

Service bulletin

Performing Arts: Data Tables

2006



Introduction

These tables provide financial information on professional not-for-profit and for-profit performing arts companies in Canada.

Data for 2006 should not be compared with data released previously on this industry with the exception of revised 2004 and 2005 data. This is because significant changes to the Performing Arts Survey were made prior to the 2004 survey year.

The new Survey of Service Industries: Performing Arts collects data on for-profit as well as not-for-profit performing arts companies in Canada. The data are now collected using a sample.

Sample selection is from 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. At the same time, the scope of activities included in the industries classified to this survey has broadened.

For further information on all survey changes and collection and processing methodologies, see "The new culture of the Culture Statistics Program" at [87-004-XIE2003003.pdf](#).

Statistical tables

Table 1
Summary statistics for performing arts, all industries

	2006 ^p	2005 ^r	2004 ^r
	thousands of dollars		
Industry estimates ¹			
Operating revenue	1,207,625	1,214,977	1,198,800
Operating expenses	1,139,372	1,162,993	1,143,842
Operating profit	68,253	51,984	54,958
	percent		
Operating profit margin	5.7	4.3	4.6

1. Based on the North American Industry Classification System (NAICS) and includes theatre (except musical) companies (711111), musical theatre and opera companies (including dinner theatres) (711112), dance companies (711120), musical groups and artists (711130) and other performing arts companies (including multidisciplinary) (711190). Due to rounding components may not add up to total. See "Methodology and definitions" at the end of tables for definition of terms.

Note(s): 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 92% of total industry revenue

Source(s): Statistics Canada, Annual Survey of Service Industries, Performing Arts.

Table 2
Selected financial statistics for performing arts, all industries, by province and territory

	Operating revenue		Salaries, wages and benefits		Operating expenses		Operating profit margin	
	2006 ^p	2005 ^r	2006 ^p	2005 ^r	2006 ^p	2005 ^r	2006 ^p	2005 ^r
	thousands of dollars						percent	
Newfoundland and Labrador	9,368	8,978	2,176	2,606	8,614	8,983	8.0	-0.1
Prince Edward Island	x	937	x	145	x	758	x	19.1
Nova Scotia	17,790	16,380	4,463	4,486	16,858	14,986	5.2	8.5
New Brunswick	x	7,000	x	2,273	x	6,785	x	3.1
Quebec	484,399	514,063	143,061	142,394	462,978	497,716	4.4	3.2
Ontario	415,120	420,465	133,440	119,912	397,348	402,517	4.3	4.3
Manitoba	35,699	39,871	12,974	13,419	32,761	37,736	8.2	5.4
Saskatchewan	13,108	12,293	4,028	3,265	11,646	11,286	11.2	8.2
Alberta	103,686	90,347	28,116	27,504	95,604	87,037	7.8	3.7
British Columbia	119,735	103,676	24,892	26,672	104,168	94,173	13.0	9.2
Yukon Territory	x	967	x	347	x	1,016	x	-5.1
Northwest Territories
Nunavut
Canada	1,207,625	1,214,977	355,848	343,024	1,139,372	1,162,993	5.7	4.3

Note(s): Based on the North American Industry Classification System (NAICS) and includes theatre (except musical) companies (711111), musical theatre and opera companies (including dinner theatres) (711112), dance companies (711120), musical groups and artists (711130) and other performing arts companies (including multidisciplinary) (711190). Due to rounding components may not add up to total. See "Methodology and definitions" at the end of tables for definition of terms.

Source(s): Statistics Canada, Annual Survey of Service Industries, Performing Arts.

Table 3
Selected financial statistics for performing arts, all industries, by industry

	Operating revenue		Salaries, wages and benefits		Operating expenses		Operating profit margin	
	2006 ^P	2005 ^r	2006 ^P	2005 ^r	2006 ^P	2005 ^r	2006 ^P	2005 ^r
	thousands of dollars						percent	
Type of establishment and industry								
All								
Theatre (except musical)	341,556	344,919	126,925	113,387	334,695	335,818	2.0	2.6
Musical theatre and opera companies (including dinner theatre)	170,783	162,905	50,566	37,247	169,154	159,290	1.0	2.2
Dance companies	x	80,158	x	26,504	x	80,282	x	-0.2
Musical groups and artists	335,455	343,182	x	79,741	283,350	308,755	15.5	10.0
Other performing arts companies (including multidisciplinary)	x	283,813	x	86,145	x	278,847	x	1.7
Total	1,207,625	1,214,977	355,848	343,024	1,139,372	1,162,993	5.7	4.3
For-profit								
Theatre (except musical)	46,993	64,038	7,234	12,681	41,880	55,059	10.9	14.0
Musical theatre and opera companies (including dinner theatre)	94,588	93,466	31,405	19,866	93,487	89,155	1.2	4.6
Dance companies	x	..	x	..	x	..	x	..
Musical groups and artists	182,159	203,019	x	35,083	131,413	166,538	27.9	18.0
Other performing arts companies (including multidisciplinary)	x	270,228	x	82,004	x	265,561	x	1.7
Total	590,618	630,750	142,732	149,633	530,011	576,313	10.3	8.6
Not-for-profit								
Theatre (except musical)	294,563	280,881	119,691	100,707	292,815	280,759	0.6	0.0
Musical theatre and opera companies (including dinner theatre)	76,195	69,439	19,161	17,381	75,667	70,135	0.7	-1.0
Dance companies	80,645	80,158	27,326	26,504	76,389	80,282	5.3	-0.2
Musical groups and artists	153,296	140,164	44,067	44,658	151,937	142,218	0.9	-1.5
Other performing arts companies (including multidisciplinary)	12,309	13,585	2,872	4,141	12,553	13,287	-2.0	2.2
Total	617,008	584,227	213,117	193,390	609,361	586,680	1.2	-0.4

Note(s): Based on the North American Industry Classification System (NAICS) and includes theatre (except musical) companies (711111), musical theatre and opera companies (including dinner theatres) (711112), dance companies (711120), musical groups and artists (711130) and other performing arts companies (including multidisciplinary) (711190). Due to rounding components may not add up to total. See "Methodology and definitions" at the end of tables for definition of terms.

Source(s): Statistics Canada, Annual Survey of Service Industries, Performing Arts.

Table 4
Selected financial statistics for performing arts, all industries, by province and territory

	Operating revenue		Salaries, wages and benefits		Operating expenses		Operating profit margin	
	2006 ^P	2005 ^r	2006 ^P	2005 ^r	2006 ^P	2005 ^r	2006 ^P	2005 ^r
	thousands of dollars						percent	
For-profit establishments								
Newfoundland and Labrador	5,706	5,336	904	881	5,024	5,168	12.0	3.1
Prince Edward Island	x	x	x	x	x	x	x	x
Nova Scotia	7,539	6,875	1,069	1,303	6,414	6,118	14.9	11.0
New Brunswick	x	2,372	x	651	x	2,181	x	8.1
Quebec	321,929	353,870	94,550	94,226	303,925	338,276	5.6	4.4
Ontario	161,485	172,765	34,982	38,623	143,601	150,291	11.1	13.0 ^r
Manitoba	11,527	15,546	2,413	1,961	9,232	13,437	19.9	13.6
Saskatchewan	4,293	3,902	655	375	3,402	3,160	20.8	19.0
Alberta	28,981	27,778	4,813	5,537	24,341	24,243	16.0	12.7
British Columbia	46,054	41,084	2,192	5,789	30,800	32,319	33.1	21.3
Yukon Territory	x	x	x	x	x	x	x	x
Northwest Territories
Nunavut
Canada	590,618	630,750	142,732	149,633	530,011	576,313	10.3	8.6
Not-for-profit establishments								
Newfoundland and Labrador	3,662	3,643	1,273	1,725	3,590	3,815	2	-4.7
Prince Edward Island	x	x	x	x	x	x	x	x
Nova Scotia	10,252	9,504	3,394	3,182	10,444	8,868	-1.9	6.7
New Brunswick	x	4,627	x	1,623	x	4,604	x	0.5
Quebec	162,471	160,193	48,511	48,168	159,053	159,441	2.1	0.5
Ontario	253,635	247,700	98,457	81,289	253,747	252,225	0	-1.8
Manitoba	24,172	24,325	10,562	11,458	23,529	24,299	2.7	0.1
Saskatchewan	8,815	8,391	3,373	2,890	8,244	8,126	6.5	3.2
Alberta	74,705	62,569	23,303	21,967	71,263	62,794	4.6	-0.4
British Columbia	73,681	62,592	22,700	20,883	73,368	61,854	0.4	1.2
Yukon Territory	x	x	x	x	x	x	x	x
Northwest Territories
Nunavut
Canada	617,008	584,227	213,117	193,390	609,361	586,680	1.2	-0.4

Note(s): Based on the North American Industry Classification System (NAICS) and includes theatre (except musical) companies (711111), musical theatre and opera companies (including dinner theatres) (711112), dance companies (711120), musical groups and artists (711130) and other performing arts companies (including multidisciplinary) (711190). Due to rounding components may not add up to total. See "Methodology and definitions" at the end of tables for definition of terms.

Source(s): Statistics Canada, Annual Survey of Service Industries, Performing Arts.

Table 5
Summary statistics, survey portion, by province and territory, 2006^p

	Operating revenue	Operating expenses	Personnel costs	Surplus/Deficit	Operating profit margin
	thousands of dollars			percent	
Not-for-profit establishments					
Newfoundland and Labrador	3,512	3,406	1,682	106	3.0
Prince Edward Island
Nova Scotia	10,202	10,394	6,462	-192	-1.9
New Brunswick	x	x	x	x	x
Quebec	152,028	148,709	83,331	3,320	2.2
Ontario	246,839	247,019	154,908	-180	-0.1
Manitoba	24,010	23,289	14,614	722	3.0
Saskatchewan	8,813	8,243	4,360	570	6.5
Alberta	74,242	70,719	37,236	3,522	4.7
British Columbia	72,940	72,532	38,755	408	0.6
Yukon Territory	x	x	x	x	x
Northwest Territories
Nunavut
Canada	597,415	589,638	343,928	7,776	1.3

Note(s): Based on the North American Industry Classification System (NAICS) and includes theatre (except musical) companies (711111), musical theatre and opera companies (including dinner theatres) (711112), dance companies (711120), musical groups and artists (711130) and other performing arts companies (including multidisciplinary) (711190). Due to rounding components may not add up to total. See "Methodology and definitions" at the end of tables for definition of terms.

Source(s): Statistics Canada, Annual Survey of Service Industries, Performing Arts.

Table 6
Sources of operating revenue, survey portion, by province and territory, 2006^p

	Establishments	Operating revenue	Sales of goods and services	Grants, subsidies, donations and fundraising	Other revenue
	number	thousands of dollars			
Not-for-profit establishments					
Newfoundland and Labrador	7	3,512	1,378	1,906	228
Prince Edward Island
Nova Scotia	10	10,202	5,702	x	x
New Brunswick	x	x	x	x	x
Quebec	177	152,028	61,716	87,086	3,226
Ontario	115	246,839	138,722	104,328	3,789
Manitoba	13	24,010	10,558	12,971	481
Saskatchewan	11	8,813	x	4,746	536
Alberta	50	74,242	32,117	38,440	3,685
British Columbia	64	72,940	34,557	36,307	2,076
Yukon Territory	x	x	x	x	x
Northwest Territories
Nunavut
Canada	454	597,415	289,722	293,311	14,382

Note(s): Based on the North American Industry Classification System (NAICS) and includes theatre (except musical) companies (711111), musical theatre and opera companies (including dinner theatres) (711112), dance companies (711120), musical groups and artists (711130) and other performing arts companies (including multidisciplinary) (711190). Due to rounding components may not add up to total. See "Methodology and definitions" at the end of tables for definition of terms.

Source(s): Statistics Canada, Annual Survey of Service Industries, Performing Arts.

Table 7
Performances, attendance and average attendance per performance, survey portion, by province and territory

	Total performances		Total attendance		Average attendance per performance	
	2006 ^p	2004 ^r	2006 ^p	2004 ^r	2006 ^p	2004 ^r
	number					
Not-for-profit establishments						
Newfoundland and Labrador	805	2,171	140,361	318,519	174	147
Prince Edward Island	..	x	..	x	..	x
Nova Scotia	1,152	877	392,553	377,806	341	431
New Brunswick	x	761	x	227,817	x	299
Quebec	12,031	12,177	3,501,636	3,768,377	291	309
Ontario	11,276	12,208	4,462,032	4,380,554	396	359
Manitoba	1,432	1,306	594,761	496,205	415	380
Saskatchewan	x	854	x	293,210	394	343
Alberta	4,251	3,987	1,391,396	1,100,458	327	276
British Columbia	5,786	6,654	2,016,356	2,048,902	348	308
Yukon Territory	x	x	x	x	x	x
Northwest Territories
Nunavut
Canada	37,888	41,145	12,889,186	13,029,049	340	317

Note(s): Based on the North American Industry Classification System (NAICS) and includes theatre (except musical) companies (711111), musical theatre and opera companies (including dinner theatres) (711112), dance companies (711120), musical groups and artists (711130) and other performing arts companies (including multidisciplinary) (711190). Due to rounding components may not add up to total. See "Methodology and definitions" at the end of tables for definition of terms.

Source(s): Statistics Canada: Annual Survey of Service Industries: Performing Arts.

Table 8
Detailed sources of operating revenue, survey portion, by province and territory, 2006^p

	Operating revenue	Sales of goods and services		Public sector	Private sector	Other revenue
		Performance revenue	Other sales			
	thousands of dollars					
Not-for-profit establishments						
Newfoundland and Labrador	3,512	x	81	x	x	228
Prince Edward Island
Nova Scotia	10,202	4,642	x	2,458	1,871	171
New Brunswick	x	x	x	x	x	x
Quebec	152,028	55,560	6,156	63,975	23,111	3,226
Ontario	246,839	119,242	19,481	40,039	64,289	3,789
Manitoba	24,010	7,946	2,612	8,526	4,445	481
Saskatchewan	8,813	2,974	x	2,657	2,089	536
Alberta	74,242	27,294	4,823	18,444	19,996	3,685
British Columbia	72,940	28,653	5,904	18,014	18,293	2,076
Yukon Territory	x	x	x	x	x	x
Northwest Territories
Nunavut
Canada	597,415	248,822	40,900	157,351	135,960	14,382

Note(s): Based on the North American Industry Classification System (NAICS) and includes theatre (except musical) companies (711111), musical theatre and opera companies (including dinner theatres) (711112), dance companies (711120), musical groups and artists (711130) and other performing arts companies (including multidisciplinary) (711190). Due to rounding components may not add up to total. See "Methodology and definitions" at the end of tables for definition of terms.

Source(s): Statistics Canada: Annual Survey of Service Industries: Performing Arts.

Table 9
Sources of performance revenue, survey portion, by province and territory, 2006^a

	Total performance revenue	Subscriptions	Single tickets	Contract production	Touring income
thousands of dollars					
Not-for-profit establishments					
Newfoundland and Labrador	x	x	x	x	x
Prince Edward Island
Nova Scotia	4,642	x	2,267	x	x
New Brunswick	x	x	x	x	x
Quebec	55,560	11,933	17,409	6,984	19,235
Ontario	119,242	29,860	76,275	3,318	9,788
Manitoba	7,946	1,935	2,636	x	x
Saskatchewan	2,974	1,162	1,589	115	107
Alberta	27,294	8,895	11,938	4,023	2,439
British Columbia	28,653	9,352	14,217	2,918	2,167
Yukon Territory	x	x	x	x	x
Northwest Territories
Nunavut
Canada	248,822	64,863	127,585	18,549	37,826

Note(s): Based on the North American Industry Classification System (NAICS) and includes theatre (except musical) companies (711111), musical theatre and opera companies (including dinner theatres) (711112), dance companies (711120), musical groups and artists (711130) and other performing arts companies (including multidisciplinary) (711190). Due to rounding components may not add up to total. See "Methodology and definitions" at the end of tables for definition of terms.

Source(s): Statistics Canada, Annual Survey of Service Industries, Performing Arts.

Table 10
Sources of public sector grants, survey portion, by province and territory, 2006^a

	Total public sector	Federal grants	Provincial and Territorial grants	Municipal and other government grants
thousands of dollars				
Not-for-profit establishments				
Newfoundland and Labrador	x	x	x	x
Prince Edward Island
Nova Scotia	2,458	1,241	1,156	60
New Brunswick	x	x	x	x
Quebec	63,975	17,766	38,446	7,763
Ontario	40,039	16,324	14,045	9,670
Manitoba	8,526	3,832	3,545	1,149
Saskatchewan	2,657	919	1,390	348
Alberta	18,444	7,238	7,805	3,402
British Columbia	18,014	6,399	6,084	5,532
Yukon Territory	x	x	x	x
Northwest Territories
Nunavut
Canada	157,351	55,495	73,662	28,194

Note(s): Based on the North American Industry Classification System (NAICS) and includes theatre (except musical) companies (711111), musical theatre and opera companies (including dinner theatres) (711112), dance companies (711120), musical groups and artists (711130) and other performing arts companies (including multidisciplinary) (711190). Due to rounding components may not add up to total. See "Methodology and definitions" at the end of tables for definition of terms.

Source(s): Statistics Canada, Annual Survey of Service Industries, Performing Arts.

Table 11
Sources of private sector revenue, survey portion, by province and territory, 2006^p

	Total private sector	Corporate donations	Corporate sponsorships	Individual donations	Fundraising events	Foundations	Other private sector support
thousands of dollars							
Not-for-profit establishments							
Newfoundland and Labrador	x	x	x	x	x	x	x
Prince Edward Island
Nova Scotia	1,871	51	520	551	x	202	x
New Brunswick	x	x	x	x	x	x	x
Quebec	23,111	1,965	6,461	2,415	7,519	1,817	2,933
Ontario	64,289	4,034	10,872	25,928	12,593	8,575	2,287
Manitoba	4,445	248	1,442	1,208	550	679	318
Saskatchewan	2,089	105	753	376	675	x	x
Alberta	19,996	1,685	3,583	3,893	7,380	1,236	2,219
British Columbia	18,293	1,612	3,146	4,308	6,300	2,244	684
Yukon Territory	x	x	x	x	x	x	x
Northwest Territories
Nunavut
Canada	135,960	9,875	27,416	38,922	35,571	15,315	8,861

Note(s): Based on the North American Industry Classification System (NAICS) and includes theatre (except musical) companies (711111), musical theatre and opera companies (including dinner theatres) (711112), dance companies (711120), musical groups and artists (711130) and other performing arts companies (including multidisciplinary) (711190). Due to rounding components may not add up to total. See "Methodology and definitions" at the end of tables for definition of terms.

Source(s): Statistics Canada, Annual Survey of Service Industries, Performing Arts.

Table 12
Summary statistics, survey portion, by industry, 2006^p

	Operating revenue	Operating expenses	Personnel costs	Surplus/Deficit	Operating profit margin
thousands of dollars					percent
Not-for-profit establishments					
Theatre (except musical)	283,474	281,661	162,089	1,814	0.6
Musical theatre and opera companies (including dinner theatre)	74,759	74,173	43,163	585	0.8
Dance companies	77,097	73,238	40,511	3,859	5.0
Musical groups and artists	150,064	148,323	92,432	1,741	1.2
Other performing arts companies (including multidisciplinary)	12,021	12,244	5,733	-223	-1.9
Total	597,415	589,638	343,928	7,776	1.3

Note(s): Based on the North American Industry Classification System (NAICS) and includes theatre (except musical) companies (711111), musical theatre and opera companies (including dinner theatres) (711112), dance companies (711120), musical groups and artists (711130) and other performing arts companies (including multidisciplinary) (711190). Due to rounding components may not add up to total. See "Methodology and definitions" at the end of tables for definition of terms.

Source(s): Statistics Canada, Annual Survey of Service Industries, Performing Arts.

Table 13
Sources of operating revenue, survey portion, by industry, 2006^p

	Establishments	Operating revenue	Sales of goods and services	Grants, subsidies, donations and fundraising	Other revenue
	number	thousands of dollars			
Not-for-profit establishments					
Theatre (except musical)	227	283,474	161,331	114,234	7,910
Musical theatre and opera companies (including dinner theatre)	36	74,759	37,037	37,550	172
Dance companies	68	77,097	31,334	43,553	2,210
Musical groups and artists	110	150,064	53,051	93,852	3,161
Other performing arts companies (including multidisciplinary)	13	12,021	6,969	4,122	929
Total	454	597,415	289,722	293,311	14,382

Note(s): Based on the North American Industry Classification System (NAICS) and includes theatre (except musical) companies (711111), musical theatre and opera companies (including dinner theatres) (711112), dance companies (711120), musical groups and artists (711130) and other performing arts companies (including multidisciplinary) (711190). Due to rounding components may not add up to total. See "Methodology and definitions" at the end of tables for definition of terms.

Source(s): Statistics Canada, Annual Survey of Service Industries, Performing Arts.

Table 14
Total number of performances, attendance and average attendance per performance, survey portion, by industry

	Total performances		Total attendance		Average attendance per performance	
	2006 ^p	2004 ^r	2006 ^p	2004 ^r	2006 ^p	2004 ^r
	number					
Not-for-profit establishments						
Theatre (except musical)	26,063	28,326	7,331,922	7,003,437	281	247
Musical theatre and opera companies (including dinner theatre)	2,099	3,226	980,758	1,094,678	467	339
Dance companies	2,771	3,063	1,442,583	1,429,400	521	467
Musical groups and artists	4,971	4,534	2,758,672	3,038,944	555	670
Other performing arts companies (including multidisciplinary)	1,984	1,996	375,251	462,589	189	232
Total	37,888	41,145	12,889,186	13,029,049	340	317

Note(s): Based on the North American Industry Classification System (NAICS) and includes theatre (except musical) companies (711111), musical theatre and opera companies (including dinner theatres) (711112), dance companies (711120), musical groups and artists (711130) and other performing arts companies (including multidisciplinary) (711190). Due to rounding components may not add up to total. See "Methodology and definitions" at the end of tables for definition of terms.

Source(s): Statistics Canada: Annual Survey of Service Industries: Performing Arts.

Table 15
Detailed sources of total operating revenue, survey portion, by industry, 2006^p

	Operating revenue	Sales of goods and services		Public sector	Private sector	Other revenue
		Performance revenue	Other sales			
thousands of dollars						
Not-for-profit establishments						
Theatre (except musical)	283,474	135,479	25,852	63,250	50,983	7,807
Musical theatre and opera companies (including dinner theatre)	74,759	32,717	4,320	14,775	22,775	172
Dance companies	77,097	26,900	4,434	28,124	15,429	2,210
Musical groups and artists	150,064	47,919	5,132	47,962	45,890	3,161
Other performing arts companies (including multidisciplinary)	12,021	5,807	1,162	3,239	883	930
Total	597,415	248,822	40,900	157,351	135,960	14,382

Note(s): Based on the North American Industry Classification System (NAICS) and includes theatre (except musical) companies (711111), musical theatre and opera companies (including dinner theatres) (711112), dance companies (711120), musical groups and artists (711130) and other performing arts companies (including multidisciplinary) (711190). Due to rounding components may not add up to total. See "Methodology and definitions" at the end of tables for definition of terms.

Source(s): Statistics Canada: Annual Survey of Service Industries: Performing Arts.

Table 16
Sources of performance revenue, survey portion, by industry, 2006^p

	Total performance revenue	Subscriptions	Single tickets	Contract production	Touring income
thousands of dollars					
Not-for-profit establishments					
Theatre (except musical)	135,479	25,685	84,157	4,687	20,951
Musical theatre and opera companies (including dinner theatre)	32,717	x	15,621	x	x
Dance companies	26,900	6,288	10,878	672	9,062
Musical groups and artists	47,919	17,801	16,008	10,211	3,899
Other performing arts companies (including multidisciplinary)	5,807	x	922	x	x
Total	248,822	64,863	127,585	18,549	37,826

Note(s): Based on the North American Industry Classification System (NAICS) and includes theatre (except musical) companies (711111), musical theatre and opera companies (including dinner theatres) (711112), dance companies (711120), musical groups and artists (711130) and other performing arts companies (including multidisciplinary) (711190). Due to rounding components may not add up to total. See "Methodology and definitions" at the end of tables for definition of terms.

Source(s): Statistics Canada, Annual Survey of Service Industries, Performing Arts.

Table 17
Sources of public sector grants, survey portion, by industry, 2006^p

	Total public sector	Federal grants	Provincial and Territorial grants	Municipal and other government grants
thousands of dollars				
Not-for-profit establishments				
Theatre (except musical)	63,250	21,191	30,378	11,681
Musical theatre and opera companies (including dinner theatre)	14,775	5,224	6,504	
Dance companies	28,124	12,353	11,834	3,047
Musical groups and artists	47,962	15,728	22,931	3,937
Other performing arts companies (including multidisciplinary)	3,239	999	2,014	9,303
Total	157,351	55,495	73,662	28,194

Note(s): Based on the North American Industry Classification System (NAICS) and includes theatre (except musical) companies (711111), musical theatre and opera companies (including dinner theatres) (711112), dance companies (711120), musical groups and artists (711130) and other performing arts companies (including multidisciplinary) (711190). Due to rounding components may not add up to total. See "Methodology and definitions" at the end of tables for definition of terms.

Source(s): Statistics Canada, Annual Survey of Service Industries, Performing Arts.

Table 18
Sources of private sector revenue survey portion, by industry, 2006^p

	Total private sector	Corporate donations	Corporate sponsorships	Individual donations	Fundraising events	Foundations	Other private
thousands of dollars							
Not-for-profit establishments							
Theatre (except musical)	50,983	5,204	11,111	14,989	10,502	6,504	2,673
Musical theatre and opera companies (including dinner theatre)	22,775	542	3,975	8,678	5,604	1,990	1,986
Dance companies	15,429	x	2,271	x	5,235	x	x
Musical groups and artists	45,890	3,317	9,895	10,265	13,770	5,192	3,450
Other performing arts companies (including multidisciplinary)	883	x	165	x	460	x	x
Total	135,960	9,875	27,416	38,922	35,571	15,315	8,861

Note(s): Based on the North American Industry Classification System (NAICS) and includes theatre (except musical) companies (711111), musical theatre and opera companies (including dinner theatres) (711112), dance companies (711120), musical groups and artists (711130) and other performing arts companies (including multidisciplinary) (711190). Due to rounding components may not add up to total. See "Methodology and definitions" at the end of tables for definition of terms.

Source(s): Statistics Canada, Annual Survey of Service Industries, Performing Arts.

Methodology and Definitions

Description

This annual sample survey collects the financial and operating data needed to produce statistics on Performing Arts in Canada. Commencing with reference year 2004 and every two years thereafter, the survey also collects detailed information on the characteristics of the businesses, such as attendance and sources of funding.

These data are aggregated with information from other sources to produce official estimates of the national and provincial economic production of all performing arts establishments in Canada. The results from this survey provide data to governments and cultural associations on not-for-profit performing arts in Canada, to help in the development of policies, the conducting of program evaluations and policy reviews, and in the area of advocacy in the performing arts sector.

For purposes of research and analysis, the performing arts sector has been grouped into two components: not-for-profit and for-profit. The not-for-profit component used to be surveyed under the auspices of the Culture Statistics Program. Commencing with reference year 2004, the new survey, which now comprises both the for-profit and not-for-profit establishments, 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.

Since 2004, the survey has covered 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 2004, the data are based on a sample of businesses which has affected our ability to publish in detail some culture variables.

Target population

The target population consists of all establishments classified as performing arts establishments (NAICS 7111) according to the North American Industry Classification System (NAICS) during the reference year.

The survey covers those publicly and privately owned performing arts companies classified as theatre (NAICS 711111), musical theatre, dinner theatre or opera (NAICS 711112), dance companies (NAICS 711120), musical groups or artists (NAICS 711130), or multi-disciplinary and other performing arts companies, such as circuses, ice skating shows, etc. (NAICS 711190). This survey excludes promoters and presenters of performing arts events (NAICS 7113).

Instrument design

The survey questionnaire includes generic modules that have been designed to cover several service industries.

The annual survey questionnaire covers detailed financial and operating characteristics. In addition, every two years, questions on such topics as attendance, employment and sources of revenue are asked. For 2006, a long questionnaire was used for this industry. The questionnaire was developed in consultation with potential respondents, data users and questionnaire design specialists.

Sampling

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

The basic objective of the survey is to produce estimates for the whole industry for incorporated and unincorporated businesses, as well as for not-for-profit and for-profit 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. 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 NAICS codes, same geography (province/territory) and designated as for-profit or not-for-profit).

The sample size for reference year 2006 was 702 establishments for performing arts.

Data sources

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 electronic filing methods.

Follow-up procedures are applied when a questionnaire has not been received after a pre-specified period of time.

Error detection

Data are examined for inconsistencies and errors using automated edits coupled with analytical review. Where possible, data are verified using alternate sources.

Imputation

Partial records are imputed to make them complete. Data for non-respondents are imputed using donor imputation, administrative data or historical data.

Estimation

As part of the estimation process, survey data are weighted because some units in the sample represent a certain number of establishments that were not selected in the sample. These data are then 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), of general economic conditions and 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.

Definitions

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 92% of total industry revenue.

The **establishment**, as a statistical unit, is defined as the most homogeneous unit of production for which the business maintains accounting records from which it is possible to assemble all the data elements required to compile the full structure of the gross value of production (total sales or shipments, and inventories), the cost of materials and services, and labour and capital used in production.

For-profit establishments are defined as those which operate primarily for profit-making endeavours.

Not-for-profit establishments exclude those which operate primarily for profit-making endeavours.

Operating revenue excludes investment income, capital gains, extraordinary gains and other non-recurring items.

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

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

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.

Performance revenue includes revenue from performances at home: subscription ticket sales, single ticket sales, contract production of live performances (include guarantees) and from touring: touring admission sales and contract production of live performances on tour.

Sales of goods and services includes revenue such as rental and leasing income, commissions, fees, admissions, services revenue, technical artistic services, advertising and related services, food and beverage sales and sales of merchandise.

Grants, subsidies, donations and fundraising include public sector support and private sector support.

Personnel costs include salaries, wages and benefits (including vacation pay) for all employees for whom a T4 supplementary form was completed. Data also include freelance and contract personnel expenses.

Other sales includes technical artistic services (e.g., backstage and post-production services), advertising and related services, rental of facilities (include theatre, rehearsal space), food and beverage sales, merchandise sales and other sales.

Other revenue excludes revenue from the sale of goods and services and grants, subsidies, donations and fundraising. Royalties, rights, licensing and franchise fees is included.

Contract production includes guarantees.

Data accuracy

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.

Of the sampled units contributing to the estimate, the weighted response rate was 92.8% in terms of revenue, 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. 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.

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

CVs were calculated for each estimate. The CVs are available upon request.

Release date: June 2008

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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