

2016 to **2018**

Economic trends in Nova Scotia Culture and Sport

UPDATED Provincial/Territorial Culture Indicators from the Culture Satellite Account

Culture and Sport GDP in Nova Scotia



\$1.08B

1.6%

of Canadian Culture
and Sport Economy



Culture and Sport Jobs in Nova Scotia



15,571 JOBS

2.1%

of Canadian Culture
and Sport Jobs



About these Statistics:

Culture Indicators from the Culture Satellite Account 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, including estimates for Gross Domestic Product (GDP) and jobs. Statistics such as these are subject to revision each year as more complete economic information becomes available to Statistics Canada.

In 2020, COVID-19 has generated significant impacts on culture, heritage and sport sectors across Canada. This research reflects economic trends in pre-pandemic years from 2016 to 2018, and will provide a baseline for future measurement of the impact of the pandemic on the culture and sport sectors.

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.

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Culture in Nova Scotia

Total Culture GDP in Nova Scotia

2018 **\$943M**



▲ 5.1% increase 2018 from 2016 (\$897M)

2.4% of Nova Scotia's Economy

Total Culture Jobs in Nova Scotia

2018 **13,116 JOBS**



▼ 2.2% decrease 2018 from 2016 (13,416 Jobs)

2.8% of all jobs in Nova Scotia

↳ What's the Nova Scotia Culture GDP breakdown in 2018?



Heritage & Libraries

\$16m

\$17m in 2016



Live Performance

\$46m

\$46m in 2016



Visual & Applied Arts

\$109m

\$103m in 2016



Written & Published Works

\$137m

\$137m in 2016



Audio-visual Interactive media

\$292m

\$272m in 2016



Sound Recording

\$3.5m

\$3.3m in 2016



Education & Training

\$74m

\$75m in 2016



Governance, funding and professional support

\$251m

\$229m in 2016

Sport in Nova Scotia

Total Sport GDP in Nova Scotia

2018 **\$134M**



▲ 1.6% increase 2018 from 2016 (\$132M)

0.4% of Nova Scotia's Economy

Total Sport Jobs in Nova Scotia

2018 **2,455 JOBS**



▲ 1.3% increase 2018 from 2016 (2,423 Jobs)

0.5% of all jobs in Nova Scotia