

Art Facts

Did you know?

There were 158,100 artists and 726,000 cultural workers in Canada in 2016.ⁱ

The GDP of Culture equaled \$54 billion, contributing 3% to Canada's GDP in 2016.ⁱⁱ This is larger than the value added of agriculture, forestry, fishing, and hunting (\$31 billion), accommodation and food services (\$41 billion), and utilities (\$43 billion).ⁱⁱⁱ

Culture exports (\$16.0 billion) represented 2.5% of all exports from Canada in 2016.^{iv}

Arts and culture attract high-spending international tourists.^v Export tourism spending on culture rose 8.5% in 2016 to \$536 million.^{vi}

95% of Canadians believe that arts and cultural activities in a community make it a better place to live^{vii} and that arts experiences are a valuable way of bringing together people from different languages and cultural traditions.^{viii}

More than eight in ten (87%) Canadians attended performances and arts events in 2016.^{ix}

Canadians volunteered 107 million hours for arts and culture organizations in 2013.^x This is the equivalent to about 50,000 full-time, full-year jobs.

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}

ⁱ Statistics Canada, 2016 Census, as reported in Hill Strategies Research, [A Statistical Profile of Artists in Canada in 2016, 2019.](#)

There were more artists than auto workers or utilities workers. Artists represented almost 1% of the overall labour force.

ⁱⁱ Statistics Canada, Provincial and Territorial Culture Indicators, 2016, 2018.

This figure (\$53.8 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 significantly lower than the GDP of culture industries (GDP of both culture and non-culture goods and services), which is \$59.3 billion.

ⁱⁱⁱ Hill Strategies Research, [National estimates from Provincial and Territorial Culture Indicators, 2016, 2018.](#)

On the other hand, the value added of culture industries is less than that of transportation and warehousing (\$84 billion), educational services (\$100 billion), and construction (\$133 billion).

^{iv} Statistics Canada, [Trade of culture and sport products, 2016.](#)

^v Research Resolutions & Consulting, [Ontario Arts and Culture Tourism Profile, 2013.](#)

Cultural tourists spend 78% more money on their visits than other tourists (\$667 vs. \$374), with particularly high spending on lodging, food, beverages, retail goods, entertainment, and recreation.

^{vi} Statistics Canada, [National Tourism Indicators survey no. 1910 and Culture Satellite Account.](#)

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

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.

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

The arts can be a real vector of inclusion for immigrants. Foreign-born Canadians are particularly likely to strongly agree that they are a valuable way of bringing people together (71%, vs 60% among Canadian-born).

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

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

^{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.](#)