

Fast facts & stats, arts and culture on PEI (with thanks to the Alliance for Arts & Culture in British Columbia and its online Advocacy Toolkit)

Reasons for continued/enhanced public support of arts & culture:

- Culture is the blueprint of who we are, and informs and shapes our values
- Culture is about storytelling, and about Islanders sharing their stories and content with Islanders, Canadians, Island visitors and our friends abroad
- Culture creates social, health & educational benefits for our communities
- Culture represents diversity, thoughtfulness, creativity, enrichment, dialogue and debate – these are all public goods
- When other industries and employers such as the federal & provincial governments, UPEI, the health care, agriculture, aerospace, information technology and bioscience sectors recruit people to come live and work on PEI, they can speak to the excellent “quality of life” on PEI. One of the major reasons we enjoy this precious quality of life is because of the artists, artisans, musicians, filmmakers, writers and storytellers that create our dynamic and multi-disciplinary arts & cultural scene.
- Public funding allows everyone to experience and enjoy art.
- Public funding keeps ticket prices down so more Islanders can attend community-based productions.
- Public funding supports the establishment of arts and cultural venues and galleries, and arts education.

Culture’s economic impact upon Prince Edward Island:

- Culture injects \$100 million annually into the Prince Edward Island economy (**sources: 1., Culture PEI 2009 Training Strategy report, using Conference Board of Canada statistics. 2., Andrew David Terris’s Creative Economy presentation, Sept. 2010, citing Statistics Canada’s report: *The Economic Contribution of the Culture Sector to Canada’s provinces, 2007.* 3., ACOA report, citing Statistics Canada’s *Profile of the Culture Sector in Atlantic Canada, 1996-2002.* 4., The Iris Group’s *The Economic Impact of Culture in Prince Edward Island and in the Charlottetown Region*, January 2006.**)
- Prince Edward Islanders spent just over \$100 million on cultural goods and services in 2008 – this equals 3.3% of total consumer spending in the province, *the highest such percentage among the provinces and well above the Canadian average of 2.9%* (**source: Hill Strategies Inc report, November 2010**)
- The \$100 million in consumer spending on culture on PEI is *two-and-a-half* times higher than the \$42 million spent on culture by all levels of government in 2007/08 (**source: Hill Strategies Inc report, November 2010**)

- PEI residents spent 68% more on live performing arts (\$4.7 million) than on live sports events (\$2.8 million) in 2008 (source: Hill Strategies Inc report, November 2010)
- 91% of visitors to PEI “visited historic sites, museums or galleries” while visiting PEI in the summer of 2009 (source: UPEI Tourism Research Centre 2010 report, *Historic Sites, Museums & Galleries*)

Other facts & figures:

- Approximately 2,000 cultural workers on PEI (source: 2006 Canadian census data) of which 460 are artists (some estimate the number of PEI artists to be double this figure, as some Island artists might have listed a different primary occupation when completing census forms)
- As much as 70% of PEI’s cultural workforce is self-employed (source: 2008 Culture PEI *Culture Sector Supply & Demand study*)
- The average annual earnings of PEI artists (*from all sources*) is \$15,900. (source: 2006 Canadian census data, as well as CulturePEI’s 2010 study *Creative Adaptation*)
- In 2008-09, Prince Edward Island artists received 0.1% of available Canada Council of the Arts funding, and PEI arts organizations received 0.2% of the funding to arts organizations. In total, PEI artists and arts organizations received 0.2% of Canada Council funding; the province makes up 0.4% of the total population of Canada. (source: Canada Council of the Arts funding data)