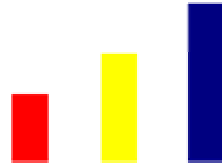


Consumer Spending on Culture in Canada, the Provinces and 13 Municipal Regions in 2001



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CONSUMER SPENDING ON CULTURE IN CANADA, THE PROVINCES AND 13 MUNICIPAL REGIONS IN 2001

This report examines the spending of Canadians on cultural activities, goods and equipment, including art supplies and musical instruments, art works and events, home entertainment, movie theatre admissions, photographic equipment and services, and reading material. The data is drawn from Statistics Canada's Survey of Household Spending for 1997 through 2001, a yearly paper-based questionnaire on Canadians' spending habits.¹ This article summarizes data for total consumer spending on culture, per capita spending amounts, and changes in spending between 1997 and 2001.

The report also compares consumer spending on culture in the provinces and provides a brief profile of consumer spending on culture in each province. The levels of consumer spending on culture in 13 municipal regions across Canada are also compared and profiled.²

CONSUMER SPENDING ON CULTURE IN CANADA

Canadians spent about \$21.3 billion on cultural goods and services in 2001, or 3.2% of total consumer spending in the country. On a per capita basis, cultural spending amounts to \$720 for every Canadian resident.

Home-based activities dominate cultural spending. Home entertainment and reading material are the top two categories of cultural spending. In fact, over half of Canadians' cultural spending - \$11.2 billion (or 53% of the total) - is on home entertainment equipment and services. Reading material is the second-largest spending category, amounting to \$4.3 billion (or 20% of total cultural spending) in 2001. Spending on art works and events (\$1.9 billion or 9%) is very similar to spending on photographic equipment and services (\$1.8 billion or 8%). About \$1.2 billion (or 5%) was spent on movie theatre admissions in 2001, while art supplies and musical instruments attracted \$950 million (4%) in consumer spending.³ Figure 1 summarizes consumer spending by category.

Canadians' spending on cultural goods and services grew by 26% between 1997 and 2001, a slightly larger increase than the 23% rise in spending on all goods and services during the same period. The 26% increase in cultural spending is also much higher than the 8% rise in the Consumer Price Index between 1997 and 2001.⁴ The highest increase among the cultural categories is movie theatre spending, which rose by 46% between 1997 and 2001. The second-largest increase was in the home entertainment category (33%), followed by photographic equipment and services (28%) and art works and events (23%). The other cultural categories increased by less than the increase in overall spending but more than the rate of inflation: reading material (12%) and art supplies and musical instruments (9%).

The art works and events category includes some key cultural items on which Canadians spent significant amounts of money in 2001. For instance, spending on live performing arts events totalled \$820 million, a 10% increase from 1997. Canadians spent \$370 million on admissions to museums (and other similar activities) in 2001, up 10% from 1997. Spending on works of art, carvings and vases totalled \$530 million, a 48% increase from 1997.⁵

¹ The number of survey respondents was nearly 17,000 in 1997 and in 2001. Please see the detailed tables at the end of this report for the number of respondents in each province. The Survey of Household Spending reports expenditures at the household level. These were converted to per capita figures by dividing household spending by the number of people per household in each jurisdiction (provided in the same dataset).

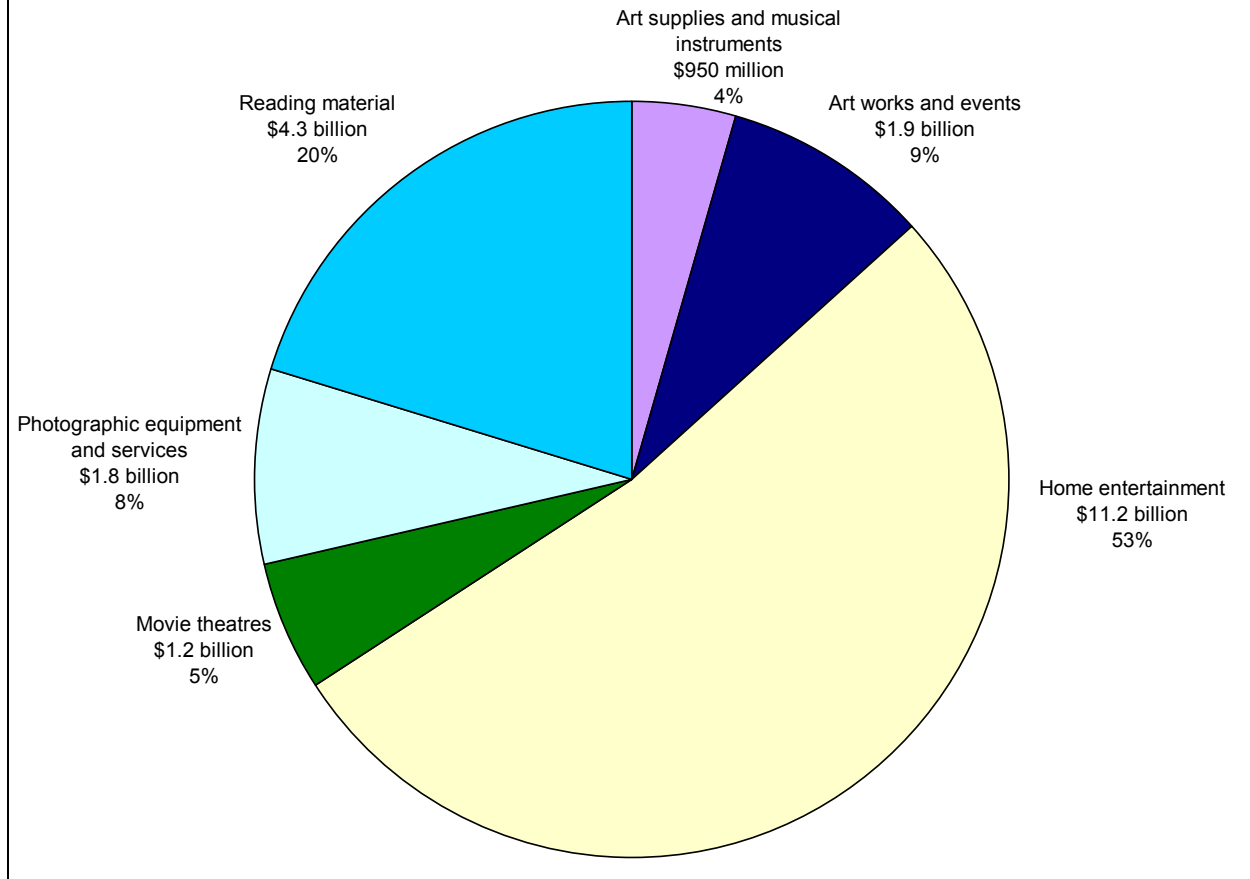
² The term "municipal regions" refers to the boundaries of Census Metropolitan Areas as defined by Statistics Canada, not municipal boundaries.

³ The Survey of Household Spending does not categorize individual spending items as "cultural". This categorization was developed by Statistics Canada's Culture Statistics Division for use in publications such as Patterns in Culture Consumption and Participation (December 2000). The grouping of these individual items into cultural spending categories was developed by Hill Strategies for this paper. Please see the table at the end of this report for a list of the individual items within each category.

⁴ The figures in this paper have not been adjusted for the 8% inflation between 1997 and 2001, nor have adjustments been made for the 4% increase in the Canadian population between 1997 and 2001. Comparisons between changes in cultural spending and overall spending - the main comparisons used in this paper - would not be affected by adjustments for inflation or population growth, as all figures would be adjusted equally.

⁵ Art works and carvings are considered "household furnishings" in the Survey of Household Spending, and were grouped with vases in a 1997 reorganization of spending categories.

Figure 1: Consumer spending on culture by category, Canada, 2001



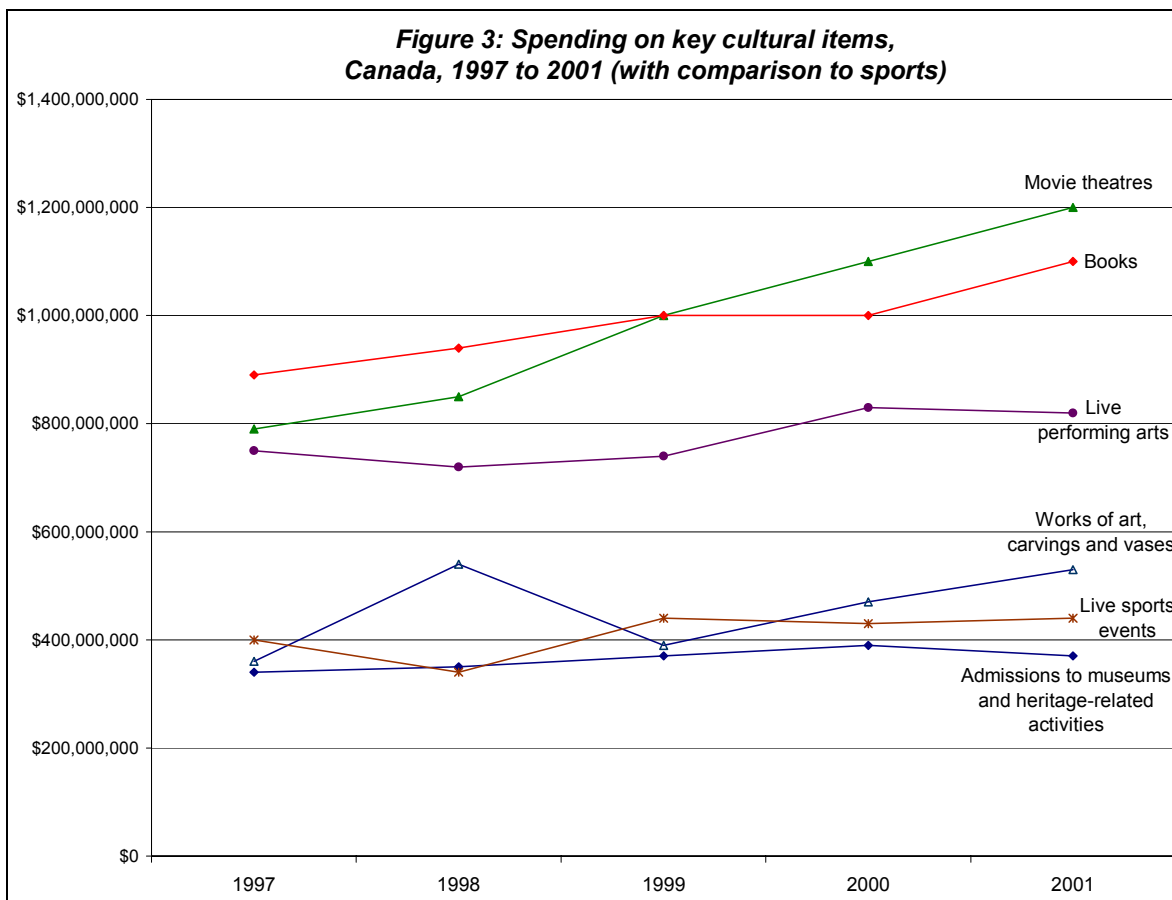
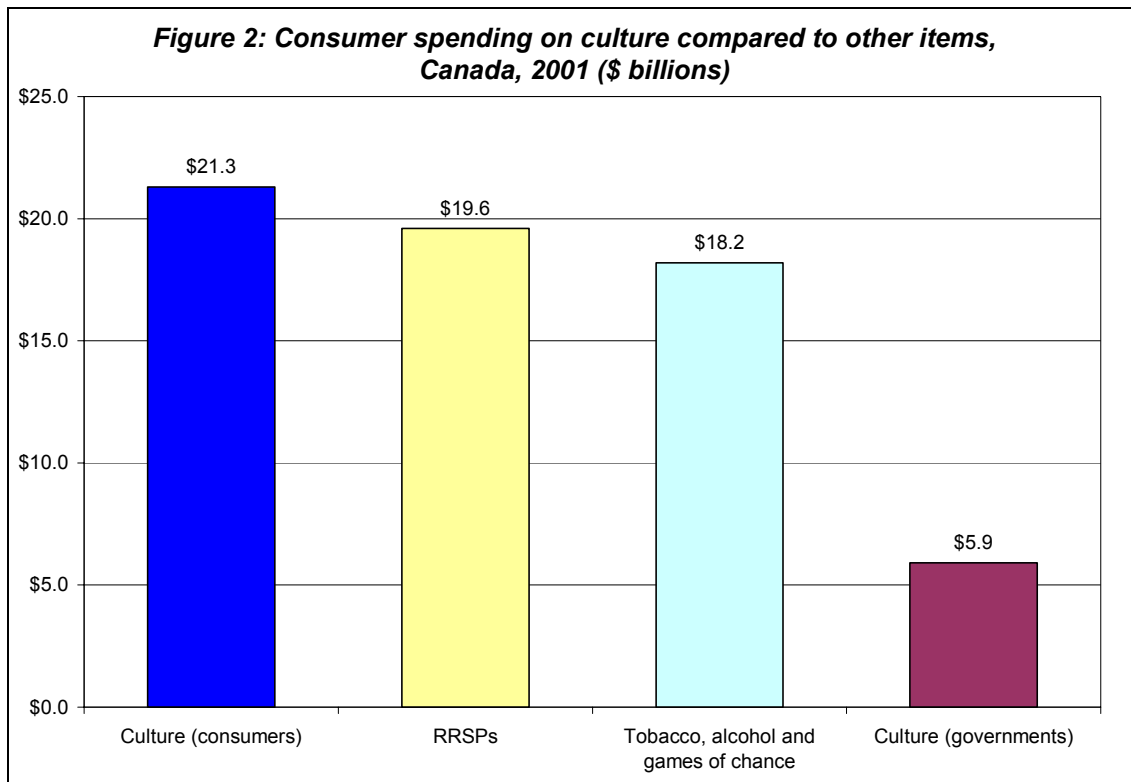
A breakdown of the reading material category shows that Canadians spent \$1.1 billion on books (excluding school books) in 2001, a 23% increase from 1997. Magazines and periodicals drew \$680 million from Canadians' wallets in 2001, a figure that is unchanged from 1997.

Figure 2 shows that spending on cultural goods and services compares favourably to other consumer purchases and to government expenditures on culture. For example, the \$21.3 billion in cultural spending is larger than the \$19.6 billion contributed to RRSPs in 2001, and is also larger than the *combined* spending on tobacco products, alcoholic beverages and games of chance (\$18.2 billion).⁶ In addition, the \$21.3 billion in consumer spending on culture is over three-and-a-half times larger than the \$5.9 billion spent on culture in Canada by all levels of government in 1999/2000 (the most recent year available).⁷

Canadians' spending on live performing arts is nearly double their spending on live sports events: the \$820 million that Canadians spent on live performing arts events in 2001 is 87% higher than the \$440 million spent on live sports. In addition, nearly twice as many Canadian households spent at least some money on live performing arts (35.9% of households) than on live sports events (18.5%) in 2001. Figure 3 compares spending levels for key cultural items and live sports events between 1997 and 2001.

⁶ The figures for RRSPs, tobacco, alcohol, games of chance and live sports are taken from the Survey of Household Spending (the same data source used to calculate consumer cultural spending).

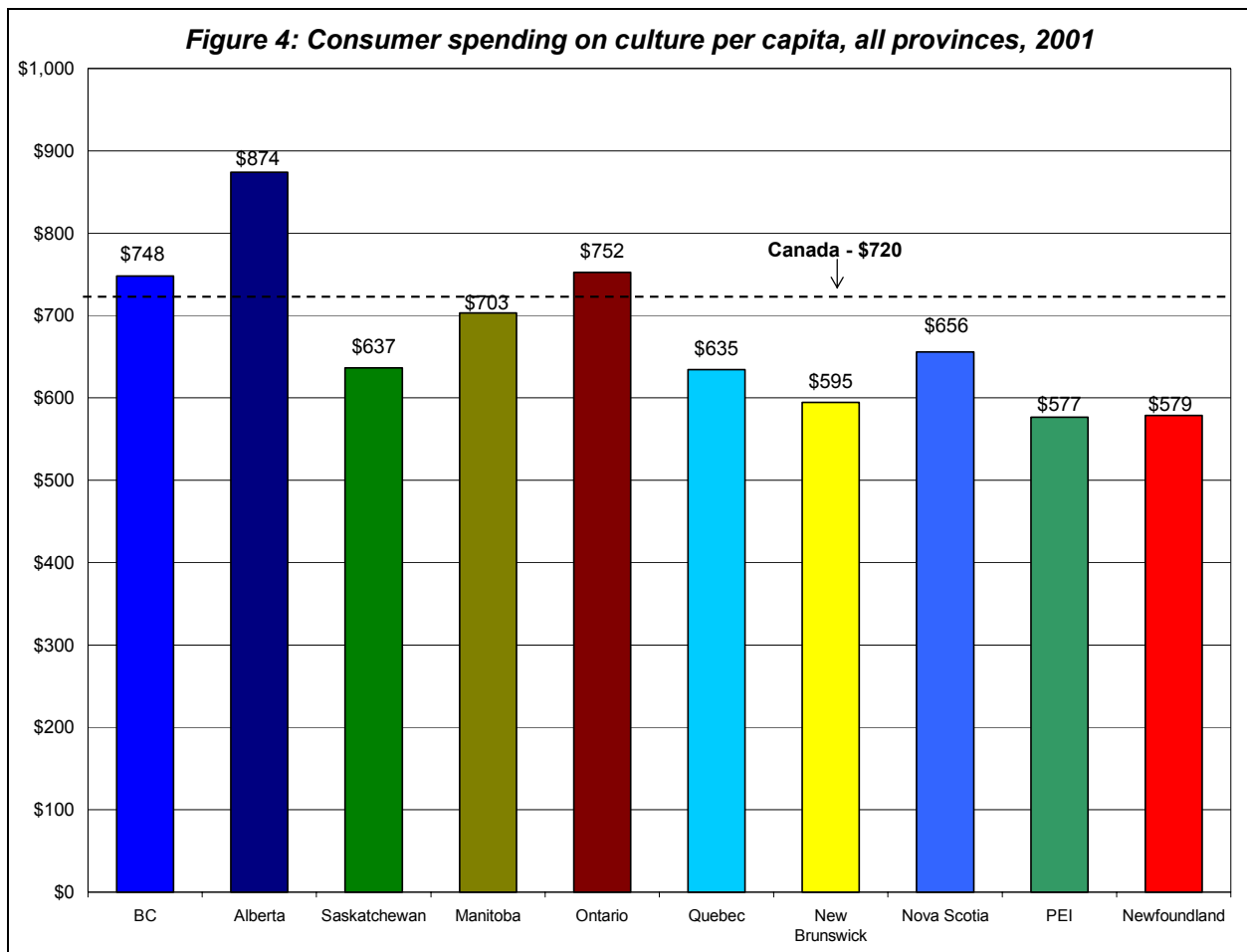
⁷ Government spending data taken from the detailed tables on Government Expenditures on Culture prepared by Statistics Canada's Culture Statistics Division. Release highlights were included in The Daily on May 27, 2002.



PROVINCIAL AND MUNICIPAL COMPARISONS

Note: In some cases, the amount spent on particular items in a province has been suppressed by Statistics Canada due to sampling error. Where this data suppression occurs, provincial spending has been estimated using the Canadian average for individual items. These estimated amounts account for only a very small percentage of total cultural spending – no more than 1.5% of cultural spending in any province. Data suppression occurs somewhat more frequently for some municipal regions. In these cases, municipal spending has been estimated using the provincial average for individual items. With a few exceptions, estimated amounts in municipal regions account for less than 1.5% of total cultural spending. The percentage of cultural spending in each municipal region that is estimated using provincial data is as follows: Vancouver 1.0%; Edmonton 0.6%; Calgary 0.6%; Saskatoon 1.6%; Regina 3.3%; Winnipeg 0.9%; Toronto 1.2%; Ottawa 4.4%; Montreal 1.0%; Saint John 11.6%; Halifax 1.5%; Charlottetown 12.0%; and St. John's 1.1%.

Figure 4 shows that 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.

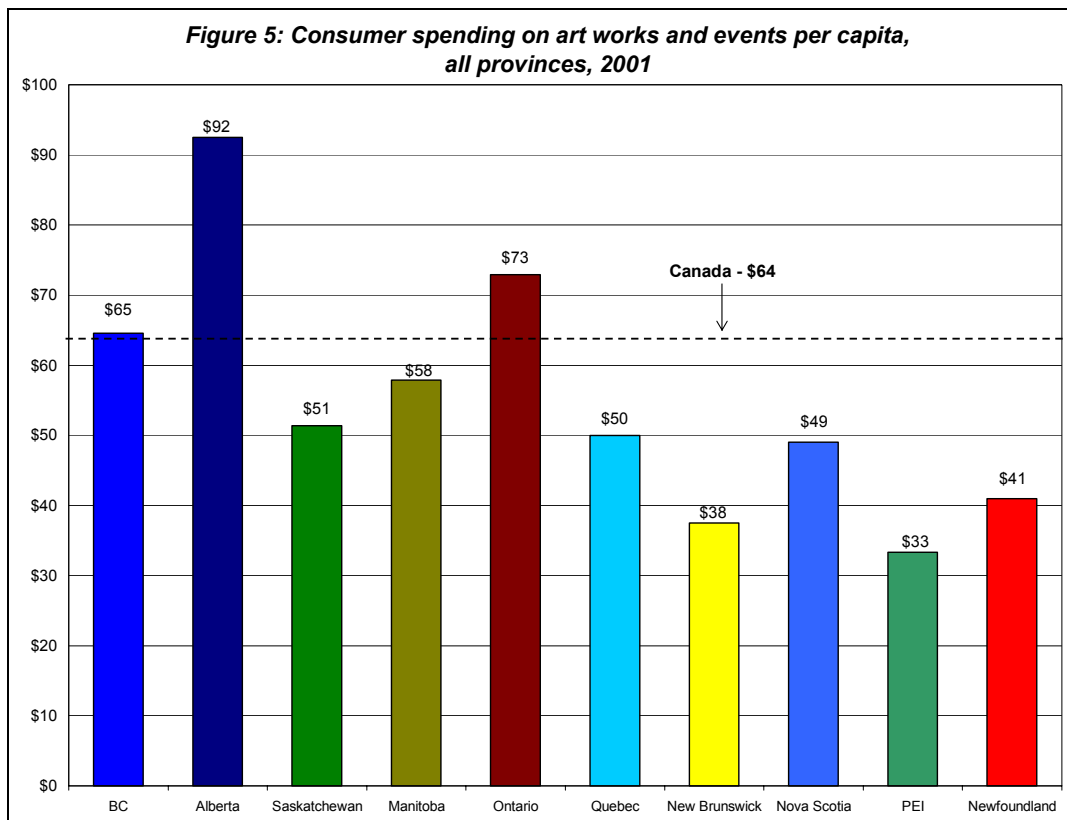


The provincial levels of consumer spending on culture per capita follow a similar pattern to spending on all goods and services in the provinces. Consumer spending on cultural goods and services is reasonably close to 3.3% of total spending in all provinces, ranging from a high of 3.5% in Alberta to a low of 3.0% in Quebec. Put differently, this means that spending on cultural goods and services amounts to roughly \$1 for every \$30 spent on all goods and services in Canada and the provinces. Table 1 shows cultural spending per capita, the rankings of provincial levels of cultural spending per capita, total spending per capita, and the percentage of cultural spending in Canada and the provinces.

Table 1: Per capita cultural spending and total spending in Canada and the provinces, 2001

Jurisdiction	Cultural goods and services	Rank	All goods and services	Culture as % of all
Canada	\$720		\$22,600	3.2%
BC	\$748	3	\$22,600	3.3%
Alberta	\$874	1	\$24,700	3.5%
Saskatchewan	\$637	6	\$19,300	3.3%
Manitoba	\$703	4	\$20,400	3.4%
Ontario	\$752	2	\$24,200	3.1%
Quebec	\$635	7	\$20,900	3.0%
New Brunswick	\$595	8	\$18,600	3.2%
Nova Scotia	\$656	5	\$19,500	3.4%
PEI	\$577	10	\$17,800	3.2%
Newfoundland	\$579	9	\$17,200	3.4%

Figure 5 looks more specifically at consumer spending on art works and events. This category includes consumer spending on live performing arts, admissions to museums and heritage-related activities, works of art, carvings and vases, as well as antiques. Spending on these items varies from a high of \$92 in Alberta to a low of \$33 in PEI. The five western-most provinces (BC through Ontario) all have higher consumer spending on these items than the five eastern-most provinces (Quebec through Newfoundland and Labrador). Alberta, Ontario and British Columbia are the only provinces with consumer spending on art works and events above the national average.



A recent study by Richard Florida and others examined the impact of creativity on a municipal region's economic development.⁸ The "Bohemian Index" in Florida's study focussed on the concentration of cultural occupations in municipal regions across Canada. Table 2 (below) compares the Bohemian Index rankings⁹ with two indicators of cultural spending in 13 Canadian municipal regions: total cultural spending per capita as well as spending on art works and events per capita.¹⁰ The cultural occupations variable (Bohemian Index) and the two spending indicators do not follow a consistent pattern. Some municipal regions, such as Calgary and Ottawa-Hull, rank highly on all variables. The largest municipal regions – Vancouver, Toronto and Montreal – rank more highly on the Bohemian Index than on the spending data. The reverse is true for Edmonton, which ranks much more highly on the cultural spending data than on the cultural occupations data.

**Table 2: Rankings of 13 municipal regions on key cultural indicators
(based on analyses by Richard Florida and Hill Strategies)**

City	Bohemian Index	Cultural spending per capita	Spending on art works and events per capita
Vancouver	1	8	8
Edmonton	8	3	1
Calgary	4	2	2
Saskatoon	10	10	6
Regina	9	7	11
Winnipeg	7	6	9
Toronto	2	9	5
Ottawa - Hull	5	1	3
Montreal	3	11	10
Saint John	12	13	12
Halifax	6	5	7
St. John's	11	12	13
Charlottetown	n/a	4	4

⁸ Competing on Creativity: Placing Ontario's Cities in a North American Context, prepared for the Ontario Ministry of Enterprise, Opportunity and Innovation and the Institute for Competitiveness and Prosperity by Meric S. Gertler, Richard Florida, Gary Gates and Tara Vinodrai, December 2002.

⁹ Municipal regions not included in the cultural spending statistics are excluded from the Bohemian Index rankings presented here. The rankings for the Bohemian Index in Table 2 are re-ranked based on the 12 municipal regions common to both studies.

¹⁰ This category includes consumer spending on live performing arts, admissions to museums and heritage-related activities, works of art, carvings and vases, as well as antiques.

PROFILES OF CULTURAL SPENDING BY PROVINCE AND MUNICIPAL REGION

British Columbia

British Columbians spent about \$2.9 billion on cultural goods and services in 2001. This amounts to 3.3% of total consumer spending in the province. The \$2.9 billion in consumer spending on culture is four times larger than the \$730 million spent on culture in British Columbia by all levels of government in 1999/2000 (the most recent year available). On a per capita basis, British Columbians' cultural spending is the third highest of all provinces at \$748 per resident.

Spending on home entertainment equipment and services accounts for over half of cultural spending – \$1.5 billion (or 53% of total cultural spending). Reading material is the second-largest spending category, amounting to \$550 million (19%) in 2001. BC residents' spending on photographic equipment and services totalled \$280 million (10%) in 2001. British Columbians spent \$250 million (9%) on art works and events, \$150 million (5%) on movie theatre admissions, and \$140 million (5%) on art supplies and musical instruments.

BC residents spent 43% more on live performing arts (\$91 million) than on live sports events (\$64 million) in 2001. In addition, nearly twice as many BC households spent at least some money on live performing arts (34.9% of households) than on live sports events (18.8%). BC residents also spent \$40 million on admissions to museums and heritage-related activities and \$160 million on books (excluding school books) in 2001.

BC residents' spending on cultural goods and services grew by 19% between 1997 and 2001, higher than the 14% rise in spending on all goods and services during the same period. The highest increase among the cultural categories is movie theatre spending, which rose by 35% between 1997 and 2001. The next largest increases in spending are the home entertainment category (26%) and the photographic equipment and services category (17%). Spending on reading material grew by about the same percentage as overall consumer spending in the province (13%). Spending on art works and events increased by only 3% in BC, while spending on art supplies and musical instruments decreased by 8%.¹¹

On a per capita basis, Vancouverites' cultural spending (\$732 per person) ranks eighth among 13 municipal regions in Canada. Total cultural spending was \$1.5 billion in Vancouver in 2001, including \$760 million (52%) on home entertainment, \$290 million (20%) on reading materials, \$140 million (10%) on photographic equipment and services, \$130 million (9%) on art works and events, \$92 million (6%) on movie theatre admissions, and \$44 million (3%) on art supplies and musical instruments. Vancouverites also spent \$53 million on live performing arts (a component of the art works and events category) in 2001.

Alberta

Albertans spent about \$2.5 billion on cultural goods and services in 2001, which equals 3.5% of total consumer spending in the province – the highest such percentage of all Canadian provinces. The \$2.5 billion in consumer spending on culture is over six times larger than the \$400 million spent on culture in Alberta by all levels of government in 1999/2000 (the most recent year available). This is the highest consumer-to-government spending ratio of all the provinces. On a per capita basis, Albertans' cultural spending is easily the highest of all provinces at \$874 per resident. In fact, Albertans' spending on culture per capita is the highest of all provinces in *all* categories of cultural spending (including home entertainment, reading material, art works and events, photographic equipment and services, movie theatre admissions, as well as art supplies and musical instruments).

Home-based activities dominate Albertans' cultural spending. About half of Albertans' cultural spending – \$1.3 billion (or 51% of the total) – is on home entertainment equipment and services. Reading material is the second-largest spending category, amounting to \$460 million (or 18% of total cultural spending) in 2001. Albertans allocate

¹¹ These figures have not been adjusted for inflation, which rose by just over 8% between 1997 and 2001. Population changes are also not factored into the analysis.

the highest proportion of their cultural expenditures to art works and events (11%) of all Canadian provinces. Total spending in this category (\$270 million) is slightly higher than spending on photographic equipment and services (\$240 million or 9% of cultural spending). Albertans spent about \$140 million (6%) on movie theatre admissions and \$120 million (5%) on art supplies and musical instruments.

Alberta residents spent 35% more on live performing arts (\$96 million) than on live sports events (\$72 million) in 2001. In addition, about one-and-a-half times as many Alberta households spent at least some money on live performing arts (40.5% of households) than on live sports events (27.7%). The percentage of Alberta residents spending money on live performing arts is the highest such percentage in Canada. Albertans also spent \$60 million on admissions to museums and heritage-related activities and \$130 million on books (excluding school books) in 2001.

Albertans' spending on cultural goods and services grew by 35% between 1997 and 2001, which is somewhat larger than the 30% rise in spending on all goods and services during the same period. The highest increase among the cultural categories is movie theatre spending, which rose by 69% between 1997 and 2001. The next largest increases in spending are the home entertainment category (43%) and the photographic equipment and services category (42%). Spending on art works and events grew by exactly the same percentage as overall consumer spending in the province (30%). The other cultural categories increased by much smaller amounts: reading material (17%) and art supplies and musical instruments (14%).¹²

Compared to other municipal regions in Canada, cultural spending is high in both Calgary and Edmonton. Calgarians spent \$963 each on cultural goods and services in 2001, second among Canadian municipal regions. Edmontonians spent \$880 each, ranking third among municipal regions in Canada.

Total cultural spending was \$930 million in Calgary in 2001, including \$470 million (51%) on home entertainment, \$160 million (18%) on reading materials, \$110 million (11%) on art works and events, \$91 million (10%) on photographic equipment and services, \$51 million (5%) on movie theatre admissions, and \$45 million (5%) on art supplies and musical instruments. Per capita spending on home entertainment in Calgary (\$490) is the highest in the country. Calgarians also spent \$41 million on live performing arts (a component of the art works and events category) in 2001.

In Edmonton, total cultural spending was \$810 million in 2001, including \$390 million (49%) on home entertainment, \$160 million (19%) on reading materials, \$100 million (12%) on art works and events, \$67 million (8%) on photographic equipment and services, \$51 million (6%) on movie theatre admissions, and \$40 million (5%) on art supplies and musical instruments. Edmontonians' per capita spending on arts works and events (\$110) and on movie theatre admissions (\$56) are the highest levels among the 13 municipal regions. Edmontonians also spent \$35 million on live performing arts (a component of the art works and events category) in 2001.

Saskatchewan

Saskatchewanians spent about \$590 million on cultural goods and services in 2001. This amounts to 3.3% of total consumer spending in the province. The \$590 million in consumer spending on culture is three-and-a-half times larger than the \$170 million spent on culture in Saskatchewan by all levels of government in 1999/2000 (the most recent year available). On a per capita basis, Saskatchewanians' cultural spending is the sixth highest among Canadian provinces at \$637 per resident.

Spending on home entertainment equipment and services accounts for over half of cultural spending – \$330 million (or 55% of total cultural spending). Reading material is the second-largest spending category, amounting to \$110 million (19%). Spending on photographic equipment and services (\$56 million or 9%) is slightly higher than spending on art works and events (\$48 million or 8%). Saskatchewan residents spent about \$29 million (5%) on art supplies and musical instruments and \$20 million (3%) on movie theatre admissions in 2001.

¹² These figures have not been adjusted for inflation, which rose by just over 8% between 1997 and 2001. Population changes are also not factored into the analysis.

Saskatchewan residents spent a similar amount on live performing arts (\$18 million) as they did on live sports events (\$19 million) in 2001. More Saskatchewan households reported spending at least some money on live performing arts (34.5% of households) than on live sports events (32.3%). Saskatchewanians also spent \$12 million on admissions to museums and heritage-related activities and \$27 million on books (excluding school books) in 2001.

Saskatchewanians' spending on cultural goods and services grew by 17% between 1997 and 2001. This is well above the 11% rise in spending on all goods and services in this period. The highest increase among the cultural categories is home entertainment spending, which rose by 23% between 1997 and 2001. The next largest increases in spending are on arts works and events (19%), art supplies and musical instruments (17%), and movie theatre admissions (14%). Spending on photographic equipment and materials increased by 7% (less than the 8% inflation during the period), and spending on reading materials increased by only 4%.

Reginians spent \$749 each on cultural goods and services in 2001, seventh among 13 Canadian municipal regions. Total cultural spending was \$140 million in Regina in 2001, including \$78 million (55%) on home entertainment, \$29 million (20%) on reading materials, \$13 million (9%) on photographic equipment and services, \$11 million (8%) on art works and events, \$6.3 million (4%) on movie theatre admissions, and \$5.7 million (4%) on art supplies and musical instruments. Reginians also spent \$5.0 million on live performing arts (a component of the art works and events category) in 2001.

Saskatoonians spent \$709 each on cultural items in 2001, ranking tenth among municipal regions. Total cultural spending in Saskatoon was \$160 million in 2001, including \$84 million (53%) on home entertainment, \$31 million (19%) on reading materials, \$16 million (10%) on art works and events, \$14 million (9%) on photographic equipment and services, \$6.9 million (4%) on movie theatre admissions, and \$6.6 million (4%) on art supplies and musical instruments. Saskatoonians also spent \$6.4 million on live performing arts (a component of the art works and events category) in 2001.

Manitoba

Manitobans spent about \$740 million on cultural goods and services in 2001, which equals 3.4% of total consumer spending in the province. The \$740 million in consumer spending on culture is over three times larger than the \$240 million spent on culture in Manitoba by all levels of government in 1999/2000 (the most recent year available). On a per capita basis, Manitobans' cultural spending ranks 4th in the country at \$703 per resident.

Home-based activities, including home entertainment and reading, account for three-quarters of Manitobans' cultural spending. Over half of cultural spending in the province – \$400 million (or 55% of the total) – is on home entertainment equipment and services. Reading material is the second-largest spending category, amounting to \$150 million (or 20% of total cultural spending) in 2001. Spending on photographic equipment and services (\$66 million or 9%) is slightly higher than spending on art works and events (\$61 million or 8%). Manitobans spent \$32 million (4%) on movie theatre admissions and about \$30 million (4%) on art supplies and musical instruments.

Manitoba residents spent 19% more on live performing arts (\$23 million) than on live sports events (\$19 million) in 2001. In addition, more Manitoba households spent at least some money on live performing arts (34.2% of households) than on live sports events (28.3%). Manitobans also spent \$16 million on admissions to museums and heritage-related activities and \$38 million on books (excluding school books) in 2001.

Manitobans' spending on cultural goods and services rose by 25% between 1997 and 2001, significantly higher than the 15% increase in spending on all goods and services during the same period. The highest increase among the cultural categories is movie theatre spending, which rose by 38% between 1997 and 2001. The next largest increases in spending are the home entertainment category (31%) and the photographic equipment and services category (24%). Expenditures on reading material increased by 17%, while spending on art works and events grew by 13%. Spending on art supplies and musical instruments increased by only 2% between 1997 and 2001.¹³

¹³ These figures have not been adjusted for inflation, which rose by just over 8% between 1997 and 2001. Population changes are also not factored into the analysis.

On a per capita basis, Winnipegers' cultural spending (\$758) ranks sixth among 13 municipal regions in Canada. Total cultural spending was \$490 million in Winnipeg in 2001, including \$270 million (55%) on home entertainment, \$97 million (20%) on reading materials, \$41 million (8%) on art works and events, \$39 million (8%) on photographic equipment and services, \$24 million (5%) on movie theatre admissions, and \$19 million (4%) on art supplies and musical instruments. Winnipegers also spent \$15 million on live performing arts (a component of the art works and events category) in 2001.

Ontario

Ontarians spent \$8.6 billion on cultural goods and services in 2001. Given the large population base in Ontario, it is not surprising that this figure is by far the largest total cultural spending of all Canadian provinces. Cultural spending amounts to 3.1% of total consumer spending in the province. The \$8.6 billion in consumer spending on culture is almost four times larger than the \$2.2 billion spent on culture in Ontario by all levels of government in 1999/2000 (the most recent year available). At \$752 per resident, Ontarians' per capita cultural spending is second only to Alberta among the provinces.

Spending on home entertainment equipment and services accounts for exactly one-half of cultural spending in Ontario (\$4.3 billion). This is the lowest percentage of home entertainment spending of all the provinces. Reading material is the second-largest spending category, amounting to \$1.8 billion (21%) in 2001. Spending on art works and events (\$830 million or 10%)¹⁴ is slightly higher than spending on photographic equipment and services (\$760 million or 9%). Ontarians spent about \$480 million (6%) on movie theatre admissions and \$420 million (5%) on art supplies and musical instruments.

Spending by Ontario residents on live performing arts (\$370 million) was more than double the amount spent on live sports events (\$180 million) in 2001. Similarly, about twice as many Ontario households spent at least some money on live performing arts (36.2% of households) than on live sports events (17.3%). Ontarians also spent \$170 million on admissions to museums and heritage-related activities and \$460 million on books (excluding school books) in 2001.

Ontario residents' spending on cultural goods and services grew by 32% between 1997 and 2001, above the 26% rise in spending on all goods and services during the same period. The highest increase among the cultural categories is movie theatre spending, which rose by 52% between 1997 and 2001. Spending on a number of other cultural categories also increased significantly: home entertainment (36%); photographic equipment and services (33%); art works and events (29%); and art supplies and musical instruments (25%). Spending on reading material increased by 19%.¹⁵

On a per capita basis, Ottawa residents' cultural spending (\$1,027 per person) ranks first among 13 municipal regions in Canada. Although Ottawans' spending ranks high in all the cultural categories, their per capita spending levels on reading materials (\$217), art supplies and musical instruments (\$68), and photographic equipment and supplies (\$106) are the highest among all municipal regions. Total cultural spending was \$830 million in Ottawa in 2001, including \$390 million (47%) on home entertainment, \$180 million (21%) on reading materials, \$86 million (10%) on photographic equipment and services, \$80 million (10%) on art works and events, \$55 million (7%) on art supplies and musical instruments, and \$41 million (5%) on movie theatre admissions.

In Toronto, cultural spending per capita (\$731) ranks ninth among the 13 municipal regions. This is largely due to the lowest per capita spending on home entertainment equipment of all municipal regions (\$355). Total cultural spending was \$3.4 billion in Toronto in 2001, including \$1.7 billion (49%) on home entertainment, \$740 million (22%) on reading materials, \$350 million (10%) on art works and events, \$310 million (9%) on photographic equipment and services, \$230 million (7%) on movie theatre admissions, and \$130 million (4%) on art supplies and musical instruments. Torontonians also spent \$174 million on live performing arts (a component of the art works and events category) in 2001.

¹⁴ The proportion of cultural spending on art works and events is second-highest in Ontario, behind only Alberta.

¹⁵ These figures have not been adjusted for inflation, which rose by just over 8% between 1997 and 2001. Population changes are also not factored into the analysis.

Quebec

Quebecers spent a total of \$4.5 billion on cultural goods and services in 2001, which equals 3.0% of total consumer spending in the province – the lowest such percentage of all Canadian provinces. The \$4.5 billion in consumer spending on culture is two-and-a-half times larger than the \$1.8 billion spent on culture in Quebec by all levels of government in 1999/2000 (the most recent year available). This is the lowest consumer-to-government spending ratio of all the provinces. On a per capita basis, Quebecers' cultural spending ranks 7th in the country at \$635 per resident.

Spending on home entertainment (\$2.5 billion) accounts for 55% of Quebecers' cultural spending. Reading material is the second-largest spending category, amounting to \$950 million (or 21% of total cultural spending) in 2001. Spending on art works and events (\$350 million or 8%) is slightly higher than spending on photographic equipment and services (\$300 million or 7%). Quebecers spent about \$270 million (6%) on movie theatre admissions and \$150 million (3%) on art supplies and musical instruments.

Spending by Quebec residents on live performing arts (\$180 million) was nearly triple the amount spent on live sports events (\$62 million) in 2001. Similarly, nearly three times as many Quebec households spent at least some money on live performing arts (36.3% of households) than on live sports events (13.3%). Quebecers also spent \$59 million on admissions to museums and heritage-related activities and \$210 million on books (excluding school books) in 2001.

Quebecers' spending on cultural goods and services rose by 18% between 1997 and 2001, slightly less than the 21% increase in spending on all goods and services during the same period. Quebec is the only province where the increase in cultural spending did not outpace the rise in overall spending. The highest increase among the cultural categories is movie theatre spending, which rose by 33% between 1997 and 2001. The second-largest increase in spending is the home entertainment category (27%). Spending on art works and events as well as on photographic equipment and services grew by the same percentage (23%). The other two cultural categories saw a decrease in spending: reading material decreased by 1%, and art supplies and musical instruments decreased by 10% between 1997 and 2001.¹⁶

On a per capita basis, Montrealers' cultural spending (\$701) ranks 11th among 13 municipal regions in Canada. Total cultural spending was \$2.4 billion in Montreal in 2001, including \$1.2 billion (52%) on home entertainment, \$540 million (23%) on reading materials, \$200 million (9%) on art works and events, \$160 million (7%) on movie theatre admissions as well as on photographic equipment and services, and \$76 million (3%) on art supplies and musical instruments. Montrealers also spent \$102 million on live performing arts (a component of the art works and events category) in 2001.

New Brunswick

New Brunswickers spent about \$430 million on cultural goods and services in 2001, which equals 3.2% of total consumer spending in the province. The \$430 million in consumer spending on culture is about four times larger than the \$110 million spent on culture in New Brunswick by all levels of government in 1999/2000 (the most recent year available). On a per capita basis, New Brunswickers' cultural spending ranks 8th in the country at \$595 per resident.

Home entertainment and reading materials account for over three-quarters of New Brunswickers' cultural spending. Spending on home entertainment equalled \$240 million (or 56% total cultural spending). This is the highest proportion of cultural spending on home entertainment in the country. Reading material is the second-largest spending category, amounting to \$91 million (or 21% of total cultural spending) in 2001. Spending on photographic equipment and services (\$35 million or 8%) is slightly higher than spending on art works and events (\$27 million or 6%). New Brunswickers spent \$18 million (4%) on movie theatre admissions and about \$17 million (4%) on art supplies and musical instruments.

¹⁶ These figures have not been adjusted for inflation, which rose by just over 8% between 1997 and 2001. Population changes are also not factored into the analysis.

New Brunswick residents spent a similar amount on live performing arts (\$8.7 million) as they did on live sports events (\$9.3 million) in 2001. More New Brunswick households spent at least some money on live performing arts (29.0% of households) than on live sports events (24.5%). New Brunswickers also spent \$6.2 million on admissions to museums and heritage-related activities and \$19 million on books (excluding school books) in 2001.

New Brunswickers' spending on cultural goods and services rose by 25% between 1997 and 2001, substantially higher than the 20% increase in spending on all goods and services during the same period. The highest increase among the cultural categories is movie theatre spending, which rose by 36% between 1997 and 2001. The next largest increases in spending are the home entertainment category (31%) and the art works and events category (24%). Expenditures on other cultural categories either equalled or were somewhat less than the increase in overall spending: photographic equipment and services (20%); art supplies and musical instruments (16%); and reading material (14%).¹⁷

On a per capita basis, Saint John residents' cultural spending (\$637) ranks last among 13 municipal regions in Canada. Total cultural spending was \$78 million in Saint John in 2001, including \$44 million (57%) on home entertainment, \$15 million (19%) on reading materials, \$6.6 million (9%) on photographic equipment and services, \$5.8 million (7%) on art works and events, \$3.8 million (5%) on movie theatre admissions, and \$2.5 million (3%) on art supplies and musical instruments. Saint John residents also spent \$2.1 million on live performing arts (a component of the art works and events category) in 2001.

Nova Scotia

Nova Scotians spent about \$580 million on cultural goods and services in 2001. This amounts to 3.4% of total consumer spending in the province. The \$580 million in consumer spending on culture is over three times larger than the \$190 million spent on culture in Nova Scotia by all levels of government in 1999/2000 (the most recent year available). On a per capita basis, Nova Scotians' cultural spending is the fifth highest among Canadian provinces at \$656 per resident.

Spending on home entertainment equipment and services accounts for over half of cultural spending – \$320 million (or 55% of total cultural spending). Reading material is the second-largest spending category, amounting to \$120 million (21%). Spending on photographic equipment and services (\$46 million or 8%) is slightly higher than spending on art works and events (\$44 million or 7%). Nova Scotia residents spent about \$28 million (5%) on movie theatre admissions and \$25 million (4%) on art supplies and musical instruments in 2001.

Spending by Nova Scotia residents on live performing arts (\$15 million) was double the amount spent on live sports events (\$7.5 million) in 2001. In addition, nearly twice as many Nova Scotia households spent at least some money on live performing arts (32.4% of households) than on live sports events (18.2%). Nova Scotians also spent \$9.9 million on admissions to museums and heritage-related activities and \$31 million on books (excluding school books) in 2001.

Nova Scotians' spending on cultural goods and services grew by 25% between 1997 and 2001. This is somewhat higher than the 21% rise in spending on all goods and services during this period. The highest increase among the cultural categories is movie theatre admissions, which rose by 47% between 1997 and 2001. There were also significant increases in spending on arts works and events (40%), home entertainment (34%), and photographic equipment and materials (27%). Spending on reading materials increased by 4% (less than the 8% inflation during the period), and spending on art supplies and musical instruments decreased by 11%.

Haligonians spent \$777 each on cultural goods and services in 2001, ranking fifth among 13 Canadian municipal regions. Total cultural spending was \$260 million in Halifax in 2001, including \$140 million (53%) on home entertainment, \$51 million (20%) on reading materials, \$23 million (9%) on art works and events, \$21 million (8%) on photographic equipment and services, \$17 million (6%) on movie theatre admissions, and \$11 million (4%) on art supplies and musical instruments. Halifax residents also spent \$6.5 million on live performing arts (a component of the art works and events category) in 2001.

¹⁷ These figures have not been adjusted for inflation, which rose by just over 8% between 1997 and 2001. Population changes are also not factored into the analysis.

Prince Edward Island

Prince Edward Islanders spent about \$77 million on cultural goods and services in 2001, which equals 3.2% of total consumer spending in the province. The \$77 million in consumer spending on culture is close to three times larger than the \$29 million spent on culture in PEI by all levels of government in 1999/2000 (the most recent year available). On a per capita basis, Islanders' cultural spending ranks last among the provinces at \$577 per resident.

Home entertainment equipment and services account for over half of Islanders' cultural spending – \$42 million (54%). Reading material is the second-largest spending category, amounting to \$16 million (or 21% of total cultural spending) in 2001. Spending on photographic equipment and services totalled \$6.4 million (8%). Spending on art works and events (\$4.5 million or 6%) is slightly higher than spending on movie theatre admissions (\$4.3 million or 6%). PEI residents also spent about \$3.6 million (5%) on art supplies and musical instruments.

PEI residents spent 63% more on live performing arts (\$2.0 million) than on live sports events (\$1.2 million) in 2001. In addition, about one-and-a-half times as many PEI households spent at least some money on live performing arts (34.5% of households) than on live sports events (22.9%). PEI residents also spent \$910,000 on admissions to museums and heritage-related activities and \$3.7 million on books (excluding school books) in 2001.

Prince Edward Islanders' spending on cultural goods and services rose by 20% between 1997 and 2001, slightly higher than the 18% increase in spending on all goods and services during the same period. The highest increase among the cultural categories is art supplies and musical instruments, which rose by 46% between 1997 and 2001. The next largest increases in spending are movie theatre spending (35%) and home entertainment (26%). Expenditures on art works and events grew by 19%, while spending on photographic equipment and services increased by 13%. Spending on reading material increased by only 2% between 1997 and 2001.¹⁸

On a per capita basis, Charlottetown residents' cultural spending (\$683) ranks 12th among 13 municipal regions in Canada. Total cultural spending was \$33 million in Charlottetown in 2001, including \$19 million (56%) on home entertainment, \$6.7 million (20%) on reading materials, \$2.7 million (8%) on photographic equipment and services, \$2.1 million (6%) on movie theatre admissions, \$1.7 million (5%) on art works and events, and \$1.4 million (4%) on art supplies and musical instruments.

Newfoundland and Labrador

Newfoundland and Labrador residents spent about \$300 million on cultural goods and services in 2001, which equals 3.4% of total consumer spending in the province. The \$300 million in consumer spending on culture is over three times larger than the \$90 million spent on culture in Newfoundland and Labrador by all levels of government in 1999/2000 (the most recent year available). Per capita cultural spending in Newfoundland and Labrador ranks 9th among provinces at \$579 per resident.

Home entertainment and reading materials account for three-quarters of Newfoundland and Labrador residents' cultural spending. Spending on home entertainment equalled \$170 million (or 55% total cultural spending) in 2001. Reading material is the second-largest spending category, amounting to \$60 million (or 20% of total cultural spending). Spending on photographic equipment and services (\$25 million or 8%) is slightly higher than spending on art works and events (\$21 million or 7%). Newfoundlanders spent \$14 million (5%) on art supplies and musical instruments and about \$13 million (4%) on movie theatre admissions.

Newfoundland and Labrador residents spent about 57% more on live performing arts (\$6.9 million) than on live sports events (\$4.4 million) in 2001. In addition, many more Newfoundland and Labrador households spent at least some money on live performing arts (29.7% of households) than on live sports events (17.0%). Newfoundlanders also spent \$2.9 million on admissions to museums and heritage-related activities and \$11 million on books (excluding school books) in 2001.

¹⁸ These figures have not been adjusted for inflation, which rose by just over 8% between 1997 and 2001. Population changes are also not factored into the analysis.

Newfoundland and Labrador residents' spending on cultural goods and services rose by 27% between 1997 and 2001, slightly higher than the 25% increase in spending on all goods and services during the same period. The highest increases among the cultural categories are movie theatre spending, which rose by 78% between 1997 and 2001, and spending on art works and events (76% increase). The next largest increases in spending are on photographic equipment and services (37%) and home entertainment (31%). Expenditures on reading material increased by only 5% (below the 8% inflation rate). There was a 2% decrease in spending on art supplies and musical instruments.

On a per capita basis, St. John's residents' cultural spending (\$792) ranks fourth among 13 municipal regions in Canada. Total cultural spending was \$130 million in St. John's in 2001, including \$66 million (49%) on home entertainment, \$29 million (22%) on reading materials, \$13 million (10%) on art works and events, \$10 million (8%) on photographic equipment and services, \$9.0 million (7%) on movie theatre admissions, and \$6.2 million (5%) on art supplies and musical instruments. St. John's residents also spent \$4.4 million on live performing arts (a component of the art works and events category) in 2001.

CULTURAL ITEMS - SURVEY OF HOUSEHOLD SPENDING
SPENDING CATEGORIES CREATED BY HILL STRATEGIES

Spending category	Spending item
Art supplies and musical instruments	Artists' materials, handicraft and hobbycraft kits and materials
	Musical instruments, parts and accessories
Art works and events	Admissions to museums and heritage-related activities
	Antiques
	Live performing arts
	Works of art, carvings and vases
Home entertainment	Audio (e.g., radio, CD players, speakers)
	Blank audio and video tapes
	Compact discs, tapes, videos and video discs
	Maintenance and repair of home entertainment equipment
	Other home entertainment equipment
	Rental of cablevision and satellite services
	Rental of home entertainment equipment and other services
	Rental of videotapes and video discs
	Televisions, VCRs, camcorders and other television/video component
Movie theatre admissions	Movie theatre admissions
Photographic equipment and services	Cameras and accessories
	Films and processing
	Photographers' and other photographic services
Reading material	Books and pamphlets (excluding school books)
	Kindergarten, nursery, elementary and secondary textbooks
	Magazines and periodicals
	Maps, sheet music and other printed matter
	Newspapers
	Post-secondary textbooks
	Services related to reading materials (e.g., duplicating, library fees)

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