Consumer Spending on Culture in Canada, the Provinces and 12 Metropolitan Areas in 2008



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Prepared by Kelly Hill

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Executive summary

<u>Consumer Spending on Culture in Canada, the Provinces and 12 Metropolitan Areas in 2008</u>, the 32nd report in the *Statistical Insights on the Arts* series from Hill Strategies Research, shows that Canadian consumers spent over \$27 billion on cultural goods and services in 2008. Some key findings of the report include:

- The \$27.4 billion in consumer spending on culture in Canada represents \$841 for every Canadian resident.
- Consumer spending on culture is three times larger than consumer spending on hotels, motels and other travel accommodations (\$9.2 billion).
- Consumer spending on culture is three times larger than the \$9.2 billion spent on culture by all levels of government in 2007/08.
- Canadians' spending on live performing arts (\$1.4 billion) is more than double their spending on live sports events (\$650 million).
- After adjusting for inflation, cultural spending increased by 28% between 1997 and 2008, double the growth in the Canadian population.
- The 28% increase in cultural spending is lower than the 37% increase in spending on all goods and services between 1997 and 2008.
- Between 1997 and 2008, consumer spending on art works and events grew by 59%, more than any other category of cultural spending.
- Cultural spending per capita varies significantly between the provinces and is highest in Alberta (\$963) and Saskatchewan (\$905). The five western-most provinces (British Columbia, Alberta, Saskatchewan, Manitoba and Ontario) have per capita levels of cultural spending that are above the Canadian average (\$841).
- Among the provinces, Alberta had the highest growth in consumer spending between 1997 and 2008, both on cultural goods and services (40%) and on all goods and services (69%), after adjusting for inflation.
- Among 12 metropolitan areas, Calgary and Saskatoon have the highest per capita consumer spending on cultural goods and services.

The report examines the spending of Canadians on cultural goods and services, including art supplies and musical instruments, art works and events, home entertainment, movie theatre admissions, photographic equipment and services, and reading material. The data is drawn from Statistics Canada's *Survey of Household Spending*, a yearly questionnaire on Canadians' spending habits.

Additional information about the key findings is provided below.

Over \$27 billion in consumer spending on culture

The \$27.4 billion in consumer spending on culture in Canada represents \$841 for every Canadian resident. Home-based activities dominate cultural spending. Home entertainment

accounts for over one-half of cultural spending (\$15.4 billion, or 56%), while reading material (including books, textbooks, newspapers and magazines) accounts for another \$4.8 billion, or 18% of cultural spending.

Significant amounts are also spent on other cultural goods and services, including art works and events (\$3.1 billion, or 11%), photographic equipment and services (\$1.8 billion, or 6%), movie theatre admissions (\$1.2 billion, or 4%), and art supplies and musical instruments (\$1.1 billion, also 4%).

Spending on live performing arts more than twice as much as live sports

In 2008, Canadians' spending on live performing arts (\$1.4 billion) was more than double their spending on live sports events (\$650 million). Similarly, more than twice as many Canadian households spent at least some money on live performing arts (37% of households) as on live sports events (17%).

The report provides other details regarding spending on cultural items:

- Spending on books (\$1.4 billion) was slightly higher than spending on movie theatre admissions (\$1.2 billion) in 2008.
- Consumer spending on museum and heritage admissions was \$510 million in 2008.
- Total spending on works of art, carvings and other decorative ware was \$930 million in 2008.

Strong growth in consumer spending on culture

After adjusting for inflation, cultural spending increased by 28% between 1997 and 2008, double the 14% growth in the Canadian population. The average annual growth in cultural spending (adjusted for inflation) was 2.3% between 1997 and 2008. The 28% increase in cultural spending is lower than the 37% increase in spending on all goods and services between 1997 and 2008. In comparison, Canada's Gross Domestic Product increased by 44% between 1997 and 2008, while personal disposable income grew by 38%.

Between 1997 and 2008, consumer spending on art works and events grew by 59%, more than any other category of cultural spending. Some individual cultural items saw a substantial increase in spending between 1997 and 2008 (all figures adjusted for inflation):

- Televisions, DVD players, digital video recorders, and other TV or video components: 124% increase.
- Works of art, carvings and other decorative ware: 107% increase.
- Live performing arts: 50% increase.
- Books (excluding school books): 24% increase.
- Admissions to museums and heritage-related activities: 21% increase.

• Movie theatre admissions: 21% increase.

Spending on newspapers, magazines and periodicals decreased between 1997 and 2008, after adjusting for inflation: newspapers saw a 26% decrease, while magazines and periodicals saw a 28% decline.

Alberta on top of provincial comparisons

Cultural spending per capita varies significantly between the provinces, from a high of \$963 in Alberta to a low of \$716 in Quebec. Albertans' \$963 in cultural spending is 15% higher than the Canadian average of \$841 and well above the \$905 per capita spent by Saskatchewanians, the second-highest per capita level. Ontarians have the third-highest level of cultural spending, at \$880 per capita. British Columbians spend an average of \$869 per person on cultural items, while Manitobans spend an average of \$844 per capita. The five eastern-most provinces have levels of cultural spending that are below the Canadian average (\$841).

However, when expressed as a percentage of consumer spending on all goods and services, cultural spending is highest in some smaller provinces: 3.3% in Prince Edward Island, 3.2% in Saskatchewan and 3.2% in Manitoba.

Per capita spending on art works and events varies from a high of \$115 in Alberta to a low of \$63 on Prince Edward Island. Alberta (\$115), British Columbia (\$108), Ontario (\$103) and Saskatchewan (\$99) are the only provinces with consumer spending above the national average (\$94).

The report also compares per capita spending on the art works and events category as well as specific cultural items, including live performing arts, museum admissions, works of art, and books.

Per capita spending on art works and events is highest in Alberta (\$115), British Columbia (\$108), Ontario (\$103) and Saskatchewan (\$99), the four provinces where consumer spending is above the national average in this category (\$94). Per capita spending on live performing arts is highest in Saskatchewan (\$51), followed by Manitoba, Ontario and British Columbia (\$47 each). For per capita spending on admissions to museums and heritage-related activities, Alberta ranks first (\$21), followed by Ontario (\$17) and British Columbia (\$16). Per capita spending on works of art, carvings and other decorative ware is highest in Alberta (\$43), followed by British Columbia (\$38) and Ontario (\$33).

Regarding per capita spending on books, Alberta ranks first (\$52), followed by British Columbia (\$47) and Manitoba (\$42).

Among the provinces, Alberta had the highest growth in consumer spending between 1997 and 2008, both on cultural goods and services (40%) and on all goods and services (69%), after adjusting for inflation.

In terms of spending on art works and events between 1997 and 2008, Newfoundland and Labrador had the largest increase: 124%, more than double the national average of 59%. Saskatchewan and Prince Edward Island saw significant growth rates (85% and 84%, respectively).

Calgary and Saskatoon rank highly among metropolitan areas

Among 12 metropolitan areas, Calgary and Saskatoon have the highest per capita consumer spending on cultural goods and services. In terms of per capita spending on all cultural goods and services, Calgary ranks first (\$1,020), followed by Saskatoon (\$1,000), Regina (\$993), and St. John's (\$977). With regard to per capita spending on art works and events, Saskatoon ranks first (\$140), followed by Calgary (\$130), Edmonton (\$124), St. John's (\$123), and Toronto (\$116).

Introduction

This report examines the spending of Canadians on cultural goods and services, including art supplies and musical instruments, art works and events, home entertainment, movie theatre admissions, photographic equipment and services, and reading material. The report provides information about total consumer spending on culture, per capita spending amounts, and changes in spending between 1997 and 2008. The report also compares consumer spending on culture between the provinces and provides a brief profile of consumer spending on culture in each province. The levels of consumer spending on culture in 12 metropolitan areas across Canada are also compared and profiled.

The data is drawn from Statistics Canada's *Survey of Household Spending*, a yearly questionnaire on Canadians' spending habits.⁴ In 2008, there were 9,787 respondents, representing a response rate of 63.4%. Twenty-six different line items from the *Survey of Household Spending* were retained as "spending on culture". These 26 items were then grouped into the six categories noted above: art supplies and musical instruments, art works and events, home entertainment, movie theatre admissions, photographic equipment and services, and reading material.⁵ Table 1 provides a complete list of the 26 spending items and their categories.

The report examines cultural spending, not overall attendance at cultural activities. Free cultural activities, by definition, are excluded from Statistics Canada's *Survey of Household Spending*.

Because it is a broad survey of overall spending habits, the *Survey of Household Spending* does not provide all of the details that might be desired regarding cultural spending items. For example, the live performing arts category includes a range of for-profit and non-profit arts

¹ A more detailed examination of demographic differences in spending is beyond the scope of this report. Cultural spending has been adjusted for inflation using the overall Consumer Price Index. Inflation rates may vary between the categories of cultural expenditures. An examination of the potential impacts of differential inflation rates is beyond the scope of this report.

² Pate for the three territories was not available in 2008. Territorial estimates are only available in odd numbered.

² Data for the three territories was not available in 2008. Territorial estimates are only available in odd-numbered calendar years.

³ The term "restant all the second of the seco

³ The term "metropolitan areas" refers to the boundaries of Census Metropolitan Areas as defined by Statistics Canada, not municipal boundaries. In previous datasets, Statistics Canada provided information about 15 metropolitan areas. Unfortunately, Quebec City, Ottawa and Victoria are not included in the 2008 dataset because of the unreliability of the data for these metropolitan areas.

⁴ In 2008, out of 15,443 eligible households, 9,787 households responded, representing a response rate of 63.4%. The number of survey respondents was nearly 17,000 in 1997. The *User Guide for the Survey of Household Spending, 2008* indicates that, due to budgetary reasons, the sample size for 2008 survey is smaller than previous surveys. Data was collected during a personal interview using a computer assisted personal interview questionnaire on a laptop. The *Survey of Household Spending* reports expenditures at the household level. Hill Strategies Research converted these expenditures to per capita figures by dividing household spending by the number of people per household in each jurisdiction (provided in the same dataset).

⁵ The *Survey of Household Spending* does not categorize individual spending items as "cultural". This categorization was originally developed by Statistics Canada's Culture Statistics Program for use in publications such as <u>Patterns in Culture Consumption and Participation</u> (December 2000). The grouping of these individual items into the six cultural spending categories was developed by Hill Strategies Research. Because videogame rentals, previously a separate line item not included as a cultural service, are now grouped with rentals of videotapes and DVDs (which **are** included as a cultural service), the data from 1997 to 2003 was revised to include videogame rentals.

activities, including pop concerts, opera, dance, classical music, etc. Similarly, spending on books cannot be broken down into Canadian-authored books, Canadian-published books or fiction and non-fiction categories.

Consumer spending on culture in 2008

Canadians spent \$27.4 billion on cultural goods and services in 2008, or 2.9% of total consumer spending in the country. In other words, spending on cultural goods and services amounts to roughly \$1 for every \$34 spent on all goods and services in Canada. On a per capita basis, cultural spending amounts to \$841 for every Canadian resident.

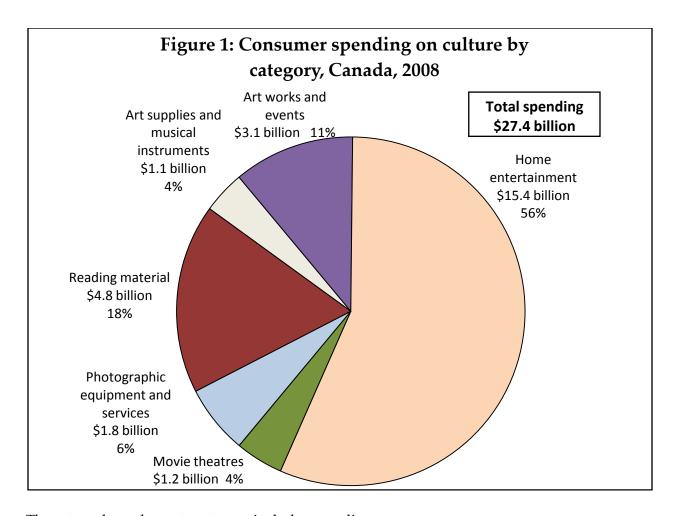


Home-based activities dominate cultural spending. Home entertainment accounts for over one-half of cultural spending (56%), while reading material (including books, textbooks, newspapers and magazines) accounts for another 18% of cultural spending.

Canadians spent the following amounts in each of the six cultural categories in 2008:

- home entertainment equipment and services: \$15.4 billion (or 56% of total cultural spending);
- reading material: \$4.8 billion (18%);
- art works and events: \$3.1 billion (11%);
- photographic equipment and services: \$1.8 billion (6%);
- movie theatre admissions: \$1.2 billion (4%); and
- art supplies and musical instruments: \$1.1 billion (4%).

Figure 1 shows the share of cultural spending in these categories in 2008.



The art works and events category includes spending on:

- live performing arts: \$1.4 billion;⁶
- works of art, carvings and other decorative ware: \$930 million;⁷
- admissions to museums and heritage-related activities: \$510 million;8 and
- antiques: \$200 million.9

⁶ "In 2008, how much did your household spend on admissions to live performing arts events, for example, plays, concerts, dance performances?"

Art works and carvings are including in a section of "Household furnishings, art and antiques" in the Survey of Household Spending, and were grouped with other decorative ware in Statistics Canada's 1997 reorganization of spending items.

8 "In 2008, how much did your household spend on admissions to museums, historic sites, zoos, heritage facilities,

ice shows, craft shows, fairs, festivals, and other activities and venues?" ⁹ "In 2008, how much did your household spend on antiques, for example, furniture and jewellery that are at least 100

years old?"

The reading material category includes spending on:

- books (excluding school books): \$1.4 billion;¹⁰
- post-secondary textbooks: \$1.3 billion;¹¹
- newspapers: \$1.1 billion;¹²
- magazines and periodicals: \$620 million;¹³
- kindergarten, nursery, elementary and secondary textbooks: \$200 million;¹⁴
- services related to reading material (e.g., duplicating, library fees): \$110 million; ¹⁵ and
- maps, sheet music and other printed matter: \$80 million. 16

Each of the reading material items includes spending on electronic, audio or internet versions.

The two items in the art supplies and musical instruments category are musical instruments, parts and accessories (\$590 million in consumer spending)¹⁷ and artists' materials, crafts kits and materials (\$490 million).¹⁸

Three items are included in the photographic services and equipment category:

- digital cameras and accessories: \$1.1 billion;¹⁹
- photographers and other photographic services: \$410 million;²⁰ and
- other cameras and accessories: \$200 million.²¹

¹⁰ "In 2008, how much did your household spend on books and pamphlets? Exclude school books. Include Internet subscriptions, and electronic and audio versions."

¹¹"In 2008, how much did your household spend on post-secondary education (for example, university, trade, professional courses) for books?"

¹² "In 2008, how much did your household spend on newspapers? Include Internet subscriptions, and electronic and audio versions."

¹³ "In 2008, how much did your household spend on magazines and periodicals?"

¹⁴ "In 2008, how much did your household spend on kindergarten, nursery school, elementary or secondary school books?"

¹⁵ "In 2008, how much did your household spend on services, for example, photocopying services, library charges, book rentals, bookbinding, advertisements, announcements? Include Internet subscriptions, and electronic and audio versions."

¹⁶ "In 2008, how much did your household spend on maps, sheet music and other printed matter, for example, posters, globes? Include Internet subscriptions, and electronic and audio versions."

¹⁷ "In 2008, how much did your household spend on musical instruments, parts and accessories, for example, pianos and guitars? Exclude sheet music."

¹⁸ "In 2008, how much did your household spend on artists' materials, handicraft or hobbycraft kits and materials,

 [&]quot;In 2008, how much did your household spend on artists' materials, handicraft or hobbycraft kits and materials, yarn for crafts? Exclude school supplies."
 "In 2008, how much did your household spend on digital cameras and accessories? For example, memory cards,

[&]quot;In 2008, how much did your household spend on digital cameras and accessories? For example, memory cards docking ports?"

²⁰ "In 2008, how much did your household spend on photographers' services? For example, film processing, extra prints enlargements, processing of digital images, passport photos and school pictures."

²¹ "In 2008, how much did your household spend on other cameras, camera parts, attachments and accessories,

[&]quot;In 2008, how much did your household spend on other cameras, camera parts, attachments and accessories, optical equipment, photographic film and any other photographic goods? Include lenses, tripods, projectors, albums, darkroom supplies. Include binoculars, telescopes and microscopes. Exclude video cameras."

Home entertainment, the largest category, includes spending on:

- Cable TV rental: \$4.9 billion;²²
- Televisions, DVD players, digital video recorders, and other TV or video components: \$4.1 billion;²³
- Satellite TV and radio rental: \$2.0 billion;²⁴
- Pre-recorded audio and video DVDs, CDs and downloads: \$1.5 billion;²⁵
- Audio equipment (e.g., CD players, radios, digital music players, speakers): \$1.5 billion;²⁶
- Rental of DVDs, video games and videodiscs: \$950 million;²⁷
- Blank audio and video DVDs, CDs and tapes: \$240 million;²⁸
- Maintenance and repair of audio, video, computer and communications equipment:
 \$210 million;²⁹ and
- Rental of audio, video, computer and communications equipment and other services: \$13 million.³⁰

Spending on select cultural items

Live performing arts: \$1.4 billion

Books, excluding school books: \$1.4 billion

Movie theatre admissions: \$1.2 billion

Works of art, carvings and other decorative ware: \$930 million

Magazines and periodicals: \$620 million Admissions to museums: \$510 million

²² "In 2008, in addition to [services paid for in bundles of combined services], how much did your household spend on rental of cablevision services? Include installation, service charges and pay TV." Bundled services were re-allocated separately into each applicable line item.

²³ "In 2008, how much did your household spend on televisions, VCRs, DVD players, DVD recorders, video cameras and other television/video components? Include combination and projection TVs, home theatres. Include attachments, accessories and parts purchased separately, for example, satellite dishes and receivers, set-top digital decoders, coaxial cable."

²⁴ "In 2008, in addition to [services paid for in bundles of combined services], how much did your household spend on rental of satellite TV and radio services? Include installation, service charges and pay TV." Bundled services were reallocated separately into each applicable line item.

²⁵ "In 2008, how much did your household spend on pre-recorded DVDs, CDs, video and audio cassette tapes, video discs and downloads of audio or video?"

²⁶ "In 2008, how much did your household spend on audio combinations, components and radios? For example, stereo systems, CD players, portable combinations and digital music players, tape players, receivers, amplifiers, speakers. Include clock radios, satellite radios and attachments, for example, headphones, microphones, cases, cleaners. Exclude car audio systems."

[&]quot;In 2008, how much did your household spend on rental of DVDs, videotapes, videodiscs, and video games?"

²⁸ "In 2008, how much did your household spend on blank video and audio cassette tapes, blank CDs, blank DVDs and diskettes?"
²⁹ "In 2008, in addition to [services paid for in bundles of combined services], how much did your household spend on

²⁹ "In 2008, in addition to [services paid for in bundles of combined services], how much did your household spend on maintenance and repair of audio, video, computer and communication equipment?" Bundled services were reallocated separately into each applicable line item.

³⁰ "In 2008, in addition to [services paid for in bundles of combined services], how much did your household spend on rental of audio, video, computer and communications equipment and other services related to home electronics equipment and supplies not reported elsewhere? Exclude rental of telephones" Bundled services were re-allocated separately into each applicable line item.

Table 1 provides the total spending in 2008 for all 26 cultural items included in the analysis.

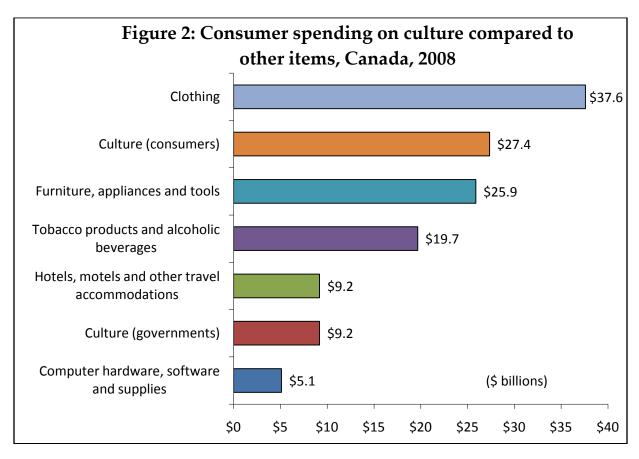
Spending category	Spending item	Total spending in	
		2008 (Canada)	
Art supplies and musical instruments	Artists' materials, handicraft and hobbycraft kits and materials	\$490,000,000	
	Musical instruments, parts and accessories	\$590,000,000	
Art works and events	Admissions to museums and heritage-related activities	\$510,000,000	
	Antiques	\$200,000,000	
	Live performing arts	\$1,400,000,000	
	Works of art, carvings and other decorative ware	\$930,000,000	
Home entertainment	Audio equipment (e.g., CD players, radios, digital music players, speakers)	\$1,500,000,000	
	Blank audio and video tapes, CDs, DVDs	\$240,000,000	
	Maintenance and repair of audio, video, computer and communications equipment	\$210,000,000	
	Pre-recorded audio and video DVDs, CDs and downloads	\$1,500,000,000	
	Rental of cable TV services	\$4,900,000,000	
	Rental of audio, video, computer and communications equipment and other services	\$13,000,000	
	Rental of satellite TV and radio	\$2,000,000,000	
	Rental of DVDs, video games and videodiscs	\$950,000,000	
	Televisions, DVD players, digital video recorders, and other TV or video components	\$4,100,000,000	
Movie theatre admissions	Movie theatre admissions	\$1,200,000,000	
Photographic equipment	Digital cameras and accessories	\$1,100,000,000	
and services	Other cameras and accessories	\$200,000,000	
	Photographers' and other photographic services	\$410,000,000	
Reading material	Books and pamphlets (excluding school books)	\$1,400,000,000	
<u> </u>	Kindergarten, nursery, elementary and secondary textbooks	\$200,000,000	
	Magazines and periodicals	\$620,000,000	
	Maps, sheet music and other printed matter	\$80,000,000	
	Newspapers	\$1,100,000,000	
	Post-secondary textbooks	\$1,300,000,000	
	Services related to reading material (e.g.,	*	
	duplicating, library fees)	\$110,000,000	

<u>Cultural spending compared to other consumer purchases and</u> <u>government expenditures on culture</u>

Figure 2 shows that consumer spending on culture compares favourably to many other consumer purchases and government expenditures on culture. For example, the \$27.4 billion in consumer spending on culture is three times larger

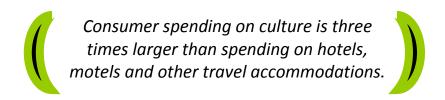
The \$27.4 billion in consumer spending on culture is three times larger than total spending on culture by all levels of government.

than consumer spending on hotels, motels and other travel accommodations (\$9.2 billion), and more than five times larger than spending on computer hardware, software and supplies. Consumer spending on culture is 5% higher than the *combined* consumer spending on household furniture, appliances and tools (\$25.9 billion) and 28% larger than the \$19.7 billion spent on tobacco products and alcoholic beverages in 2008. In addition, consumer spending on culture is three times larger than the \$9.2 billion spent on culture by all levels of government in 2007/08. Consumer spending on culture is 37% less than spending on clothing for all ages.³¹



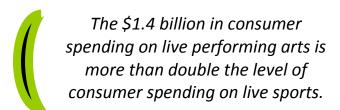
³¹ The government spending data is drawn from <u>Government Expenditures on Culture in 2007/08</u> from Statistics Canada. The data for the other comparisons is drawn from the *Survey of Household Spending* (the same data source used to calculate consumer spending on culture).

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Further details and comparisons of spending on select cultural items

In 2008, Canadians' spending on live performing arts (\$1.4 billion) was more than double their spending on live sports events (\$650 million). Similarly, more than twice as many Canadian households spent at least some





money on live performing arts (37% of households) as on live sports events (17%).

Spending on books totaled \$1.4 billion in 2008. During that year, 47% of Canadian households reported spending money on books (excluding school books). Spending on books was slightly higher than spending on movie theatre admissions (\$1.2 billion). However, more Canadian households spent some money on movie theatre admissions (55%).

Close to one-third of Canadian households (29%) spent at least some money on museum and heritage admissions in 2008. Consumer spending on museum and heritage admissions was \$510 million.

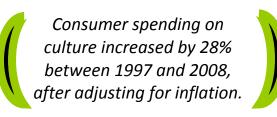
In 2008, 19% of Canadian households spent at least some money on works of art, carvings and other decorative ware. Total spending on works of art, carvings and other decorative ware was \$930 million.

Change in cultural spending between 1997 and 2008

Spending on cultural goods and services grew by 62% between 1997 and 2008, much higher than the 26% rise in the Consumer Price Index during the same period. After adjusting for inflation, cultural spending increased by 28% between 1997 and 2008, double the 14% growth in the Canadian population. The average annual growth in cultural spending (adjusted for inflation) was 2.3% between 1997 and 2008.³²

All subsequent statistics in this section have been adjusted for inflation (2008=100).

The 28% increase in cultural spending is lower than the 37% increase in spending on all goods and services between 1997 and 2008.³³ As a result, the percentage of all spending allocated to cultural goods and services decreased slightly, from 3.1% in 1997 to 2.9% in 2008.



Between 1997 and 2008, Canada's Gross Domestic Product increased by 44%, while personal disposable income grew by 38%.³⁴

As shown in Figure 3, compared with the 28% growth in cultural spending, the change in each of the six categories of cultural goods and services was:

- 59% for art works and events.
- 44% for home entertainment.
- 21% for movie theatre admissions.
- -1% for reading material.
- -1% for art supplies and musical instruments.
- -2% for photographic equipment.

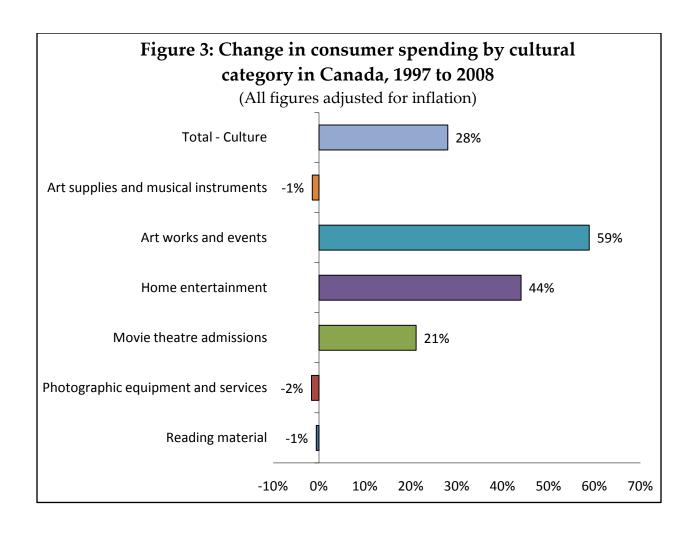
Between 1997 and 2008, consumer spending on art works and events grew by 59%, more than any other category of cultural spending.

³² Cultural spending has been adjusted for inflation using the overall Consumer Price Index. Inflation rates may vary between the categories of cultural expenditures. An examination of the potential impacts of differential inflation rates is beyond the scope of this report.

is beyond the scope of this report.

33 Unless otherwise noted, the figures in this report have been adjusted for the 26% inflation between 1997 and 2008. However, no adjustments have been made for the 14% increase in the Canadian population during the same period.

34 The GDP and personal disposable income figures were obtained from Statistics Canada's *Canadian Economic Observer: Historical Statistical Supplement 2008/2009* (August 2009), http://www.statcan.gc.ca/pub/11-210-x/2008000/tablelist-listetableaux1-eng.htm.



Patterns of change in cultural spending

Consumer spending on culture increased fairly steadily, from a low of \$21.4 billion in 1997 to a peak of \$28.6 billion in 2006. Consumer spending subsequently decreased to \$27.7 billion in 2007 and \$27.4 billion in 2008.

The patterns of change were quite different for the six categories of cultural goods and services:

- Between 1997 and 2008, the highest increase among the cultural categories was art works and events, which rose by 59%. Spending on arts works and events started at its lowest level in 1997 (\$1.9 billion). Consumer spending increased substantially in 2005 and 2006, reaching its peak of \$3.3 billion in 2006. Spending on arts works and events was \$3.0 billion in both 2007 and 2008.
- The second-largest increase was in home entertainment (44%). Spending on home entertainment was \$10.7 billion in 1997, its lowest level over the entire period. Home entertainment spending increased almost every year and reached a peak of \$15.7 billion in 2007 before falling slightly to \$15.4 billion in 2008.

• Movie theatre admissions experienced the third-largest increase (21%). Movie theatre spending started at its lowest level in 1997 (\$1.0 billion). Spending on movie theatre admissions increased regularly, reaching a peak of \$1.5 billion in 2002 before declining to reach \$1.2 billion in 2008.

Spending on the three other cultural categories increased by just less than the rate of inflation, leaving an overall decrease after the inflation adjustment:

- Spending on reading material declined by 1%. Spending on reading material was at its lowest level in 2008 (\$4.8 billion). Spending on reading material was highest in 2002, 2004 and 2005 (\$5.1 billion in each of these years) but subsequently decreased to reach \$4.8 billion in 2008.
- Spending on art supplies and musical instruments decreased by 1%. Spending on art supplies and musical instruments decreased in the late 1990s and experienced its lowest spending level in 1999 (\$980 million). Spending increased slightly in subsequent years to peak at \$1.3 billion in 2004, and spending reached this level again in 2006. Spending on art supplies and musical instruments subsequently declined, reaching \$1.1 billion in 2008.
- Spending on photographic equipment and services decreased by 2%. Spending on photographic equipment and services peaked at \$2.4 billion in 2004 but subsequently decreased to reach \$1.8 billion in 2008.

Recent decreases in many cultural spending categories

Many cultural categories saw a decrease in consumer spending between 2006 and 2008, possibly due to consumers reining in discretionary spending during the recent recession in Canada. Consumer spending on culture decreased by 4% between 2006 and 2008, while overall consumer spending increased by 4%. Among the cultural categories:

- Consumer spending on home entertainment increased by 1%.
- Spending on reading material decreased by 5%.
- Consumer spending on movie theatre admissions decreased by 6%.
- Spending on art works and events decreased by 8%.
- Consumer spending on art supplies and musical instruments decreased by 16%.
- Spending on photographic equipment and services decreased by 23%.

Changes in consumer spending on select cultural items

Note: All statistics in this section have been adjusted for inflation (2008=100).

Between 1997 and 2008, the cultural items for which consumer spending increased the most are:

- Televisions, DVD players, digital video recorders, and other TV or video components: 124% increase;
- Works of art, carvings and other decorative ware: 107% increase;
- Antiques: 80% increase; and
- Live performing arts: 50% increase.

Consumer spending on two other cultural items increased by more than the overall growth on all cultural items (28%):

- Kindergarten, nursery, elementary and secondary textbooks: 44% increase; and
- Post-secondary textbooks: 37% increase.

Consumer spending on some other cultural items increased by less than the overall growth on all cultural items (28%) but more than population growth (14%):

- Books (excluding school books): 24% increase;
- Audio equipment (e.g., radios, CD players, speakers): 23% increase;
- Movie theatre admissions: 21% increase;
- Admissions to museums and heritage-related activities: 21% increase;
- Photographers and other photographic services: 19% increase; and
- Musical instruments, parts and accessories: 17% increase.

Spending on a number of cultural items decreased between 1997 and 2008:

- Pre-recorded audio and video cassette tapes, compact discs and DVDs: 7% decrease;
- Artists' materials, handicraft and hobbycraft kits and materials: 17% decrease;
- Maps, sheet music and other printed matter: 18% decrease;
- Newspapers: 26% decrease;
- Magazines and periodicals: 28% decrease; and
- Services related to reading material (e.g., duplicating, library fees): 30% decrease.

Recent decreases in spending on many cultural items

A number of key cultural items saw a decrease in consumer spending between 2006 and 2008, possibly due to consumers reining in discretionary spending during the recent recession in Canada. Among cultural items:

- Consumer spending on newspapers increased by 1%.
- Spending on books decreased by 3%.
- Consumer spending on live performing arts decreased by 5%.
- Spending on works of art, carvings and other decorative ware decreased by 12%.
- Consumer spending on magazines and periodicals decreased by 12%.
- Spending on admissions to museums and heritage-related activities decreased by 16%.

In comparison, consumer spending on live sports events dropped drastically (by 23% between 2006 and 2008).

Patterns of change in spending on select cultural items

Figure 4 highlights the trends in consumer spending on live performing arts, books, movies and live sports events between 1997 and 2008.

Between 1997 and 2008, consumer spending on live performing arts increased by 50%. Spending on the performing arts was at its lowest in 1998 (\$900 million). Spending increased fairly steadily, reaching a peak of \$1.5 billion in 2006 before decreasing slightly to \$1.4 billion in 2008.

Consumer spending on books increased by 24% between 1997 and 2008. Spending on books was lowest in 1997 (\$1.1 billion). Book spending increased fairly steadily and reached a peak of \$1.5 billion in 2005 before declining slightly to \$1.4 billion in 2008.

Spending on movie theatre admissions rose by 21% between 1997 and 2008. Movie theatre spending was lowest in 1997 (\$1.0 billion) and highest in 2002 (\$1.5 billion).

In comparison, consumer spending on live sports events increased by 27% between 1997 and 2008. Spending on live sports was lowest in 1998 (\$430 million) and highest in 2006 (\$840 million).

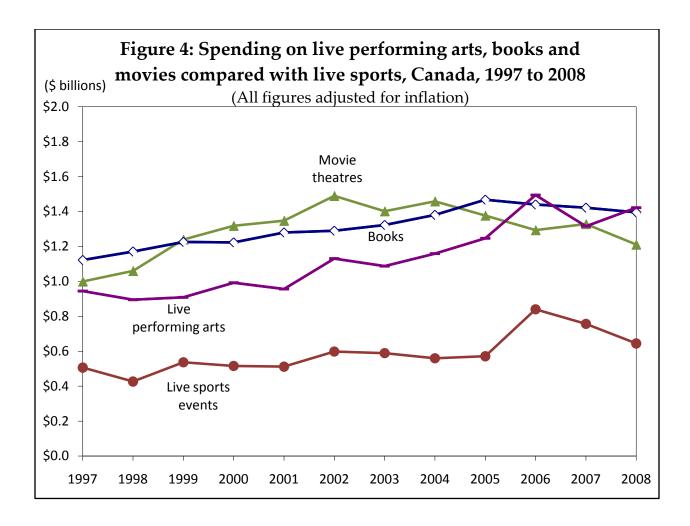
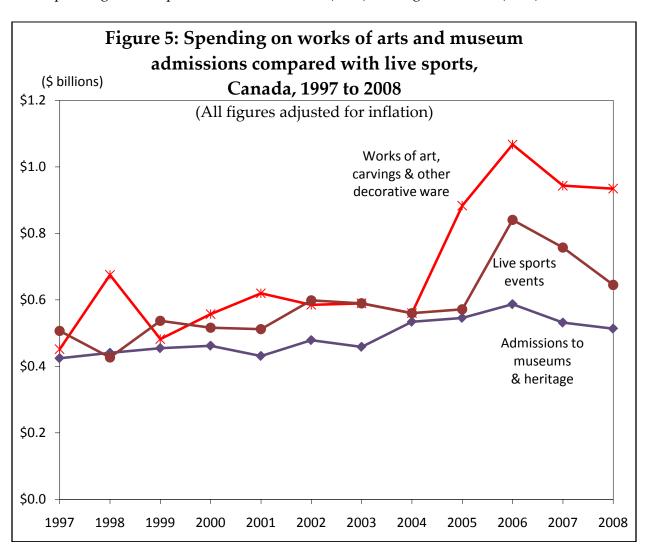


Figure 5 shows the trends in consumer spending on works of art, museum admissions and live sports events between 1997 and 2008.

Consumer spending on works of art, carvings and other decorative ware more than doubled between 1997 and 2008 (107% increase). Spending was lowest in 1997 (\$450 million) and highest in 2006 (\$1.1 billion).

Between 1997 and 2008, consumer spending on admissions to museums and heritage-related activities increased by 21%. Spending on museum and heritage admissions was at its lowest level in 1997 (\$420 million). Spending increased fairly steadily, reaching a peak of \$590 million in 2006 before decreasing to \$510 million in 2008.

In comparison, consumer spending on live sports events increased by 27% between 1997 and 2008. Spending on live sports was lowest in 1998 (\$430) and highest in 2006 (\$840).

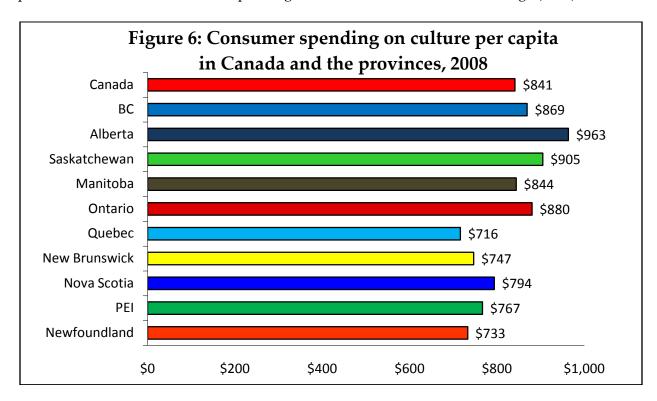


Provincial comparisons 35

This section compares consumer spending on culture in the 10 provinces.³⁶ A subsequent section of this report presents fuller details regarding cultural spending in each province.

Per capita spending on culture by province 37

Figure 6 shows that cultural spending per capita varies significantly between the provinces, from a high of \$963 in Alberta to a low of \$716 in Quebec. Albertans' \$963 in cultural spending is 15% higher than the Canadian average of \$841 and well above the \$905 per capita spent by Saskatchewanians, the second-highest per capita level. Ontarians have the third-highest level of cultural spending, at \$880 per capita. British Columbians spend an average of \$869 per person on cultural items, while Manitobans spend an average of \$844 per capita. The five eastern-most provinces have levels of cultural spending that are below the Canadian average (\$841).



³⁵ In some cases, the amount spent on particular items in a province has been suppressed by Statistics Canada due to sampling error. Where this data suppression occurs, Hill Strategies Research estimated consumer spending in the province using the Canadian average for individual items. These estimated amounts account for no more than 1.7% of total cultural spending in any province. The most commonly imputed items at the provincial level are "antiques" and "rental of home entertainment, computer and communications equipment and other services".

³⁶ Data for the three territories was not available in 2008. Territorial estimates are only available in odd-numbered calendar years.

³⁷ Statistical variations were estimated for each province. Nineteen times out of 20, the reported amounts for total

³⁷ Statistical variations were estimated for each province. Nineteen times out of 20, the reported amounts for total consumer spending per capita will be within the following margin of error: Canada \$71; BC \$153; AB \$209; SK \$167; MB \$157; ON \$140; QC \$109; NB \$137; NS \$142; PEI \$205; NL \$137. Since tests for the statistical significance of the differences between provinces were not conducted, caution should be used in analyzing these figures.

Cultural spending per capita varies significantly between the provinces, from a high of \$963 in Alberta to a low of \$716 in Quebec.

Table 2 provides per capita figures on cultural spending and total consumer spending, as well as cultural spending as a percentage of total spending. In general, provinces with higher levels of overall consumer spending per capita also have higher per capita spending on cultural goods and services. The final column of Table 2 shows that there is not the same west-to-east difference in cultural spending when expressed as a percentage of total spending as there is for

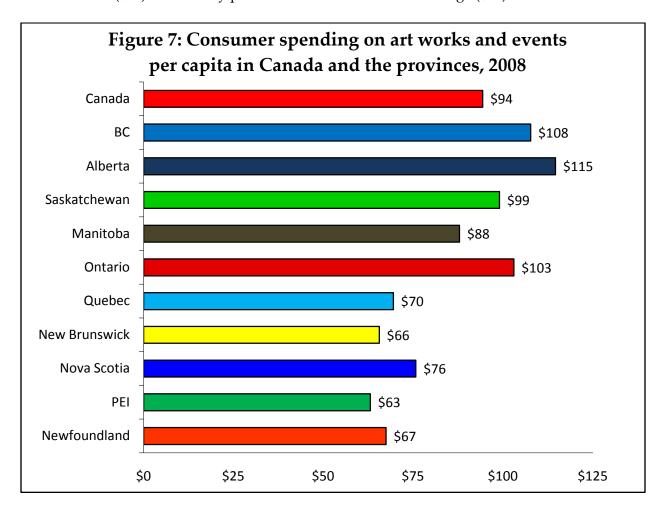
cultural spending per capita. In fact, as a percentage of total consumer spending, residents of some smaller provinces (PEI, Saskatchewan and Manitoba) spend relatively more on cultural goods and services. Cultural spending varies from highs of 3.3% in Prince Edward Island and 3.2% in both Saskatchewan and Manitoba to a low of 2.7% in Quebec.

As a percentage of consumer spending on all goods and services, cultural spending is highest in some smaller provinces: 3.3% in Prince Edward Island, 3.2% in Saskatchewan and 3.2% in Manitoba.

Table 2: Per capita cultural spending and total spending in Canada and						
the provinces, 2008						
Jurisdiction	Cultural spending per capita	Rank		Total spending per capita	Culture as % of total	
British Columbia	\$869	4		\$29,800	2.9%	
Alberta	\$963	1		\$33,700	2.9%	
Saskatchewan	\$905	2		\$28,300	3.2%	
Manitoba	\$844	5		\$26,200	3.2%	
Ontario	\$880	3		\$29,500	3.0%	
Quebec	\$716	10		\$26,600	2.7%	
New Brunswick	\$747	8		\$24,700	3.0%	
Nova Scotia	\$794	6		\$25,800	3.1%	
Prince Edward Island	\$767	7		\$23,600	3.3%	
Newfoundland and Labrador	\$733	9		\$23,500	3.1%	
Canada	\$841			\$28,900	2.9%	

Figure 7 examines per capita consumer spending on art works and events.³⁸ This category includes consumer spending on live performing arts, admissions to museums and heritage-related activities, works of art, carvings and other decorative ware, as well as antiques. As was the case for overall cultural spending, the five western-most provinces have higher per capita levels of spending on art works and events than the five eastern-most provinces.

Per capita spending on art works and events varies from a high of \$115 in Alberta to a low of \$63 on Prince Edward Island. Alberta (\$115), British Columbia (\$108), Ontario (\$103) and Saskatchewan (\$99) are the only provinces above the national average (\$94).



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³⁸ Statistical variations were estimated for each province. Nineteen times out of 20, the reported amounts for consumer spending on art works and events per capita will be within the following margin of error: Canada \$14; BC \$27; AB \$35; SK \$27; MB \$25; ON \$28; QC \$13; NB \$20; NS \$24; PEI \$24; NL \$21. Since tests for the statistical significance of the differences between provinces were not conducted, caution should be used in analyzing these figures.

Tables 3 and 4 provide comparisons of consumer spending on four key arts-related items in 2008: live performing arts, admissions to museums and heritage-related activities, works of art, carvings and other decorative ware, and books.

Per capita spending on live performing arts is highest in Saskatchewan (\$51), followed by Manitoba, Ontario and British Columbia (\$47 each).

For per capita spending on admissions to museums and heritage-related activities, Alberta ranks first (\$21), followed by Ontario (\$17) and British Columbia (\$16).

Table 3: Per capita consumer spending on live performing arts and admissions to museums and heritage-related activities					
in C	anada and the p	province	s,	2008	
Jurisdiction	Live performing arts	Rank		Museum and heritage admissions	Rank
British Columbia	\$47	T2		\$16	3
Alberta	\$45	5		\$21	1
Saskatchewan	\$51	1		\$14	T4
Manitoba	\$47	T2		\$14	T4
Ontario	\$47	T2		\$17	2
Quebec	\$38	6		\$13	6
New Brunswick	\$30	9		\$10	8
Nova Scotia	\$31	8		\$12	7
Prince Edward Island	\$34	7		\$9	T9
Newfoundland and Labrador	\$28	10		\$9	T9
Canada	\$44			\$16	

Table 4 shows that per capita spending on works of art, carvings and other decorative ware is highest in Alberta (\$43), followed by British Columbia (\$38) and Ontario (\$33).

Regarding per capita spending on books, Alberta ranks first (\$52), followed by British Columbia (\$47) and Manitoba (\$42).

Table 4: Per capita consumer spending on works of art, carvings, other decorative ware and books in Canada and the provinces, 2008					
Jurisdiction	Works of art, carvings & other decorative ware	Rank		Books (excluding school books)	Rank
British Columbia	\$38	2		\$47	2
Alberta	\$43	1		\$52	1
Saskatchewan	\$27	4		\$40	6
Manitoba	\$21	7		\$42	3
Ontario	\$33	3		\$41	T4
Quebec	\$12	10		\$41	T4
New Brunswick	\$20	8		\$36	T7
Nova Scotia	\$26	5		\$35	9
Prince Edward Island	\$14	9		\$36	T7
Newfoundland and Labrador	\$24	6		\$31	10
Canada	\$29			\$43	

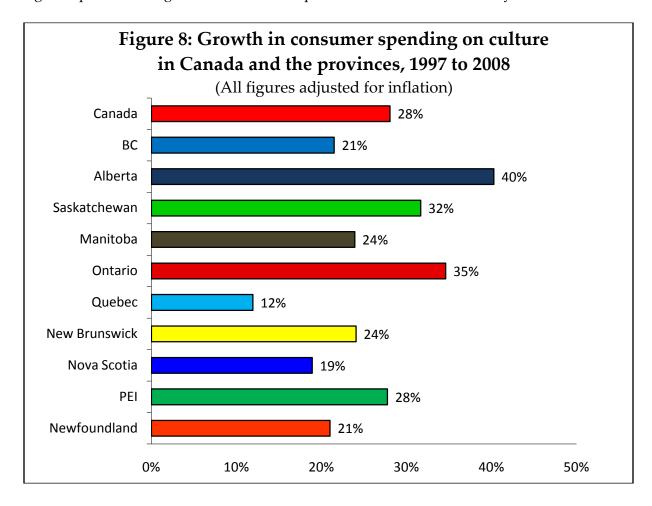
Provincial changes in cultural spending between 1997 and 2008

After adjusting for inflation, Alberta residents had the highest growth in consumer spending among the provinces between 1997 and 2008, both in terms of cultural goods and services and all goods and services. Consumer spending on culture in Alberta grew by 40%, from \$2.4 billion in 1997 (adjusted for inflation) to \$3.3 billion in 2008. This strong growth rate is still lower than the 69% growth in total consumer spending in Alberta during this period.

Alberta had the highest growth in consumer spending between 1997 and 2008, both on cultural goods and services (40%) and on all goods and services (69%), after adjusting for inflation.

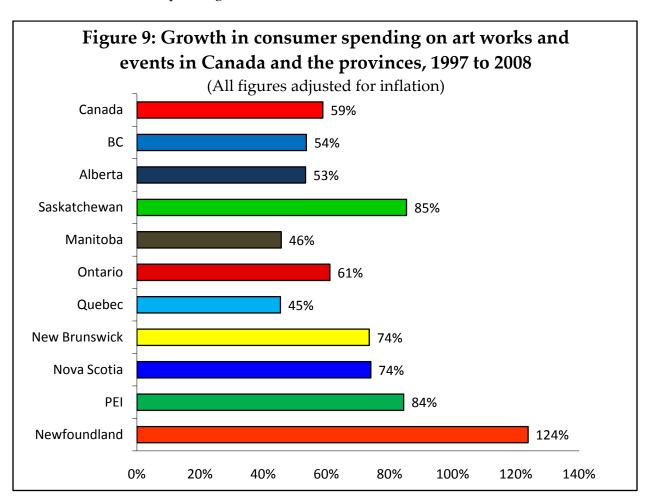
The 35% growth in consumer spending on culture in Ontario ranked second among the provinces. The only other province above the national average (28%) was Saskatchewan, where consumer spending on culture increased by 32%. The increase on Prince Edward Island between 1997 and 2008 matched the national average (28%).

Figure 8 provides the growth rate for all 10 provinces as well as the country as a whole.



In Canada, the growth in spending on art works and events between 1997 and 2008 (59%) was higher than any other category of cultural spending. As shown in Figure 9, the growth in spending on art works and events varied substantially between the provinces:

- Newfoundland and Labrador had the largest increase in spending on art works and events between 1997 and 2008 (124%, more than double the national average of 59%).
- Saskatchewan and Prince Edward Island saw significant growth rates (85% and 84%, respectively).
- New Brunswick and Nova Scotia each saw a 74% increase in spending on art works and events.
- The only other province above the national average (59%) is Ontario, where there was a 61% increase in spending on art works and events.



As noted previously, the 28% increase in cultural spending in Canada was lower than the 37% increase in spending on all goods and services between 1997 and 2008. In fact, only Saskatchewan saw a slightly larger increase in consumer spending on cultural goods and services (32%) than all goods and services (31%). The nine other provinces saw an increase in consumer spending on culture that was less than or equal to the increase in overall consumer spending:

- British Columbia: 21% increase in cultural spending and 35% increase in overall consumer spending.
- Alberta: 40% growth in cultural spending and 69% growth in overall consumer spending.
- Manitoba: 24% increase in cultural spending and 25% increase in overall consumer spending.
- Ontario: 35% increase in both cultural spending and overall consumer spending.
- Quebec: 12% growth in cultural spending and 31% growth in overall consumer spending.
- New Brunswick: 24% increase in cultural spending and 27% increase in overall consumer spending.
- Nova Scotia: 19% growth in cultural spending and 29% growth in overall consumer spending.
- Prince Edward Island: 28% increase in both cultural spending and overall consumer spending.
- Newfoundland and Labrador: 21% growth in cultural spending and 31% growth in overall consumer spending.

Table 5 provides information about changes in per capita spending on culture between 1997 and 2008. During this period, per capita spending on culture increased in all jurisdictions. Alberta remained at the top of the rankings, but Saskatchewan moved from sixth in 1997 to second in 2008. The other changes in the rankings were relatively small, with the exception of Quebec's drop from fifth in 1997 to tenth in 2008.

Table 5: Change in per capita cultural spending in Canada and the							
provinces, 1997 to 2008							
Jurisdiction	Cultural spending per capita in 1997	Cultural spending per capita in 2008	Rank in 1997 Rank in 2008				
British Columbia	\$827	\$869	2	4			
Alberta	\$880	\$963	1	1			
Saskatchewan	\$690	\$905	6	2			
Manitoba	\$729	\$844	4	5			
Ontario	\$770	\$880	3	3			
Quebec	\$694	\$716	5	10			
New Brunswick	\$609	\$747	9	8			
Nova Scotia	\$669	\$794	7	6			
Prince Edward Island	\$624	\$767	8	7			
Newfoundland and Labrador	\$563	\$733	10	9			
Canada	\$751	\$841					

Local comparisons 39

This section briefly compares the levels of consumer spending on culture in 12 metropolitan areas across Canada. The term "metropolitan areas" refers to the boundaries of Census Metropolitan Areas as defined by Statistics Canada, not municipal boundaries. The subsequent section provides fuller details regarding cultural spending in each province and the 12 metropolitan areas.⁴⁰

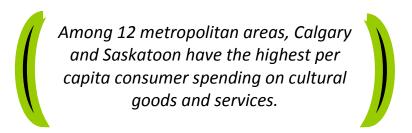


Table 6 compares two indicators of cultural spending in 12 Canadian metropolitan areas: per capita cultural spending⁴¹ and per capita spending on art works and events.⁴² In terms of per capita spending on all cultural goods and services, Calgary ranks first (\$1,020), followed by Saskatoon (\$1,000), Regina (\$993), and St. John's (\$977). With regard to per capita spending on art works and events, Saskatoon ranks first (\$140), followed by Calgary (\$130), Edmonton (\$124), St. John's (\$123), and Toronto (\$116).

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³⁹ In some cases, the amount spent on particular items in a metropolitan area has been suppressed by Statistics Canada due to sampling error. Where this data suppression occurs, Hill Strategies Research estimated consumer spending in the area using the provincial average for individual items. With a few exceptions, estimated amounts in metropolitan areas account for less than 2% of total cultural spending. The percentage of cultural spending in each metropolitan area that is estimated using provincial data is as follows: Vancouver 0.8%; Edmonton 3.3%; Calgary 4.8%; Saskatoon 1.9%; Regina 7.8%; Winnipeg 1.5%; Toronto 0.7%; Montreal 0.9%; Saint John 7.5%; Halifax 1.5%; Charlottetown 1.6%; and St. John's 2.0%. The most commonly imputed items at the local level are "antiques" and "rental of home entertainment, computer and communications equipment and other services". Where provincial data was not available for these items, national data was used.

⁴⁰ In previous datasets, Statistics Canada provided information about 15 metropolitan areas. Unfortunately, Quebec City, Ottawa and Victoria are not included in the 2008 dataset because of the unreliability of the data for these metropolitan areas.

⁴¹ Statistical variations were estimated for each metropolitan area. Nineteen times out of 20, the reported amounts for total consumer spending per capita will be within the following margin of error: Canada \$71; Vancouver \$200; Edmonton \$331; Calgary \$388; Saskatoon \$353; Regina \$306; Winnipeg \$183; Toronto \$214; Montreal \$156; Saint John \$341; Halifax \$231; Charlottetown \$287; and St. John's \$277. Since tests for the statistical significance of the differences between metropolitan areas were not conducted, caution should be used in analyzing these figures.

⁴² This category includes consumer spending on live performing arts, admissions to museums and heritage-related activities, works of art, carvings and other decorative ware, as well as antiques. Statistical variations were estimated for each metropolitan area. Nineteen times out of 20, the reported amounts for consumer spending on art works and events per capita will be within the following margin of error: Canada \$14; Vancouver \$38; Edmonton \$68; Calgary \$59; Saskatoon \$57; Regina \$32; Winnipeg \$33; Toronto \$49; Montreal \$20; Saint John \$54; Halifax \$37; Charlottetown \$34; and St. John's \$47. Since tests for the statistical significance of the differences between metropolitan areas were not conducted, caution should be used in analyzing these figures.

Table 6: Per capita cultural spending and spending on art works and events in Canada and 12 metropolitan areas, 2008						
Jurisdiction	Cultural goods and services	Rank		Art works and events	Rank	
Vancouver	\$795	11		\$105	6	
Edmonton	\$933	5		\$124	3	
Calgary	\$1,020	1		\$130	2	
Saskatoon	\$1,000	2		\$140	1	
Regina	\$993	3		\$105	7	
Winnipeg	\$841	10		\$92	9	
Toronto	\$868	7		\$116	5	
Montreal	\$722	12		\$78	11	
Saint John	\$846	9		\$83	10	
Halifax	\$906	6		\$103	8	
Charlottetown	\$856	8		\$74	12	
St. John's	\$977	4		\$123	4	
Canada	\$841			\$94		

Cultural spending is generally, but not always, higher in metropolitan areas than in other parts of the corresponding province. Of the 12 metropolitan areas, eight have higher per capita levels of cultural spending than their provincial level.

Profiles of cultural spending by province and metropolitan area

British Columbia

British Columbians spent \$3.8 billion on cultural goods and services in 2008, or 2.9% of total consumer spending in the province. The \$3.8 billion in consumer spending on culture is more than four times larger than the \$920 million spent on culture in British Columbia by all levels of government in 2007/08. On a per capita basis, British Columbia consumers' cultural spending is the fourth highest of all provinces at \$869 per resident.⁴³

Spending on home entertainment equipment and services accounts for more than one-half of cultural spending – \$2.1 billion (57%). Reading material is the second-largest spending category, amounting to \$630 million in 2008 (17%). British Columbians spent \$470 million on art works and events (12%) and \$250 million on photographic equipment and services in 2008 (7%). BC residents spent the same amount on art supplies and musical instruments as they did on movie theatre admissions (\$160 million, or 4% of cultural spending).

BC residents spent twice as much on live performing arts (\$200 million) than on live sports events (\$100 million) in 2008. In addition, more than twice as many BC households spent at least some money on live performing arts (41% of households) as on live sports events (19%). BC residents also spent \$210 million on books (excluding school books) and \$71 million on admissions to museums and heritage-related activities in 2008.

After adjusting for inflation, BC residents' spending on cultural goods and services grew by 21% between 1997 and 2008, which is lower than the 35% rise in spending on all goods and services during the same period. The highest increase among the cultural categories was art works and events, which rose by 54% between 1997 and 2008. The next largest increase in spending was home entertainment (37%), followed by movie theatre admissions (14%) and reading material (3%). Spending on art supplies and musical instruments decreased by 16%, while spending on photographic equipment and services dropped by 18% in BC.⁴⁴

On a per capita basis, Vancouverites' cultural spending (\$795 per person) ranks 11th among 12 metropolitan areas in Canada. Total cultural spending was \$1.8 billion in Vancouver in 2008, representing 49% of the provincial total. Vancouverites' cultural spending includes \$1.0 billion on home entertainment (55% of the total), \$310 million on reading material (17%), \$250 million on art works and events (13%), \$120 million on photographic equipment and services (7%), \$100 million on movie theatre admissions (5%), and \$63 million on art supplies and musical instruments (3%). Vancouverites spent \$120 million on live performing arts (a component of the art works and events category) in 2008.

⁴³ In 2008, out of 1,789 eligible B.C. households, 1,134 households responded, for a response rate of 63.4%.

⁴⁴ These figures have been adjusted for the 26% inflation between 1997 and 2008. Population growth was not factored into the analysis.

Alberta

Albertans spent \$3.3 billion on cultural goods and services in 2008, or 2.8% of total consumer spending in the province. The \$3.3 billion in consumer spending on culture is more than four times larger than the \$810 million spent on culture in Alberta by all levels of government in 2007/08. On a per capita basis, Albertans' cultural spending is the highest of all provinces at \$963 per resident. In fact, Albertans' per capita spending is the highest of all provinces in five of the six cultural spending categories: art works and events, art supplies and musical instruments, movie theatre admissions, photographic equipment and services, and reading material.⁴⁵

Over one-half of Albertans' cultural spending is on home entertainment equipment and services (\$1.8 billion, or 55% of total cultural spending). Reading material is the second-largest spending category, amounting to \$550 million in 2008 (16%). Albertans' spending on art works and events (\$400 million, or 12%) is higher than spending on photographic equipment and services (\$250 million, or 7%). Alberta residents spent about \$180 million on art supplies and musical instruments (5%) and \$160 million on movie theatre admissions (5%).

Alberta residents spent 65% more on live performing arts (\$150 million) than on live sports events (\$96 million) in 2008. In addition, many more Alberta households spent at least some money on live performing arts (37% of households) as on live sports events (22%) in 2008. Albertans also spent \$180 million on books (excluding school books) and \$74 million on admissions to museums and heritage-related activities in 2008.

After adjusting for inflation, Albertans' spending on cultural goods and services grew by 40% between 1997 and 2008, the highest increase of all 10 provinces but still lower than the 69% rise in Albertans' spending on all goods and services during the same period. The highest increase among the cultural categories was home entertainment spending, which rose by 56% between 1997 and 2008. The next largest increases in spending were art works and events (53%), movie theatre admissions (50%) and art supplies and musical instruments (34%). Spending on photographic equipment and services grew by 17%, while spending on reading material increased by 11%.

Calgarians spent \$1,020 per capita on cultural goods and services in 2008, highest among 12 Canadian metropolitan areas. Total cultural spending was \$1.1 billion in Calgary in 2008, including \$610 million on home entertainment (54%), \$200 million on reading material (18%), \$150 million on art works and events (13%), \$110 million on photographic equipment and services (9%), \$57 million on art supplies and musical instruments (5%) and \$54 million on movie theatre admissions (5%). Calgarians spent \$55 million on live performing arts (a component of the art works and events category) in 2008.

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⁴⁵ In 2008, out of 1,521 eligible Alberta households, 870 households responded, for a response rate of 57.2%.

⁴⁶ These figures have been adjusted for the 26% inflation between 1997 and 2008. Population growth was not factored into the analysis.

In Edmonton, per capita spending on culture was \$933 in 2008, fifth among the 12 metropolitan areas. Total cultural spending was \$980 million in 2008, including \$510 million on home entertainment (52%), \$170 million on reading material (18%), \$140 million on art works and events (14%), \$72 million on photographic equipment and services (7%), \$67 million on art supplies and musical instruments (7%), and \$55 million on movie theatre admissions (6%). Edmontonians spent \$63 million on live performing arts (a component of the art works and events category) in 2008.

Saskatchewan

Saskatchewanians spent \$850 million on cultural goods and services in 2008, which amounts to 3.2% of total consumer spending in the province. The \$850 million in consumer spending on culture is three times larger than the \$280 million spent on culture in Saskatchewan by all levels of government in 2007/08. On a per capita basis, Saskatchewanians' cultural spending is the second highest among Canadian provinces at \$905 per resident.⁴⁷

Spending on home entertainment equipment and services accounts for well over one-half of cultural spending (\$510 million, or 60% of total cultural spending). Reading material is the second-largest spending category, amounting to \$130 million (15%). Spending on art works and events (\$94 million, or 11%) is higher than spending on photographic equipment and services (\$51 million, or 6%). Saskatchewan residents spent about \$42 million on art supplies and musical instruments (5%) and \$32 million on movie theatre admissions (4%) in 2008.

Saskatchewan residents spent 62% more on live performing arts (\$49 million) than on live sports events (\$29 million) in 2008. In addition, many more Saskatchewan households reported spending at least some money on live performing arts (43% of households) as on live sports events (27%). Saskatchewanians also spent \$38 million on books (excluding school books) and \$13 million on admissions to museums and heritage-related activities in 2008.

After adjusting for inflation, Saskatchewanians' spending on cultural goods and services grew by 32% between 1997 and 2008, which is essentially equal to the 31% increase in spending on all goods and services in Saskatchewan during this period. The highest increase among the cultural categories was art works and events, which rose by 85% between 1997 and 2008. The next largest increases in spending were home entertainment (49%), movie theatre admissions (43%), and art supplies and musical instruments (34%). Spending on reading material decreased by 5%, while spending on photographic equipment and services decreased by 22%.⁴⁸

Saskatonians spent \$1,000 each on cultural items in 2008, ranking second among 12 Canadian metropolitan areas. Total cultural spending in Saskatoon was \$240 million in 2008, including \$130 million (54%) on home entertainment, \$43 million on reading material (18%), \$34 million

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In 2008, out of 1,453 eligible Saskatchewan households, 986 households responded, for a response rate of 67.9%.
 These figures have been adjusted for the 26% inflation between 1997 and 2008. Population growth was not factored into the analysis.

on art works and events (14%), \$15 million on photographic equipment and services (6%), \$14 million on art supplies and musical instruments (6%), and \$9 million on movie theatre admissions (4%). Saskatonians spent \$20 million on live performing arts (a component of the art works and events category) in 2008.

Reginans spent \$993 each on cultural goods and services in 2008, third among 12 Canadian metropolitan areas. Total cultural spending was \$190 million in Regina in 2008, including \$120 million on home entertainment (65%), \$30 million on reading material (16%), \$22 million on art works and events (11%), \$11 million on movie theatre admissions (6%), \$11 million on photographic equipment and services (6%), and \$8 million on art supplies and musical instruments (4%). Reginans spent \$10 million on live performing arts (a component of the art works and events category) in 2008.

Manitoba

Manitobans spent \$930 million on cultural goods and services in 2008, which equals 3.2% of total consumer spending in the province. The \$930 million in consumer spending on culture is about three times larger than the \$320 million spent on culture in Manitoba by all levels of government in 2007/08. On a per capita basis, Manitobans' cultural spending ranks fifth in the country at \$844 per resident.⁴⁹

Home-based activities, including home entertainment and reading, account for about three-quarters of Manitobans' cultural spending. Over one-half of cultural spending in the province is on home entertainment equipment and services (\$550 million, or 59% of the total). Reading material is the second-largest spending category, amounting to \$160 million (18%). Spending on art works and events (\$98 million, or 11%) is higher than spending on photographic equipment and services (\$65 million, or 7%). Manitobans spent \$36 million on art supplies and musical instruments (5%), equal to the amount they spent on movie theatre admissions.

Spending by Manitoba residents on live performing arts (\$53 million) was almost double the amount spent on live sports events (\$29 million) in 2008. In addition, many more Manitoba households spent at least some money on live performing arts (37% of households) as on live sports events (23%). Manitobans also spent \$47 million on books (excluding school books) and \$15 million on admissions to museums and heritage-related activities in 2008.

After adjusting for inflation, Manitobans' spending on cultural goods and services rose by 24% between 1997 and 2008, about equal to the 25% increase in spending on all goods and services in Manitoba during the same period. The highest increase among the cultural categories was art works and events, which rose by 46% between 1997 and 2008. The next largest increases in spending were home entertainment (39%) and movie theatre admissions (21%). Expenditures on reading material increased by 3% between 1997 and 2008. Spending on art supplies and

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⁴⁹ In 2008, out of 1,479 eligible Manitoba households, 918 households responded, for a response rate of 62.1%.

musical instruments decreased by 1%, while spending on photographic equipment and services decreased by 3%.⁵⁰

On a per capita basis, Winnipegers' cultural spending (\$841) ranks 10th among 12 metropolitan areas in Canada. Total cultural spending was \$590 million in Winnipeg in 2008, including \$340 million on home entertainment (58%), \$110 million on reading material (19%), \$66 million on art works and events (11%), \$40 million on photographic equipment and services (7%), \$27 million on movie theatre admissions (5%), and \$16 million on art supplies and musical instruments (3%). Winnipegers spent \$37 million on live performing arts (a component of the art works and events category) in 2008.

Ontario

Ontarians spent \$11.0 billion on cultural goods and services in 2008, 41% of the Canadian total. Cultural spending represents 3.0% of total consumer spending in the province. The \$11.0 billion in consumer spending on culture is about three-and-a-half times larger than the \$3.2 billion spent on culture in Ontario by all levels of government in 2007/08. At \$880 per resident, Ontarians' per capita cultural spending is third among the provinces.⁵¹

Spending on home entertainment equipment and services accounts for over one-half of cultural spending in Ontario (\$6.3 billion, or 57%). Reading material is the second-largest spending category, amounting to \$2.0 billion (18%), followed by art works and events (\$1.3 billion, or 12%). Ontarians spent \$760 million on photographic equipment and services (7%), \$520 million on movie theatre admissions (5%) and \$360 million on art supplies and musical instruments (3%).

Spending by Ontario residents on live performing arts (\$600 million) was more than double the amount spent on live sports events (\$280 million) in 2008. Similarly, more than twice as many Ontario households spent at least some money on live performing arts (36% of households) as on live sports events (17%). Ontarians also spent \$530 million on books (excluding school books) and \$210 million on admissions to museums and heritage-related activities in 2008.

After adjusting for inflation, Ontario residents' spending on cultural goods and services grew by 35% between 1997 and 2008, the second-highest increase of all 10 provinces and equal to the 35% rise in spending on all goods and services in Ontario during the same period. The highest increase among the cultural categories was art works and events, which rose by 61% between 1997 and 2008. Spending on two other cultural categories also increased significantly: home entertainment (56%) and movie theatre admissions (30%). Spending on reading material

⁵⁰ These figures have been adjusted for the 26% inflation between 1997 and 2008. Population growth was not factored into the analysis.

⁵¹ In 2008, out of 2,338 eligible Ontario households, 1,352 households responded, for a response rate of 57.8%.

increased by 5%, equal to the increase in spending on photographic equipment and services. Expenditures on art supplies and musical instruments decreased by 14%.⁵²

In Toronto, cultural spending per capita (\$868) ranks seventh among 12 metropolitan areas. Total cultural spending was \$4.8 billion in Toronto in 2008, representing 43% of the Ontario total and 18% of the Canadian total. Torontonians' cultural spending includes \$2.6 billion on home entertainment (54%), \$860 million on reading material (18%), \$650 million on art works and events (13%), \$370 million on photographic equipment and services (8%), \$260 million on movie theatre admissions (5%), and \$130 million on art supplies and musical instruments (3%). Torontonians spent \$270 million on live performing arts (a component of the art works and events category) in 2008.

Quebec

Quebecers spent a total of \$5.4 billion on cultural goods and services in 2008, or 2.7% of total consumer spending in the province, the lowest such percentage of all Canadian provinces. The \$5.4 billion in consumer spending on culture is about double the \$2.8 billion spent on culture in Quebec by all levels of government in 2007/08. This is the lowest consumer-to-government spending ratio of all the provinces. On a per capita basis, Quebecers' cultural spending ranks last among the provinces at \$716 per resident.⁵³

Spending on home entertainment (\$3.1 billion) accounted for 57% of Quebecers' cultural spending in 2008. Reading material is the second-largest spending category, amounting to \$1.1 billion (or 20% of total cultural spending). Spending on art works and events (\$530 million, or 10%) is higher than spending on photographic equipment and services (\$280 million, or 5%). Quebecers spent \$230 million on art supplies and musical instruments (4%) and the same amount on movie theatre admissions.

Spending by Quebec residents on live performing arts (\$290 million) was about three-and-a-half times the amount spent on live sports events (\$80 million) in 2008. Similarly, three times as many Quebec households spent at least some money on live performing arts (36% of households) as on live sports events (12%). Quebecers also spent \$310 million on books (excluding school books) and \$100 million on admissions to museums and heritage-related activities in 2008.

After adjusting for inflation, Quebecers' spending on cultural goods and services rose by 12% between 1997 and 2008, well below the 31% increase in spending on all goods and services in Quebec during the same period. The highest increase among the cultural categories was art works and events, which rose by 45% between 1997 and 2008. The next largest increases in spending were home entertainment (25%) and art supplies and musical instruments (12%).

⁵² These figures have been adjusted for the 26% inflation between 1997 and 2008. Population growth was not factored into the analysis.

⁵³ In 2008, out of 1,948 eligible Quebec households, 1,252 households responded, for a response rate of 64.3%.

Spending on movie theatre admissions decreased by 9% between 1997 and 2008, as did expenditures on photographic equipment and services. Spending on reading material decreased by 10%.54

On a per capita basis, Montrealers' cultural spending (\$722) ranks last among 12 metropolitan areas in Canada. Total cultural spending was \$2.6 billion in Montreal in 2008, representing one-half of the Quebec total (49%). Montrealers' cultural spending includes \$1.4 billion on home entertainment (54%), \$560 million on reading material (21%), \$290 million on art works and events (11%), \$150 million on photographic equipment and services (6%), \$140 million on movie theatre admissions (5%), and \$120 million on art supplies and musical instruments (5%). Montrealers also spent \$160 million on live performing arts (a component of the art works and events category) in 2008.

New Brunswick

New Brunswickers spent \$540 million on cultural goods and services in 2008, which equals 3.0% of total consumer spending in the province. The \$540 million in consumer spending on culture is almost four times larger than the \$150 million spent on culture in New Brunswick by all levels of government in 2007/08. On a per capita basis, New Brunswickers' cultural spending ranks eighth in the country at \$747 per resident.⁵⁵

Home entertainment and reading material account for three-quarters of New Brunswickers' cultural spending. Spending on home entertainment equalled \$320 million in 2008 (60% of total cultural spending). Reading material is the second-largest spending category, amounting to \$90 million (17%), followed by art works and events (\$48 million, or 9%) and photographic equipment and services (\$31 million, or 6%). New Brunswickers spent \$29 million on art supplies and musical instruments (5%) and \$22 million on movie theatre admissions (4%).

New Brunswick residents spent twice as much on live performing arts (\$22 million) as on live sports events (\$11 million) in 2008. Similarly, almost twice as many New Brunswick households spent at least some money on live performing arts (32% of households) as on live sports events (17%). New Brunswickers also spent \$26 million on books (excluding school books) and \$7 million on admissions to museums and heritage-related activities in 2008.

After adjusting for inflation, New Brunswickers' spending on cultural goods and services rose by 24% between 1997 and 2008, similar to the 27% increase in spending on all goods and services during the same period. The highest increases among the cultural categories were art works and events (74%) and art supplies and musical instruments (59%). The next largest increases in spending were home entertainment (39%) and movie theatre admissions (30%).

⁵⁴ These figures have been adjusted for the 26% inflation between 1997 and 2008. Population growth was not factored into the analysis.

⁵⁵ In 2008, out of 1,307 eligible New Brunswick households, 862 households responded, for a response rate of 66.0%.

Expenditures on reading material decreased by 11% in New Brunswick, while spending on photographic equipment and services decreased by 16%.⁵⁶

On a per capita basis, Saint John residents' cultural spending (\$846) ranks ninth among 12 metropolitan areas in Canada. Total cultural spending was \$98 million in Saint John in 2008, including \$63 million on home entertainment (64%), \$17 million on reading material (17%), \$10 million on art works and events (11%), \$6 million on art supplies and musical instruments (6%), \$5 million on photographic equipment and services (5%), and \$6 million on movie theatre admissions (6%). Saint John residents also spent \$5 million on live performing arts (a component of the art works and events category) in 2008.

Nova Scotia

Nova Scotians spent \$710 million on cultural goods and services in 2008. This amounts to 3.0% of total consumer spending in the province. The \$710 million in consumer spending on culture is three times larger than the \$230 million spent on culture in Nova Scotia by all levels of government in 2007/08. On a per capita basis, Nova Scotians' cultural spending is sixth-highest among Canadian provinces at \$794 per resident.⁵⁷

Spending on home entertainment equipment and services accounts for well over one-half of cultural spending (\$420 million, or 59% of total cultural spending). Reading material is the second-largest spending category, amounting to \$120 million (17%). Spending on art works and events (\$69 million, or 10%) is higher than spending on photographic equipment and services (\$45 million, or 6%). Nova Scotia residents spent about \$35 million on movie theatre admissions (5%) and \$30 million on art supplies and musical instruments (4%) in 2008.

Spending by Nova Scotia residents on live performing arts (\$28 million) was more than double the amount spent on live sports events (\$12 million) in 2008. Similarly, more than twice as many Nova Scotia households spent at least some money on live performing arts (34% of households) as on live sports events (16%). Nova Scotians also spent \$32 million on books (excluding school books) and \$11 million on admissions to museums and heritage-related activities in 2008.

After adjusting for inflation, Nova Scotians' spending on cultural goods and services grew by 19% between 1997 and 2008, which is less than the 29% rise in spending on all goods and services in the province during this period. The highest increase among the cultural categories was art works and events, which rose by 74% between 1997 and 2008. There were also significant increases in spending on movie theatre admissions (44%) and home entertainment (38%). Spending decreased for three categories of cultural goods and services: photographic

⁵⁶ These figures have been adjusted for the 26% inflation between 1997 and 2008. Population growth was not factored into the analysis.

⁵⁷ In 2008, out of 1,466 eligible Nova Scotia households, 910 households responded, for a response rate of 62.1%.

equipment and services (-1%), art supplies and musical instruments (-14%) and reading material (-17%). 58

Haligonians spent \$906 each on cultural goods and services in 2008, ranking sixth among 12 Canadian metropolitan areas. Total cultural spending was \$340 million in Halifax in 2008, including \$190 million on home entertainment (56%), \$58 million on reading material (17%), \$39 million on art works and events (12%), \$23 million on photographic equipment and services (7%), \$19 million on movie theatre admissions (6%), and \$14 million on art supplies and musical instruments (4%). Halifax residents also spent \$18 million on live performing arts (a component of the art works and events category) in 2008.

Prince Edward Island

Prince Edward Islanders spent just over \$100 million on cultural goods and services in 2008. This equals 3.3% of total consumer spending in the province, the highest such percentage among the provinces. The \$100 million in consumer spending on culture is two-and-a-half times higher than the \$42 million spent on culture in PEI by all levels of government in 2007/08. On a per capita basis, Islanders' cultural spending ranks seventh among the provinces at \$767 per resident.⁵⁹

Home entertainment equipment and services account for well over one-half of Islanders' cultural spending (\$63 million, or 61%). Reading material is the second-largest spending category, amounting to \$20 million in 2008 (19% of total cultural spending). Spending on art works and events (\$9 million, or 8%) is higher than spending on photographic equipment and services (\$6 million, or 6%). Spending on movie theatre admissions totalled nearly \$5 million (4%), while spending on art supplies and musical instruments was nearly \$4 million (4%).

PEI residents spent 68% more on live performing arts (\$4.7 million) than on live sports events (\$2.8 million) in 2008. In addition, many more PEI households spent at least some money on live performing arts (41% of households) as on live sports events (24%). PEI residents also spent \$4.9 million on books (excluding school books) and \$1.2 million on admissions to museums and heritage-related activities in 2008.

After adjusting for inflation, Prince Edward Islanders' spending on cultural goods and services rose by 28% between 1997 and 2008, exactly equal to the increase in spending on all goods and services on the Island during the same period. The highest increase among the cultural categories was art works and events, which increased by 84% between 1997 and 2008. The next largest increases in spending were home entertainment (49%), art supplies and musical

 $^{^{58}}$ These figures have been adjusted for the 26% inflation between 1997 and 2008. Population growth was not factored into the analysis.

⁵⁹ In 2008, out of 786 eligible PEI households, 536 households responded, for a response rate of 68.2%.

instruments (26%) and movie theatre admissions (17%). Expenditures on reading material decreased by 3%, while spending on photographic equipment and services decreased by 17%.

On a per capita basis, Charlottetown residents' cultural spending (\$856) ranks eighth among 12 metropolitan areas in Canada. Total cultural spending was \$69 million in Charlottetown in 2008, including \$43 million on home entertainment (62%), \$13 million on reading material (18%), \$6 million on art works and events (9%), nearly \$4 million on photographic equipment and services (5%), nearly \$4 million on movie theatre admissions (5%), and almost \$2 million on art supplies and musical instruments (2%). Charlottetown residents also spent over \$3 million on live performing arts (a component of the art works and events category) in 2008.

Newfoundland and Labrador

Newfoundland and Labrador residents spent \$360 million on cultural goods and services in 2008, which equals 3.1% of total consumer spending in the province. The \$360 million in consumer spending on culture is three times larger than the \$120 million spent on culture in Newfoundland and Labrador by all levels of government in 2007/08. Per capita cultural spending in Newfoundland and Labrador ranks ninth among the 10 provinces at \$733 per resident.⁶¹

Home entertainment and reading material account for about three-quarters of Newfoundland and Labrador residents' cultural spending. Spending on home entertainment equalled \$230 million in 2008 (63% of total cultural spending). Reading material is the second-largest spending category, amounting to \$54 million (15%). Spending on art works and events (\$34 million, or 9%) is higher than spending on photographic equipment and services (\$25 million, or 7%). Newfoundlanders spent \$14 million on art supplies and musical instruments (4%) and \$13 million on movie theatre admissions (4%).

Newfoundland and Labrador residents spent nearly three times more on live performing arts (\$14 million) than on live sports events (\$5 million) in 2008. In addition, more than twice as many Newfoundland and Labrador households spent at least some money on live performing arts (29% of households) as on live sports events (12%). Newfoundlanders also spent \$16 million on books (excluding school books) and \$4.5 million on admissions to museums and heritage-related activities in 2008.

After adjusting for inflation, Newfoundland and Labrador residents' spending on cultural goods and services rose by 21% between 1997 and 2008, less than the 31% increase in spending on all goods and services during the same period. The highest increase among the cultural categories was art works and events, which more than doubled (124% increase) between 1997

⁶⁰ These figures have been adjusted for the 26% inflation between 1997 and 2008. Population growth was not factored into the analysis.

⁶¹ In 2008, out of 1,356 eligible households in Newfoundland and Labrador, 967 households responded, for a response rate of 71.3%.

and 2008. The next-largest increases were movie theatre admissions (42%) and home entertainment (41%). Expenditures on photographic equipment and services increased by 8%. Spending on art supplies and musical instruments decreased by 23%, while spending on reading material decreased by 25%.⁶²

On a per capita basis, the cultural spending of St. John's residents (\$977) ranks fourth among 12 metropolitan areas in Canada. Total cultural spending was \$180 million in St. John's in 2008, including \$96 million on home entertainment (54%), \$30 million on reading material (17%), \$23 million on art works and events (13%), \$13 million on photographic equipment and services (7%), \$11 million on movie theatre admissions (6%), and nearly \$8 million on art supplies and musical instruments (4%). St. John's residents also spent \$10 million on live performing arts (a component of the art works and events category) in 2008.

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⁶² These figures have been adjusted for the 26% inflation between 1997 and 2008. Population growth was not factored into the analysis.