

Quebecers spend over \$5 billion 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.

Quebec: Over \$5 billion in cultural spending

Quebecers spent a total of \$5.1 billion on cultural goods and services in 2005, or 2.9% of total consumer spending in the province, the lowest such percentage of all Canadian provinces. The \$5.1 billion in consumer spending on culture is just more than double the \$2.3 billion spent on culture in Quebec by all levels of government in 2003/04. This is the lowest consumer-to-government spending ratio of all the provinces.

Performing arts spending four times the spending on live sports events

Spending by Quebec residents on live performing arts (\$260 million) was four times the amount spent on live sports events (\$60 million) in 2005. Similarly, about three times as many Quebec households spent at least some money on live performing arts (39% of households) than on live sports events (12%).

Growth in cultural spending

Quebecers' spending on cultural goods and services rose by 33% between 1997 and 2005, somewhat lower than the 42% increase in spending on all goods and services but well above the 18% inflation during the same period.

Quebec ninth in provincial comparisons

On a per capita basis, Quebecers' cultural spending ranks ninth in the country at \$706 per resident, well below the Canadian average of \$821. Albertans have the highest level of cultural spending, at \$971 per capita.

Montreal and Quebec City compared with other metropolitan areas

On a per capita basis, Montrealers' cultural spending (\$738) ranks 14th among 15 metropolitan areas in Canada. Total cultural spending was \$2.5 billion in Montreal in 2005, representing 50% of the Quebec total.

In Quebec City, cultural spending per capita (\$730) ranks last among the 15 metropolitan areas. Total cultural spending was \$500 million in Quebec City 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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