

Consumer Spending on Culture in Canada, the Provinces and 15 Metropolitan Areas in 2005



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CONSUMER SPENDING ON CULTURE IN CANADA, THE PROVINCES AND 15 METROPOLITAN AREAS IN 2005

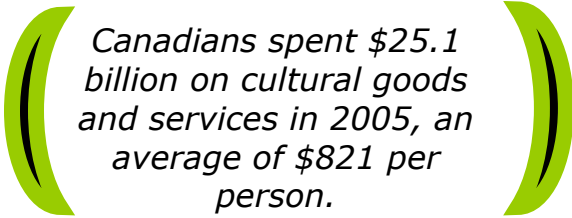
This report examines the spending of Canadians on cultural activities, goods and equipment, including art supplies and musical instruments, art works and events, home entertainment, movie theatre admissions, photographic equipment and services, and reading material. The report provides information about total consumer spending on culture, per capita spending amounts, and changes in spending between 1997 and 2005.¹ The report also compares consumer spending on culture between the provinces and provides a brief profile of consumer spending on culture in each province. The levels of consumer spending on culture in 15 metropolitan areas across Canada are also compared and profiled.²

The data is drawn from Statistics Canada's Survey of Household Spending, a yearly paper-based questionnaire on Canadians' spending habits.³ Because it is a broad survey of overall spending habits, the Survey of Household Spending does not provide all of the details that might be desired regarding cultural spending items. For example, the live performing arts category includes a range of for-profit and non-profit arts activities, including pop concerts, opera, dance, classical music, etc. Similarly, spending on books cannot be broken down into Canadian-authored books, Canadian-published books or fiction and non-fiction categories.

The report examines cultural spending, not overall attendance at cultural activities. Free cultural activities, by definition, are excluded from Statistics Canada's Survey of Household Spending.

Consumer spending on culture in 2005

Canadians spent \$25.1 billion on cultural goods and services in 2005, or 3.1% of total consumer spending in the country. In other words, spending on cultural goods and services amounts to roughly \$1 for every \$30 spent on all goods and services in Canada. On a per capita basis, cultural spending amounts to \$821 for every Canadian resident.



Canadians spent \$25.1 billion on cultural goods and services in 2005, an average of \$821 per person.

¹ A more detailed examination of demographic differences in spending, although possible, is beyond the scope of this report.

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

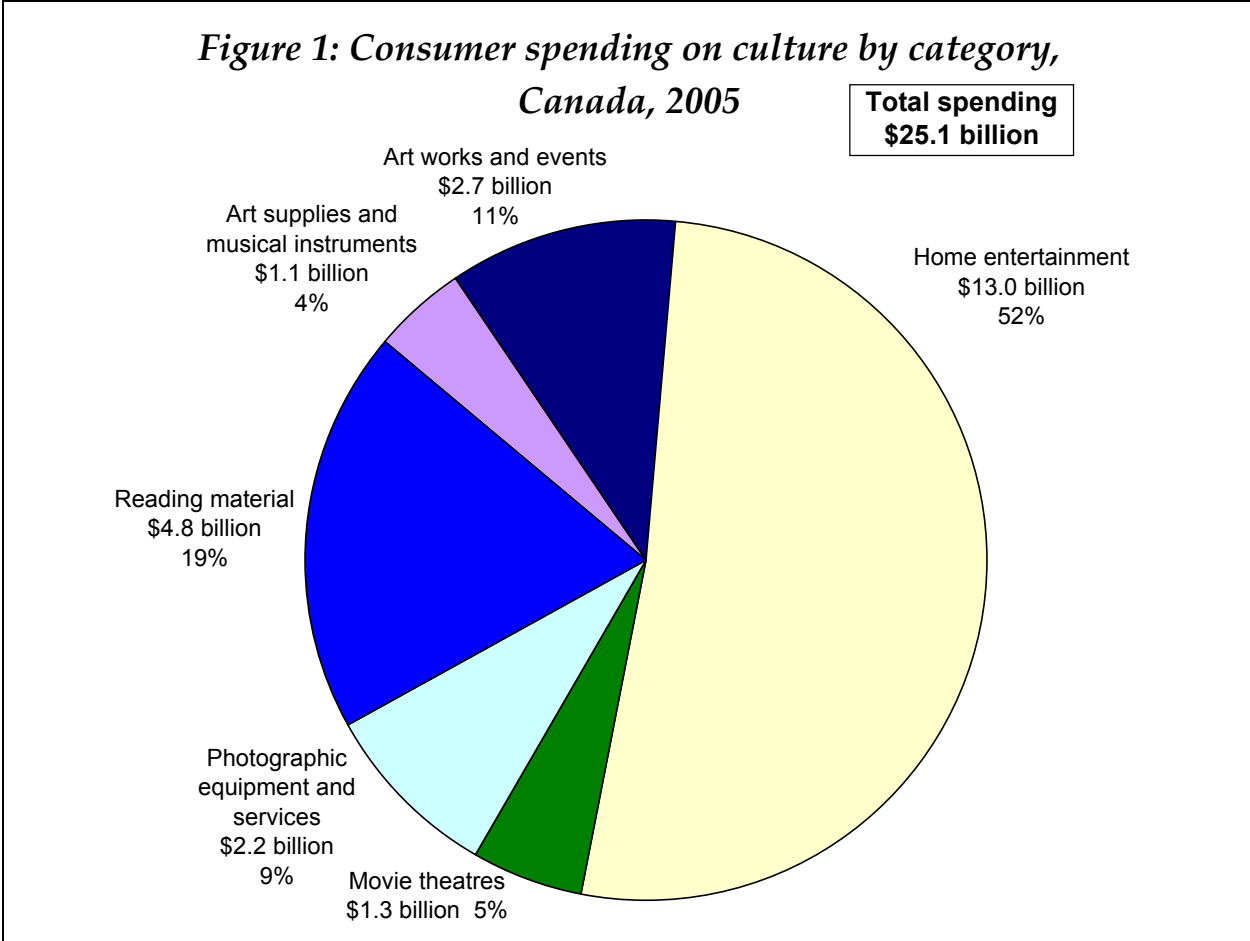
³ The number of survey respondents was nearly 17,000 in 1997 and 15,000 in 2005. Please see the detailed tables associated with this report for the number of respondents in each province. The Survey of Household Spending reports expenditures at the household level. These were converted to per capita figures by dividing household spending by the number of people per household in each jurisdiction (provided in the same dataset).

Home-based activities dominate cultural spending. Home entertainment and reading material are the top two categories of cultural spending and together account for nearly three-quarters of cultural spending.

Canadians spent the following amounts in each of the six cultural categories in 2005:

- home entertainment equipment and services: \$13.0 billion (or 52% of total cultural spending);
- reading material: \$4.8 billion (19%);
- art works and events: \$2.7 billion (11%);
- photographic equipment and services: \$2.2 billion (9%);
- movie theatre admissions: \$1.3 billion (5%); and
- art supplies and musical instruments: \$1.1 billion (4%).

Figure 1 shows the share of cultural spending in each of these categories in 2005.





Spending on select cultural items

Books, excluding school books: \$1.4 billion
Live performing arts events: \$1.2 billion
Works of art, carvings & vases: \$830 million
Magazines and periodicals: \$730 million
Admissions to museums: \$510 million

The reading material category includes spending on:

- books (excluding school books): \$1.4 billion;
- post-secondary textbooks: \$1.2 billion;
- newspapers: \$1.1 billion;
- magazines and periodicals: \$730 million;
- kindergarten, nursery, elementary and secondary textbooks: \$130 million;
- services related to reading materials (e.g., duplicating, library fees): \$120 million; and
- maps, sheet music and other printed matter: \$97 million.

The art works and events category includes spending on:

- live performing arts events: \$1.2 billion;
- works of art, carvings and vases: \$830 million;⁴
- admissions to museums (and other similar activities): \$510 million; and
- antiques: \$180 million.

The two items in the art supplies and musical instruments category are musical instruments, parts and accessories (\$600 million in consumer spending) and artists' materials, handicraft and hobbycraft kits and materials (\$510 million).

Table 1 provides the total spending in 2005 for all 26 cultural items included in the analysis.⁵

⁴ Art works and carvings are considered "household furnishings" in the Survey of Household Spending, and were grouped with vases in Statistics Canada's 1997 reorganization of spending items.

⁵ The Survey of Household Spending does not categorize individual spending items as "cultural". This categorization was originally developed by Statistics Canada's Culture Statistics Program 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 Research. Because videogame rentals, previously a separate line item not included as a cultural service, are now grouped with rentals of videotapes and DVDs (which are included as a cultural service), the data from 1997 to 2003 was revised to include videogame rentals. The inclusion of videogame rentals has only a small effect on cultural spending (a 0.6% increase in most years).

Table 1: Consumer spending on cultural goods and services, Canada, 2005

Spending category	Spending item	Total spending in 2005 (Canada)
Art supplies and musical instruments	Artists' materials, handicraft and hobbycraft kits and materials	\$510,000,000
	Musical instruments, parts and accessories	\$600,000,000
Art works and events	Admissions to museums and heritage-related activities	\$510,000,000
	Antiques	\$180,000,000
	Live performing arts	\$1,200,000,000
	Works of art, carvings and vases	\$830,000,000
Home entertainment	Audio (e.g., radio, CD players, speakers)	\$1,200,000,000
	Blank audio and video tapes, CDs, DVDs	\$260,000,000
	Maintenance and repair of audio, video, computer and communications equipment	\$190,000,000
	Pre-recorded audio and video cassette tapes, compact discs and DVDs	\$1,500,000,000
	Rental of cablevision services	\$4,200,000,000
	Rental of home entertainment, computer and communications equipment and other services	\$12,000,000
	Rental of satellite services	\$1,700,000,000
	Rental of videotapes, DVDs and video games	\$1,100,000,000
	Televisions, VCRs, camcorders and other television/video components	\$2,800,000,000
Movie theatre admissions	Movie theatre admissions	\$1,300,000,000
Photographic equipment and services	Digital cameras and accessories	\$1,100,000,000
	Other cameras and accessories	\$340,000,000
	Photographers' and other photographic services	\$780,000,000
Reading material	Books and pamphlets (excluding school books)	\$1,400,000,000
	Kindergarten, nursery, elementary and secondary textbooks	\$130,000,000
	Magazines and periodicals	\$730,000,000
	Maps, sheet music and other printed matter	\$97,000,000
	Newspapers	\$1,100,000,000
	Post-secondary textbooks	\$1,200,000,000
	Services related to reading materials (e.g., duplicating, library fees)	\$120,000,000
Total		\$25,100,000,000

Change in cultural spending between 1997 and 2005

Spending on cultural goods and services grew by 48% between 1997 and 2005, much higher than the 18% rise in the Consumer Price Index during the same period. After adjusting for inflation, cultural spending increased by 25% between 1997 and 2005, over three times the 8% growth in the Canadian population.

The 48% increase in cultural spending is about equal to the 50% increase in spending on all goods and services between 1997 and 2005.⁶ As a result, the percentage of all spending allocated to cultural goods and services remained stable at 3.1% of total consumer expenditures.

Consumer spending on culture increased by 25% between 1997 and 2005, after adjusting for inflation.

Between 1997 and 2005, the highest increase among the cultural categories was art works and events, which rose by 76% (not adjusted for the 18% inflation). The second-largest increase was in movie theatre spending (63%), followed by the photographic equipment and services category (55%) and home entertainment (53%). The two other cultural categories increased by less than the 50% rise in consumer spending on all goods and services but more than the 18% rate of inflation: art supplies and musical instruments (28%) and reading material (26%).⁷

Between 1997 and 2005, the growth in consumer spending on specific items in the art works and events category (not adjusted for the 18% inflation) was:

- works of art, carvings and vases: 131%;
- antiques: 110%;
- live performing arts events: 56%; and
- admissions to museums (and other similar activities): 52%.

The spending growth for items in the reading material category was:

- post-secondary textbooks: 65%;
- books (excluding school books): 55%;
- maps, sheet music and other printed matter: 28%;
- kindergarten, nursery, elementary and secondary textbooks: 23%;
- magazines and periodicals: 7%;
- services related to reading materials (e.g., duplicating, library fees): 2%; and
- newspapers: 7% decrease.

⁶ The figures in this paper have not been adjusted for the 18% inflation between 1997 and 2005, nor have adjustments been made for the 8% increase in the Canadian population between 1997 and 2005. 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.

⁷ Cultural spending levels depend on price levels as well as quantities of goods and services purchased. Inflation rates may vary for different types of cultural expenditures. An examination of the impact of differential inflation rates is beyond the scope of this report.

The increases in the two items in the art supplies and musical instruments category were:

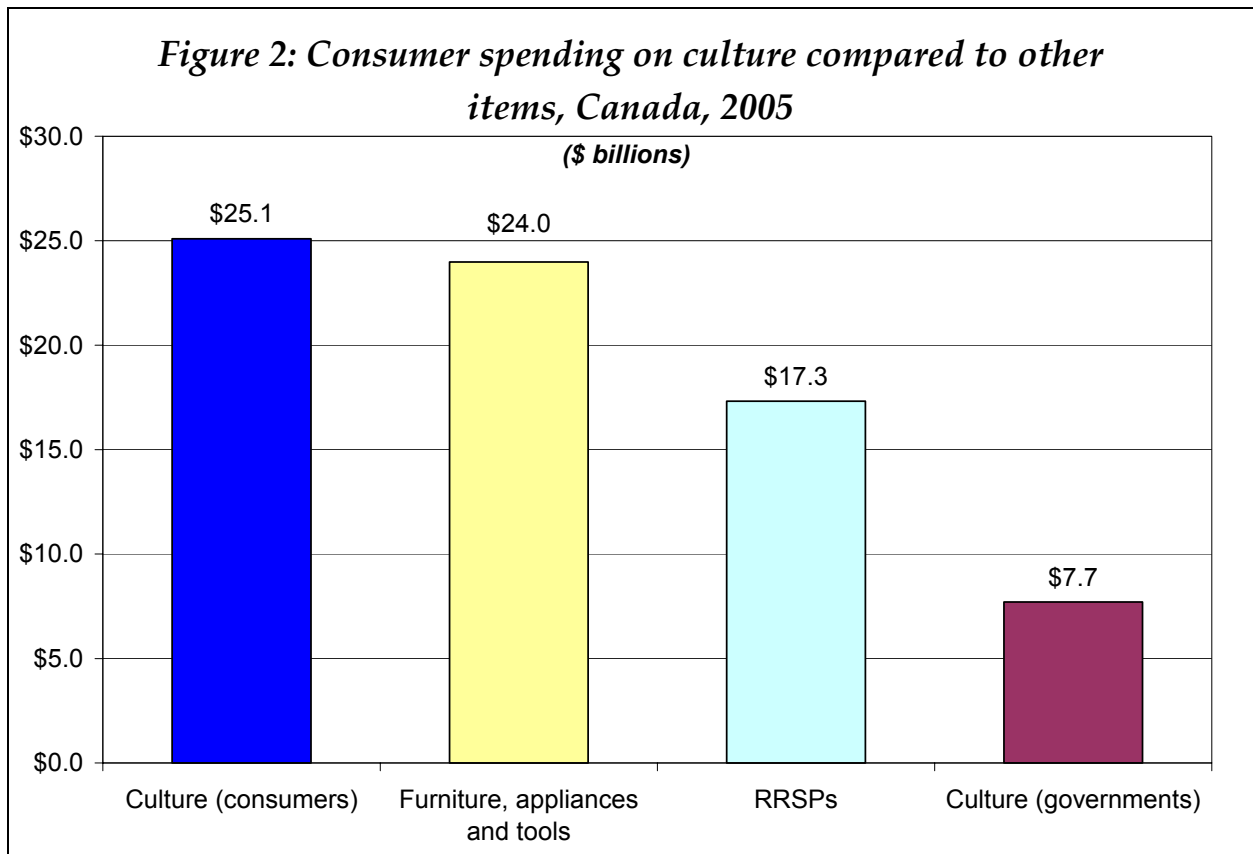
- musical instruments, parts and accessories: 49%; and
- artists' materials, handicraft and hobbycraft kits and materials: 10%.

Cultural spending compared to other consumer purchases and government expenditures on culture

Figure 2 shows that spending on cultural goods and services compares favourably to other consumer purchases and to government expenditures on culture.

The \$25.1 billion in consumer spending on culture is 5% higher than consumer spending on furniture, tools and appliances combined.

For example, the \$25.1 billion in consumer spending on culture is 5% higher than the *combined* consumer spending on household furniture, appliances and tools (\$24.0 billion) and 45% larger than the \$17.3 billion contributed to RRSPs in 2005.



In addition, the \$25.1 billion in cultural spending is over three times larger than the \$7.7 billion spent on culture in Canada by all levels of government in 2003/04.⁸

Consumer spending on culture is over three times larger than total spending on culture by all levels of government.

Cultural spending items more popular than many other expenditures

Figure 3 compares spending levels for key cultural items and live sports events between 1997 and 2005. The data shows that consumer spending on live performing arts exceeded \$1 billion for the first time in 2004 and increased again in 2005. Canadians' spending on live performing arts is now more than double their spending on live sports events: the \$1.2

Consumer spending on live performing arts, now more than \$1 billion, is more than double the level of consumer spending on live sports.

billion spent on live performing arts events in 2005 is 2.2 times higher than the \$540 million spent on live sports. In addition, twice as many Canadian households spent at least some money on live performing arts (38% of households) than on live sports events (19%) in 2005.

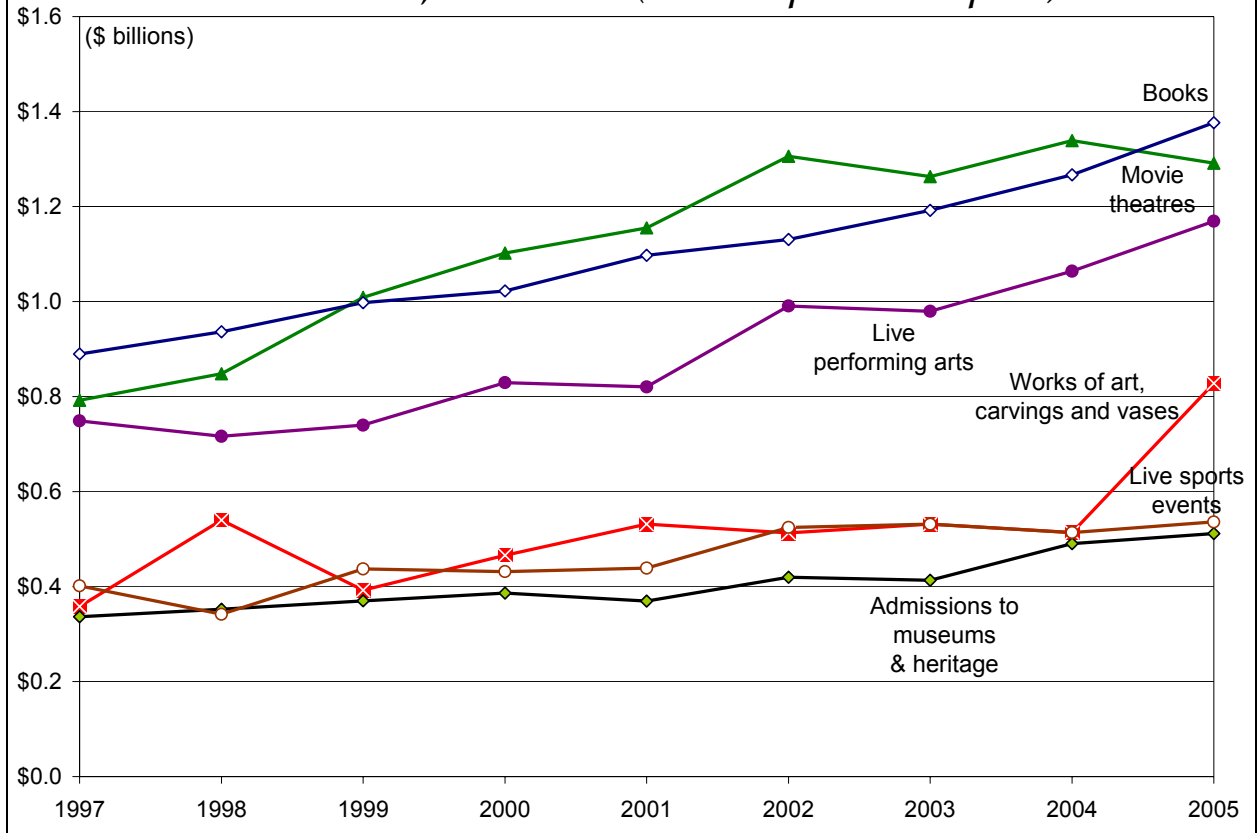
Spending on museum admissions has also risen significantly in recent years, exceeding \$500 million for the first time in 2005. In that year, 34% of Canadian households spent at least some money on museum admissions.

Spending on works of art, carvings and vases saw a substantial increase in 2005, but it is unclear whether this is due to one-year statistical variability or a sustained increase. In 2005, 20% of Canadian households reported spending money on works of art, carvings and vases.

Spending on movie theatre admissions rose substantially between 1997 and 2002, but showed little growth between 2002 and 2005. In 2005, 61% of Canadian households spent at least some money on movie theatre admissions.

⁸ The government spending data is based on the detailed tables on [Government Expenditures on Culture](#) in 2003/04 (the most recent year available) from Statistics Canada. The figures for furniture, appliances, tools and RRSPs are taken from the Survey of Household Spending (the same data source used to calculate consumer spending on culture).

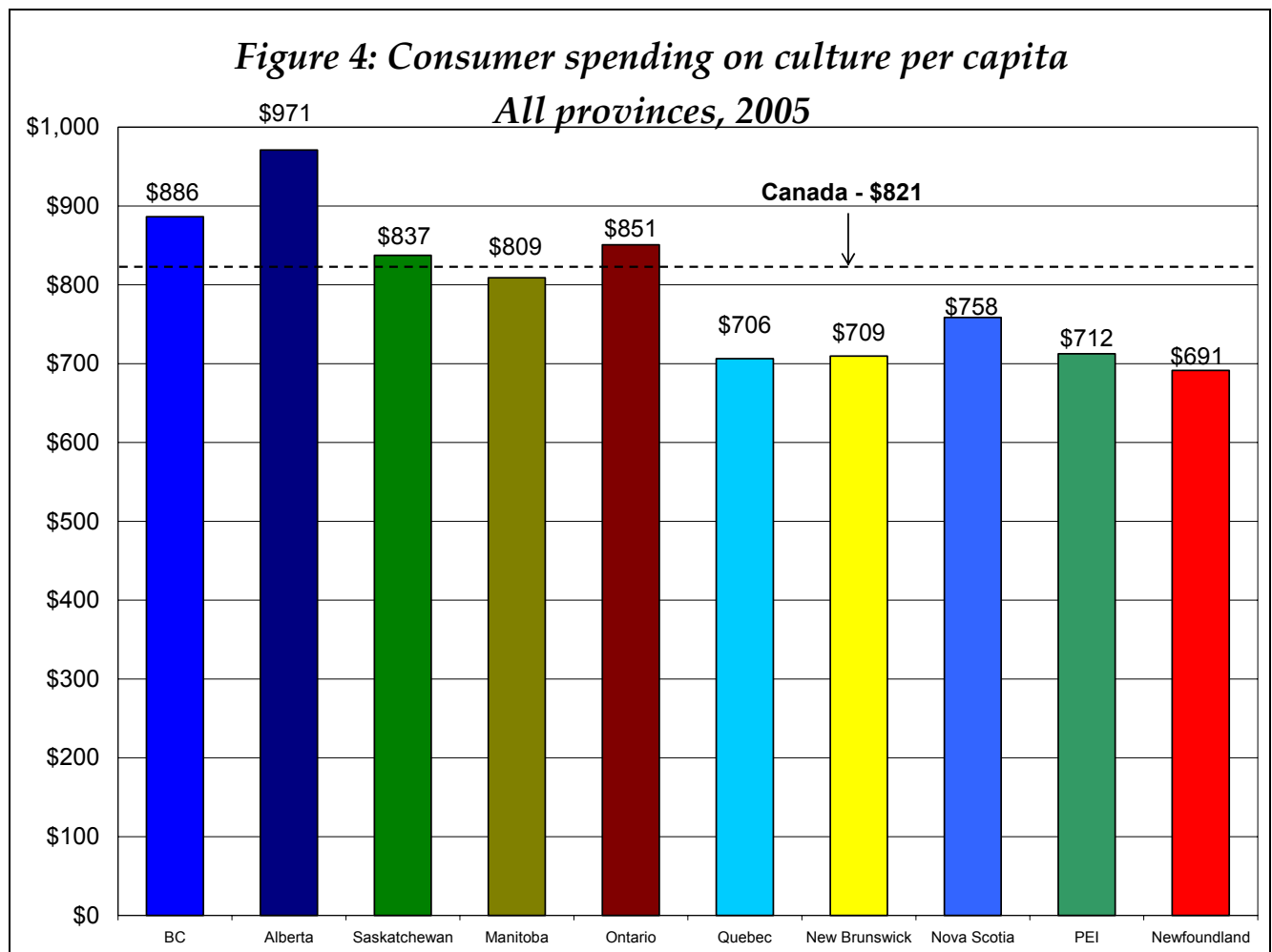
*Figure 3: Spending on key cultural items,
Canada, 1997 to 2005 (with comparison to sports)*



PROVINCIAL AND LOCAL COMPARISONS ⁹

Per capita spending on culture by province ¹⁰

Figure 4 shows that cultural spending per capita varies significantly between the provinces, from a high of \$971 in Alberta to a low of \$691 in Newfoundland and Labrador. Albertans' \$971 in cultural spending is 18% higher than the Canadian average of \$821 and well above the \$886 per capita spent by British Columbians, the second-highest per capita level. Ontarians have the third-highest level of cultural spending, at \$851 per capita. Saskatchewanians spend an average of \$837 per person on cultural items, the fourth highest level in Canada. All other provinces have levels of cultural spending that are below the Canadian average (\$821).



⁹ 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, Hill Strategies Research estimated consumer spending in the province using the Canadian average for individual items. These estimated amounts account for less than 1.5% of total cultural spending in every province. The most commonly imputed items at the provincial level are "antiques" and "rental of home entertainment, computer and communications equipment and other services".

¹⁰ Statistical variations were estimated for each province. Nineteen times out of 20, the reported amounts for total consumer spending per capita will be within the following margin of error: Canada \$57; BC \$126; AB \$142; SK \$137; MB \$128; ON \$114; QC \$91; NB \$111; NS \$117; PEI \$138; NL \$96. Since tests for the statistical significance of the differences between provinces were not conducted, caution should be used in analyzing these figures.

Cultural spending per capita varies significantly between the provinces, from a high of \$971 in Alberta to a low of \$691 in Newfoundland and Labrador.

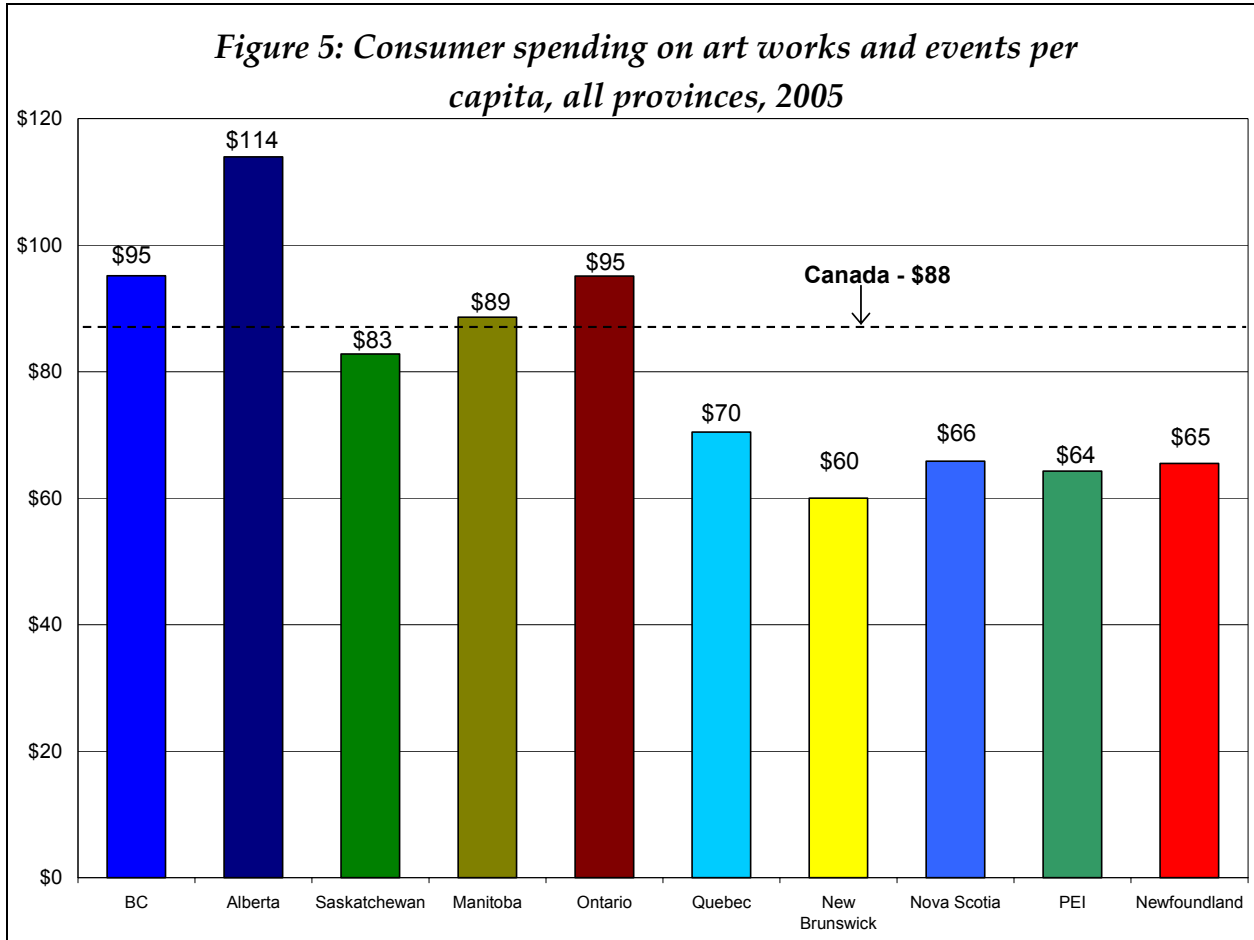
Table 2 provides data on cultural spending per capita, the ranking of cultural spending per capita, total consumer spending per capita, and the percentage of total spending represented by cultural spending.

In general, provincial levels of consumer spending on culture per capita follow a fairly similar pattern to spending on all goods and services. The final column of Table 2 shows that, as a percentage of consumer spending on all goods and services, cultural spending varies from highs of 3.5% in Saskatchewan and 3.4% in P.E.I. and Newfoundland and Labrador to lows of 3.0% in Ontario and 2.9% in Quebec.

As a percentage of consumer spending on all goods and services, cultural spending varies from highs of 3.5% in Saskatchewan and 3.4% in P.E.I. and Newfoundland and Labrador to lows of 3.0% in Ontario and 2.9% in Quebec.

Jurisdiction	Cultural goods and services	Rank	All goods and services	Culture as % of all
British Columbia	\$886	2	\$27,500	3.2%
Alberta	\$971	1	\$29,200	3.3%
Saskatchewan	\$837	4	\$23,700	3.5%
Manitoba	\$809	5	\$24,500	3.3%
Ontario	\$851	3	\$28,500	3.0%
Quebec	\$706	9	\$24,100	2.9%
New Brunswick	\$709	8	\$21,900	3.2%
Nova Scotia	\$758	6	\$23,100	3.3%
Prince Edward Island	\$712	7	\$21,000	3.4%
Newfoundland and Labrador	\$691	10	\$20,600	3.4%
Canada	\$821		\$26,600	3.1%

Figure 5 looks more specifically at per capita consumer spending on art works and events.¹¹ 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. Per capita spending on these items varies from a high of \$114 in Alberta to a low of \$60 in New Brunswick. Alberta, British Columbia, Ontario and Manitoba are the only provinces with consumer spending on art works and events at or above the national average (\$88).



¹¹ Statistical variations were estimated for each province. Nineteen times out of 20, the reported amounts for consumer spending on art works and events per capita will be within the following margin of error: Canada \$10; BC \$20; AB \$23; SK \$17; MB \$21; ON \$16; QC \$13; NB \$15; NS \$15; PEI \$17; NL \$15. Since tests for the statistical significance of the differences between provinces were not conducted, caution should be used in analyzing these figures.

Provincial changes in cultural spending between 1997 and 2005

Among the provinces, Alberta had the highest growth in consumer spending, both on cultural goods and services and on all goods and services. Consumer spending on culture in Alberta grew from \$1.9 billion in 1997 to \$3.0 billion in 2005. This represents 59% growth (not adjusted for the 18% inflation), slightly lower than the 64% growth in total consumer spending in Alberta during this period.

Alberta had the highest growth in consumer spending between 1997 and 2005, both on cultural goods and services (59%) and on all goods and services (64%), not adjusted for the 18% inflation.

Ontario had the second-highest growth in consumer spending on culture between 1997 and 2005 (55%), followed by New Brunswick, P.E.I. and Newfoundland and Labrador (46% each).

*Local comparisons*¹²

This section compares the levels of consumer spending on culture in 15 metropolitan areas across Canada.¹³ The subsequent section provides a profile of cultural spending in provincial and metropolitan areas.

Among 15 metropolitan areas, Ottawa and Calgary have the highest per capita consumer spending on cultural goods and services.

¹² In some cases, the amount spent on particular items in a metropolitan area has been suppressed by Statistics Canada due to sampling error. Where this data suppression occurs, Hill Strategies Research estimated consumer spending in the area using the provincial average for individual items. With a few exceptions, estimated amounts in metropolitan areas account for less than 2% of total cultural spending. The percentage of cultural spending in each metropolitan area that is estimated using provincial data is as follows: Victoria 13.3%; Vancouver 0.7%; Edmonton 1.0%; Calgary 0.9%; Saskatoon 1.0%; Regina 1.6%; Winnipeg 0.9%; Toronto 0.7%; Ottawa 8.1%; Montreal 0.9%; Quebec City 5.3%; Saint John 8.2%; Halifax 1.3%; Charlottetown 1.5%; and St. John's 0.7%. The most commonly imputed items at the local level are "antiques" and "rental of home entertainment, computer and communications equipment and other services". Where provincial data was not available for these items, national data was used.

¹³ The term "metropolitan areas" refers to the boundaries of Census Metropolitan Areas as defined by Statistics Canada, not necessarily municipal boundaries.

Table 3 compares two indicators of cultural spending in 15 Canadian metropolitan areas: per capita cultural spending¹⁴ and per capita spending on art works and events.¹⁵ In terms of per capita spending on all cultural goods and services, Ottawa ranks first, followed by Victoria, Calgary, Saskatoon and Edmonton. With regard to per capita spending on art works and events, Calgary ranks first, followed by Ottawa, St. John's, Edmonton and Toronto.

Table 3: Per capita cultural spending and spending on art works and events in Canada and 15 metropolitan areas, 2005					
Jurisdiction	Cultural goods and services	Rank		Art works and events	Rank
Victoria	\$1,007	2		\$108	7
Vancouver	\$901	8		\$106	8
Edmonton	\$952	5		\$116	4
Calgary	\$997	3		\$139	1
Saskatoon	\$980	4		\$111	6
Regina	\$911	7		\$104	10
Winnipeg	\$894	9		\$104	9
Toronto	\$843	11		\$112	5
Ottawa-Gatineau	\$1,064	1		\$121	2
Montreal	\$738	14		\$76	12
Quebec City	\$735	15		\$71	15
Saint John	\$754	13		\$76	13
Halifax	\$893	10		\$88	11
Charlottetown	\$755	12		\$72	14
St. John's	\$912	6		\$117	3
Canada	\$821			\$88	

¹⁴ Statistical variations were estimated for each metropolitan area. Nineteen times out of 20, the reported amounts for total consumer spending per capita will be within the following margin of error: Canada \$57; Victoria \$264; Vancouver \$174; Edmonton \$227; Calgary \$222; Saskatoon \$297; Regina \$278; Winnipeg \$175; Toronto \$166; Ottawa \$351; Montreal \$138; Quebec City \$226; Saint John \$249; Halifax \$206; Charlottetown \$170; and St. John's \$249. Since tests for the statistical significance of the differences between metropolitan areas were not conducted, caution should be used in analyzing these figures.

¹⁵ 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. Statistical variations were estimated for each metropolitan area. Nineteen times out of 20, the reported amounts for consumer spending on art works and events per capita will be within the following margin of error: Canada \$10; Victoria \$30; Vancouver \$28; Edmonton \$26; Calgary \$34; Saskatoon \$35; Regina \$34; Winnipeg \$26; Toronto \$27; Ottawa \$58; Montreal \$20; Quebec City \$24; Saint John \$28; Halifax \$27; Charlottetown \$18; and St. John's \$33. Since tests for the statistical significance of the differences between metropolitan areas were not conducted, caution should be used in analyzing these figures.

PROFILES OF CULTURAL SPENDING BY PROVINCE AND METROPOLITAN AREA

British Columbia

British Columbians spent \$3.6 billion on cultural goods and services in 2005 or 3.2% of total consumer spending in the province. The \$3.6 billion in consumer spending on culture is more than four times larger than the \$780 million spent on culture in British Columbia by all levels of government in 2003/04. On a per capita basis, British Columbians' cultural spending is the second highest of all provinces at \$886 per resident.

Spending on home entertainment equipment and services accounts for half of cultural spending – \$1.8 billion (or 51% of total cultural spending). Reading material is the second-largest spending category, amounting to \$630 million (18%) in 2005. British Columbians spent \$380 million (11%) on art works and events and \$350 million (10%) on photographic equipment and services in 2005. BC residents' spending on art supplies and musical instruments was \$200 million (6%), while spending on movie theatre admissions totalled \$190 million (5%).

BC residents spent 39% more on live performing arts (\$160 million) than on live sports events (\$110 million) in 2005. In addition, twice as many BC households spent at least some money on live performing arts (40% of households) than on live sports events (20%). BC residents also spent \$200 million on books (excluding school books) and \$60 million on admissions to museums and heritage-related activities in 2005.

BC residents' spending on cultural goods and services grew by 45% between 1997 and 2005, about equal to the 44% rise in spending on all goods and services during the same period. The highest increase among the cultural categories was movie theatre spending, which rose by 69% between 1997 and 2005. The next largest increases in spending were on art works and events (58%), photographic equipment and services (49%) and home entertainment (47%). Spending on art supplies and musical instruments increased by 38%, while spending on reading material grew by 30% in BC.¹⁶

On a per capita basis, Vancouverites' cultural spending (\$901 per person) ranks eighth among 15 metropolitan areas in Canada. Total cultural spending was \$1.9 billion in Vancouver in 2005, representing 54% of the provincial total. Vancouverites' cultural spending includes \$920 million (48% of the total) on home entertainment, \$370 million (19%) on reading materials, \$230 million (12%) on art works and events, \$200 million (10%) on photographic equipment and services, \$110 million (6%) on movie theatre admissions, and \$92 million (5%) on art supplies and musical instruments. Vancouverites spent \$96 million on live performing arts (a component of the art works and events category) in 2005.

¹⁶ These figures have not been adjusted for inflation, which rose by just over 18% between 1997 and 2005. The 8% growth in the Canadian population was not factored into the analysis.

Victoria residents' per capita cultural spending (\$1007 per person) ranks second among 15 metropolitan areas in Canada. Total cultural spending was \$310 million in Victoria in 2005, including \$170 million (56%) on home entertainment, \$51 million (17%) on reading materials, \$33 million (11%) on art works and events, \$20 million (7%) on photographic equipment and services, \$17 million (6%) on art supplies and musical instruments, and \$13 million (4%) on movie theatre admissions. Victoria residents spent \$16 million on live performing arts (a component of the art works and events category) in 2005.

Alberta

Albertans spent \$3.0 billion on cultural goods and services in 2005, or 3.3% of total consumer spending in the province. The \$3.0 billion in consumer spending on culture is nearly six times larger than the \$540 million spent on culture in Alberta by all levels of government in 2003/04. This is the highest consumer-to-government spending ratio of all the provinces. On a per capita basis, Albertans' cultural spending is the highest of all provinces at \$971 per resident. In fact, Albertans' per capita spending is the highest of all provinces in five of the six cultural spending categories: art works and events, art supplies and musical instruments, home entertainment, movie theatre admissions and photographic equipment and services.

Home-based activities dominate Albertans' cultural spending. About half of Albertans' cultural spending – \$1.5 billion (or 52% of the total) – is on home entertainment equipment and services. Reading material is the second-largest spending category, amounting to \$530 million (or 18% of total cultural spending) in 2005. Albertans' spending on art works and events (\$350 million or 12% of total cultural spending) is higher than spending on photographic equipment and services (\$280 million or 9% of cultural spending). Albertans spent about \$150 million (5%) on art supplies and musical instruments and \$140 million (5%) on movie theatre admissions.

Albertans spent 75% more on live performing arts (\$140 million) than on live sports events (\$81 million) in 2005. In addition, nearly twice as many Alberta households spent at least some money on live performing arts (43% of households) than on live sports events (23%) in 2005. Albertans also spent \$140 million on books (excluding school books) and \$74 million on admissions to museums and heritage-related activities in 2005.

Albertans' spending on cultural goods and services grew by 59% between 1997 and 2005, the highest increase of all 10 provinces but slightly lower than the 64% rise in Albertans' spending on all goods and services during the same period. The highest increase among the cultural categories was movie theatre spending, which rose by 80% between 1997 and 2005. The next largest increases in spending were on art works and events (71%), home entertainment (68%) and photographic equipment and services (67%). Spending on reading material grew by 35% and art supplies and musical instruments by 28%.¹⁷

¹⁷ These figures have not been adjusted for inflation, which rose by just over 18% between 1997 and 2005. The 8% growth in the Canadian population was not factored into the analysis.

Compared to other metropolitan areas in Canada, cultural spending is high in both Calgary and Edmonton. Calgaryans spent \$997 each on cultural goods and services in 2005, third among 15 Canadian metropolitan areas, while each Edmontonian spent \$952, fifth among metropolitan areas.

Total cultural spending reached \$1.0 billion in Calgary in 2005, including \$490 million (48%) on home entertainment, \$190 million (19%) on reading materials, \$140 million (14%) on art works and events, \$94 million (9%) on photographic equipment and services, \$62 million (6%) on movie theatre admissions and \$44 million (4%) on art supplies and musical instruments. Calgaryans spent \$54 million on live performing arts (a component of the art works and events category) in 2005.

In Edmonton, total cultural spending was \$930 million in 2005, including \$460 million (49%) on home entertainment, \$170 million (19%) on reading materials, \$110 million (12%) on art works and events, \$89 million (10%) on photographic equipment and services, \$54 million (6%) on movie theatre admissions, and \$40 million (4%) on art supplies and musical instruments. Edmontonians spent \$50 million on live performing arts (a component of the art works and events category) in 2005.

Saskatchewan

Saskatchewanians spent \$740 million on cultural goods and services in 2005. This amounts to 3.5% of total consumer spending in the province. The \$740 million in consumer spending on culture is over three times larger than the \$210 million spent on culture in Saskatchewan by all levels of government in 2003/04. On a per capita basis, Saskatchewanians' cultural spending is the fourth highest among Canadian provinces at \$837 per resident.

Spending on home entertainment equipment and services accounts for over half of cultural spending – \$400 million (or 55% of total cultural spending). Reading material is the second-largest spending category, amounting to \$120 million (17%). Spending on photographic equipment and services (\$75 million or 10%) is about equal to spending on art works and events (\$73 million, also 10%). Saskatchewan residents spent about \$36 million (5%) on art supplies and musical instruments and \$25 million (3%) on movie theatre admissions in 2005.

Although slightly more Saskatchewan households reported spending at least some money on live performing arts (38% of households) than on live sports events (32%), Saskatchewan residents spent a similar amount on both activities (\$26 million on live performing arts and \$25 million on live sports events). Saskatchewanians also spent \$27 million on books (excluding school books) and \$16 million on admissions to museums and heritage-related activities in 2005.

Saskatchewanians' spending on cultural goods and services grew by 44% between 1997 and 2005. This is well above the 28% increase in spending on all goods and services in Saskatchewan during this period. The highest increase among the cultural categories was art works and events, which rose by 81% between 1997 and 2005. The next largest increases in spending were on home entertainment (49%), art supplies and musical instruments (47%), photographic equipment and services (44%) and movie theatre admissions (41%). Spending on reading materials increased by 15%, slightly below the 18% inflation during the period.

Reginans spent \$911 each on cultural goods and services in 2005, seventh among 15 Canadian metropolitan areas. Total cultural spending was \$170 million in Regina in 2005, including \$91 million (52%) on home entertainment, \$30 million (17%) on reading materials, \$20 million (11%) on art works and events, \$19 million (11%) on photographic equipment and services, \$8 million (5%) on movie theatre admissions, and \$6 million (4%) on art supplies and musical instruments. Reginans spent \$7 million on live performing arts (a component of the art works and events category) in 2005.

Saskatoonians spent \$980 each on cultural items in 2005, ranking fourth among metropolitan areas. Total cultural spending in Saskatoon was \$210 million in 2005, including \$100 million (48%) on home entertainment, \$40 million (19%) on reading materials, \$24 million (11%) on art works and events, \$20 million (9%) on photographic equipment and services, \$17 million (8%) on art supplies and musical instruments, and \$7 million (4%) on movie theatre admissions. Saskatoonians spent \$9 million on live performing arts (a component of the art works and events category) in 2005.

Manitoba

Manitobans spent \$850 million on cultural goods and services in 2005, which equals 3.3% of total consumer spending in the province. The \$850 million in consumer spending on culture is over three times larger than the \$260 million spent on culture in Manitoba by all levels of government in 2003/04. On a per capita basis, Manitobans' cultural spending ranks fifth in the country at \$809 per resident.

Home-based activities, including home entertainment and reading, account for almost three-quarters of Manitobans' cultural spending. Over half of cultural spending in the province – \$440 million (or 51% of the total) – is on home entertainment equipment and services. Reading material is the second-largest spending category, amounting to \$160 million (or 19% of total cultural spending). Spending on art works and events (\$94 million or 11%) is slightly higher than spending on photographic equipment and services (\$83 million or 10%). Manitobans spent \$43 million (5%) on art supplies and musical instruments and \$36 million (4%) on movie theatre admissions.

Spending by Manitoba residents on live performing arts (\$39 million) was almost double the amount spent on live sports events (\$21 million) in 2005. In addition, more Manitoba households spent at least some money on live performing arts (38% of households) than on live sports events (28%). Manitobans also spent \$39 million on books (excluding school books) and \$18 million on admissions to museums and heritage-related activities in 2005.

Manitobans' spending on cultural goods and services rose by 44% between 1997 and 2005, slightly higher than the 38% increase in spending on all goods and services in Manitoba during the same period. The highest increase among the cultural categories was art works and events, which rose by 75% between 1997 and 2005. The next largest increases in spending were on photographic equipment and services (57%) and movie theatre admissions (56%). Expenditures on art supplies and musical instruments increased by 50% between 1997 and 2005, while spending on home entertainment grew by 40%. Spending on reading material increased by 29%, higher than the 18% inflation during this period.¹⁸

On a per capita basis, Winnipeggers' cultural spending (\$894) ranks ninth among 15 metropolitan areas in Canada. Total cultural spending was \$600 million in Winnipeg in 2005, including \$300 million (50%) on home entertainment, \$120 million (19%) on reading materials, \$69 million (12%) on art works and events, \$58 million (10%) on photographic equipment and services, \$30 million (5%) on art supplies and musical instruments, and \$27 million (5%) on movie theatre admissions. Winnipeggers spent \$31 million on live performing arts (a component of the art works and events category) in 2005.

Ontario

Ontarians spent \$10.2 billion on cultural goods and services in 2005, 41% of the Canadian total. Cultural spending represents 3.0% of total consumer spending in the province. The \$10.2 billion in consumer spending on culture is over three times larger than the \$3.0 billion spent on culture in Ontario by all levels of government in 2003/04. At \$851 per resident, Ontarians' per capita cultural spending is third among the provinces.

Spending on home entertainment equipment and services accounts for one-half of cultural spending in Ontario (\$5.2 billion or 51%). Reading material is the second-largest spending category, amounting to \$2.1 billion (20%), followed by art works and events (\$1.1 billion or 11%). Ontarians spent \$880 million on photographic equipment and services (9%), \$530 million (5%) on movie theatre admissions and \$390 million (4%) on art supplies and musical instruments.

Spending by Ontario residents on live performing arts (\$500 million) was more than double the amount spent on live sports events (\$210 million) in 2005. Similarly, about twice as many

¹⁸ These figures have not been adjusted for inflation, which rose by just over 18% between 1997 and 2005. The 8% growth in the Canadian population was not factored into the analysis.

Ontario households spent at least some money on live performing arts (37% of households) than on live sports events (19%). Ontarians also spent \$610 million on books (excluding school books) and \$240 million on admissions to museums and heritage-related activities in 2005.

Ontario residents' spending on cultural goods and services grew by 55% between 1997 and 2005, the second-highest increase of all 10 provinces and equal to the 55% rise in spending on all goods and services during the same period. The highest increase among the cultural categories was art works and events, which rose by 76% between 1997 and 2005. Spending on a number of other cultural categories also increased significantly: movie theatre admissions (66%), home entertainment (62%), and photographic equipment and services (54%). Spending on reading material increased by 37%, while spending on art supplies and musical instruments increased by 17% (about equal to the 18% inflation during the same period).¹⁹

On a per capita basis, Ottawa residents' cultural spending (\$1064 per person) ranks first among 15 metropolitan areas in Canada. Total cultural spending was \$890 million in Ottawa in 2005, including \$450 million (51%) on home entertainment, \$180 million (20%) on reading materials, \$100 million (11%) on art works and events, \$84 million (9%) on photographic equipment and services, \$45 million (5%) on movie theatre admissions, and \$30 million (3%) on art supplies and musical instruments. Ottawa residents spent \$49 million on live performing arts (a component of the art works and events category) in 2005.

In Toronto, cultural spending per capita (\$843) ranks 11th among the 15 metropolitan areas. Total cultural spending was \$4.3 billion in Toronto in 2005, representing 43% of the Ontario total and 17% of the Canadian total. Torontonians' cultural spending includes \$2.1 billion (48%) on home entertainment, \$850 million (20%) on reading materials, \$580 million (13%) on art works and events, \$400 million (9%) on photographic equipment and services, \$260 million (6%) on movie theatre admissions, and \$170 million (4%) on art supplies and musical instruments. Torontonians spent \$260 million on live performing arts (a component of the art works and events category) in 2005.

Quebec

Quebecers spent a total of \$5.1 billion on cultural goods and services in 2005, or 2.9% of total consumer spending in the province, the lowest such percentage of all Canadian provinces. The \$5.1 billion in consumer spending on culture is just more than double the \$2.3 billion spent on culture in Quebec by all levels of government in 2003/04. This is the lowest consumer-to-government spending ratio of all the provinces. On a per capita basis, Quebecers' cultural spending ranks ninth in the country at \$706 per resident.

¹⁹ These figures have not been adjusted for inflation, which rose by just over 18% between 1997 and 2005. The 8% growth in the Canadian population was not factored into the analysis.

Spending on home entertainment (\$2.7 billion) accounts for 53% of Quebecers' cultural spending in 2005. Reading material is the second-largest spending category, amounting to \$1.0 billion (or 20% of total cultural spending). Spending on art works and events (\$510 million or 10%) is higher than spending on photographic equipment and services (\$390 million or 8%). Quebecers spent about \$290 million (6%) on movie theatre admissions and \$200 million (4%) on art supplies and musical instruments.

Spending by Quebec residents on live performing arts (\$260 million) was four times the amount spent on live sports events (\$60 million) in 2005. Similarly, about three times as many Quebec households spent at least some money on live performing arts (39% of households) than on live sports events (12%). Quebecers also spent \$280 million on books (excluding school books) and \$82 million on admissions to museums and heritage-related activities in 2005.

Quebecers' spending on cultural goods and services rose by 33% between 1997 and 2005, somewhat lower than the 42% increase in spending on all goods and services but well above the 18% inflation during the same period. The highest increase among the cultural categories was art works and events, which rose by 76% between 1997 and 2005. The next largest increases in spending were on photographic equipment and services (61%) and movie theatre admissions (47%). Expenditures on home entertainment grew by 36% between 1997 and 2005, while spending on art supplies and musical instruments increased by 24%. Spending on reading material increased by only 5%, much lower than the 18% inflation during this period.²⁰

On a per capita basis, Montrealers' cultural spending (\$738) ranks 14th among 15 metropolitan areas in Canada. Total cultural spending was \$2.5 billion in Montreal in 2005, representing 50% of the Quebec total. Montrealers' cultural spending includes \$1.3 billion (52%) on home entertainment, \$510 million (20%) on reading materials, \$260 million (10%) on art works and events, \$180 million (7%) on photographic equipment and services, \$170 million (7%) on movie theatre admissions, and \$100 million (4%) on art supplies and musical instruments. Montrealers also spent \$140 million on live performing arts (a component of the art works and events category) in 2005.

In Quebec City, cultural spending per capita (\$730) ranks last among the 15 metropolitan areas. Total cultural spending was \$500 million in Quebec City in 2005, including \$250 million (50%) on home entertainment, \$110 million (22%) on reading materials, \$49 million (10%) on art works and events, \$38 million (8%) on movie theatre admissions, \$34 million (7%) on photographic equipment and services, and \$19 million (4%) on art supplies and musical instruments. Quebec City residents spent \$26 million on live performing arts (a component of the art works and events category) in 2005.

²⁰ These figures have not been adjusted for inflation, which rose by just over 18% between 1997 and 2005. The 8% growth in the Canadian population was not factored into the analysis.

New Brunswick

New Brunswickers spent \$500 million on cultural goods and services in 2005, which equals 3.2% of total consumer spending in the province. The \$500 million in consumer spending on culture is almost four times larger than the \$130 million spent on culture in New Brunswick by all levels of government in 2003/04. On a per capita basis, New Brunswickers' cultural spending ranks eighth in the country at \$709 per resident.

Home entertainment and reading materials account for three-quarters of New Brunswickers' cultural spending. Spending on home entertainment equalled \$280 million (or 56% total cultural spending). Reading material is the second-largest spending category, amounting to \$86 million (17%), followed by art works and events (\$43 million or 8%) and photographic equipment and services (also \$43 million or 8%). New Brunswickers spent \$28 million (6%) on art supplies and musical instruments and \$20 million (4%) on movie theatre admissions.

New Brunswick residents spent nearly twice as much on live performing arts (\$17 million) as on live sports events (\$10 million) in 2005. More New Brunswick households spent at least some money on live performing arts (33% of households) than on live sports events (20%). New Brunswickers also spent \$23 million on books (excluding school books) and \$8 million on admissions to museums and heritage-related activities in 2005.

New Brunswickers' spending on cultural goods and services rose by 46% between 1997 and 2005, slightly higher than the 39% increase in spending on all goods and services during the same period. The highest increases among the cultural categories were art works and events (95%) and art supplies and musical instruments (91%). The next largest increases in spending were on home entertainment (53%), movie theatre admissions (51%) and photographic equipment and services (45%). Expenditures on reading material (8%) increased by less than the rate of inflation (18%).²¹

On a per capita basis, Saint John residents' cultural spending (\$754) ranks 13th among 15 metropolitan areas in Canada. Total cultural spending was \$93 million in Saint John in 2005, including \$50 million (53%) on home entertainment, \$16 million (17%) on reading materials, \$9 million (10%) on art works and events, \$7 million (8%) on photographic equipment and services, \$6 million (6%) on movie theatre admissions, and \$5 million (6%) on art supplies and musical instruments. Saint John residents also spent \$4 million on live performing arts (a component of the art works and events category) in 2005.

²¹ These figures have not been adjusted for inflation, which rose by just over 18% between 1997 and 2005. The 8% growth in the Canadian population was not factored into the analysis.

Nova Scotia

Nova Scotians spent \$670 million on cultural goods and services in 2005. This amounts to 3.3% of total consumer spending in the province. The \$670 million in consumer spending on culture is over three times larger than the \$210 million spent on culture in Nova Scotia by all levels of government in 2003/04. On a per capita basis, Nova Scotians' cultural spending is sixth-highest among Canadian provinces at \$758 per resident.

Spending on home entertainment equipment and services accounts for over half of cultural spending – \$360 million (or 53% of total cultural spending). Reading material is the second-largest spending category, amounting to \$130 million (19%). Spending on photographic equipment and services (\$60 million or 9%) is slightly higher than spending on art works and events (\$58 million or 9%). Nova Scotia residents spent about \$38 million (6%) on art supplies and musical instruments and \$30 million (5%) on movie theatre admissions in 2005.

Spending by Nova Scotia residents on live performing arts (\$21 million) was double the amount spent on live sports events (\$10 million) in 2005. Similarly, a much larger number of Nova Scotia households spent at least some money on live performing arts (34% of households) than on live sports events (21%). Nova Scotians also spent \$33 million on books (excluding school books) and \$13 million on admissions to museums and heritage-related activities in 2005.

Nova Scotians' spending on cultural goods and services grew by 42% between 1997 and 2005, exactly equal to the 42% rise in spending on all goods and services during this period. The highest increase among the cultural categories was art works and events, which rose by 86% between 1997 and 2005. There were also significant increases in spending on photographic equipment and services (66%), movie theatre admissions (59%), and home entertainment (48%). Spending on art supplies and musical instruments increased by 37%, while spending on reading materials increased by 8%, less than the 18% inflation during the period.²²

Haligonians spent \$893 each on cultural goods and services in 2005, ranking 10th among 15 Canadian metropolitan areas. Total cultural spending was \$320 million in Halifax in 2005, including \$160 million (50%) on home entertainment, \$62 million (20%) on reading materials, \$31 million (10%) on art works and events, \$30 million (9%) on photographic equipment and services, \$20 million (6%) on art supplies and musical instruments, and \$17 million (5%) on movie theatre admissions. Halifax residents also spent \$12 million on live performing arts (a component of the art works and events category) in 2005.

²² These figures have not been adjusted for inflation, which rose by just over 18% between 1997 and 2005. The 8% growth in the Canadian population was not factored into the analysis.

Prince Edward Island

Prince Edward Islanders spent \$94 million on cultural goods and services in 2005, which equals 3.4% of total consumer spending in the province. The \$94 million in consumer spending on culture is three times higher than the \$30 million spent on culture in PEI by all levels of government in 2003/04. On a per capita basis, Islanders' cultural spending ranks seventh among the provinces at \$712 per resident.

Home entertainment equipment and services account for over half of Islanders' cultural spending – \$49 million (52%). Reading material is the second-largest spending category, amounting to \$19 million (or 20% of total cultural spending) in 2005. Spending on art works and events (\$9 million or 9%) is about equal to spending on photographic equipment and services (\$8 million or 9%). Spending on movie theatre admissions totalled \$6 million (6%). PEI residents also spent \$3 million (3%) on art supplies and musical instruments.

PEI residents spent 64% more on live performing arts (\$3.6 million) than on live sports events (\$2.2 million) in 2005. In addition, nearly twice as many PEI households spent at least some money on live performing arts (45% of households) than on live sports events (25%). PEI residents also spent \$4.2 million on books (excluding school books) and \$1.6 million on admissions to museums and heritage-related activities in 2005.

Prince Edward Islanders' spending on cultural goods and services rose by 46% between 1997 and 2005, somewhat higher than the 38% increase in spending on all goods and services during the same period. The highest increase among the cultural categories was art works and events, which more than doubled between 1997 and 2005. The next largest increases in spending were on movie theatre admissions (92%), photographic equipment and services (48%) and home entertainment (45%). Expenditures on art supplies and musical instruments grew by 22%, while spending on reading material increased by 20% between 1997 and 2005, about equal to the 18% inflation.²³

On a per capita basis, Charlottetown residents' cultural spending (\$755) ranks 12th among 15 metropolitan areas in Canada. Total cultural spending was \$60 million in Charlottetown in 2005, including \$30 million (51%) on home entertainment, \$13 million (21%) on reading materials, \$6 million (10%) on art works and events, \$5 million (9%) on photographic equipment and services, \$4 million (7%) on movie theatre admissions, and almost \$2 million (3%) on art supplies and musical instruments. Charlottetown residents also spent over \$2 million on live performing arts (a component of the art works and events category) in 2005.

²³ These figures have not been adjusted for inflation, which rose by just over 18% between 1997 and 2005. The 8% growth in the Canadian population was not factored into the analysis.

Newfoundland and Labrador

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. Per capita cultural spending in Newfoundland and Labrador ranks last among the 10 provinces at \$691 per resident.

Home entertainment and reading materials account for about three-quarters of Newfoundland and Labrador residents' cultural spending. Spending on home entertainment equalled \$180 million (or 53% total cultural spending) in 2005. Reading material is the second-largest spending category, amounting to \$66 million (19%). Spending on art works and events (\$33 million or 9%) is about equal to spending on photographic equipment and services (\$32 million or 9%). Newfoundlanders spent \$17 million (5%) on art supplies and musical instruments and \$14 million (4%) on movie theatre admissions.

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%). Newfoundlanders also spent \$13 million on books (excluding school books) and over \$4 million on admissions to museums and heritage-related activities in 2005.

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. The highest increase among the cultural categories was on art works and events, which increased by 173% between 1997 and 2005. The next-largest increases were on movie theatre admissions (88%), photographic equipment and services (72%) and home entertainment (44%). Expenditures on art supplies and musical instruments increased by 18%, while spending on reading material increased by 16%, slightly below the 18% inflation.²⁴

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, including \$76 million (47%) on home entertainment, \$33 million (20%) on reading materials, \$20 million (13%) on art works and events, \$14 million (9%) on photographic equipment and services, \$10 million (6%) on movie theatre admissions, and \$7 million (5%) on art supplies and musical instruments. St. John's residents also spent \$8 million on live performing arts (a component of the art works and events category) in 2005.

²⁴ These figures have not been adjusted for inflation, which rose by just over 18% between 1997 and 2005. The 8% growth in the Canadian population was not factored into the analysis.