

Economic Impact of Culture and Sport in Canada

It has always been an argument for those who support government contributions to the arts and culture that these sectors have a major economic impact for the country which is a key reason why support should be a given. Statistics Canada has published a report¹ which quantifies the magnitude of the impact.

The Provincial and Territorial Culture Indicators are timely estimates of the economic contribution of culture and sport in Canada. In 2016, culture gross domestic product (GDP) and sport GDP combined for a total of \$60.3 billion and equated to over 765,000 jobs in Canada. The largest contributors to culture GDP and jobs were the audio-visual and interactive media and the visual and applied arts domains, which include, among others, activities related to design, broadcasting, and film and video. For sport, the largest component was organized sport activities, including the hosting of sporting events.

Culture GDP in Canada totalled \$53.8 billion in 2016, a 1.5% increase from the previous year, while economy-wide GDP increased 1.8%. Culture accounted for 2.8% of Canada's overall GDP. The importance of culture varied considerably across provinces and territories, ranging from a share of 1.3% of GDP in Saskatchewan to 3.5% in Ontario.

At the national level, culture GDP increased in most domains in 2016, led by sound recording (+7.3%). The only decrease was in the written and published works domain (-2.8%), which declined for the fourth consecutive year.

Culture jobs in Canada were up 2.2% to 652,406, while economy-wide jobs grew 1.1% in 2016. Culture jobs accounted for 3.5% of all jobs in the economy. Regionally, culture jobs as a share of total economy jobs ranged from 1.8% in Nunavut to 4.0% in British Columbia.

All domains contributed to culture job growth in Canada in 2016.

Sport GDP rose 3.2% in 2016, totalling \$6.5 billion and representing 0.3% of the total economy. The GDP of all sport domains grew with the exception of informal sport, which declined 0.2%. Sport jobs increased 4.9% in Canada in 2016 as gains were recorded in all domains except informal sport (-1.5%). Sport jobs accounted for 0.6% of total jobs in Canada, while on a regional level sport jobs as a proportion of total jobs ranged from 0.3% to 0.9

¹ <https://www.statcan.gc.ca/daily-quotidien/180227/dq180227a-eng.htm?HPA=1>

Culture and sport gross domestic product per capita and as a share of the total economy, 2016

| | Culture GDP | Culture GDP per capita | Culture GDP as share of total economy¹ | Sport GDP | Sport GDP per capita | Sport GDP as share of total economy¹ |
|---------------------------|----------------------|-------------------------------|--|----------------------|-----------------------------|--|
| | thousands of dollars | dollars | percent | thousands of dollars | dollars | percent |
| Canada² | 53,786,510 | 1,486 | 2.8 | 6,484,765 | 179 | 0.3 |
| Newfoundland and Labrador | 414,476 | 782 | 1.4 | 68,981 | 130 | 0.2 |
| Prince Edward Island | 107,721 | 724 | 1.9 | 21,591 | 145 | 0.4 |
| Nova Scotia | 874,066 | 922 | 2.3 | 151,704 | 160 | 0.4 |
| New Brunswick | 543,161 | 718 | 1.7 | 81,420 | 108 | 0.3 |
| Quebec | 11,024,406 | 1,326 | 3.0 | 901,013 | 108 | 0.2 |
| Ontario | 25,709,556 | 1,843 | 3.5 | 2,814,266 | 202 | 0.4 |
| Manitoba | 1,553,297 | 1,181 | 2.5 | 232,796 | 177 | 0.4 |
| Saskatchewan | 914,859 | 798 | 1.3 | 233,252 | 203 | 0.3 |
| Alberta | 5,272,822 | 1,247 | 1.7 | 773,598 | 183 | 0.3 |
| British Columbia | 7,191,780 | 1,515 | 2.9 | 1,182,876 | 249 | 0.5 |
| Yukon | 56,330 | 1,490 | 2.1 | 6,546 | 173 | 0.2 |

Culture and sport gross domestic product per capita and as a share of the total economy, 2016

| | Culture GDP | Culture GDP per capita | Culture GDP as share of total economy¹ | Sport GDP | Sport GDP per capita | Sport GDP as share of total economy¹ |
|-----------------------|--------------------|-------------------------------|--|------------------|-----------------------------|--|
| Northwest Territories | 76,134 | 1,710 | 1.7 | 8,632 | 194 | 0.2 |
| Nunavut | 47,743 | 1,287 | 2.0 | 8,020 | 216 | 0.3 |

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