

## ***New Brunswickers spend \$500 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.

### ***New Brunswick: \$500 million in cultural spending***

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.

### ***Performing arts spending nearly twice as high as spending on live sports events***

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%).

### ***Strong growth in cultural spending***

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

### ***New Brunswick eighth in provincial comparisons***

On a per capita basis, New Brunswickers' cultural spending ranks eighth in the country at \$709 per resident, well below the Canadian average of \$821. Albertans have the highest level of cultural spending, at \$971 per capita.

*Saint John compared with other metropolitan areas*

On a per capita basis, Saint John residents' cultural spending (\$754) ranks 13<sup>th</sup> among 15 metropolitan areas in Canada. Total cultural spending was \$93 million in Saint John 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](mailto:kelly@hillstrategies.com), [www.hillstrategies.com](http://www.hillstrategies.com).