

Service bulletin

Performing Arts

2007



Highlights

- Canada's live performing arts industry generated operating revenues of \$1.2 billion in 2007, up 2.8% from the previous year. These revenues were split almost equally between the for-profit and not-for-profit sectors.
- The operating profit margin for the industry as a whole rose slightly from 5.7% in 2006 to 5.9%.
- For the for-profit companies, the margin rose from 10.3% in 2006 to 11.6% in 2007, while for not-for-profit companies, it declined from 1.2% to 0.1%. All performing arts disciplines posted a surplus, except not-for-profit theatre, which incurred a loss of 1.6%.
- Musical groups and artists – everything from orchestras to rock groups – accounted for 29% of total operating revenue in 2007, while theatre companies accounted for 27%.
- The remaining 44% was split among musical theatre groups, including opera companies, as well as dance companies and a miscellaneous category that includes circuses and ice skating shows.
- Operating expenses for the industry totaled just under \$1.2 billion. Nearly one-third of operating expenses of performing arts companies consisted of salaries, wages and benefits paid to employees.
- The salary and wage expense does not include fees paid to contract workers.

Statistical tables

Table 1

Summary statistics for performing arts, by industry and type of establishment, 2006 and 2007

	Operating revenue		Salaries, wages and benefits		Operating expenses		Operating profit margin	
	2007	2006	2007	2006	2007	2006	2007	2006
	thousands of dollars						percent	
Type of establishment ¹ and Industry ²								
All								
Theatre (except musical) companies	333,617	341,556	132,145	126,925	330,365	334,695	1.0	2.0
Musical theatre and opera companies (including dinner theatre)	181,550	170,783	61,023	50,566	175,431	169,154	3.4	1.0
Dance companies	x	x	x	x	x	x	x	x
Musical groups and artists	362,047	335,461	62,467	F	308,579	283,350	14.8	15.5
Other performing arts companies (including multidisciplinary)	x	x	x	x	x	x	x	x
Total	1,241,265	1,207,630	373,776	355,848	1,167,722	1,139,372	5.9	5.7
For-profit ³								
Theatre (except musical) companies	44,314	46,993	7,485	7,234	36,351	41,880	18.0	10.9
Musical theatre and opera companies (including dinner theatre)	102,672	94,588	39,113	31,405	99,303	93,487	3.3	1.2
Dance companies	x	x	x	x	x	x	x	x
Musical groups and artists	210,860	182,159	21,135	F	157,851	131,413	25.1	27.9
Other performing arts companies (including multidisciplinary)	x	x	x	x	x	x	x	x
Total	628,454	590,616	154,044	142,731	555,546	530,011	11.6	10.3
Not-for-profit ⁴								
Theatre (except musical) companies	289,303	294,563	124,660	119,691	294,014	292,814	-1.6	0.6
Musical theatre and opera companies (including dinner theatre)	78,878	76,195	21,910	19,161	76,128	75,667	3.5	0.7
Dance companies	81,643	80,645	28,184	27,326	79,726	76,389	2.3	5.3
Musical groups and artists	151,187	153,296	41,332	44,067	150,728	151,937	0.3	0.9
Other performing arts companies (including multidisciplinary)	11,800	12,309	3,646	2,872	11,580	12,554	1.9	-2.0
Total	612,811	617,008	219,732	213,117	612,176	609,361	0.1	1.2

1. An active statistical establishment is one production entity or the smallest grouping of production entities which produces as homogeneous a set of goods and/or services as possible, which does not cross provincial boundaries, and for which records provide data on the value of output together with the cost of principal intermediate inputs used and cost and quantity of labour resources used to produce the output.
 2. According to the North American Industry Classification System (NAICS) which 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).
 3. For-profit establishments are defined as those which operate primarily for profit-making endeavours.
 4. Not-for-profit establishments exclude those which operate primarily for profit-making endeavours.
- Note(s):** Due to rounding components may not add up to total. See "Data source, definitions and methodology" at the end of tables for definition of terms. Estimates for the most recent year are preliminary. Preliminary data are subject to revision.

Table 2
Summary statistics for performing arts, all industries, by province and territory, 2006 and 2007

	Operating revenue		Salaries, wages and benefits		Operating expenses		Operating profit margin	
	2007	2006	2007	2006	2007	2006	2007	2006
	thousands of dollars						percent	
Newfoundland and Labrador	9,577	9,368	2,341	2,177	7,740	8,614	19.2	8.0
Prince Edward Island	x	x	x	x	x	x	x	x
Nova Scotia	16,852	17,790	5,199	4,463	16,094	16,858	4.5	5.2
New Brunswick	x	x	x	x	x	x	x	x
Quebec	487,300	484,399	143,814	143,061	469,028	462,978	3.7	4.4
Ontario	466,308	415,120	148,236	133,439	434,364	397,348	6.9	4.3
Manitoba	36,345	35,699	13,306	12,975	33,651	32,761	7.4	8.2
Saskatchewan	11,805	13,108	4,187	4,028	11,409	11,646	3.4	11.2
Alberta	93,817	103,686	28,345	28,116	91,100	95,604	2.9	7.8
British Columbia	109,726	119,735	25,178	24,892	95,207	104,168	13.2	13.0
Yukon	x	x	x	x	x	x	x	x
Northwest Territories	x	..	x	..	x	..	x	..
Nunavut
Canada	1,241,262	1,207,625	373,777	355,848	1,167,723	1,139,371	5.9	5.7

Note(s): According to the North American Industry Classification System (NAICS) which 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). See "Data source, definitions and methodology" at the end of tables for definition of terms. Estimates for the most recent year are preliminary. Preliminary data are subject to revision. Due to rounding, components may not add to total (where applicable).

Table 3
Summary statistics for performing arts, for-profit establishments by province and territory, 2006 and 2007

	Operating revenue		Salaries, wages and benefits		Operating expenses		Operating profit margin	
	2007	2006	2007	2006	2007	2006	2007	2006
	thousands of dollars						percent	
Newfoundland and Labrador	6,302	5,706	814	904	4,444	5,024	29.5	12.0
Prince Edward Island	x	x	x	x	x	x	x	x
Nova Scotia	6,413	7,539	1,271	1,069	5,617	6,414	12.4	14.9
New Brunswick	x	x	x	497	x	x	x	x
Quebec	329,789	321,928	94,884	94,550	307,810	303,925	6.7	5.6
Ontario	199,623	161,485	45,603	34,982	170,389	143,601	14.6	11.1
Manitoba	11,577	11,526	2,115	2,413	9,963	9,232	13.9	19.9
Saskatchewan	3,950	4,293	668	655	3,184	3,402	19.4	20.8
Alberta	26,693	28,981	4,891	4,813	22,052	24,341	17.4	16.0
British Columbia	39,444	46,054	2,458	2,192	27,623	30,800	30.0	33.1
Yukon	x	x	x	x	x	x	x	x
Northwest Territories	x	..	x	..	x	..	x	..
Nunavut
Canada	628,453	590,615	154,043	142,731	555,546	530,010	11.6	10.3

Note(s): For-profit establishments are defined as those which operate primarily for profit-making endeavours. According to the North American Industry Classification System (NAICS) which 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). See "Data source, definitions and methodology" at the end of tables for definition of terms. Estimates for the most recent year are preliminary. Preliminary data are subject to revision. Due to rounding, components may not add to total (where applicable).

Table 4
Summary statistics for performing arts, not-for-profit establishments, by province and territory, 2006 and 2007

	Operating revenue		Salaries, wages and benefits		Operating expenses		Operating profit margin	
	2007	2006	2007	2006	2007	2006	2007	2006
	thousands of dollars						percent	
Newfoundland and Labrador	3,275	3,662	1,527	1,273	3,296	3,590	-0.6	2.0
Prince Edward Island	x	x	x	x	x	x	x	x
Nova Scotia	10,439	10,251	3,928	3,394	10,477	10,444	-0.4	-1.9
New Brunswick	x	x	x	x	x	x	x	x
Quebec	157,511	162,470	48,930	48,511	161,218	159,053	-2.4	2.1
Ontario	266,685	253,635	102,633	98,457	263,975	253,747	1.0	0.0
Manitoba	24,768	24,172	11,191	10,562	23,688	23,529	4.4	2.7
Saskatchewan	7,855	8,815	3,519	3,373	8,225	8,244	-4.7	6.5
Alberta	67,124	74,704	23,454	23,303	69,048	71,263	-2.9	4.6
British Columbia	70,282	73,681	22,720	22,700	67,584	73,368	3.8	0.4
Yukon	x	x	x	x	x	x	x	x
Northwest Territories
Nunavut
Canada	612,809	617,004	219,734	213,117	612,177	609,361	0.1	1.2

Note(s): Not-for-profit establishments **exclude** those which operate primarily for profit-making endeavours. According to the North American Industry Classification System (NAICS) which 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). See "Data source, definitions and methodology" at the end of tables for definition of terms. Estimates for the most recent year are preliminary. Preliminary data are subject to revision. Due to rounding, components may not add to total (where applicable).

Data sources, definitions and methodology

Description

This survey collects the financial and operating data needed to produce statistics on the Performing arts industry in Canada.

These data are aggregated with information from other sources to produce official estimates of the national and provincial economic production of the Performing arts industry in Canada. Data on this and other industries together contribute to the accurate measurement of national and provincial economies.

Target population

The target population consists of all establishments classified to the Performing arts industry, (NAICS 711111, 711112, 711120, 711130, and 711190) according to the North American Industry Classification System (NAICS) during the reference year. This industry comprises establishments primarily engaged in the live performing arts industry.

Sampling

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

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 information from administrative data sources. The frame is maintained by Statistics Canada's Business Register and is updated using administrative data.

The basic objective of the survey is to produce estimates for the whole industry - 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 (note: the threshold varies between surveys and sometimes between industries and provinces

in the same survey) for which either survey or administrative data may be used; and administrative data only for businesses with revenue below the specified threshold. It should be noted that only financial information is available from businesses below the threshold; e.g., revenue, and expenses such as depreciation and salaries, wages and benefits. Detailed characteristics are collected only for surveyed establishments.

Prior to the selection of a random sample, establishments are classified into homogeneous groups (i.e., groups with the same NAICS codes and same geography). 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) in an industry. The must-take stratum is comprised of units selected based on complex structural characteristics (multi-establishment, multi-legal, multi-NAICS, or multi-province enterprises). All take-all and must-take firms are selected to the sample. Units in the take-some strata are subject to simple random sampling.

The effective sample size for reference year 2007 was 816 collection entities.

Definitions

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

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

Operating profit margin is derived as follows: operating revenue minus operating expenses, expressed as a percentage of operating revenue. The derived figure excludes corporation income tax paid by incorporated businesses and individual income tax paid by unincorporated businesses. For unincorporated businesses, operating profit margin includes unpaid remuneration to partners and proprietors, which is not recorded as salaries, wages and benefits. Therefore the profit estimate will be higher in industries where unincorporated proprietorships and partnerships are significant contributors.

Salaries, wages and benefits include vacation pay and commissions for all employees for whom a T4 slip was completed. This category also includes the employer portion of employee benefits for items such as Canada/Quebec Pension Plan or Employment Insurance premiums. Salaries and wages do not include working owners' dividends nor do they include the remuneration of owners of unincorporated business. Therefore the relative level of salaries, wages and benefits will be lower in industries where unincorporated businesses are significant contributors.

An active **statistical establishment** is one production entity or the smallest grouping of production entities which produces as homogeneous a set of goods and/or services as possible; which does not cross provincial boundaries; and for which records provide data on the value of output together with the cost of principal intermediate inputs used and cost and quantity of labour resources used to produce the output.

Data quality

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.

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.

For this survey, the CVs are excellent (less than 5%) for operating revenue and operating expenses and wages, salaries and benefits of employees variables.

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 which 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

Of the units contributing to the estimate, the weighted response rate was 93.2%. CVs were calculated for each estimate and are available upon request.

Related products

CANSIM

Available on CANSIM: table 361-0009 - Performing arts, summary statistics, by North American Industry Classification System (NAICS), annual (dollars unless otherwise noted) (68 series)

Survey(s)

Definitions, data sources and methods: Annual Survey of Service Industries: Performing Arts 3108

Publications

Performing Arts, Catalogue no. 87-209-X.

Service Industries Newsletter, Catalogue no. 63-018-X.

Analytical paper series - Service Industries Division, Catalogue no. 63F0002X.

Release date: March 2009

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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