

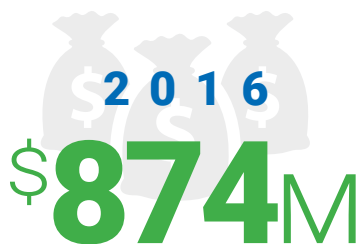
Economic trends in Nova Scotia Culture and Sport

UPDATED Provincial/Territorial Culture Indicators from the Culture Satellite Account

2010-2016

Culture in Nova Scotia

TOTAL CULTURE GDP IN NOVA SCOTIA



2.3% of Nova Scotia's economy

▲ 13% increase 2016 from 2010

\$772M IN 2010

TOTAL CULTURE JOBS IN NOVA SCOTIA



3.0% of all jobs in Nova Scotia

▲ 12% increase 2016 from 2010

12,286 JOBS IN 2010

What's the Nova Scotia Culture GDP breakdown?

Category	2016	2010
Heritage & Libraries	\$16M	\$11M
Live Performance	\$46M	\$36M
Visual & Applied Arts	\$97M	\$88M
Written & Published Works	\$140M	\$166M
Audio-visual Interactive media	\$247M	\$227M
Sound Recording	\$3.7M	\$3.8M
Education & Training	\$86M	\$70M
Governance, funding, and professional support	\$225M	\$164M

Sport in Nova Scotia

TOTAL SPORT GDP IN NOVA SCOTIA



0.4% of Nova Scotia's economy

▲ 26% increase 2016 from 2010

\$120M IN 2010

TOTAL SPORT JOBS IN NOVA SCOTIA



0.6% of all jobs in Nova Scotia

▲ 16% increase 2016 from 2010

2,381 JOBS IN 2010



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Statistics Canada details on how this data was collected:
www.statcan.gc.ca/daily-quotidien/180227/dq180227a-eng.htm

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Culture and Sport GDP in Nova Scotia

\$**1.03**B
2016

1.7%
of Canadian Culture and Sport Economy



Culture and Sport Jobs in Nova Scotia

16,479 JOBS
2016

2.2%
of Canadian Culture and Sport Jobs



What is the PTCI?

The Provincial/Territorial Culture Indicators (PTCI) is a statistical tool that provides current estimates of the economic contribution of culture and sport to the economy of each province and territory in Canada. The PTCI includes estimates of GDP (Gross Domestic Product) and jobs in both culture and sport and reveals trends in arts, cultural industries, heritage, and sport. For the first time, this PTCI is a release with no suppression. It includes all nine categories of culture used in the Culture Satellite Account, including "Multi Domain". "Multi" covers all culture belonging to more than one domain that cannot be readily allocated to a single one. Contributions by all eight other categories are detailed in the Nova Scotia culture GDP breakdown on the reverse. In 2010, "Multi" accounted for \$5.7M, increasing to \$13.3M in 2016.

CULTURE is defined as any creative artistic activity that produces a good or service and/or preserves heritage. This includes live performances, heritage and libraries, visual and applied arts, written and published works, audio-visual and interactive media and sound recording. The valuable contribution made by social and intangible aspects of Nova Scotia's rich culture is not included in the PTCI statistics as it cannot be measured in strict economic terms.

SPORT, within the context of these statistics, is defined as any recreation or sport activity, individual or group pursuit, for fun, physical activity, competition, or an area of academic study. This includes individual participants and athletes, municipal recreation departments, small businesses, amateur clubs and professional teams.