

Provincial and Territorial Culture Indicators, 2014

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Culture

Culture activities accounted for 3.0% of Canada's total gross domestic product (GDP) and 3.5% of jobs in 2014. Among the provinces and territories, culture's share of GDP ranged from 1.3% in Saskatchewan to 3.8% in Ontario.

Culture GDP in Canada rose 2.8% in 2014, following a 4.3% gain in 2013. Culture GDP increased in all jurisdictions in 2014, except the Northwest Territories (-2.4%), New Brunswick (-1.6%) and Prince Edward Island (-0.6%).

Audio-visual and interactive media (+4.7%) contributed more than half of the overall growth in culture GDP in Canada in 2014. Culture GDP in most domains increased, with sound recording (+7.9%) posting the largest percentage gain. The only decrease was in written and published works (-1.0%).

Culture jobs in Canada decreased 0.8% in 2014, after increasing 1.1% in 2013. Ontario (-0.6%), British Columbia (-1.7%) and Manitoba (-4.7%) contributed the most to the decline in culture jobs in Canada.

Audio-visual and interactive media (-2.4%), written and published works (-1.9%), and live performance (-3.1%) all contributed to the decline in culture jobs in 2014, which was partially offset by increases in visual and applied arts (+1.0%), governance, funding and professional support (+1.3%), and sound recording (+0.6%).

Table 1
Culture gross domestic product (GDP) and jobs

	Culture GDP			Culture jobs		
	2014	2013 to 2014	2014	2014	2013 to 2014	2014
	millions of dollars	% change	share of total economy	number of jobs	% change	share of total economy
Canada	54,615	2.8	3.0	630,483	-0.8	3.5
Newfoundland and Labrador	450	0.9	1.4	5,042	0.0	2.2
Prince Edward Island	123	-0.6	2.3	1,996	1.4	2.7
Nova Scotia	949	2.1	2.7	13,874	-1.8	3.0
New Brunswick	670	-1.6	2.3	9,688	-1.6	2.7
Quebec	11,888	2.4	3.5	150,749	-0.2	3.7
Ontario	25,298	3.1	3.8	276,083	-0.6	3.9
Manitoba	1,699	3.1	2.9	21,565	-4.7	3.3
Saskatchewan	1,009	3.3	1.3	12,581	-2.9	2.1
Alberta	5,681	2.7	1.6	55,518	-0.5	2.4
British Columbia	6,667	3.6	3.0	81,385	-1.7	3.5
Yukon	55	0.6	2.2	814	3.4	3.2
Northwest Territories	70	-2.4	1.5	771	5.2	2.5
Nunavut	57	2.2	2.3	418	0.0	2.8

Note(s): Data may not add up to totals as a result of rounding.

Source(s): CANSIM tables [383-0030](#), [384-0037](#) and [387-0012](#).

Sport

Sport activities accounted for 0.3% of national GDP and 0.6% of total jobs in 2014.

Sport GDP rose 2.8% nationally in 2014, following a 5.4% gain in 2013. Sport GDP increased in all provinces and territories, except the Northwest Territories (-2.6%) and New Brunswick (-0.8%); Alberta (+4.7%) posted the largest gain.

Sport jobs declined 2.8% in Canada in 2014, largely as a result of job losses in Ontario (-3.4%) and British Columbia (-5.5%).



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Table 2
Sport gross domestic product (GDP) and jobs

	Sport GDP			Sport jobs		
	2014	2013 to 2014	2014	2014	2013 to 2014	2014
	millions of dollars	% change	share of total economy	number of jobs	% change	share of total economy
Canada	5,750	2.8	0.3	101,604	-2.8	0.6
Newfoundland and Labrador	55	1.5	0.2	922	4.8	0.4
Prince Edward Island	22	0.9	0.4	369	-1.1	0.5
Nova Scotia	98	0.4	0.3	1,939	-4.2	0.4
New Brunswick	90	-0.8	0.3	1,680	1.3	0.5
Quebec	902	3.1	0.3	17,374	0.8	0.4
Ontario	2,487	2.5	0.4	42,394	-3.4	0.6
Manitoba	160	2.5	0.3	2,825	-11.3	0.4
Saskatchewan	191	3.6	0.2	2,853	-0.6	0.5
Alberta	750	4.7	0.2	11,847	-0.4	0.5
British Columbia	974	2.6	0.4	19,129	-5.5	0.8
Yukon	6	1.6	0.3	113	4.6	0.4
Northwest Territories	8	-2.6	0.2	91	2.2	0.3
Nunavut	6	1.6	0.3	69	-1.4	0.5

Note(s): Data may not add up to totals as a result of rounding.

Source(s): CANSIM tables [383-0030](#), [384-0037](#) and [387-0012](#).

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, gross domestic product (GDP) and employment for the years 2010 to 2014.

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

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.

Available in CANSIM: tables [387-0012](#) and [387-0013](#).

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

The article, "[Provincial and Territorial Culture Indicators, 2010 to 2014](#)," which is part of the *Income and Expenditure Accounts Technical Series* ([13-604-M](#)), is now available from the *Browse by key resource* module of our website, under *Publications*.

The [System of macroeconomic accounts](#) module, accessible from the *Browse by key resource* module of our website, features an up-to-date portrait of national and provincial economies and their structures.

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