

# ***Consumer Spending on Culture in Canada, the Provinces and 15 Metropolitan Areas in 2003***



<http://www.hillstrategies.com>  
[info@hillstrategies.com](mailto:info@hillstrategies.com)

*Statistical insights on the arts, Vol. 4 No. 1*  
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ISBN 0-9738391-0-4; Research series ISSN 1713-3556

*Report funded by the Canada Council for the Arts,  
the Department of Canadian Heritage  
and the Ontario Arts Council*



Canada Council  
for the Arts

Conseil des Arts  
du Canada



Canadian  
Heritage

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ONTARIO ARTS COUNCIL  
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## CONSUMER SPENDING ON CULTURE IN CANADA, THE PROVINCES AND 15 METROPOLITAN AREAS IN 2003

This report examines the spending of Canadians on cultural activities, goods and equipment, 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 2003. 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 15 metropolitan areas across Canada are also compared and profiled.<sup>1</sup>

The data is drawn from Statistics Canada's Survey of Household Spending, a yearly paper-based questionnaire on Canadians' spending habits.<sup>2</sup> 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 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.

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.

### *Consumer spending on culture in Canada in 2003*

Canadians spent \$22.8 billion on cultural goods and services in 2003, or 3.2% of total consumer spending in the country. In other words, spending on cultural goods and services amounts to roughly \$1 for every \$30 spent on all goods and services in Canada. On a per capita basis, cultural spending amounts to \$758 for every Canadian resident.<sup>3</sup>

Home-based activities dominate cultural spending. Home entertainment and reading material are the top two categories of cultural spending and account for nearly three-quarters of cultural spending. Canadians spent the following amounts in each of the six cultural categories in 2003:

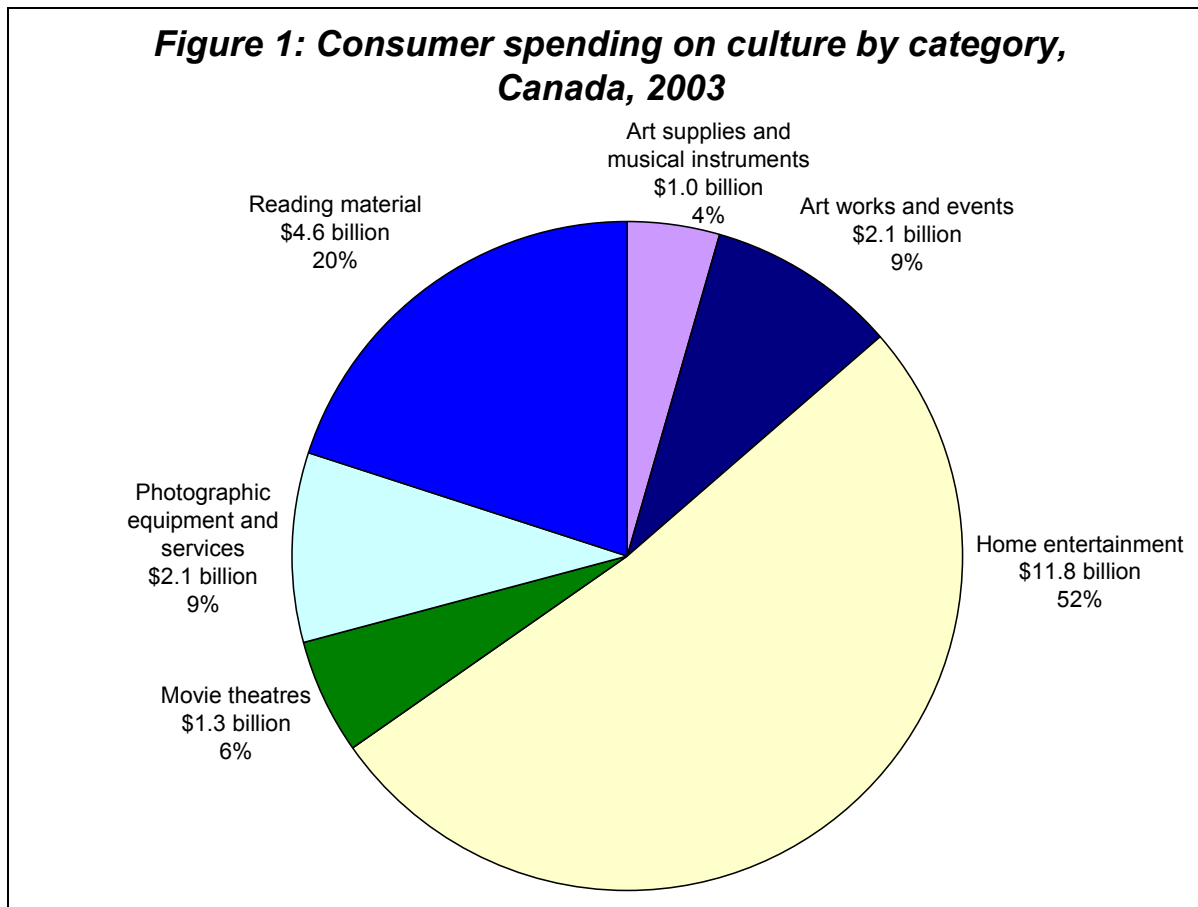
- home entertainment equipment and services: \$11.8 billion (or 52% of total cultural spending);
- reading material: \$4.6 billion (20%);
- photographic equipment and services: \$2.1 billion (9%);
- art works and events: \$2.1 billion (9%);
- movie theatre admissions: \$1.3 billion (6%); and
- art supplies and musical instruments: \$1.0 billion (4%).

<sup>1</sup> The term "metropolitan areas" refers to the boundaries of Census Metropolitan Areas as defined by Statistics Canada, not necessarily municipal boundaries.

<sup>2</sup> The number of survey respondents was nearly 17,000 in 1997 and in 2003. Please see the detailed tables at the end of this report for the number of respondents in each province. The Survey of Household Spending reports expenditures at the household level. These were converted to per capita figures by dividing household spending by the number of people per household in each jurisdiction (provided in the same dataset).

<sup>3</sup> The Survey of Household Spending does not categorize individual spending items as "cultural". This categorization was developed by Statistics Canada's Culture Statistics Program for use in publications such as [Patterns in Culture Consumption and Participation](#) (December 2000). The grouping of these individual items into cultural spending categories was developed by Hill Strategies Research. Please see the table at the end of this report for a list of the individual items within each category.

Figure 1 shows the share of cultural spending in each of these categories in 2003.



The reading material category includes spending on:

- newspapers: \$1.2 billion;
- books (excluding school books): \$1.2 billion;
- post-secondary textbooks: \$1.1 billion;
- magazines and periodicals: \$730 million;
- kindergarten, nursery, elementary and secondary textbooks: \$140 million;
- services related to reading materials (e.g., duplicating, library fees): \$130 million; and
- maps, sheet music and other printed matter: \$90 million.

The art works and events category includes spending on:

- live performing arts events: \$980 million;
- works of art, carvings and vases: \$530 million;<sup>4</sup>
- admissions to museums (and other similar activities): \$410 million; and
- antiques: \$140 million.

<sup>4</sup> Art works and carvings are considered "household furnishings" in the Survey of Household Spending, and were grouped with vases in a 1997 reorganization of spending categories.

The two items in the art supplies and musical instruments category are musical instruments, parts and accessories (\$530 million in consumer spending) and artists' materials, handicraft and hobbycraft kits and materials (\$500 million).

### *Change in cultural spending between 1997 and 2003*

Spending on cultural goods and services grew by 36% between 1997 and 2003, much higher than the 14% rise in the Consumer Price Index during the same period. After adjusting for inflation, cultural spending increased by 19% between 1997 and 2003, over three times the 6% growth in the Canadian population.

The 36% increase in cultural spending is slightly higher than the 33% increase in spending on all goods and services between 1997 and 2003.<sup>5</sup> As a result, the percentage of all spending allocated to cultural goods and services increased slightly, from 3.1% of total consumer expenditures in 1997 to 3.2% in 2003.

Between 1997 and 2003, the highest increase among the cultural categories was movie theatre spending, which rose by 59% (not adjusted for the 14% inflation). The second-largest increase was in the photographic equipment and services category (49%), followed by home entertainment (40%) and art works and events (35%). The two other cultural categories increased by less than the 33% rise in consumer spending on all goods and services but more than the 14% rate of inflation: reading material (20%) and art supplies and musical instruments (18%).

Between 1997 and 2003, the growth in consumer spending on specific items in the reading material category (not adjusted for the 14% inflation) was:

- post-secondary textbooks: 47%;
- books (excluding school books): 34%;
- kindergarten, nursery, elementary and secondary textbooks: 31%;
- maps, sheet music and other printed matter: 24%;
- services related to reading materials (e.g., duplicating, library fees): 9%;
- magazines and periodicals: 7%; and
- newspapers: 1% decrease.

The spending growth for items in the art works and events category was:

- antiques: 63%;
- works of art, carvings and vases: 48%;
- live performing arts events: 31%; and
- admissions to museums (and other similar activities): 23%.

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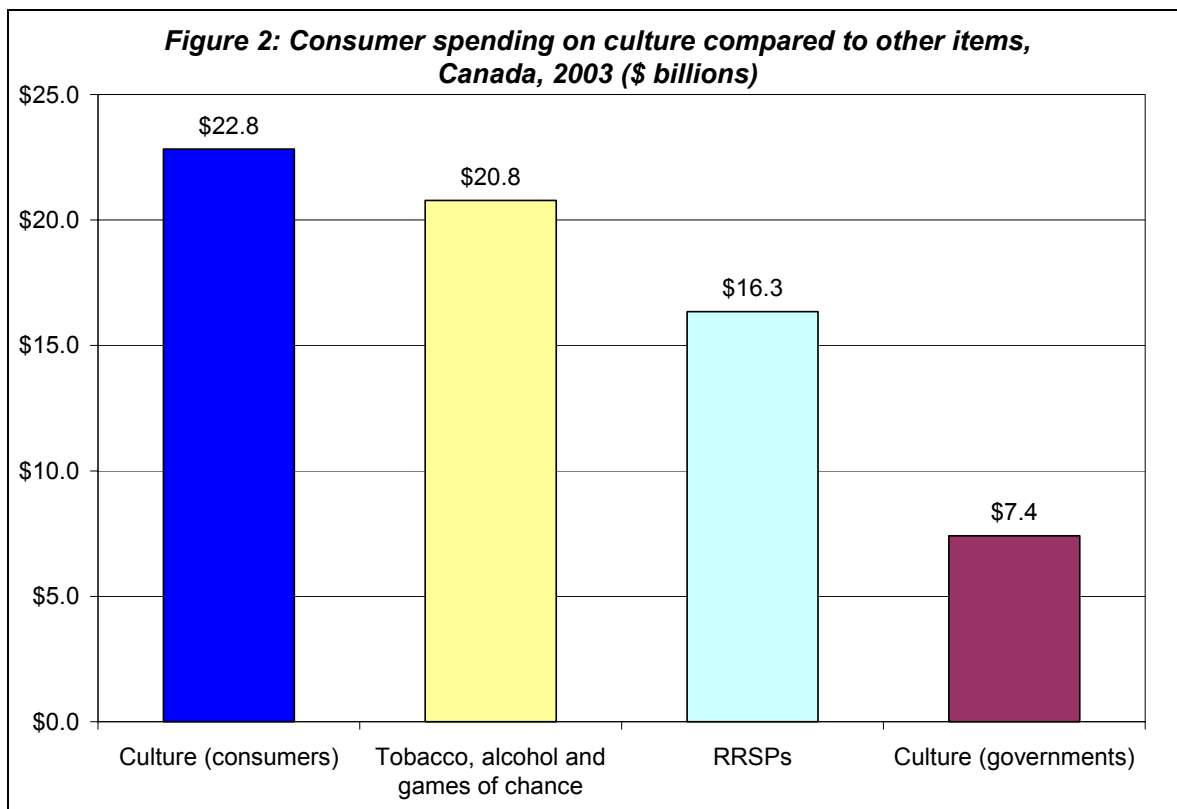
<sup>5</sup> The figures in this paper have not been adjusted for the 14% inflation between 1997 and 2003, nor have adjustments been made for the 6% increase in the Canadian population between 1997 and 2003. Comparisons between changes in cultural spending and overall spending – the main comparisons used in this paper – would not be affected by adjustments for inflation or population growth, as all figures would be adjusted equally.

The increases in the two items in the art supplies and musical instruments category were:

- musical instruments, parts and accessories: 32%; and
- artists' materials, handicraft and hobbycraft kits and materials: 6%.

*Cultural spending compared to other consumer purchases and government expenditures on culture*

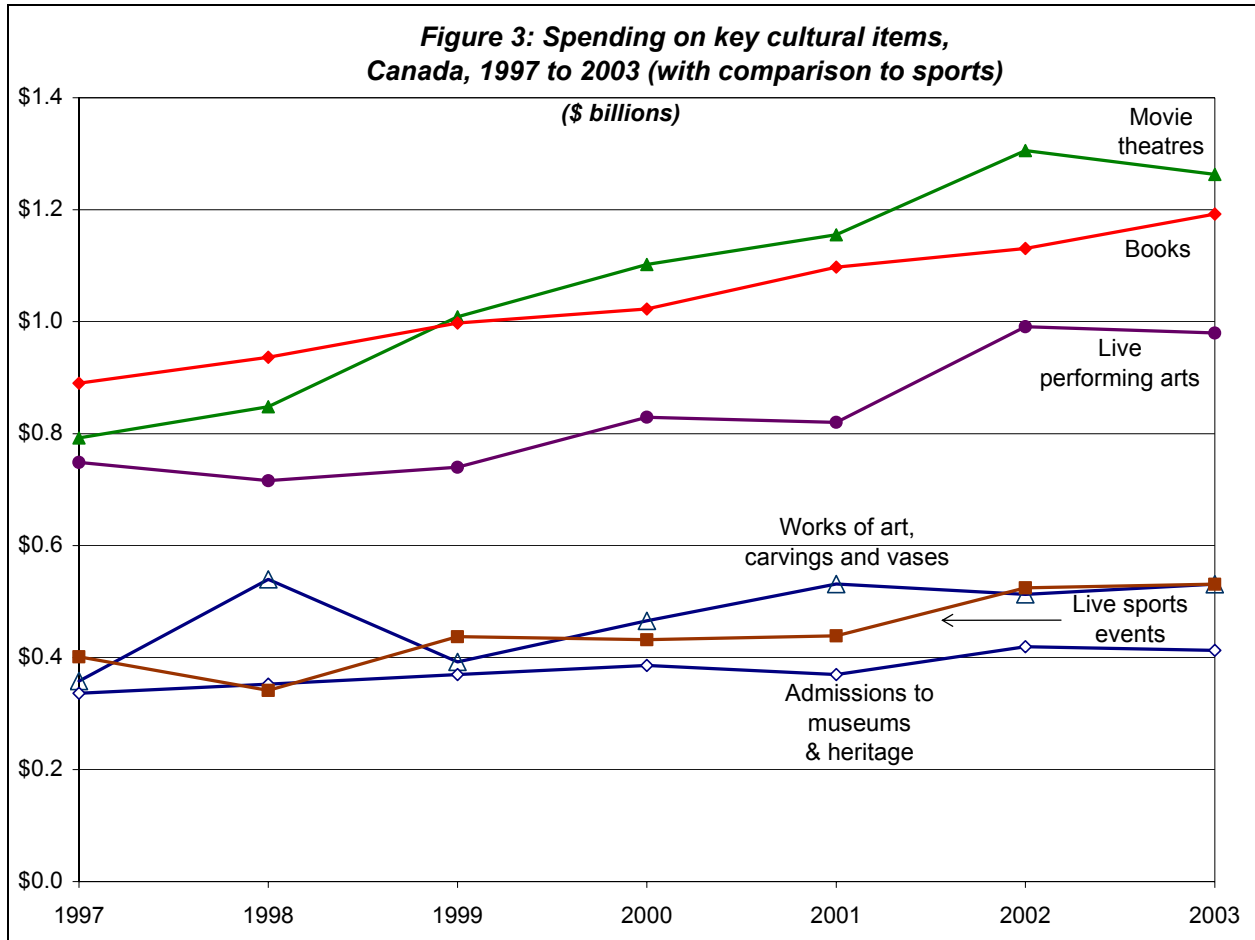
Figure 2 shows that spending on cultural goods and services compares favourably to other consumer purchases and to government expenditures on culture. For example, the \$22.8 billion in consumer spending on culture is over three times larger than the \$7.4 billion spent on culture in Canada by all levels of government in 2002/03.<sup>6</sup> In addition, the \$22.8 billion in cultural spending is 10% higher than the *combined* spending on tobacco products, alcoholic beverages and games of chance (\$20.8 billion) and 40% larger than the \$16.3 billion contributed to RRSPs in 2003.<sup>7</sup>



<sup>6</sup> The government spending data is based on the detailed tables on [Government Expenditures on Culture](#) from Statistics Canada.

<sup>7</sup> The figures for RRSPs, tobacco, alcohol, games of chance and live sports are taken from the Survey of Household Spending (the same data source used to calculate consumer cultural spending).

Canadians' spending on live performing arts is nearly double their spending on live sports events: the \$980 million spent on live performing arts events in 2003 is 85% higher than the \$530 million spent on live sports. In addition, nearly twice as many Canadian households spent at least some money on live performing arts (37% of households) than on live sports events (19%) in 2003. Figure 3 compares spending levels for key cultural items and live sports events between 1997 and 2003.



## PROVINCIAL AND MUNICIPAL COMPARISONS

*Note: 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, consumer spending in the province was estimated using the Canadian average for individual items. These estimated amounts account for less than 1% of total cultural spending in every province except Prince Edward Island, where estimated amounts account for 1.5% of total cultural spending.*

*Data suppression occurs somewhat more frequently for some metropolitan areas. In these cases, metropolitan spending was estimated using the provincial average for individual items. With a few exceptions, estimated amounts in metropolitan areas account for less than 1.5% of total cultural spending. The percentage of cultural spending in each metropolitan area that is estimated using provincial data is as follows: Victoria 8.4%; Vancouver 0.6%; Edmonton 1.0%; Calgary 0.6%; Saskatoon 3.7%; Regina 3.3%; Winnipeg 0.7%; Toronto 0.8%; Ottawa 16.6%; Montreal 0.5%; Quebec City 1.1%; Saint John 10.6%; Halifax 1.7%; Charlottetown 9.6%; and St. John's 1.0%.*

Figure 4 shows that cultural spending per capita varies significantly between the provinces, from a high of \$838 in Alberta to a low of \$607 in Newfoundland and Labrador. Cultural spending levels in Alberta, Ontario and BC are above the Canadian average, while all other provinces have levels of cultural spending that are below the Canadian average.

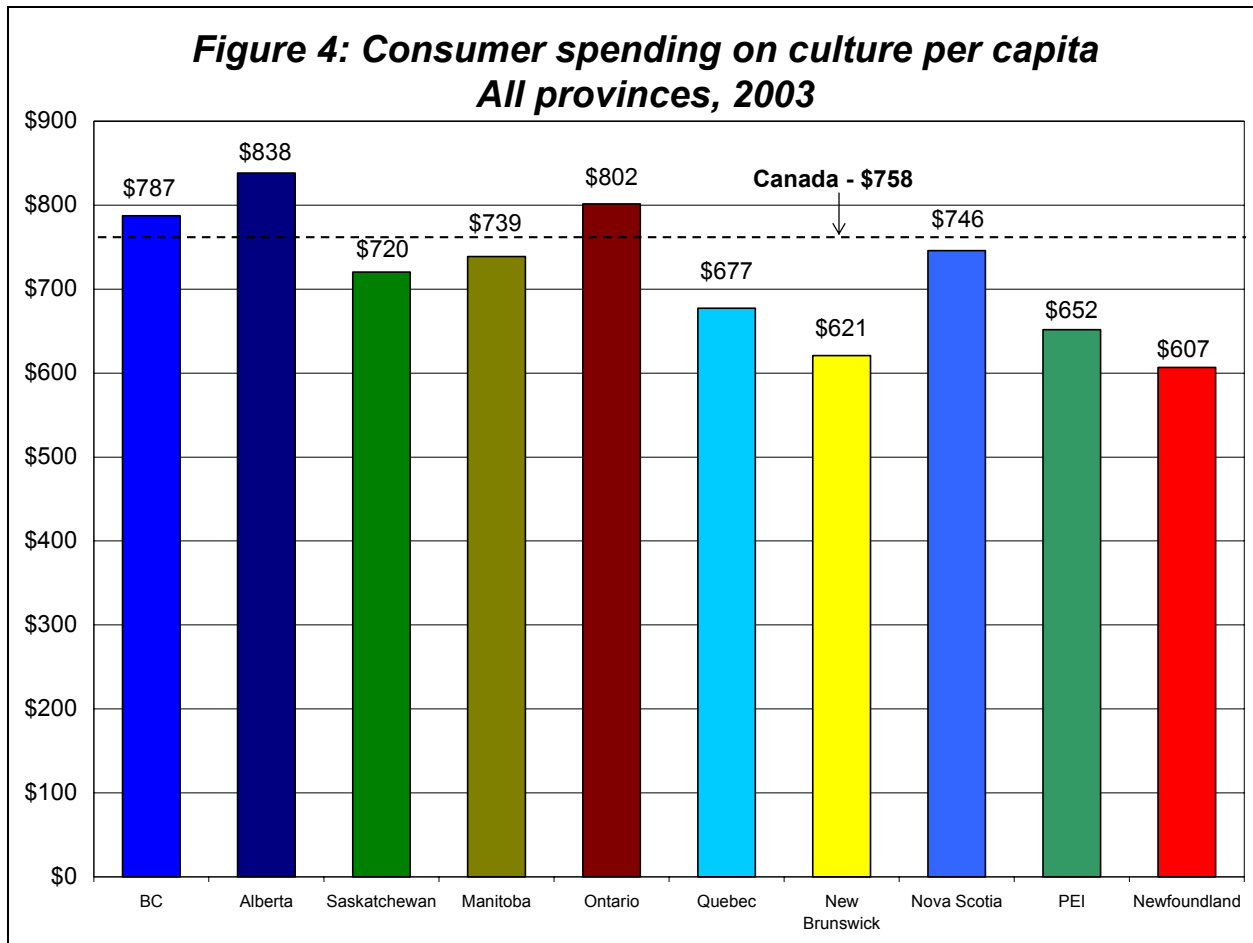
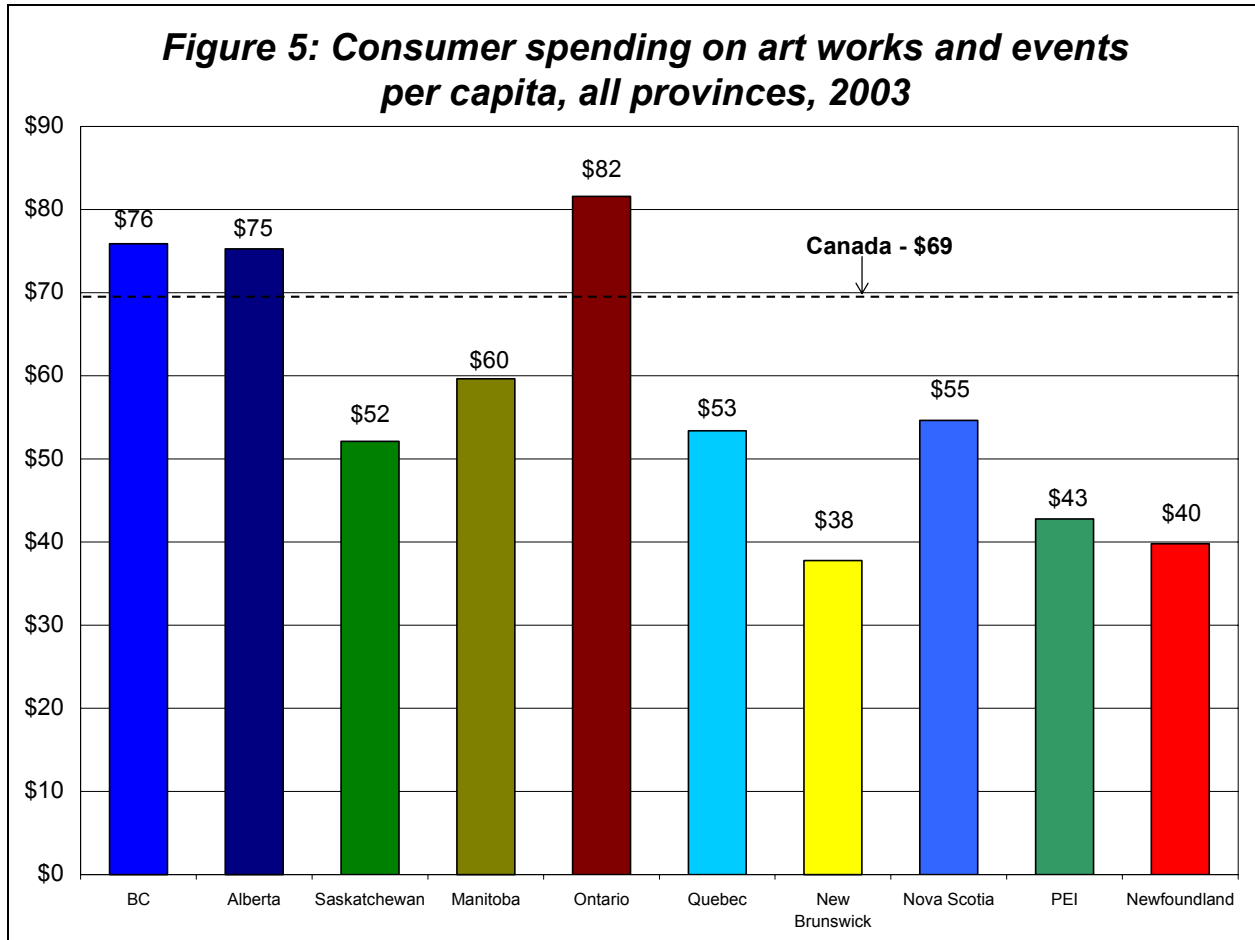


Table 1 provides data on cultural spending per capita, the ranking of cultural spending per capita, total consumer spending per capita, and the percentage of total spending represented by cultural spending. In general, provincial levels of consumer spending on culture per capita follow a fairly similar pattern to spending on all goods and services. The final column of Table 1 shows that, as a percentage of consumer spending on all goods and services, cultural spending varies from a high of 3.4% in Saskatchewan, Manitoba, Nova Scotia and PEI to a low of 2.9% in Quebec.

<b>Table 1: Per capita cultural spending and total spending in Canada and the provinces, 2003</b>				
<b>Jurisdiction</b>	<b>Cultural goods and services</b>	<b>Rank</b>	<b>All goods and services</b>	<b>Culture as % of all</b>
Canada	\$758		\$24,000	3.2%
BC	\$787	3	\$23,800	3.3%
Alberta	\$838	1	\$25,100	3.3%
Saskatchewan	\$720	6	\$21,500	3.4%
Manitoba	\$739	5	\$21,800	3.4%
Ontario	\$802	2	\$25,600	3.1%
Quebec	\$677	7	\$23,000	2.9%
New Brunswick	\$621	9	\$19,300	3.2%
Nova Scotia	\$746	4	\$19,300	3.4%
PEI	\$652	8	\$19,000	3.4%
Newfoundland	\$607	10	\$18,500	3.3%



Figure 5 looks more specifically at consumer spending on art works and events. This category includes consumer spending on live performing arts, admissions to museums and heritage-related activities, works of art, carvings and vases, as well as antiques. Per capita spending on these items varies from a high of \$82 in Ontario to a low of \$38 in New Brunswick. Ontario, British Columbia and Alberta are the only provinces with consumer spending on art works and events above the national average.



Recent studies using Richard Florida’s “bohemian index” have examined the impact of creativity on Canadian metropolitan areas’ economic development.<sup>8</sup> The bohemian index emphasizes the concentration of cultural occupations in metropolitan areas. Table 2 compares the bohemian index ranking<sup>9</sup> with two indicators of cultural spending in 15 Canadian metropolitan areas: per capita cultural spending and per capita spending on art works and events.<sup>10</sup>

Overall, it appears that the cultural occupations variable (bohemian index) and the two spending indicators do not follow a consistent pattern. Victoria, Calgary and Ottawa rank fairly highly on all three indicators, but the largest metropolitan areas – Toronto, Montreal and Vancouver – rank higher on the bohemian index than on the spending indicators. The reverse is true for Edmonton and Regina, areas that rank higher on the cultural spending data than on the cultural occupations data.

**Table 2: Rankings of 15 metropolitan areas on selected cultural indicators**

<b>Metropolitan area</b>	<b>Bohemian Index</b>	<b>Cultural spending per capita</b>	<b>Spending on art works and events per capita</b>
Victoria	2	2	5
Vancouver	1	7	3
Edmonton	11	4	6
Calgary	5	3	1
Saskatoon	10	9	12
Regina	13	5	8
Winnipeg	8	8	7
Toronto	3	10	4
Ottawa - Hull	6	1	2
Montreal	4	12	11
Quebec City	12	13	13
Saint John	14	15	15
Halifax	7	6	9
St. John's	9	14	14
Charlottetown	n/a	11	10

<sup>8</sup> See, for example, *Competing on Creativity: Placing Ontario's Cities in a North American Context*, prepared for the Ontario Ministry of Enterprise, Opportunity and Innovation and the Institute for Competitiveness and Prosperity by Meric S. Gertler, Richard Florida, Gary Gates and Tara Vinodrai, December 2002. See the *Arts Research Monitor*, Volume 2, No 10 for more information about “creative class” theories. The *Arts Research Monitor* is available at <http://www.hillstrategies.com>.

<sup>9</sup> Data available in *Competing on Creativity: Focus on Halifax*, prepared for the Greater Halifax Partnership by Meric S. Gertler and Tara Vinodrai, January 2004. Metropolitan areas not included in the Survey of Household Spending are excluded from the bohemian index ranking presented here.

<sup>10</sup> This category includes consumer spending on live performing arts, admissions to museums and heritage-related activities, works of art, carvings and vases, as well as antiques.

## **PROFILES OF CULTURAL SPENDING BY PROVINCE AND METROPOLITAN AREA**

### *British Columbia*

British Columbians spent \$3.1 billion on cultural goods and services in 2003 or 3.3% of total consumer spending in the province. The \$3.1 billion in consumer spending on culture is four times larger than the \$760 million spent on culture in British Columbia by all levels of government in 2002/03. On a per capita basis, British Columbians' cultural spending is the third highest of all provinces at \$787 per resident.

Spending on home entertainment equipment and services accounts for over half of cultural spending – \$1.6 billion (or 53% of total cultural spending). Reading material is the second-largest spending category, amounting to \$550 million (18%) in 2003. British Columbians spent \$300 million (10%) on art works and events and \$290 million (9%) on photographic equipment and services in 2003. BC residents' spending on movie theatre admissions totalled \$170 million (5%), while spending on art supplies and musical instruments was \$150 million (5%).

BC residents spent 67% more on live performing arts (\$120 million) than on live sports events (\$75 million) in 2003. In addition, nearly twice as many BC households spent at least some money on live performing arts (36% of households) than on live sports events (19%). BC residents also spent \$160 million on books (excluding school books) and \$50 million on admissions to museums and heritage-related activities in 2003.

BC residents' spending on cultural goods and services grew by 27% between 1997 and 2003, higher than the 22% rise in spending on all goods and services during the same period. The highest increase among the cultural categories was movie theatre spending, which rose by 53% between 1997 and 2003. The next largest increases in spending were on home entertainment (36%), art works and events (24%) and photographic equipment and services (24%). Spending on reading material grew by 12%, while spending on art supplies and musical instruments increased by only 4% in BC.<sup>11</sup>

On a per capita basis, Vancouverites' cultural spending (\$810 per person) ranks seventh among 15 metropolitan areas in Canada. Total cultural spending was \$1.7 billion in Vancouver in 2003, representing 54% of the provincial total. Vancouverites' cultural spending includes \$860 million (51% of the total) on home entertainment, \$300 million (21%) on reading materials, \$190 million (11%) on art works and events, \$150 million (9%) on photographic equipment and services, \$110 million (6%) on movie theatre admissions, and \$76 million (4%) on art supplies and musical instruments. Vancouverites spent \$75 million on live performing arts (a component of the art works and events category) in 2003.

Victoria residents' per capita cultural spending (\$920 per person) ranks second among 15 metropolitan areas in Canada. Total cultural spending was \$270 million in Victoria in 2003, including \$140 million (50%) on home entertainment, \$57 million (21%) on reading materials, \$26 million (10%) on photographic equipment and services, \$24 million (9%) on art works and events, \$14 million (5%) on art supplies and musical instruments, and \$12 million (5%) on movie theatre admissions. Victoria residents spent just over \$9 million on live performing arts (a component of the art works and events category) in 2003.

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<sup>11</sup> These figures have not been adjusted for inflation, which rose by just under 14% between 1997 and 2003. The 6% growth in the Canadian population was not factored into the analysis.

## *Alberta*

Albertans spent \$2.5 billion on cultural goods and services in 2003, or 3.3% of total consumer spending in the province. The \$2.5 billion in consumer spending on culture is five times larger than the \$500 million spent on culture in Alberta by all levels of government in 2002/03. This is the highest consumer-to-government spending ratio of all the provinces. On a per capita basis, Albertans' cultural spending is the highest of all provinces at \$838 per resident. In fact, Albertans' per capita spending is the highest of all provinces in three of the six cultural spending categories: art supplies and musical instruments, home entertainment, and photographic equipment and services.

Home-based activities dominate Albertans' cultural spending. About half of Albertans' cultural spending – \$1.3 billion (or 51% of the total) – is on home entertainment equipment and services. Reading material is the second-largest spending category, amounting to \$450 million (or 18% of total cultural spending) in 2003. Albertans' spending on photographic equipment and services (\$270 million or 11% of cultural spending) is slightly higher than spending on art works and events (\$220 million or 9% of total cultural spending). Albertans spent about \$140 million (6%) on art supplies and musical instruments and \$130 million (5%) on movie theatre admissions.

About one-and-a-half times as many Alberta households spent at least some money on live performing arts (36% of households) than on live sports events (25%) in 2003, but total spending on these activities was essentially equal (\$90 million on live performing arts and \$89 million on live sports events). Albertans also spent \$140 million on books (excluding school books) and \$52 million on admissions to museums and heritage-related activities in 2003.

Albertans' spending on cultural goods and services grew by 34% between 1997 and 2003, slightly lower than the 37% rise in spending on all goods and services during the same period. The highest increase among the cultural categories was movie theatre spending, which rose by 61% between 1997 and 2003. The next largest increases in spending were on photographic equipment and services (60%) and home entertainment (41%). Spending on art supplies and musical instruments grew by 33%, while the other cultural categories increased by much smaller amounts: reading material by 15% and art works and events by 9%.<sup>12</sup>

Compared to other metropolitan areas in Canada, cultural spending is high in both Calgary and Edmonton. Calgarians spent \$867 each on cultural goods and services in 2003, third among 15 Canadian metropolitan areas, while each Edmontonian spent \$865, fourth among metropolitan areas.

Total cultural spending was \$870 million in Calgary in 2003, including \$430 million (49%) on home entertainment, \$160 million (18%) on reading materials, \$100 million (10%) on art works and events, \$88 million (10%) on photographic equipment and services, \$54 million (6%) on art supplies and musical instruments and \$50 million (6%) on movie theatre admissions. Calgarians spent \$40 million on live performing arts (a component of the art works and events category) in 2003.

In Edmonton, total cultural spending was \$810 million in 2003, including \$410 million (51%) on home entertainment, \$140 million (18%) on reading materials, \$85 million (11%) on

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<sup>12</sup> These figures have not been adjusted for inflation, which rose by just under 14% between 1997 and 2003. The 6% growth in the Canadian population was not factored into the analysis.

photographic equipment and services, \$70 million (9%) on art works and events, \$50 million (6%) on movie theatre admissions, and \$48 million (6%) on art supplies and musical instruments. Edmontonians spent \$29 million on live performing arts (a component of the art works and events category) in 2003.

### *Saskatchewan*

Saskatchewanians spent \$660 million on cultural goods and services in 2003. This amounts to 3.4% of total consumer spending in the province. The \$660 million in consumer spending on culture is over three times larger than the \$200 million spent on culture in Saskatchewan by all levels of government in 2002/03. On a per capita basis, Saskatchewanians' cultural spending is the sixth highest among Canadian provinces at \$720 per resident.

Spending on home entertainment equipment and services accounts for over half of cultural spending – \$370 million (or 56% of total cultural spending). Reading material is the second-largest spending category, amounting to \$130 million (19%). Spending on photographic equipment and services (\$61 million or 9%) is somewhat larger than spending on art works and events (\$48 million or 7%). Saskatchewan residents spent about \$28 million (4%) on art supplies and musical instruments and \$23 million (4%) on movie theatre admissions in 2003.

Although more Saskatchewan households reported spending at least some money on live performing arts (38% of households) than on live sports events (33%), Saskatchewan residents spent a similar amount on both activities (\$21 million on live performing arts and \$22 million on live sports events). Saskatchewanians also spent \$29 million on books (excluding school books) and \$11 million on admissions to museums and heritage-related activities in 2003.

Saskatchewanians' spending on cultural goods and services grew by 29% between 1997 and 2003. This is well above the 21% increase in spending on all goods and services in Saskatchewan during this period. The highest increase among the cultural categories was home entertainment spending, which rose by 39% between 1997 and 2003. The next largest increases in spending were on movie theatre admissions (29%), arts works and events (19%), photographic equipment and materials (18) and reading materials (18%). Spending on art supplies and musical instruments increased by 14%, equal to the 14% inflation during the period.

Reginans spent \$841 each on cultural goods and services in 2003, fifth among 15 Canadian metropolitan areas. Total cultural spending was \$160 million in Regina in 2003, including \$85 million (55%) on home entertainment, \$32 million (21%) on reading materials, \$13 million (8%) on art works and events, \$12 million (7%) on photographic equipment and services, \$7 million (5%) on movie theatre admissions, and \$6 million (4%) on art supplies and musical instruments. Reginans spent \$6 million on live performing arts (a component of the art works and events category) in 2003.

Saskatonians spent \$784 each on cultural items in 2003, ranking ninth among metropolitan areas. Total cultural spending in Saskatoon was \$170 million in 2003, including \$90 million (52%) on home entertainment, \$39 million (22%) on reading materials, \$17 million (10%) on photographic equipment and services, \$14 million (8%) on art works and events, \$8 million (5%) on art supplies and musical instruments, and \$7 million (4%) on movie theatre admissions. Saskatonians spent \$6 million on live performing arts (a component of the art works and events category) in 2003.

## *Manitoba*

Manitobans spent \$770 million on cultural goods and services in 2003, which equals 3.4% of total consumer spending in the province. The \$770 million in consumer spending on culture is over three times larger than the \$240 million spent on culture in Manitoba by all levels of government in 2002/03. On a per capita basis, Manitobans' cultural spending ranks fifth in the country at \$739 per resident.

Home-based activities, including home entertainment and reading, account for three-quarters of Manitobans' cultural spending. Over half of cultural spending in the province – \$410 million (or 53% of the total) – is on home entertainment equipment and services. Reading material is the second-largest spending category, amounting to \$150 million (or 20% of total cultural spending). Spending on photographic equipment and services (\$73 million or 9%) is slightly higher than spending on art works and events (\$62 million or 8%). Manitobans spent \$39 million (5%) on movie theatre admissions and \$32 million (4%) on art supplies and musical instruments.

Spending by Manitoba residents on live performing arts (\$31 million) was more than double the amount spent on live sports events (\$15 million) in 2003. In addition, more Manitoba households spent at least some money on live performing arts (36% of households) than on live sports events (26%). Manitobans also spent \$37 million on books (excluding school books) and \$12 million on admissions to museums and heritage-related activities in 2003.

Manitobans' spending on cultural goods and services rose by 31% between 1997 and 2003, significantly higher than the 22% increase in spending on all goods and services in Manitoba during the same period. The highest increase among the cultural categories was movie theatre spending, which rose by 66% between 1997 and 2003. The next largest increases in spending were on photographic equipment and services (38%) and home entertainment (35%). Expenditures on reading material increased by 23%, while spending on art works and events grew by 17%. Spending on art supplies and musical instruments increased by 10% between 1997 and 2003, less than the 14% inflation during this period.<sup>13</sup>

On a per capita basis, Winnipeggers' cultural spending (\$800) ranks eighth among 15 metropolitan areas in Canada. Total cultural spending was \$520 million in Winnipeg in 2003, including \$270 million (51%) on home entertainment, \$110 million (21%) on reading materials, \$47 million (9%) on art works and events, \$47 million (9%) on photographic equipment and services, \$29 million (6%) on movie theatre admissions, and \$22 million (4%) on art supplies and musical instruments. Winnipeggers spent \$25 million on live performing arts (a component of the art works and events category) in 2003.

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<sup>13</sup> These figures have not been adjusted for inflation, which rose by just under 14% between 1997 and 2003. The 6% growth in the Canadian population was not factored into the analysis.

## *Ontario*

Ontarians spent \$9.4 billion on cultural goods and services in 2003, 41% of the Canadian total. Cultural spending represents 3.1% of total consumer spending in the province. The \$9.4 billion in consumer spending on culture is over three times larger than the \$2.8 billion spent on culture in Ontario by all levels of government in 2002/03. At \$802 per resident, Ontarians' per capita cultural spending is second only to Alberta among the provinces. In fact, Ontarians' per capita spending is the highest of all provinces in three of the six cultural spending categories: art works and events, movie theatre admissions, and reading material.

Spending on home entertainment equipment and services accounts for exactly one-half of cultural spending in Ontario (\$4.7 billion). Although a significant percentage, it represents the lowest share of cultural spending on home entertainment of all the provinces. Reading material is the second-largest spending category, amounting to \$1.9 billion (20%), followed by art works and events (\$950 million or 10%). The proportion of cultural spending on art works and events is higher in Ontario than any other province. Ontarians spent \$880 million on photographic equipment and services (9%), \$540 million (6%) on movie theatre admissions and \$380 million (4%) on art supplies and musical instruments.

Spending by Ontario residents on live performing arts (\$440 million) was nearly double the amount spent on live sports events (\$230 million) in 2003. Similarly, about twice as many Ontario households spent at least some money on live performing arts (37% of households) than on live sports events (19%). Ontarians also spent \$500 million on books (excluding school books) and \$190 million on admissions to museums and heritage-related activities in 2003.

Ontario residents' spending on cultural goods and services grew by 43% between 1997 and 2003, higher than the 36% rise in spending on all goods and services during the same period. The highest increase among the cultural categories was movie theatre spending, which rose by 70% between 1997 and 2003. Spending on a number of other cultural categories also increased significantly: photographic equipment and services (53%); home entertainment (48%); and art works and events (47%). Spending on reading material increased by 27%, while spending on art supplies and musical instruments increased by 14% (equal to the 14% inflation during the same period).<sup>14</sup>

On a per capita basis, Ottawa residents' cultural spending (\$957 per person) ranks first among 15 metropolitan areas in Canada. Total cultural spending was \$810 million in Ottawa in 2003, including \$390 million (48%) on home entertainment, \$180 million (23%) on reading materials, \$79 million (10%) on art works and events, \$72 million (9%) on photographic equipment and services, \$43 million (5%) on art supplies and musical instruments, and \$42 million (5%) on movie theatre admissions. Ottawa residents spent \$38 million on live performing arts (a component of the art works and events category) in 2003.

In Toronto, cultural spending per capita (\$783) ranks tenth among the 15 metropolitan areas. Total cultural spending was \$3.9 billion in Toronto in 2003, representing 41% of the Ontario total and 17% of the Canadian total. Torontonians' cultural spending includes \$1.8 billion (47%) on home entertainment, \$840 million (22%) on reading materials, \$420 million (11%) on art works and events, \$380 million (10%) on photographic equipment and services, \$270 million (7%) on movie theatre admissions, and \$150 million (4%) on art supplies and musical instruments.

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<sup>14</sup> These figures have not been adjusted for inflation, which rose by just under 14% between 1997 and 2003. The 6% growth in the Canadian population was not factored into the analysis.

Torontonians spent \$210 million on live performing arts (a component of the art works and events category) in 2003.

## *Quebec*

Quebecers spent a total of \$4.8 billion on cultural goods and services in 2003, which equals 2.9% of total consumer spending in the province – the lowest such percentage of all Canadian provinces. The \$4.8 billion in consumer spending on culture is just more than double the \$2.2 billion spent on culture in Quebec by all levels of government in 2002/03. This is the lowest consumer-to-government spending ratio of all the provinces. On a per capita basis, Quebecers' cultural spending ranks seventh in the country at \$677 per resident.

Spending on home entertainment (\$2.5 billion) accounts for 52% of Quebecers' cultural spending in 2003. Reading material is the second-largest spending category, amounting to \$1.1 billion (or 22% of total cultural spending). Spending on art works and events (\$380 million or 8%) is equal to spending on photographic equipment and services (also \$380 million or 8%). Quebecers spent about \$280 million (6%) on movie theatre admissions and \$210 million (4%) on art supplies and musical instruments.

Spending by Quebec residents on live performing arts (\$220 million) was triple the amount spent on live sports events (\$76 million) in 2003. Similarly, about two-and-a-half times as many Quebec households spent at least some money on live performing arts (38% of households) than on live sports events (15%). Quebecers also spent \$260 million on books (excluding school books) and \$79 million on admissions to museums and heritage-related activities in 2003.

Quebecers' spending on cultural goods and services rose by 27% between 1997 and 2003, somewhat lower than the 34% increase in spending on all goods and services but well above the 14% inflation during the same period. The highest increase among the cultural categories was photographic equipment and services which rose by 58% between 1997 and 2003. The second-largest increase in spending was on movie theatre admissions (a 40% increase). Spending in three other cultural categories increased by similar amounts: art works and events (32%); art supplies and musical instruments (29%); and home entertainment (28%). Spending on reading material grew by 12%, slightly lower than the 14% inflation between 1997 and 2003.<sup>15</sup>

On a per capita basis, Montrealers' cultural spending (\$750) ranks twelfth among 15 metropolitan areas in Canada. Total cultural spending was \$2.6 billion in Montreal in 2003, representing 53% of the Quebec total. Montrealers' cultural spending includes \$1.3 billion (49%) on home entertainment, \$570 million (22%) on reading materials, \$220 million (9%) on photographic equipment and services, \$210 million (8%) on art works and events, \$170 million (7%) on movie theatre admissions, and \$120 million (5%) on art supplies and musical instruments. Montrealers also spent \$120 million on live performing arts (a component of the art works and events category) in 2003.

In Quebec City, cultural spending per capita (\$703) ranks thirteenth among the 15 metropolitan areas. Total cultural spending was \$470 million in Quebec City in 2003, including \$220 million (48%) on home entertainment, \$120 million (26%) on reading materials, \$35 million (8%) on art works and events, \$32 million (7%) on movie theatre admissions, \$26 million (6%) on

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<sup>15</sup> These figures have not been adjusted for inflation, which rose by just under 14% between 1997 and 2003. The 6% growth in the Canadian population was not factored into the analysis.



photographic equipment and services, and \$29 million (6%) on art supplies and musical instruments. Quebec City residents spent \$19 million on live performing arts (a component of the art works and events category) in 2003.

### *New Brunswick*

New Brunswickers spent \$450 million on cultural goods and services in 2003, which equals 3.2% of total consumer spending in the province. The \$450 million in consumer spending on culture is almost three-and-a-half times larger than the \$130 million spent on culture in New Brunswick by all levels of government in 2002/03. On a per capita basis, New Brunswickers' cultural spending ranks ninth in the country at \$621 per resident.

Home entertainment and reading materials account for over three-quarters of New Brunswickers' cultural spending. Spending on home entertainment equalled \$250 million (or 56% total cultural spending). Reading material is the second-largest spending category, amounting to \$94 million (21%), followed by photographic equipment and services (\$38 million or 8%). New Brunswickers spent \$27 million on art works and events (6%), \$21 million (5%) on movie theatre admissions and \$17 million (4%) on art supplies and musical instruments.

New Brunswick residents spent nearly twice as much on live performing arts (\$14 million) as on live sports events (\$8 million) in 2003. More New Brunswick households spent at least some money on live performing arts (34% of households) than on live sports events (20%). New Brunswickers also spent \$20 million on books (excluding school books) and \$6 million on admissions to museums and heritage-related activities in 2003.

New Brunswickers' spending on cultural goods and services rose by 31% between 1997 and 2003, higher than the 24% increase in spending on all goods and services during the same period. The highest increase among the cultural categories was movie theatre spending, which rose by 54% between 1997 and 2003. The next largest increases in spending were on home entertainment (38%) and photographic equipment and services (30%). Expenditures on other cultural categories were either equal to or somewhat less than the increase in overall spending: art works and events (25%); reading material (17%); and art supplies and musical instruments (15%).<sup>16</sup>

On a per capita basis, Saint John residents' cultural spending (\$654) ranks last among 15 metropolitan areas in Canada. Total cultural spending was \$79 million in Saint John in 2003, including \$45 million (57%) on home entertainment, \$15 million (19%) on reading materials, \$7 million (9%) on photographic equipment and services, \$6 million (7%) on art works and events, \$4 million (5%) on movie theatre admissions, and \$2 million (3%) on art supplies and musical instruments. Saint John residents also spent \$4 million on live performing arts (a component of the art works and events category) in 2003.

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<sup>16</sup> These figures have not been adjusted for inflation, which rose by just under 14% between 1997 and 2003. The 6% growth in the Canadian population was not factored into the analysis.

## *Nova Scotia*

Nova Scotians spent \$670 million on cultural goods and services in 2003. This amounts to 3.4% of total consumer spending in the province. The \$670 million in consumer spending on culture is over three times larger than the \$210 million spent on culture in Nova Scotia by all levels of government in 2002/03. On a per capita basis, Nova Scotians' cultural spending is fourth-highest among Canadian provinces at \$746 per resident.

Spending on home entertainment equipment and services accounts for over half of cultural spending – \$360 million (or 54% of total cultural spending). Reading material is the second-largest spending category, amounting to \$130 million (20%). Spending on photographic equipment and services (\$57 million or 9%) is slightly higher than spending on art works and events (\$49 million or 7%). Nova Scotia residents spent about \$36 million (5%) on movie theatre admissions and \$32 million (5%) on art supplies and musical instruments in 2003.

Spending by Nova Scotia residents on live performing arts (\$18 million) was over 50% more than the amount spent on live sports events (\$12 million) in 2003. Similarly, a much larger number of Nova Scotia households spent at least some money on live performing arts (36% of households) than on live sports events (21%). Nova Scotians also spent \$32 million on books (excluding school books) and \$11 million on admissions to museums and heritage-related activities in 2003.

Nova Scotians' spending on cultural goods and services grew by 43% between 1997 and 2003, somewhat higher than the 36% rise in spending on all goods and services during this period. The highest increase among the cultural categories was movie theatre admissions, which rose by 91% between 1997 and 2003. There were also significant increases in spending on photographic equipment and materials (58%), arts works and events (57%), and home entertainment (52%). Spending on art supplies and musical instruments increased by 17%, while spending on reading materials increased by 14%, equal to the 14% inflation during the period.<sup>17</sup>

Haligonians spent \$833 each on cultural goods and services in 2003, ranking sixth among 15 Canadian metropolitan areas. Total cultural spending was \$290 million in Halifax in 2003, including \$150 million (51%) on home entertainment, \$59 million (20%) on reading materials, \$26 million (9%) on photographic equipment and services, \$23 million (8%) on art works and events, \$19 million (7%) on movie theatre admissions, and \$14 million (5%) on art supplies and musical instruments. Halifax residents also spent \$9 million on live performing arts (a component of the art works and events category) in 2003.

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<sup>17</sup> These figures have not been adjusted for inflation, which rose by just under 14% between 1997 and 2003. The 6% growth in the Canadian population was not factored into the analysis.

## *Prince Edward Island*

Prince Edward Islanders spent \$89 million on cultural goods and services in 2003, which equals 3.4% of total consumer spending in the province. The \$89 million in consumer spending on culture is almost three times higher than the \$33 million spent on culture in PEI by all levels of government in 2002/03. On a per capita basis, Islanders' cultural spending ranks eighth among the provinces at \$652 per resident.

Home entertainment equipment and services account for over half of Islanders' cultural spending – \$48 million (54%). Reading material is the second-largest spending category, amounting to \$17 million (or 20% of total cultural spending) in 2003. Spending on photographic equipment and services totalled \$9 million (10%). Spending on art works and events (\$6 million or 7%) is slightly higher than spending on movie theatre admissions (\$5 million or 6%). PEI residents also spent \$4 million (4%) on art supplies and musical instruments.

PEI residents spent 33% more on live performing arts (\$2.7 million) than on live sports events (\$2.0 million) in 2003. In addition, over one-and-a-half times as many PEI households spent at least some money on live performing arts (40% of households) than on live sports events (25%). PEI residents also spent \$3 million on books (excluding school books) and \$1 million admissions to museums and heritage-related activities in 2003.

Prince Edward Islanders' spending on cultural goods and services rose by 39% between 1997 and 2003, significantly higher than the 29% increase in spending on all goods and services during the same period. The highest increase among the cultural categories was movie theatre admissions, which rose by 65% between 1997 and 2003. The next largest increases in spending were photographic equipment and services (56%), art works and events (55%) and art supplies and musical instruments (54%). Expenditures on home entertainment grew by 45%, while spending on reading material increased by only 8% between 1997 and 2003, less than the 14% inflation.<sup>18</sup>

On a per capita basis, Charlottetown residents' cultural spending (\$703) ranks fourteenth among 15 metropolitan areas in Canada. Total cultural spending was \$35 million in Charlottetown in 2003, including \$18 million (53%) on home entertainment, \$7 million (20%) on reading materials, over \$3 million (10%) on photographic equipment and services, over \$2 million (7%) on art works and events, \$2 million (6%) on movie theatre admissions, and over \$1 million (4%) on art supplies and musical instruments. Charlottetown residents also spent over \$1 million on live performing arts (a component of the art works and events category) in 2003.

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<sup>18</sup> These figures have not been adjusted for inflation, which rose by just under 14% between 1997 and 2003. The 6% growth in the Canadian population was not factored into the analysis.

## *Newfoundland and Labrador*

Newfoundland and Labrador residents spent \$310 million on cultural goods and services in 2003, which equals 3.3% of total consumer spending in the province. The \$310 million in consumer spending on culture is over three times larger than the \$95 million spent on culture in Newfoundland and Labrador by all levels of government in 2002/03. Per capita cultural spending in Newfoundland and Labrador ranks last among provinces at \$607 per resident.

Home entertainment and reading materials account for three-quarters of Newfoundland and Labrador residents' cultural spending. Spending on home entertainment equalled \$170 million (or 56% total cultural spending) in 2003. Reading material is the second-largest spending category, amounting to \$64 million (20%). Spending on photographic equipment and services (\$28 million or 9%) is somewhat higher than spending on art works and events (\$20 million or 7%). Newfoundlanders spent \$13 million (4%) on art supplies and musical instruments and the same amount on movie theatre admissions.

Newfoundland and Labrador residents spent about 50% more on live performing arts (over \$9 million) than on live sports events (over \$6 million) in 2003. In addition, many more Newfoundland and Labrador households spent at least some money on live performing arts (35% of households) than on live sports events (20%). Newfoundlanders also spent \$13 million on books (excluding school books) and over \$3 million on admissions to museums and heritage-related activities in 2003.

Newfoundland and Labrador residents' spending on cultural goods and services rose by 32% between 1997 and 2003, about equal to the 33% increase in spending on all goods and services during the same period. The highest increases among the cultural categories were on movie theatre admissions, which rose by 73% between 1997 and 2003, and on art works and events (70% increase). The next largest increases in spending are on photographic equipment and services (54%) and home entertainment (38%). Expenditures on reading material increased by 11%, slightly below the 14% inflation. There was a 12% decrease in spending on art supplies and musical instruments.<sup>19</sup>

On a per capita basis, St. John's residents' cultural spending (\$780) ranks eleventh among 15 metropolitan areas in Canada. Total cultural spending was \$130 million in St. John's in 2003, including \$66 million (50%) on home entertainment, \$31 million (23%) on reading materials, over \$11 million (9%) on photographic equipment and services, \$11 million (8%) on art works and events, \$8 million (6%) on movie theatre admissions, and \$5 million (4%) on art supplies and musical instruments. St. John's residents also spent \$5 million on live performing arts (a component of the art works and events category) in 2003.

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<sup>19</sup> These figures have not been adjusted for inflation, which rose by just under 14% between 1997 and 2003. The 6% growth in the Canadian population was not factored into the analysis.

## SUMMARY

Consumer Spending on Culture in Canada, the Provinces and 15 Metropolitan Areas in 2003 shows that Canadian consumers spent \$22.8 billion on cultural goods and services in 2003, an amount that is greater than consumer spending on tobacco, alcohol and games of chance *combined*. The \$22.8 billion in consumer spending is over three times larger than the \$7.4 billion spent on culture in Canada by all levels of government in 2002/03. The report also shows that consumer spending on live performing arts events (\$980 million) is nearly double the spending on live sporting events (\$530 million).

The \$22.8 billion in consumer spending on culture in Canada represents \$758 for every Canadian resident and about \$1 out of every \$30 spent by Canadian consumers. Home-based activities, including home entertainment (\$11.8 billion) and reading material (\$4.6 billion), dominate cultural spending. However, significant amounts are also spent on other cultural goods and services, including photographic equipment and services (\$2.1 billion), art works and events (\$2.1 billion), movie theatre admissions (\$1.3 billion), and art supplies and musical instruments (\$1.0 billion).

Spending on cultural goods and services grew by 36% between 1997 and 2003, much higher than the 14% rise in the Consumer Price Index during the same period. After adjusting for inflation, cultural spending increased by 19% between 1997 and 2003, over three times the 6% growth in the Canadian population. The 36% increase in cultural spending is slightly higher than the 33% increase in consumer spending on all goods and services between 1997 and 2003.

Consumer spending on all of the broad cultural categories increased more than the rate of inflation between 1997 and 2003. The largest increase was on movie theatre admissions, which rose by 59% (not adjusted for the 14% inflation). The second-largest increase was on photographic equipment and services (49%), followed by home entertainment (40%) and art works and events (35%). The two other cultural categories increased by less than the 33% rise in consumer spending on all goods and services but more than the 14% rate of inflation: reading material (20%) and art supplies and musical instruments (18%).

There was also significant growth in consumer spending on specific items within these categories, such as:

- works of art, carvings and vases: 48% growth to reach \$530 million in 2003;
- post-secondary textbooks: 47% growth to reach \$1.1 billion in 2003;
- books (excluding school books): 34% growth to reach \$1.2 billion in 2003;
- live performing arts events: 31% growth to reach \$980 million in 2003;
- kindergarten, nursery, elementary and secondary school textbooks: 31% growth to reach \$140 million in 2003; and
- admissions to museums and heritage activities: 23% growth to reach \$410 million in 2003.

The report finds that per capita consumer spending on culture varies significantly between the provinces, from a high of \$838 in Alberta to a low of \$607 in Newfoundland and Labrador. Cultural spending levels in Alberta, Ontario and BC are above the Canadian average, while all other provinces have levels of cultural spending that are below the Canadian average.

Of the 15 metropolitan areas examined, the report finds that consumers' cultural spending varies from a high of \$957 per person in Ottawa to a low of \$654 in Saint John. The report provides a profile of cultural spending in each province and in 15 municipal areas.

Recent studies using Richard Florida's "bohemian index" have examined the impact of creativity on Canadian metropolitan areas' economic development. The bohemian index emphasizes the concentration of cultural occupations in metropolitan areas. The cultural spending report compares the bohemian index ranking with two indicators of cultural spending in 15 Canadian metropolitan areas: per capita cultural spending and per capita spending on art works and events.

Overall, it appears that the bohemian index and the two spending indicators do not follow a consistent pattern. Victoria, Calgary and Ottawa rank fairly highly on all three indicators, but the largest metropolitan areas – Vancouver, Toronto and Montreal – rank higher on the bohemian index than on the spending indicators. The reverse is true for Edmonton and Regina, areas that rank higher on the cultural spending indicators than on the bohemian index.

**CULTURAL GOODS AND SERVICES INCLUDED  
IN THE SURVEY OF HOUSEHOLD SPENDING<sup>20</sup>**  
*SPENDING CATEGORIES CREATED BY HILL STRATEGIES RESEARCH*

<b>Spending category</b>	<b>Cultural goods and services</b>	<b>Total spending in 2003</b>
Art supplies and musical instruments	Artists' materials, handicraft and hobbycraft kits and materials	\$496,000,000
	Musical instruments, parts and accessories	\$531,000,000
Art works and events	Admissions to museums and heritage-related activities	\$413,000,000
	Antiques	\$142,000,000
	Live performing arts	\$980,000,000
	Works of art, carvings and vases	\$531,000,000
Home entertainment	Audio (e.g., radio, CD players, speakers)	\$1,100,000,000
	Blank audio and video tapes	\$130,000,000
	Maintenance and repair of home entertainment equipment	\$130,000,000
	Other home entertainment equipment	\$201,000,000
	Pre-recorded audio and video cassette tapes, compact discs and DVD's	\$1,390,000,000
	Rental of cablevision and satellite services	\$5,480,000,000
	Rental of home entertainment equipment and other services	\$23,600,000
	Rental of videotapes and DVD's	\$1,100,000,000
	Televisions, VCRs, camcorders and other television/video components	\$2,240,000,000
Movie theatre admissions	Movie theatre admissions	\$1,260,000,000
Photographic equipment and services	Cameras and accessories	\$873,000,000
	Films and processing	\$873,000,000
	Photographers' and other photographic services	\$354,000,000
Reading material	Books and pamphlets (excluding school books)	\$1,190,000,000
	Kindergarten, nursery, elementary and secondary textbooks	\$142,000,000
	Magazines and periodicals	\$732,000,000
	Maps, sheet music and other printed matter	\$94,400,000
	Newspapers	\$1,200,000,000
	Post-secondary textbooks	\$1,090,000,000
	Services related to reading materials (e.g., duplicating, library fees)	\$130,000,000
<b>Total</b>		<b>\$22,800,000,000</b>

<sup>20</sup> The Survey of Household Spending does not categorize individual spending items as "cultural". This categorization was developed by Statistics Canada's Culture Statistics Program for use in publications such as [Patterns in Culture Consumption and Participation](#) (December 2000). The grouping of these individual items into cultural spending categories was developed by Hill Strategies Research.

## Consumer spending on culture by category, Canada, 1997 to 2003

Category	1997	1998	1999	2000	2001	2002	2003	% of total, 2003	Change, 1997 to 2003	% change
Art supplies and musical instruments	\$870,000,000	\$820,000,000	\$800,000,000	\$860,000,000	\$950,000,000	\$1,000,000,000	\$1,000,000,000	4%	\$160,000,000	18%
Art works and events	\$1,500,000,000	\$1,800,000,000	\$1,600,000,000	\$1,800,000,000	\$1,900,000,000	\$2,100,000,000	\$2,100,000,000	9%	\$540,000,000	35%
Home entertainment	\$8,400,000,000	\$9,000,000,000	\$9,400,000,000	\$9,950,000,000	\$11,200,000,000	\$11,900,000,000	\$11,800,000,000	52%	\$3,400,000,000	40%
Movie theatre admissions	\$790,000,000	\$850,000,000	\$1,000,000,000	\$1,100,000,000	\$1,200,000,000	\$1,300,000,000	\$1,300,000,000	6%	\$470,000,000	59%
Photographic equipment and services	\$1,400,000,000	\$1,500,000,000	\$1,600,000,000	\$1,700,000,000	\$1,800,000,000	\$2,100,000,000	\$2,100,000,000	9%	\$690,000,000	49%
Reading material	\$3,800,000,000	\$4,000,000,000	\$4,100,000,000	\$4,200,000,000	\$4,300,000,000	\$4,500,000,000	\$4,600,000,000	20%	\$750,000,000	20%
<b>Total - Culture</b>	<b>\$16,800,000,000</b>	<b>\$17,900,000,000</b>	<b>\$18,500,000,000</b>	<b>\$19,600,000,000</b>	<b>\$21,300,000,000</b>	<b>\$22,800,000,000</b>	<b>\$22,800,000,000</b>	<b>100%</b>	<b>\$6,000,000,000</b>	<b>36%</b>
Total expenditures	\$540,000,000,000	\$560,000,000,000	\$600,000,000,000	\$630,000,000,000	\$670,000,000,000	\$700,000,000,000	\$720,000,000,000	n/a	\$180,000,000,000	33%
Culture as % of total	3.1%	3.2%	3.1%	3.1%	3.2%	3.3%	3.2%			
Key cultural items	1997	1998	1999	2000	2001	2002	2003	% of total, 2003	Change, 1997 to 2003	% change
Live performing arts	\$750,000,000	\$720,000,000	\$740,000,000	\$830,000,000	\$820,000,000	\$990,000,000	\$980,000,000	4%	\$230,000,000	31%
Admissions to museums and heritage-related activities	\$340,000,000	\$350,000,000	\$370,000,000	\$390,000,000	\$370,000,000	\$420,000,000	\$410,000,000	2%	\$77,000,000	23%
Works of art, carvings and vases	\$360,000,000	\$540,000,000	\$390,000,000	\$470,000,000	\$530,000,000	\$510,000,000	\$530,000,000	2%	\$170,000,000	48%
Books (excluding school books)	\$890,000,000	\$940,000,000	\$1,000,000,000	\$1,000,000,000	\$1,100,000,000	\$1,100,000,000	\$1,200,000,000	5%	\$300,000,000	34%
Magazines and periodicals	\$680,000,000	\$710,000,000	\$700,000,000	\$690,000,000	\$680,000,000	\$730,000,000	\$730,000,000	3%	\$48,000,000	7%
Newspapers	\$1,200,000,000	\$1,200,000,000	\$1,200,000,000	\$1,200,000,000	\$1,200,000,000	\$1,200,000,000	\$1,200,000,000	5%	-\$10,000,000	-1%
Live sports events	\$400,000,000	\$340,000,000	\$440,000,000	\$430,000,000	\$440,000,000	\$520,000,000	\$530,000,000	n/a	\$130,000,000	32%
Consumer price index	107.6	108.6	110.5	113.5	116.4	119.0	122.3	n/a	15	14%
Population estimate	28,400,000	28,800,000	29,100,000	29,200,000	29,600,000	29,800,000	30,100,000	n/a	1,700,000	6%



### Cultural spending per capita by category and on key items, Canada and the provinces, 2003

Category	Canada	BC	Alberta	Saskatchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	PEI	Newfoundland
Art supplies and musical instruments	\$34	\$39	\$48	\$31	\$30	\$33	\$30	\$23	\$36	\$28	\$25
Art works and events	\$69	\$76	\$75	\$52	\$60	\$82	\$53	\$38	\$55	\$43	\$40
Home entertainment	\$392	\$417	\$430	\$406	\$394	\$403	\$351	\$348	\$402	\$350	\$338
Movie theatre admissions	\$42	\$43	\$45	\$25	\$37	\$46	\$39	\$29	\$41	\$38	\$25
Photographic equipment and services	\$70	\$74	\$89	\$67	\$70	\$75	\$54	\$53	\$64	\$65	\$55
Reading material	\$152	\$139	\$151	\$139	\$148	\$162	\$150	\$130	\$149	\$128	\$124
<b>Total - Culture</b>	<b>\$758</b>	<b>\$787</b>	<b>\$838</b>	<b>\$720</b>	<b>\$739</b>	<b>\$802</b>	<b>\$677</b>	<b>\$621</b>	<b>\$746</b>	<b>\$652</b>	<b>\$607</b>

Total expenditures	\$24,000	\$23,800	\$25,100	\$21,500	\$21,800	\$25,600	\$23,000	\$19,300	\$19,300	\$19,000	\$18,500
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Rank of categories	Canada	BC	Alberta	Sask	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	PEI	Newfoundland
Art supplies and musical instruments	n/a	2	1	5	6	4	7	10	3	8	9
Art works and events	n/a	2	3	7	4	1	6	10	5	8	9
Home entertainment	n/a	2	1	3	6	4	7	9	5	8	10
Movie theatre admissions	n/a	3	2	9	7	1	5	8	4	6	10
Photographic equipment and services	n/a	3	1	5	4	2	9	10	7	6	8
Reading material	n/a	7	2	6	5	1	3	8	4	9	10
<b>Total - Culture</b>	<b>n/a</b>	<b>3</b>	<b>1</b>	<b>6</b>	<b>5</b>	<b>2</b>	<b>7</b>	<b>9</b>	<b>4</b>	<b>8</b>	<b>10</b>

Key items	Canada	BC	Alberta	Saskatchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	PEI	Newfoundland
Live performing arts	\$33	\$32	\$30	\$22	\$30	\$38	\$31	\$19	\$20	\$20	\$18
Admissions to museums and heritage-related activities	\$14	\$13	\$17	\$12	\$12	\$16	\$11	\$9	\$12	\$8	\$6
Works of art, carvings and vases	\$18	\$27	\$23	\$12	\$13	\$21	\$8	\$5	\$15	\$10	\$10
Books (excluding school books)	\$40	\$40	\$45	\$32	\$35	\$42	\$37	\$28	\$36	\$24	\$25
Magazines and periodicals	\$24	\$22	\$25	\$24	\$22	\$26	\$24	\$23	\$26	\$18	\$16
Newspapers	\$40	\$32	\$32	\$34	\$45	\$42	\$44	\$42	\$45	\$49	\$31

Live sports events	\$18	\$19	\$30	\$24	\$15	\$20	\$11	\$11	\$11	\$15	\$12
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## Cultural spending by category and on key items, Canada and the provinces, 2003

2003 spending by category	Canada	British Columbia	Alberta	Saskatchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	PEI	Newfoundland
Art supplies and musical instruments	\$1,000,000,000	\$150,000,000	\$140,000,000	\$28,000,000	\$32,000,000	\$380,000,000	\$210,000,000	\$17,000,000	\$32,000,000	\$3,800,000	\$13,000,000
Art works and events	\$2,100,000,000	\$300,000,000	\$220,000,000	\$48,000,000	\$62,000,000	\$950,000,000	\$380,000,000	\$27,000,000	\$49,000,000	\$5,800,000	\$20,000,000
Home entertainment	\$12,000,000,000	\$1,600,000,000	\$1,300,000,000	\$370,000,000	\$410,000,000	\$4,700,000,000	\$2,500,000,000	\$250,000,000	\$360,000,000	\$48,000,000	\$170,000,000
Movie theatre admissions	\$1,300,000,000	\$170,000,000	\$130,000,000	\$23,000,000	\$39,000,000	\$540,000,000	\$280,000,000	\$21,000,000	\$36,000,000	\$5,200,000	\$13,000,000
Photographic equipment and services	\$2,100,000,000	\$290,000,000	\$270,000,000	\$61,000,000	\$73,000,000	\$880,000,000	\$380,000,000	\$38,000,000	\$57,000,000	\$8,900,000	\$28,000,000
Reading material	\$4,600,000,000	\$550,000,000	\$450,000,000	\$130,000,000	\$150,000,000	\$1,900,000,000	\$1,100,000,000	\$94,000,000	\$130,000,000	\$17,000,000	\$64,000,000
<b>Total - Culture</b>	<b>\$22,800,000,000</b>	<b>\$3,100,000,000</b>	<b>\$2,500,000,000</b>	<b>\$660,000,000</b>	<b>\$770,000,000</b>	<b>\$9,400,000,000</b>	<b>\$4,800,000,000</b>	<b>\$450,000,000</b>	<b>\$670,000,000</b>	<b>\$89,000,000</b>	<b>\$310,000,000</b>
Total expenditures	\$720,000,000,000	\$94,000,000,000	\$75,000,000,000	\$20,000,000,000	\$23,000,000,000	\$300,000,000,000	\$160,000,000,000	\$14,000,000,000	\$20,000,000,000	\$2,600,000,000	\$9,500,000,000
Culture as % of total	3.2%	3.3%	3.3%	3.4%	3.4%	3.1%	2.9%	3.2%	3.4%	3.4%	3.3%

2003 category as %	Canada	BC	Alberta	Sask	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	PEI	Newfoundland
Art supplies and musical instruments	4%	5%	6%	4%	4%	4%	4%	4%	5%	4%	4%
Art works and events	9%	10%	9%	7%	8%	10%	8%	6%	7%	7%	7%
Home entertainment	52%	53%	51%	56%	53%	50%	52%	56%	54%	54%	56%
Movie theatre admissions	6%	5%	5%	4%	5%	6%	6%	5%	5%	6%	4%
Photographic equipment and services	9%	9%	11%	9%	9%	9%	8%	8%	9%	10%	9%
Reading material	20%	18%	18%	19%	20%	20%	22%	21%	20%	20%	20%
<b>Total - Culture</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

2003 spending on key items	Canada	British Columbia	Alberta	Saskatchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	PEI	Newfoundland
Live performing arts	\$980,000,000	\$120,000,000	\$90,000,000	\$21,000,000	\$31,000,000	\$440,000,000	\$220,000,000	\$14,000,000	\$18,000,000	\$2,700,000	\$9,500,000
Admissions to museums and heritage-related activities	\$410,000,000	\$50,000,000	\$52,000,000	\$11,000,000	\$12,000,000	\$190,000,000	\$79,000,000	\$6,300,000	\$11,000,000	\$1,100,000	\$3,300,000
Works of art, carvings and vases	\$530,000,000	\$110,000,000	\$69,000,000	\$11,000,000	\$14,000,000	\$250,000,000	\$57,000,000	\$3,700,000	\$13,000,000	\$1,400,000	\$5,200,000
Books (excluding school books)	\$1,200,000,000	\$160,000,000	\$140,000,000	\$29,000,000	\$37,000,000	\$500,000,000	\$260,000,000	\$20,000,000	\$32,000,000	\$3,300,000	\$13,000,000
Magazines and periodicals	\$730,000,000	\$86,000,000	\$75,000,000	\$22,000,000	\$23,000,000	\$300,000,000	\$170,000,000	\$17,000,000	\$23,000,000	\$2,400,000	\$8,100,000
Newspapers	\$1,200,000,000	\$130,000,000	\$96,000,000	\$31,000,000	\$47,000,000	\$490,000,000	\$310,000,000	\$30,000,000	\$41,000,000	\$6,700,000	\$16,000,000
Live sports events	\$530,000,000	\$75,000,000	\$89,000,000	\$22,000,000	\$15,000,000	\$230,000,000	\$76,000,000	\$7,700,000	\$12,000,000	\$2,000,000	\$6,400,000
Spending ratio: performing arts vs. sports	1.84	1.67	1.01	0.95	2.05	1.94	2.96	1.81	1.56	1.33	1.48

## Percentage of households reporting

Live performing arts	37%	36%	36%	38%	36%	37%	38%	34%	36%	40%	35%
Live sports events	19%	19%	25%	33%	26%	19%	15%	20%	21%	25%	20%
Reporting ratio: performing arts vs. sports	1.9	1.9	1.5	1.2	1.4	1.9	2.6	1.7	1.7	1.6	1.7

Number of respondents to the survey	16,695	1,762	1,547	1,363	1,372	1,911	3,343	1,281	1,383	567	1,344
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## Cultural spending by category and on key items, Canada and the provinces, 1997

1997 spending by category	Canada	BC	Alberta	Saskatchewan	Manitoba	Ontario	Quebec	New Brunswick	Nova Scotia	PEI	Newfoundland
Art supplies and musical instruments	\$870,000,000	\$150,000,000	\$110,000,000	\$25,000,000	\$29,000,000	\$330,000,000	\$160,000,000	\$15,000,000	\$28,000,000	\$2,500,000	\$15,000,000
Art works and events	\$1,500,000,000	\$240,000,000	\$210,000,000	\$40,000,000	\$54,000,000	\$650,000,000	\$290,000,000	\$22,000,000	\$31,000,000	\$3,800,000	\$12,000,000
Home entertainment	\$8,400,000,000	\$1,200,000,000	\$910,000,000	\$270,000,000	\$310,000,000	\$3,200,000,000	\$2,000,000,000	\$180,000,000	\$240,000,000	\$33,000,000	\$130,000,000
Movie theatre admissions	\$790,000,000	\$110,000,000	\$83,000,000	\$18,000,000	\$23,000,000	\$320,000,000	\$200,000,000	\$13,000,000	\$19,000,000	\$3,200,000	\$7,400,000
Photographic equipment and services	\$1,400,000,000	\$240,000,000	\$170,000,000	\$52,000,000	\$53,000,000	\$570,000,000	\$240,000,000	\$29,000,000	\$36,000,000	\$5,700,000	\$18,000,000
Reading material	\$3,800,000,000	\$490,000,000	\$390,000,000	\$110,000,000	\$130,000,000	\$1,500,000,000	\$960,000,000	\$80,000,000	\$120,000,000	\$16,000,000	\$57,000,000
<b>Total - Culture</b>	<b>\$17,000,000,000</b>	<b>\$2,400,000,000</b>	<b>\$1,900,000,000</b>	<b>\$510,000,000</b>	<b>\$590,000,000</b>	<b>\$6,500,000,000</b>	<b>\$3,800,000,000</b>	<b>\$340,000,000</b>	<b>\$470,000,000</b>	<b>\$64,000,000</b>	<b>\$240,000,000</b>
Total expenditures	\$540,000,000,000	\$77,000,000,000	\$55,000,000,000	\$16,000,000,000	\$19,000,000,000	\$220,000,000,000	\$120,000,000,000	\$11,000,000,000	\$14,000,000,000	\$2,000,000,000	\$7,100,000,000

**Percentage change in cultural spending by category and on key items, Canada and the provinces, 1997 to 2003**

<b>Percent change by category</b>	<b>Canada</b>	<b>BC</b>	<b>Alberta</b>	<b>Saskatchewan</b>	<b>Manitoba</b>	<b>Ontario</b>	<b>Quebec</b>	<b>New Brunswick</b>	<b>Nova Scotia</b>	<b>PEI</b>	<b>Newfoundland</b>
Art supplies and musical instruments	18%	4%	33%	14%	10%	14%	29%	15%	17%	54%	-12%
Art works and events	35%	24%	9%	19%	17%	47%	32%	25%	57%	55%	70%
Home entertainment	40%	36%	41%	39%	35%	48%	28%	38%	52%	45%	38%
Movie theatre admissions	59%	53%	61%	29%	66%	70%	40%	54%	91%	65%	73%
Photographic equipment and services	49%	24%	60%	18%	38%	53%	58%	30%	58%	56%	54%
Reading material	20%	12%	15%	18%	23%	27%	12%	17%	14%	8%	11%
<b>Total - Culture</b>	<b>36%</b>	<b>27%</b>	<b>34%</b>	<b>29%</b>	<b>31%</b>	<b>43%</b>	<b>27%</b>	<b>31%</b>	<b>43%</b>	<b>39%</b>	<b>32%</b>

Total expenditures	33%	22%	37%	21%	22%	36%	34%	24%	36%	29%	33%
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<b>Percent change in key items</b>	<b>Canada</b>	<b>BC</b>	<b>Alberta</b>	<b>Saskatchewan</b>	<b>Manitoba</b>	<b>Ontario</b>	<b>Quebec</b>	<b>New Brunswick</b>	<b>Nova Scotia</b>	<b>PEI</b>	<b>Newfoundland</b>
Live performing arts	31%	27%	4%	25%	15%	33%	42%	52%	36%	42%	91%
Admissions to museums and heritage-related activities	23%	43%	11%	-3%	6%	28%	21%	11%	27%	21%	19%
Works of art, carvings and vases	48%	22%	23%	25%	21%	77%	36%	-24%	118%	158%	89%
Books (excluding school books)	34%	14%	33%	13%	34%	44%	35%	23%	24%	15%	31%
Magazines and periodicals	7%	-10%	5%	1%	5%	19%	-2%	22%	17%	-19%	22%
Newspapers	-1%	8%	-11%	6%	0%	-1%	-5%	4%	0%	10%	-2%

Live sports events	32%	32%	60%	21%	5%	47%	-4%	-11%	54%	70%	73%
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**Consumer spending on culture in selected Census Metropolitan Areas, 2003**

Census Metropolitan Area	Spending per capita		
	Culture	Rank	Total spending
Victoria	\$920	2	\$25,800
Vancouver	\$810	7	\$24,300
Edmonton	\$865	4	\$25,300
Calgary	\$867	3	\$26,000
Saskatoon	\$784	9	\$21,900
Regina	\$841	5	\$23,900
Winnipeg	\$800	8	\$22,500
Toronto	\$783	10	\$26,900
Ottawa	\$957	1	\$30,700
Montreal	\$750	12	\$24,300
Quebec City	\$703	13	\$23,500
Saint John	\$654	15	\$20,200
Halifax	\$833	6	\$25,800
Charlottetown	\$703	14	\$20,500
St. John's	\$780	11	\$23,100

Total spending		
Culture	Overall consumer spending	Culture as % of total
\$268,000,000	\$7,520,000,000	3.6%
\$1,690,000,000	\$50,600,000,000	3.3%
\$810,000,000	\$23,700,000,000	3.4%
\$872,000,000	\$26,200,000,000	3.3%
\$174,000,000	\$4,870,000,000	3.6%
\$156,000,000	\$4,420,000,000	3.5%
\$518,000,000	\$14,600,000,000	3.6%
\$3,890,000,000	\$134,000,000,000	2.9%
\$808,000,000	\$25,900,000,000	3.1%
\$2,560,000,000	\$83,000,000,000	3.1%
\$466,000,000	\$15,600,000,000	3.0%
\$79,000,000	\$2,440,000,000	3.2%
\$288,000,000	\$8,920,000,000	3.2%
\$34,600,000	\$1,010,000,000	3.4%
\$131,000,000	\$3,890,000,000	3.4%

Census Metropolitan Area	Total spending by category					
	Art supplies and musical instruments	Art works and events	Home entertainment	Movie theatre admissions	Photographic equipment and services	Reading material
Victoria	\$14,200,000	\$23,900,000	\$135,000,000	\$12,200,000	\$25,800,000	\$56,900,000
Vancouver	\$75,500,000	\$192,000,000	\$858,000,000	\$105,000,000	\$151,000,000	\$303,000,000
Edmonton	\$48,200,000	\$70,400,000	\$413,000,000	\$49,600,000	\$85,400,000	\$144,000,000
Calgary	\$53,800,000	\$99,800,000	\$425,000,000	\$49,700,000	\$88,000,000	\$156,000,000
Saskatoon	\$8,180,000	\$13,700,000	\$89,800,000	\$6,800,000	\$17,300,000	\$38,500,000
Regina	\$6,320,000	\$13,000,000	\$85,200,000	\$7,280,000	\$11,600,000	\$32,200,000
Winnipeg	\$22,500,000	\$46,700,000	\$266,000,000	\$28,900,000	\$46,700,000	\$107,000,000
Toronto	\$146,000,000	\$418,000,000	\$1,830,000,000	\$269,000,000	\$382,000,000	\$836,000,000
Ottawa	\$42,900,000	\$79,300,000	\$389,000,000	\$41,900,000	\$71,800,000	\$183,000,000
Montreal	\$117,000,000	\$214,000,000	\$1,260,000,000	\$173,000,000	\$220,000,000	\$571,000,000
Quebec City	\$29,200,000	\$35,000,000	\$222,000,000	\$32,100,000	\$26,300,000	\$122,000,000
Saint John	\$2,190,000	\$5,740,000	\$45,200,000	\$3,700,000	\$7,300,000	\$14,900,000
Halifax	\$14,200,000	\$23,000,000	\$147,000,000	\$18,800,000	\$26,400,000	\$58,800,000
Charlottetown	\$1,280,000	\$2,470,000	\$18,500,000	\$2,000,000	\$3,410,000	\$6,930,000
St. John's	\$4,930,000	\$10,500,000	\$65,600,000	\$8,210,000	\$11,300,000	\$30,500,000

Live performing arts
\$9,440,000
\$74,700,000
\$29,200,000
\$39,800,000
\$6,460,000
\$6,020,000
\$25,000,000
\$209,000,000
\$37,800,000
\$124,000,000
\$19,400,000
\$3,500,000
\$9,330,000
\$1,340,000
\$4,930,000