, attended one such event in the two reference



Formal instruction captured the interest of 23 per cent of the population surveyed.

months of September and October. Another 4 per cent attended two or more popular music concerts.

Classical music, with 11 per cent, or 1.6 million for 12 months, had a considerable audience. Four per cent attended one or more performances in the early season months of September and October. Statistics Canada's *Performing Arts Survey of 1975* gives 2 million as the estimated total attendance in 1975, based on survey responses from 14 major orchestra companies.

Opera, theatre, ballet

Four per cent, or 570,000 respondents, attended opera performances during the preceding 12 months; 1.5 per cent attended one or more performances during September and October. The total estimated number of seats sold in these two months was 300,000.

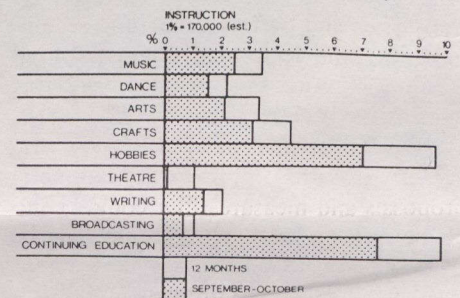
During the year, 13 per cent, or 2.3 million, attended live theatre performances, while 7 per cent visited a theatre one or more times in September and October. An estimated 1.6 million seats were sold in that period.

Less than 3 per cent, or 415,000 respondents, attended one or more ballet performances in the preceding year. The estimated number of seats sold for September and October was 440,000.

Formal instruction

An estimated 23 per cent of Canadians (based on those who responded) took some formal training during their leisure time in the 12 months under survey.

Eight per cent, or 1.3 million, reported a specific involvement (regardless of subject) during July and August 1975, compared to 10 per cent for September and October, the beginning of the school year. The figure below summarizes total participation rates for the last 12 months preceding the survey, compared to rates for September and October, the two months in the main season (shaded).



Percentage of respondents taking formal instruction in their leisure time during the past year and during September/October 1975. The average non-response was 12 per cent.

Reading

The reading of newspapers attracted 61 per cent (one to seven hours a week), compared to "heavy" readers (13 per cent – more than seven hours). Some 26 per cent of respondents said they did not read any papers. Magazine reading attracted 49 per cent (one to seven hours a week), compared to 8 per cent with high rates of reading (more than seven hours).

Book reading showed a distribution
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