

Prince Edward Islanders spend nearly \$100 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.

PEI: nearly \$100 million in cultural spending

Prince Edward Islanders spent \$94 million on cultural goods and services in 2005, which equals 3.4% of total consumer spending in the province. The \$94 million in consumer spending on culture is three times higher than the \$30 million spent on culture in PEI by all levels of government in 2003/04.

Performing arts spending 64% higher than spending on live sports events

PEI residents spent 64% more on live performing arts (\$3.6 million) than on live sports events (\$2.2 million) in 2005. In addition, nearly twice as many PEI households spent at least some money on live performing arts (45% of households) than on live sports events (25%).

Strong growth in cultural spending

Prince Edward Islanders' spending on cultural goods and services rose by 46% between 1997 and 2005, somewhat higher than the 38% 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.

PEI seventh in provincial comparisons

On a per capita basis, Islanders' cultural spending ranks seventh among the provinces at \$712 per resident, below the Canadian average of \$821. Albertans have the highest level of cultural spending, at \$971 per capita.

Charlottetown compared with other metropolitan areas

On a per capita basis, Charlottetown residents' cultural spending (\$755) ranks 12th among 15 metropolitan areas in Canada. Total cultural spending was \$60 million in Charlottetown 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.