

Saskatchewanians spend \$837 per person 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.

Saskatchewan: \$740 million in cultural spending

Saskatchewanians spent \$740 million on cultural goods and services in 2005. This amounts to 3.5% of total consumer spending in the province. The \$740 million in consumer spending on culture is over three times larger than the \$210 million spent on culture in Saskatchewan by all levels of government in 2003/04.

Performing arts spending equal to spending on live sports events

Although slightly more Saskatchewan households reported spending at least some money on live performing arts (38% of households) than on live sports events (32%), Saskatchewan residents spent a similar amount on both activities (\$26 million on live performing arts and \$25 million on live sports events).

Strong growth in cultural spending

Saskatchewanians' spending on cultural goods and services grew by 44% between 1997 and 2005. This is well above the 28% increase in spending on all goods and services in Saskatchewan during this period. Both of these figures are much higher than the 18% inflation between 1997 and 2005.

Saskatchewan fourth in provincial comparisons

Saskatchewanians spend an average of \$837 per person on cultural items, the fourth highest level in Canada and above the Canadian average of \$821. Albertans have the highest level of cultural spending, at \$971 per capita.

Saskatoon and Regina compared with other metropolitan areas

Saskatonians spent \$980 each on cultural items in 2005, ranking fourth among metropolitan areas. Total cultural spending in Saskatoon was \$210 million in 2005.

Reginans spent \$911 each on cultural goods and services in 2005, seventh among 15 Canadian metropolitan areas. Total cultural spending was \$170 million in Regina 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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