



Ontarians spent \$9.4 billion on cultural items in 2003

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Hamilton, ON – Consumer Spending on Culture in Canada, the Provinces and 15 Metropolitan Areas in 2003, a new report in the *Statistical Insights on the Arts* series by Hill Strategies Research, shows that Ontarians spent \$9.4 billion on cultural goods and services in 2003, 41% of the Canadian total. Cultural spending represents 3.1% of total consumer spending in the province. The \$9.4 billion in consumer spending on culture is over three times larger than the \$2.8 billion spent on culture in Ontario by all levels of government in 2002/03.

At \$802 per resident, Ontarians' per capita cultural spending is second only to Alberta among the provinces. In fact, Ontarians' per capita spending is the highest of all provinces in three of the six cultural spending categories: art works and events, movie theatre admissions, and reading material.

Spending by Ontario residents on live performing arts (\$440 million) was nearly double the amount spent on live sports events (\$230 million) in 2003. Similarly, about twice as many Ontario households spent at least some money on live performing arts (37% of households) than on live sports events (19%). Ontarians also spent \$500 million on books (excluding school books) and \$190 million on admissions to museums and heritage-related activities in 2003.

Ontario residents' spending on cultural goods and services grew by 43% between 1997 and 2003, higher than the 36% rise in spending on all goods and services during the same period. These figures have not been adjusted for the 14% inflation in Canada between 1997 and 2003.

On a per capita basis, Ottawa residents' cultural spending (\$957 per person) ranks first among 15 metropolitan areas in Canada. Total cultural spending was \$810 million in Ottawa in 2003.

In Toronto, cultural spending per capita (\$783) ranks tenth among the 15 metropolitan areas. Total cultural spending was \$3.9 billion in Toronto in 2003, representing 41% of the Ontario total and 17% of the Canadian total.

The report examines spending on cultural items, not all those who attend cultural activities. Free cultural activities, by definition, are excluded from the survey on which this report is based (Statistics Canada's Survey of Household Spending).

Nationwide, Canadian consumers spent \$22.8 billion on cultural goods and services in 2003, an amount that is greater than consumer spending on tobacco, alcohol and games of chance *combined*. The \$22.8 billion in consumer spending is over three times larger than the \$7.4 billion spent on culture in Canada by all levels of government in 2002/03. The report also shows that consumer spending on live performing arts events (\$980 million) is nearly double the spending on live sporting events (\$530 million).

The \$22.8 billion in consumer spending on culture in Canada represents \$758 for every Canadian resident.

Nationwide, spending on cultural goods and services grew by 36% between 1997 and 2003, much higher than the 14% rise in the Consumer Price Index during the same period. After adjusting for inflation, cultural spending increased by 19% between 1997 and 2003, over three times the 6% growth in the Canadian population. The 36% increase in cultural spending is slightly higher than the 33% increase in consumer spending on all goods and services between 1997 and 2003.

Recent studies using Richard Florida's "bohemian index" have examined the impact of creativity on Canadian metropolitan areas' economic development. The cultural spending report compares the bohemian index ranking with two indicators of cultural spending in 15 Canadian metropolitan areas: per capita cultural spending and per capita spending on art works and events. Overall, it appears that the bohemian index and the two spending indicators do not follow a consistent pattern. Victoria, Calgary and Ottawa rank fairly highly on all three indicators, but the largest metropolitan areas – Vancouver, Toronto and Montreal – rank higher on the bohemian index than on the spending indicators. The reverse is true for Edmonton and Regina, areas that rank higher on the cultural spending indicators than on the bohemian index.

The full report, funded by the Canada Council for the Arts, the Department of Canadian Heritage (Canadian Cultural Observatory and Arts Policy Branch), and the Ontario Arts Council, is available free of charge on the website of Hill Strategies Research (<http://www.hillstrategies.com>) as well as the websites of the funding organizations.

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