

Patterns in Performing Arts Spending in Canada in 2008



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Prepared by Kelly Hill

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Executive Summary

This report provides a detailed analysis of Canadians who spend money on live performing arts. The report looks at variations in performing arts spending between households based on factors such as education, income, age, sex, the presence (or absence) of children in the household, household size, disability, rural and urban households, as well as province.

The data is drawn from Statistics Canada's Survey of Household Spending, a yearly questionnaire on Canadians' spending habits. Statistics Canada surveyed 9,787 Canadian households regarding their spending in 2008, including the following question regarding live performing arts: "In 2008, how much did your household spend on admissions to live performing arts events, for example, plays, concerts, dance performances?"

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, classical music, musical theatre, plays, opera, dance, and others.

The survey asked respondents about their spending on live performing arts, not their overall attendance. Free performances, by definition, are excluded from the survey.

While higher spending on the performing arts might often be considered a "good" thing in the cultural sector, high ticket prices (which could lead to higher spending levels) could push the live performing arts experience out of reach of too many individuals. This report examines which households do or do not spend any money on live performing arts, in addition to differences in average spending between households.

Performing arts spending: \$108 per Canadian household

In 2008, consumer spending on live performing arts was \$1.426 billion, or an average of \$108 for each of the 13.2 million households in the country.

In 37% of Canadian households, some money was spent on live performing arts in 2008. In households with some spending on live performing arts, the average amount spent was \$293. Examined differently, this equals 31 cents out of every \$100 in household income spent on live performing arts (in households with some performing arts spending).

Key performing arts spending statistics increased or held steady between 2001 and 2008

A similar report was prepared based on the 2001 Survey of Household Spending. In 2001, 36% of Canadian households reported spending any money on live performing arts, a figure that is very similar to the 37% of households reporting any spending in 2008.

After adjusting for inflation, consumer spending on live performing arts increased by 49% between 2001 and 2008. In 2001, for those households with some spending on live performing arts, 25 cents out of every \$100 in household income was spent on live performing arts. This figure had increased substantially by 2008 (an average of 31 cents out of every \$100 in household income).

While many analytical categories were revised between the 2001 and 2008 data years, it is clear that at least the same percentage of households in each income group spent at least some money on live performing arts in 2008 as in 2001.

It is also clear that, between 2001 and 2008, there was a substantial increase in the number of high spenders on live performing arts. In 2001, about 2.2 million households spent at least \$120 on live performing arts. In 2008, even with an increase in the minimum spending threshold, over 2.7 million households spent at least \$200 on live performing arts. This represents a 26% increase in the number of high spending households, compared with an 11% increase in the total number of households in Canada between 2001 and 2008.

With an abundance of spending options, many Canadians choose live performing arts

Canadians have many ways in which to spend their disposable income. As a comparator to live performing arts, the report also examines some indicators of spending on three other attendance-related activities: movie theatres, museums, and live sports events. The results of these comparisons show that a substantial proportion of the Canadian public spends a considerable amount of money on live performing arts.

The \$1.426 billion spent on live performing arts was slightly higher than spending on movie theatre admissions (\$1.216 billion) and more than double the spending on live sports events (\$0.645 billion) or admissions to museums and heritage-related activities (\$0.519 billion) in 2008.

In 2008, 37% of all Canadian households spent any money on live performing arts. In comparison, 55% spent any money on movie theatre admissions, 29% on museum admissions, and 17% on live sports events.

Many lower-income Canadians choose live performing arts

A considerable percentage of lower-income households choose to spend some money on live performing arts. Households with incomes of \$25,000 or less are more likely to spend any money on live performing arts (15%) than on museum admissions (12%) and live sports (4%). On the other hand, many more households with incomes of \$25,000 or less spent some money on movie theatre admissions in 2008 (29%).

Attendance at each of these activities increases substantially with income. Households with incomes of \$25,000 or less are four times less likely to spend any money on live performing arts than households with incomes over \$150,000 (15% vs. 60%). The equivalent ratio for movie theatre admissions is slightly lower (just under three: 29% of lower-income households spending any money vs. 80% of higher-income households). The ratio for museum admissions is slightly higher than for live performing arts (over four: 12% of lower-income households spent any money vs. 50% of higher-income households). The equivalent ratio for live sports events is ten. That is, households with incomes of \$25,000 or less are almost ten times less likely to spend any money on live sports events (4%) than households with incomes over \$150,000 (36%).

Those lower-income households that did spend money on live performing arts in 2008 spent an average of \$166, compared with an average of \$124 for those lower-income households that spent money on live sports events, \$106 for lower-income households with some spending on movies, and \$66 for lower-income households that spent money on museum admissions.

While there are clear differences in performing arts spending by income, these statistics indicate that there is a core group of performing arts spenders across income groups.

Education, province, municipal size and disability: factors in performing arts spending

Education is an important factor in performing arts spending. The percentage of households spending any money on live performing arts increases substantially with the education of the survey respondent, from 14% of those without a secondary school diploma to over 50% of households where the respondent has a university education. The average spending per household is also highest for respondents with a university education.

There are some differences in performing arts spending between the provinces. Residents of Saskatchewan, British Columbia and Prince Edward Island are most likely to spend money on live performing arts, with over 40% of households in these provinces reporting any spending. Residents of three Atlantic provinces (Newfoundland and Labrador, Nova Scotia and New Brunswick) are least likely to spend any money on live performing arts, with 33% or less of households reporting any spending. For those households with any spending on live performing arts, the average amount spent is highest in Ontario (\$330) and Alberta (\$309). The average spending per household is lowest in Prince Edward Island (\$202), Nova Scotia (\$208) and New Brunswick (\$215).

Regarding municipal size, residents of larger cities are most likely to spend money on live performing arts: 39% of residents of cities with populations of 100,000 or more reported spending any money on live performing arts in 2008, compared with 35% of the residents of smaller cities (less than 100,000 population) and 28% of the residents of rural areas. The average amount spent is also highest in larger cities (\$316), compared with smaller cities (\$224) and rural areas (\$212).

There are also differences in performing arts spending between households where the survey respondent has a disability and those where the respondent does not. The percentage of households spending any money on live performing arts is much lower in households where the respondent has a disability (24%) than in households where the respondent does not (39%).

While households with incomes of \$25,000 or less are four times less likely to spend any money on live performing arts than households with incomes over \$150,000 (15% vs. 60%), those lower income households that do spend some money on live performances allocate much higher proportions of their household incomes to the performing arts (93 cents per \$100 of income for households with incomes of \$25,000 or less, compared with only 22 cents per \$100 for households with incomes of more than \$150,000). In other words, the financial commitment toward the performing arts is much more significant for low-income households than for high-income households.

Demographic factors that do not have a substantial impact on performing arts spending include the presence of children in the household, household size, and the age or sex of the survey respondent.

Performing arts marketing insights

Statistics in this report indicate that there are strong overlaps between households with high spending on live performing arts, museums, art, books and movies. The report compares the expenditures of the 2.7 million households that spent \$200 or more on live performing arts in 2008 with the 10 million households that spent less than \$200 or no money at all on live performing arts.¹ High spenders on the performing arts have 69% higher total household expenditures than low or non-spenders on the performing arts, but the difference in expenditures on other cultural goods and services is much higher than 69%:

- 3.5 times higher average spending on admission to museums and other heritage-related activities.
- Nearly three times higher average spending on art, antiques and decorative ware.
- Over 2.5 times higher average spending on books.
- Nearly 2.5 times higher average spending on movie theatre admissions.
- Over two times higher average spending on photographic goods and services.
- Over two times higher average spending on magazines and periodicals.
- Two times higher spending on newspapers.

¹ \$200 is used as the threshold for this analysis because it divides two lower-spending quartiles from the two highest-spending quartiles. Further information about the quartiles is provided in the full report.

Based on these statistics, performing arts marketing strategies could target other cultural participants, especially museum goers, art buyers and book readers. Some specific marketing strategies could include:

- Customizing performing arts marketing messages for museum and art gallery visitors.
- Ensuring that performance information is available at museums, galleries, festivals, historic sites, and other cultural sites.
- Ensuring that brochures and other materials are available in libraries and at reading series.
- Presenting performances in museums, galleries or other cultural venues.
- Collaborating with other types of arts organizations, possibly through co-location, co-productions and shared creations.

Interestingly, data in the report shows that high spenders on the performing arts spend over four times more on live sports events than low or non-spenders on the performing arts. This data indicates that many households that purchase tickets for events do so for a range of different events, rather than sticking to one type of activity. Based on these statistics, performing arts marketing could also target sports attendees.

Performing arts sponsorship possibilities

In order to obtain sponsorships, it is helpful for arts organizations to have reliable data on the non-cultural spending habits of those who spend significant amounts on live performing arts. Again comparing the expenditures of the 2.7 million households that spent \$200 or more on live performing arts in 2008 with the 10 million households that spent less than \$200 or no money at all on live performing arts, the report provides data regarding various consumer expenditures. High spenders on the performing arts have 69% higher total household expenditures than low or non-spenders on the performing arts but even higher average spending than low or non-spenders on:

- Hotels and other travel accommodations (nearly triple) and inter-city transportation (more than double).
- Financial services (over twice as much) and contributions to retirement savings and pension funds (nearly twice as much).
- Garden supplies (more than double).
- Restaurants (85% higher average spending on restaurant food and more than double the average spending on restaurant alcohol).
- Bicycles (more than double).
- Clothing (88% higher).
- Furniture (86% higher).
- Computer equipment and supplies (81% higher).
- Pet expenses (72% higher).

For potential sponsors, these statistics mean that high spenders on the performing arts are key customers. Through performing arts organizations, sponsors in these sectors can reach interested buyers of their goods and services.

The full report also highlights some demographic and other characteristics of the highest-spending households.

Performing arts spending and taxes

High spenders on the performing arts pay more than twice as much in personal taxes and 57% more in property taxes than low or non-spenders on the performing arts.

Introduction

This report provides a detailed analysis of Canadians who spend money on live performing arts. The report looks at variations in performing arts spending between households based on factors such as education, income, age, sex, the presence (or absence) of children in the household, household size, disability, rural and urban households, as well as province.

The data is drawn from Statistics Canada's Survey of Household Spending, a yearly questionnaire on Canadians' spending habits. Statistics Canada surveyed 9,787 Canadian households regarding their spending in 2008, including the following question regarding live performing arts: "In 2008, how much did your household spend on admissions to live performing arts events, for example, plays, concerts, dance performances?"²

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 could include a wide range of for-profit and non-profit arts activities, including pop concerts, classical music, musical theatre, plays, opera, dance, and others. The survey asked respondents about their spending on live performing arts, not their overall attendance. Free performances, by definition, are excluded from the survey.

A similar report was prepared based on the 2001 Survey of Household Spending, and some comparisons between the two years' data will also be provided.

The previous report in the *Statistical Insights on the Arts* series examined overall consumer spending on cultural goods and services in 2008. That report showed that Canadian consumers spent \$27.4 billion on cultural goods and services in 2008, representing \$2,078 for each Canadian household (or \$841 for every resident of the country). 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 also three times larger than the \$9.2 billion spent on culture by all levels of government in 2007/08.

² In 2008, out of 15,443 eligible households, 9,787 households responded, representing a response rate of 63.4%.

Performing arts spending

In 2008, consumer spending on live performing arts was \$1.426 billion, or an average of \$108 for each of the 13.2 million households in the country. In 37% of Canadian households, some money was spent on live performing arts in 2008. In these households, the average spent on live performing arts was \$293. Among households with some spending, 31 cents out of every \$100 in household income was spent on live performing arts.

The \$1.426 billion spent on live performing arts was more than double the spending on live sports events (\$0.645 billion) in 2008. Spending on live performing arts was also slightly higher than spending on books (\$1.403 billion) and on movie theatre admissions (\$1.216 billion).

Table 1 compares the spending on select cultural items and attendance-related activities.

Table 1: Spending on select cultural and attendance-related items, 2008				
Item	Number of households reporting any spending	Percentage of all households reporting any spending	Spending per household (for those reporting any spending)	Total spending
Live performing arts	4.86 million	37%	\$293	\$1.426 billion
Books	6.21 million	47%	\$224	\$1.403 billion
Movie theatre admissions	7.18 million	55%	\$169	\$1.216 billion
Newspapers	5.96 million	45%	\$190	\$1.128 billion
Works of art, carvings and other decorative ware	2.50 million	19%	\$372	\$0.935 billion
Live sports events	2.25 million	17%	\$286	\$0.645 billion
Magazines and periodicals	6.01 million	46%	\$104	\$0.623 billion
Admission to museums and heritage-related activities	3.88 million	29%	\$133	\$0.519 billion

A previous Hill Strategies report examined performing arts attendance rates (rather than spending), and it is interesting to examine similarities and differences in the data. All other factors being equal, the attendance rate and the spending data should be fairly similar. With some free performances included in the attendance rate (but not in the spending data), one might expect the attendance rate to be slightly higher than the spending data.

Based on Statistics Canada's 2005 General Social Survey, *A Profile of the Cultural and Heritage Activities of Canadians in 2005* showed that 41% of the population 15 or older attended a concert or performance by professional artists of music, dance, theatre or opera (excluding cultural festivals).³ This percentage is quite similar to the 37% of households that indicated that they spent any money on live performing arts (in 2008). Given that these statistics are quite similar, with the attendance rate being slightly higher than the spending data, the soundness of both of these key statistics is reinforced.

It would be interesting to know more about the frequency of purchases and average prices. That is, a certain level of spending in different households might indicate that a number of purchases of lower-priced items were made, or it might reflect a smaller number of purchases of higher-priced items. Unfortunately, the data in the household spending survey does not provide this type of detail. Further research into purchasing patterns and prices would be of interest.

³ Hill Strategies Research Inc., *Statistical Insights on the Arts* series, Vol. 5, No. 4, March 2007. The main performing arts question was: "During the past 12 months, did you attend a concert or performance by professional artists of music, dance, theatre, or opera, excluding cultural festivals? (Include attendance at a rock concert, ballet, a musical, symphony orchestra concert.)".

Patterns in performing arts spending

This section of the report looks at variations in performing arts spending between households based on factors such as education, income, age, sex, the presence (or absence) of children in the household, household size, disability, rural and urban households, as well as province. Households will be compared to some key benchmarks:

- Overall consumer spending on live performing arts was \$1.426 billion in 2008.
- 37% of Canadian households (4.86 million households) reported spending any money on live performing arts.
- In those households with some spending, the average spent on live performing arts was \$293.
- In those households with some spending, 31 cents out of every \$100 in household income was spent on live performing arts.

As noted above, the Survey of Household Spending asked respondents about their spending on live performing arts, not their overall attendance. Free performances, by definition, are excluded from the survey. While higher spending on the performing arts might often be considered a “good” thing in the cultural sector, high ticket prices (which could lead to high spending levels) could push the live performing arts experience out of reach of too many individuals. In addition to spending amounts, the report examines the percentage of different demographic groups spending any money on live performances. Unfortunately, the data in the household spending survey does not provide details about the number of purchases or the average price of each activity. Further research into purchasing patterns and prices would be of interest.

Performing arts spending by education

Education is an important factor in performing arts spending. Table 2 summarizes data on live performing arts spending by the education level of the survey respondent:

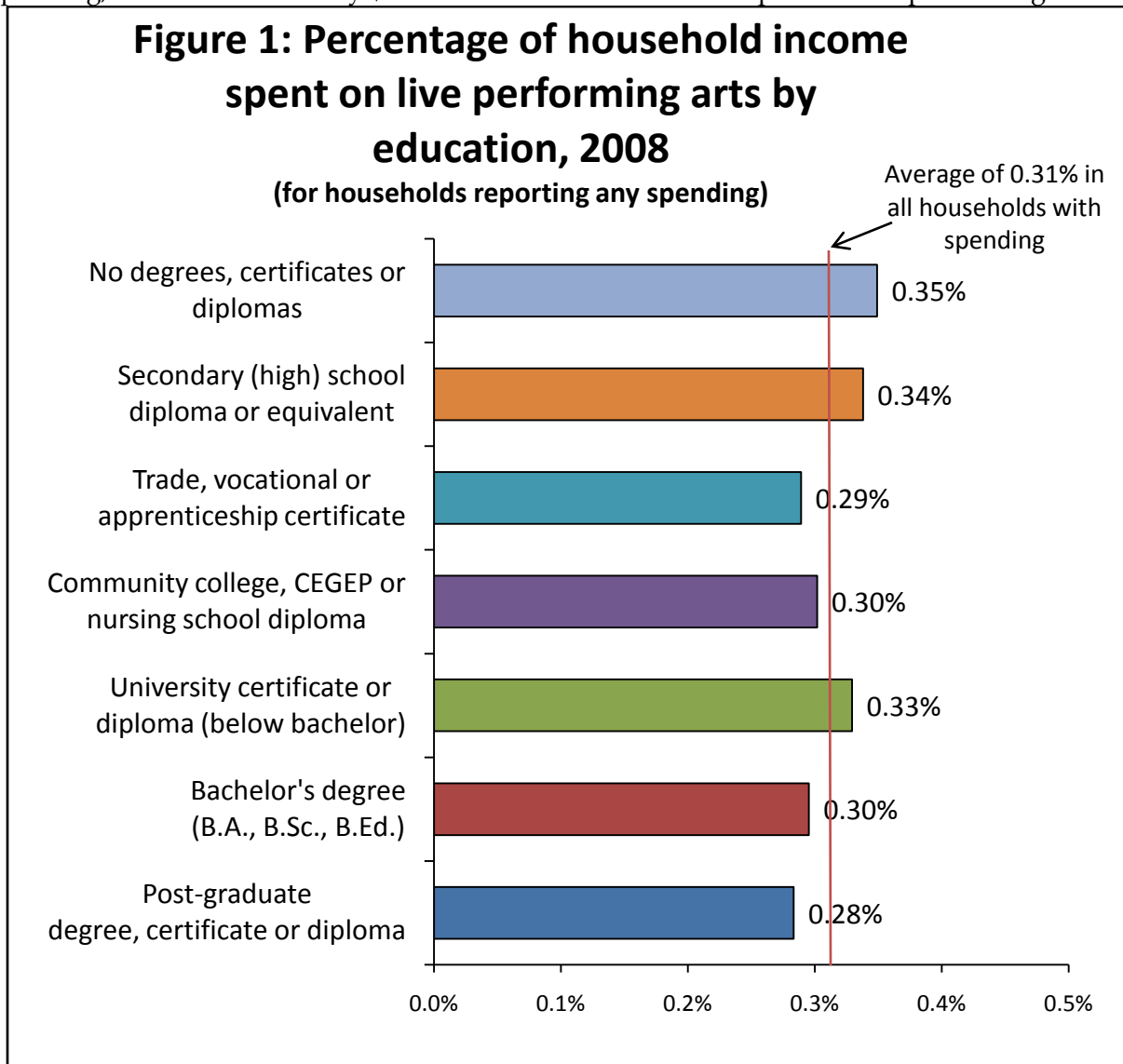
- The third column shows that the percentage of households spending any money on live performing arts increases substantially with the education of the survey respondent, from 14% of those without a secondary school diploma to over 50% of those with a university education.
- Average spending per household (the fourth column) is also highest for those with a university education (over \$300 per household reporting any spending on live performing arts).
- The sixth column shows that households where the respondent has a bachelor’s degree or higher account for 41% of all spending.

Table 2: Spending on live performing arts by education, 2008

Education level of survey respondent	Number of households reporting spending	Percentage reporting spending	Spending per household (for those reporting any spending)	Total spending	Education group's share of all spending
No degrees, certificates or diplomas	347,000	14%	\$216	\$75 million	5%
Secondary (high) school diploma or equivalent	913,000	30%	\$270	\$247 million	17%
Trade, vocational or apprenticeship certificate	501,000	39%	\$228	\$114 million	8%
Community college, CEGEP or nursing school diploma	1,071,000	42%	\$277	\$296 million	21%
University certificate or diploma (below bachelor)	372,000	51%	\$305	\$114 million	8%
Bachelor's degree (B.A., B.Sc., B.Ed.)	1,015,000	53%	\$338	\$343 million	24%
Post-graduate degree, certificate or diploma	642,000	55%	\$369	\$237 million	17%
All	4.86 million	37%	\$293	\$1.426 billion	100%

Figure 1 shows that, while fewer people with lower levels of education choose to spend money on live performing arts, those who do spend some money allocate slightly higher proportions of their household incomes to live performances.

Among households that reported any spending on live performing arts, those with a high school education or less spend the highest percentage of their household income on live performing arts events. The \$216 per household for those with less than a high school education accounts for 0.35% of household income (for households that reported any spending on live performing arts). Similarly, the \$270 per household spent by those with a high school diploma accounts for 0.34% of household income (for households that reported any spending). Put differently, this means that 34 or 35 cents for every \$100 of income in these households was spent on live performing arts. This amount is somewhat different in other education groups (varying between 28 cents and 33 cents per \$100 of income). Among all households with some spending, 31 cents out of every \$100 in household income was spent on live performing arts.



Performing arts spending by household income

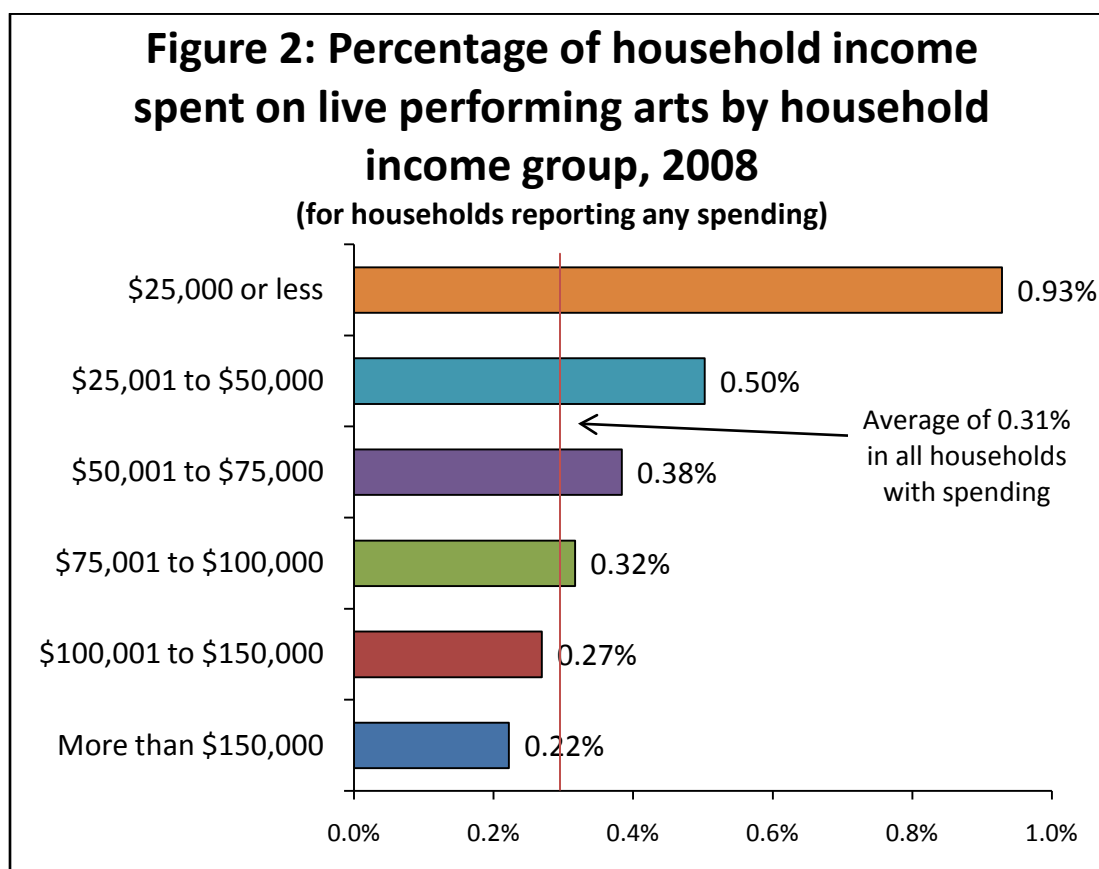
Table 3 provides information about spending on live performing arts by household income level:

- The percentage of households spending any money on live performing arts increases substantially with income, from 15% of the lowest-income households to 60% of the highest-income households.
- Similarly, average spending per household increases at all income levels, from \$166 in households with total income of \$25,000 or less to \$536 for households with total income above \$150,000.
- Total spending on live performing arts also increases with household income, from \$61 million for the lowest income group to over \$300 million for the highest income households.
- In terms of the share of overall spending on live performing arts, the two highest income groups each account for almost one-quarter of all spending.

Table 3: Spending on live performing arts by household income, 2008					
Household income before taxes	Number of households reporting spending	Percentage reporting spending	Spending per household (for those reporting any spending)	Total spending	Income group's share of all spending
\$25,000 or less	368,000	15%	\$166	\$61 million	4%
\$25,001 to \$50,000	935,000	29%	\$195	\$182 million	13%
\$50,001 to \$75,000	964,000	37%	\$240	\$232 million	16%
\$75,001 to \$100,000	988,000	47%	\$284	\$281 million	20%
\$100,001 to \$150,000	1,001,000	54%	\$345	\$346 million	24%
More than \$150,000	605,000	60%	\$536	\$324 million	23%
All	4.86 million	37%	\$293	\$1.426 billion	100%

As noted above, households with incomes of \$25,000 or less are four times less likely to spend any money on live performing arts than households with incomes over \$150,000 (15% vs. 60%) Figure 2 shows that, for households that reported any spending on live performing arts, those in the lowest income group spend the highest percentage of their household income on live performances. For those with incomes of \$25,000 or less, the \$166 per household spent on live performing arts accounts for 93 cents for every \$100 of household income. This amount decreases for each household income level and reaches 22 cents per \$100 of income for the highest income group. This is about one-quarter of the spending-to-income ratio of the lowest-income households.

These statistics demonstrate that the financial commitment toward the performing arts is much more significant for low-income households than for high-income households.⁴ This may be one reason why fewer low-income households choose to spend some money on live performing arts.



⁴ It should be noted that this data is for those households who decided to spend any money on live performing arts in 2008. For all households in each income group (i.e., including those who did not spend any money on live performing arts), the percentage of household income spent on performing arts is nearly equal across the income categories, varying only between 14 and 15 cents per \$100 of income.

Performing arts spending by province

There are some differences in performing arts spending between the provinces. Table 4 shows that residents of Saskatchewan, British Columbia and Prince Edward Island are most likely to spend money on live performing arts, with over 40% of households in these provinces reporting any spending. Residents of three Atlantic provinces (Newfoundland and Labrador, Nova Scotia and New Brunswick) are least likely to spend any money on live performing arts, with 33% or less of households reporting any spending. For those households with some spending on live performing arts, the average amount spent is highest in Ontario (\$330) and Alberta (\$309). The average spending per household is lowest in Prince Edward Island (\$202), Nova Scotia (\$208) and New Brunswick (\$215).⁵

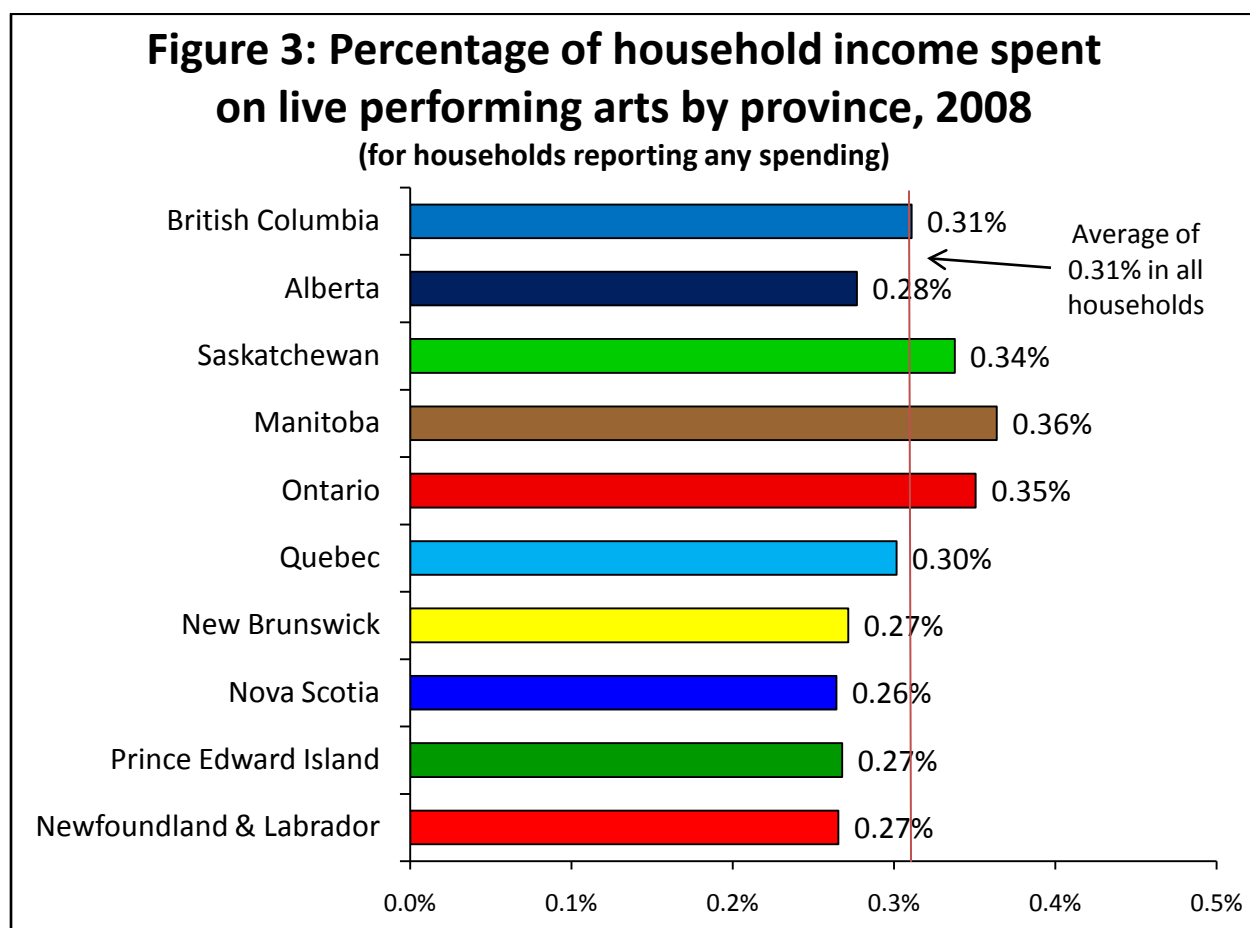
Table 4: Spending on live performing arts by province, 2008

Province	Number of households reporting spending	Percentage reporting spending	Spending per household (for those reporting any spending)	Total spending	Share of all spending	Share of population
British Columbia	694,000	41%	\$276	\$192 million	13%	13%
Alberta	474,000	37%	\$309	\$146 million	10%	11%
Saskatchewan	166,000	43%	\$289	\$48 million	3%	3%
Manitoba	156,000	36%	\$298	\$47 million	3%	4%
Ontario	1,725,000	36%	\$330	\$570 million	40%	39%
Quebec	1,173,000	36%	\$235	\$275 million	19%	23%
New Brunswick	97,000	32%	\$215	\$21 million	1%	2%
Nova Scotia	127,000	33%	\$208	\$26 million	2%	3%
Prince Edward Island	22,000	41%	\$202	\$5 million	0%	0%
Newfoundland and Labrador	57,000	29%	\$233	\$13 million	1%	2%
Canada	4.86 million	37%	\$293	\$1.426 billion	100%	100%

⁵ Data for the three territories was not available in 2008. Territorial estimates are only available in odd-numbered calendar years. Also, the province of some records in the dataset was masked to protect confidentiality. As such, the number of households, total spending, and share of all spending columns do not equal the Canadian totals.

Given its high average spending and large population (39% of Canada's population), Ontario accounts for 40% of total spending on live performing arts in Canada (\$364 million). In comparison, Quebec accounts for 23% of Canada's population and 19% of all spending on live performing arts (\$275 million).⁶

Figure 3 demonstrates that, for households reporting any performing arts spending, residents of Manitoba, Ontario and Saskatchewan spend the highest percentage of their household incomes on live performing arts events.



⁶ Population estimates are from Statistics Canada's *Population by year, by province and territory*, <http://www40.statcan.gc.ca/l01/cst01/demo02a-eng.htm>, viewed December 13, 2010.

Performing arts spending by rural and urban households

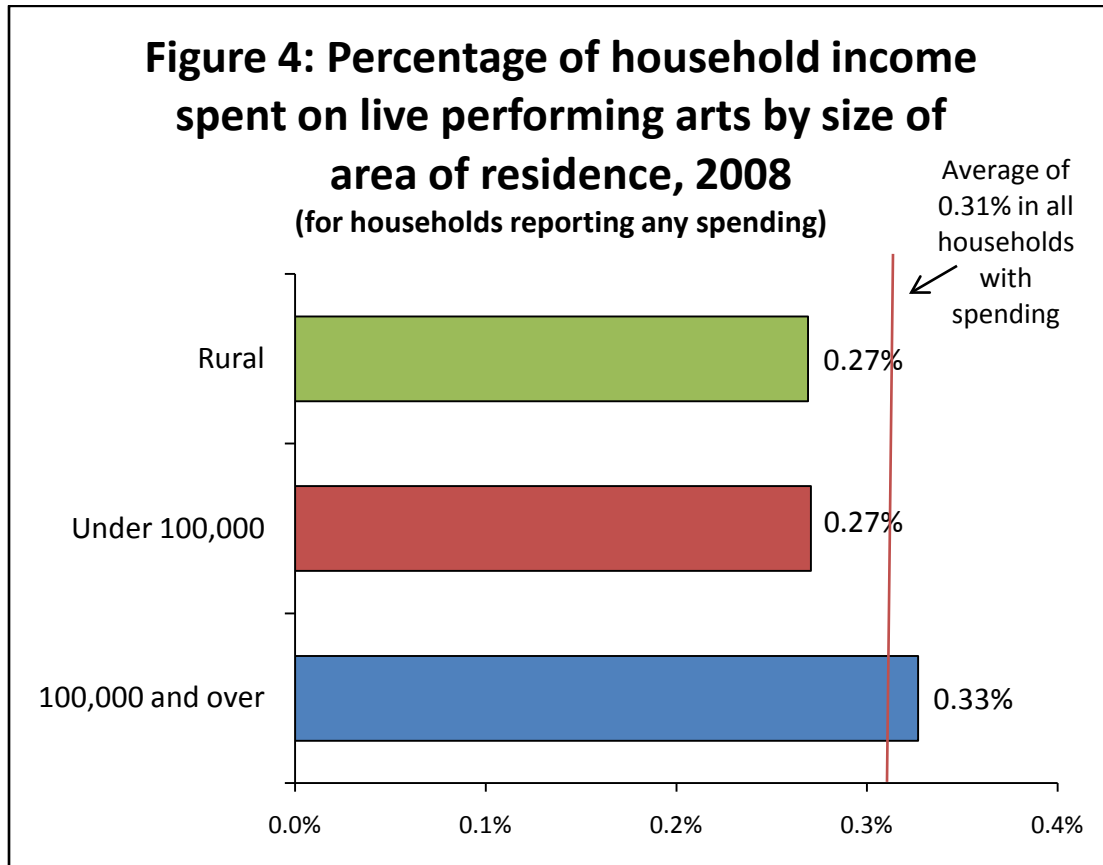
Table 5 shows that residents of larger cities are most likely to spend money on live performing arts: 39% of residents of cities with populations of 100,000 or more reported spending any money on live performing arts in 2008, compared with 35% of the residents of smaller cities (less than 100,000 population) and 28% of the residents of rural areas. The average amount spent is also highest in larger cities (\$316), compared with smaller cities (\$224) and rural areas (\$212).

In terms of the share of overall spending on live performing arts, cities of 100,000 or more account for over three-quarters of all spending.⁷

Table 5: Spending on live performing arts by size of area of residence, 2008					
Population of area of residence	Number of households reporting spending	Percentage reporting spending	Spending per household (for those reporting any spending)	Total spending	Area's share of all spending
Rural	430,325	28%	\$212	\$91 million	6%
Population under 100,000	854,000	35%	\$224	\$192 million	13%
Population of 100,000 or over	3.54 million	39%	\$316	\$1.119 billion	78%
All	4.86 million	37%	\$293	\$1.426 billion	100%

⁷ The urban or rural status of some records in the dataset was masked to protect confidentiality. As such, the number of households, total spending, and share of all spending columns do not equal the totals.

Figure 4 demonstrates that, for households reporting any performing arts spending, there is no difference in spending as a percentage of household income between small municipalities (under 100,000 population) and rural areas (27 cents of every \$100 of income in each case). Performing arts spending accounts for 33 cents of every \$100 of income for larger-city residents.



Performing arts spending for respondents with or without a disability⁸

As shown in Table 6, the percentage of households spending any money on live performing arts is much lower in households where the respondent has a disability (24%) than in those where the respondent does not have a disability (39%).

Average spending per household is almost exactly the same between the two groups (\$292 in households where the respondent has a disability, compared with \$293 in households where the respondent does not have a disability).

Table 6: Spending on live performing arts of households where the survey respondent does / does not have a disability, 2008					
Survey respondent does / does not have a disability	Number of households reporting spending	Percentage reporting spending	Spending per household (for those reporting any spending)	Total spending	Group's share of all spending
Respondent as a disability	527,000	24%	\$292	\$154 million	11%
Respondent does not have a disability	4.33 million	39%	\$293	\$1.272 billion	89%
All	4.86 million	37%	\$293	\$1.426 billion	100%

For households where the respondent has a disability and where some money was spent on live performing arts, a fairly high proportion of household income was spent on live performing arts (40 cents per \$100 in household income, compared with 30 cents for households where the respondent does not have a disability).

Demographic factors with only a limited impact on performing arts spending

Demographic factors that do not have a substantial impact on performing arts spending include the presence of children in the household, household size, and the age or sex of the survey respondent. The analysis of these variables is included in the appendix to this report.

⁸ The assessment of disability was based on two questions: 1) "Do you have any difficulty hearing, seeing, communicating, walking, climbing stairs, bending, learning or doing any similar activities?"; and 2) "Does a physical condition or mental condition or health problem reduce the amount or the kind of activity that you can do at home, at work, at school, or in other activities such as transportation or leisure?"

With an abundance of spending options, many Canadians choose live performing arts

Canadians have many ways in which to spend their disposable income. As a comparator to live performing arts, the report also examines some indicators of spending on three other attendance-related activities: movie theatres, museums, and live sports events. The results of these comparisons show that a substantial proportion of the Canadian public spends a considerable amount of money on live performing arts.

The \$1.426 billion spent on live performing arts was slightly higher than spending on movie theatre admissions (\$1.216 billion) and more than double the spending on live sports events (\$0.645 billion) or admissions to museums and heritage-related activities (\$0.519 billion) in 2008.

In 2008, 37% of all Canadian households spent any money on live performing arts. In comparison, 55% spent any money on movie theatre admissions, 29% on museum admissions, and 17% on live sports events.

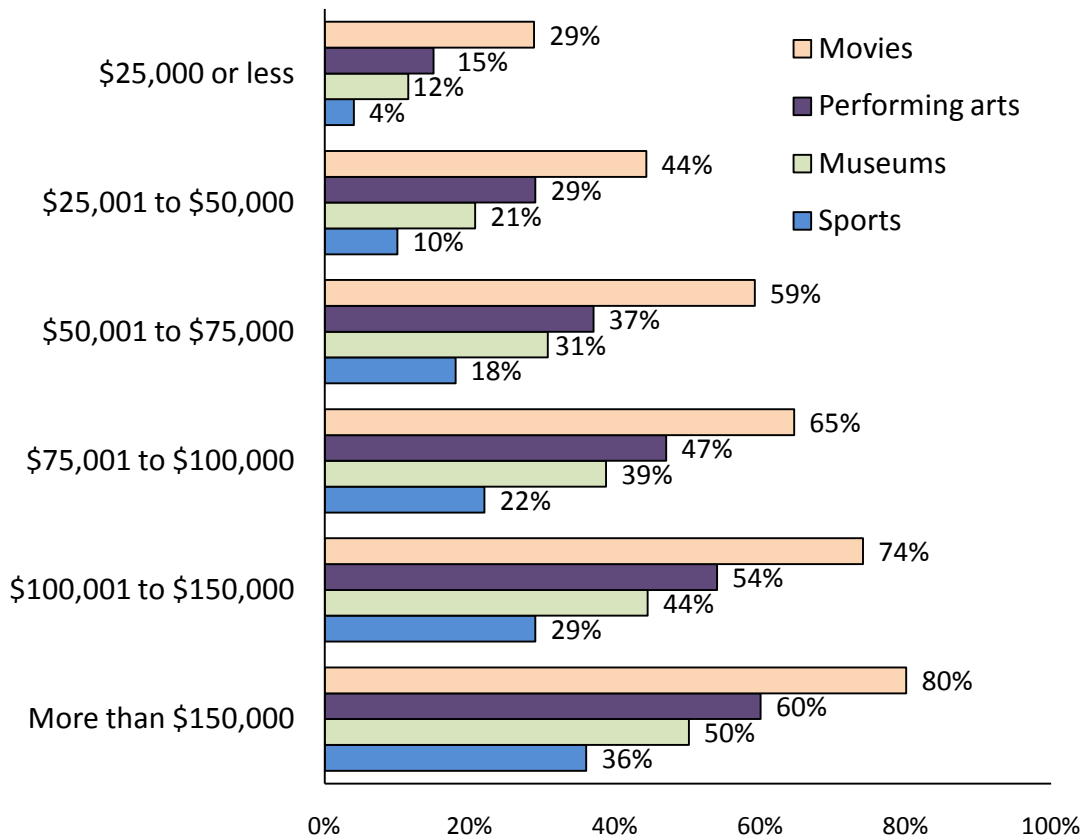
A considerable percentage of lower-income households choose to spend some money on live performing arts. As shown in Figure 5, households with incomes of \$25,000 or less are more likely to spend any money on live performing arts (15%) than on museum admissions (12%) and live sports (4%). On the other hand, many more households with incomes of \$25,000 or less spent some money on movie theatre admissions in 2008 (29%).

Attendance at each of these activities increases substantially with income. Households with incomes of \$25,000 or less are four times less likely to spend any money on live performing arts than households with incomes over \$150,000 (15% vs. 60%). The equivalent ratio for movie theatre admissions is slightly lower (just under three: 29% of lower-income households spending any money vs. 80% of higher-income households). The ratio for museum admissions is slightly higher than for live performing arts (over four: 12% of lower-income households spent any money vs. 50% of higher-income households). The equivalent ratio for live sports events is ten. That is, households with incomes of \$25,000 or less are almost ten times less likely to spend any money on live sports events (4%) than households with incomes over \$150,000 (36%).

Those lower-income households that did spend money on live performing arts in 2008 spent an average of \$166, compared with an average of \$124 for those lower-income households that spent money on live sports events, \$106 for lower-income households with some spending on movies, and \$66 for lower-income households that spent money on museum admissions.

While there are clear differences in performing arts spending by income, these statistics indicate that there is a core group of performing arts spenders across income groups.

Figure 5: Percentage of households with spending on live performing arts and other activities by household income, 2008



Key performing arts spending statistics increased or held steady between 2001 and 2008

A similar report was prepared based on the 2001 Survey of Household Spending. In 2001, 36% of Canadian households reported spending any money on live performing arts, a figure that is very similar to the 37% of households reporting any spending in 2008.

After adjusting for inflation, consumer spending on live performing arts increased by 49% between 2001 and 2008. In comparison, consumer spending on live sports events increased by 27% between 2001 and 2008.

In 2001, for those households with some spending, 25 cents out of every \$100 in household income was spent on live performing arts. This figure had increased substantially by 2008 (an average of 31 cents out of every \$100 in household income).

Between 2001 and 2008, the household income groupings were revised, so that direct comparisons are not always feasible. However, it is clear that at least the same percentage of households in each income group spent at least some money on live performing arts in 2008 as in 2001.

For example, in both years, 15% of the lowest income group (under \$20,000 in 2001 and \$25,000 or less in 2008) spent at least some money on live performing arts. In both years, 60% of the highest income group (\$100,000 or more in 2001 and more than \$150,000 in 2008) spent at least some money on live performing arts. In all income groups in between these extremes, the percentage of households reporting any spending increased.

It is also clear that, between 2001 and 2008, there was a substantial increase in the number of high spending households on live performing arts. In 2001, about 2.2 million households spent at least \$120 on live performing arts. In 2008, even with an increase in the minimum spending threshold, over 2.7 million households spent at least \$200 on live performing arts. This represents a 26% increase in the number of high spending households, compared with an 11% increase in the total number of households in Canada between 2001 and 2008.

Low and high spending households

There is substantial variation in spending on live performing arts in different households. In fact, 63% of households reported no spending on the performing arts (8.3 million households). The 37% of households that did spend some money on live performing arts (4.9 million households) spent an average of \$293 per household.

Those households that reported performing arts spending were divided into four roughly equal categories based on the amount that they spent on performing arts in 2008. The division into the categories (called quartiles) enables us to examine the similarities and differences in spending patterns on other goods and services of households with different levels of spending on the performing arts.

There are between 0.9 million and 1.5 million households in each of the four quartiles. The “low spending” quartile contains those Canadians who spent between \$1 and \$99 on live performing arts. The “moderate spending” group includes those who spent between \$100 and \$199 on live performing arts. The “high spending” quartile contains those who spent between \$200 and \$349, while the “highest spending” group includes those who spent \$350 or more on live performing arts. Figure 6 provides the percentage of Canadian households in each spending range.

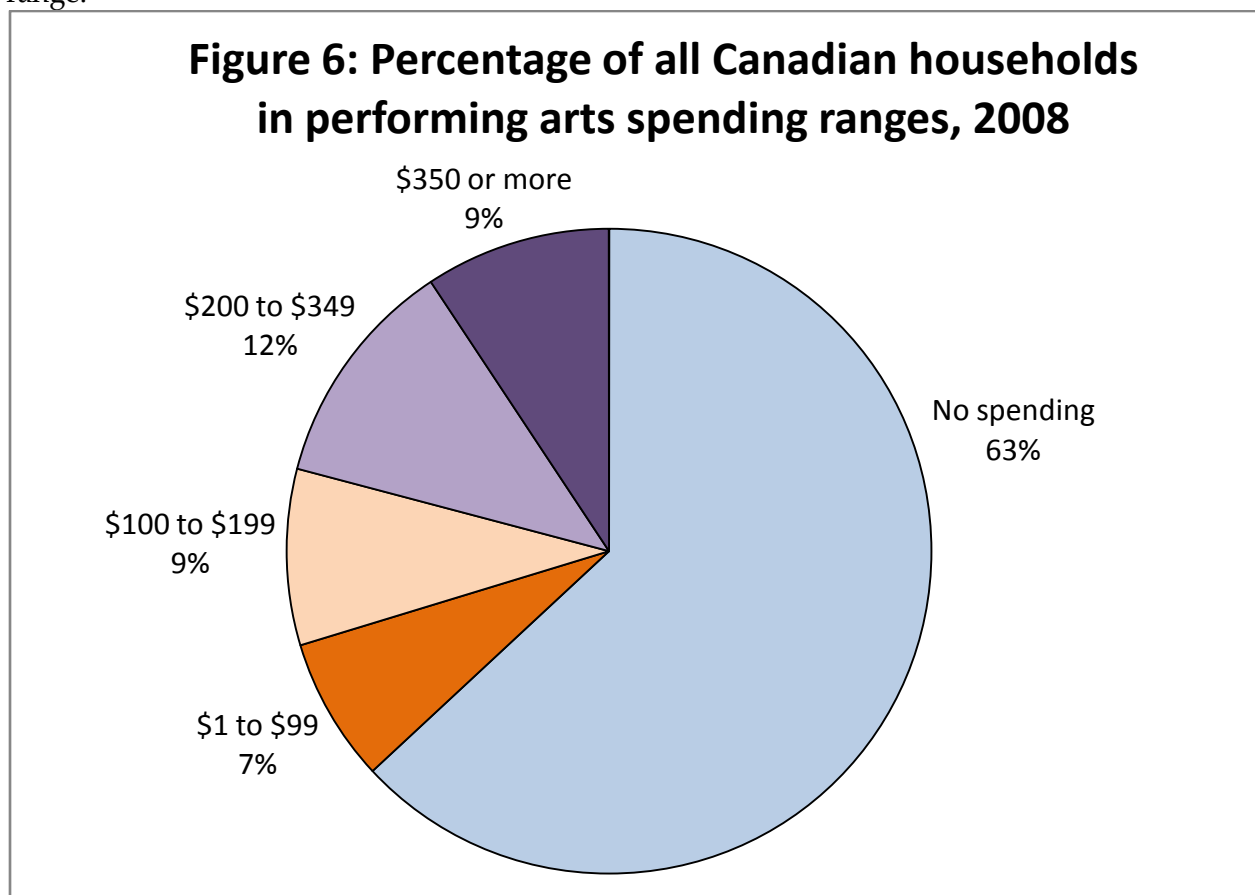


Table 7 provides information about the performing arts spending of these groups of households. The highest spending households, who represent 9% of the population, account for 61% of total spending on live performing arts in 2008.

Table 7: Performing arts spending by quartile, 2008				
Household quartile	Spending range	Number of households reporting spending	Total spending on performing arts	Quartile's share of all spending
Low spending	\$1 to \$99	0.95 million	\$48 million	3%
Moderate spending	\$100 to \$199	1.16 million	\$141 million	10%
High spending	\$200 to \$349	1.53 million	\$367 million	26%
Highest spending	\$350 or more	1.22 million	\$868 million	61%
All		4.86 million	\$1.426 billion	100%

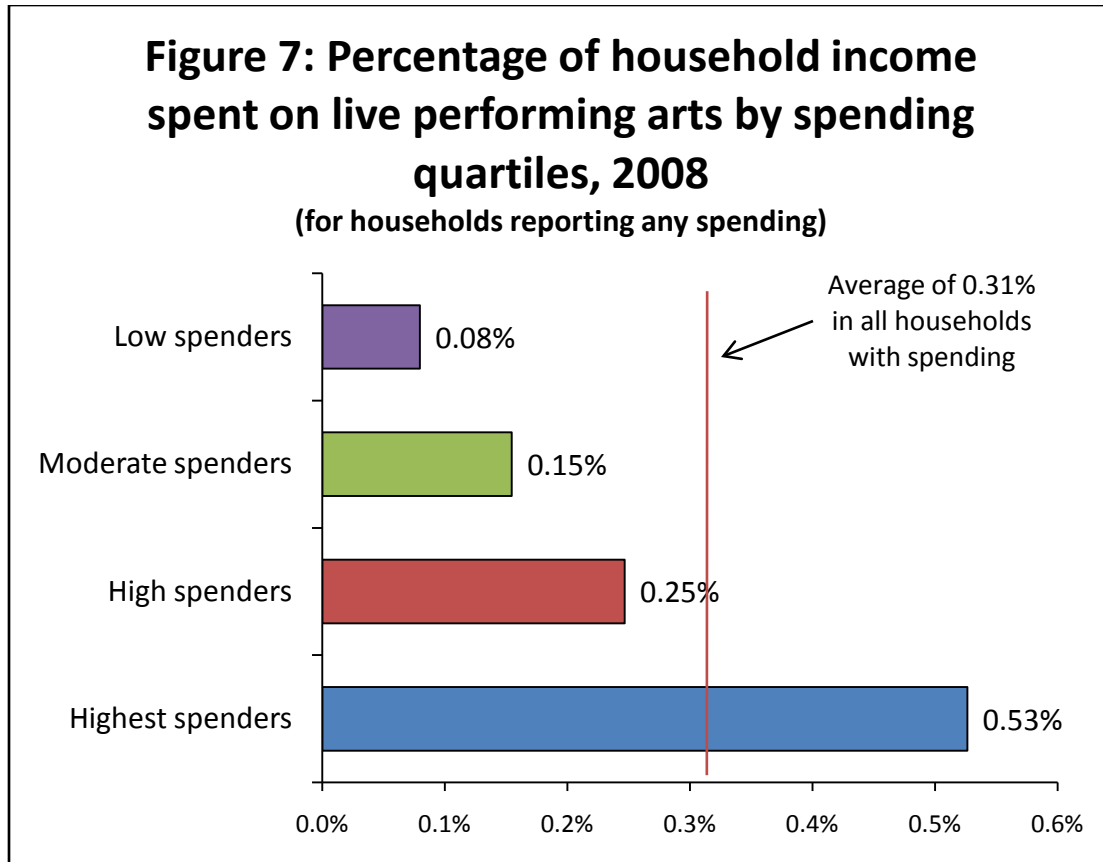
Not surprisingly, the highest spending households have high education and incomes:

- 18% of the highest spenders have a post-graduate degree (compared with 9% of all Canadians) and another 26% have a bachelor's degree (vs. 15% of all Canadians).
- 23% have household incomes above \$150,000, compared with 8% of all Canadians. Similarly, 29% of the highest spenders have household incomes between \$100,001 and \$150,000 (vs. 14% of all households).

Other facts about the highest spending households:

- 82% are from larger cities (i.e., over 100,000 population, vs. 69% of all Canadians).
- 44% are from Ontario (vs. 36% of all households).
- 32% have children in the household (vs. 28% of all households).
- 29% are between 40 and 49 (vs. 21% of all households) and 25% are between 50 and 59 (vs. 20% of all households).
- 28% are also in the highest spending group for books (vs. 12% of all households).
- 28% are also in the highest spending group for movies (vs. 12% of all households).
- 25% are also in the highest spending group for museums and other heritage activities (vs. 8% of all households).
- 15% are also in the highest spending group for live sports (vs. 4% of all households).

Figure 7 examines the spending quartiles from a different perspective – that of the percentage of income spent on live performing arts. Figure 7 demonstrates that the highest spenders on performing arts choose to allocate more of their incomes to performing arts events. In fact, those who spent \$350 or more on live performing arts in 2008 spent an average of 0.53% of their household income on these activities, much higher than the average of 0.31% for all performing arts spenders.



Other cultural spending by high spenders on the performing arts

An important arts marketing question is whether performing arts spenders also spend money on other cultural activities, or whether they tend to stick to the performing arts. This section compares the average expenditures of the 2.7 million households that spent \$200 or more on live performing arts in 2008 (the “high” and “highest” quartiles) with the 10 million households that spent less than \$200 or no money at all on live performing arts (non-spenders as well as the “low” and “moderate” quartiles).

The top two groups (called “high spenders”) spent an average of \$449 on live performing arts, nearly 25 times higher the average spending of the non-spenders and low spenders (\$18).

High spenders on the performing arts tend to have high incomes and household spending. In fact, high spenders on the performing arts have 69% higher total household expenditures than low or non-spenders on the performing arts. This 69% figure provides a benchmark for the analysis of other spending items. If high spenders have average spending that is more than 69% higher than low or non-spenders on certain items, then it could be said that they prioritize these spending items. In contrast, a difference of less than 69% could show that the item is either a basic good or a lower priority good or service.

The following sections of the report analyze a variety of spending items, with an emphasis on goods and services on which high performing arts spenders have particularly high spending.

Table 8 shows that the differences in spending on other cultural goods and services between high performing arts spenders and others are much greater than the benchmark of 69% higher total household expenditures:

- 3.5 times higher average spending on admission to museums and other heritage-related activities.
- Nearly three times higher average spending on art, antiques and decorative ware.
- Over 2.5 times higher average spending on books.
- Nearly 2.5 times higher average spending on movie theatre admissions.
- Over two times higher average spending on photographic goods and services.
- Over two times higher average spending on magazines and periodicals.
- Two times higher spending on newspapers.

While high spenders on the performing arts also have higher spending than low or non-spenders on some home entertainment items, the ratios are less than the 69% difference in total household expenditures:

- 28% higher average spending on cable TV services.
- 12% higher average spending on satellite services.

Table 8: Spending on other cultural goods and services by high performing arts spenders, 2008			
Other cultural goods and services	Average spending by high spenders on performing arts	Average spending by moderate, low or non-spenders on performing arts	Ratio
Admission to museums and other heritage-related activities	\$90	\$26	3.46
Art, antiques and decorative ware	\$253	\$88	2.88
Books	\$206	\$80	2.58
Movie theatre admissions	\$190	\$79	2.42
Photographic goods and services	\$234	\$106	2.21
Magazines and periodicals	\$81	\$38	2.13
Newspapers	\$143	\$71	2.01
Cable TV services	\$455	\$355	1.28
Satellite services	\$163	\$145	1.12
Total household spending	\$105,600	\$62,400	1.69

These statistics indicate that there are strong overlaps between households with high spending on live performing arts, museums, art, books and movies. This implies that performing arts marketing strategies could target other cultural participants, especially museum goers, art buyers and book readers. Some specific marketing strategies could include:

- Customizing performing arts marketing messages for museum and art gallery visitors.
- Ensuring that performance information is available at museums, galleries, festivals, historic sites, and other cultural sites.
- Ensuring that brochures and other materials are available in libraries and at reading series.
- Presenting performances in museums, galleries or other cultural venues.
- Collaborating with other types of arts organizations, possibly through co-location, co-productions and shared creations.

The arts and sports

The data in Table 9 shows that high spenders on the performing arts also spend much more money on sports events and activities than low or non-spenders on the performing arts:

- Over four times more on live sports events.
- Nearly three times higher spending on sports fees.
- More than double the spending on sports equipment.
- More than double the spending on children's camps.

This data indicates that many households that purchase tickets for events do so for a range of different events, rather than sticking to one type of activity. Based on these statistics, performing arts marketing could also target sports attendees.

Table 9: Spending on sports and children's camps by high performing arts spenders, 2008			
Sports events, goods and services	Average spending by high spenders on performing arts	Average spending by moderate, low or non-spenders on performing arts	Ratio
Live sports events	\$126	\$29	4.34
Fees for sports activities, sports & recreation facilities and health clubs	\$552	\$192	2.88
Sports equipment	\$309	\$140	2.21
Children's camps	\$72	\$33	2.18
Total household spending	\$105,600	\$62,400	1.69

Sponsorship data: Other consumer spending by high spenders on live performing arts

In order to obtain sponsorships, it is helpful for arts organizations to have reliable data on the spending habits of those who spend significant amounts on live performing arts. This section of the report attempts to provide such data, by comparing the consumer expenditures of the 2.7 million households that spent \$200 or more on live performing arts in 2008 (the “high” and “highest” quartiles) with the 10 million households that spent less than \$200 or no money at all on live performing arts (non-spenders as well as the “low” and “moderate” quartiles). This section focuses on other consumer spending items where performing arts sponsorships might be possible as well as items on which high performing arts spenders have particularly high spending.

As noted above, high spenders on the performing arts have 69% higher total household expenditures than low or non-spenders on the performing arts. If high spenders have average spending that is more than 69% higher than low or non-spenders on certain items, then it could be said that they prioritize these spending items. In contrast, a difference of less than 69% could show that the item is either a basic good or a lower priority good or service.

The data in Table 10 shows that high spenders on the performing arts have much higher average spending than low or non-spenders on:

- Hotels and other travel accommodations (nearly triple) and inter-city transportation (more than double).
- Financial services (over twice as much) and contributions to retirement savings and pension funds (nearly twice as much).
- Garden supplies (more than double).
- Restaurants (85% higher average spending on restaurant food and more than double the average spending on restaurant alcohol).
- Bicycles (more than double).
- Clothing (88% higher).
- Furniture (86% higher).
- Computer equipment and supplies (81% higher).
- Pet expenses (72% higher).

Table 10: Spending on select non-cultural goods and services by high performing arts spenders, 2008

Other consumer expenditures	Average spending by high spenders on performing arts	Average spending by low or non-spenders on performing arts	Ratio
Traveller accommodation	\$1,438	\$502	2.86
Inter-city transportation	\$1,109	\$486	2.28
Financial services	\$610	\$287	2.13
Garden supplies and services	\$435	\$206	2.11
Restaurant alcohol	\$473	\$226	2.09
Purchases of bicycles, parts and accessories	\$95	\$46	2.07
Retirement and pension fund payments	\$4,490	\$2,344	1.92
Clothing	\$4,533	\$2,415	1.88
Furniture	\$1,013	\$545	1.86
Restaurant food	\$2,574	\$1,395	1.85
Computer equipment and supplies	\$602	\$333	1.81
Pet expenses	\$657	\$381	1.72
Total household spending	\$105,600	\$62,400	1.69

While high spenders on the performing arts spend substantially more on some other consumer goods and services than low or non-spenders on the performing arts, Table 11 shows that the differences are lower than the 69% difference in total household spending:

- Household appliances (66%)
- Eye-care goods and services (65% higher).
- Dental services (57% higher).
- Communications equipment, such as telephones (53% higher).
- Cellular phone services (46% higher).
- Vehicle purchases (40% higher).
- Internet services (33% higher).

Table 11: Spending on other consumer goods and services by high performing arts spenders, 2008			
Consumer goods and services	Average spending by high spenders on performing arts	Average spending by low or non-spenders on performing arts	Ratio
Household appliances	\$563	\$340	1.66
Eye-care goods and services	\$321	\$195	1.65
Dental services	\$557	\$354	1.57
Purchase of communications equipment	\$75	\$49	1.53
Cellular services	\$732	\$503	1.46
Automobile and truck purchases	\$4,113	\$2,939	1.40
Internet services	\$389	\$292	1.33
Total household spending	\$105,600	\$62,400	1.69

Table 12 demonstrates that high spenders on the performing arts pay substantially more personal taxes (more than twice as much) and somewhat more property taxes (57% higher) than low or non-spenders on the performing arts.

Table 12: Taxes paid by high performing arts spenders, 2008			
Taxes	Average spending by high spenders on performing arts	Average spending by low or non-spenders on performing arts	Ratio
Personal taxes	\$25,777	\$11,677	2.21
Property taxes	\$2,249	\$1,435	1.57
Total household spending	\$105,600	\$62,400	1.69

Appendix: Analysis of demographic factors with only a limited impact on performing arts spending

Demographic factors that do not have a substantial impact on performing arts spending include the presence of children in the household, household size, and the age or sex of the survey respondent. The analysis of these variables is included in this appendix.

Performing arts spending for households with or without children

Table 13 shows that a fairly similar percentage of households with or without children spent at least some money on live performing arts in 2008 (39% and 36% respectively). Average spending per household is higher for those with children (\$314, compared with \$285 for those without children).

Because there are more than twice as many households without children as there are with children, total spending on live performing arts is much higher for households without children.

Table 13: Spending on live performing arts of households with / without children, 2008

With / without children under 18 in home	Number of households reporting spending	Percentage reporting spending	Spending per household (for those reporting any spending)	Total spending	Group's share of all spending
With children in home	1.42 million	39%	\$314	\$446 million	31%
No children in home	3.44 million	36%	\$285	\$980 million	69%
All	4.86 million	37%	\$293	\$1.426 billion	100%

Performing arts spending by household size

Table 14 shows that one-person households are least likely to spend money on live performing arts, with 30% of such households reporting any spending. The percentage of other households spending any money on the performing arts is quite similar for all sizes of households, ranging from 38% to 42%.

Average spending per household is also lowest for single-person households (\$236). However, if looked at on a per person basis, this is the highest level of average spending.⁹

Total spending on live performing arts is highest for two-person households (\$516 million, over one-third of all spending on the performing arts).

Table 14: Spending on live performing arts by household size, 2008					
Size of household	Number of households reporting spending	Percentage reporting spending	Spending per household (for those reporting any spending)	Total spending	Group's share of all spending
One person	1.12 million	30%	\$236	\$266 million	19%
Two people	1.73 million	38%	\$297	\$516 million	36%
Three people	677,000	40%	\$301	\$204 million	14%
Four people	817,000	42%	\$313	\$256 million	18%
Five or more people	508,000	40%	\$363	\$184 million	13%
All	4.86 million	37%	\$293	\$1.426 billion	100%

⁹ That is, \$236 divided by 1 person equals \$236. Average spending per household member for other household sizes ranges from about \$70 to about \$150.

Performing arts spending by sex

The survey captured the sex of the survey respondent but not the overall number of women and men in each household. Table 15 shows that the survey respondent's sex does not appear to have much impact on performing arts spending: 38% of households with female respondents reported some book spending compared with 36% of households with male respondents. Average household spending on live performing arts (for households that reported any spending) is also similar between both groups: \$299 in households with female respondents and \$287 in households with male respondents.

Table 15: Spending on live performing arts by sex of survey respondent, 2008					
Sex of survey respondent	Number of households reporting spending	Percentage reporting spending	Spending per household (for those reporting any spending)	Total spending	Group's share of all spending
Female	2.47 million	38%	\$299	\$741 million	52%
Male	2.39 million	36%	\$287	\$685 million	48%
All	4.86 million	37%	\$293	\$1.426 billion	100%

Performing arts spending by age

Table 16 shows that the percentage of households spending any money on live performing arts is quite similar for all those under 60 years of age, varying only between 40% and 44%. In contrast, a lower percentage of Canadians 60 or over reported household spending on live performances (33% or less).

Average household spending on live performing arts (for households that reported any spending) is highest for respondents between 40 and 59 years of age (\$343 or \$346 per household). Total spending on live performing arts is also highest for households where the respondents are between 40 and 59 years of age (over \$350 million in both age groups in this range, or about one-quarter of total spending on live performing arts).

Table 16: Spending on live performing arts by age group, 2008					
Age group of survey respondent	Number of households reporting spending	Percentage reporting spending	Spending per household (for those reporting any spending)	Total spending	Age group's share of all spending
Under 30	597,000	40%	\$215	\$128 million	9%
30 to 39	1,028,000	44%	\$227	\$234 million	16%
40 to 49	1,121,000	40%	\$346	\$388 million	27%
50 to 59	1,064,000	40%	\$343	\$365 million	26%
60 to 69	625,000	33%	\$326	\$204 million	14%
70 to 79	342,000	27%	\$260	\$89 million	6%
80 and over	85,000	13%	\$212	\$18 million	1%
All	4.86 million	37%	\$293	\$1.426 billion	100%

Figure 8 shows that, for households reporting any spending, it is those in the youngest and oldest age groups that spend an above-average amount on live performing arts as a percentage of household income.

