

Performing Arts Spending in Canada in 2001



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PERFORMING ARTS SPENDING IN CANADA IN 2001

A previous report in this *Research series on the arts* examined consumer spending on arts and culture goods and services, based on the 2001 Survey of Household Spending. That report showed that Canadians spent \$21.3 billion on cultural goods and services in 2001, an amount that is greater than spending on tobacco, alcohol and games of chances *combined*. The \$21.3 billion in consumer spending is over three times higher than government spending on culture in Canada.

A separate report on performing arts attendance showed that over 9.1 million Canadians 15 years of age or older, or 37.6% of Canadians in this age range, attended a live, professional performing arts event in 1998. Performing arts attendance in Canada was found to increase with income and education. The report also demonstrated that the “higher” performing arts (theatre, symphony, opera, choral music and dance) compared favourably with popular music in terms of accessibility to Canadians from a range of income and education groups.¹

This report examines in much greater detail the spending of Canadian households on live performing arts, which is one line item from the 2001 Survey of Household Spending. This Statistics Canada survey asked 16,901 Canadian households about their spending in 2001, including the following question regarding live performing arts: “In 2001, how much did your household spend on admissions to live performing arts, e.g., plays, concerts, festivals and dance performances?”² This question includes a broad range of performing arts activities, and should also include for-profit and non-profit performing arts options. Overall, Canadians spent about \$824 million on live performing arts events in 2001, nearly double the spending on live sporting events (\$451 million).

The \$824 million spent on live performing arts amounts to an average of \$69 for each of the 11.9 million households in the country. However, not all households spent an equal amount on live performing arts. In fact, 64% of households reported no spending on the performing arts. The 36% of households (or 4.2 million households) that did spend some money on live performing arts spent an average of \$195 per household.

The remainder of this report looks at the variations in performing arts spending between households and examines a variety of factors in performing arts spending, including income, age, the presence (or absence) of children in the household, household size, home ownership, size of municipality, and region or province.

Low and high spending households

Those households that reported performing arts spending were divided into four equal categories based on the amount that they spent on performing arts in 2001. There are about one million households in each of these four categories (called quartiles). The “low spending” quartile contains those Canadians who spent between \$1 and \$59 on live performing arts. The “moderate spending” group includes those who spent between \$60 and \$119 on live performing

¹ Both reports are available at <http://www.hillstrategies.com/resources.html>.

² To obtain 16,901 responses, contact was attempted with 22,172 households, for a response rate of 76.2%. The 16,901 responses include 516 “partial-year households” that were excluded from the data in our previous report on consumer spending on culture. There is, therefore, a slight variation in some figures between this report (using both full-year and partial-year households) and the previous report (using just full-year households).

arts. The “high spending” quartile contains those who spent between \$120 and \$239, while the “highest spending” group includes those who spent \$240 or more on live performing arts.

Table 1 provides information about the performing arts spending of these groups of households. The highest spending households spent nearly \$500 million, or 60% of total spending on live performing arts in 2001 compared to \$34 million (4% of the total) for the lowest spending households.

Table 1: Spending on live performing arts by spending quartile, 2001			
Quartile	Spending range	Spending on live performing arts	Quartile’s share of all performing arts spending
Low spending households	\$1 to \$59	\$34,000,000	4%
Moderate spending households	\$60 to \$119	\$99,900,000	12%
High spending households	\$120 to \$239	\$193,700,000	23%
Highest spending households	\$240 or more	\$496,800,000	60%
Total spending		\$824,400,000	100%

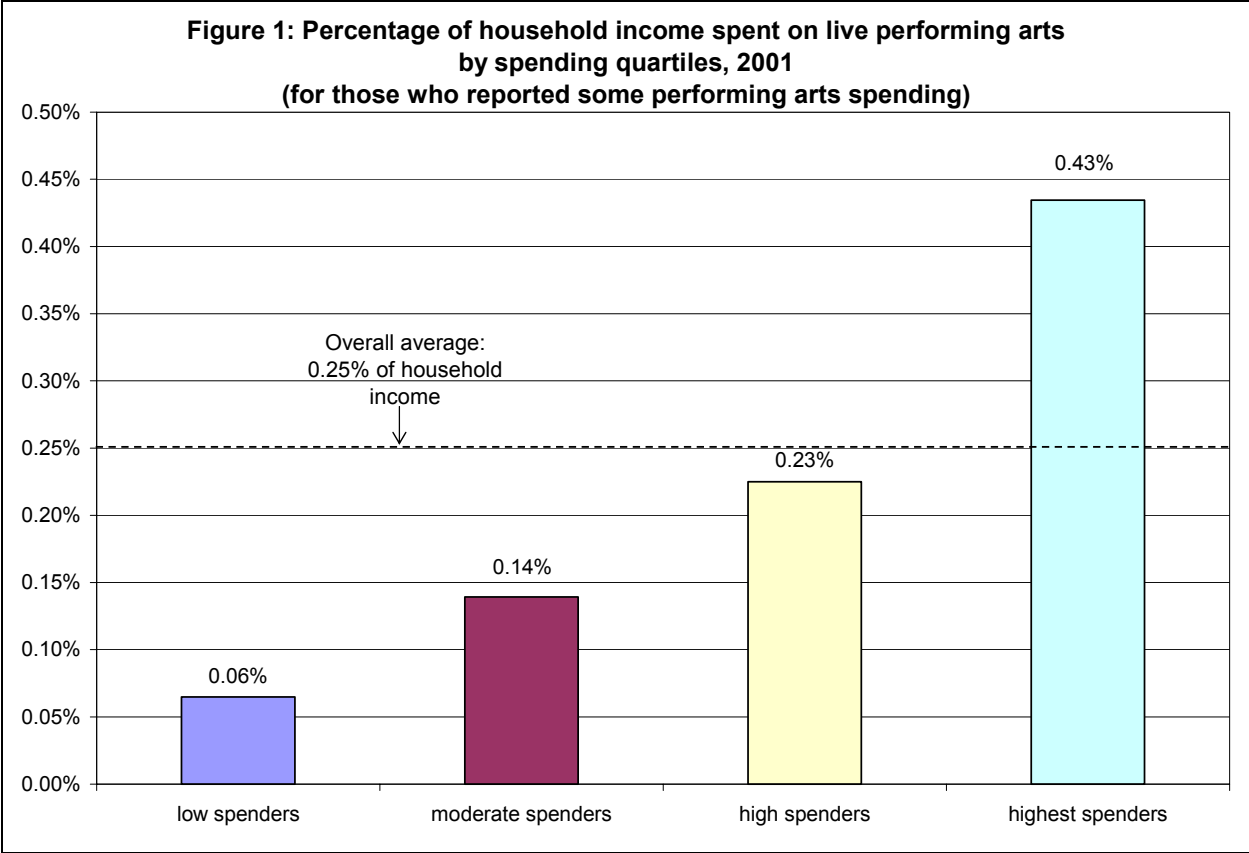
Not surprisingly, the highest spending households have high household incomes. Just over 40% of those who spent \$240 or more in 2001 on live performing arts had household incomes of \$100,000 or more.

Other facts about the highest spending households:

- 37% are two-person households;
- 47% are from Ontario and 20% from Quebec;
- 83% are from large cities (over 100,000 population);
- 32% are between 45 and 54;
- 68% have no child in the household;
- 31% are also in the highest spending group for museums and other heritage activities; and
- 41% are also in the highest spending group for books.

Figure 1 examines the spending quartiles from a different perspective – that of the percentage of income spent on live performing arts. Figure 1 demonstrates that the highest spenders on performing arts choose to allocate more of their incomes to performing arts events. In fact, those who spent \$240 or more on live performing arts in 2001 spent an average of 0.43% of their household’s income on these activities, much higher than the spending average of 0.25% for all performing arts spenders. This indicates that incomes are not the only factor in performing arts attendance, but that other factors and values are also important.³

³ Previous studies have shown that education levels are an important factor in arts attendance. Unfortunately, no education variable is available in the household spending dataset.



Performing arts spending by household income

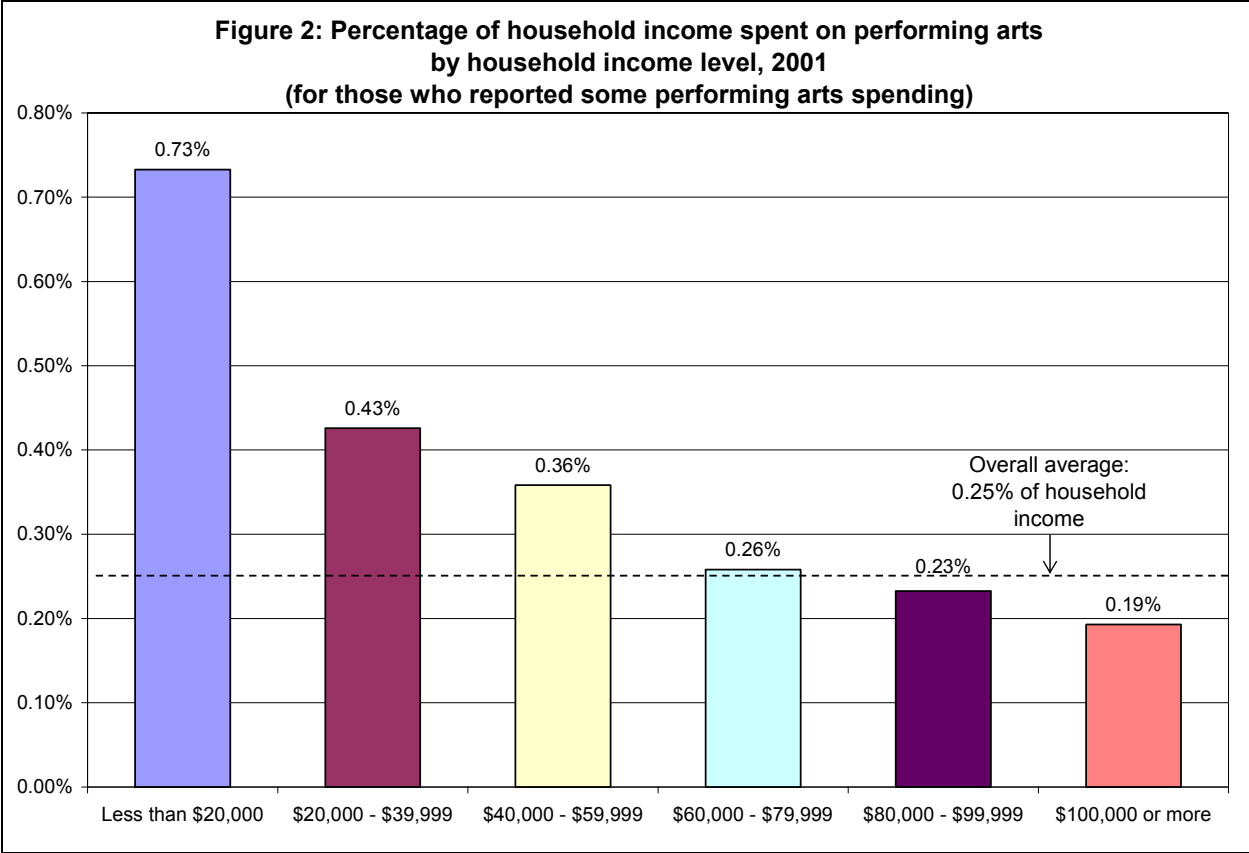
For purposes of analysis, households have been grouped into six income levels. Table 2 summarizes data on live performing arts spending by household income level. The second column of Table 2 shows that the percentage of households spending some money on live performing arts increases with income, from 15% of the lowest-income households to 60% of the highest-income households. Total spending on live performing arts (the third column) also increases with household income, from \$30 million for the lowest income group to about \$300 million for the highest income households. In terms of the share of overall spending on live performing arts, the highest income households account for 36% of all spending. However, a close examination of the fourth column of Table 2 shows that the share of spending on performing arts does not increase at all income levels, first increasing and then decreasing in the middle income groups.⁴ Average spending (for households that reported some spending on live performing arts) ranges from \$94 to \$301 per household.

⁴ The percentage of households in each income group is as follows: 18% under \$20,000; 24% between \$20,000 and \$39,999; 20% between \$40,000 and \$59,999; 15% between \$60,000 and \$79,999; 10% between \$80,000 and \$99,999; and 14% at \$100,000 or more.

Household income before taxes	Percentage reporting spending	Total spending	Income group's share of all performing arts spending	Spending per household (for those reporting some spending)
Less than \$20,000	15%	\$30,200,000	4%	\$94
\$20,000 - \$39,999	27%	\$98,600,000	12%	\$127
\$40,000 - \$59,999	36%	\$151,200,000	18%	\$178
\$60,000 - \$79,999	42%	\$130,800,000	16%	\$177
\$80,000 - \$99,999	49%	\$115,100,000	14%	\$206
\$100,000 or more	60%	\$298,600,000	36%	\$301
All household income levels	36%	\$824,400,000	100%	\$195

Because spending on live performing arts increases with income, some have charged that the performing arts are elitist. However, Figure 2 demonstrates that, for households that reported some spending on live performing arts, those in the lowest income group spend the highest percentage of their household income on live performing arts events. The \$94 per household for those earning under \$20,000 accounts for 0.73% of household income (for households that reported some spending on live performing arts). Put differently, this means that 73 cents for every \$100 earned was spent on live performing arts. This amount decreases for each household income level and reaches 19 cents per \$100 of income for the highest income group. This is nearly one fourth of the spending level of the lowest income households. The financial commitment required to attend performing arts activities is much more significant for low-income households than for high-income households.

It should be noted that these figures are for those households who decided to spend some money on live performing arts in 2001. For all households in each income group (i.e., including those who spent no money on live performing arts), the percentage of household income spent on performing arts is nearly equal across the income categories, varying only between 11 and 13 cents per \$100 of income.



Performing arts spending by age

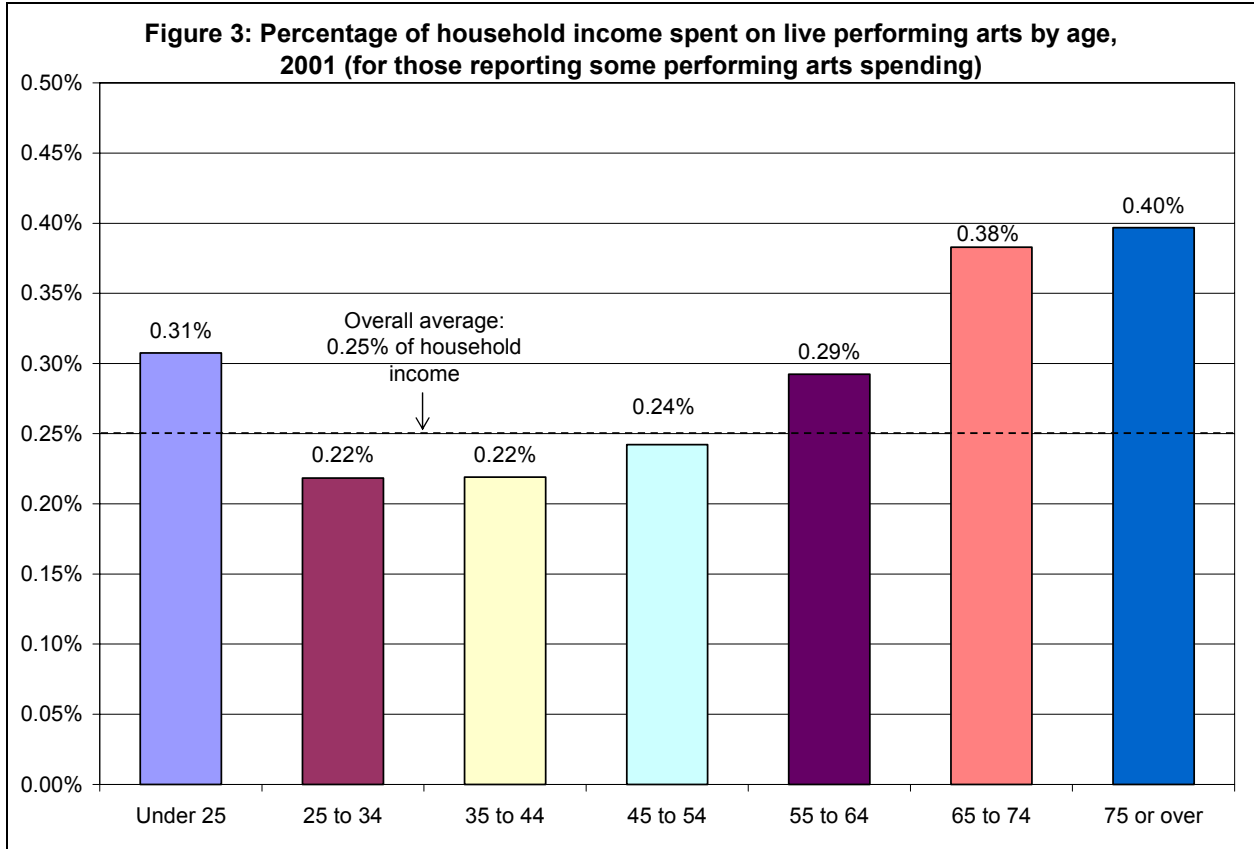
Table 3 provides data on performing arts spending by age. The second column of Table 3 shows that the percentage of households spending some money on live performing arts is very similar for all age groups between 25 and 64, varying between 36% and 40%. A lower percentage of younger and older Canadians reported spending money on live performances.

Total spending on live performing arts (the third column) is highest for those in the 45 to 54 age group, who spent \$244 million on live performing arts, or 30% of all performing arts spending. Total spending is next highest for those in the 35 to 44 and 55 to 64 age groups.

Average spending on live performing arts (for households that reported some spending on live performing arts) is highest for those in the 55 to 64 age group, who spent an average of \$239 per household.

Table 3: Spending on live performing arts by age group, 2001				
Age group	Percentage reporting spending	Total spending	Age group's share of all performing arts spending	Spending per household (for those reporting some spending)
Under 25	32%	\$12,200,000	1%	\$116
25 to 34	36%	\$110,100,000	13%	\$155
35 to 44	38%	\$189,900,000	23%	\$183
45 to 54	40%	\$244,400,000	30%	\$220
55 to 64	39%	\$160,000,000	19%	\$239
65 to 74	30%	\$70,000,000	8%	\$184
75 or over	20%	\$37,800,000	5%	\$176
All age levels	36%	\$824,400,000	100%	\$195

Figure 3 shows that, for households reporting some performing arts spending, it is those in the youngest and oldest age groups that spend the most on live performing arts events as a percentage of household income. This is nearly the opposite of the data in the spending per household column of Table 3. That is, those who spend less on the performing arts generally have less income available to spend.



Performing arts spending for households with or without children

Table 4 demonstrates that a very similar percentage of households with and without children spent at least some money on live performing arts in 2001 (35% and 36% respectively). Average spending per household is also fairly similar between the two groups (\$189 for households with children and \$197 for those without). However, total spending on live performing arts is much higher for households without children, as there are about twice as many households without children than there are with children.

Table 4: Spending on live performing arts of those with / without children in the household, 2001				
With / without children under 18 in home	Percentage reporting spending	Total spending	Share of all performing arts spending	Spending per household (for those reporting some spending)
With children in home	35%	\$260,400,000	32%	\$189
No children in home	36%	\$564,000,000	68%	\$197
All	36%	\$824,400,000	100%	\$195

The results are slightly different for those households with or without youth between 18 and 24 years of age. As Table 5 shows, households with a youth at home are more likely than other households to spend money on live performing arts. Forty-two percent of households with a youth reported spending, compared with 34% of households without a youth. Average spending per household was similar between the two types of households, at \$201 for those with a youth and \$193 for those without. Since there are many more households without youth than with, total spending on live performing arts is much higher for households with no youth.

Table 5: Spending on live performing arts for households with or without a youth (18 to 24 years of age), 2001				
With / without a youth	Percentage reporting spending	Total spending	Share of all performing arts spending	Spending per household (for those reporting some spending)
With youth in home	42%	\$185,500,000	22%	\$201
No youth in home	34%	\$639,000,000	78%	\$193
All	36%	\$824,400,000	100%	\$195

Performing arts spending by household size

Table 6 shows that one-person households are least likely to spend money on live performing arts, with 30% of such households reporting some spending. The percentage of other households spending some money on the performing arts is quite similar for all sizes of households, ranging from 37% to 40%. Average spending per household is also lowest for single-person households (\$166). However, if looked at on a per person basis, this is the highest level of average spending.⁵ Total spending on live performing arts is highest for two-person households (\$292 million).

Table 6: Spending on live performing arts by household size, 2001				
Size of household	Percentage reporting spending	Total spending	Share of all performing arts spending	Spending per household (for those reporting some spending)
One person	30%	\$152,700,000	19%	\$166
Two people	37%	\$292,300,000	35%	\$208
Three people	38%	\$143,900,000	17%	\$204
Four people	40%	\$146,700,000	18%	\$189
Five or more people	37%	\$88,800,000	11%	\$207
All	36%	\$824,400,000	100%	\$195

Performing arts spending for home owners and renters

Home owners are much more likely to spend money on the performing arts than renters, with 40% of respondents who are home owners reporting some spending on live performing arts, compared with 27% of renter households. Table 7 also shows that owners spent much more than renters, in terms of both total spending and average spending per household.

⁵ That is, \$166 divided by 1 person equals \$166. Average spending per household member for other household sizes ranges from about \$40 to just over \$100.

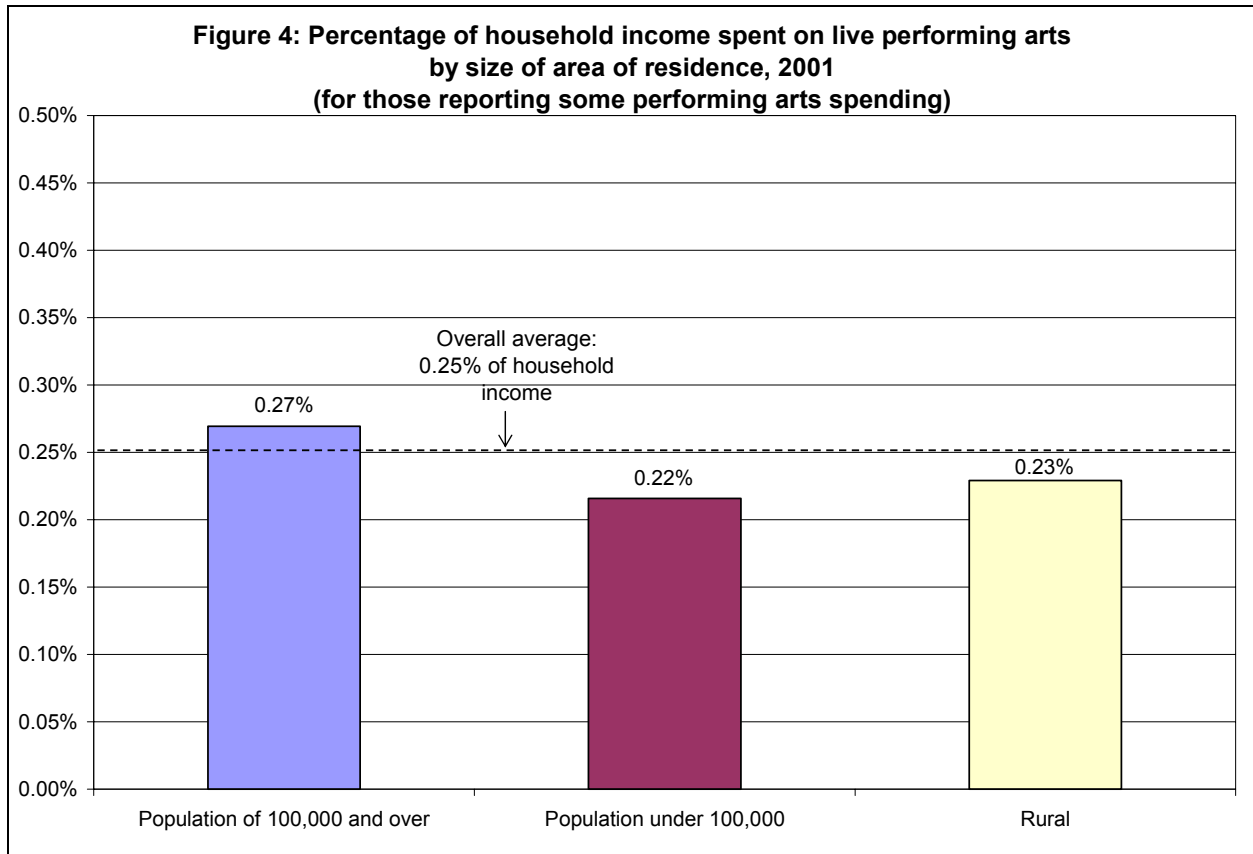
Owners / renters	Percentage reporting spending	Total spending	Share of all performing arts spending	Spending per household (for those reporting some spending)
Home owners	40%	\$655,700,000	80%	\$212
Renters	27%	\$168,700,000	20%	\$147
All	36%	\$824,400,000	100%	\$195

Performing arts spending by size of area of residence

Table 8 demonstrates that residents of larger cities are most likely to spend money on live performing arts: 38% of residents of cities with populations of 100,000 or more reported spending some money on live performing arts in 2001, compared with 33% of the residents of smaller cities and 30% of the residents of rural areas. The average amounts spent are lower in smaller cities (\$133) and rural areas (\$149) than in larger cities (\$218).

Population of area of residence	Percentage reporting spending	Total spending	Share of all performing arts spending	Spending per household (for those reporting some spending)
Population of 100,000 or over	38%	\$645,000,000	78%	\$218
Population under 100,000	33%	\$89,000,000	11%	\$133
Rural	30%	\$86,100,000	10%	\$149
All	36%	\$824,400,000	100%	\$195

Figure 4 demonstrates that, for households reporting some performing arts spending, the differences in spending as a percentage of household income are not particularly large between large cities, small cities and rural areas. Performing arts spending accounts for 27 cents of every \$100 of income for large-city residents, compared with 22 cents for small-city dwellers and 23 cents for rural residents.



Spending patterns of high spenders on the performing arts

Previous research, including a Hill Strategies Research report on performing arts attendance, has noted that arts goers tend to frequent a number of different types of arts and sporting activities. The data in Table 9 provides confirmation of this, by comparing the average expenditures of the 2.2 million households that spent \$120 or more on live performing arts in 2001 (the “high” and “highest” quartiles) with those households that spent less than \$120 or no money at all on live performing arts. High spenders on the performing arts have much higher spending on other arts, entertainment and sporting activities than low or non-spenders:

- 108% higher average spending on photographic goods and services;
- 142% higher average spending on movie theatres;
- 251% higher average spending on live sports events;
- 188% higher average spending on museums and other heritage-related activities; and
- 140% higher average spending on books.

One of the rare categories where performing arts spenders do not have significantly higher spending is satellite TV service. Average spending is 2% lower for performing arts high spenders than for low or non-spenders.

<i>Artistic, entertainment and sports goods and services</i>	Average spending by high spenders on performing arts	Average spending by low or non-spenders on performing arts	Percentage difference
Movie theatres	\$190	\$79	142%
Rental of cablevision services	\$378	\$304	24%
Rental of satellite services	\$71	\$73	-2%
Children's camps	\$75	\$21	261%
Admission to museums and other activities	\$68	\$23	188%
Newspapers	\$147	\$93	59%
Magazines and periodicals	\$100	\$48	109%
Books and pamphlets (excluding school books)	\$181	\$75	140%
Live sports events	\$91	\$26	251%
Sports and athletic equipment	\$300	\$122	145%
Toys, electronic games and arts/hobby materials	\$276	\$161	71%
Photographic goods and services	\$269	\$129	108%
Home entertainment equipment and services	\$827	\$506	64%

As Table 10 shows, high spenders on the performing arts are also particularly generous in gifts to family and friends and charitable donations:

- 92% higher average spending on gifts to family or friends who were not members of the respondent's household in 2001;
- 75% higher average spending on donations to religious organizations; and
- 183% higher average spending on donations to other charitable organizations.

<i>Gifts and donations</i>	Average spending by high spenders on performing arts	Average spending by low or non-spenders on performing arts	Percentage difference
Gifts to non-household members	\$2,044	\$1,063	92%
Charitable contributions to religious organizations	\$394	\$225	75%
Charitable contributions to other organizations	\$403	\$142	183%

In order to obtain sponsorships, it is helpful for arts organizations to have reliable data on the spending habits of frequent arts goers. This portion of the report attempts to provide such data, by comparing the consumer expenditures of the 2.2 million households that spent \$120 or more on live performing arts in 2001 to those who spent less than \$120 or no money at all on live performing arts.

These statistics show that high spenders on performing arts also spent much more than low or non-spenders on a range of consumer goods and services, as detailed in Table 11 below. In terms of consumer expenditures, here are just a few examples of the differences between high spenders on the performing arts and low or non-spenders:

- 65% higher average spending on household maintenance, repairs and replacement;
- 65% higher average spending on cellular telephone services;
- 134% higher average spending on garden supplies and services;
- 54% higher average spending on household appliances;
- 56% higher average spending on purchases of automobiles and trucks; and
- 121% higher average spending on financial services.

Table 11: Spending on consumer goods and services by high performing arts spenders, 2001			
<i>Consumer goods and services</i>	Average spending by high spenders on performing arts	Average spending by low or non-spenders on performing arts	Percentage difference
Household maintenance, repairs and replacements	\$844	\$510	65%
Purchase of telephones and equipment	\$49	\$29	71%
Cellular services	\$297	\$180	65%
Internet services	\$188	\$110	71%
Computer equipment and supplies	\$520	\$308	69%
Pet expenses	\$378	\$269	41%
Garden supplies and services	\$431	\$184	134%
Furniture	\$956	\$486	97%
Household appliances	\$456	\$296	54%
Clothing	\$3,897	\$2,021	93%
Purchase of automobiles and trucks	\$3,797	\$2,440	56%
Inter-city transportation	\$710	\$282	151%
Eye-care goods and services	\$228	\$134	70%
Dental services	\$399	\$238	68%
Financial services	\$501	\$227	121%
Games of chance (net)	\$283	\$258	10%
RRSP growth during 2001	\$3,372	\$1,287	162%

Performing arts spending by region or province

Table 12 shows that residents of the Atlantic provinces are least likely to spend some money on live performing arts, with 30% of households reporting some spending. There is not a large variation in the percentage of households in other areas spending some money on the performing arts, with the percentages ranging from 34% to 37%.⁶

Average spending per household is lower in the Atlantic region (\$118) than in Quebec (\$165), British Columbia (\$166), the Prairies (\$192) and Ontario (\$235). Given its high average spending and large population, Ontario accounts for 44% of total spending on live performing arts in Canada (\$364 million).⁷

Table 12: Spending on live performing arts by region or province, 2001				
Region / province	Percentage reporting spending	Total spending	Share of all performing arts spending	Spending per household (for those reporting some spending)
Atlantic	30%	\$32,000,000	4%	\$118
Quebec	36%	\$179,600,000	22%	\$165
Ontario	35%	\$364,000,000	44%	\$235
Prairies	37%	\$136,200,000	17%	\$192
British Columbia	34%	\$89,000,000	11%	\$166
All	36%	\$824,400,000	100%	\$195

Figure 5 demonstrates that, for households reporting some performing arts spending, residents of all regions and provinces outside of the Atlantic region spend a similar percentage of their household incomes on live performing arts events.

⁶ These findings are fairly consistent with those in our previous report on performing arts attendance in 1998, although the previous report provided performing arts attendance rates for each province. This report aggregates some provinces into regions to ensure data accuracy.

⁷ Ontario accounted for 38% of Canada's population in 2001, according to 2001 census data.

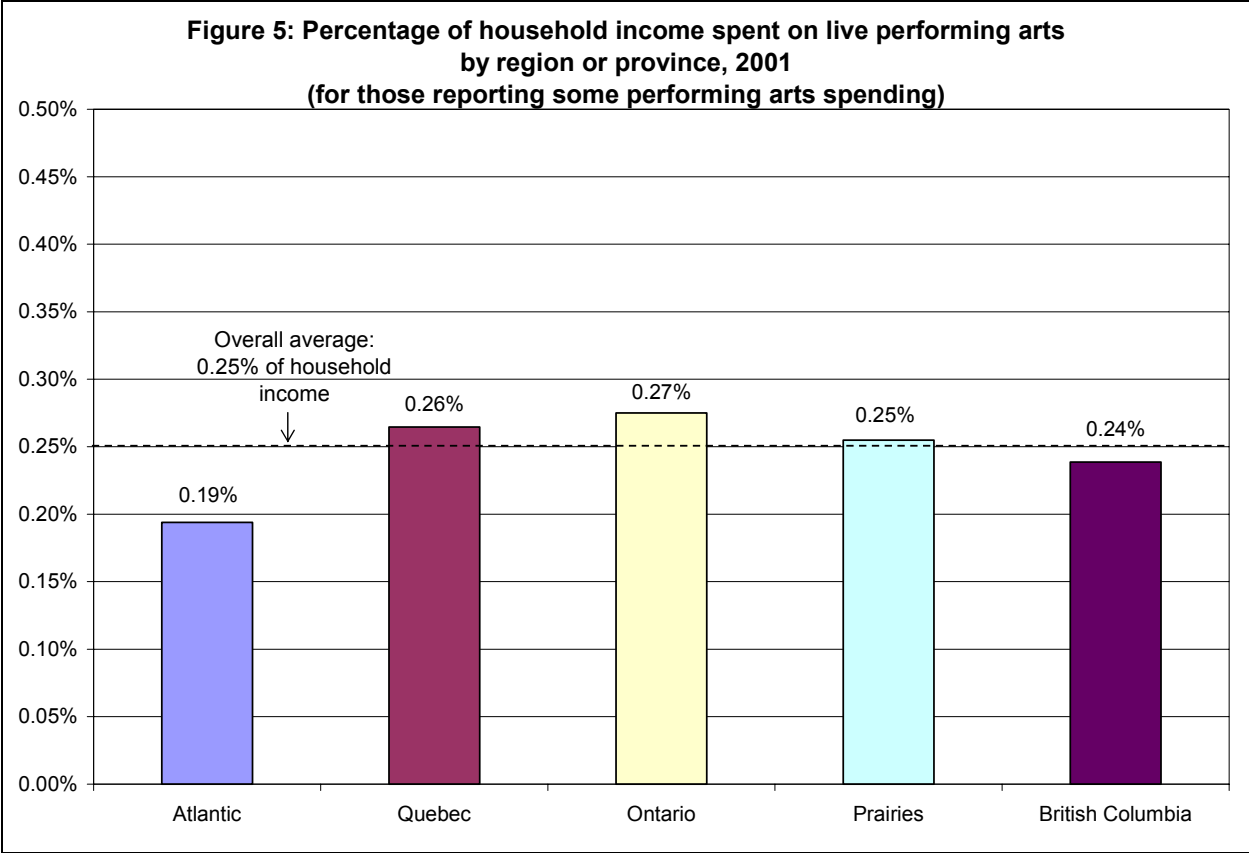


Table 13 summarizes the spending on live performing arts by income group in each region or province. To ensure data quality, only three income groups are provided for each region or province. For all regions, the percentage of households reporting performing arts spending increases with income. Not surprisingly, the average spending per household also increases with income. However, given that the \$40,000 to \$79,999 income range accounts for a larger number of households than the \$80,000 or over range, total spending on live performing arts is larger for the middle income group than for the highest income group in some regions.⁸

Other highlights from Table 13:

- Quebec has the highest percentage of households with incomes under \$40,000 reporting spending on live performing arts (25%), followed closely by British Columbia (23%) and the Prairies (22%);
- The Prairie region has the highest percentage of households with incomes of \$40,000 or more reporting spending on live performing arts (41% for those with incomes between \$40,000 and \$79,999 and 58% for those with incomes of \$80,000 or over); and
- Ontario has the highest spending per household (for those reporting some spending) of all regions and provinces.⁹

⁸ 42% of households are in the lowest income range (5.0 million households). 35% of households (or 4.1 million households) are in the \$40,000 to \$79,999 range, while the remaining 23% of households (or 2.8 million households) are in the \$80,000 or over range.

⁹ This is partly due to the fact that Ontario has the largest average household size of all regions (2.66 people per household in Ontario compared with an average of 2.56 for all of Canada).

Table 13: Spending on live performing arts by household income group for each region or province, 2001

Atlantic region				
Household income groups	Percentage reporting spending	Total spending	Share of all performing arts spending	Spending per household (for those reporting some spending)
Under \$40,000	20%	\$7,200,000	23%	\$80
\$40,000 to \$79,999	36%	\$13,600,000	43%	\$122
\$80,000 and over	54%	\$11,300,000	35%	\$161
All	30%	\$32,000,000	100%	\$118

Quebec				
Household income groups	Percentage reporting spending	Total spending	Share of all performing arts spending	Spending per household (for those reporting some spending)
Under \$40,000	25%	\$45,000,000	25%	\$118
\$40,000 to \$79,999	43%	\$69,000,000	38%	\$164
\$80,000 and over	55%	\$65,700,000	37%	\$228
All	36%	\$179,600,000	100%	\$165

Ontario				
Household income groups	Percentage reporting spending	Total spending	Share of all performing arts spending	Spending per household (for those reporting some spending)
Under \$40,000	19%	\$38,900,000	11%	\$127
\$40,000 to \$79,999	36%	\$112,300,000	31%	\$204
\$80,000 and over	56%	\$212,700,000	58%	\$306
All	35%	\$364,000,000	100%	\$235

Prairie region				
Household income groups	Percentage reporting spending	Total spending	Share of all performing arts spending	Spending per household (for those reporting some spending)
Under \$40,000	22%	\$18,900,000	14%	\$117
\$40,000 to \$79,999	41%	\$48,800,000	36%	\$176
\$80,000 and over	58%	\$68,500,000	50%	\$254
All	37%	\$136,200,000	100%	\$192

British Columbia				
Household income groups	Percentage reporting spending	Total spending	Share of all performing arts spending	Spending per household (for those reporting some spending)
Under \$40,000	23%	\$17,500,000	20%	\$117
\$40,000 to \$79,999	38%	\$35,400,000	40%	\$168
\$80,000 and over	51%	\$36,000,000	40%	\$205
All	34%	\$89,000,000	100%	\$166