

## Overview

Canada has a long and proud tradition of arts, culture and sport. We are recognized worldwide for quality musical productions, unique film-making, award-winning fiction, and sports such as hockey. The country also boasts a rich array of art galleries, historic sites and museums that attract millions of visitors.

Performing arts, like theatre and musical events, remain popular. However, movie-going is Canadians' preferred entertainment activity outside the home. In 2005, we spent an average \$106 per household going to the movies. People in the Northwest Territories spent the most, an average \$132 per household.

Spectator sports have wide appeal as well. In 2005, households spent an average of \$44 on live sports events: British Columbians spent the most, \$70 per household. Both for

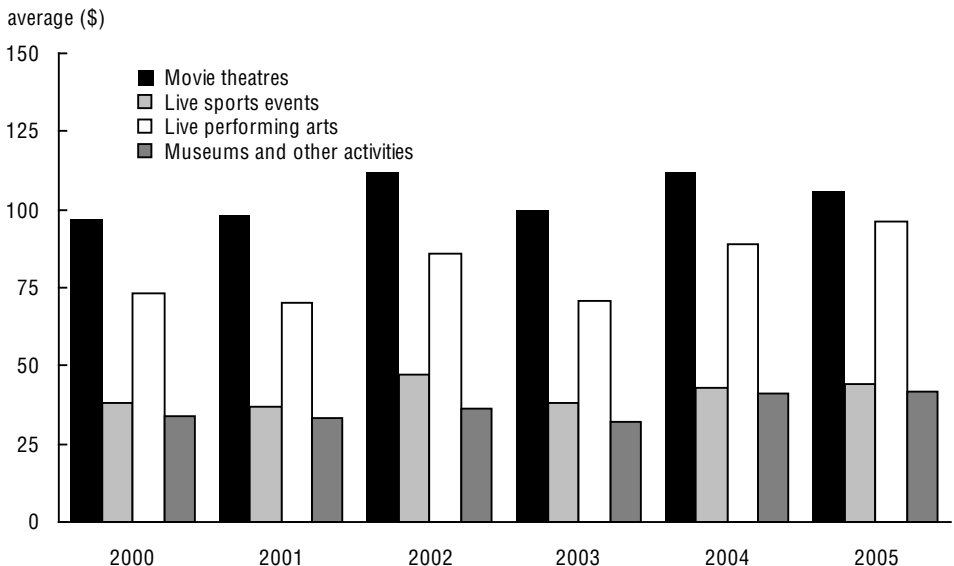
fun and to stay healthy, Canadians also take part in games such as golf and soccer and in recreational activities such as running and swimming.

Canadians also devote significant time to reading books and magazines, watching television and listening to music. More and more are using the Internet to play and download movies, television shows, songs and radio programs. Online video games and gambling are also popular, particularly among young people.

## The economic benefits of culture and leisure

Culture and leisure businesses contributed \$54 billion to Canada's economy in 2005, up a substantial 19% from 2000, faster than the 13% growth of total gross domestic product

**Chart 8.1**  
Annual household spending on entertainment



Source: Statistics Canada, CANSIM table 203-0010.

(GDP) over the same period. Information and cultural industries—including publishing, movie and sound recording, broadcasting and telecommunications, news services and libraries—showed the most stellar growth by far over the period, 22%; these industries contributed \$44 billion to GDP in 2005.

Arts, entertainment and recreation industries—including performing arts, spectator sports, museums, heritage sites, zoos, amusement parks, gambling, golf courses, ski hills, fitness centres and bowling centres—contributed \$9 billion to the economy in 2005, an increase of 9% since 2000.

In 2005, the publishing industry contributed nearly \$8.8 billion to the Canadian economy, up from \$8.3 billion in 2004.

The magazine industry prospered in 2003/2004, producing 2,383 titles and selling 758 million copies. Ten years earlier, Canadian magazine publishers produced 1,678 titles and sold 575 million copies.

Book publishers produced 16,776 new book titles in 2004, up almost 7% from 2000, and reprinted 12,387 existing titles, a

**Table 8.a**  
**Books published in Canada, 2004**

	<b>Titles published</b>	<b>Titles reprinted</b>	<b>Titles in print</b>
	number		
<b>Total</b>	<b>16,776</b>	<b>12,387</b>	<b>121,524</b>
Educational	3,412	6,644	49,919
Children's books	2,228	1,961	16,933
Other trade, all formats <sup>1</sup>	8,833	2,635	36,952
Other <sup>2</sup>	2,304	1,148	17,721

1. Includes mass-market paperbacks, trade paperbacks, and trade hardcover books.
2. Includes scholarly, general reference, professional and technical books.

**Source:** Statistics Canada, Catalogue no. 87F0004XIE.

19% increase from four years earlier. More than half the new titles in 2004 were adult fiction and non-fiction. Canadian publishers printed 2,228 children's book titles in 2004 and reprinted 1,961 titles. In 2004, book publishers had a total industry profit of \$235 million.

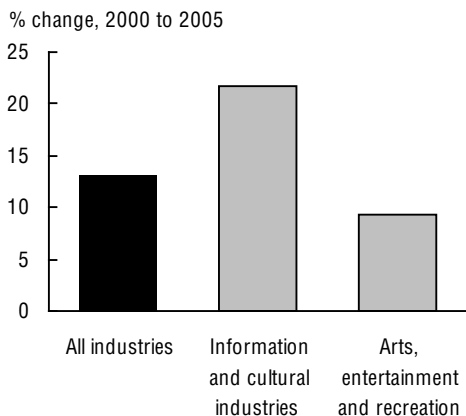
### Rising incomes, interest in wellness push recreation spending

A renewed interest in well-being, especially among baby boomers, as well as rising personal incomes, led to more spending on health and fitness in 2005. This prompted an expansion in the number of fitness and recreation centres across the country. Golf courses also enjoyed renewed success, as the sport increased in popularity, possibly the result of retiring baby boomers heading to the links.

In 2005, households spent an average \$3,918 on recreation, up slightly from \$3,678 in 2004. Items included in the 2005 figure are: an average \$166 on sports and athletic equipment; \$665 to buy and operate recreational vehicles such as snowmobiles, bicycles and trailers; and \$299 for the use of sports and recreation facilities.

In 2005, Canadians aged 15 and older spent on average 1.1 hours per day on active sports and leisure activities; males reported

**Chart 8.2**  
**Gross domestic product, all industries and culture and leisure industries**



**Source:** Statistics Canada, CANSIM table 379-0017.

1.3 hours per day, whereas females reported 0.9 hours.

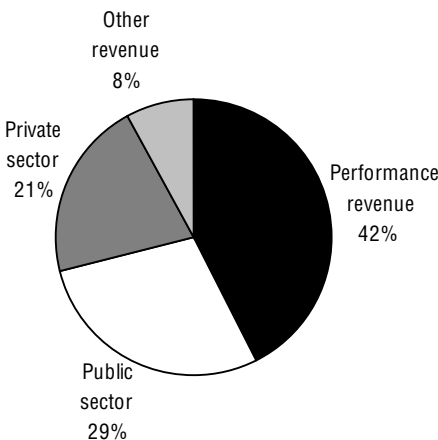
Spectator sports—including professional and semi-professional sports clubs and teams, as well as horse racing—also remain big draws. In 2005, Canadians spent an average of \$44 on spectator sports, a slight increase from the previous year.

## Support for performing arts remains strong

Public support for Canada's performing arts remained strong in 2004, both at the box office and in the form of grants, subsidies and donations from various government and private sector sources.

Live performances accounted for almost half the revenue of for-profit and not-for-profit performing arts companies in 2004, unchanged from 2001. In total, companies' revenues surpassed \$1.2 billion in 2004, up 4% over 2003 and about 26% higher than in 2001. The for-profit companies generated just over half the total.

**Chart 8.3**  
**Sources of operating revenue, performing arts, 2004**



**Note:** Not-for-profit companies.

**Source:** Statistics Canada, Catalogue no. 87F0003XIE.

Theatre, the predominant segment, accounted for 28% of total revenue, while music groups—everything from orchestras to rock groups—accounted for 25%. The remaining 47% was split among musical theatre (including opera), dance, and a miscellaneous category that includes circuses and ice skating shows.

Grants, subsidies and donations from various government and private sector sources made up 27% of total revenue, down slightly from 28% three years earlier. In the not-for-profit sector, grants, subsidies and donations increased 6% over 2003. Contributions from government increased 7%, more than twice the 3% growth seen in donations from the private sector.

Provincial governments were the biggest backers of not-for-profit companies in 2004. They accounted for \$75 million in revenue, or 46% of total public sector support.

## Selected sources

### Statistics Canada

- *Annual Demographic Statistics*. Annual. 91-213-XIB
- *Births*. Semi-annual. 84F0210XIE
- *Canadian Social Trends*. Quarterly. 11-008-XIE
- *Population Projections for Canada, Provinces and Territories*. Occasional. 91-520-XWE
- *Quarterly Demographic Statistics*. Quarterly. 91-002-XWE

# Heritage institutions see record crowds

Canada's heritage institutions posted record attendance in 2004. Heritage institutions include museums, historic sites, zoos and aquariums, art galleries and botanical gardens in urban and rural areas across the country. These sites saw more than 35 million visitors in 2004, compared with close to 32 million in 2002. Most of these visits, 86%, took place in not-for-profit institutions.

Museums of all types—including exhibition centres, planetariums and observatories—drew the most visitors: 45% of total attendance at heritage institutions. Households spent an average of \$42 on admission to museums and other heritage institutions in 2005.

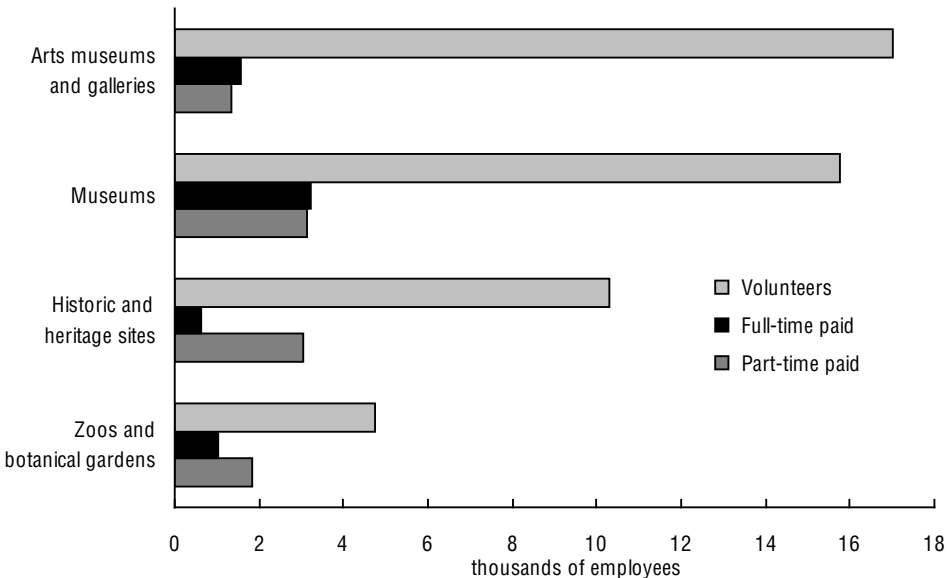
Culture industries—such as the visual arts and heritage institutions—employ more people in urban centres than in rural areas. In 2003, less than 3% of Canada's rural work force was employed in culture. However, rural

residents fill many of the jobs in culture. From 1996 to 2003, rural residents held about 25% of heritage institution jobs and 20% of jobs in the visual arts. Many employees were part-time: 37% of the rural residents working in culture were part-time employees; nationally, 22% working in culture were part-time.

Not-for-profit heritage institutions also rely on volunteers. In 2004, 85% of workers in art museums and galleries were volunteers, the highest share among heritage institutions. Reliance on volunteers was also high for historic sites: almost 74% of the work force worked without pay.

Not-for-profit institutions were the primary beneficiaries of government grants and subsidies in 2004. Most of this support (43%) was federal funding; provincial governments contributed 41% and other governments, primarily municipal and regional, provided the remaining 16%.

**Chart 8.4**  
Employment in heritage institutions, 2004



Source: Statistics Canada, Catalogue no. 87F0002XIE.

## Canada's trade in culture goods

China has emerged as one of Canada's significant trading partners in culture goods. In 2000, China became the second largest exporter of these goods to Canada, displacing the United Kingdom and France. However, most cultural products imported to Canada still come from the United States.

Canadian companies imported \$278 million in culture goods from China in 2005, and exported \$13 million to China, down from the record \$15.5 million exported in 2004.

Writing and published works accounted for 58% of the value of culture goods we imported from China in 2005, while visual arts represented 32%.

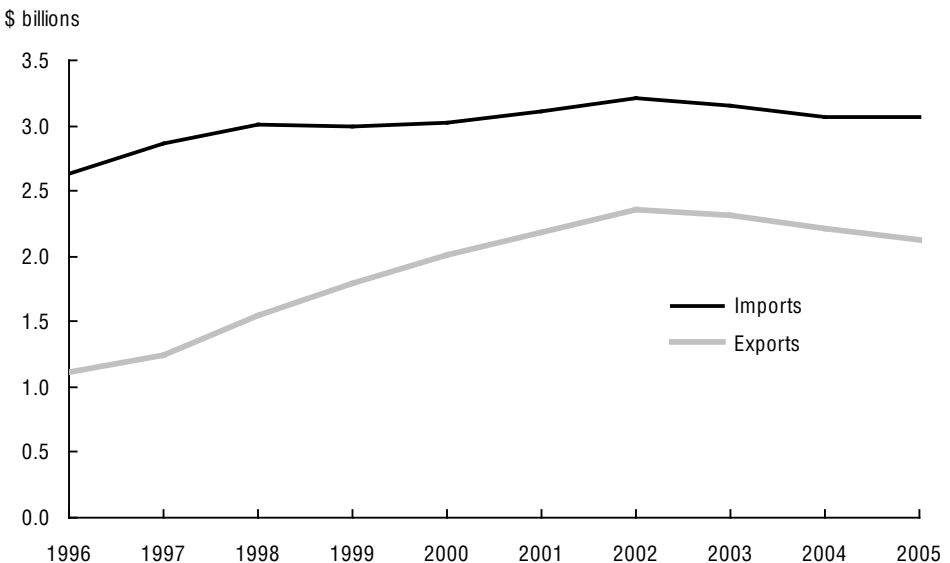
Canada's imports of culture goods increased in 2005, continuing a generally upward trend that began in 1996. In recent years, this has been at least partly driven by a strong

Canadian dollar. By contrast, Canada's export market for culture goods fell for a second consecutive year in 2005.

The United States accounted for 76% of Canada's culture goods imports in 2005, down from 82% in 1999. At the same time, more than 89% of our culture goods exports went to the United States in 2005, compared with 94% in 1999; the peak for U.S. exports was close to 96% in 2002. In 2005, Canada imported \$3.1 billion in culture goods from the United States and exported \$2.1 billion.

In 2005, writing and published works made up 75% of all culture goods imported from the United States, down from 77% in 1997. Three-quarters of our culture goods imports from the United States were books, newspapers and periodicals; film, advertising and books made up half of our culture goods exports to the United States.

**Chart 8.5**  
Trade in culture goods with the United States



Source: Canada, Catalogue no. 87-007-XIE.

# Commercial radio listening stabilizes

Technologies such as file-sharing, streaming audio, and radio and music downloading are changing the way people listen to the radio and purchase and collect music. Compact disc sales declined sharply from \$794 million in 1998 to \$687 million in 2003. By contrast, traditional radio listening was stable in 2005 for a third year in a row.

Canadians tuned in to radio on average for 19.1 hours per week in 2005, which was more than one hour less per week than the peak of 20.5 hours in 1999.

Teenage males aged 12 to 17, a group that is likely to download music and other entertainment from the Internet, reduced their listening time the most from 2000 to 2005. They reported listening for an average of 8.6 hours per week in 2005, down from 10.1 hours in 2001. However, their listening time has apparently stabilized. Alberta teens

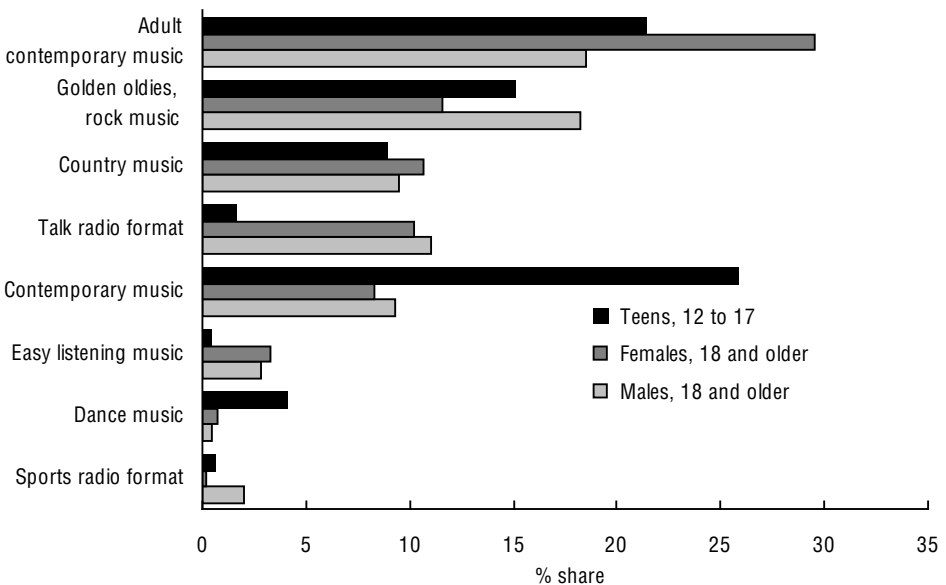
listened to the radio for 10.0 hours a week, the highest of any province.

Contemporary music is the first choice of teens—26% of their listening time was devoted to this format in 2005, the same as in 2004. The increase in listening time for contemporary music is wholly attributable to adults aged 18 and older.

The gap between adult and teen listening times remains very wide, since adult listening is more than double that of teens, although it has stopped expanding. Adults aged 18 and older are the core audience for commercial radio in Canada.

Prince Edward Islanders were the most avid radio listeners in 2005, at 21.2 hours per week.

**Chart 8.6**  
Radio listening, by selected radio station format and audience characteristics, 2005



Source: Statistics Canada, CANSIM table 503-0003.

## Household spending on leisure

How much money do you spend on entertainment and leisure? Do you buy tickets for the movies or the ballet? Do you purchase books or collect artwork? Canadian households spend most of their income on taxes, food, shelter and transportation. Culture goods and services such as books and museum admissions make up a small part of total household spending.

From 1999 to 2004, average household spending on culture goods and services rose 12%, comparable to the rate of inflation, which rose 13%. In the same period, overall household spending climbed 21%.

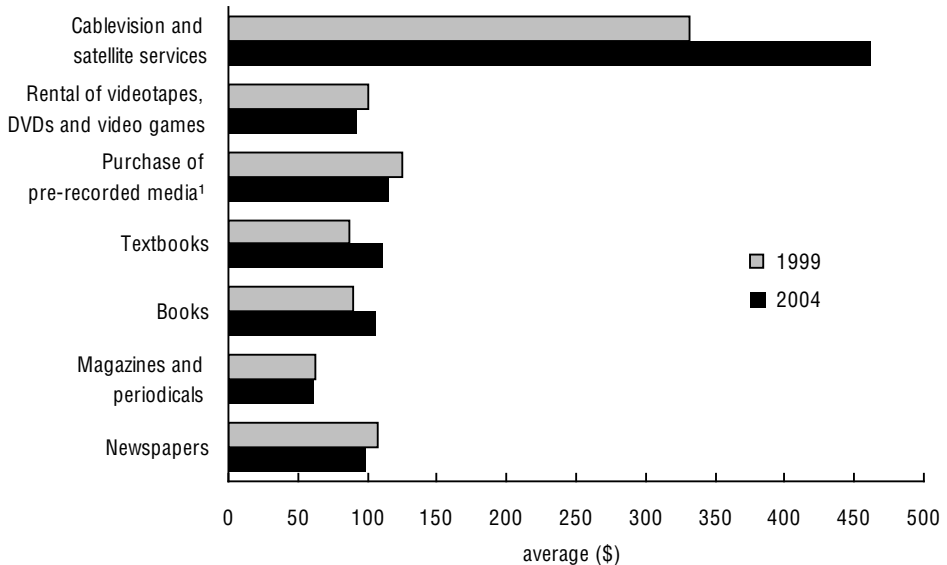
Canadian households spent an average \$1,450 on culture goods and services in 2004, compared with \$1,290 in 1999. After accounting for inflation, however, average household spending on culture was virtually unchanged.

Cable and satellite television took up the largest portion (32%) of household spending on culture goods and services—an average of \$462 in 2004 compared with \$332 in 1999. DVD, CD, and audio and video cassette purchases accounted for the next biggest expenditure at 8%, or \$116 per household; movie theatre admissions were close behind at \$112 per household.

In 2004, households spent an average \$111 on textbooks, and \$106 on other types of books. Households averaged \$99 on newspapers in 2004, down from \$108 in 1999.

Couple households with children—the largest share of the entertainment market—led in spending on textbooks, pre-recorded audio and video, books, photographic services, and admissions to museums and other venues.

**Chart 8.7**  
Annual household spending on selected culture goods and services



1. DVDs, CDs, videocassettes, audiocassettes and downloads.

Note: 2004 constant dollars.

Source: Statistics Canada, Catalogue no. 87-004-XWE.

Table 8.1 Federal government expenditures on culture, by cultural activity and by province and territory, 2003/2004

	Canada <sup>1</sup>	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Yukon	Northwest Territories	Nunavut	Other national organizations and foreign countries <sup>2</sup>
\$ thousands															
<b>All cultural activities</b>	<b>3,499,568</b>	<b>45,048</b>	<b>19,023</b>	<b>117,397</b>	<b>56,009</b>	<b>1,171,180</b>	<b>1,463,715</b>	<b>85,078</b>	<b>45,762</b>	<b>152,848</b>	<b>203,084</b>	<b>16,425</b>	<b>30,471</b>	<b>11,125</b>	<b>82,402</b>
Libraries	43,289	0	2	15	15	28,165	14,809	28	7	53	66	10	7	7	105
Heritage resources	937,218	20,917	8,809	50,067	14,654	267,773	339,321	34,281	15,534	74,823	73,414	10,172	15,210	9,055	3,188
Arts education <sup>3</sup>	18,263	0	0	0	2	7,484	8,024	703	0	1,562	488	0	0	0	0
Literary arts	162,144	555	128	1,653	813	40,004	81,108	1,653	1,080	3,718	8,095	108	76	17	23,136
Performing arts	184,503	1,896	2,613	5,428	5,711	37,967	90,970	8,256	2,942	9,442	14,679	672	754	131	3,042
Visual arts and crafts	23,226	261	187	921	435	6,011	7,943	1,581	980	1,043	3,373	60	33	70	330
Film and video	386,183	1,032	578	14,307	3,163	173,930	129,526	7,696	2,129	13,191	36,712	106	37	230	3,548
Broadcasting <sup>4</sup>	1,605,488	17,122	4,625	42,667	27,474	555,195	749,519	28,201	21,108	43,288	58,211	5,059	14,100	1,490	37,428
Sound recording	28,507	4	78	50	86	18,670	9,216	36	45	63	238	11	0	0	10
Multiculturalism	14,317	234	108	303	304	3,571	2,624	487	642	1,629	903	0	58	0	3,453
Multidisciplinary activities <sup>5</sup>	81,474	2,969	1,866	1,842	2,887	28,543	20,613	2,008	1,257	3,997	6,837	173	196	124	8,162
Other culture activities	14,956	59	30	145	466	3,868	10,041	147	38	38	68	54	0	0	0

**Note:** Figures may not add to totals because of rounding.

- Total expenditures at the national level exclude intramural (operating and capital) expenditures by Human Resources Development Canada directly related to training and employment development in the culture sector.
- Includes national organizations, foreign countries and unallocated expenditures.
- Refers to the fine, applied and performing arts rather than to strictly academic fields such as language, history, literature, etc. The term 'arts,' as used here, includes theatre, music, dance, painting, drama, photography and any other area of arts study reported by arts education institutions.
- The Canadian Broadcasting Corporation distributes its program costs by location of production activities. Station transmission and network distribution costs are related to the geographic location of the transmitter except for land lines and satellite channels, which are paid by Ottawa, but transferred to Toronto and Montreal network centres. Payments to private station affiliates are charged to the responsible network centres and relate also to the province where these centres are located. Administration costs and capital expenditures are distributed according to the province where the administration function is located geographically and the location of capital assets.
- Includes financial support given to cultural facilities, centres, festivals, municipalities, cultural exchange programs and arts organizations for various cultural activities.

**Source:** Statistics Canada, CANSIM table 505-0001.



**Table 8.2 Federal government expenditures on culture, by cultural activity, 1998/1999 to 2003/2004**

	1998/1999	1999/2000	2000/2001	2001/2002	2002/2003	2003/2004
	\$ thousands					
<b>All cultural activities<sup>1</sup></b>	<b>2,817,086</b>	<b>2,809,375</b>	<b>2,954,793</b>	<b>3,216,927</b>	<b>3,425,691</b>	<b>3,499,568</b>
Libraries	45,079	36,794	39,896	51,218	45,285	43,289
Heritage resources	654,391	638,856	709,491	739,495	786,199	937,218
Arts education <sup>2</sup>	7,489	11,404	10,881	11,996	14,227	18,263
Literary arts	123,486	129,158	160,038	174,679	183,357	162,144
Performing arts	112,001	126,093	131,787	164,477	207,858	184,503
Visual arts and crafts	17,023	17,520	18,423	21,227	21,351	23,226
Film and video	292,547	294,072	305,945	328,585	397,786	386,183
Broadcasting <sup>3</sup>	1,455,905	1,435,663	1,475,316	1,585,541	1,600,551	1,605,488
Sound recording	9,279	9,777	10,210	18,606	22,977	28,507
Multiculturalism	1,744	3,635	3,520	888	11,720	14,317
Multidisciplinary activities <sup>4</sup>	79,142	97,217	80,453	108,259	102,671	81,474
Other culture activities	19,000	9,185	8,832	11,954	31,709	14,956

**Note:** Figures may not add to totals because of rounding.

**1. Total expenditures at the national level exclude intramural (operating and capital) expenditures by Human Resources**

Development Canada directly related to training and employment development in the culture sector.

**2. Arts education refers to the fine, applied, and performing arts rather than to strictly academic fields such as language, history, literature, etc.** The term 'arts' as used here includes theatre, music, dance, painting, drama, photography and any other area of arts study reported by arts education institutions.

**3. The Canadian Broadcasting Corporation distributes its program costs by location of production activities.** Station transmission and network distribution costs are related to the geographic location of the transmitter except for land lines and satellite channels, which are paid by Ottawa, but transferred to Toronto and Montreal network centres. Payments to private station affiliates are charged to the responsible network centres and relate also to the province where these centres are located. Administration costs and capital expenditures are distributed according to the province where the administration function is located geographically and the location of capital assets.

**4. Includes financial support given to cultural facilities, centres, festivals, municipalities, cultural exchange programs and arts organizations for various cultural activities.**

**Source:** Statistics Canada, CANSIM table 505-0001.

**Table 8.3 Attendance of cultural performances, by cultural activity, 2004**

	Total attendance <sup>1</sup>	Performances at home	Performances on tour	Performances for youth <sup>2</sup>	Average attendance per performance
			number		
<b>All cultural activities</b>	<b>14,199,261</b>	<b>10,868,597</b>	<b>3,187,010</b>	<b>3,358,709</b>	<b>325</b>
Theatre	<b>7,820,079</b>	5,910,478	1,886,489	2,086,254	261
Musical theatre, dinner theatre, opera	<b>1,147,858</b>	1,087,723	55,174	140,472	340
Dance	<b>1,583,245</b>	977,083	554,794	332,292	461
Musical group or artist	<b>3,185,490</b>	2,676,518	468,459	630,012	644
Other performing arts companies	<b>462,589</b>	216,795	222,094	169,679	232

**Note:** Figures may not add to totals because of rounding.

**1. Total attendance at performances is greater than the sum of attendance at home and on tour performances because some performances are classified as 'other,' and attendance at these does not appear separately here.**

**2. Includes performances for youth at home and on tour.**

**Source:** Statistics Canada, Catalogue no. 87F0003XIE.

**Table 8.4 Attendance of cultural performances, by province, 2004**

	Total attendance <sup>1</sup>	Performances at home	Performances on tour	Performances for youth <sup>2</sup>	Average attendance per performance
			number		
<b>Canada</b>	<b>14,199,262</b>	<b>10,868,598</b>	<b>3,187,011</b>	<b>3,358,708</b>	<b>325</b>
Newfoundland and Labrador	318,519	287,860	30,256	25,584	147
Prince Edward Island	x	x	x	x	x
Nova Scotia	377,806	125,026	252,780	51,591	431
New Brunswick	227,817	136,703	88,714	61,545	299
Quebec	3,914,295	2,611,611	1,247,952	989,106	311
Ontario	5,071,897	4,361,684	682,968	995,218	379
Manitoba	509,657	340,019	165,438	114,950	371
Saskatchewan	293,210	235,544	46,666	59,599	343
Alberta	1,386,596	1,143,238	201,914	301,413	298
British Columbia	2,082,265	1,610,438	469,598	758,619	302

**Note:** Figures may not add to totals because of rounding.

1. Total attendance at performances is greater than the sum of attendance at home and on tour performances because some performances are classified as 'other,' and attendance at these does not appear separately here.

2. Includes performances for youth at home and on tour.

**Source:** Statistics Canada, Catalogue no. 87F0003XIE.

**Table 8.5 Government expenditures on culture, by level of government and by province and territory, 2003/2004**

	Total gross expenditures	Federal government	Provincial and territorial governments	Local governments <sup>1</sup>
			\$ thousands	
<b>Total expenditures</b>	<b>7,706,675<sup>2</sup></b>	<b>3,499,568</b>	<b>2,200,067</b>	<b>2,007,040</b>
Newfoundland and Labrador	96,057	45,048	39,006	12,003
Prince Edward Island	33,486	19,023	11,753	2,710
Nova Scotia	209,243	117,397	57,007	34,839
New Brunswick	131,943	56,009	52,082	23,852
Quebec	2,317,653	1,171,180	726,842	419,631
Ontario	2,969,512	1,463,715	628,228	877,569
Manitoba	262,407	85,078	111,832	65,497
Saskatchewan	206,349	45,762	87,733	72,854
Alberta	537,275	152,848	198,518	185,909
British Columbia	777,259	203,084	264,668	309,507
Yukon	29,885	16,425	12,779	681
Northwest Territories	41,942	30,471	9,620	1,851
Nunavut	11,262	11,125	0	137
Other <sup>3</sup>	82,403	82,403	0	0

1. Calculated on a calendar-year basis.

2. Includes intergovernmental transfers of about \$365 million.

3. Includes national organizations, foreign countries and unallocated expenditures.

**Source:** Statistics Canada, Catalogue no. 87F0001XIE.

Table 8.6 Periodical publishing, financial and employment information, by region, 2003/2004

	Canada	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Territories <sup>1</sup>
	\$ thousands								
<b>Revenue</b>	<b>1,553,196</b>	<b>30,114</b>	<b>418,137</b>	<b>918,756</b>	<b>32,057</b>	<b>20,068</b>	<b>32,848</b>	<b>99,474</b>	<b>1,741</b>
Advertising	993,589	16,670	231,874	610,982	22,203	14,100	25,439	71,032	1,289
Single-copy sales	117,745	1,890	62,899	45,917	1,241	478	206	5,067	46
Subscription sales	291,330	8,286	94,319	161,700	4,790	4,681	3,753	13,530	270
Government grants	35,095	741	11,550	18,426	1,190	315	648	2,156	70
Website/e-commerce	11,856	121	1,340	10,071	x	27	121	175	x
Ancillary products	37,708	429	5,544	30,004	x	x	429	1,172	x
Other revenues	65,874	1,977	10,612	41,656	x	x	2,252	6,342	x
<b>Expenses</b>	<b>1,401,904</b>	<b>29,217</b>	<b>365,184</b>	<b>833,112</b>	<b>30,082</b>	<b>14,664</b>	<b>31,264</b>	<b>96,480</b>	<b>1,900</b>
Editorial and design	248,139	5,731	67,187	144,378	5,944	3,190	6,343	14,837	529
Production and printing	439,922	9,219	123,580	248,770	9,541	5,433	10,056	32,815	507
Fulfillment and invoicing	142,772	2,006	34,894	96,522	2,391	1,234	1,064	4,412	248
Marketing and promotion	188,377	3,763	40,783	117,532	4,417	2,055	4,026	15,529	272
Distribution	119,353	2,053	28,788	71,992	2,898	1,042	3,215	9,318	49
Administration and general	216,495	5,855	62,450	117,159	4,684	1,663	5,900	18,489	295
Website/e-commerce	15,045	107	1,832	12,431	102	x	320	244	x
Ancillary products	31,800	482	5,669	24,327	105	x	340	837	x
<b>Profit or loss before taxes</b>	<b>151,293</b>	<b>897</b>	<b>52,953</b>	<b>85,645</b>	<b>1,975</b>	<b>5,404</b>	<b>1,585</b>	<b>2,994</b>	<b>-159</b>
	%								
<b>Profit margin</b>	<b>9.7</b>	<b>3.0</b>	<b>12.7</b>	<b>9.3</b>	<b>6.2</b>	<b>26.9</b>	<b>4.8</b>	<b>3.0</b>	<b>-9.1</b>
	number								
<b>Periodicals with profit/loss</b>	<b>2,383</b>	<b>123</b>	<b>551</b>	<b>1,162</b>	<b>104</b>	<b>40</b>	<b>157</b>	<b>240</b>	<b>6</b>
With profit	1,490	79	346	728	56	24	99	154	4
With loss	893	44	205	434	48	16	58	86	x
<b>Employment</b>									
Full-time employees	6,462	286	1,448	3,481	215	107	269	647	9
Part-time employees	3,018	106	773	1,456	120	63	169	315	16
Volunteers and unpaid staff	4,956	369	1,247	2,282	260	50	256	488	x
	\$ thousands								
<b>Total remuneration</b>	<b>411,716</b>	<b>11,773</b>	<b>92,742</b>	<b>243,496</b>	<b>10,564</b>	<b>5,626</b>	<b>12,109</b>	<b>34,674</b>	<b>732</b>
Full-time employees	298,793	9,734	67,204	174,700	7,711	5,020	8,297	25,730	397
Part-time employees	39,743	1,063	8,129	22,824	1,370	458	1,951	3,734	214
Freelance fees	73,180	976	17,408	45,972	1,484	148	1,861	5,211	121
	thousands								
<b>Circulation</b>									
Total annual circulation	758,160	13,946	178,753	465,709	12,424	6,852	23,509	56,677	289
Circulation per periodical	318	113	324	401	119	171	150	236	48
	number								
Circulation per issue	26,908	8,561	26,113	32,746	15,670	8,537	16,779	24,910	7,785

1. Includes Yukon, the Northwest Territories and Nunavut.

Source: Statistics Canada, Catalogue no. 87F0005XIE.

**Table 8.7 Heritage institutions, 2004**

	Total	Museums	Arts museums and galleries	Historic and heritage sites	Zoo and botanical gardens
	number				
<b>Total heritage institutions</b>	<b>613</b>	<b>299</b>	<b>109</b>	<b>173</b>	<b>33</b>
	\$ thousands				
<b>Total operating revenues</b>	<b>897,402</b>	<b>435,485</b>	<b>235,335</b>	<b>90,755</b>	<b>135,827</b>
Unearned operating revenues	<b>581,851</b>	313,460	172,535	51,360	44,496
Federal government	<b>202,283</b>	126,702	x	x	1,146
Provincial government	<b>192,706</b>	109,126	60,439	14,270	8,871
Other government	<b>74,074</b>	24,863	x	x	21,427
Institutional/private	<b>112,788</b>	52,769	x	x	13,052
Earned operating revenues	<b>329,683</b>	132,981	64,930	39,915	91,858
Admissions	<b>134,547</b>	56,546	12,609	14,610	50,782
Memberships	<b>14,680</b>	6,013	4,320	589	3,759
Other earned revenues	<b>180,456</b>	70,422	48,001	24,716	37,317
<b>Total operating expenditures</b>	<b>921,519</b>	<b>450,063</b>	<b>243,591</b>	<b>93,535</b>	<b>134,330</b>
Wages	<b>431,674</b>	206,362	105,190	50,717	69,405
Artifacts	<b>26,081</b>	6,247	19,027	711	96
Other operating expenses	<b>463,765</b>	237,453	119,374	42,108	64,830
<b>Operating profit</b>	<b>-24,117</b>	<b>-14,578</b>	<b>-8,256</b>	<b>-2,780</b>	<b>1,497</b>
	number				
<b>Employment</b>					
Full-time	<b>6,466</b>	3,231	1,557	640	1,038
Part-time	<b>9,384</b>	3,156	1,350	3,053	1,826
Volunteers	<b>47,856</b>	15,771	17,033	10,310	4,743

**Note:** Figures may not add to totals because of rounding.

**Source:** Statistics Canada, Catalogue no. 87F0002XIE.

**Table 8.8 Music releases, by language and category, 1998, 2000 and 2003**

	1998	2000	2003
	number		
<b>Language of lyrics</b>			
Canadian artists	1,023	1,034	904
English lyrics	452	457	429
French lyrics	159	189	205
Other <sup>1</sup>	412	388	270
Non-Canadian artists	5,705	5,620	4,715
English lyrics	3,950	4,093	3,698
French lyrics	125	144	107
Other <sup>1</sup>	1,630	1,383	910
<b>Musical categories<sup>2</sup></b>			
Canadian artists	1,023	1,034	904
Popular music/rock	379	363	300
Classical music	159	131	97
Jazz and blues	62	52	73
Country and folk music	99	126	120
Children's music	31	38	31
Other	293	324	283
Non-Canadian artists	5,705	5,620	4,715
Popular music/rock	2,099	2,022	2,039
Classical music	1,508	1,338	912
Jazz and blues	533	767	441
Country and folk music	367	266	196
Children's music	121	68	84
Other	1,077	1,159	1,043

**Note:** Data exclude singles (any sound recording that contains up to three cuts, including compact disks and cassettes).

1. Instrumental (no lyrics) or lyrics other than English or French.

2. Musical categories are assigned by the survey respondents.

**Source:** Statistics Canada, CANSIM tables 507-0004 and 507-0005.

**Table 8.9 Sound recording industry, revenue from sales of recordings, 1998, 2000 and 2003**

	1998	2000	2003
	\$ thousands		
<b>All formats</b>	<b>891,645</b>	<b>861,402</b>	<b>708,723</b>
Singles	3,784	1,523	2,845
Vinyl albums	807	913	608
Compact discs	794,244	805,451	686,967
Cassettes	x	53,403	x
Other <sup>1</sup>	x	112	x
<b>All musical categories<sup>2</sup></b>	<b>891,645</b>	<b>861,402</b>	<b>708,723</b>
Popular music/rock	651,533	622,893	472,661
Classical music	59,653	52,528	55,551
Jazz and blues	37,816	54,993	48,888
Country and folk music	51,930	43,912	47,892
Children's music	20,059	13,040	13,944
Other	70,655	74,036	69,787

**Note:** Figures may not add to totals because of rounding.

1. Other formats including multi-media.

2. Musical categories are assigned by the survey respondents.

**Source:** Statistics Canada, CANSIM tables 507-0001, 507-0006 and 507-0007.

**Table 8.10 Selected financial statistics of the sound recording industry, 1998, 2000 and 2003**

	1998	2000	2003
	number		
<b>Canadian and foreign-controlled companies</b>	<b>280</b>	<b>331</b>	<b>300</b>
Canadian	263	315	287
Foreign	17	16	13
<b>New releases</b>	<b>6,728</b>	<b>6,654</b>	<b>5,619</b>
	\$ thousands		
<b>Revenue</b>	<b>1,323,880</b>	<b>1,319,264</b>	<b>1,153,205</b>
Revenue from industry-related activities	1,137,758	1,193,423	985,430
Sales of recordings by Canadian artists	154,047	137,969	110,366
Sales of recordings by non-Canadian artists	737,598	723,433	598,357
Sales of masters, licensing fees and other royalties <sup>1</sup>	70,297	56,997	53,401
Other revenue from industry-related activities	175,815	275,024	223,305
Revenue from non-industry-related activities	186,122	F	167,775
<b>Expenses</b>	<b>1,134,042</b>	<b>1,161,698</b>	<b>1,122,662</b>
Cost of goods sold	638,465	578,604	530,249
Interest	4,186	76,792	73,306
Depreciation	10,907	15,602	19,684
Other operating expenses	480,484	490,700	499,424
<b>Profit before taxes</b>	<b>189,838</b>	<b>157,566</b>	<b>30,542</b>

**Note:** Figures may not add to totals because of rounding.

1. All types of royalties are included. In 2003, neighbouring rights were added.

**Source:** Statistics Canada, CANSIM table 507-0001.

**Table 8.11 Film and video distribution and videocassette wholesaling industry, 2000/2001 to 2004/2005**

	2000/2001	2001/2002	2002/2003	2003/2004	2004/2005
	\$ thousands				
<b>Revenue</b>	<b>2,813,116</b>	<b>3,036,646</b>	<b>3,278,386</b>	<b>3,437,629</b>	<b>3,539,617</b>
All domestic market and exports (foreign clients)	1,293,115	1,416,325	1,551,737	1,515,513	1,588,673
Domestic market, film, video and audio-visual distribution revenue	1,070,860	1,211,661	1,292,707	1,194,539	1,256,764
Theatrical	390,584	403,066	462,583	382,666	446,338
Pay television	81,212	110,528	112,340	105,633	134,592
Conventional television	409,576	465,504	471,317	433,576	404,353
Home video	165,746	212,966	227,018	244,916	246,564
Non-theatrical	23,742	19,598	19,449	27,749	24,916
Exports (foreign clients)	222,256	204,664	259,030	320,975	331,909
Videocassettes wholesaling	1,399,383	1,508,251	1,607,954	1,816,057	1,817,096
Other revenue	120,618	112,070	118,695	106,059	133,848
<b>Expenses</b>	<b>2,465,884</b>	<b>2,707,572</b>	<b>2,837,886</b>	<b>2,687,072</b>	<b>2,737,531</b>
Salaries and benefits	144,578	172,005	147,565	153,203	166,939
Licensing (rights, royalties and other fees)	806,685	856,954	965,709	837,587	846,967
Depreciation and amortization	48,765	56,511	66,484	36,512	15,697
Interest	15,381	18,314	20,170	14,949	18,368
Other expenses	1,450,475	1,603,788	1,637,958	1,643,621	1,689,560
	number				
<b>Canadian and foreign-controlled companies</b>	<b>216</b>	<b>217</b>	<b>211</b>	<b>215</b>	<b>207</b>
Canadian	193	195	192	193	184
Foreign	23	22	19	22	23
<b>Employment</b>	<b>3,592</b>	<b>3,900</b>	<b>4,033</b>	<b>3,972</b>	<b>4,152</b>
Full-time employees	3,045	3,551	3,699	3,468	3,481
Part-time employees	518	335	320	490	660
Working proprietors	29	14	14	14	11
	%				
<b>Profit margin<sup>1</sup></b>	<b>12.3</b>	<b>10.8</b>	<b>13.4</b>	<b>21.8</b>	<b>22.7</b>

1. Total revenue less total expenses (profit or loss) shown as a percentage of total revenue.

Source: Statistics Canada, CANSIM tables 501-0001, 501-0002, 501-0003 and 501-0005.

**Table 8.12 Movie theatres and drive-ins, by selected characteristics, 1999/2000 to 2004/2005**

	1999/2000	2000/2001	2002/2003	2003/2004	2004/2005
	number				
<b>Theatres</b>					
All movie theatres and drive-ins	712	744	645	628	641
Movie theatres	644	677	587	574	583
Drive-ins	68	67	58	54	58
<b>Screens</b>					
All movie theatres and drive-ins	2,926	3,258	2,979	2,980	2,933
Movie theatres	2,820	3,152	2,890	2,896	2,842
Drive-ins	106	106	89	84	91
	thousands				
<b>Paid admissions</b>					
All movie theatres and drive-ins	119,291	119,271	125,358	119,637	120,275
Movie theatres	117,352	117,574	123,815	118,161	118,498
Drive-ins	1,940	1,696	1,543	1,477	1,778
	\$ thousands				
<b>Operating expenses</b>					
All movie theatres and drive-ins	904,994	1,048,127	1,171,463	1,169,184	1,137,033
Movie theatres	887,804	1,032,069	1,155,535	1,153,627	1,119,828
Drive-ins	17,190	16,058	15,928	15,557	17,206
	\$				
<b>Average ticket prices</b>					
All movie theatres and drive-ins	5.78	6.30	7.27	7.45	7.47
Movie theatres	5.77	6.29	7.27	7.45	7.47
Drive-ins	6.30	6.55	7.29	7.54	7.02
	%				
<b>Profit margin</b>					
All movie theatres and drive-ins	4.4	-2.7	5.3	4.5	8.7
Movie theatres	4.2	-2.9	5.2	4.4	8.7
Drive-ins	12.5	9.4	10.0	11.5	9.2

**Note:** Data for 2001/2002 are not available.

**Source:** Statistics Canada, CANSIM table 501-0010.



# Abbreviations and symbols



## Provinces and territories

Newfoundland and Labrador	N.L.
Prince Edward Island	P.E.I.
Nova Scotia	N.S.
New Brunswick	N.B.
Quebec	Que.
Ontario	Ont.
Manitoba	Man.
Saskatchewan	Sask.
Alberta	Alta.
British Columbia	B.C.
Yukon	Y.T.
Northwest Territories	N.W.T.
Nunavut	Nvt.

## Measurements

centimetre	cm
metre	m
kilometre	km
gram	g
kilogram	kg
litre	L
millilitre	mL
hour	h
watt	W
kilowatt	kW
degrees Celsius	°C

The symbols described in this document apply to all data published by Statistics Canada from all origins, including surveys, censuses and administrative sources, as well as straight tabulations and all estimations.

.	not available for any reference period
..	not available for a specific reference period
...	not applicable
0	true zero or a value rounded to zero
0 <sup>s</sup>	value rounded to zero where there is a meaningful distinction between true zero and the value that was rounded
P	preliminary
r	revised
x	suppressed to meet the confidentiality requirements of the <i>Statistics Act</i>
E	use with caution
F	too unreliable to be published

**Note:** In some tables, figures may not add to totals because of rounding.

When the figure is not accompanied by a data quality symbol, it means that the quality of the data was assessed to be 'acceptable or better' according to the policies and standards of Statistics Canada.

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