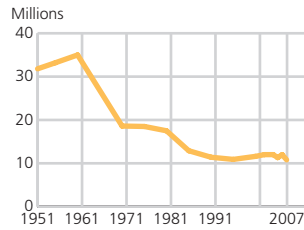


A gender gap?

Number of cinema visits



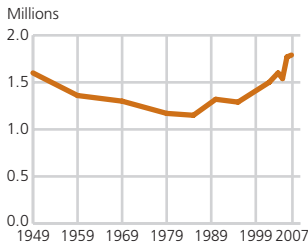
Cinema visits stable

The 1950s were the golden age for the cinema in Norway – as well as in the rest of Europe – and cinema visits peaked at about 35 million in 1960; almost ten cinema visits per capita.

With the arrival of television in Norway at the beginning of the 1960s, figures for cinema visits had almost halved by 1970. The 1970s only saw a slight decrease. In the 1980s there was another decline, reaching a low in 1992, with some 9.5 million cinema visits. In recent years the number of cinema visits has been 11-12 million, and the share of visits to see Norwegian films has been around 16 per cent.

In 2007, 67 per cent of the population aged 9-79 had visited a cinema during the previous 12 months, which is an average of 3.7 cinema visits.

Number attending theatres and the opera



More people go to the theatre and opera...

Visits to the theatre and the opera also declined for a long period of time before increasing in the mid-1980s. Since the stagnation around 1990, visits have once again increased considerably in the past 5-6 years to almost 1.8 million visits.

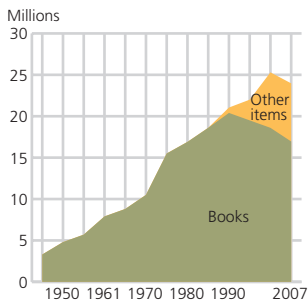
Half the population report that they have been to the theatre during a year, while 5 and 12 per cent have attended the opera or ballet respectively.

...as well as to concerts, exhibitions and museums

The number of concert-goers increased dramatically from 1991 to 2004: the share that had attended a classical music concert increased from 27 to 35 per cent, while for other concerts the percentage rose from 32 to 47 per cent from 1991 to 2004.

Approximately 40 per cent visited an art exhibition and/or a museum in 2004, which is a modest increase.

Number of loans from public libraries



Less people at sports events

Throughout the 1990s, between 50 and 60 per cent were spectators at sports events, but the number of visits has declined from 6.7 in 1994 to 5.9 in 2004.

Football is most popular, followed by handball. Most sports have a relatively stable number of spectators apart from skiing, where the percentage has halved since 1994 (which was a special year with the staging of the Winter Olympics at Lillehammer).

Libraries offer more than books

The number of books borrowed from public libraries increased throughout the post-war period and up to the beginning of the 1990s; from 3.3 million loans in 1945-46 to around 20 million. Since then loans have decreased to 17 million in 2007.

Persons aged 9-79 visiting cultural institutions during the previous year. Per cent

	1991	1994	1997	2000	2004
Cinema	58	61	60	65	68
Theatre/musical/revue	44	45	44	50	49
Opera/opera	5	5	6	6	5
Ballet/dance performance	8	9	8	11	12
Classical concert	27	34	37	37	35
Popular concert	32	38	38	39	47
Art exhibition	41	44	43	44	42
Museum	41	45	44	45	42
Public library	49	51	52	52	54
Sports event	57	59	54	57	55

However, at the end of the 1980s, libraries started to lend music, audio books and DVDs, and these now account for over 7 million loans annually, bringing the total number of loans to 24 million.

More than 50 per cent of the population uses public library services during the course of a year.

Women and professionals most interested in culture

When asked how interested they are in various cultural activities, women are more likely than men to say that they are 'very or quite interested'. This is most obvious in the case of the ballet, opera and theatre, but also applies to classical concerts, art exhibitions and libraries. With regard to cinemas, museums and popular concerts, men are almost as interested. Only in the case of sports events, men are far more interested than women.

These gender differences correlate well with the numbers who actually participate in these activities, though these differences are somewhat smaller.

In addition to gender, the most significant differences are found among groups with different levels of education. People with a higher education participate far more frequently in a range of cultural activities.

The increase in cultural activities in recent years must be seen in connection with other social trends. A higher level of education leads to greater interest in various cultural activities, while at the same time people have more leisure time and money to spend on cultural activities. Moreover, a growing number of the population lives in cities and urban areas where the range of cultural activities is greatest.

Percentage of men and women aged 9-79 who report that they are 'very/quite interested' in going to... 2004

