

Albertans lead the nation in consumer spending on culture

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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.

Alberta: \$3 billion in cultural spending

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.

Alberta on top of provincial comparisons

On a per capita basis, Albertans' cultural spending is the highest of all provinces at \$971 per resident, well above the Canadian average of \$821. 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.

Performing arts spending 75% higher than spending on live sports events

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.

Strong growth in cultural spending

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. Both of these figures are much higher than the 18% inflation between 1997 and 2005.

Calgary and Edmonton highly ranked among metropolitan areas

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. With regard to per capita spending on art works and events, Calgary ranks first, followed by Ottawa, St. John's, Edmonton and Toronto.

Total cultural spending reached \$1.0 billion in Calgary in 2005. In Edmonton, total cultural spending was \$930 million 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.

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