

**Profile of Culture Activities  
In Nova Scotia**

**Culture Counts – Counting Culture**

**Data Tables**

**Part II**

**Table 38a. Profile of Heritage Institutions in Nova Scotia (excluding nature parks)**

				<b>Average Change</b>	<b>Total Change</b>
<b>Nova Scotia</b>	<b>1995-96</b>	<b>1997-98</b>	<b>1999-00</b>		
Number of institutions	181	177	180	-0.1	-0.6
Attendance	2.5	2.7	2.9	3.4	14.4
<b>REVENUES (\$000,000)</b>					
<b>OPERATING REVENUES</b>					
<b>Unearned Revenues</b>					
- Federal Government	10.5	13.0	11.9	3.3	14.0
- Provincial Government	9.9	12.1	11.7	4.2	17.7
- Other Governments	0.8	1.9	0.6	-6.4	-23.3
Sub-total: Government	21.2	27.0	24.3	3.4	14.3
- Institutional/Private	1.2	1.7	2.5	19.1	101.3
- Total Unearned Revenues	22.5	28.6	26.8	4.5	19.0
Share (%) of operating revenue	76.9	81.3	74.0	-0.9	-3.7
<b>Earned Revenues</b>					
- Membership	0.1	0.1	0.1	2.1	8.8
- Admission	2.7	2.5	4.0	10.6	49.5
- Other Earned Revenues	4.0	4.0	5.3	7.2	32.2
- Total Earned Revenues	6.8	6.6	9.4	8.5	38.6
Share (%) of operating revenue	23.1	18.7	26.0	2.9	12.2
<b>Total Operating Revenues</b>	<b>29.3</b>	<b>35.2</b>	<b>36.1</b>	<b>5.4</b>	<b>23.6</b>
Share (%) of total revenue	82.5	92.9	82.3	-0.1	-0.2
<b>CAPITAL REVENUES</b>					
- Federal Government	5.1	2.4	2.1	-19.5	-57.9
- Provincial Government	0.6	0.1	2.0	32.5	208.6
- Other Governments	0.2	X	x		
- Institutional/Private	0.2	X	x		
- Other Capital Revenues	0.0	X	0.4		
- Total Capital Revenues	6.2	2.7	7.8	5.8	25.3
Share (%) of total revenue	17.5	7.1	17.7	0.3	1.2
<b>TOTAL REVENUES</b>	<b>35.5</b>	<b>37.9</b>	<b>43.9</b>	<b>5.5</b>	<b>23.9</b>
<b>EXPENDITURES (\$000,000)</b>					
<b>Operating Expenditures</b>					
- Wages	17.5	17.9	20.0	3.4	14.4
- Artifacts	0.1	0.1	0.5	62.1	590.9
- Other Operating Expenses	9.8	10.7	12.8	6.8	30.3
- Total Operating Expenses	27.4	28.7	33.3	5.0	21.5
Wages share (%)	63.8	62.4	60.1	-1.5	-5.8
<b>Capital Expenditures</b>					
- Purchase and Construction	2.0	0.2	0.5	-29.2	-74.8
- Renovations	4.2	2.5	9.4	22.2	122.8
- Other Capital Expenses	0.3	2.9	1.4	53.2	451.0
- Total Capital Expenses	6.6	5.5	11.4	14.5	71.8
<b>Total Expenditures</b>	<b>34.0</b>	<b>34.3</b>	<b>44.6</b>	<b>7.0</b>	<b>31.3</b>

Source: Statistics Canada, Culture Statistics Program

**Table 38b. Profile of Heritage Institutions in Canada (excluding nature parks)**

				<b>Average Change</b>	<b>Total Change</b>
<b>Canada</b>	<b>1995-96</b>	<b>1997-98</b>	<b>1999-00</b>	<b>95-99</b>	<b>95-99</b>
Number of institutions	2,390	2,357	2,436	0.5	1.9
Attendance	54.5	53.8	56.3	0.8	3.3
<b>REVENUES (\$000,000)</b>					
<b>OPERATING REVENUES</b>					
<b>Unearned Revenues</b>					
- Federal Government	252.4	259.7	269.0	1.6	6.6
- Provincial Government	252.7	239.3	253.5	0.1	0.3
- Other Governments	120.2	131.7	132.7	2.5	10.4
Sub-total: Government	625.3	630.7	655.2	1.2	4.8
- Institutional/Private	74.7	88.6	107.1	9.5	43.5
- Total Unearned Revenues	700.0	719.3	762.4	2.2	8.9
Share (%) of operating revenue	73.0	71.0	68.3	-1.7	-6.5
<b>Earned Revenues</b>					
- Membership	9.7	10.8	12.4	6.2	27.3
- Admission	91.2	106.1	114.7	5.9	25.9
- Other Earned Revenues	158.2	176.8	227.1	9.5	43.6
- Total Earned Revenues	259.1	293.7	354.2	8.1	36.7
Share (%) of operating revenue	27.0	29.0	31.7	4.1	17.4
<b>Total Operating Revenues</b>	<b>959.0</b>	<b>1013.0</b>	<b>1116.6</b>	<b>3.9</b>	<b>16.4</b>
Share (%) of total revenue	86.9	90.6	91.0	1.2	4.8
<b>CAPITAL REVENUES</b>					
- Federal Government	54.0	38.3	35.2	-10.1	-34.8
- Provincial Government	26.5	26.6	26.1	-0.4	-1.5
- Other Governments	24.3	13.1	13.9	-13.0	-42.6
- Institutional/Private	35.0	24.0	25.8	-7.4	-26.3
- Other Capital Revenues	5.2	3.5	9.4	15.8	79.5
- Total Capital Revenues	145.0	105.5	110.4	-6.6	-23.9
Share (%) of total revenue	13.1	9.4	9.0	-9.0	-31.5
<b>TOTAL REVENUES</b>	<b>1104.0</b>	<b>1118.5</b>	<b>1227.0</b>	<b>2.7</b>	<b>11.1</b>
<b>EXPENDITURES (\$000,000)</b>					
<b>Operating Expenditures</b>					
- Wages	528.5	528.8	566.7	1.8	7.2
- Artifacts	14.5	13.0	15.3	1.4	5.5
- Other Operating Expenses	389.8	436.9	491.3	6.0	26.1
- Total Operating Expenses	932.7	978.7	1073.3	3.6	15.1
Wages share (%)	56.7	54.0	52.8	-1.7	-6.8
<b>Capital Expenditures</b>					
- Purchase and Construction	43.7	31.3	25.3	-12.8	-42.2
- Renovations	63.2	47.8	60.1	-1.2	-4.9
- Other Capital Expenses	37.6	52.3	46.5	5.4	23.6
- Total Capital Expenses	166.0	131.4	131.8	-5.6	-20.6
<b>Total Expenditures</b>	<b>1098.7</b>	<b>1110.1</b>	<b>1205.2</b>	<b>2.3</b>	<b>9.7</b>

Source: Statistics Canada, Culture Statistics Program

**Table 39a. Total Employment in Heritage Institutions, Nova Scotia**

EMPLOYMENT (No.)	1995-96	1997-98	1999-00	Average	Total
				Change	Change
				95-99	95-99
Full-Time	384	427	401	1.1	4.4
Part-Time	873	1,013	1,121	6.5	28.4
Sub-total: paid workers	1,257	1,440	1,522	4.9	21.1
Volunteers	2,170	2,210	2,142	-0.3	-1.3
Total workers	3,427	3,650	3,664	1.7	6.9
Allocation (%)					
Full-Time	11.2	11.7	10.9	-0.6	-2.3
Part-Time	25.5	27.8	30.6	4.7	20.1
Volunteers	63.3	60.5	58.5	-2.0	-7.7
Total workers	100.0	100.0	100.0		

Source: Statistics Canada, Culture Statistics Program.

**Table 39b. Total Employment in Heritage Institutions, Canada**

EMPLOYMENT (No.)	1995-96	1997-98	1999-00	Average	Total
				Change	Change
				95-99	95-99
Full-Time	10,162	9,856	10,355	0.5	1.9
Part-Time	13,073	13,654	14,567	2.7	11.4
Sub-total: paid workers	23,235	23,510	24,922	1.8	7.3
Volunteers	52,035	46,403	44,614	-3.8	-14.3
Total workers	75,270	69,913	69,536	-2.0	-7.6
Allocation (%)					
Full-Time	13.5	14.1	14.9	2.5	10.3
Part-Time	17.4	19.5	20.9	4.8	20.6
Volunteers	69.1	66.4	64.2	-1.8	-7.2
Total workers	100.0	100.0	100.0		

Source: Statistics Canada, Culture Statistics Program.

**Table 40a. Average Performance per Heritage Institution, Nova Scotia**

<b>Performance per Institution</b>	<b>1995-96</b>	<b>1997-98</b>	<b>1999-00</b>	<b>Average Change 95-99</b>	<b>Total Change 95-99</b>
Attendance	13,917	15,333	16,006	3.6	15.0
<b>Revenue</b>					
Earned revenue	37,381	37,260	52,117	8.7	39.4
Unearned revenue					
- Public	117,392	152,305	134,878	3.5	14.9
- Private	6,829	9,441	13,822	19.3	102.4
- Total unearned	124,221	161,746	148,700	4.6	19.7
<b>Allocation (%)</b>					
Earned revenue	30.1	23.0	35.0	3.9	16.5
Unearned revenue					
- Public	94.5	94.2	90.7	-1.0	-4.0
- Private	5.5	5.8	9.3	14.0	69.1
Total	100.0	100.0	100.0	0.0	0.0
Operating Revenue	161,608	199,006	200,822	5.6	24.3
Capital Revenue	34,359	15,288	43,306	6.0	26.0
Total Revenue	195,967	214,294	244,128	5.6	24.6
<b>Expenditures</b>					
-Wages	96,541	101,288	111,078	3.6	15.1
-Artifacts	365	819	2,533	62.4	594.7
-Other Operating Expenses	54,365	60,209	71,244	7.0	31.0
-Total Operating Expenses	151,271	162,316	184,850	5.1	22.2
-Total Capital Expenses	36,569	31,215	63,172	14.6	72.7
Total expenditures	187,840	193,531	248,022	7.2	32.0
<b>Employment</b>					
Total workers	19	21	20	1.8	7.5

Source: Statistics Canada, Culture Statistics Program.

**Table 40b. Average Performance per Heritage Institution, Canada**

				<b>Average Change</b>	<b>Total Change</b>
<b>Performance per Institution</b>	<b>1995-96</b>	<b>1997-98</b>	<b>1999-00</b>	<b>95-99</b>	<b>95-99</b>
Attendance	22,796	22,836	23,111	0.3	1.4
<b>Revenue</b>					
Earned revenue	108,390	124,615	145,411	7.6	34.2
Unearned revenue					
- Public	261,643	267,580	268,969	0.7	2.8
- Private	31,240	37,597	43,986	8.9	40.8
- Total unearned	292,883	305,176	312,954	1.7	6.9
Allocation (%)					
Earned revenue	37.0	40.8	46.5	5.9	25.6
Unearned revenue					
- Public	89.3	87.7	85.9	-1.0	-3.8
- Private	10.7	12.3	14.1	7.1	31.8
Total	100.0	100.0	100.0		
Operating Revenue	401,274	429,791	458,365	3.4	14.2
Capital Revenue	60,667	44,763	45,322	-7.0	-25.3
Total Revenue	461,941	474,555	503,687	2.2	9.0
<b>Expenditures</b>					
Wages	221,110	224,358	232,647	1.3	5.2
Artifacts	6,062	5,504	6,276	0.9	3.5
Other Operating Expenses	163,077	185,372	201,688	5.5	23.7
Total Operating Expenses	390,249	415,234	440,612	3.1	12.9
Total Capital Expenses	69,456	55,741	54,125	-6.0	-22.1
Total expenditures	459,706	470,975	494,737	1.9	7.6
<b>Employment</b>					
Total workers	31	30	29	-2.4	-9.4

Source: Statistics Canada, Culture Statistics Program.

**Table 41a. Profile of Nature Parks, Nova Scotia**

				<b>Average Change</b>	<b>Total Change</b>
	<b>1995-96</b>	<b>1997-98</b>	<b>1999-00</b>	<b>95-99</b>	<b>95-99</b>
<b>NOVA SCOTIA</b>					
-Number of Institutions	3	3	3	0.0	0.0
-Attendance ('000)	x	x	x		
-Operating Revenues (\$'000)	x	x	x		

Source: Statistics Canada, Culture Statistics Program.

**Table 41b. Profile of Nature Parks, Canada**

	1995-96	1997-98	1999-00	Average Change 95-99	Total Change 95-99
<b>Number of institutions</b>	172	163	168	-0.6	-2.3
<b>Attendance</b>	58.483	60.239	61.96	1.5	5.9
<b>REVENUES (\$000,000)</b>					
<b>OPERATING REVENUES</b>					
<b>Unearned Revenues</b>					
- Federal Government	82.4	81.4	104.4	6.1	26.8
- Provincial Government	34.6	35.2	35.2	0.4	1.6
- Other Governments	55.4	64.2	67.9	5.2	22.6
- Institutional/Private	1.9	2.6	2.4	6.6	29.2
- Total Unearned Revenues	174.2	183.4	209.9	4.8	20.5
<b>Earned Revenues</b>					
- Membership	0.3	0.3	0.2	-7.4	-26.5
- Admission	38.1	38.1	45.7	4.7	20.0
- Other Earned Revenues	48.7	61.1	81.4	13.7	67.0
- Total Earned Revenues	87.1	99.5	127.3	9.9	46.1
Average per institution	506,552	610,626	757,637	10.6	49.6
<b>Total Operating Revenues</b>	261.344	282.93	337.201	6.6	29.0
<b>CAPITAL REVENUES</b>					
- Federal Government	40.3	28.8	24.9	-11.4	-38.3
- Provincial Government	27.8	11.5	10.5	-21.5	-62.0
- Other Governments	10.3	22.2	24.5	24.2	137.8
- Institutional/Private	3.8	1.5	1.0	-27.8	-72.8
- Other Capital Revenues	0.4	0.1	0.1	-29.7	-75.6
- Total Capital Revenues	82.6	64.0	61.0	-7.3	-26.1
<b>TOTAL REVENUES</b>	343.9	347.0	398.2	3.7	15.8
<b>EXPENDITURES (\$000,000)</b>					
<b>OPERATING EXPENSES</b>					
-Wages	162.1	156.9	173.1	1.6	6.8
-Other Operating Expenses	72.1	79.9	87.8	5.0	21.8
-Total Operating Expenses	234.2	236.8	260.9	2.7	11.4
<b>CAPITAL EXPENSES</b>					
-Total Capital Expenses	102.5	63.0	64.1	-11.1	-37.5
<b>TOTAL EXPENSES</b>	336.7	299.8	324.9	-0.9	-3.5
<b>EMPLOYMENT (No.)</b>					
-Full-Time	2,681	3,011	2,720	0.4	1.5
-Part-Time	5,885	5,392	7,138	4.9	21.3
-Volunteers	5,806	5,476	4,825	-4.5	-16.9
Total workers	14,372	13,879	14,683	0.5	2.2

Source: Statistics Canada, Culture Statistics Program.

**Table 42a. Performances by and Attendance to Not-For-Profit Performing Arts Companies, Nova Scotia**

				<b>Average Change</b>	<b>Total Change</b>
<b>Nova Scotia</b>	<b>1996-97</b>	<b>1998-99</b>	<b>2000-01</b>	<b>96-00</b>	<b>96-00</b>
Number of companies	15	21	18	4.7	20.0
<b>Performances</b>					
- Home	600	979	968	12.7	61.3
- Tour	347	482	483	8.6	39.2
- Other	17	20	7	-19.9	-58.8
- Total	964	1481	1458	10.9	51.2
Allocation (%)					
- Home	62.2	66.1	66.4	1.6	6.7
- Tour	36.0	32.5	33.1	-2.1	-8.0
- Other	1.8	1.4	0.5	-27.8	-72.8
- Total	100.0	100.0	100.0		
<b>Attendance (000,000)</b>					
- Home	0.179	0.238	0.221	5.4	23.2
- Tour	0.117	0.105	0.201	14.5	71.6
- Other	0.0	0.0	0.0	-25.8	-69.8
- Total	0.302	0.347	0.424	8.8	40.2
Allocation (%)					
- Home	59.3	68.4	52.2	-3.2	-12.1
- Tour	38.8	30.2	47.4	5.2	22.4
- Other	1.9	1.3	0.4	-31.9	-78.4
- Total	100.0	100.0	100.0		

Source: Statistics Canada, Culture Statistics Program.

**Table 42b. Performances by and Attendance to Not-For-Profit Performing Arts Companies, Canada**

				<b>Average Change</b>	<b>Total Change</b>
<b>Canada</b>	<b>1996-97</b>	<b>1998-99</b>	<b>2000-01</b>	<b>96-00</b>	<b>96-00</b>
Number of companies	602	625	583	-0.8	-3.2
<b>Performances</b>					
- Home	24,745	26,335	27,719	2.9	12.0
- Tour	12,305	11,523	12,015	-0.6	-2.4
- Other	3,233	3,901	2,920	-2.5	-9.7
- Total	40,283	41,759	42,654	1.4	5.9
Allocation (%)					
- Home	61.4	63.1	65.0	1.4	5.8
- Tour	30.5	27.6	28.2	-2.0	-7.8
- Other	8.0	9.3	6.8	-3.9	-14.7
- Total	100.0	100.0	100.0		
<b>Attendance (000,000)</b>					
- Home	8.5	8.9	9.1	1.9	7.6
- Tour	4.1	3.8	4.5	2.4	9.9
- Other	0.6	0.7	0.6	0.0	0.2
- Total	13.2	13.3	14.3	1.9	8.0
Allocation (%)					
- Home	64.3	66.6	64.1	-0.1	-0.3
- Tour	30.9	28.4	31.4	0.5	1.8
- Other	4.9	5.0	4.5	-1.9	-7.2
- Total	100.0	100.0	100.0		

Source: Statistics Canada, Culture Statistics Program.

**Table 43a. Revenue Profile of Not-For-Profit Performing Arts Companies, Nova Scotia**

				<b>Average Change</b>	<b>Total Change</b>
<b>Earned Revenue (\$000,000)</b>	<b>1996-97</b>	<b>1998-99</b>	<b>2000-01</b>	<b>96-00</b>	<b>96-00</b>
- Home ticket sales	2.5	3.1	3.0	4.4	18.6
- Touring income	0.4	0.4	0.7	11.5	54.6
- Other	0.5	0.8	0.9	13.9	68.4
- Sub-total: Earned Revenue	3.5	4.3	4.5	6.9	30.6
Allocation (%)					
- Home ticket sales	72.3	71.3	65.7	-2.4	-9.2
- Touring income	12.9	9.3	15.3	4.3	18.4
- Other	14.7	19.4	19.0	6.6	28.9
- Sub-total: Earned Revenue	100.0	100.0	100.0		
Earned Revenue (% of total revenue)	38.6	39.9	45.1	4.0	16.8
Touring share (%) of earned revenue	12.9	10.9	15.3	4.3	18.4
<b>Unearned revenue (\$000,000)</b>					
Public					
- Federal	1.4	1.6	1.7	5.6	24.6
- Provincial	1.8	1.7	1.4	-5.6	-20.7
- Municipal	0.1	0.2	0.2	4.3	18.4
- Other public	0.1	0.1	0.0	-8.5	-29.8
- Sub-total: Public	3.4	3.6	3.3	-0.2	-0.8
Public (Share of unearned revenue)	61.0	55.0	60.5	-0.2	-0.8
Public (Share of total revenue)	37.5	33.1	33.3	-3.0	-11.3
Allocation (%)					
- Federal	40.6	45.7	51.0	5.9	25.6
- Provincial	53.6	46.5	42.8	-5.4	-20.1
- Municipal	4.2	6.4	5.0	4.5	19.3
- Other public	1.6	1.4	1.1	-8.3	-29.3
- Sub-total: Public	100.0	100.0	100.0		
Private					
- Sub-total: Private	2.2	2.9	2.2	0.3	1.4
Private (Share of unearned revenue)	39.0	45.0	39.5	0.3	1.3
Private (Share of total revenue)	23.9	27.0	21.7	-2.4	-9.3
Total Unearned Revenue	5.5	6.5	5.5	0.0	0.1
Share (%) of total revenue	61.4	60.1	54.9	-2.7	-10.5
<b>Total revenue (\$000,000)</b>					
Earned revenue	3.5	4.3	4.5	6.9	30.6
Unearned revenue	5.5	6.5	5.5	0.0	0.1
Total revenue	9.0	10.9	10.1	2.8	11.9
Allocation (%)					
Earned revenue	38.6	39.9	45.1	4.0	16.8
Unearned revenue	61.4	60.1	54.9	-2.7	-10.5
Total revenue	100.0	100.0	100.0		

Source: Statistics Canada, Culture Statistics Program.

**Table 43b. Profile of Not-For-Profit Performing Arts Companies, Canada: Revenue**

				<b>Average Change</b>	<b>Total Change</b>
<b>Earned Revenue (\$000,000)</b>	<b>1996-97</b>	<b>1998-99</b>	<b>2000-01</b>	<b>96-00</b>	<b>96-00</b>
- Home ticket sales	134.4	150.5	168.9	5.9	25.7
- Touring income	28.9	33.2	32.9	3.3	13.9
- Other	38.6	50.9	62.1	12.6	60.8
- Sub-total: Earned Revenue	201.9	234.6	263.9	6.9	30.7
Allocation (%)					
- Home ticket sales	66.6	64.2	64.0	-1.0	-3.8
- Touring income	14.3	14.2	12.5	-3.4	-12.9
- Other	19.1	21.7	23.5	5.3	23.0
- Sub-total: Earned Revenue	100.0	100.0	100.0		
Earned Revenue (% of total revenue)	48.2	49.5	48.5	0.2	0.7
Touring share (%) of earned revenue	14.3	14.2	12.5	-3.4	-12.9
<b>Unearned revenue (\$000,000)</b>					
<b>Public</b>					
- Federal	53.4	60.6	72.8	8.1	36.3
- Provincial	56.3	58.9	66.9	4.4	18.7
- Municipal	21.6	21.7	23.2	1.8	7.3
- Other public	0.8	1.3	2.7	37.2	254.0
- Sub-total: Public	132.1	142.5	165.5	5.8	25.4
Public share (%) of unearned revenue)	60.9	59.5	59.2	-0.7	-2.8
Public (Share of total revenue)	31.5	30.0	30.4	-0.9	-3.5
Allocation (%)					
- Federal	40.4	42.5	44.0	2.1	8.8
- Provincial	42.7	41.3	40.4	-1.3	-5.3
- Municipal	16.3	15.2	14.0	-3.8	-14.4
- Other public	0.6	0.9	1.6	29.6	182.4
- Sub-total: Public	100.0	100.0	100.0		
<b>Private</b>					
- Sub-total: Private	84.8	97.1	114.2	7.7	34.7
Private (Share of unearned revenue)	39.1	40.5	40.8	1.1	4.4
Private (Share of total revenue)	20.3	20.5	21.0	0.9	3.7
Total Unearned Revenue	216.9	239.6	279.8	6.6	29.0
Share (%) of total revenue	51.8	50.5	51.5	-0.2	-0.6
<b>Total revenue (\$000,000)</b>					
Earned revenue	201.9	234.6	263.9	6.9	30.7
Unearned revenue	216.9	239.6	279.8	6.6	29.0
Total revenue	418.7	474.1	543.7	6.7	29.8
Allocation (%)					
Earned revenue	48.2	49.5	48.5	0.2	0.7
Unearned revenue	51.8	50.5	51.5	-0.2	-0.6
Total revenue	100.0	100.0	100.0		

Source: Statistics Canada, Culture Statistics Program.

**Table 44a. Expenditures and Labour Profile of Not-For-Profit Performing Arts Companies, Nova Scotia**

				<b>Average Change</b>	<b>Total Change</b>
<b>Total Expenditures (\$000,000)</b>	<b>1996-97</b>	<b>1998-99</b>	<b>2000-01</b>	<b>96-00</b>	<b>96-00</b>
Personnel	5.1	6.5	5.7	2.5	10.5
Production	1.4	1.9	1.7	5.4	23.6
Administration	0.7	1.2	0.9	9.0	41.3
Publicity & promotion	0.9	1.1	1.0	3.1	12.9
Fundraising	0.2	0.2	0.3	9.9	45.8
Other	0.6	0.9	1.1	14.3	70.9
<b>Total Expenditures</b>	<b>8.9</b>	<b>11.8</b>	<b>10.7</b>	<b>4.7</b>	<b>20.2</b>
<b>Allocation (%)</b>					
Personnel	57.6	55.2	52.9	-2.1	-8.1
Production	15.4	15.9	15.8	0.7	2.8
Administration	7.4	9.9	8.7	4.1	17.6
Publicity & promotion	10.0	9.3	9.4	-1.6	-6.1
Fundraising	2.7	1.9	3.2	4.9	21.3
Other	7.0	7.9	10.0	9.2	42.2
<b>Total Expenditures</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>		
<b>Profitability</b>					
Total revenue	9.0	10.9	10.1	2.8	11.9
Total Expenditures	8.9	11.8	10.7	4.7	20.2
Surplus/deficit	0.1	-0.9	-0.6		
Share (%) of total revenue	1.3	-8.6	-6.0		
<b>Employment</b>					
Number of paid persons	895	1,181	1,017	3.2	13.6
Number of volunteers	753	638	685	-2.3	-9.0
<b>Total</b>	<b>1,648</b>	<b>1,819</b>	<b>1,702</b>	<b>0.8</b>	<b>3.3</b>
<b>Allocation (%)</b>					
Number of paid persons	54.3	64.9	59.8	2.4	10.0
Number of volunteers	45.7	35.1	40.2	-3.1	-11.9
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>		

Source: Statistics Canada, Culture Statistics Program.

**Table 44b. Expenditures and Labour Profile of Not-For-Profit Performing Arts Companies, Canada**

				<b>Average Change</b>	<b>Total Change</b>
<b>Total Expenditures (\$000,000)</b>	<b>1996-97</b>	<b>1998-99</b>	<b>2000-01</b>	<b>96-00</b>	<b>96-00</b>
Personnel	235.2	264.7	304.1	6.6	29.3
Production	69.7	90.7	90.1	6.6	29.3
Administration	24.3	23.4	26.9	2.6	10.8
Publicity & promotion	35.1	40.0	48.3	8.3	37.4
Fundraising	12.9	12.8	14.3	2.8	11.5
Other	42.2	47.4	56.4	7.5	33.5
<b>Total Expenditures</b>	<b>419.4</b>	<b>479.0</b>	<b>540.1</b>	<b>6.5</b>	<b>28.8</b>
<b>Allocation (%)</b>					
Personnel	56.1	55.3	56.3	0.1	0.4
Production	16.6	18.9	16.7	0.1	0.4
Administration	5.8	4.9	5.0	-3.7	-13.9
Publicity & promotion	8.4	8.4	8.9	1.6	6.7
Fundraising	3.1	2.7	2.7	-3.5	-13.4
Other	10.1	9.9	10.4	0.9	3.7
<b>Total Expenditures</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>		
<b>Profitability</b>					
Total revenue	418.7	474.1	543.7	6.7	29.8
Total Expenditures	419.4	479.0	540.1	6.5	28.8
Surplus/deficit	-0.7	-4.9	3.6		
Share (%) of total revenue	-0.2	-1.0	0.7		
<b>Employment</b>					
Number of paid persons	37,926	37,096	37,005	-0.6	-2.4
Number of volunteers	31,418	27,408	27,064	-3.7	-13.9
<b>Total</b>	<b>69,344</b>	<b>64,504</b>	<b>64,069</b>	<b>-2.0</b>	<b>-7.6</b>
<b>Allocation (%)</b>					
Number of paid persons	54.7	57.5	57.8	1.4	5.6
Number of volunteers	45.3	42.5	42.2	-1.7	-6.8
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>		

Source: Statistics Canada, Culture Statistics Program.

**Table 45a. Average Performance of Not-For-Profit Performing Arts Companies, Nova Scotia**

				<b>Average Change</b>	<b>Total Change</b>
<b>Performance per company</b>	<b>1996-97</b>	<b>1998-99</b>	<b>2000-01</b>	<b>96-00</b>	<b>96-00</b>
Number of companies	15	21	18	4.7	20.0
Average performances per company	64	71	81	6.0	26.0
Average attendance per company	20,146	16,546	23,541	4.0	16.9
Attendance per performance	313	235	291	-1.9	-7.3
Earned revenue	231,605	206,676	252,111	2.1	8.9
Unearned revenue					
- Public	225,013	171,418	186,056	-4.6	-17.3
- Private	143,652	140,168	121,389	-4.1	-15.5
- Total unearned revenue	368,665	311,586	307,444	-4.4	-16.6
Total Revenue	600,270	518,262	559,556	-1.7	-6.8
Allocation (%)					
Earned revenue	38.6	39.9	45.1	4.0	16.8
Unearned revenue					
- Public	37.5	33.1	33.3	-3.0	-11.3
- Private	23.9	27.0	21.7	-2.4	-9.3
Total	100.0	100.0	100.0		
<b>Total Expenditures (\$000,000)</b>					
Personnel	341,134	310,491	314,111	-2.0	-7.9
Production	91,028	89,560	93,722	0.7	3.0
Administration	43,875	55,511	51,667	4.2	17.8
Publicity & promotion	59,065	52,137	55,556	-1.5	-5.9
Fundraising	15,820	10,613	19,222	5.0	21.5
Other	41,500	44,524	59,111	9.2	42.4
Total Expenditures	592,421	562,836	593,389	0.0	0.2
Annual Deficit	7,849	-44,574	-33,833		
Share (%) of total revenue	1.3	-8.6	-6.0		
Allocation (%)					
Personnel	57.6	55.2	52.9	-2.1	-8.1
Production	15.4	15.9	15.8	0.7	2.8
Administration	7.4	9.9	8.7	4.1	17.6
Publicity & promotion	10.0	9.3	9.4	-1.6	-6.1
Fundraising	2.7	1.9	3.2	4.9	21.3
Other	7.0	7.9	10.0	9.2	42.2
Total Expenditures	100.0	100.0	100.0		
Average expenditure per performance	9,218	7,981	7,326	-5.6	-20.5

Source: Statistics Canada, Culture Statistics Program.

**Table 45b. Average Performance of Not-For-Profit Performing Arts Companies, Canada**

				<b>Average Change</b>	<b>Total Change</b>
<b>Performance per company</b>	<b>1996-97</b>	<b>1998-99</b>	<b>2000-01</b>	<b>96-00</b>	<b>96-00</b>
Number of companies	602	625	583	-0.8	-3.2
Average performances per company	67	67	73	2.3	9.3
Average attendance per company	21,930	21,312	24,449	2.8	11.5
Average attendance per performance	328	319	334	0.5	2.0
Average earned revenue	335,309	375,303	452,655	7.8	35.0
Average unearned revenue					
- Public	219,366	227,927	283,952	6.7	29.4
- Private	140,876	155,384	195,928	8.6	39.1
- Total unearned revenue	360,242	383,312	479,880	7.4	33.2
Total Revenue	695,551	758,615	932,535	7.6	34.1
Allocation (%)					
Earned revenue	48.2	49.5	48.5	0.2	0.7
Unearned revenue					
- Public	31.5	30.0	30.4	-0.9	-3.5
- Private	20.3	20.5	21.0	0.9	3.7
Total	100.0	100.0	100.0		
<b>Average Expenditures (\$000,000)</b>					
Personnel	390,687	423,535	521,600	7.5	33.5
Production	115,777	145,054	154,557	7.5	33.5
Administration	40,285	37,484	46,103	3.4	14.4
Publicity & promotion	58,347	64,043	82,792	9.1	41.9
Fundraising	21,373	20,524	24,600	3.6	15.1
Other	70,171	75,839	96,719	8.4	37.8
Total Expenditures	696,639	766,478	926,372	7.4	33.0
Annual Deficit	-1,088	-7,863	6,163		
Share (%) of total revenue	-0.2	-1.0	0.7		
Allocation (%)					
Personnel	56.1	55.3	56.3	0.1	0.4
Production	16.6	18.9	16.7	0.1	0.4
Administration	5.8	4.9	5.0	-3.7	-13.9
Publicity & promotion	8.4	8.4	8.9	1.6	6.7
Fundraising	3.1	2.7	2.7	-3.5	-13.4
Other	10.1	9.9	10.4	0.9	3.7
Total Expenditures	100.0	100.0	100.0		
Average expenditure per performance	10,411	11,472	12,662	5.0	21.6

Source: Statistics Canada, Culture Statistics Program.

**Table 46. Average Household Annual Spending on Stage Performances, Nova Scotia and Canada**

Stage Performances	1996	1997	1998	1999	2000	2001	Average	Total
							Change	Change
							96-01	96-01
Nova Scotia	34	39	41	37	36	43	4.8	26.5
Canada	61	69	66	66	73	71	3.1	16.4

Source: Statistics Canada, Survey of Household Expenditures.

**Table 47. Total Household Annual Spending on Stage Performances, Nova Scotia, and Canada**

(\$000,000)	1996	1997	1998	1999	2000	2001	Average	Total
							Change	Change
							96-01	96-01
Nova Scotia	13.5	16.2	17.2	15.7	15.2	18.3	6.3	36.0
Canada	764.8	896.4	867.8	883.3	989.7	968.1	4.8	26.6

Source: Statistics Canada, Survey of Household Expenditures.

**Table 48. Participation Rates (%) to Stage Performance, Canada and Nova Scotia, 1992 and 1998**

	Canada		Net Change	Nova Scotia		Net Change
	1992	1998		1992	1998	
<b>Percent</b>						
Attend a Professional Concert or Performance	30.2	34.6	4.3	23.3	28.4	5.0
Attend - Theatrical Performance	24.0	19.9	-4.1	19.4	13.6	-5.9
Attend - popular Musical Performance	23.7	19.6	-4.1	26.2	16.7	-9.4
Attend - Symphonic, classical music performance	12.2	8.2	-4.0	5.5	6.3	0.8
Attend - Opera	4.4	3.0	-1.4	x	x	..
Attend - Choral music performance	3.1	6.6	3.5	x	7.0	..
Attend - Dance performance	4.9	6.8	1.9	3.8	6.1	2.3
Attend - Children's performance	8.4	6.8	-1.7	7.0	5.7	-1.3
Attend - Festival (1)	50.5	22.6	-27.9	63.7	31.8	-31.9
Attend - Cultural performance	11.6	13.8	2.2	12.0	13.8	1.9
Attend - Other popular stage performance	15.6	15.6	0.0	24.6	14.6	-10.0
Play a Musical instrument	16.8	17.1	0.3	17.7	18.9	1.2

X Not reliable

Source: Statistics Canada, General Social Survey.

**Table 49. Federal and Provincial Government Expenditures on Visual Arts and Crafts, Canada and Nova Scotia**

(\$000,000)	Total Expenditures			Grants		
	Canada	Nova Scotia	Share (%)	Canada	Nova Scotia	Share (%)
1995-96	51.142	1.256	2.46	43.403	0.681	1.57
1996-97	53.721	1.362	2.54	48.336	0.699	1.45
1997-98	51.036	1.224	2.40	45.348	0.738	1.63
1998-99	56.555	1.710	3.02	49.515	1.208	2.44
1999-00	58.419	1.877	3.21	52.692	1.36	2.58
2000-01	58.718	1.446	2.46	53.465	1.191	2.23
<b>Average Increase</b>	2.8	2.9	0.1	4.3	11.8	7.3
<b>Total Increase</b>	14.8	15.1	0.3	23.2	74.9	42.0

Source: Statistics Canada, Culture Statistics Program.

**Table 50. Federal Government Expenditures on Visual Arts and Crafts, Canada and Nova Scotia**

(\$000,000)	Total Expenditures			Grants		
	Canada	Nova Scotia	Share (%)	Canada	Nova Scotia	Share (%)
1995-96	12.750	0.446	3.50	12.318	0.446	3.62
1996-97	12.759	0.433	3.39	12.49	0.433	3.47
1997-98	15.342	0.508	3.31	14.892	0.508	3.41
1998-99	17.024	0.711	4.18	16.459	0.711	4.32
1999-00	17.520	0.861	4.91	16.56	0.861	5.20
2000-01	18.423	0.732	3.97	17.304	0.732	4.23
<b>Average Increase</b>	7.6	10.4	2.6	7.0	10.4	3.2
<b>Total Increase</b>	44.5	64.1	13.6	40.5	64.1	16.8

Source: Statistics Canada, Culture Statistics Program.

**Table 51. Provincial Government Expenditures on Visual Arts and Crafts, Canada and Nova Scotia**

(\$000,000)	Total Expenditures			Grants		
	Canada	Nova Scotia	Share (%)	Canada	Nova Scotia	Share (%)
1995-96	38.392	0.810	2.11	31.085	0.235	0.76
1996-97	40.962	0.929	2.27	35.846	0.266	0.74
1997-98	35.694	0.716	2.01	30.456	0.230	0.76
1998-99	39.531	0.999	2.53	33.056	0.497	1.50
1999-00	40.899	1.016	2.48	36.132	0.499	1.38
2000-01	40.295	0.714	1.77	36.161	0.459	1.27
<b>Average Increase</b>	1.0	-2.5	-3.4	3.1	14.3	10.9
<b>Total Increase</b>	5.0	-11.9	-16.0	16.3	95.3	67.9

Source: Statistics Canada, Culture Statistics Program.

**Table 52. Number of Workers in Visual Art and Artistic Design Occupations, Canada and Nova Scotia, 1991 to 2001**

Visual Arts and Artistic Design <sup>1</sup>	Canada	Nova Scotia	Share (%)
1991	73,361	1,234	1.68
1992	68,444	1,455	2.13
1993	74,219	1,497	2.02
1994	80,849	1,326	1.64
1995	82,601	1,586	1.92
1996	94,260	1,775	1.88
1997	90,920	1,593	1.75
1998	98,677	1,922	1.95
1999	115,251	1,685	1.46
2000	118,176	1,868	1.58
2001	116,182	2,738	2.36
2002	124,708	1,814	1.45
<b>Average Increase</b>	4.9	3.6	-1.3
<b>Total Increase</b>	70.0	47.0	-13.5

Source: Statistics Canada, Labour Force Survey.

<sup>1</sup> Includes artisans and craftpersons, photographers, industrial, graphic, interior, and other creative designers, illustrating artists, and architects.

**Table 53a. Profile of Art Museums in Nova Scotia**

	1995-96	1997-98	1999-00	Average Change 95-99	Total Change 95-99
<b>NUMBER OF INSTITUTIONS</b>	9	9	9	0.0	0.0
<b>ATTENDANCE ('000)</b>	149	399	182	5.1	22.1
<b>REVENUE (\$'000)</b>					
<b>Unearned Revenues (\$'000)</b>					
-Federal Government	130	319	440	35.6	238.5
-Provincial Government	1,230	1,276	1,241	0.2	0.9
-Other Governments	10	28	15	10.7	50.0
Total public funding	1,370	1,623	1,696	5.5	23.8
-Institutional/Private	429	629	856	18.9	99.5
<b>-Total Unearned Revenues</b>	<b>3,169</b>	<b>3,875</b>	<b>4,248</b>	<b>7.6</b>	<b>34.0</b>
Share (%) of operating revenue	87.4	93.9	87.4	0.0	0.0
<b>Earned Revenues (\$'000)</b>					
-Membership	38	34	43	3.1	13.2
-Admission	20	26	42	20.4	110.0
-Other Earned Revenues	399	190	526	7.2	31.8
<b>-Total Earned Revenues</b>	<b>457</b>	<b>250</b>	<b>611</b>	<b>7.5</b>	<b>33.7</b>
Share (%) of operating revenue	12.6	6.1	12.6	-0.1	-0.2
<b>Total Operating Revenues (\$'000)</b>	<b>3,626</b>	<b>4,125</b>	<b>4,859</b>	<b>7.6</b>	<b>34.0</b>
<b>CAPITAL REVENUES(\$'000)</b>					
<b>Total Capital Revenues</b>	51	3	12	-30.4	-76.5
Total Revenue	3,677	4,128	4,871	7.3	32.5
<b>Operating Expenses (\$'000)</b>					
-Wages	1,031	1,077	1,405	8.0	36.3
-Artifacts	2	0	35	104.5	1,650.0
-Other Operating Expenses	1,112	1,154	1,682	10.9	51.3
<b>-Total Operating Expenses</b>	<b>2,145</b>	<b>2,231</b>	<b>3,122</b>	<b>9.8</b>	<b>45.5</b>
<b>CAPITAL EXPENSES (\$'000)</b>					
-Total Capital Expenses	1	3	11	82.1	1,000.0
Total Expenses	2,146	2,234	3,133	9.9	46.0
<b>5.EMPLOYMENT (No.)</b>					
-Full-Time	28	34	36	6.5	28.6
-Part-Time	18	35	29	12.7	61.1
-Volunteers	268	276	280	1.1	4.5
Total	314	345	345	2.4	9.9
Allocation (%)					
-Full-Time	8.9	9.9	10.4	4.0	17.0
-Part-Time	5.7	10.1	8.4	10.0	46.6
-Volunteers	85.4	80.0	81.2	-1.3	-4.9
Total	100.0	100.0	100.0		
<b>6. Profitability</b>					
Profit (loss)	1,531	1,894	1,738	3.2	13.5
Share of total revenue	41.6	45.9	35.7	-3.8	-14.3

Source: Statistics Canada, Culture Statistics Program

Table 53b. Profile of Art Museums in Canada

	1995- 96	1997-98	1999-00	Average Change 92-99	Total Change 92-99
<b>1.NUMBER OF INSTITUTIONS</b>	186	181	185	-0.1	-0.5
<b>2.ATTENDANCE ('000)</b>	5,842	5,783	6,093	1.1	4.3
<b>3. REVENUES</b>					
<b>OPERATING REVENUES (\$'000)</b>					
<b>Unearned Revenues (\$'000)</b>					
-Federal Government	39,314	39,368	39,299	0.0	0.0
-Provincial Government	60,338	55,923	57,592	-1.2	-4.6
-Other Governments	14,704	23,929	17,195	4.0	16.9
-Institutional/Private	18,743	20,319	23,450	5.8	25.1
<b>-Total Unearned Revenues</b>	<b>133,098</b>	<b>139,539</b>	<b>137,535</b>	<b>0.8</b>	<b>3.3</b>
Share (%) of operating revenue	75.2	72.2	70.1	-1.8	-6.8
<b>Earned Revenues (\$'000)</b>					
-Membership	2,465	3,172	3,829	11.6	55.3
-Admission	6,590	7,258	8,965	8.0	36.0
-Other Earned Revenues	34,865	43,277	45,985	7.2	31.9
<b>-Total Earned Revenues</b>	<b>43,919</b>	<b>53,708</b>	<b>58,779</b>	<b>7.6</b>	<b>33.8</b>
Share (%) of operating revenue	24.8	27.8	29.9	4.8	20.7
<b>Total Operating Revenues (\$'000)</b>	<b>177,017</b>	<b>193,247</b>	<b>196,314</b>	<b>2.6</b>	<b>10.9</b>
<b>CAPITAL REVENUES(\$'000)</b>					
<b>Total Capital Revenues</b>	13,609	14,684	20,898	11.3	53.6
Total revenue	190,626	207,931	217,212	3.3	13.9
<b>4.EXPENDITURES</b>					
<b>OPERATING EXPENSES (\$'000)</b>					
-Wages	76,893	84,874	87,572	3.3	13.9
-Artifacts	3,684	6,161	6,377	14.7	73.1
-Other Operating Expenses	92,101	94,192	107,987	4.1	17.2
<b>-Total Operating Expenses</b>	<b>172,678</b>	<b>185,226</b>	<b>201,936</b>	<b>4.0</b>	<b>16.9</b>
<b>CAPITAL EXPENSES (\$'000)</b>					
Total Capital Expenses	23,051	22,303	22,026	-1.1	-4.4
Total expenditures	195,729	207,529	223,962	3.4	14.4
<b>5.EMPLOYMENT (No.)</b>					
-Full-Time	1,503	1,553	1,566	1.0	4.2
-Part-Time	990	1,372	1,407	9.2	42.1
-Volunteers	8,566	7,031	6,683	-6.0	-22.0
Total	11,059	9,956	9,656	-3.3	-12.7
Allocation (%)					
-Full-Time	13.6	15.6	16.2	4.5	19.3
-Part-Time	9.0	13.8	14.6	13.0	62.8
-Volunteers	77.5	70.6	69.2	-2.8	-10.6
Total	100.0	100.0	100.0		

Source: Statistics Canada, Culture Statistics Program

**Table 54. Participation Rates, Visual Arts Activities, Canada and Nova Scotia, 1992 and 1998**

	Canada			Nova Scotia		
	1992	1998	net change	1992	1998	net change
Percent						
Visit - Public Art Gallery, Art Museum	19.3	22.1	2.8	21.7	20.6	-1.0
Visit - Commercial Art Gallery	8.3	8.5	0.1	8.0	6.5	-1.6
Do any visual arts (painting, sculpting, etc.)	9.6	11.6	2.0	9.8	14.6	4.7
Do any crafts ( pottery, woodworking, etc.)	29.1	29.3	0.2	34.7	38.9	4.2
Do artistic photography	8.9	8.4	-0.5	13.6	9.4	-4.2

Source: Statistics Canada, General Social Survey.

**Table 55. Average Annual Household Spending on Visual Arts, Canada and Nova Scotia**

Visual Arts <sup>2</sup>	Canada	Nova Scotia
1996	91	65
1997	68	49
1998	94	76
1999	77	54
2000	94	61
2001	97	80
<b>Average Increase</b>	1.3	4.2
<b>Total Increase</b>	6.6	23.1

Source: Statistics Canada, Survey of Household Expenditures.

**Table 56. Total Annual Household Spending on Visual Arts, Canada, and Nova Scotia**

(\$000,000)	Canada	Nova Scotia
1996	1,140.9	25.7
1997	883.4	20.3
1998	1,236.0	31.9
1999	1,030.5	23.0
2000	1,274.4	25.8
2001	1,322.7	34.1
<b>Average Increase</b>	3.0	5.8
<b>Total Increase</b>	15.9	32.4

Source: Statistics Canada, Survey of Household Expenditures.

<sup>2</sup> Includes original works of art, decorative ware and antiques.

**Table 57. Financial Profile of Festivals Supported by the Cultural Initiatives Program (CIP), Canada**

	1993	1994	1995	1996	1997	1998	1999	Average Change 93-99	Total Change 93-99
Total festivals	162	161	156	154	152	146	136	-2.9	-16.0
Earned revenues									
- Box office	15.187	12.546	16.66	18.777	15.917	18.513	19.244	4.0	26.7
- Sales revenues	11.917	9.458	7.75	11.735	12.196	12.831	13.313	1.9	11.7
- Total earned revenue	27.104	22.004	24.41	30.512	28.113	31.344	32.557	3.1	20.1
Public sector									
- Federal	8.865	10.019	8.598	8.424	7.517	7.150	8.671	-0.4	-2.2
- Provincial	8.865	8.454	7.724	8.432	6.410	7.173	8.719	-0.3	-1.6
- Municipal	4.069	4.110	4.401	4.202	4.299	4.860	5.189	4.1	27.5
- Total government	21.799	22.583	20.723	21.058	18.226	19.183	22.579	0.6	3.6
Private sector contributions	23.689	37.276	39.309	33.172	33.409	35.637	40.786	9.5	72.2
Total revenues	72.592	81.863	84.442	84.742	79.748	86.164	95.922	4.8	32.1
Allocation (%)									
Earned revenues	37.3	26.9	28.9	36.0	35.3	36.4	33.9	-1.6	-9.1
Public Sector	30.0	27.6	24.5	24.8	22.9	22.3	23.5	-4.0	-21.6
Private sector contributions	32.6	45.5	46.6	39.1	41.9	41.4	42.5	4.5	30.3
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	0.0	0.0
Total expenditures									
- Administrative	6.684	7.332	7.332	9.865	13.544	14.566	14.716	14.1	120.2
- Marketing	11.914	14.375	15.213	17.187	15.684	15.275	18.415	7.5	54.6
- Salaries and benefits	10.970	12.816	13.442	15.481	15.572	20.323	22.546	12.8	105.5
- Production	25.136	33.819	31.713	24.074	18.605	13.553	15.635	-7.6	-37.8
- Performers' fees and benefits	18.017	14.488	16.032	16.353	17.403	22.361	24.485	5.2	35.9
Total expenditures	72.721	82.830	83.732	82.960	80.808	86.078	95.797	4.7	31.7
Total expenditures	72.648	82.200	83.722	84.062	80.808	86.079	95.797	4.7	31.9
Allocation (%)									
- Administrative	9.2	8.9	8.8	11.9	16.8	16.9	15.4	8.9	67.1
- Marketing	16.4	17.4	18.2	20.7	19.4	17.7	19.2	2.7	17.3
- Salaries and benefits	15.1	15.5	16.1	18.7	19.3	23.6	23.5	7.7	56.0
- Production	34.6	40.8	37.9	29.0	23.0	15.7	16.3	-11.8	-52.8
- Performers' fees and benefits	24.8	17.5	19.1	19.7	21.5	26.0	25.6	0.5	3.2
Total expenditures	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
Total surplus	11.983	13.091	8.803	8.497	5.451	-0.098	-1.112		

Source: Department of Canadian Heritage.

**Table 58. Federal and Provincial Government Expenditures on Literary Arts, Canada and Nova Scotia**

(\$000,000)	Total Expenditures		Share (%)	Grants		Share (%)
	Canada	Nova Scotia		Canada	Nova Scotia	
1995-96	165.756	0.959	0.58	60.173	0.959	1.59
1996-97	158.307	1.014	0.64	67.725	1.014	1.50
1997-98	166.159	1.144	0.69	74.329	1.144	1.54
1998-99	159.584	1.318	0.83	78.702	1.318	1.67
1999-00	165.635	1.527	0.92	122.771	1.527	1.24
2000-01	182.269	1.676	0.92	152.168	1.676	1.10
<b>Average Increase</b>	1.9	11.8	9.7	20.4	11.8	-7.1
<b>Total Increase</b>	10.0	74.8	58.9	152.9	74.8	-30.9

Source: Statistics Canada, Culture Statistics Program.

**Table 59. Federal Government Expenditures on Literary Arts, Canada and Nova Scotia**

(\$000,000)	Total Expenditures		Share (%)	Grants		Share (%)
	Canada	Nova Scotia		Canada	Nova Scotia	
1995-96	146.353	0.771	0.53	44.308	0.771	1.74
1996-97	141.405	0.832	0.59	52.787	0.832	1.58
1997-98	148.838	0.924	0.62	59.23	0.924	1.56
1998-99	139.031	1.019	0.73	60.095	1.019	1.70
1999-00	144.892	1.205	0.83	103.922	1.205	1.16
2000-01	160.038	1.278	0.80	132.161	1.278	0.97
<b>Average Increase</b>	1.8	10.6	8.7	24.4	10.6	-11.1
<b>Total Increase</b>	9.4	65.8	51.6	198.3	65.8	-44.4

Source: Statistics Canada, Culture Statistics Program.

**Table 60. Provincial Government Expenditures on Literary Arts, Canada and Nova Scotia**

(\$000,000)	Total Expenditures		Share (%)	Grants		Share (%)
	Canada	Nova Scotia		Canada	Nova Scotia	
1995-96	19.403	0.188	0.97	15.865	0.188	1.18
1996-97	16.902	0.182	1.08	14.938	0.182	1.22
1997-98	17.321	0.22	1.27	15.099	0.22	1.46
1998-99	20.553	0.299	1.45	18.607	0.299	1.61
1999-00	20.743	0.322	1.55	18.849	0.322	1.71
2000-01	22.231	0.398	1.79	20.007	0.398	1.99
<b>Average Increase</b>	2.8	16.2	13.1	4.7	16.2	10.9
<b>Total Increase</b>	14.6	111.7	84.8	26.1	111.7	67.9

Source: Statistics Canada, Culture Statistics Program.

**Table 61a. Profile of Book Publishing and Exclusive Agency, Nova Scotia: Titles Published and Reprinted**

				<b>Average Change</b>	<b>Total Change</b>
<b>Firms</b>	<b>1996-97</b>	<b>1998-99</b>	<b>2000-01</b>	<b>96-00</b>	<b>96-00</b>
Publishers	8	9	10	5.7	25.0
Exclusive agents					
Total	8	9	10	5.7	25.0
<b>Titles published *</b>					
Textbooks	11	14	12	2.2	9.1
Children's books	11	8	6	-14.1	-45.5
Tradebooks	56	62	76	7.9	35.7
Other	4	8	3	-6.9	-25.0
Total	82	92	97	4.3	18.3
Allocation (%)					
Textbooks	13.4	15.2	12.4	-2.0	-7.8
Children's books	13.4	8.7	6.2	-17.6	-53.9
Tradebooks	68.3	67.4	78.4	3.5	14.7
Other	4.9	8.7	3.1	-10.8	-36.6
Total	100.0	100.0	100.0		
Average titles per publisher	10	10	10	-1.4	-5.4
<b>Titles reprinted *</b>					
Textbooks	2	3	5	25.7	150.0
Children's books	8	4	1	-40.5	-87.5
Tradebooks	77	45	44	-13.1	-42.9
Other	0	0	1	*	*
Total	87	52	51	-12.5	-41.4
Allocation (%)					
Textbooks	2.3	5.8	9.8	43.7	326.5
Children's books	9.2	7.7	2.0	-32.0	-78.7
Tradebooks	88.5	86.5	86.3	-0.6	-2.5
Other	0.0	0.0	2.0	*	*
Total	100.0	100.0	100.0		
Average titles reprinted per publisher	11	6	5	-17.2	-53.1
Total titles published and reprinted	169	144	148	-3.3	-12.4
Average per publisher	21	16	15	-8.5	-29.9

\* Not applicable.

Source: Statistics Canada, Culture Statistics Program.

**Table 61b. Profile of Book Publishing and Exclusive Agency in Canada: Titles Published and Reprinted**

				<b>Average</b>	<b>Total</b>
				<b>Change</b>	<b>Change</b>
<b>Firms</b>	<b>1996-97</b>	<b>1998-99</b>	<b>2000-01</b>	<b>96-00</b>	<b>96-00</b>
Publishers	498	643	625	5.8	25.5
Exclusive agents	51	57	45	-3.1	-11.8
Total	549	700	670	5.1	22.0
<b>Titles published *</b>	<b>1996-97</b>	<b>1998-99</b>	<b>2000-01</b>		
Textbooks	2,398	2,995	3,228	7.7	34.6
Children's books	1,152	1,690	2,176	17.2	88.9
Tradebooks	4,906	6,175	6,832	8.6	39.3
Other	2,900	3,579	3,489	4.7	20.3
Total	11,356	14,439	15,725	8.5	38.5
Allocation (%)					
Textbooks	21.1	20.7	20.5	-0.7	-2.8
Children's books	10.1	11.7	13.8	8.1	36.4
Tradebooks	43.2	42.8	43.4	0.1	0.6
Other	25.5	24.8	22.2	-3.5	-13.1
Total	100.0	100.0	100.0		
Average titles published per publisher	23	22	25		
<b>Titles reprinted *</b>	<b>1996-97</b>	<b>1998-99</b>	<b>2000-01</b>		
Textbooks	3,896	5,150	6,535	13.8	67.7
Children's books	957	1,272	1,488	11.7	55.5
Tradebooks	1,885	2,745	2,873	11.1	52.4
Other	869	1,095	1,131	6.8	30.1
Total	7,607	10,262	12,027	12.1	58.1
Allocation (%)					
Textbooks	51.2	50.2	54.3	1.5	6.1
Children's books	12.6	12.4	12.4	-0.4	-1.7
Tradebooks	24.8	26.7	23.9	-0.9	-3.6
Other	11.4	10.7	9.4	-4.7	-17.7
Total	100.0	100.0	100.0		
Average titles reprinted per publisher	15	16	19	5.9	26.0
Total titles published and reprinted	18,963	24,701	27,752	10.0	46.3
Average per publisher	38	38	44	3.9	16.6

Source: Statistics Canada, Culture Statistics Program.

**Table 62a. Revenue Profile of Book Publishing and Exclusive Agency, Nova Scotia**

				<b>Average Change</b>	<b>Total Change</b>
<b>Sales in Canada</b>					
<b>Own titles</b>	<b>1996-97</b>	<b>1998-99</b>	<b>2000-01</b>	<b>96-00</b>	<b>96-00</b>
Textbooks	177	248	257	9.8	45.2
Children's books	136	160	108	-5.6	-20.6
Tradebooks	1692	2265	3423	19.3	102.3
Other	64	43	7	-42.5	-89.1
Total	2,069	2,716	3,795	16.4	83.4
Average per company	259	302	380	10.1	46.7
Allocation (%)					
Textbooks	8.6	9.1	6.8	-5.7	-20.8
Children's books	6.6	5.9	2.8	-18.9	-56.7
Tradebooks	81.8	83.4	90.2	2.5	10.3
Other	3.1	1.6	0.2	-50.6	-94.0
Total	100.0	100.0	100.0		
<b>Exclusive agency</b>					
Textbooks	0	0	0	*	*
Children's books	22	44	0	-100.0	#NUM!
Tradebooks	398	557	754	17.3	89.4
Other	2	0	0	-100.0	#NUM!
Total	422	601	754	15.6	78.7
Allocation (%)					
Textbooks	0.0	0.0	0.0	*	*
Children's books	5.2	7.3	0.0	-100.0	*
Tradebooks	94.3	92.7	100.0	1.5	6.0
Other	0.5	0.0	0.0	-100.0	*
Total	100.0	100.0	100.0		
<b>Total sales in Canada (\$000)</b>					
	<b>1996-97</b>	<b>1998-99</b>	<b>2000-01</b>		
Textbooks	177	248	257	9.8	45.2
Children's books	158	204	108	-9.1	-31.6
Tradebooks	2,090	2,822	4,177	18.9	99.9
Other	66	43	7	-42.9	-89.4
Total	2,491	3,317	4,549	16.2	82.6
Average per company	311	369	455	9.9	46.1
Agency share (%)	16.9	18.1	16.6	-0.5	-2.2
Allocation (%)					
Textbooks	7.1	7.5	5.6	-5.6	-20.5
Children's books	6.3	6.2	2.4	-21.8	-62.6
Tradebooks	83.9	85.1	91.8	2.3	9.4
Other	2.6	1.3	0.2	-50.9	-94.2
Total	100.0	100.0	100.0		
<b>Exports and Foreign sales (\$000)</b>					
	<b>1996-97</b>	<b>1998-99</b>	<b>2000-01</b>		
Exports	141	160	703	49.4	398.6
Other foreign sales	0	0	0	*	*
Total exports and Foreign sales	141	160	703	49.4	398.6
<b>Total sales</b>	<b>2,632</b>	<b>3,477</b>	<b>5,252</b>	<b>18.9</b>	<b>99.5</b>
Export Share (%)	5.4	4.6	13.4	25.7	149.9

\* Not applicable.

Source: Statistics Canada, Culture Statistics Program.

**Table 62b. Revenue Profile of Book Publishing and Exclusive Agency, Canada**

				<b>Average</b>	<b>Total</b>
				<b>Change</b>	<b>Change</b>
				<b>96-00</b>	<b>96-00</b>
<b>Sales in Canada</b>					
<b>Own titles (\$000)</b>	<b>1996-97</b>	<b>1998-99</b>	<b>2000-01</b>		
Textbooks	244,734	274,334	394,372	12.7	61.1
Children's books	53,858	59,342	65,445	5.0	21.5
Tradebooks	171,717	202,493	232,216	7.8	35.2
Other	202,203	200,631	268,809	7.4	32.9
Total	672,512	736,800	960,842	9.3	42.9
Average per company	1,350	1,146	1,537		
Allocation (%)					
Textbooks	36.4	37.2	41.0	3.1	12.8
Children's books	8.0	8.1	6.8	-4.0	-15.0
Tradebooks	25.5	27.5	24.2	-1.4	-5.3
Other	30.1	27.2	28.0	-1.8	-7.0
Total	100.0	100.0	100.0		
<b>Exclusive agency (\$000)</b>					
<b>1996-97</b>	<b>1998-99</b>	<b>2000-01</b>			
Textbooks	209,648	258,137	144,142	-8.9	-31.2
Children's books	126,475	146,023	180,682	9.3	42.9
Tradebooks	430,014	463,855	411,285	-1.1	-4.4
Other	97,396	81,877	115,382	4.3	18.5
Total	863,533	949,892	851,491	-0.4	-1.4
Allocation (%)					
Textbooks	24.3	27.2	16.9	-8.6	-30.3
Children's books	14.6	15.4	21.2	9.7	44.9
Tradebooks	49.8	48.8	48.3	-0.8	-3.0
Other	11.3	8.6	13.6	4.7	20.1
Total	100.0	100.0	100.0		
<b>Total sales in Canada (\$000)</b>					
<b>1996-97</b>	<b>1998-99</b>	<b>2000-01</b>			
Textbooks	454,382	532,471	538,514	4.3	18.5
Children's books	180,333	205,365	246,127	8.1	36.5
Tradebooks	601,731	666,348	643,501	1.7	6.9
Other	299,599	282,508	384,191	6.4	28.2
Total	1,536,045	1,686,692	1,812,333	4.2	18.0
Average per company	2,798	2,410	2,705	-0.8	-3.3
Agency share (%)	56.2	56.3	47.0	-4.4	-16.4
Allocation (%)					
Textbooks	29.6	31.6	29.7	0.1	0.4
Children's books	11.7	12.2	13.6	3.7	15.7
Tradebooks	39.2	39.5	35.5	-2.4	-9.4
Other	19.5	16.7	21.2	2.1	8.7
Total	100.0	100.0	100.0		
<b>Exports and Foreign sales (\$000)</b>					
<b>1996-97</b>	<b>1998-99</b>	<b>2000-01</b>			
Exports	120,611	133,177	154,739	6.4	28.3
Other foreign sales	284,645	292,081	313,411	2.4	10.1
Total exports and Foreign sales	405,256	425,258	468,150	3.7	15.5
<b>Total sales</b>	<b>1,941,301</b>	<b>2,111,950</b>	<b>2,280,483</b>	<b>4.1</b>	<b>17.5</b>
Export Share (%)	20.9	20.1	20.5	-0.4	-1.7

Source: Statistics Canada, Culture Statistics Program.

**Table 63a. Financial profile, Publishing and Exclusive Agency Activities, Nova Scotia**

<b>Financial Profile (\$000)</b>	<b>1996-97</b>	<b>1998-99</b>	<b>2000-01</b>	<b>Average Change 96-00</b>	<b>Total Change 96-00</b>
Total revenue	3,149	4,166	6,047	17.7	92.0
Total personnel expenses **	761	631	1036	8.0	36.1
Cost of sales	1898	2480	3804	19.0	100.4
Total operating expenses	1334	1736	2333	15.0	74.9
Personnel expenses share (%)	57.0	36.3	44.4	-6.1	-22.2
Before-tax profit margin	-83	-49	-90	2.0	8.4
As a percentage of revenues	-2.6	-1.2	-1.5	-12.8	-42.3
% of firms with a profit	37.5	44.4	50.0	7.5	33.3

Source: Statistics Canada, Culture Statistics Program.

**Table 63b. Financial profile, Publishing and Exclusive Agency Activities, Canada**

<b>Financial Profile (\$000)</b>				<b>Average Change 96-00</b>	<b>Total Change 96-00</b>
Total revenue	2,012,232	2,208,463	2,415,182	4.7	20.0
Total personnel expenses **	321,535	352,477	422,848	7.1	31.5
Cost of sales	1,022,923	1,132,802	1,229,890	4.7	20.2
Total operating expenses	905,021	938,218	1,017,546	3.0	12.4
Personnel expenses share (%)	35.5	37.6	41.6	4.0	17.0
Before-tax profit margin	84,288	137,442	167,746	18.8	99.0
As a percentage of revenues	4.2	6.2	6.9	13.2	64.3
% of firms with a profit	51.0	56.4	56.4	2.5	10.6

Source: Statistics Canada, Culture Statistics Program.

**Table 64a. Total Employment, Publishing and Exclusive Agency Activities, Nova Scotia**

<b>Personnel</b>	<b>1996-97</b>	<b>1998-99</b>	<b>2000-01</b>	<b>Average Change 96-00</b>	<b>Total Change 96-00</b>
Full-time employees	31	17	22	-8.2	-29.0
Part-time employees	3	13	8	27.8	166.7
Total	34	30	30	-3.1	-11.8
Allocation (%)					
Full-time employees	91.2	56.7	73.3	-5.3	-19.6
Part-time employees	8.8	43.3	26.7	31.9	202.2
Total	100.0	100.0	100.0		

Source: Statistics Canada, Culture Statistics Program.

**Table 64b. Total employment, Publishing and Exclusive Agency Activities, Canada**

<b>Personnel</b>	<b>1996-97</b>	<b>1998-99</b>	<b>2000-01</b>	<b>Average Change 96-00</b>	<b>Total Change 96-00</b>
Full-time employees	7,233	7,374	8,627	4.5	19.3
Part-time employees	1,241	1,298	1,637	7.2	31.9
Total	8,474	8,672	10,264	4.9	21.1
Allocation (%)					
Full-time employees	85.4	85.0	84.1	-0.4	-1.5
Part-time employees	14.6	15.0	15.9	2.2	8.9
Total	100.0	100.0	100.0		

Source: Statistics Canada, Culture Statistics Program.

**Table 64c. Average Household Expenditures on Books, Nova Scotia**

							<b>Average Change</b>	<b>Total Change</b>
<b>Nova Scotia</b>	<b>1996</b>	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>96-01</b>	<b>96-01</b>
Books and pamphlets	66	78	68	80	87	87	5.7	31.8
Textbooks	81	71	63	73	65	73	-2.1	-9.9
Total	147	149	131	153	152	160	1.7	8.8
<b>Canada</b>								
Books and pamphlets	76	81	85	89	90	95	4.6	25.0
Textbooks	67	74	78	89	93	96	7.5	43.3
Total	143	155	163	178	183	191	6.0	33.6

**Table 64d. Total Household Expenditures on Books, Nova Scotia**

<b>(\$000,000)</b>							<b>Average Change</b>	<b>Total Change</b>
<b>Nova Scotia</b>	<b>1996</b>	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>96-01</b>	<b>96-01</b>
Books and pamphlets	26.1	32.3	28.6	34.0	36.8	37.1	7.2	41.8
Textbooks	32.1	29.4	26.5	31.0	27.5	31.1	-0.6	-3.1
Total	58.2	61.7	55.0	65.0	64.4	68.2	3.7	20.1
<b>Canada</b>								
Books and pamphlets	952.8	1,052.3	1,117.7	1,191.1	1,220.1	1,295.4	6.3	36.0
Textbooks	840.0	961.3	1,025.6	1,191.1	1,260.8	1,309.0	9.3	55.8
Total	1,792.8	2,013.6	2,143.3	2,382.3	2,481.0	2,604.4	7.8	45.3

**Table 65a. Periodical Publishing Financial and Employment Data, Nova Scotia:**

	1994-95	1996-97	1998-99	Average Increase 94-98	Total Increase 94-98
<b>Number of periodicals</b>	23	23	44	17.6	91.3
<b>Revenue (\$'000)</b>					
Advertising	2,189	2,263	5,467	25.7	149.7
Single-copy sales	95	60	655	62.0	589.5
Subscription sales	480	461	1,317	28.7	174.4
Back issues	0	0	51	*	*
Total circulation revenue	2,764	2,784	7,490	28.3	171.0
Transfers	115	91	487	43.5	323.5
Government grants	119	82	145	5.1	21.8
Private sector donations	13	1	22	14.1	69.2
List rentals	0	2	14	*	*
Membership dues	13	29	37	29.9	184.6
Other revenues	53	50	47	-3.0	-11.3
<b>Total revenues</b>	3,077	3,039	8,242	27.9	167.9
<b>Expenses (\$'000)</b>					
Editorial and design	393	391	988	25.9	151.4
Production and printing	1,129	1,211	2,148	17.4	90.3
Fulfillment and invoicing	74	139	93	5.9	25.7
Marketing and promotion	70	115	787	83.1	1,024.3
Cost of sales of advertising	233	319	518	22.1	122.3
Distribution	323	244	287	-2.9	-11.1
Administration and general	666	512	2,503	39.2	275.8
<b>Total</b>	2,888	2,930	7,324	26.2	153.6
<b>Profit (% of total revenues)</b>	6.2	3.6	11.1	15.7	79.0
Profit(loss) before taxes (\$000)	189	109	918	48.5	385.7
Share (%) of total revenue	6.1	3.6	11.1	16.0	81.3
Number of periodicals with profits	11	13	31	29.6	181.8
Share (%)	47.8	56.5	70.5	10.2	47.3
Number of periodicals with losses	12	10	13	2.0	8.3
<b>Total number of periodicals</b>	23	23	44	17.6	91.3
<b>Employment</b>					
Full-time employees	31	61	108	36.6	248.4
Part-time employees	24	18	30	5.7	25.0
Total	55	79	138	25.9	150.9
<b>Remuneration (\$'000)</b>					
Full-time	768	1,108	2,495	34.3	224.9
Part-time	158	140	283	15.7	79.1
Freelance fees	159	111	348	21.6	118.9
Total remuneration	1,086	1,359	3,126	30.3	187.8

\* Not applicable.

Source: Statistics Canada, Culture Statistics Program.

**Table 65b. Profile of Canadian Periodicals, 1991-92 to 1996-97, Canada**

	1994-95	1996-97	1998-99	Average Increase 94-98	Total Increase 94-98
<b>Number of periodicals</b>	1,411	1,552	2,027	9.5	43.7
<b>Revenue (\$'000)</b>					
Advertising	522,370	647,029	808,903	11.6	54.9
Single-copy sales	72,575	83,562	92,288	6.2	27.2
Subscription sales	214,620	247,126	286,848	7.5	33.7
Back issues	2,338	2,579	3,042	6.8	30.1
Total circulation revenue	811,904	980,296	1,191,082	10.1	46.7
Transfers	11,784	11,395	19,252	13.1	63.4
Government grants	11,294	7,901	9,288	-4.8	-17.8
Private sector donations	2,775	3,914	6,327	22.9	128.0
List rentals	4,015	4,852	5,429	7.8	35.2
Membership dues	12,349	8,037	11,774	-1.2	-4.7
Other revenues	13,428	26,418	24,445	16.2	82.0
<b>Total revenues</b>	867,996	1,042,812	1,267,597	9.9	46.0
<b>Expenses (\$'000)</b>					
Editorial and design	119,538	142,846	171,992	9.5	43.9
Production and printing	283,796	357,975	404,807	9.3	42.6
Fulfillment and invoicing	34,533	32,734	30,073	-3.4	-12.9
Marketing and promotion	76,095	93,179	108,787	9.3	43.0
Cost of sales of advertising	89,487	103,903	130,035	9.8	45.3
Distribution	51,667	69,456	82,956	12.6	60.6
Administration and general	145,736	169,316	210,923	9.7	44.7
<b>Total</b>	800,634	969,410	1,139,573	9.2	42.3
<b>Profit (% of total revenues)</b>					
Profit(loss) before taxes (\$000)	67,362	73,402	128,024	17.4	90.1
Share (%) of total revenue	7.8	7.0	10.1	6.8	30.1
Number of periodicals with profits	841	960	1,288	11.2	53.2
Share (%)	59.8	61.9	63.5	1.5	6.3
Number of periodicals with losses	566	592	739	6.9	30.6
<b>Total number of periodicals</b>	1,407	1,552	2,027	9.6	44.1
<b>Employment</b>					
Full-time employees	5,082	5,219	5,889	3.8	15.9
Part-time employees	1,819	1,698	2,375	6.9	30.6
Total	6901	6917	8264	4.6	19.8
<b>Remuneration (\$'000)</b>					
Full-time	145,964	178,422	222,954	11.2	52.7
Part-time	16,091	17,355	20,391	6.1	26.7
Freelance fees	32,189	44,953	55,722	14.7	73.1
Total remuneration	194,244	240,729	298,913	11.4	53.9

Source: Statistics Canada, Culture Statistics Program.

**Table 66a. Profile of a Typical Issue and Selected Statistics, Nova Scotia**

	1994-95	1996-97	1998-99	Average Increase 94-98	Total Increase 94-98
<b>Number of periodicals</b>	23	23	44	17.6	91.3
Total annual circulation (000)	1,855	2,659	3,981	21.0	114.6
Circulation per periodical (000)	81	116	90	2.9	12.2
<b>Circulation per typical issue</b>					
Single-copy sales	575	388	1,403	25.0	144.0
Subscriptions sales	4,017	3,175	2,361	-12.4	-41.2
Total paid circulation	4,592	3,563	3,764	-4.8	-18.0
Free circulation	3,394	5,256	3,779	2.7	11.3
Total circulation	7,986	8,819	7,543	-1.4	-5.5
<b>Allocation (%)</b>					
Single-copy sales	7.2	4.4	18.6	26.8	158.3
Subscriptions sales	50.3	36	31.3	-11.2	-37.8
Total paid circulation	57.5	40.4	49.9	-3.5	-13.2
Free circulation	42.5	59.6	50.1	4.2	17.9
Total circulation	100	100	100		
Text pages	50	53	47	-1.5	-6.0
Advertising pages	8	10	10	5.7	25.0
Total pages	58	64	57	-0.4	-1.7
<b>Average Revenue per periodical</b>					
Advertising	95,174	98,391	124,250	6.9	30.6
Single copy sales	4,130	2,609	14,886	37.8	260.4
Subscription sales	20,870	20,043	29,932	9.4	43.4
Back issues	0	0	1,159	*	*
Total circulation revenue	120,174	121,000	170,227	9.1	41.7
Transfers	5,000	3,957	11,068	22.0	121.4
Government grants	5,174	3,565	3,295	-10.7	-36.3
Private sector donations	565	43	500	-3.0	-11.5
List rentals	0	87	318	*	*
Membership dues	565	1,261	841	10.4	48.8
Other revenues	2,304	2,174	1,068	-17.5	-53.6
Total revenues	133,826	132,087	187,318	8.8	40.0
<b>Average Expenditures per periodical</b>					
Remuneration	47,217	59,087	71,045	10.8	50.5
Other expenses	78,348	68,304	95,409	5.0	21.8
Total expenses	125,565	127,391	166,455	7.3	32.6
<b>Profitability</b>					
Profit (loss)	8,261	4,696	20,864	26.1	152.6
Profit (% of total revenues)	6.2	3.6	11.1	15.9	80.4
<b>Average Employment per Periodical</b>					
Total	2.0	3.5	3.2	12.5	60.0
<b>Prices</b>					
Single copy price	4.61	5.26	4.82	1.1	4.6
Subscription price	21.25	20.82	23.13	2.1	8.8

\* Not applicable.

Source: Statistics Canada, Culture Statistics Program.

**Table 66b. Profile of a Typical Issue and Selected Statistics, Canada**

	<b>1994-95</b>	<b>1996-97</b>	<b>1998-99</b>	<b>Average Increase 94-98</b>	<b>Total Increase 94-98</b>
<b>Number of periodicals</b>	1,411	1,552	2,027	9.5	43.7
Total annual circulation (000,000)	512.4	538.6	602.5	4.1	17.6
Circulation per periodical (000)	363.1	347.0	297.3	-4.9	-18.1
<b>Circulation per typical issue</b>					
Single-copy sales	3,163	3,910	3,542	2.9	12.0
Subscriptions sales	11,427	15,735	13,448	4.2	17.7
Total paid circulation	14,589	19,645	16,989	3.9	16.5
Free circulation	8,472	11,637	9,640	3.3	13.8
Total circulation	23,061	31,282	26,629	3.7	15.5
<b>Allocation (%)</b>					
Single-copy sales	13.7	12.5	13.3	-0.8	-3.0
Subscriptions sales	49.5	50.3	50.5	0.5	1.9
Total paid circulation	63.3	62.8	63.8	0.2	0.8
Free circulation	36.7	37.2	36.2	-0.4	-1.5
Total circulation	100.0	100.0	100.0	0.0	0.0
Text pages	45	51	53	4.2	17.8
Advertising pages	13	16	14	1.9	7.7
Total pages	57	66	67	4.1	17.5
<b>Average Revenue per periodical</b>					
Advertising	370,213	416,900	399,064	1.9	7.8
Single copy sales	51,435	53,841	45,529	-3.0	-11.5
Subscription sales	152,105	159,231	141,514	-1.8	-7.0
Back issues	1,657	1,662	1,501	-2.4	-9.4
Total circulation revenue	575,410	631,634	587,608	0.5	2.1
Transfers	8,352	7,342	9,498	3.3	13.7
Government grants	8,004	5,091	4,582	-13.0	-42.8
Private sector donations	1,967	2,522	3,121	12.2	58.7
List rentals	2,845	3,126	2,678	-1.5	-5.9
Membership dues	8,752	5,178	5,809	-9.7	-33.6
Other revenues	9,517	17,022	12,060	6.1	26.7
Total revenues	615,164	671,915	625,356	0.4	1.7
<b>Average Expenditures per periodical</b>					
Remuneration	137,664	155,109	147,606	1.8	7.2
Other expenses	429,759	469,511	414,165	-0.9	-3.6
Total expenses	567,423	624,620	561,771	-0.2	-1.0
<b>Profitability</b>					
Profit (loss) **	47,741	47,295	63,586	7.4	33.2
Profit (% of total revenues)	7.8	7.0	10.2	7.0	31.0
<b>Average Employment per Periodical</b>					
Total	3.6	4.5	4.1	3.3	13.9
<b>Prices</b>					
Single copy price ***	6.20	6.89	8.78	9.1	41.6
Subscription price ***	30.72	34.50	41.24	7.6	34.2

Source: Statistics Canada, Culture Statistics Program.

**Table 67. Number of Workers in Literary Arts Occupations, Canada and Nova Scotia, 1991 to 2001**

Literary Arts Occupations <sup>3</sup>	Canada	Nova Scotia	Share (%)
1991	30,766	631	2.05
1992	34,742	686	1.97
1993	40,366	1,252	3.10
1994	43,662	1,168	2.68
1995	36,008	1,171	3.25
1996	38,268	1,454	3.80
1997	39,255	1,416	3.61
1998	39,467	978	2.48
1999	41,603	826	1.99
2000	46,642	1,461	3.13
2001	46,990	1,100	2.34
2002	44,729	966	2.16
<b>Average Increase</b>	3.5	3.9	0.5
<b>Total Increase</b>	45.4	53.1	5.3

Source: Statistics Canada, Labour Force Survey.

**Table 68a. Average Household Expenditures on Periodicals and Magazines, Nova Scotia, and Canada**

	1996	1997	1998	1999	2000	2001	Average Change 96-01	Total Change 96-01
<b>Magazines and periodicals</b>								
Nova Scotia	46	59	63	61	55	58	4.7	26.1
Canada	51	63	65	62	61	59	3.0	15.7

Source: Statistics Canada, Household Expenditure Survey.

**Table 68b. Total Annual Household Expenditures on Periodicals and Magazines, Nova Scotia, and Canada**

	1996	1997	1998	1999	2000	2001	Average Change 96-01	Total Change 96-01
<b>Magazines and periodicals (\$000,000)</b>								
Nova Scotia	18.2	24.4	26.5	25.9	23.3	24.7	6.3	35.6
Canada	639.4	818.4	854.7	829.8	827.0	804.5	4.7	25.8

Source: Statistics Canada, Household Expenditure Survey.

<sup>3</sup> Includes writers, editors and journalists.

**Table 69a. Profile of the Sound Recording Industry in Nova Scotia**

<b>Nova Scotia</b>	<b>1995-96</b>	<b>1998</b>	<b>2000</b>	<b>Average Increase 95-00</b>	<b>Total Increase 95-00</b>
1. Number of companies	6	7	11	12.9	83.3
2. Number of new releases					
Total	8	18	10	4.6	25.0
3. Revenue '\$ 000					
Sales of recordings	310.9	285.7	226.4	-6.1	-27.2
Total revenue			455.6		
4. Expenses '\$ 000					
Cost of goods sold	118.2		249.3	16.1	110.9
Total expenses			<b>731.0</b>		
5. Profit/loss before taxes					
\$ 000			-275.4		
Profit margin(%)			-60.4		

Source: Statistics Canada, Culture Statistics Program.

**Table 69b. Profile of the Sound Recording Industry in Canada<sup>6</sup>**

	1992- 1993	1993- 1994	1995- 1996	1998	2000	Average Increase 92-00	Total Increase 92-00
<b>1. Number of companies</b>	<b>187</b>	<b>210</b>	<b>254</b>	<b>280</b>	<b>331</b>	7.4	77.0
<b>2. Number of new releases</b>							
With Canadian content/by Canadian artists <sup>3</sup>	669	719	828	1,023	1,034	5.6	54.6
Other	5,602	5,648	5,827	5,705	5,620	0.0	0.3
<b>Total</b>	<b>6,271</b>	<b>6,367</b>	<b>6,655</b>	<b>6,728</b>	<b>6,654</b>	0.7	6.1
Canadian content/artists <sup>3</sup> as % of releases	10.7	11.3	12.4	15.2	15.5	4.7	44.9
<b>3. Revenue \$' 000</b>							
Sales of recordings-Canadian content/artists <sup>3</sup>	71,479	92,740	127,163	154,048	137,969	8.6	93.0
Other sales of recordings	562,037	645,279	747,973	737,598	723,433	3.2	28.7
Sales of masters,licensing fees, and mechanical/publishing royalties <sup>7</sup>	25,362	33,881	38,143	70,297	56,997	10.7	124.7
Other revenue from industry-related activities	93,299	88,784	132,600	175,815	275,024	14.5	194.8
Total revenue from industry-related activities	752,178	860,684	1,045,878	1,137,758	1,193,423	5.9	58.7
<b>Total revenue<sup>11</sup></b>	<b>828,245</b>	<b>953,827</b>	<b>1,137,879</b>	<b>1,323,880</b>	<b>1,319,264</b>	6.0	59.3
Canadian content/artists <sup>3</sup> as % of sales	11.3	12.6	14.5	17.3	16.0	4.4	41.6
<b>4. Expenses \$' 000</b>							
Cost of goods sold	407,487	446,855	550,401	638,465	578,605	4.5	42.0
Interest	4,904	3,491	4,040	4,186	76,792	41.0	1466.0
Depreciation	6,230	7,273	9,425	10,907	15,602	12.2	150.4
Other operating expenses	272,940	356,051	404,866	480,484	490,700	7.6	79.8
<b>Total expenses</b>	<b>691,560</b>	<b>813,670</b>	<b>968,732</b>	<b>1,134,042</b>	<b>1,161,698</b>	6.7	68.0
<b>5. Profit/loss before taxes</b>							
\$' 000	136,606	140,084	169,147	189,838	157,566	1.8	15.3
Profit margin(%) <sup>9</sup>	16.5	14.7	14.9	14.3	11.9	-4.0	-27.9
<b>6. Employment<sup>12</sup></b>							
Full-time	2,453	2,487	2,794	2,711	2,591	0.7	5.6
Part-time	180	191	196	246	159	-1.5	-11.7
Freelancers	136	81	231	420	555	19.2	308.1
<b>7. Salaries and benefits<sup>10</sup></b>							
\$' 000 <sup>12</sup>	87,053	97,885	135,114	149,829	167,648	8.5	92.6

Source: Statistics Canada, Culture Statistics Program.

**Table 70. Number of Conductors, Composers, Arrangers, Musicians and Singers, Canada and Nova Scotia**

	Annual		Annual		Share (%)
	Canada	Increase	Nova Scotia	Increase	
1991	26,272		709		2.70
1992	26,211	-0.2	863	21.7	3.29
1993	32,952	25.7	1,145	32.7	3.47
1994	28,959	-12.1	686	-40.1	2.37
1995	31,994	10.5	1,304	90.1	4.08
1996	29,756	-7.0	1,122	-14.0	3.77
1997	32,378	8.8	938	-16.4	2.90
1998	31,953	-1.3	688	-26.7	2.15
1999	31,897	-0.2	1,121	62.9	3.51
2000	32,242	1.1	991	-11.6	3.07
2001	33,735	4.6	779	-21.4	2.31
2002	34,189	1.3	1,100	41.2	3.22
<b>Average Increase</b>	2.4		4.1		1.6
<b>Total Increase</b>	30.1		55.1		19.2

Source: Statistics Canada, Labour Force Survey.

**Table 71. Federal and Provincial Government Expenditures on Sound Recording, Canada and Nova Scotia**

(\$000,000)	Total Expenditures			Grants		
	Canada	Nova Scotia	Share (%)	Canada	Nova Scotia	Share (%)
1995-96	8.731	0.173	1.98	7.886	0.173	2.19
1996-97	9.079	0	0.00	7.62	0.000	0.00
1997-98	14.267	0.467	3.27	13.145	0.467	3.55
1998-99	16.587	0.483	2.91	15.227	0.458	3.01
1999-00	18.504	0.323	1.75	17.03	0.323	1.90
2000-01	18.977	0.404	2.13	17.182	0.380	2.21
<b>Average Increase</b>	16.8	18.5	1.4	16.9	17.0	0.2
<b>Total Increase</b>	117.4	133.5	7.4	117.9	119.7	0.8

Source: Statistics Canada, Culture Statistics Program.

**Table 72. Federal Government Expenditures on Sound Recording, Canada and Nova Scotia**

(\$000,000)	Total Expenditures			Grants		
	Canada	Nova Scotia	Share (%)	Canada	Nova Scotia	Share (%)
1995-96	4.340	0.000	0.00	4.202	0.000	0.00
1996-97	5.103	0.000	0.00	4.547	0.000	0.00
1997-98	9.513	0.467	4.91	9.332	0.467	5.00
1998-99	9.279	0.422	4.55	9.066	0.422	4.65
1999-00	9.777	0.096	0.98	9.641	0.096	1.00
2000-01	10.210	0.364	3.57	9.854	0.340	3.45
<b>Average Increase</b>	18.7	#NUM!	#NUM!	18.6	#NUM!	#NUM!
<b>Total Increase</b>	135.3	#NUM!	#NUM!	134.5	#NUM!	#NUM!

Source: Statistics Canada, Culture Statistics Program.

**Table 73. Provincial Government Expenditures on Sound Recording, Canada and Nova Scotia**

(\$000,000)	Total Expenditures			Grants		
	Canada	Nova Scotia	Share (%)	Canada	Nova Scotia	Share (%)
1995-96	4.391	0.173	3.94	3.684	0.173	4.70
1996-97	3.976	0.000	0.00	3.073	0.000	0.00
1997-98	4.754	0.000	0.00	3.813	0.000	0.00
1998-99	7.308	0.061	0.83	6.161	0.036	0.58
1999-00	8.727	0.227	2.60	7.389	0.227	3.07
2000-01	8.767	0.040	0.46	7.328	0.040	0.55
<b>Average Increase</b>	14.8	-25.4	-35.0	14.7	-25.4	-35.0
<b>Total Increase</b>	99.7	-76.9	-88.4	98.9	-76.9	-88.4

Source: Statistics Canada, Culture Statistics Program.

**Table 74. Participation Rates to Music Activities, Canada and Nova Scotia, 1992 and 1998**

	Canada			Nova Scotia		
	1992	1998	net change	1992	1998	net change
Percent						
Listen to cassettes, records, CDs	80.6	76.8	-3.9	85.4	78.5	-6.8
Attend - popular Musical Performance	23.7	19.6	-4.1	26.2	16.7	-9.4

Source: Statistics Canada, General Social Survey.

**Table 75. Average Annual Spending by Households on Selected Audio and Video Products, Nova Scotia and Canada**

	Canada		Average	Total	Nova Scotia		Average	Total
	1996	2001	Change 96-01	Change 96-01	1996	2001	Change 96-01	Change 96-01
Audio cassettes, tapes and CDs	107	95	-2.4	-11.2	99	76	-5.2	-23.2
Blank audio Tapes	8	6	-5.6	-25	8	5	-9	-37.5
Videocassettes and DVDs	39	46	3.4	17.9	30	44	8	46.7
Blank video tapes	11	8	-6.2	-27.3	10	6	-9.7	-40
Rental videos and DVDs	92	100	1.7	8.7	87	95	1.8	9.2
Total	257	255	-0.2	-0.8	234	226	-0.7	-3.4

Source: Statistics Canada, Survey of Household Expenditures.

**Table 76. Total Annual Spending by Households on Selected Audio and Video Products, Nova Scotia and Canada**

	Canada		Average	Total	Nova Scotia		Average	Total
	1996	2001	Change 96-01	Change 96-01	1996	2001	Change 96-01	Change 96-01
<b>(\$000,000)</b>								
Audio cassettes, tapes and CDs	1,341.5	1,295.4	-0.7	-3.4	39.2	32.4	-3.8	-17.4
Blank audio tapes	100.3	81.8	-4.0	-18.4	3.2	2.1	-7.6	-32.8
Videocassettes and DVDs	489.0	627.2	5.1	28.3	11.9	18.7	9.5	57.8
Blank video tapes	137.9	109.1	-4.6	-20.9	4.0	2.6	-8.4	-35.5
Rental videos and DVDs	1,153.4	1,363.6	3.4	18.2	34.5	40.5	3.3	17.5
Total	3,222.1	3,477.1	1.5	7.9	92.7	96.3	0.8	3.9

Source: Statistics Canada, Survey of Household Expenditures.