

## ***Canadians spend over \$25 billion 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 over \$25 billion on cultural goods and services in 2005. Some key findings of the report include:

- The \$25.1 billion in cultural spending is 5% higher than the *combined* consumer spending on household furniture, appliances and tools (\$24.0 billion).
- Consumer spending on culture is over three times larger than the \$7.7 billion spent on culture in Canada by all levels of government in 2003/04.
- Spending on cultural goods and services grew by 48% between 1997 and 2005, much higher than the 18% rise in the Consumer Price Index during the same period.
- Canadians' spending on live performing arts is now more than double their spending on live sports events.
- Cultural spending per capita varies significantly between the provinces, from a high of \$971 in Alberta to a low of \$691 in Newfoundland and Labrador.
- Alberta had the highest growth in consumer spending between 1997 and 2005, both on cultural goods and services and on all goods and services.
- Among 15 metropolitan areas, Ottawa and Calgary have high per capita consumer spending on cultural goods and services.

Additional information about these key findings is available below. 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). The data is drawn from Statistics Canada's Survey of Household Spending, a yearly paper-based questionnaire on Canadians' spending habits.

### ***Over \$25 billion in consumer spending on culture***

The \$25.1 billion in consumer spending on culture in Canada represents \$821 for every Canadian resident and about \$1 out of every \$30 spent by Canadian consumers. Home-based activities, including home entertainment (\$13.0 billion) and reading material (\$4.8 billion), dominate cultural spending. However, significant amounts are also spent on other cultural goods and services, including art works and events (\$2.7 billion), photographic equipment and services (\$2.2 billion), movie theatre admissions (\$1.3 billion), and art supplies and musical instruments (\$1.1 billion).

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

Spending on cultural goods and services grew by 48% between 1997 and 2005, much higher than the 18% rise in the Consumer Price Index during the same period. After adjusting for inflation, cultural spending increased by 25% between 1997 and 2005, over three times the 8% growth in the Canadian population. The 48% increase in cultural spending (before the inflation adjustment) is about equal to the 50% increase in consumer spending on all goods and services between 1997 and 2005.

### ***Performing arts spending now more than \$1 billion***

Consumer spending on live performing arts exceeded \$1 billion for the first time in 2004 and increased again in 2005. Canadians' spending on live performing arts is now more than double their spending on live sports events: the \$1.2 billion spent on live performing arts events in 2005 is 2.2 times higher than the \$540 million spent on live sports. In addition, twice as many Canadian households spent at least some money on live performing arts (38% of households) than on live sports events (19%) in 2005. Spending on museum admissions has also risen significantly in recent years, exceeding \$500 million for the first time in 2005. In that year, 34% of Canadian households spent at least some money on museum admissions.

### ***Alberta on top of provincial comparisons***

Cultural spending per capita varies significantly between the provinces, from a high of \$971 in Alberta to a low of \$691 in Newfoundland and Labrador. Albertans' \$971 in cultural spending is 18% higher than the Canadian average of \$821 and well above the \$886 per capita spent by British Columbians, the second-highest per capita level. Ontarians have the third-highest level of cultural spending, at \$851 per capita. Saskatchewanians spend an average of \$837 per person on cultural items, the fourth highest level in Canada. All other provinces have levels of cultural spending that are below the Canadian average (\$821).

Among the provinces, Alberta had the highest growth in consumer spending, both on cultural goods and services and on all goods and services. Consumer spending on culture in Alberta grew from \$1.9 billion in 1997 to \$3.0 billion in 2005. This represents 59% growth (not adjusted for the 18% inflation), slightly lower than the 64% growth in total consumer spending in Alberta during this period.

### ***Ottawa and Calgary highly ranked among metropolitan areas***

Among 15 metropolitan areas, Ottawa and Calgary have high per capita consumer spending on cultural goods and services. In terms of per capita spending on all cultural goods and services, Ottawa ranks first, followed by Victoria, Calgary, Saskatoon and Edmonton. With regard to per capita spending on art works and events, Calgary ranks first, followed by Ottawa, St. John's, Edmonton and Toronto. The full report provides a profile of cultural spending in each province and in 15 metropolitan areas.

***Full report also available***

The full report, funded by the Canada Council for the Arts, the Department of Canadian Heritage and the Ontario Arts Council, is available free of charge on the Hill Strategies Research website (<http://www.hillstrategies.com>) and the websites of the funding organizations. The report is the 17<sup>th</sup> in the *Statistical Insights on the Arts* series from Hill Strategies Research.