

Nova Scotians spend nearly \$700 million 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.

Nova Scotia: nearly \$700 million in cultural spending

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.

Performing arts spending twice as high as spending on live sports events

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%).

Strong growth in cultural spending

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

Nova Scotia sixth in provincial comparisons

On a per capita basis, Nova Scotians' cultural spending is sixth-highest among Canadian provinces at \$758 per resident, below the Canadian average of \$821. Albertans have the highest level of cultural spending, at \$971 per capita.

Halifax compared with other metropolitan areas

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.

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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