

CANADIAN CONSUMERS SPENT \$21.3 BILLION ON CULTURAL ITEMS IN 2001

NEW REPORT ANALYZES CONSUMER SPENDING ON CULTURE IN CANADA, THE PROVINCES AND 13 MUNICIPAL REGIONS

February 25, 2004

A report, prepared in 2003 and released to the public for the first time today, shows that Canadian consumers spent \$21.3 billion on cultural goods and services in 2001, an amount that is greater than spending on tobacco, alcohol and games of chances *combined*. The \$21.3 billion in consumer spending is over three times higher than government spending on culture in Canada. The report also shows that consumer spending on live performing arts events is nearly double the spending on live sporting events.

The report examines national, provincial and municipal trends in consumer spending on culture in Canada. Thanks to the support of the Canada Council for the Arts, the Department of Canadian Heritage, the Ontario Arts Council, the Ontario Trillium Foundation and the Alberta Foundation for the Arts, the reports have been translated and will be made available free of charge at the websites of these organizations as well as Hill Strategies Research Inc.'s website. (Please see below for a list of the download sites.)

The \$21.3 billion in consumer spending on culture in Canada represents \$720 for every Canadian resident and about \$1 out of every \$30 spent by Canadian consumers. Home-based activities, including home entertainment and reading, dominate cultural spending. However, significant amounts are also spent on other cultural goods and services, including art works and events, photographic equipment and services, movie theatre admissions, and art supplies and musical instruments.

Cultural spending in Canada grew more quickly than overall consumer spending between 1997 and 2001. Spending increases in many categories of cultural spending were also higher than the increase in overall consumer spending. Increases were largest in categories related to spending on movie theatre admissions, home entertainment, photographic equipment and services, and art works and events.

On a provincial level, the report finds that consumers' cultural spending per capita varies significantly between the provinces, from a high of \$874 in Alberta to a low of \$577 in PEI. Cultural spending levels in Alberta, Ontario and BC are above the Canadian average, while all other provinces have levels of cultural spending that are below the Canadian average. The report provides profiles of cultural spending in each province as well as changes in cultural spending between 1997 and 2001.

On a municipal level, the report extends the analysis provided in Richard Florida's recent study of cultural occupations in Canadian municipal regions to include an examination of cultural spending in 13 metropolitan areas across the country, including Vancouver, Edmonton,

Calgary, Saskatoon, Regina, Winnipeg, Toronto, Ottawa, Montreal, Saint John, Halifax, Charlottetown, and St. John's. The report finds some similarities and some differences between the municipal rankings on the cultural occupations and the cultural spending data. Consumers' cultural spending in the 13 municipal regions varies from a high of \$1,027 per person in Ottawa to a low of \$637 in Saint John. The report provides a profile of cultural spending in each municipal area.

The main source of data for this is Statistics Canada's Survey of Household Spending.

Hill Strategies Research Inc., publisher of the *Arts Research Monitor*, is an arts research company based in Hamilton, Canada. Please visit <http://www.hillstrategies.com> for more information.

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Report download sites (available on or shortly after Feb. 25, 2004):

Culturescope.ca: <http://www.culturescope.ca>  
Canada Council: <http://www.canadacouncil.ca/artsinfo/research/>  
Ontario Arts Council: <http://www.arts.on.ca>  
Alberta Foundation for the Arts: <http://www.affta.ab.ca>  
Hill Strategies Research Inc: <http://www.hillstrategies.com/resources.html>

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