

Consumer spending on culture by category, Canada, 1997 to 2001

Category	1997	1998	1999	2000	2001	% of total, 2001	Change, 1997 to 2001	% change
Art supplies and musical instruments	\$870,000,000	\$820,000,000	\$800,000,000	\$860,000,000	\$950,000,000	4.5%	\$79,000,000	9%
Art works and events	\$1,500,000,000	\$1,800,000,000	\$1,600,000,000	\$1,800,000,000	\$1,900,000,000	8.8%	\$350,000,000	23%
Home entertainment	\$8,400,000,000	\$9,000,000,000	\$9,400,000,000	\$10,000,000,000	\$11,200,000,000	52.6%	\$2,800,000,000	33%
Movie theatre admissions	\$790,000,000	\$850,000,000	\$1,000,000,000	\$1,100,000,000	\$1,200,000,000	5.4%	\$360,000,000	46%
Photographic equipment and services	\$1,400,000,000	\$1,500,000,000	\$1,600,000,000	\$1,700,000,000	\$1,800,000,000	8.5%	\$390,000,000	28%
Reading material	\$3,800,000,000	\$4,000,000,000	\$4,100,000,000	\$4,200,000,000	\$4,300,000,000	20.2%	\$480,000,000	12%
Total	\$16,800,000,000	\$17,900,000,000	\$18,500,000,000	\$19,600,000,000	\$21,300,000,000	100%	\$4,400,000,000	26%

Key cultural items	1997	1998	1999	2000	2001	% of total, 2001	Change, 1997 to 2001	% change
Live performing arts	\$750,000,000	\$720,000,000	\$740,000,000	\$830,000,000	\$820,000,000	3.9%	\$71,000,000	10%
Admissions to museums and heritage-related activities	\$340,000,000	\$350,000,000	\$370,000,000	\$390,000,000	\$370,000,000	1.7%	\$33,000,000	10%
Works of art, carvings and vases	\$360,000,000	\$540,000,000	\$390,000,000	\$470,000,000	\$530,000,000	2.5%	\$170,000,000	48%
Books (excluding school books)	\$890,000,000	\$940,000,000	\$1,000,000,000	\$1,000,000,000	\$1,100,000,000	5.2%	\$210,000,000	23%
Magazines and periodicals	\$680,000,000	\$710,000,000	\$700,000,000	\$690,000,000	\$680,000,000	3.2%	-\$2,000,000	0%
Newspapers	\$1,200,000,000	\$1,200,000,000	\$1,200,000,000	\$1,200,000,000	\$1,200,000,000	5.7%	-\$2,000,000	0%

Live sports events	\$400,000,000	\$340,000,000	\$440,000,000	\$430,000,000	\$440,000,000	n/a	\$37,000,000	9%
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Total expenditures	\$540,000,000,000	\$560,000,000,000	\$600,000,000,000	\$630,000,000,000	\$670,000,000,000	n/a	\$120,000,000,000	23%
Culture as % of total	3.1%	3.2%	3.1%	3.1%	3.2%			

Consumer price index	107.6	108.6	110.5	113.5	116.4	n/a	9	8%
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Population estimate	28,400,000	28,800,000	29,100,000	29,200,000	29,600,000	n/a	1,100,000	4%
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Cultural spending per capita by category and on key items, Canada and the provinces, 2001

Category	Canada	BC	Alberta	Saskatchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	PEI	Newfoundland
Art supplies and musical instruments	\$32	\$35	\$42	\$31	\$28	\$36	\$21	\$23	\$27	\$27	\$28
Art works and events	\$64	\$65	\$92	\$51	\$58	\$73	\$50	\$38	\$49	\$33	\$41
Home entertainment	\$378	\$396	\$450	\$352	\$384	\$378	\$351	\$333	\$359	\$313	\$320
Movie theatre admissions	\$39	\$39	\$49	\$22	\$31	\$42	\$38	\$25	\$31	\$32	\$25
Photographic equipment and services	\$61	\$71	\$82	\$60	\$63	\$67	\$42	\$49	\$52	\$48	\$49
Reading material	\$146	\$143	\$159	\$121	\$140	\$156	\$133	\$126	\$137	\$123	\$115
Total	\$720	\$748	\$874	\$637	\$703	\$752	\$635	\$595	\$656	\$577	\$579

Key items	Canada	BC	Alberta	Saskatchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	PEI	Newfoundland
Live performing arts	\$28	\$24	\$33	\$20	\$22	\$32	\$26	\$12	\$17	\$15	\$13
Admissions to museums and heritage-related activities	\$13	\$10	\$21	\$13	\$15	\$15	\$8	\$9	\$11	\$7	\$6
Books (excluding school books)	\$37	\$41	\$46	\$29	\$37	\$41	\$30	\$27	\$35	\$28	\$22
Magazines and periodicals	\$23	\$24	\$29	\$24	\$22	\$23	\$21	\$21	\$23	\$19	\$14
Newspapers	\$41	\$31	\$36	\$34	\$41	\$45	\$43	\$42	\$39	\$45	\$32
Live sports events	\$15	\$17	\$25	\$21	\$19	\$16	\$9	\$13	\$8	\$9	\$8
Total expenditures	\$22,600	\$22,600	\$24,700	\$19,300	\$20,400	\$24,200	\$20,900	\$18,600	\$19,500	\$17,800	\$17,200

Cultural spending by category and on key items, Canada and the provinces, 2001

2001 spending by category	Canada	British Columbia	Alberta	Saskatchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	PEI	Newfoundland
Art supplies and musical instruments	\$950,000,000	\$140,000,000	\$120,000,000	\$29,000,000	\$30,000,000	\$420,000,000	\$150,000,000	\$17,000,000	\$25,000,000	\$3,600,000	\$14,000,000
Art works and events	\$1,900,000,000	\$250,000,000	\$270,000,000	\$48,000,000	\$61,000,000	\$830,000,000	\$350,000,000	\$27,000,000	\$44,000,000	\$4,500,000	\$21,000,000
Home entertainment	\$11,000,000,000	\$1,500,000,000	\$1,300,000,000	\$330,000,000	\$400,000,000	\$4,300,000,000	\$2,500,000,000	\$240,000,000	\$320,000,000	\$42,000,000	\$170,000,000
Movie theatre admissions	\$1,200,000,000	\$150,000,000	\$140,000,000	\$20,000,000	\$32,000,000	\$480,000,000	\$270,000,000	\$18,000,000	\$28,000,000	\$4,300,000	\$13,000,000
Photographic equipment and services	\$1,800,000,000	\$280,000,000	\$240,000,000	\$56,000,000	\$66,000,000	\$760,000,000	\$300,000,000	\$35,000,000	\$46,000,000	\$6,400,000	\$25,000,000
Reading material	\$4,300,000,000	\$550,000,000	\$460,000,000	\$110,000,000	\$150,000,000	\$1,800,000,000	\$950,000,000	\$91,000,000	\$120,000,000	\$16,000,000	\$60,000,000
Total culture	\$21,300,000,000	\$2,900,000,000	\$2,500,000,000	\$590,000,000	\$740,000,000	\$8,600,000,000	\$4,500,000,000	\$430,000,000	\$580,000,000	\$77,000,000	\$300,000,000

2001 spending on key items	Canada	British Columbia	Alberta	Saskatchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	PEI	Newfoundland
Live performing arts	\$820,000,000	\$91,000,000	\$96,000,000	\$18,000,000	\$23,000,000	\$370,000,000	\$180,000,000	\$8,700,000	\$15,000,000	\$2,000,000	\$6,900,000
Admissions to museums and heritage-related activities	\$370,000,000	\$40,000,000	\$60,000,000	\$12,000,000	\$16,000,000	\$170,000,000	\$59,000,000	\$6,200,000	\$9,900,000	\$910,000	\$2,900,000
Books (excluding school books)	\$1,100,000,000	\$160,000,000	\$130,000,000	\$27,000,000	\$38,000,000	\$460,000,000	\$210,000,000	\$19,000,000	\$31,000,000	\$3,700,000	\$11,000,000
Magazines and periodicals	\$680,000,000	\$93,000,000	\$83,000,000	\$23,000,000	\$23,000,000	\$260,000,000	\$150,000,000	\$15,000,000	\$21,000,000	\$2,600,000	\$7,400,000
Newspapers	\$1,200,000,000	\$120,000,000	\$100,000,000	\$32,000,000	\$42,000,000	\$520,000,000	\$300,000,000	\$30,000,000	\$35,000,000	\$6,000,000	\$17,000,000

Live sports events	\$440,000,000	\$64,000,000	\$72,000,000	\$19,000,000	\$19,000,000	\$180,000,000	\$62,000,000	\$9,300,000	\$7,500,000	\$1,200,000	\$4,400,000
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Total expenditures	\$670,000,000,000	\$87,000,000,000	\$71,000,000,000	\$18,000,000,000	\$21,000,000,000	\$280,000,000,000	\$150,000,000,000	\$13,000,000,000	\$17,000,000,000	\$2,400,000,000	\$8,900,000,000
Culture as % of total	3.2%	3.3%	3.5%	3.3%	3.4%	3.1%	3.0%	3.2%	3.4%	3.2%	3.4%

Spending ratio: performing arts vs. sports	1.87	1.43	1.35	0.94	1.19	2.05	2.95	0.94	2.05	1.63	1.57
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Number of households in the survey	16,901	1,998	1,745	1,481	1,504	2,150	2,064	1,495	1,553	660	1,433
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Cultural spending by category and on key items, Canada and the provinces, 1997

1997 spending by category	Canada	BC	Alberta	Saskatchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	PEI	Newfoundland
Art supplies and musical instruments	\$870,000,000	\$150,000,000	\$110,000,000	\$25,000,000	\$29,000,000	\$330,000,000	\$160,000,000	\$15,000,000	\$28,000,000	\$2,500,000	\$15,000,000
Art works and events	\$1,500,000,000	\$240,000,000	\$210,000,000	\$40,000,000	\$54,000,000	\$650,000,000	\$290,000,000	\$22,000,000	\$31,000,000	\$3,800,000	\$12,000,000
Home entertainment	\$8,400,000,000	\$1,200,000,000	\$910,000,000	\$270,000,000	\$310,000,000	\$3,200,000,000	\$2,000,000,000	\$180,000,000	\$240,000,000	\$33,000,000	\$130,000,000
Movie theatre admissions	\$790,000,000	\$110,000,000	\$83,000,000	\$18,000,000	\$23,000,000	\$320,000,000	\$200,000,000	\$13,000,000	\$19,000,000	\$3,200,000	\$7,400,000
Photographic equipment and services	\$1,400,000,000	\$240,000,000	\$170,000,000	\$52,000,000	\$53,000,000	\$570,000,000	\$240,000,000	\$29,000,000	\$36,000,000	\$5,700,000	\$18,000,000
Reading material	\$3,800,000,000	\$490,000,000	\$390,000,000	\$110,000,000	\$130,000,000	\$1,500,000,000	\$960,000,000	\$80,000,000	\$120,000,000	\$16,000,000	\$57,000,000
Total culture	\$17,000,000,000	\$2,400,000,000	\$1,900,000,000	\$510,000,000	\$590,000,000	\$6,500,000,000	\$3,800,000,000	\$340,000,000	\$470,000,000	\$64,000,000	\$240,000,000

1997 spending on key items	Canada	BC	Alberta	Saskatchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	PEI	Newfoundland
Live performing arts	\$750,000,000	\$98,000,000	\$86,000,000	\$16,000,000	\$27,000,000	\$330,000,000	\$160,000,000	\$9,200,000	\$13,000,000	\$1,900,000	\$5,000,000
Admissions to museums and heritage-related activities	\$340,000,000	\$35,000,000	\$47,000,000	\$12,000,000	\$12,000,000	\$150,000,000	\$65,000,000	\$5,700,000	\$8,500,000	\$910,000	\$2,800,000
Books (excluding school books)	\$890,000,000	\$140,000,000	\$100,000,000	\$26,000,000	\$27,000,000	\$350,000,000	\$190,000,000	\$16,000,000	\$26,000,000	\$2,800,000	\$9,600,000
Magazines and periodicals	\$680,000,000	\$96,000,000	\$72,000,000	\$22,000,000	\$22,000,000	\$250,000,000	\$180,000,000	\$14,000,000	\$20,000,000	\$3,000,000	\$6,600,000
Newspapers	\$1,200,000,000	\$120,000,000	\$110,000,000	\$29,000,000	\$47,000,000	\$490,000,000	\$330,000,000	\$29,000,000	\$41,000,000	\$6,100,000	\$16,000,000
Live sports events	\$400,000,000	\$56,000,000	\$56,000,000	\$18,000,000	\$14,000,000	\$160,000,000	\$79,000,000	\$8,600,000	\$7,500,000	\$1,200,000	\$3,700,000
Total expenditures	\$540,000,000,000	\$77,000,000,000	\$55,000,000,000	\$16,000,000,000	\$19,000,000,000	\$220,000,000,000	\$120,000,000,000	\$11,000,000,000	\$14,000,000,000	\$2,000,000,000	\$7,100,000,000

Percentage change in cultural spending by category and on key items, Canada and the provinces, 1997 to 2001

Percent change by category	Canada	BC	Alberta	Saskatchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	PEI	Newfoundland
Art supplies and musical instruments	9%	-8%	14%	17%	2%	25%	-10%	16%	-11%	46%	-2%
Art works and events	23%	3%	30%	19%	13%	29%	23%	24%	40%	19%	76%
Home entertainment	33%	26%	43%	23%	31%	36%	27%	31%	34%	26%	31%
Movie theatre admissions	46%	35%	69%	14%	38%	52%	33%	36%	47%	35%	78%
Photographic equipment and services	28%	17%	42%	7%	24%	33%	23%	20%	27%	13%	37%
Reading material	12%	13%	17%	4%	17%	19%	-1%	14%	4%	2%	5%
Total culture	26%	19%	35%	17%	25%	32%	18%	25%	25%	20%	27%

Percent change in key items	Canada	BC	Alberta	Saskatchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	PEI	Newfoundland
Live performing arts	10%	-7%	12%	11%	-16%	11%	16%	-5%	15%	3%	38%
Admissions to museums and heritage-related activities	10%	14%	28%	5%	34%	14%	-9%	10%	17%	0%	3%
Books (excluding school books)	23%	17%	32%	3%	40%	34%	9%	17%	20%	30%	17%
Magazines and periodicals	0%	-3%	17%	2%	6%	1%	-16%	9%	3%	-14%	12%
Newspapers	0%	1%	-4%	8%	-9%	6%	-9%	3%	-14%	-2%	1%
Live sports events	9%	13%	29%	8%	34%	17%	-22%	8%	0%	1%	19%
Total expenditures	23%	14%	30%	11%	15%	26%	21%	20%	21%	18%	25%

Consumer spending on culture in selected Census Metropolitan Areas, 2001

Census Metropolitan Area	Spending per capita		
	Culture	Rank	Total spending
Vancouver	\$732	8	\$23,272
Edmonton	\$880	3	\$23,579
Calgary	\$963	2	\$27,634
Saskatoon	\$709	10	\$20,179
Regina	\$749	7	\$21,902
Winnipeg	\$758	6	\$21,451
Toronto	\$731	9	\$24,788
Ottawa	\$1,027	1	\$32,965
Montreal	\$701	11	\$22,286
Saint John	\$637	13	\$19,065
Halifax	\$777	5	\$22,799
Charlottetown	\$683	12	\$19,740
St. John's	\$792	4	\$22,163

Total spending		
Culture	Overall consumer spending	Culture as % of total
\$1,500,000,000	\$46,400,000,000	3.1%
\$810,000,000	\$21,600,000,000	3.7%
\$930,000,000	\$26,600,000,000	3.5%
\$160,000,000	\$4,500,000,000	3.5%
\$140,000,000	\$4,200,000,000	3.4%
\$490,000,000	\$13,800,000,000	3.5%
\$3,400,000,000	\$116,500,000,000	3.0%
\$830,000,000	\$26,600,000,000	3.1%
\$2,400,000,000	\$74,900,000,000	3.1%
\$78,000,000	\$2,300,000,000	3.3%
\$260,000,000	\$7,600,000,000	3.4%
\$33,000,000	\$960,000,000	3.5%
\$130,000,000	\$3,700,000,000	3.6%

Census Metropolitan Area	Total spending by category					
	Art supplies and musical instruments	Art works and events	Home entertainment	Movie theatre admissions	Photographic equipment and services	Reading material
Vancouver	\$44,000,000	\$130,000,000	\$760,000,000	\$92,000,000	\$140,000,000	\$290,000,000
Edmonton	\$40,000,000	\$100,000,000	\$390,000,000	\$51,000,000	\$67,000,000	\$160,000,000
Calgary	\$45,000,000	\$110,000,000	\$470,000,000	\$51,000,000	\$91,000,000	\$160,000,000
Saskatoon	\$6,600,000	\$16,000,000	\$84,000,000	\$6,900,000	\$14,000,000	\$31,000,000
Regina	\$5,700,000	\$11,000,000	\$78,000,000	\$6,300,000	\$13,000,000	\$29,000,000
Winnipeg	\$19,000,000	\$41,000,000	\$270,000,000	\$24,000,000	\$39,000,000	\$97,000,000
Toronto	\$130,000,000	\$350,000,000	\$1,700,000,000	\$230,000,000	\$310,000,000	\$740,000,000
Ottawa	\$55,000,000	\$80,000,000	\$390,000,000	\$41,000,000	\$86,000,000	\$180,000,000
Montreal	\$76,000,000	\$200,000,000	\$1,200,000,000	\$160,000,000	\$160,000,000	\$540,000,000
Saint John	\$2,500,000	\$5,800,000	\$44,000,000	\$3,800,000	\$6,600,000	\$15,000,000
Halifax	\$11,000,000	\$23,000,000	\$140,000,000	\$17,000,000	\$21,000,000	\$51,000,000
Charlottetown	\$1,400,000	\$1,700,000	\$19,000,000	\$2,100,000	\$2,700,000	\$6,700,000
St. John's	\$6,200,000	\$13,000,000	\$66,000,000	\$9,000,000	\$10,000,000	\$29,000,000

Live performing arts
\$53,000,000
\$35,000,000
\$41,000,000
\$6,400,000
\$5,000,000
\$15,000,000
\$174,000,000
not available
\$102,000,000
\$2,100,000
\$6,500,000
not available
\$4,400,000