



Service bulletin

Sound Recording: Data Tables



2005

Sound recording: data tables

Data for 2005 should not be compared with previously published data on sound recording due to significant changes in coverage and methodology in the new survey. Key national trends can still be determined as this release includes record production and integrated record production and distribution data for the two previous survey years, 2003 and 2000, using the new 2005 methodology. Music publishing and sound recording studios were not covered by the previous survey.

The new Survey of Service Industries: Sound Recording and Music Publishing collects data using a sample, which represents 95% of the total revenue earned by these companies. A limited set of financial data from administrative sources are also included for firms whose combined revenues represent the remaining 5% of total industry revenues.

Data are now collected using the Business Register, a central Statistics Canada database of businesses that have been classified using the North American Industry Classification System (NAICS). This industry-based classification is a departure from the activity-based classification used previously by the Culture Statistics Program, where all businesses with record production or integrated record production and distribution activities were surveyed. Some of these activities which were previously included in the survey are now excluded if they represent only secondary activities within the company.

The survey now covers four NAICS industries:

- NAICS 512210 - Record production
- NAICS 512220 - Integrated record production and distribution
- NAICS 512230 - Music publishers
- NAICS 512240 - Sound recording studios

It should be noted that the data by province reflect the economic activity that is taking place in that province, rather than the economic activity reported according to the head office location of the company.

Despite these changes, a number of data points for two earlier survey years have been produced so that key trends can still be determined. Although these backcasted estimates should be used with caution, they represent our best estimates of historical data that would have been produced using this new coverage and methodology for those years.

For music publishers, NAICS 512230, data are only available at the national level. Data quality concerns and the lack of any other year's data to compare with the 2005 data, have made editing, imputation and verification of the data difficult. However, we do anticipate that provincial data will be available in the future.

Caution should be taken when interpreting the data tables, given that definitions used in 2005 are different from those used in other survey years. For example, *operating profit margin* is different from the variable *profit margin before taxes*, used in other survey years. For an overview of survey changes and collection and processing methodologies, see "The new culture of the Culture Statistics Program" at 87-004-XIE2003003.

Statistical tables

Table 1

Selected financial statistics for the record production and integrated record production and distribution industry, by province, 2005

	Total operating revenue ¹	Salaries, wages and benefits ²	Total operating expenses ³	Operating profit margin ⁴
	thousands of dollars			percent
Newfoundland and Labrador	98	47	157	-60.2
Prince Edward Island	x	x	x	x
Nova Scotia	x	x	x	x
New Brunswick	x	x	x	x
Quebec	148,665	17,604	141,879	4.6
Ontario	479,405	55,693	405,973	15.3
Manitoba	x	x	x	x
Saskatchewan	x	x	x	x
Alberta	20,229	2,544	16,064	20.6
British Columbia	x	x	x	x
Yukon	x	x	x	x
Northwest Territories
Nunavut
Canada	765,379	89,448	664,807	13.1

1. Operating revenue excludes investment income (dividends and interest).

2. Salaries, wages and benefits include employer contributions to pension, medical/life insurance plans, employment insurance, etc. for all employees who have been issued a T4 statement.

3. Operating expenses exclude interest on borrowing, write-offs, capital losses, extraordinary losses, and other non-recurring items.

4. Operating profit margin is derived as follows: total operating revenue minus total operating expenses, expressed as a percentage of total operating revenue.

Note(s): Due to rounding, components may not add to total. Based on the North American Industry Classification System (NAICS) and includes all establishments classified under 512210 record production and 512220 integrated record production and distribution.

Source(s): Statistics Canada: 2005 Survey of Service Industries: Sound Recording and Music Publishing.

Table 2

Selected financial statistics for the music publishing industry, Canada, 2005

	Total operating revenue ¹	Salaries, wages and benefits ²	Total operating expenses ³	Operating profit margin ⁴
	thousands of dollars			percent
Canada	84,112	17,061	67,867	19.3

1. Operating revenue excludes investment income (dividends and interest).

2. Salaries, wages and benefits include employer contributions to pension, medical/life insurance plans, employment insurance, etc. for all employees who have been issued a T4 statement.

3. Operating expenses exclude interest on borrowing, write-offs, capital losses, extraordinary losses, and other non-recurring items.

4. Operating profit margin is derived as follows: total operating revenue minus total operating expenses, expressed as a percentage of total operating revenue.

Note(s): Due to rounding, components may not add to total. Based on the North American Industry Classification System (NAICS) and includes all establishments classified under 512230, music publishers.

Source(s): Statistics Canada: 2005 Survey of Service Industries: Sound Recording and Music Publishing.

Table 3
Selected financial statistics for the sound recording studio industry, by province, 2005

	Total operating revenue ¹	Salaries, wages and benefits ²	Total operating expenses ³	Operating profit margin ⁴
	thousands of dollars			percent
Newfoundland and Labrador	1,765	454	1,660	5.9
Prince Edward Island
Nova Scotia	x	x	x	x
New Brunswick	x	x	x	x
Quebec	26,872	5,821	24,213	9.9
Ontario	36,417	6,825	32,114	11.8
Manitoba	512	78	450	12.1
Saskatchewan	1,124	173	817	0.3
Alberta	5,324	1,198	4,566	14.2
British Columbia	19,100	4,230	17,022	0.1
Yukon
Northwest Territories	x	x	x	x
Nunavut
Canada	92,530	19,006	82,166	11.2

1. Operating revenue excludes investment income (dividends and interest).

2. Salaries, wages and benefits include employer contributions to pension, medical/life insurance plans, employment insurance, etc. for all employees who have been issued a T4 statement.

3. Operating expenses exclude interest on borrowing, write-offs, capital losses, extraordinary losses, and other non-recurring items.

4. Operating profit margin is derived as follows: total operating revenue minus total operating expenses, expressed as a percentage of total operating revenue.

Note(s): Due to rounding, components may not add to total. Based on the North American Industry Classification System (NAICS) and includes all establishments classified under 512240 sound recording studios.

Source(s): Statistics Canada: 2005 Survey of Service Industries: Sound Recording and Music Publishing.

Table 4
Selected statistics with backcasted data for the record production and integrated record production and distribution industry, Canada, 2005

	2005	Backcasted ¹ data	
		2003	2000
thousands of dollars			
Industry estimates ²			
Total revenue	767,245	839,571	941,643
Total expenses	713,266	838,539	818,614
Salaries, wages and benefits	89,448	106,909	109,401
percent			
Profit margin ³	7.0	0.1	13.1
thousands of dollars			
Surveyed portion ²			
Sales of recordings by Canadian artists	122,465	118,534	124,016
Sales of recordings by non-Canadian artists	452,496	473,975	557,678
Total sales of recordings	574,961	592,509	681,693
Revenue from royalties and rights ⁴	31,153	43,542	46,689
Other revenue ⁵	142,785	184,185	192,138
Total revenue	748,899	820,236	920,520
Salaries, wages and benefits	86,211	103,109	105,544
Total expenses	693,291	815,994	797,106
Profit / Loss	55,609	4,242	123,415
number			
Number of releases by Canadian artists	521	479	445
Number of releases by non-Canadian artists	3,382	3,654	4,475
Total number of releases	3,903	4,133	4,920
percent			
Profit margin ³	7.4	0.5	13.4

1. Backcasted data have been created in order to be able to compare the data from 2003 and 2000 to 2005. This is necessary because of the major changes to the survey including use of a new frame, a new definition of the sound recording and music publishing industry and the use of a sample survey.
 2. Industry estimates are based on the surveyed portion and are augmented by administrative data for establishments that were too small to be eligible for sampling. The **surveyed portion** includes only data for surveyed establishments weighted to represent other establishments that were eligible for sampling but were not selected. The surveyed portion represents approximately 95% of total industry revenue.
 3. Profit margin is derived as follows: total revenue minus total expenses, expressed as a percentage of total revenue.
 4. Revenue from royalties and rights includes revenue from leasing and licensing of masters, performing rights, mechanical rights, synchronization rights, print licensing rights and other music publishing royalties. It excludes neighboring rights and other royalties or rights.
 5. Other revenue includes sales (except for sales of sound recordings), grants and subsidies, royalties, rights, licensing and franchise fees (excluding music publishing royalties and revenue from leasing and licensing of masters), investments income (dividends and interest) and other revenue.
- Note(s):** Due to rounding, components may not add to total. Based on the North American Industry Classification System (NAICS) and includes all establishments classified under 512210 record production and 512220 integrated record production and distribution.
- Source(s):** Statistics Canada: 2005 Survey of Service Industries: Sound Recording and Music Publishing.

Table 5
Profile of the record production and integrated record production and distribution industry (survey portion), provinces and regions, 2005

	Quebec	Ontario	British Columbia	All other provinces and territories ¹	Canada
	number				
Number of new releases					
Recordings by Canadian artists	203	194	46	77	521
Recordings by non-Canadian artists	491	2,249	434	208	3,382
Total	694	2,443	480	285	3,903
	percent				
Percentage of releases by Canadian artists	29.3	7.9	9.6	27.0	13.3
	thousands of dollars				
Operating Revenue					
Sales of recordings by Canadian artists	39,316	69,823	8,124	5,202	122,465
Sales of recordings by non-Canadian artists	x	309,907	x	28,352	452,496
Revenue from royalties and rights	x	22,353	x	1,061	33,630
All other operating revenue ²	44,740	68,057	15,658	10,286	138,742
Total operating revenue	142,376	470,140	89,915	44,901	747,333
	percent				
Percentage of sales from recordings by Canadian artists	x	18.4	x	15.5	21.3
	thousands of dollars				
Operating Expenses					
Cost of goods sold	39,102	85,155	19,415	10,484	154,156
Royalties, rights, licensing and franchise fees	25,333	144,102	27,051	12,594	209,080
Salaries and benefits	16,635	53,900	10,234	5,442	86,211
Advertising, marketing and promotions	11,359	39,325	8,297	2,679	61,660
Professional and business service fees	4,267	16,285	1,712	360	22,624
Outsourcing	2,939	3,178	479	480	7,075
All other operating expenses ³	35,864	53,235	11,181	4,030	104,312
Total operating expenses	135,499	395,180	78,369	36,069	645,118
	percent				
Operating profit margin ⁴	4.8	15.9	12.8	19.7	13.7
	number				
Employment					
Full-time employees	268	595	100	32	995
Part-time employees	32	x	x	20	52
Contract workers	367	36	45	23	471

1. All other provinces and territories include Newfoundland and Labrador, Prince Edward Island, Nova Scotia, New Brunswick, Manitoba, Saskatchewan, Alberta, Yukon, Northwest Territories and Nunavut.

2. All other operating revenue includes sales (except for sales of sound recordings), grants and subsidies and other revenue.

3. All other operating expenses include commissions paid to non-employees, payments for services provided by head office, office supplies, rental and leasing, repair and maintenance, insurance, travel, meals and entertainment, utilities, telephone and telecommunication, property and business taxes, licences and permits, delivery, warehousing, postage and courier, financial service fees, charitable donations, bad debts and all other expenses.

4. Operating profit margin is derived as follows: total operating revenue minus total operating expenses, expressed as a percentage of total operating revenue.

Note(s): Due to rounding, components may not add to total. Based on the North American Industry Classification System (NAICS) and includes all establishments classified under 512210 record production and 512220 integrated record production and distribution. The surveyed portion includes only data for surveyed establishments weighted to represent other establishments that were eligible for sampling but were not selected. The surveyed portion represents approximately 95% of total industry revenue.

Source(s): Statistics Canada: 2005 Survey of Service Industries: Sound Recording and Music Publishing Industry

Table 6
Profile of the music publishing industry (survey portion), Canada, 2005

	Canada
	thousands of dollars
Music publishing royalties:	
Performing rights	30,094
Mechanical rights	x
Synchronization rights	3,715
Print licensing rights	x
Other music publishing rights	3,763
All other operating revenue ¹	18,673
Total operating revenue	72,976
Operating Expenses	
Royalties, rights or franchise fees	22,644
Salaries, wages and benefits	14,623
Commissions paid to non-employees	x
Cost of goods sold	x
Amortization of tangible and intangible assets	2,444
All other operating expenses ²	8,256
Total operating expenses	57,740
	percent
Operating Profit margin ³	20.9
	number
Employment	
Full-time employees	65
Part-time employees	14
Contract workers	31

1. All other operating revenue includes grants and subsidies, royalties, rights, licensing and franchise fees (excluding music publishing royalties) and other revenue.

2. All other operating expenses include professional and business services fees, payments for services provided by head office, office supplies, rental and leasing, repair and maintenance, insurance, advertising, marketing and promotions, travel, meals and entertainment, utilities, telephone and telecommunication, property and business taxes, licences and permits, delivery, warehousing, postage and courier, financial service fees, charitable donations, bad debts and all other expenses.

3. Operating profit margin is derived as follows: total operating revenue minus total operating expenses, expressed as a percentage of total operating revenue.

Note(s): Due to rounding, components may not add to total. Based on the North American Industry Classification System (NAICS) and includes all establishments classified under 512230 music publishers. The surveyed portion includes only data for surveyed establishments weighted to represent other establishments that were eligible for sampling but were not selected. The surveyed portion represents approximately 95% of total industry revenue.

Source(s): Statistics Canada: 2005 Survey of Service Industries: Sound Recording and Music Publishing Industry

Table 7
Profile of the sound recording studio industry (survey portion), provinces and regions, 2005

	Quebec	Ontario	British Columbia	All other provinces and territories ¹	Canada
	thousands of dollars				
Operating revenue					
Studio recording services provided for the production of a musical recording	9,989	3,693	9,350	2,541	25,844
Studio recording services for other purposes	10,415	20,046	5,353	3,951	39,765
On location live recording services	x	1,512	x	x	1,625
All other operating revenue ²	x	2,097	x	x	7,054
Total operating revenue	22,670	27,348	16,732	7,537	74,288
Operating expenses					
Salaries, wages and benefits	5,373	5,623	3,941	1,960	16,897
Outsourcing	3,162	3,383	2,546	1,009	10,098
Rental and leasing	2,203	2,661	1,055	618	6,537
Cost of goods sold	1,795	2,556	409	819	5,579
Professional and business service fees	878	2,540	669	299	4,385
Amortization of tangible and intangible assets	1,947	2,008	1,157	436	5,547
All other operating expenses ³	4,645	5,276	4,920	1,335	16,180
Total operating expenses	20,003	24,047	14,697	6,476	65,223
	percent				
Operating profit margin ⁴	11.8	12.1	12.2	14.1	12.2
	number				
Employment					
Full-time employees	204	150	60	36	450
Part-time employees	22	x	x	x	37
Contract workers	441	267	128	350	1185

1. All other provinces and territories include Newfoundland and Labrador, Prince Edward Island, Nova Scotia, New Brunswick, Manitoba, Saskatchewan, Alberta, Yukon, Northwest Territories and Nunavut

2. All other operating revenue includes grants and subsidies, royalties, rights, licensing and franchise fees and other revenue.

3. All other operating expenses include commissions paid to non-employees, payments for services provided by head office, office supplies, repair and maintenance, insurance, advertising, marketing and promotions, travel, meals and entertainment, utilities, telephone and telecommunication, property and business taxes, licences and permits, royalties, rights, licensing and franchise fees, delivery, warehousing, postage and courier, financial service fees, charitable donations, bad debts and all other expenses.

4. Operating profit margin is derived as follows: total operating revenue minus total operating expenses, expressed as a percentage of total operating revenue.

Note(s): Due to rounding, components may not add to total. Based on the North American Industry Classification System (NAICS) and includes all establishments classified under 512240 sound recording studios. The surveyed portion includes only data for surveyed establishments weighted to represent other establishments that were eligible for sampling but were not selected. The surveyed portion represents approximately 95% of total industry revenue.

Source(s): Statistics Canada: 2005 Survey of Service Industries: Sound Recording and Music Publishing.

Table 8

Number of new releases by nationality of artist and language of lyrics for the record production and integrated record production and distribution industry (survey portion), Canada, 2005

	2005
	number
By Canadian artists	
English lyrics	265
French lyrics	67
Other ¹	189
Total	521
By non-Canadian artists	
English lyrics	2,277
French lyrics	117
Other ¹	988
Total	3,382
All artists	
English lyrics	2,542
French lyrics	184
Other ¹	1,177
Total	3,903

1. Includes instrumental music and lyrics other than English or French.

Note(s): Due to rounding, components may not add to total. Excludes recordings distributed for another organization, finished products purchased for resale, music videos and singles. Based on the North American Industry Classification System (NAICS) and includes all establishments classified under 512210 record production and 512220 integrated record production and distribution. The surveyed portion includes only data for surveyed establishments weighted to represent other establishments that were eligible for sampling but were not selected. The surveyed portion represents approximately 95% of total industry revenue.

Source(s): Statistics Canada: 2005 Survey of Service Industries: Sound Recording and Music Publishing.

Table 9

Number of new releases by nationality of artist and musical category for the record production and integrated record production and distribution industry (survey portion), Canada, 2005

	2005
	number
By Canadian artists	
Popular music/rock	213
Classical	x
Jazz and blues	30
Country and folk	36
Children's	x
Urban/rap	13
Other	124
Total	521
By non-Canadian artists	
Popular music/rock	1,845
Classical	x
Jazz and blues	296
Country and folk	155
Children's	x
Urban/rap	192
Other	283
Total	3,382
All artists	
Popular music/rock	2,058
Classical	609
Jazz and blues	326
Country and folk	191
Children's	106
Urban/rap	205
Other	407
Total	3,903

Note(s): Due to rounding, components may not add to total. Excludes recordings distributed for another organization, finished products purchased for resale, music videos and singles. Based on the North American Industry Classification System (NAICS) and includes all establishments classified under 512210 record production and 512220 integrated record production and distribution. The surveyed portion includes only data for surveyed establishments weighted to represent other establishments that were eligible for sampling but were not selected. The surveyed portion represents approximately 95% of total industry revenue.

Source(s): Statistics Canada: 2005 Survey of Service Industries: Sound Recording and Music Publishing.

Table 10
Revenue from sales of recordings by musical category for the record production and integrated record production and distribution industry (survey portion), Canada, 2005

	2005
	thousands of dollars
Popular music/rock	357,798
Classical	29,804
Jazz and blues	29,663
Country and folk	36,216
Children's	19,188
Urban/rap	39,269
Other	63,023
Total	574,961

Note(s): Due to rounding, components may not add to total. Excludes recordings distributed for another organization, finished products purchased for resale and music videos. Based on the North American Industry Classification System (NAICS) and includes all establishments classified under 512210 record production and 512220 integrated record production and distribution. The surveyed portion includes only data for surveyed establishments weighted to represent other establishments that were eligible for sampling but were not selected. The surveyed portion represents approximately 95% of total industry revenue.

Source(s): Statistics Canada: 2005 Survey of Service Industries: Sound Recording and Music Publishing.

Table 11
Sales and number of units sold by format for the record production and integrated record production and distribution industry (survey portion), Canada, 2005

	2005	
	number	thousands of dollars
Compact discs	57,344,204	517,695
Cassette tapes	1,531,658	6,105
Vinyl albums	51,464	487
Electronic music files	8,737,263	22,167
Other (DVD audio, etc.)	2,114,883	28,507
Total	69,779,472	574,961

Note(s): Due to rounding, components may not add to total. Excludes recordings distributed for another organization, finished products purchased for resale and music videos. Based on the North American Industry Classification System (NAICS) and includes all establishments classified under 512210 record production and 512220 integrated record production and distribution. The surveyed portion includes only data for surveyed establishments weighted to represent other establishments that were eligible for sampling but were not selected. The surveyed portion represents approximately 95% of total industry revenue.

Source(s): Statistics Canada: 2005 Survey of Service Industries: Sound Recording and Music Publishing.

Methodology

Survey Overview

This annual sample survey collects the financial and operating data needed to produce statistics on the Sound Recording and Music Publishing industry in Canada. Commencing with reference year 2005, the survey also collects detailed information on the characteristics of the businesses, such as type of revenue and type of client.

These data are aggregated with information from other sources to produce official estimates of the national and provincial economic production of the Sound Recording and Music Publishing industry in Canada. The results from this survey provide data to businesses, governments, investors and associations. These data allow these groups to monitor the growth of the industry, measure performance, allow comparison across similar businesses and to better understand this industry to react to trends and patterns.

Commencing with reference year 2005, this new survey, is administered by the Service Industries Program, in collaboration with the Culture Statistics Program. Historical time series data from the previous Culture Statistics Program are available in The Guide to Culture Statistics (online, free of charge, at catalogue number 87-008-GIE). **It should be noted that data from this historical time series should not be compared with data from this new survey due to significant differences in coverage and methodology.**

The new 2005 survey covers a somewhat different set of businesses than in previous years so that data generally cannot be expected to be comparable. The list of names and addresses of businesses is now drawn from a central Statistics Canada data base. Also, a much more rigorous delineation of those companies that are considered part of the culture sector has been applied through the implementation of the North American Industry Classification System (NAICS). This industry-based classification is a departure from the activity-based classification that was used previously. In addition to these changes in coverage, commencing with 2005, the data are based on a sample of businesses.

Despite these changes, several data points for two earlier survey years have been produced so that key trends can still be determined. These data represent estimates of historical data that would have been produced using this new coverage and methodology for those years. This information is included in the 2005 data release.

Statistical data reference period

Calendar year

Collection date(s)

March 2006 to September 2006

Data release date

November 7, 2007

Survey population

The target population consists of all statistical establishments (sometimes referred to as firms or units) classified to the Sound Recording Industries according to the North American Industry Classification System (NAICS) during the reference year.

Instrument design

The annual survey questionnaire covers detailed financial and operating characteristics. In addition, questions on such topics as employment and sources of revenue are asked. The questionnaire was developed in consultation with potential respondents, data users and questionnaire design specialists.

Sample Design

This is a sample survey with a cross-sectional design.

The survey design was based on probability sampling and only covered the portion of the frame subject to direct data collection.

The basic objective of the survey is to produce estimates for the whole industry for incorporated and unincorporated businesses. The data come from two different sources: a sample of all businesses with revenue above or equal to a certain threshold and administrative data for businesses with revenue below the threshold, which are excluded from sampling. The excluded portion represents a substantial proportion of the industry in terms of number of establishments, but its contribution to the overall industry revenue is only about 5%. It should be noted that for this excluded portion, only certain financial information is obtained from administrative sources; e.g., total revenue, expenses such as depreciation and salaries, wages and benefits. Characteristics such as detailed revenue by type of service and employment are collected only for surveyed establishments. (Note: the threshold varies between industries and between provinces in the same survey.)

The frame is the list of establishments from which the portion eligible for sampling is determined and the sample is taken. The frame provides basic information about each firm including: address, industry classification and other administrative information. The frame is referred to as the Business Register and is updated regularly using administrative data.

Prior to the selection of a random sample, establishments are classified into homogeneous groups (i.e., groups with the same industry, same geography (province/territory)). Quality requirements are targeted, and then each group is divided into sub-groups called strata: take-all, must-take, and take-some.

The take-all stratum represents the largest firms in terms of performance (based on revenue). The must-take stratum is comprised of units selected on the basis of complex structure characteristics (multi-establishment, multi-legal, multi-NAICS, or multi-province enterprises), as well as selected establishments whose particular industry characteristics make it essential that they be included. All take-all and must-take firms are selected to the sample. Units in the take-some strata are subject to simple random sampling.

Finally, the sample size is inflated to compensate for firms that are found to no longer belong in the industry, such as those that have gone out of business, changed their primary business activity, are inactive, or are duplicates on the frame. After removing such firms, the sample size for the 2005 Sound Recording and Music Publishing survey was 267 collection entities.

Collection

Responding to this survey is mandatory. Data are collected directly from survey respondents and extracted from administrative files.

Data are collected through a mail-out/mail-back process, while providing respondents with the option of other filing methods such as telephone or fax. Follow-up procedures are applied when a questionnaire has not been received after a pre-specified period of time or incomplete responses have been provided.

Error detection / Editing

Data are examined for inconsistencies and errors, using automated edits coupled with analytical review. Every effort is made to minimize the non-sampling errors of omission, duplication, reporting and processing.

Imputation

Where information is missing, imputation is performed using a "nearest neighbour" procedure (donor imputation), using historical data where available, using averages based on responses from a set of similar establishments, or using administrative data as a proxy for reported data.

Estimation

As part of the estimation process survey data are weighted and combined with administrative data to produce final industry estimates.

Quality evaluation

Prior to dissemination, combined survey results are analyzed for overall quality; in general, this includes a detailed review of individual responses (especially for the largest companies), an assessment of the general economic conditions portrayed by the data, historic trends, and comparisons with other data sources.

Disclosure control

Statistics Canada is prohibited by law from releasing any data that would divulge information obtained under the Statistics Act that relates to any identifiable person, business or organization without the prior knowledge or the consent in writing of that person, business or organization. Various confidentiality rules are applied to all data that are released or published to prevent the publication or disclosure of any information deemed confidential. If necessary, data are suppressed to prevent direct or residual disclosure of identifiable data.

Data accuracy measures

While considerable effort is made to ensure high standards throughout all stages of collection and processing, the resulting estimates are inevitably subject to a certain degree of error. These errors can be broken down into two major types: non-sampling and sampling.

Non-sampling error is not related to sampling and may occur for many reasons. For example, non-response is an important source of non-sampling error. Population coverage, differences in the interpretation of questions, incorrect information from respondents, and mistakes in recording, coding and processing data are other examples of non-sampling errors.

The weighted response rate represents the proportion of the total revenue accounted for by units that responded to the survey. Of the sampled units contributing to the estimate, the weighted response rate was 82.9%, after accounting for firms that have gone out of business, have been reclassified to a different industry, are inactive, or are duplicates on the frame.

Sampling error occurs because population estimates are derived from a sample of the population rather than the entire population. Sampling error depends on factors such as sample size, sampling design, and the method of estimation. An important property of probability sampling is that sampling error can be computed from the sample itself by using a statistical measure called the coefficient of variation (CV). The assumption is that over repeated surveys, the relative difference between a sample estimate and the estimate that would have been obtained from an enumeration of all units in the universe would be less than twice the CV, 95 times out of 100. The range of

acceptable data values yielded by a sample is called a confidence interval. Confidence intervals can be constructed around the estimate using the CV. First, we calculate the standard error by multiplying the sample estimate by the CV. The sample estimate plus or minus twice the standard error is then referred to as a 95% confidence interval.

Industry estimates for NAICS 512290 - Other sound recording services do not meet Statistics Canada's data quality standards and will therefore not be released for reference year 2005.

The qualities of CVs are rated as follows:

- Excellent 0.01% to 4.99%
- Very good 5.00% to 9.99%
- Good 10.00% to 14.99%
- Acceptable 15.00% to 24.99%
- Use with caution 25.00% to 34.99%
- Unreliable 35.00% or higher

Release date: November 2007

Symbols

The following standard symbols are used in Statistics Canada publications:

.	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 ^s	value rounded to 0 (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

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