

# Provincial and Territorial Culture Indicators, 2017

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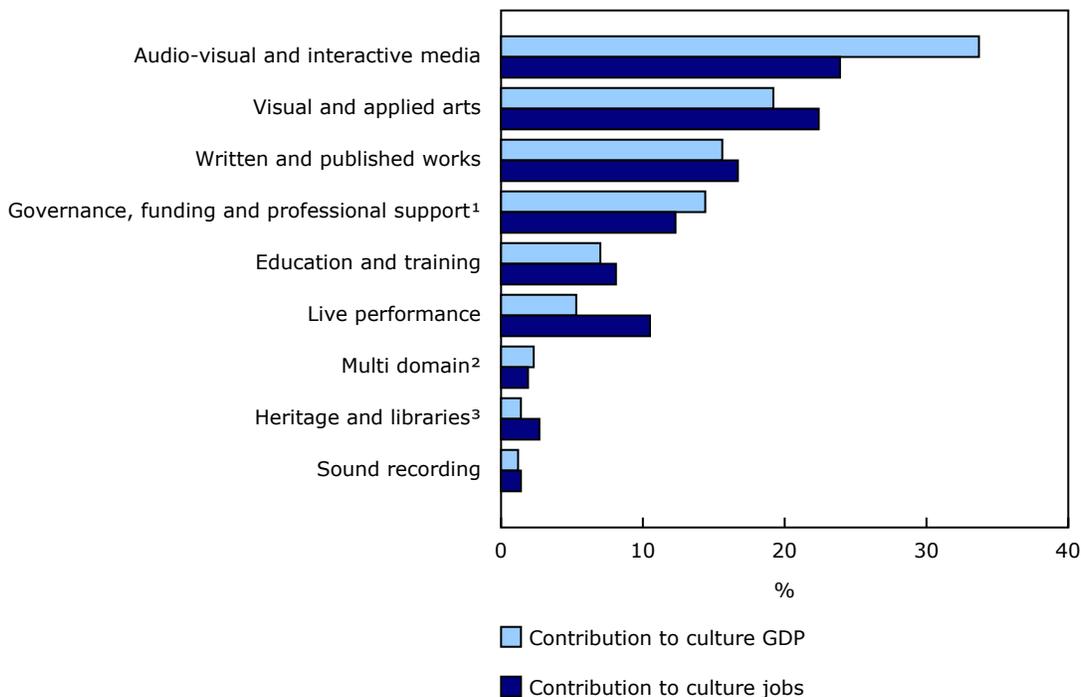
## Economic importance of culture and sport in Canada

Culture and sport include the images, sounds and stories that we see, hear and read every day, whether it be the museums we visit, the shows we watch or the teams we support in the world of arts and sport.

The Provincial and Territorial Culture Indicators are timely estimates of the economic contribution of culture and sport in Canada. In 2017, culture and sport gross domestic product (GDP) combined was \$59.7 billion, supporting 784,500 jobs in Canada.

The largest contributor to culture GDP and jobs was audio-visual and interactive media, which includes activities related to video game publishing, film, television and video production, as well as motion picture exhibition. For sport, the largest component was organized sport activities, including the hosting of both professional and amateur sporting events.

**Chart 1**  
**Contribution to culture gross domestic product (GDP) and jobs, Canada, 2017**



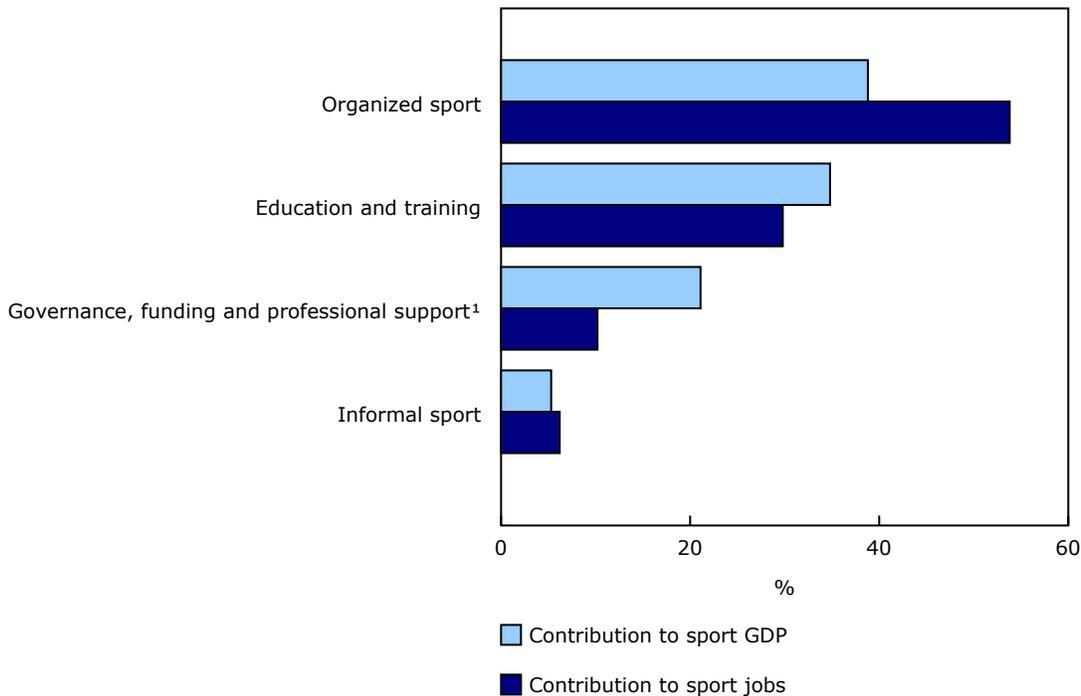
1. Government owned or operated institutions (except schools, colleges and universities) are found within the governance, funding and professional support domain even if their activity falls within the scope of one of the other sub-domains. For example, a government-operated library would be included under the governance, funding and professional support (culture) domain and not under the libraries sub-domain.

2. The multi domain includes culture industries that are associated with more than one culture domain: the culture portion of convention and trade show organizers; manufacturing and reproducing unrecorded media; lessors of non-financial intangible assets; internet publishing and broadcasting and web search portal industries. These culture industries all affect more than one culture domain but cannot be easily allocated to a single domain, so they have been aggregated together.

3. The heritage and libraries domain includes only private institutions. All government owned/operated institutions (federal, provincial or municipal) are included within the governance, funding and professional support (culture) domain.

Source(s): Table 36-10-0452-01.

**Chart 2**  
**Contribution to sport gross domestic product (GDP) and jobs, Canada, 2017**



1. Government owned or operated institutions (except schools, colleges and universities) are found within the Governance, funding and professional support domain even if their activity falls within the scope of one of the other domains. For example, a government-operated pool would be included under the Governance, funding and professional support (sport) domain and not under the informal sport domain.  
 Source(s): Table 36-10-0452-01.

**Culture gross domestic product and jobs increase**

Culture GDP in Canada increased 1.8% to \$53.1 billion in 2017. During the same period, economy-wide GDP increased 5.7%. As a proportion of Canada's overall GDP, culture accounted for 2.7%. Culture GDP rose in eight of nine domains, including sound recording (+7.2%), audio-visual and interactive media (+2.4%) and visual and applied arts (+1.7%). Written and published works (-1.9%) reported the sole decrease, as all but one of its sub-domains declined in 2017.

Culture jobs in Canada increased 1.6% to 666,500, while economy-wide jobs grew 1.9% in 2017. Culture accounted for 3.6% of all jobs in the economy. The audio-visual and interactive media (+3.1%) and visual and applied arts (+3.3%) domains each accounted for an increase of over 4,700 jobs. Culture jobs in live performance also increased 2.4%, while they decreased in written and published works (-2.7%), sound recording (-0.6%) and heritage and libraries (-0.3%).

**Sport gross domestic product up in all domains**

Sport GDP rose 3.3% in 2017 to \$6.6 billion, accounting for 0.3% of the total economy. Growth was led by governance, funding and professional support (+4.3%).

There were 118,000 sport jobs in Canada in 2017, up 3.7% from 2016. There were more jobs in every domain except informal sport (-0.7%). Sport jobs accounted for 0.6% of total jobs in Canada.

## Contribution of culture and sport varies across the provinces and territories

The three largest provinces—Ontario (\$25.0 billion), Quebec (\$11.0 billion) and British Columbia (\$7.1 billion)—had the highest culture GDP in 2017. On a per capita basis, Ontario (\$1,765) recorded the largest culture GDP.

Reflecting the diverse economies across the country, the contribution of culture to economy-wide GDP varied across the provinces and territories, from 1.3% in Saskatchewan to 3.3% in Ontario.

Of all provinces and territories, Ontario (\$2.8 billion) had the largest sport GDP in 2017, while on a per capita basis it was highest in British Columbia. There was little variation in the contribution of sport to economy-wide GDP across provinces and territories.

**Table 1**  
**Culture and sport gross domestic product (GDP) per capita and as a share of the total economy<sup>1</sup>, 2017**

	Culture GDP	Culture GDP per capita	Culture GDP as share of total economy <sup>1</sup>	Sport GDP	Sport GDP per capita	Sport GDP as share of total economy <sup>1</sup>
	thousands of dollars	dollars	percent	thousands of dollars	dollars	percent
<b>Canada<sup>2</sup></b>	<b>53,147,013</b>	1,448	<b>2.7</b>	<b>6,599,758</b>	180	<b>0.3</b>
Newfoundland and Labrador	451,403	854	1.5	68,437	130	0.2
Prince Edward Island	108,962	719	1.8	22,220	147	0.4
Nova Scotia	928,695	973	2.4	153,712	161	0.4
New Brunswick	550,379	716	1.7	79,738	104	0.2
Quebec	10,964,657	1,316	2.8	1,007,338	121	0.3
Ontario	24,977,138	1,765	3.3	2,790,180	197	0.4
Manitoba	1,590,646	1,186	2.4	241,877	180	0.4
Saskatchewan	933,361	808	1.3	226,124	196	0.3
Alberta	5,318,212	1,248	1.7	828,387	194	0.3
British Columbia	7,139,107	1,444	2.7	1,158,844	234	0.4
Yukon	58,352	1,467	2.1	6,594	166	0.2
Northwest Territories	77,403	1,716	1.6	8,880	197	0.2
Nunavut	48,548	1,285	1.7	7,365	195	0.3

1. The share of the total economy is calculated using income-based gross domestic product (GDP) at market prices adjusted for taxes less subsidies on products and imports.

2. Canada includes Canadian territorial enclaves abroad (i.e. embassies, consulates, military bases, scientific stations, information or immigration offices, aid agency offices, and central bank representative offices with diplomatic immunity).

Source(s): Tables [36-10-0452-01](#), [36-10-0221-01](#) and [17-10-0009-01](#).

**Table 2**  
**Culture and sport jobs as a share of the total economy, 2017**

	Culture jobs	Culture jobs as share of total economy	Sport jobs	Sport jobs as share of total economy
	number of jobs	percent	number of jobs	percent
<b>Canada<sup>1</sup></b>	<b>666,474</b>	<b>3.5</b>	<b>117,979</b>	<b>0.6</b>
Newfoundland and Labrador	4,695	2.1	1,058	0.5
Prince Edward Island	1,527	2.1	341	0.5
Nova Scotia	13,101	2.8	2,781	0.6
New Brunswick	7,570	2.1	1,346	0.4
Quebec	166,098	3.9	22,267	0.5
Ontario	286,232	3.9	47,441	0.7
Manitoba	21,050	3.1	3,715	0.5
Saskatchewan	12,691	2.2	3,447	0.6
Alberta	53,739	2.3	12,845	0.5
British Columbia	98,050	4.0	22,486	0.9
Yukon	797	3.2	87	0.4
Northwest Territories	609	2.4	87	0.3
Nunavut	314	1.9	76	0.5

1. Canada includes Canadian territorial enclaves abroad (i.e. embassies, consulates, military bases, scientific stations, information or immigration offices, aid agency offices, and central bank representative offices with diplomatic immunity).

Source(s): Tables [36-10-0452-01](#) and [36-10-0480-01](#).

### **Note to readers**

*The Provincial and Territorial Culture Indicators (PTCI) are timely economic estimates of culture and sport in Canada, and were developed as an extension of the more comprehensive Provincial and Territorial Culture Satellite Account. The PTCI cover culture (including arts and heritage) and sport across Canada in terms of output, nominal gross domestic product (GDP) and jobs for the years 2010 to 2017.*

*The PTCI are a joint initiative of Statistics Canada, other federal agencies, all provincial and territorial governments, as well as non-governmental organizations.*

*All of the figures of GDP in this release are expressed in nominal, basic prices. Total economy GDP is calculated using income-based GDP at market prices adjusted for taxes less subsidies on products and imports.*

*The analysis in this release focuses on the product perspective of the PTCI, that is, the production of culture and sports goods and services and their contribution to output, GDP and jobs in both culture and non-culture industries and sport and non-sport industries.*

*Culture GDP is the GDP associated with culture activities. This is the value added related to the production of culture goods and services across the economy regardless of the producing industry.*

*Sport GDP is the GDP associated with sport activities. This is the value added related to the production of sport goods and services across the economy regardless of the producing industry.*

*Culture jobs are defined as the number of jobs that are related to the production of culture goods and services.*

*Sport jobs are defined as the number of jobs that are related to the production of sport goods and services.*

### **Film and video**

*The film and video sub-domain has undergone major enhancements starting with reference year 2015. The sources and methods for estimating this sub-domain, including the Film, Television and Video Production Industry Survey, have been revised to include improved estimation methods. The new methodology increases the use of administrative data in combination with survey data to build the estimates. These improvements were applied to all variables (GDP, output and jobs).*

*As a result, the estimates for the film and video sub-domain for 2015 forward should not be compared to prior estimates.*

*Moreover, users should exercise caution with any aggregates that include the film and video sub-domain such as the audio-visual and interactive media domain and the total aggregate for culture. These aggregates also reflect these improvements and, depending on the economic importance of the film and video sub-domain, could be significantly impacted.*

**Available tables:** [36-10-0452-01](#) and [36-10-0453-01](#).

**Definitions, data sources and methods:** survey number [1902](#).

The *Latest Developments in the Canadian Economic Accounts* ([13-605-X](#)) is available.

The *User Guide: Canadian System of Macroeconomic Accounts* ([13-606-G](#)) is available.

The *Methodological Guide: Canadian System of Macroeconomic Accounts* ([13-607-X](#)) is available.

For more information, or to enquire about the concepts, methods or data quality of this release, contact us (toll-free 1-800-263-1136; 514-283-8300; [STATCAN.infostats-infostats.STATCAN@canada.ca](mailto:STATCAN.infostats-infostats.STATCAN@canada.ca)) or Media Relations (613-951-4636; [STATCAN.mediahotline-ligneinfomedias.STATCAN@canada.ca](mailto:STATCAN.mediahotline-ligneinfomedias.STATCAN@canada.ca)).