

QUICK FACTS on Alberta's Creative Sector

- ✓ Albertans seek out cultural experiences and participate on average in 2.5 cultural activities monthly. We are 4th highest in Canada compared to Quebec at 2.8, PEI at 2.8, and BC at 2.7
Culture Track: Canada; 2018; Business for the Arts <http://www.businessandarts.org/wp-content/uploads/2018/07/CT-Canada-Report.pdf>
- ✓ Culture in Alberta contributes \$5.3 billion to the economy annually.
Statistics Canada: Culture and sport gross domestic product (GDP) per capita and as a share of the total economy; 2017 <https://www150.statcan.gc.ca/n1/daily-quotidien/190425/t001b-eng.htm>
- ✓ Culture creates 53,739 annual jobs for Albertans
Statistics Canada: Culture and sport jobs as a share of the total economy; 2017 <https://www150.statcan.gc.ca/n1/daily-quotidien/190425/t002b-eng.htm>
- ✓ 80.5% of Albertans feel that arts activities are important in contributing to quality of life and 85.8% agree that arts and culture makes their community a better place to live.
- ✓ *Alberta Culture and Tourism Survey of Albertans; 2017* <https://open.alberta.ca/dataset/f810079f-9344-4a44-81eb-8cc5770f8914/resource/8f0990ec-9107-42b9-bdff-a0d9426b16d7/download/survey-albertans-2017.pdf>
- ✓ 87.9% of Albertans feel that it is important that government fund and support the arts in Alberta.
Alberta Culture and Tourism Survey of Albertans; 2017 <https://open.alberta.ca/dataset/f810079f-9344-4a44-81eb-8cc5770f8914/resource/8f0990ec-9107-42b9-bdff-a0d9426b16d7/download/survey-albertans-2017.pdf>
- ✓ 75.9% of Albertans attend or participate in arts events and activities
Alberta Culture and Tourism Survey of Albertans; 2017 <https://open.alberta.ca/dataset/f810079f-9344-4a44-81eb-8cc5770f8914/resource/8f0990ec-9107-42b9-bdff-a0d9426b16d7/download/survey-albertans-2017.pdf>
- ✓ Alberta's creative sector contributes just over \$3.1 billion in labour income for the province
The Conference Board of Canada; Statistics Canada's Provincial and Territorial Culture Indicators (2016), Business Register (December 2016), Provincial Input-Output Multipliers <https://calgaryeconomicdevelopment.com/dmsdocument/267>
- ✓ An analysis of labour productivity (output per worker) suggests that average labour productivity of the sector is high, at just over \$87,000 of GDP per job
The Conference Board of Canada; Statistics Canada's Provincial and Territorial Culture Indicators (2016), Business Register (December 2016), Provincial Input-Output Multipliers <https://calgaryeconomicdevelopment.com/dmsdocument/267>
- ✓ Provincial government funding contributed an estimated 5.5% of the total revenues of the creative sector in Alberta (2009-2010 Alberta Government Contributions)
The Conference Board of Canada; Statistics Canada <https://calgaryeconomicdevelopment.com/dmsdocument/267>
- ✓ Every year, Alberta graduates more than 3,000 creative industry professionals from its post-secondary institutions.
Alberta Advanced Education



More information and statistics related to **Calgary** and **Edmonton** can be found at:

- Creative Calgary - Calgary's Business Case for Arts Investment <https://www.creativecalgary.org/inspiration-and-statistics>
- Professional Arts Coalition of Edmonton (PACE) - Economic Impact of the Professional Arts in Edmonton 2017 <http://www.pacedmonton.com/wp-content/uploads/2017/09/PACE-EIA-Final-Report-September-13-2017.pdf>
- Economic Impact Study of Calgary's Creative Industries by Calgary Economic Development and the Conference Board of Canada <https://calgaryeconomicdevelopment.com/dmsdocument/268>

