



Quebecers spent \$4.8 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 Quebecers spent a total of \$4.8 billion on cultural goods and services in 2003, which equals 2.9% of total consumer spending in the province – the lowest such percentage of all Canadian provinces. The \$4.8 billion in consumer spending on culture is just more than double the \$2.2 billion spent on culture in Quebec by all levels of government in 2002/03. This is the lowest consumer-to-government spending ratio of all the provinces.

On a per capita basis, Quebecers' cultural spending ranks seventh in the country at \$677 per resident.

Spending by Quebec residents on live performing arts (\$220 million) was triple the amount spent on live sports events (\$76 million) in 2003. Similarly, about two-and-a-half times as many Quebec households spent at least some money on live performing arts (38% of households) than on live sports events (15%). Quebecers also spent \$260 million on books (excluding school books) and \$79 million on admissions to museums and heritage-related activities in 2003.

Quebecers' spending on cultural goods and services rose by 27% between 1997 and 2003, somewhat lower than the 34% increase in spending on all goods and services but well above the 14% inflation during the same period.

On a per capita basis, Montrealers' cultural spending (\$750) ranks twelfth among 15 metropolitan areas in Canada. Total cultural spending was \$2.6 billion in Montreal in 2003, representing 53% of the Quebec total.

In Quebec City, cultural spending per capita (\$703) ranks thirteenth among the 15 metropolitan areas. Total cultural spending was \$470 million in Quebec City in 2003.

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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