



The Daily

Statistics Canada

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Releases

Performing Arts Survey

2004

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.

Overall, revenue from live performances accounted for almost one-half (49%) of total revenues for for-profit and not-for-profit performing arts companies in 2004. This proportion was unchanged from 2001.

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 total, revenues generated by both sectors surpassed an estimated \$1.2 billion in 2004, up 4.2% over 2003 and 25.5% higher than in 2001. For-profit companies generated just over one-half of the total.

Theatre, the predominant industry, accounted for 28% of total revenue, followed by music groups (everything from orchestras to rock groups), which 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.

Distribution of revenue for performing arts by source, (survey portion only), Canada, 2004

Type of establishment	Performance revenue	Public sector	Private sector	Other revenue	Operating revenue
	%				
For-profit	57	2	1	40	100
Not-for-profit	42	29	21	8	100

The nation's performing arts industries reported before-tax profits of \$49.2 million in 2004, more than double the level of \$21.0 million three years earlier. Their profit margin of 4.1% in 2004 was up from 2.2% in 2001.

Unless otherwise indicated, the survey data presented in the rest of this release are based on establishments whose combined revenues account for approximately 95% of the industry's total revenues. This survey portion represents just under 1,000 for-profit and almost 500 not-for-profit performing arts companies.

The relative importance of revenue sources differed greatly between the for-profit and not-for-profit sectors.

For for-profit companies, virtually all operating revenues came from earned revenues. Of every \$100 in revenues, \$57 came from ticket sales and \$40 from

Note to readers

Data for 2004 in this release should not be compared with data released previously on this industry since there have been significant changes to the Performing Arts Survey. Key trends can still be determined as this release includes data for 2001 and 2003 calculated using the methodology for 2004.

The new Survey of Performing Arts collects data on for-profit as well as not-for-profit performing arts companies in Canada. Data are collected using a sample, which represents approximately 95% of total revenue earned by performing arts establishments. It also includes a limited set of financial data from administrative sources for institutions whose combined revenues represent the remaining 5% of total industry revenues.

Data are collected using the Business Register, a central Statistics Canada database of businesses that have been classified using the North American Industry Classification System. 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.

Performing arts establishments include the disciplines of theatre, musical theatre, dinner theatre, opera, dance, musical groups (including orchestras, chamber music, popular music groups) and independent musical artists, and others (e.g. circus, magic shows, ice skating shows).

Earned revenue includes performance revenue such as home ticket sales, touring income, guarantees, media income, revenue from royalties and advertising revenue, and other earned revenue such as sales of merchandise, sales of foods and beverages and rental of facilities.

Other sources of revenue include government funding, corporate donations and sponsorships, foundations, special events, and private donations.

Unless otherwise stated, revenues are expressed in current dollars.

sources such as merchandise sales, royalties, and rentals. But only \$2 came from government funding, and only \$1 from private sector donations.

In contrast, earned revenue was much lower for not-for-profit companies. Of every \$100 in revenue, ticket sales generated \$42 and merchandising, royalties and rentals another \$8. But governments provided \$29, while the private sector donated the remaining \$21.

By far the greatest expenditure by for-profit and not-for-profit performing arts companies is on personnel. In 2004, payments made to performing and creative artists and all other personnel accounted for 48% of operating expenses. Nevertheless, volunteers were also key players contributing to the on-going strength of the not-for-profit performing arts in Canada. Almost 41% of the work force of those companies surveyed were volunteers.

The top 20 companies accounted for nearly half of all revenue

In 2004, the 20 top performing arts companies (both for-profit and not-for-profit) reported revenues of \$554.1 million, which accounted for 46% of total revenue for the industry.

These companies reported a profit margin of 1.6%. Their ticket sales amounted to \$262.9 million, or 47% of their total revenue.

Other earned revenue such as merchandise sales accounted for 38% of total revenue, while public and private sector funding accounted for 6% and 8%, respectively.

These companies had 7,724 paid personnel in 2004, and their salary, wages and benefits costs accounted for 46% of their total expenses.

Not-for-profit sector posts deficit

This sector, which cover around 500 establishments reported revenues estimated at \$575.6 million, up 6.4% from 2003. Proceeds from performances, which accounted for 42% of this revenue, increased at virtually the same pace.

These companies produced 43,730 performances at home and abroad in 2004, attracting an estimated 14.2 million spectators.

But while revenue increased 6.4%, expenditures for these companies rose even more, resulting in a before-tax profit margin of negative 1.2%. All disciplines registered deficits in 2004. This loss reversed a small surplus the year before, but was still lower than the deficit of \$7.5 million in 2001.

Public, private subsidies growing for not-for-profit companies

Proportionally, grants, subsidies and donations from governments and the private sector combined accounted for 49% of operating revenues for not-for-profit companies in 2004.

In total, these grants, subsidies and donations increased 5.5% over 2003. Contributions from the government sector increased 7.2%, more than twice the rate of growth of 3.2% 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.

The relative shares of provincial and federal funding varied from province to province. Provincial funding was highest in Quebec, where 26% of total operating

revenue came from provincial government sources, twice the national average of 13%.

On the other hand, companies from British Columbia obtained only 7% of their operating revenue from provincial sources.

Theatre largest industry in not-for-profit sector

Theatres comprise the largest segment of the not-for-profit sector, attracting over half of the total attendance. They generated revenues of \$277.9 million, up 6.3% over 2003. This was 48% of the total revenues of the surveyed not-for-profit companies.

Contributing to this growth was a 4.6% increase in revenues from live performances, as their number rose 3.1%. Over three-quarters of all performances were performed at "home," with the others on tour, or at other venues.

Not-for-profit music, the second largest segment, consists primarily of orchestras, but also includes other musical groups such as chamber and choral.

These companies generated revenue of \$134.7 million, down 1.7% from 2003. Even though expenses also fell 2.2%, the companies in total reported a deficit of \$1.8 million in 2004.

This was significantly lower than a loss of \$2.5 million in 2003 and \$4.7 million in 2001. Hence, profit margins improved from a deficit of 3.8% in 2001 to a deficit of 1.3% in 2004.

Provinces: Ontario largest player

The majority (42%) of not-for-profit performing arts revenue was generated in Ontario, followed by Quebec at 27%.

Surveyed establishments in Ontario derived the largest share of their revenue from live performances and other earnings (55.8%) and relied less on revenue from private and public sector funding (44%) than did establishments in other provinces. Of all the provinces, Ontario attracted the largest audience share, with 36% of the nearly 14.2 million spectators at live performances in 2004.

These establishments also registered the highest number of performances, almost 13,400, as well as the most operating revenues. Even so, Ontario companies recorded the largest operating deficit, estimated at \$6.9 million, for a profit margin of negative 2.9%. Ontario contributed the most to the national deficit of \$5.7 million.

Conversely, Alberta boasted the highest profit margin of almost 2.3%. Performance revenue and other earnings generated almost 49% of the operating revenue of the performing arts companies in that

province. Public and private sector support contributed the remaining 51% of total operating revenue.

For-profit sector: Profit margin improves

Total revenue in 2004 for the surveyed establishments in the for-profit sector amounted to \$552.3 million, up 2.0% from the year before. Ticket sales from performances accounted for over half of these revenues.

These for-profit companies generated before-tax profits of \$44.6 million in 2004 for a profit margin of 8.1%, up from 6.5% in 2003 and 4.9% in 2001.

Nearly half (48%) of their performance revenue came from touring, followed by single ticket sales at home (34%).

While theatre represented the largest component of the not-for-profit sector (as measured by revenue), it was the smallest industry of the for-profit sector at 5% of total revenues. Multi-disciplinary and other performing arts groups including circuses, variety shows, ice skating shows, and magic shows represented the largest industry group in the for-profit sector. This

latter group generated 42% of the total revenues of the for-profit sector.

Definitions, data sources and methods: survey number 3108.

Selected details from the 2004 Survey of Service Industries: Performing Arts are now available in the publication *Performing Arts: Data Tables* (87F0003XIE, free) from the *Our Products and Services* page of our website. These tables include breakdowns of data by province and industry. Researchers can request special tabulations on a cost-recovery basis.

For general information, contact Client Services (toll-free 1-800-307-3382; culture@statcan.ca). For more information about the survey, or to enquire about the concepts, methods or data quality of this release, contact Marie Lavallée-Farah (613-951-1571; marie.lavallee-farah@statcan.ca) or Joan Farnworth (613-951-6303; fax: 613-951-6696; joan.farnworth@statcan.ca), Service Industries Division.

□

Selected financial statistics for performing arts for 2004, and backcasted data, 2001 and 2003

	2001 Backcasted ¹	2003 Backcasted ¹	2004
thousands of dollars			
Industry estimates			
Total revenue			
All	966,964	1,164,592	1,213,325
For-profit	476,752	617,572	629,622
Not-for-profit	487,449	548,482	583,703
Total expenses			
All	945,934	1,118,157	1,164,107
For-profit	448,746	571,410	573,051
Not-for-profit	495,486	548,859	591,055
Before-tax profits			
All	21,030	46,435	49,218
For-profit	28,006	46,163	56,570
Not-for-profit	-8,037	-378	-7,352
%			
Before-tax profit margin ²			
All	2.17	3.99	4.06
For-profit	5.87	7.47	8.98
Not-for-profit	-1.65	-0.07	-1.26
Surveyed portion			
thousands of dollars			
Total revenue			
All	898,864	1,082,574	1,127,874
For-profit	418,209	541,738	552,307
Not-for-profit	480,654	540,836	575,567
Performance revenue			
All	441,234	532,567	557,301
For-profit	235,435	302,647	313,518
Not-for-profit	205,799	229,920	243,783
Private sector support			
All	104,370	121,411	125,219
For-profit	4,350	5,793	5,928
Not-for-profit	100,020	115,619	119,291
Public sector			
All	146,950	163,776	175,421
For-profit	7,709	10,339	10,897
Not-for-profit	139,242	153,436	164,524
Other revenue			
All	206,310	264,820	269,933
For-profit	170,715	222,959	221,964
Not-for-profit	35,593	41,861	47,969
Total expenses			
All	885,782	1,047,053	1,090,080
For-profit	397,609	506,295	507,750
Not-for-profit	488,172	540,758	582,330
Before-tax profits			
All	13,082	35,521	37,794
For-profit	20,600	35,443	44,558
Not-for-profit	-7,518	78	-6,764
%			
Before-tax profit margin ²			
All	1.46	3.28	3.35
For-profit	4.93	6.54	8.07
Not-for-profit	-1.56	0.01	-1.18
thousands of dollars			
Personnel costs			
All	422,677	497,192	522,322
For-profit	149,125	194,857	200,882
Not-for-profit	273,552	302,336	321,440

1. Backcasted data have been created in order to be able to compare the data from 2003 and 2001 to 2004. This is necessary because of the major changes to the survey including use of a new frame, a new definition of the performing arts industry, and the use of a sample survey.
 2. Profit margin is derived as follows: total revenue minus total expenses, expressed as a percentage of total revenue.

Sources of operating revenue by province/territory (not-for-profit survey portion)

	Operating revenue	Performance revenue	Public sector	Private sector	Other revenue
thousands of dollars					
Newfoundland and Labrador	3,848	1,446	1,293	813	296
Prince Edward Island	x	x	x	x	x
Nova Scotia	9,395	4,390	2,542	1,647	815
New Brunswick	4,436	1,449	1,771	887	330
Quebec	154,021	59,921	65,995	20,032	8,072
Ontario	241,429	116,347	50,018	56,657	18,408
Manitoba	24,201	7,982	8,778	4,630	2,811
Saskatchewan	8,104	2,847	2,775	1,800	682
Alberta	66,924	22,880	15,332	19,113	9,599
British Columbia	60,310	26,294	15,687	13,565	4,763
Yukon	x	x	x	x	x
Northwest Territories
Nunavut
Canada	573,394	243,783	164,524	119,291	45,796

x suppressed to meet the confidentiality requirements of the Statistics Act
 .. not available for a specific reference period



Employment Insurance

May 2006 (preliminary)

The estimated number of Canadians receiving regular Employment Insurance benefits in May was 483,480, down 1.6% from April (seasonally adjusted). The decrease was the fourth consecutive decline and the eighth in the last nine months.

Except for Prince Edward Island, Nova Scotia and Saskatchewan, all provinces recorded decreases in May. The largest decreases occurred in Manitoba (-3.1%) and Ontario (-2.5%). Both Alberta and British Columbia have now shown declines for nine consecutive months.

Regular benefit payments in May totalled \$606 million, while 220,650 people made initial and renewal claims was.

Note: Employment Insurance Statistics Program data are produced from an administrative data source and may, from time to time, be affected by changes to the Employment Insurance Act or administrative procedures. The number of beneficiaries for this month

is a measure of all persons who received Employment Insurance benefits from the 14th to the 20th of the month. This coincides with the reference week of the Labour Force Survey. The regular benefit payments figure measures the total of all monies paid to individuals from the 1st to the end of the month.

Available on CANSIM: tables 276-0001 to 276-0006, 276-0009, 276-0011, 276-0015 and 276-0016.

Definitions, data sources and methods: survey number 2604.

Data on Employment Insurance for June will be released on August 29.

For general information or to order data, contact Client Services (613-951-4090; toll-free 1-866-873-8788; labour@statcan.ca). To enquire about the concepts, methods or data quality of this release, contact Gilles Groleau (613-951-4091), Labour Statistics Division. □

Employment Insurance statistics

	May 2006	April 2006	May 2005	April to May 2006	May 2005 to May 2006
Seasonally adjusted					
				% change	
Regular beneficiaries	483,480 ^P	491,370 ^r	516,590	-1.6	-6.4
Regular benefits paid (\$ millions)	606.0 ^P	781.2 ^r	714.8	-22.4	-15.2
Initial and renewal claims received ('000)	220.7 ^P	232.0 ^r	238.5	-4.9	-7.5
Unadjusted					
All beneficiaries ('000) ¹	690.8 ^P	835.0 ^P	745.6		
Regular beneficiaries ('000)	430.5 ^P	552.6 ^P	465.7		
Initial and renewal claims received ('000)	172.1	172.4	184.8		
Payments (\$ millions)	1,096.2	1,513.2	1,297.8		
Year-to-date (January to May)					
			2006	2005	2005 to 2006
					% change
Claims received ('000)			1,044.4	1,111.7	-6.1
Payments (\$ millions)			6,983.7	7,071.7	-1.2

^r revised

^P preliminary

1. "All beneficiaries" includes all claimants receiving regular benefits (for example, as a result of layoff) or special benefits (for example, as a result of illness) and are representative of data for the Labour Force Survey reference week which is usually the week containing the 15th of the month.

Number of beneficiaries receiving regular benefits

	May 2006 ^P	April to May 2006	May 2005 to May 2006
Seasonally adjusted			
		% change	
Canada	483,480	-1.6	-6.4
Newfoundland and Labrador	36,360	-1.4	-5.1
Prince Edward Island	8,090	3.1	-4.3
Nova Scotia	28,600	0.7	-3.5
New Brunswick	32,280	-0.6	-6.8
Quebec	171,970	-0.9	-2.3
Ontario	125,280	-2.5	-3.4
Manitoba	10,490	-3.1	-16.1
Saskatchewan	9,510	0.2	-13.9
Alberta	18,010	-0.6	-18.3
British Columbia	41,370	-1.2	-19.3
Yukon	800	8.1	-11.1
Northwest Territories	670	-5.6	-9.5
Nunavut	400	0.0	2.6

^P preliminary

Note: The number of beneficiaries includes all claimants who received regular benefits for the Labour Force Survey reference week, usually containing the 15th day of the month.

Railway carloadings

May 2006

Canada's railways recorded their strongest business activity for the month of May in six years, supported by strong loadings of coal and iron ore.

Railways carried 24.7 million metric tonnes in May this year, slightly above the 24.3 million metric tonnes carried in May 2005, and well above the 21.5 million metric tonnes carried in May 1999.

Loadings in May were up 3.2% from 24.0 million metric tonnes the month before, rebounding from a 4.4% decline between March and April.

Loadings of coal and iron ore alone accounted for just under one-quarter of all the rail cars needed to handle the non-intermodal portion of goods loaded on rail in May.

Combined loadings of all minerals accounted for more than one-third of all carloadings. Wood and paper commodity groupings comprised another 20%, while wheat and grains accounted for 11%, and liquid fuels and distillates about 5%.

In total, these broad groupings accounted for about 70% of carloadings, with the remaining 30% in various manufactured products.

More specifically, loadings of potash were down 36% from May 2005, even though they were still within the group of top five commodities. That represents a decline of just over 6,000 carloads.

On the other hand, other wood products, consisting mostly of plywood and various fabricated boards, have shown a consistent increase in the share of loadings. This was perhaps a reflection of the renovation and construction boom of the last few years.

Wheat loadings jumped 7.8% to 1.9 million tonnes compared with April, while loadings of automobiles and minivans rose 13%, boosting the total number of rail cars required to move them to just under 10,000.

Total non-intermodal loadings hit 22.3 million tonnes, up 3.3% from April. Intermodal loadings, that is, containers and trailers hauled on flat cars, increased 2.2% to 2.45 million tonnes.

Freight coming from the United States, either destined for or passing through Canada, reached 2.5 million tonnes, up 11% from April.

On a year-over-year basis, non-intermodal tonnage was 1.5% higher than May 2005. Intermodal loadings rose 2.5%, while traffic received from the United States remained virtually unchanged.

Available on CANSIM: table 404-0002.

Definitions, data sources and methods: survey number 2732.

The May 2006 issue of *Monthly Railway Carloadings*, Vol. 83, no. 5, (52-001-XIE, free) is now available from the *Our Products and Services* page of our website.

For more information, or to enquire about the concepts, methods or data quality of this release, contact the Dissemination Unit (1-866-500-8400; fax: 1-613-951-0009; transportationstatistics@statcan.ca), Transportation Division. ■

Social Policy Simulation Database and Model

Version 14.1

The Social Policy Simulation Database and Model (SPSD/M), Version 14.1, based on 2002 microdata is now available. The most recent SPSD/M can be used to study the impacts of changes to federal and provincial tax and benefit programs on families and governments from 1991 through 2010.

The SPSD/M is a static microsimulation model. It is comprised of a database, a series of tax/transfer algorithms and models, analytical software and user documentation. The SPSD/M has been produced as an occasional product starting in 1985. It has been in wide use by policy analysts in Canada studying virtually every change to the tax and transfer system since that time.

The SPSD/M is a tool designed to analyze the financial interactions of governments and individuals/families in Canada. It allows estimation of the income redistributive effects or cost implications of changes in the personal taxation (including GST and other commodity taxes) and cash transfer system. The SPSD/M assists researchers examining the potential impacts of changes in taxes, earnings, demographic trends, and a wide range of other factors.

The SPSD/M allows us to answer "what-if" types of questions. What if there were changes to the taxes Canadians paid or transfers they received — who would gain and who would lose? Would single parent households in a particular province be better off? By how much? How much extra money would federal or provincial governments collect or pay out?

Definitions, data sources and methods: survey number 3889.

The *Social Policy Simulation Database and Model*, version 14.1 is available on CD-ROM (89F0002XCB, various prices).

For more information, to order a copy or to enquire about the concepts, methods or data quality of this release, contact Chantal Hicks (613-951-5311; spsdm@statcan.ca), Socio-economic Analysis and Modeling Division. ■

New products

Monthly Railway Carloadings, May 2006, Vol. 83,
no. 5
Catalogue number 52-001-XIE
(free).

Broadcasting and Telecommunications, Vol. 36,
no. 1
Catalogue number 56-001-XIE
(free).

Retail Trade, May 2006, Vol. 78, no. 5
Catalogue number 63-005-XIE
(free).

Performing Arts: Data Tables, 2005
Catalogue number 87F0003XIE
(free).

Social Policy Simulation Database and Model
Catalogue number 89F0002XCB
(various prices).

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Statistics Canada

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MAJOR RELEASES

- **Urban transit, 1996** 2
Despite the emphasis on taking urban transit, Canadians are using it less and less. In 1996, each Canadian took an average of about six trips on some form of urban transit, the lowest level in the past 25 years.
- **Productivity, hourly compensation and unit labour cost, 1996** 4
Growth in productivity among Canadian businesses was noticeably weak again in 1996, accompanied by sluggish gains in employment and slow economic growth during the year.

OTHER RELEASES

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- Short-term Expectations Survey 8
- Steel primary forms, week ending May 31, 1997 12
- Egg production, Apr. 8, 1997 13

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