

\$350 million spent on cultural goods and services in Newfoundland and Labrador

February 21, 2007

A new report from Hill Strategies Research, entitled *Consumer Spending on Culture in Canada, the Provinces and 15 Metropolitan Areas in 2005*, shows that Canadian consumers spent \$25.1 billion on cultural goods and services in 2005, an amount that is 5% higher than the *combined* consumer spending on household furniture, appliances and tools (\$24.0 billion). The \$25.1 billion in consumer spending is over three times larger than the \$7.7 billion spent on culture in Canada by all levels of government in 2003/04.

The report provides information about consumer spending on art supplies and musical instruments, art works and events, home entertainment, movie theatre admissions, photographic equipment and services, and reading material.

Newfoundland and Labrador: \$350 million in cultural spending

Newfoundland and Labrador residents spent \$350 million on cultural goods and services in 2005, which equals 3.4% of total consumer spending in the province. The \$350 million in consumer spending on culture is over three times larger than the \$100 million spent on culture in Newfoundland and Labrador by all levels of government in 2003/04.

Performing arts spending three times higher than spending on live sports events

Newfoundland and Labrador residents spent three times more on live performing arts (\$12 million) than on live sports events (\$4 million) in 2005. In addition, twice as many Newfoundland and Labrador households spent at least some money on live performing arts (36% of households) than on live sports events (17%).

Strong growth in cultural spending

Newfoundland and Labrador residents' spending on cultural goods and services rose by 46% between 1997 and 2005, about equal to the 44% increase in spending on all goods and services during the same period. Both of these figures are much higher than the 18% inflation between 1997 and 2005.

Newfoundland and Labrador last in provincial comparisons

Per capita cultural spending in Newfoundland and Labrador ranks last among the 10 provinces at \$691 per resident, well below the Canadian average of \$821. Albertans have the highest level of cultural spending, at \$971 per capita.

St. John's compared with other metropolitan areas

On a per capita basis, St. John's residents' cultural spending (\$912) ranks sixth among 15 metropolitan areas in Canada. Total cultural spending was \$160 million in St. John's in 2005.

The full report provides much more national data as well as a detailed profile of cultural spending in each province and in 15 metropolitan areas. The data is drawn from Statistics Canada's Survey of Household Spending, a yearly paper-based questionnaire on Canadians' spending habits.

For media interviews, please contact Mr. Kelly Hill, President of Hill Strategies Research, Hamilton, Ontario, (905) 528-8891, kelly@hillstrategies.com, www.hillstrategies.com.