

British Columbians spend nearly \$4 billion on cultural goods and services

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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.

British Columbia: nearly \$4 billion in cultural spending

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.

Performing arts spending 39% higher than spending on live sports events

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%).

Strong growth in cultural spending

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

B.C. second in provincial comparisons

On a per capita basis, British Columbians' cultural spending is the second highest of all provinces at \$886 per resident, well above the Canadian average of \$821. Albertans have the highest level of cultural spending, at \$971 per capita.

Victoria second among metropolitan areas

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.

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.

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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