

Quebecers spend over three times more on live performing arts than live sports

Consumer Spending on Culture in Canada, the Provinces and 12 Metropolitan Areas in 2008, the 32nd report in the *Statistical Insights on the Arts* series from Hill Strategies Research, shows that spending by Quebec residents on live performing arts (\$290 million) was about three-and-a-half times the amount spent on live sports events (\$80 million) in 2008. Similarly, three times as many Quebec households spent at least some money on live performing arts (36% of households) as on live sports events (12%).

The report examines spending on cultural goods and services, 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*, a yearly questionnaire on Canadians' spending habits.

Overall, Quebecers spent a total of \$5.4 billion on cultural goods and services in 2008, or 2.7% of total consumer spending in the province. The \$5.4 billion in consumer spending on culture is about double the \$2.8 billion spent on culture in Quebec by all levels of government in 2007/08. On a per capita basis, Quebecers' cultural spending ranks last among the provinces at \$716 per resident.

Across the country, Canadian consumers spent \$27.4 billion on cultural goods and services in 2008, or \$841 per capita. Consumer spending on culture is three times larger than the \$9.2 billion spent on culture by all levels of government in 2007/08.

12% growth in cultural spending between 1997 and 2008

After adjusting for inflation, Quebecers' spending on cultural goods and services rose by 12% between 1997 and 2008, well below the 31% increase in spending on all goods and services in Quebec during the same period. The highest increase among the cultural categories was art works and events, which rose by 45% between 1997 and 2008. Quebecers' spending on reading material decreased by 10%. In Canada as a whole, cultural spending increased by 28% between 1997 and 2008 after adjusting for inflation.

Montreal last among 12 metropolitan areas

On a per capita basis, Montrealers' cultural spending (\$722) ranks last among 12 metropolitan areas in Canada. Total cultural spending was \$2.6 billion in Montreal in 2008, representing one-half of the Quebec total (49%).

Full report also available

The full report contains many more details about consumer spending on culture in Canada, the provinces and 12 metropolitan areas. Funded by the Department of Canadian Heritage, the Canada Council for the Arts and the Ontario Arts Council, the report is available free of charge on the Hill Strategies Research website (<http://www.hillstrategies.com>) and the websites of the funding organizations.

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