

Manitobans spend \$850 million on cultural goods and services

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.

Manitoba: \$850 million in cultural spending

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.

Performing arts spending almost double the spending on live sports events

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%).

Strong growth in cultural spending

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

Manitoba fifth in provincial comparisons

On a per capita basis, Manitobans' cultural spending ranks fifth in the country at \$809 per resident, just below the Canadian average of \$821. Albertans have the highest level of cultural spending, at \$971 per capita.

Winnipeg compared with other metropolitan areas

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.

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.