National culture indicators, third quarter 2022

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In the third quarter of 2022, real gross domestic product (GDP) for the culture and sport sectors in Canada increased for a ninth consecutive quarter, up 1.5% to $15.7 billion. This followed a 1.8% increase in the second quarter.

The culture and sport sectors continued to grow faster than the total economy, which rose 0.7% during the third quarter. On a nominal basis, GDP of the culture and sport sectors combined increased by 2.3% to $18.2 billion in the quarter.

Employment attributable to culture and sport grew 2.6% in the third quarter, continuing its upward trajectory and bringing the total number of jobs of the two sectors to 808,345.

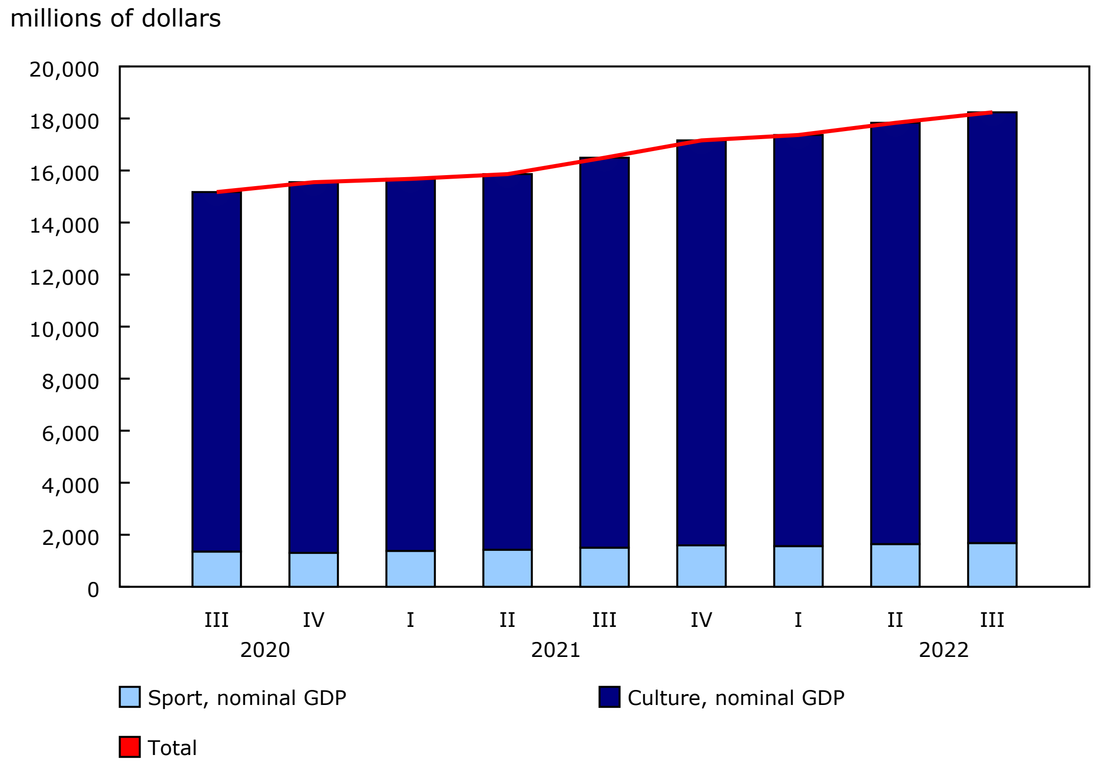
Culture gross domestic product growth continues recovery since start of COVID-19 pandemic

Nominal GDP for the culture sector increased 2.3% to $16.6 billion during the third quarter, following a 2.5% increase in the previous quarter. The recovery of the culture sector in nominal terms continued unabated since the third quarter of 2020. However, a large portion of the increase in nominal culture GDP over the first three quarters of 2022 was attributable to increased prices, which grew 2.4% (measured using implicit prices). In comparison, real culture GDP grew 3.8% over the first three quarters of the year.

Nominal GDP increased in almost all culture domains in the third quarter, with the exception of a small decline in the sound recording domain (-0.7%). Growth was spread relatively evenly across all other domains.

Nominal GDP in the sport sector increased 2.4% in the third quarter, following a 5.0% rise in the previous quarter. This sector's recovery continued, with all subdomains seeing fairly similar growth levels due to relatively unchanged participation and attendance rules during the third quarter.

Chart 1
Culture and sport nominal gross domestic product (GDP), quarterly



Source(s): Table 36-10-0652-01.

Culture jobs continue strong growth

In the third quarter of 2022, jobs in the culture sector increased 2.5% to 710,477, following 3.2% growth in the second quarter, marking two consecutive quarters where employment exceeded pre-pandemic (fourth quarter of 2019) levels. Most domains saw increases, with the largest job increases in audio-visual and interactive media (+6,873 jobs or +3.5%), live performance (+3,607 jobs or +5.3%) and visual and applied arts (+2,404 jobs or +1.5%). These three domains also led job gains in the second quarter. Similar to GDP, the sound recording domain was an outlier in terms of job growth, virtually unchanged from the previous quarter.

Sport employment continued to increase in the third quarter, up 3.1%, though growth slowed from the 7.4% increase in the second quarter. The total number of jobs for the sector rose to 97,868 in the third quarter, nearly returning to its pre-pandemic peak of 98,010 in the fourth quarter of 2019.

Chart 2
Change in jobs by culture domain, third quarter of 2022

1. The heritage and libraries domain includes only private institutions. All institutions owned or operated by the government (federal, provincial or municipal) are included in the governance, funding and professional support (culture) domain.
2. Government-owned or government-operated institutions (except schools, colleges and universities) are in the governance, funding and professional support domain even if their activity falls within the scope of one of the other subdomains. For example, a government-operated library would be included in the governance, funding and professional support (culture) domain and not in the libraries subdomain.
3. The multi-domain category includes culture industries that are associated with more than one culture domain: the culture portion of the convention and trade show organizers, manufacturing and reproducing unrecorded media, lessors of nonfinancial intangible assets (except copyrighted works), and Internet 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; therefore, they have been aggregated. As of 2017, publishers publishing exclusively on the Internet were moved from the multi-domain to their associated subdomain within written and published works.

Source(s): Table 36-10-0652-01.

Note to readers

The National Culture Indicators are an extension of the Provincial and Territorial Culture Satellite Account and the Provincial and Territorial Culture Indicators.

Data

Data are available for gross domestic product (GDP) in both nominal, basic prices and constant prices (2012 prices).

Data on real GDP (corrected for price changes) are provided as a means to examine economic growth within culture and sport, as well as comparisons with other sectors.

Unless otherwise stated, GDP in this release refers to nominal GDP, at basic prices.

Growth rates in this release are represented as the percentage change in the series from one quarter to the next.

Data have been seasonally adjusted. All data are based on the product perspective.

Definitions

Culture GDP is the economic value added 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.

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

Sport GDP is the economic value added 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.

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

Revisions

Alongside the release of the third quarter of 2022, data for the first and second quarters of 2022 have been revised.

Available tables: table 36-10-0652-01.

Definitions, data sources and methods: survey number 5360.

The data visualization product "National Culture Indicators: Interactive tool," which is part of *Statistics Canada – Data Visualization Products* (**71-607-X**), is available.

The Economic accounts statistics portal, accessible from the *Subjects* module of the Statistics Canada website, features an up-to-date portrait of national and provincial economies and their structure.

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; **infostats@statcan.gc.ca**) or Media Relations (**statcan.mediahotline-ligneinfomedias.statcan@statcan.gc.ca**).