



Arts Facts

Did you know?

The GDP of Culture equaled \$55 billion, contributing 3% to Canada's GDP in 2014.ⁱ This is larger than the accommodation and food industry (\$38 billion), and the agriculture and forestry industry (\$29 billion).ⁱⁱ

Culture jobs accounted for 630,000 jobs in 2014, contributing 3.5% to total employment in Canada.ⁱⁱⁱ

Canadians volunteered 107 million hours for arts and culture organizations in 2013.^{iv} This is the equivalent to about 56,000 full-time, full-year jobs.

More than eight in ten (87%) Canadians attended performances and arts events in the past year.^v

95% of Canadians believe that arts and cultural activities in a community make it a better place to live.^{vi}

94% of Canadians believe that arts experiences are a valuable way of bringing together people from different languages and cultural traditions.^{vii}

Canadians who regularly attend live music^{viii} and other arts events^{ix} are more likely to have stronger sense of belonging to their city or town compared to those who don't attend.

Canadians believe that the presentation of performing arts events brings energy and vitality to communities and that it fosters a stronger sense of pride and identity.^x

Arts have been shown to empower youth, especially at-risk youth,^{xi} to succeed in school, in work and in later life.^{xii} Canadians are cognizant of the role of arts in education: 85% believe that arts education assists in the emotional and intellectual development of children and consider it is a good reason to support the arts.^{xiii}

Statistics Canada, [Provincial and Territorial Culture Indicators, 2010 to 2014](#), 2016.

This figure (\$54.6 billion, more precisely) was estimated using a product perspective. It considers the production of culture goods and/or services across the economy regardless of the producing industry, including non-cultural industries. This Culture GDP is lower than the GDP of culture industries (GDP of both culture and non-culture goods and services) which is \$61.7 billion.

ii Hill Strategies Research, [National estimates from Provincial and Territorial Culture Indicators](#), 2010 to 2014, 2016.

iii Statistics Canada, [Provincial and Territorial Culture Indicators, 2010 to 2014](#), 2016.

This figure was estimated using a product perspective. It considers the jobs related to the production of culture goods and/or services across the economy regardless of the producing industry, including non-cultural industries. The number of culture jobs (630,483) is lower than the number of jobs in culture industries (700,120). The latter covers all jobs in the culture industries required to produce both culture and non-culture output. For example, the performing arts industry may require an individual to collect admissions tickets to a live performance (job from culture activity) and a bartender in the food and beverages services (a job from a non-culture activity). In comparison, Statistics Canada's [Survey of Employment, Payrolls and Hours](#) reports that there were 705,000 jobs in the finance and insurance industry, and 388,000 jobs in forestry, mining, oil, and utilities together in 2014.

iv Statistics Canada, [Canada Survey on Giving, Volunteering and Participating](#), 2013.

v Environics Research, [Arts and Heritage Access and Availability survey 2016-2017](#), 2017.

vi Including 62% who strongly agree and 33% who somewhat agree. Agreement is strong even among people who do not attend the arts: 39% strongly agree and 44% somewhat agree.

Environics Research, [Arts and Heritage Access and Availability survey 2016-2017](#), 2017.

Perceptions are perhaps just perceptions, but they have real impact on how people relate to the community they live in. For example, Canadians who rate arts, culture and leisure in their community as "excellent" are nearly three times more likely to report a "very strong" sense of belonging to their city or town.

Community Foundations of Canada and CAPACOA, [Vital Signs: Arts and Belonging](#), 2017

vii Environics Research, [Arts and Heritage Access and Availability survey 2016-2017](#), 2017.

viii Community Foundations of Canada and CAPACOA, [Vital Signs: Arts and Belonging](#), 2017.

ix A statistically significant correlation between arts engagement and sense of belonging was found in each of the five mid-size Canadian municipalities who participated in the CIW Community Wellbeing Survey. Canadian Index of Wellbeing, cumulative findings of the Community Wellbeing Survey (2012-2014), as reported by CAPACOA in "[New Findings Confirm the Association between Arts and Belonging](#)", October 2017.

x EKOS Research Associates, [Survey of the General Public](#), *The Value of Presenting*, 2012.

xi National Endowment for the Arts, [The Arts and Achievement in At-Risk Youth: Findings from Four Longitudinal Studies](#), 2012.

xii Arts Education Partnership, [Preparing Students for the Next America: The Benefits of an Arts Education](#), 2013.

xiii Strategic Counsel, [Building the Case for Business Support of the Arts](#), 2015.