

Canadian-controlled distributors. Of the balance, 196 came from the United States, 110 from France, 70 from Italy, 54 from Hong Kong, 38 from India, 23 from Germany, 13 from Britain, and 21 from other countries.

Movie theatre attendance. Over 85 million admissions at regular movie theatres generated an estimated \$279 million at the box office in 1981, while over 11 million visits represented \$41 million in drive-in admission receipts. Canadians went to a regular theatre 3.5 times per capita in 1981, and spent about \$4.05 each time. Although drive-ins were frequented only 0.5 times per capita, the average amount spent there each time was higher at \$5.35.

15.9 Home entertainment and recreation

Communications services. Almost all Canadians have access to television, radios and telephones. Of 8.25 million households in Canada in May 1982, 98.2% had television sets, 98.8% had radios and 97.9% had telephones (Table 15.16). While there had been an increase of 2.4% in the number of households in a year, there had been overall increases of 4.9% of those that had acquired colour television, 8.1% in households connected to cable television and 2.8% among those with radio receivers.

TV viewing. The average Canadian spends 50% more time watching television than on any other leisure activity. Television, since its introduction to the commercial market, has been the major vehicle of popular culture. The wide range of programming — including sports, movies, news, public affairs, situation comedies, game shows and commercial messages — both reflect and mould viewer attitudes.

A decline in movie attendance in the last 25 years can be directly attributed to television entertainment. This includes movies normally seen in motion picture theatres as well as made-for-television movies. Less frequently televised are live performing arts events such as plays, operas, ballet and music concerts. While TV may not render them with quite the atmosphere of a concert hall or theatre, a greatly enlarged audience can enjoy seeing them at home. Television has also cut into areas that were formerly the preserve of radio, newspapers and news magazines.

Canadian time use pilot study, 1981. A time use pilot study was conducted in a non-random selection of urban and rural areas across Canada. This stage in the development of Canada's first national time use survey has provided new insights into the daily activities of Canadians, especially leisure time and cultural activities.

A time use survey details what people do during the day, how often, for how long, at what time, where, with whom, in what order and while doing

what else simultaneously. The following small sampling of pilot study results illustrate the detailed analysis possible.

Pilot study respondents spent, on average, 5.3 hours a day on leisure activities. The only major activity on which they spent more time was sleeping, 8.3 hours a day.

Respondents classified simultaneous activities as primary or secondary. For example, 95% of radio listening was reported as secondary, a background to such activities as eating, travelling to work or reading.

As would be expected, respondents spent 20% more time on leisure activities on weekends than on weekdays. Newspaper reading did not follow this pattern, as more time was spent reading newspapers on Wednesdays and Fridays than any other days.

Time use surveys also provide details on the distribution of activities through the day. For example, radio listening generally decreased from morning to evening with peaks at 8:00 a.m. to 12 noon, and 5:00 p.m.

Location and social contexts of activities are also evident. Almost half of all listening to records, tapes and radio occurred away from home. Over half of television viewing time took place in the company of family members.

These and other dimensions of a time use survey data base can be combined to allow detailed analyses. As an illustration, the group of respondents most frequently participating in leisure activities at 7:00 p.m. were at home, alone, 55 years of age and over and had no children living at home. Of this group, 75% were involved in media activities.

Phonograph records and tapes. In the 1981 Canadian time use pilot study, respondents 15 years old and over listened to recorded music regularly, averaging about 2.2 hours a week. Respondents listened to the radio for an average of 15 hours a week, and about 75% of FM radio air time is comprised of music transmitted from records and tapes. CRTC regulations required that a minimum of 30% of the musical compositions broadcast by AM radio stations or network operations must be Canadian. To qualify a composition must meet at least two of the following conditions: instrumentation or lyrics principally performed by a Canadian, music composed by a Canadian, lyrics written by a Canadian or the live performance wholly recorded in Canada.

The 1981 survey showed that Canadian-controlled firms released two-thirds of all Canadian content albums and over half of Canadian content singles. Their total releases are divided between three main musical categories: adult-oriented popular music, rock and country music.

On the other hand, foreign-controlled firms released nearly all the classical and jazz recordings, though with a great emphasis on rock music. These