

Islanders spend a higher proportion of their finances on culture than any other province

Consumer Spending on Culture in Canada, the Provinces and 12 Metropolitan Areas in 2008, the 32nd report in the *Statistical Insights on the Arts* series from Hill Strategies Research, shows that 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 and well above the Canadian average of 2.9%.

The \$100 million in consumer spending on culture on PEI is two-and-a-half times higher than the \$42 million spent on culture 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.

Across the country, Canadian consumers spent \$27.4 billion on cultural goods and services in 2008, or \$841 per capita. Consumer spending on culture is three times larger than the \$9.2 billion spent on culture by all levels of government in 2007/08.

The report examines spending 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.

Performing arts spending is 68% higher than spending on live sports events

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%).

28% growth in cultural spending between 1997 and 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. In the country as a whole, cultural spending increased by 28% between 1997 and 2008 after adjusting for inflation.

Charlottetown ranks 8th among 12 metropolitan areas

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.

Full report also available

The full report contains many more details about consumer spending on culture in Canada, the provinces and 12 metropolitan areas. Funded by the Department of Canadian Heritage, the Canada Council for the Arts and the Ontario Arts Council, the report is available free of charge on the Hill Strategies Research website (<http://www.hillstrategies.com>) and the websites of the funding organizations.

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