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Useful Statistics

These ***Useful Statistics*** (updated June 2005) are for anyone and everyone interested in concrete data that reflects the impact of arts, culture, and heritage on the Canadian economy and society, as well as the current state of our cultural industries.

Committed to providing timely and relevant research on Canada's arts and culture, the Canadian Conference of the Arts' has decided to revise these statistics and provide everyone with more current data on the status of the arts and culture in Canada.

This document contains statistics on:

- **Economic Dimensions of the Culture Sector**
- **Social Dimensions of the Culture Sector, including:**
  - The Culture Labour Force
  - Consumption of Cultural Goods
  - Relevant Opinions of Canadians about Arts and Culture
- **Cultural Industries, including:**
  - The Book Publishing Industry
  - Radio
  - Sound Recordings
  - Canadian Television
  - The Film, Video and Audio-Visual Production Industry
  - The Film, Video and Audio-Visual Post-Production Industry
  - The Film, Video and Audio-Visual Distribution Industry
  - Movie Theatres and Drive-Ins
  - Performing Arts
  - Heritage Institutions

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Economic Dimensions of the Culture Sector:

- ***The direct impact of cultural activities in Canada***, as measured by its contribution to the Gross Domestic Product (GDP), amounted to more than $39 billion (approximately 3.8% of Canadian GDP) in 2002.[1]

- Between 2002 and 2003 the ***total government expenditures on culture*** (including inter-governmental transfers of about $359M) were $7.4 billion dollars. The breakdown of these expenditures was: $3.4M by the federal government, $2.1M by the provinces, and $1.9 from the municipalities.[2]

- ***Canadian cultural goods exports*** were valued at $2.40 billion in 2004, down 5.5% from 2003:[3]
  - Written and published works $862M
  - Film and video $644M
  - Advertising $418M
  - Sound recording and music publishing $145M
  - Visual Art $80M
  - Photography $229M
  - Other Goods $25M

- ***Canadian cultural goods imports*** were valued at $4.6 billion in 2004, an increase of 1.3% from 2003. This meant that in 2004, Canada had a trade deficit in cultural goods with all its top trading partners, including the United States, China, United Kingdom and France.[4]

- ***Canadian cultural services exports*** were valued at $2.64 billion in 2002:[5]
  - Film (production and distribution services) $1.3B
  - Copyrights and related services (royalties) $231M
  - Trademarks (royalties) $97.4M
  - Broadcasting $33.8M
  - Performing Arts $168M
  - Other audio-visual services $271M
  - Advertising and related services (culture component) $137M
  - Personal, cultural, recreational services (culture component) $198M
  - Other miscellaneous services to business (culture component) $203M

- ***Cultural tourism*** is a fast-growing and lucrative segment of the North American travel industry:[6]
  - In 2002, Canadians traveling in Canada took 14.6 million trips that included a historical site; 12.5 million trips that included a museum or art gallery; and 10.3 million trips that included a cultural performance.
  - Total domestic spending by Canadian cultural tourists exceeds $3 billion annually.
  - Of the international tourists to Canada in 2003:[7]
    - ✓ 28% of U.S. tourists and 39% of international tourists visited a historical site.
    - ✓ 21% of U.S. tourists and 37% of international tourists visited a museum/art gallery.
    - ✓ 11% of U.S. tourists and 14% of overseas tourists attended cultural events.

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Social Dimensions of the Culture Sector

a) The culture labour force:

- There were approximately 597,000 jobs in the cultural sector. These jobs accounted for an estimated 3.9% of all jobs in Canada in 2002.[8]

- The characteristics of cultural workers in 2002 were as follows:[9]
  - 77% of workers worked full time
  - 25% were self-employed
  - 71 % worked in the private sector, while 6% worked in the public sector

- Other relevant data:[10]
  - 82% of Canada's cultural sector workers (e.g.: creators, artists, distributors, professionals and technicians) are highly-educated and part of the emergent knowledge-based economy.
  - Creating a new job in the cultural sector is estimated to cost $20,000-$30,000, compared with light industry ($100,000) or heavy industry ($200,000-$300,000).
  - Incomes are relatively low in the cultural sector, with average earnings ($29,951) approximately 6% lower than the average earning in the total labour force in Canada ($31,725) in 2001.
  - Women account for almost one-half of the cultural labour force (49.8%), which is higher than the equivalent figure for the overall labour force (47%).

b) Consumption of cultural goods:

- Most Canadians take advantage of arts and cultural events in some form:[11]
  - Overall, 78% attended at least one visual arts exhibit or arts event in 2001.
  - 56% attended at least one arts and cultural festival in 2001.
  - 41% attended at least one performance or exhibit that was for children or young people.
  - 56% attended at least one performance, event, or exhibit that was based on a specific culture or tradition.

C) Relevant opinions of Canadians about arts and culture (2001):[12]

- 74% believed the arts are important in terms of enhancing their quality of life. Furthermore, 72% disagreed with the statement that "having arts and cultural performances, exhibits and festivals does little or nothing to the well-being of a community."
- 85% agreed that "Canadian actors, musicians, writers and other artists can hold their own on the world stage," and 86% agreed that "artists need more opportunities to bring their work to the public."

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Social Dimensions of the Culture Sector (*continued*)

- agreement on the role of government in this area:
  - 85% strongly or somewhat agree that “governments should provide support for arts and culture.”
  - 81% agree that “governments have a responsibility to ensure that there are enough arts and culture facilities to serve the public.”
  - 85% agree that “governments should provide greater support to young artists” and 70% also agree that government should support special funding for arts activities involving both “Aboriginal communities” and “culturally diverse communities.”

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Cultural Industries

- ***The book publishing industry*** saw substantial growth in 2000/01, with increases in revenues, sales and the number of new titles issued:[13]
  - The 672 firms active in Canadian book publishing recorded revenues of more than $2.4 billion. Overall, Canadian-controlled publishers generated 64% of total revenues for the industry.
  - New titles published in Canada increased by 13%.
  - Only 56% of book publishing firms reported a profit.
  - Exports, mainly to the United States, increased at twice the pace of domestic sales.
  - Canadian-controlled publishers received $48 million in government grants, which represented about 56% of their pre-tax profits.

- Overall, Canadians listened to the ***radio*** for an average of 19.5 hours per week in 2003:[14]
  - The amount of time teenagers aged 12 to 17 spent listening to the radio declined substantially to 8.5 hours per week.
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  - Listening time decreased in all provinces (to varying degrees) except British Columbia, where average listening hours remained stable. Quebec Anglophones were the most avid radio listeners in Canada.
  - Overall, adult contemporary music continued to dominate the market (24.2%), followed by gold/oldies/rock (18.6%).
  - Yet again, public radio ranked third among Canadians' radio listening choices, but was closely followed by talk radio.

- In total, Canadian labels reported more than $861.4 million worth of revenues from the sale of ***sound recordings*** in 2000, down 3.4% from two years earlier: [15]
  - The sound recording industry consisted of 331 companies
  - Popular music and rock recordings continued to dominate the market, with sales of $622.9 million, down 4.4% from 1998. Sales of jazz and blues labels are enjoying a surge, soaring 45.4% from 1998 to 2000, while sales of almost all other forms of music declined.
  - Income from distributing the works of others, selling imported finished goods, royalties and from partnerships with others reached $457.9 million.
  - Sales by foreign artists declined and totalled $723.4 million, while sales by Canadian artists totalled $138 million.
  - Canadian artists published 1,034 new releases, while foreign artists issued 5,620 releases in 2000 (a drop of 1.5% from 1998).

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Cultural Industries (*continued*)

- Canadian households spent an average of $141 on compact discs, audio tapes, videos and videodiscs.
- Foreign-controlled companies dominated the sound recording industry in Canada, accounting for 87% of total sales. Their net sales totalled $749.3M, while Canadian firms had net sales of just over $112.1M.

o Canadians are increasingly choosing local news and public affairs shows over other programming on ***Canadian television***. In 2003: [16]

- Viewers reported that they spent about 38% of their time watching news and public affairs on conventional television, and spent 15% of their time watching similar programs on pay and specialty television.
- Canadian content on television held relatively steady at around 44% for pay and specialty television, and just under 57% for conventional television.
- Canadian drama reached an 8.5% share on Canadian specialty and pay-TV, up from 6.4% in 1998. Canadian news and public affairs programs shot up to a 12.7% share.
- The viewing time for foreign comedy improved over the past six years on Canadian pay and specialty television, while the overall viewing time for foreign drama dropped to 20.1%.
- Francophones prefer Canadian programming. They spent seven times as much time as Anglophones watching Canadian comedy, and three times as much time watching Canadian drama.
- In the last five years, the overall average hours per week of television viewing time in Canada remains unchanged at approximately 22 hours per week. TV viewing time was ranked highest in Quebec and Nova Scotia at 24 hours per week and lowest in Alberta at 19.7 hours per week.
- Young men aged 18 to 24 have consistently reduced their hours of television viewing time to 11.1 hours, while television viewing time for young women in the same age group increased to 15.5 hours. This pattern was identical for teenagers and children.

o Total revenue for ***the film, video and audio-visual production industry*** amounted to slightly under $2.1 billion in 1990/2000, up 15.7% from 1998/99:[17]

- Canada's 732 film, video and audio-visual producers earned more revenue thanks to surging sales of television productions and exports.
- Revenues had increased for eight straight years, posting an average annual growth rate of 14.9% (not adjusted for inflation). However, the industry's profit margin was at a four-year low of 4.9%.
- Almost two-thirds of production revenues came from sales of television programs ($868 million). Advertising sales represented 12% of total revenue, and theatrical feature films accounted for just 4%.

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Cultural Industries (*continued)*

- Television programming made up 78% of sales of film, video and audio-visual production abroad.
- Earnings from exports of theatrical feature films amounted to $27 million, slightly surpassing the $25 million in domestic sales.
- Exports increased to $592 million, while domestic sales climbed to $805 million.

o ***The film, video and audio-visual post-production industry*** lost some steam from 1999 through 2001, with revenues rising just 5.4%. Furthermore, this industry operated on a tighter profit margin, dropping to 7.3% in 2001.[18]

o Revenues for the ***film, video and audio-visual distribution industry*** reached an all-time high of $3.3 billion in 2002/03, up 8.0% from 2001/02: [19]

- Canadian films and videos garnered more sales at home and abroad.
- 67% of the revenues from the distribution of Canadian productions came from exports.
- The share of revenues of Canadian-content products from the conventional-TV market held steady at 14%, and their share of the pay-TV market increased slightly to 22%.
- Movie theatre revenues increased 14.8% to $462.6 million. Foreign films, mainly American, still dominated the domestic market (97% of the movie theatre market).

o Total attendance at ***movie theatres and drive-ins*** hit a record high of 125.7 million in 2002/03, up 5.4% from 2000/01: [20]

- This increase occurred despite a number of theatre closures (284), and despite increases in admission prices. For example, the average admission price was up 14.9% from 2000/01 to $7.24 in 2002/03.
- The industry earned $1.2 billion in operating revenues, up 21.1% from 2000/01. Admission receipts accounted for 69% of this total, while most of the remaining revenues came from refreshment bar sales.
- Operating profits were $64.5 million, rebounding from a loss of $27.2 million in 2000/01.

o Total revenue jumped by over 10% for the 642 not-for-profit ***performing arts*** companies in Canada between 2001 and 2003:[21]

- Overall, performing arts companies produced 45,600 performances last year, attracting an audience of 14.8 million.
- Revenue for performing arts companies totaled $602.0 million in 2003, up 10.7% from the previous survey year of 2001.
- More than 3.8 million young people attended some 13,500 performances in the four major disciplines (theatre, music, dance and opera), and accounted for just over one-quarter of total attendance.

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Cultural Industries (*continued*)

- Private sector donations increased by 11.5% to $127.3 million in 2003 while government grants increased 10.8% to $183.4 million (with music getting the biggest boost). Private sector support accounted for about 21% of total revenue overall, while government support accounted for about 30%.
- Revenue specifically generated by tours reached $38.2 million, up 16.3% from 2001. Theatre companies reported about $22 million in touring revenues. They were followed by dance companies, which earned about one-quarter of all touring revenue.

o Operating revenues for Canada's 2,670 ***heritage institutions*** hit a record $1.7 billion in 2002, driven by over-the-counter sales from gift shops, cafeterias and other outlets, as well as contributions from governments:[22]

- In total, all three levels of government contributed over $1.0 billion to heritage institutions in 2002, a 13% increase after adjusting for inflation. Grants and subsidies from the federal government accounted for 45% of the total. Provincial contributions represented 32%, and municipalities the remaining 23%.
- In contrast, private donors and the public accounted for less than $40 out of every $100 in revenue. This revenue came in the form of memberships, admissions and over-the-counter sales.
- Overall revenues were up 19.5% from 1999. In absolute dollar value, this gain more than offset a 22.0% increase in operating expenditures.
- There were nearly 117.5 million visits to some form of heritage institution during the year, ranging from museums, historic sites and archives to aquariums and zoos, botanical gardens, arboretums and conservatories. This was down marginally from 1999.
- Museums and historic sites recorded the biggest gains in attendance. Meanwhile, attendance fell off at nature parks.

Useful Links

- Guide to Cultural Statistics: http://www.statcan.ca/english/freepub/87-008-GIE/about.htm
- Book Publishing: http://www.statcan.ca/english/freepub/87-008-GIE/sect/bookmain.htm
- Film & video distribution: http://www.statcan.ca/english/freepub/87-008-GIE/sect/filmvidmain.htm
- Tourism: http://www.canadatourism.com/ctx/app/en/ca/resource.do
- TV viewing http://www.statcan.ca/english/freepub/87-008-GIE/sect/tvmain.htm
- Sound Recording: http://www.statcan.ca/english/freepub/87-008-GIE/sect/soundmain.htm
- Radio listening: http://www.statcan.ca/english/freepub/87-008-GIE/sect/radiomain.htm
- Movie Theaters : http://www.statcan.ca/english/freepub/87-008-GIE/sect/theamain.htm
- Heritage Institutions: http://www.statcan.ca/english/freepub/87-008-GIE/sect/herimain.htm
- Performing Arts: http://www.statcan.ca/english/freepub/87-008-GIE/sect/artsmain.htm

Endnotes

[1] "Focus on Culture", Statistics Canada, Vol. 15 No. 1, April 2005

[2] Statistics Canada: Survey of Federal Government Expenditures on Culture, Fiscal Year 2002/2003; Survey of Provincial/Territorial Government Expenditures on Culture, Fiscal Year 2002/2003; Data tables, January 2005

[3] "The Daily: International Trade in Cultural Goods," Statistics Canada, May 19th 2005

[4] "The Daily: International Trade in Cultural Goods," Statistics Canada, May 19th 2005

[5] Statistics Canada: Culture Trade Survey 1996-2002; Culture services trade: Data tables, September 2004

[6] Burnett Thorne Cultural Tourism "On Stream," Vol. 2 I.3, 2004

[7] Statistics Canada, "Canadian Tourism Facts & Figures Brochure," 2003

[8] "Focus on Culture", Statistics Canada, Vol. 15 No. 1, April 2005

[9] "Focus on Culture", Statistics Canada, Vol. 15 No. 1, April 2005

[10] Cultural Human Resources Council

[11] "The Arts in Canada: Access and Availability", 2001 Research Study Final Report, Prepared by Decima Research Inc. for Canadian Heritage, March 2002

[12] "The Arts in Canada: Access and Availability", 2001 Research Study Final Report, Prepared by Decima Research Inc. for Canadian Heritage, March 2002

[13] "The Daily: Book Publishers and Exclusive Agents." Statistics Canada, June 2003.

[14] "The Daily: Radio Listening," Statistics Canada, July 2004

[15] "The Daily: Sound Recording," Statistics Canada, July 2003

[16] "The Daily: Television viewing," Statistics Canada, March 2005

[17] "The Daily: Film, Video and Audio-visual production", Statistics Canada, July 2002

[18] "The Daily: Film, Video and Audio-visual post-production", Statistics Canada, February 2003

[19] "The Daily: Film, Video and Audio-visual Distribution", Statistics Canada, December 2003

[20] "The Daily: Movie Theatres and Drive-ins," Statistics Canada, June 2004

[21] "The Daily: Performing Arts," Statistics Canada, December 2004

[22] "The Daily: Heritage Institutions," Statistics Canada, October 2004