

Spectator sports, event promoters, agents and managers, artists, entertainers and related industries took in combined operating revenues of \$5.9 billion in 2009, a 1.1% increase from 2008. Spectator sports, the largest industry group, accounted for 44% of the total.

In 2009, operating revenues for spectator sports reached \$2.6 billion, unchanged from 2008. Admissions to sports or racing events accounted for 38% of the total, receipts from gambling accounted for 22% and advertising, 11%. Salaries and wages were the largest expense, accounting for 44% of total expenses. Spectator sports paid employees almost \$1.1 billion in salaries and wages in 2009.

Promoters of performing artists and sports and similar events earned \$2.1 billion in operating revenues in 2009, a 3.7% increase from 2008. Their expenses were down 2.9%, with salaries and wages being the largest expense at \$477 million.

The profits of Canada's independent artists, writers and performers rose in 2009. Although their operating revenues decreased to \$862.9 million, their salaries and wages remained steady and total expenses declined 3.4% to \$593.5 million.

In 2009, agents and managers for artists, athletes, entertainers and other public figures took in \$314.6 million in operating revenues, and their operating profit margin increased from 7.4% in 2008 to 7.7%.

Conventional television fading

In 2009, public and private conventional television saw its steepest decline in a decade, as revenue fell 3.9% to \$3.4 billion. Revenues for private conventional broadcasters fell 7.7%—the largest annual drop in more than 30 years.

At the same time, pay and specialty television is on the verge of capturing half the revenues of the television industry. Pay and specialty television grew year-over-

year in 2009, with revenues increasing 6.0% to \$3.1 billion. Specialty television has been the most profitable sector of the television industry for three years. In 2009, it generated a 27% profit margin before interest and taxes, compared with a 5.7% loss for private conventional broadcasters—the first time in 30 years they were negative. In 2009, more than half of private conventional stations incurred losses before interest and taxes.

Performing arts

Support for Canada's performing arts remained strong in 2009, both at the box office and in the form of grants, subsidies and donations from various government and private sources.

In 2009, the operating revenues of for-profit and not-for-profit performing arts companies slowed to \$1.3 billion, down 3.7% from 2008. These were almost evenly split between the for-profit and not-for-profit sectors. Quebec and Ontario were the provinces with the largest operating revenues for the performing arts industries with \$521.8 million and \$469.1 million, respectively.

Nearly one-third of the \$1.3 billion in operating expenses consisted of employees' salaries, wages and benefits, an expense item that does not include fees paid to contract workers.

To learn more about

book publishers, federal government expenditures on culture, film production, Internet use, leisure activities, newspaper publishers, periodical publishing, radio broadcasting industry, sound recording industry, spectator sports, sports, television and video industry, trade in cultural goods and services

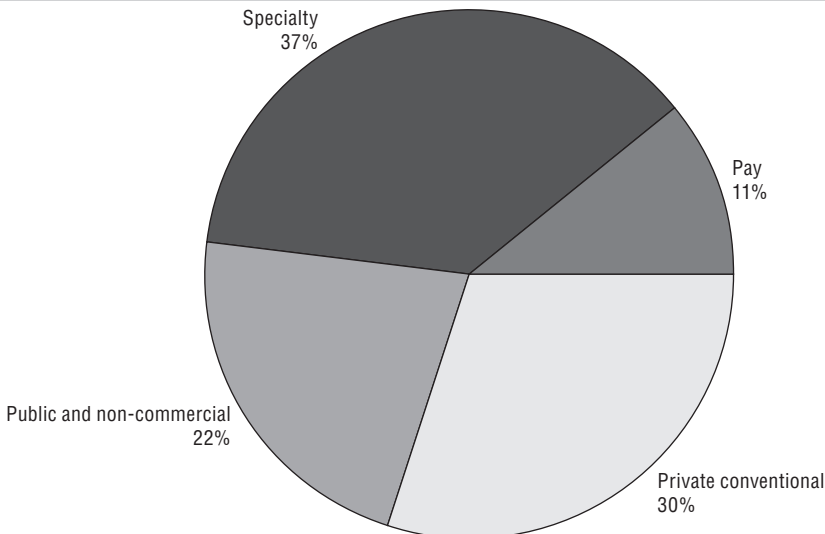
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Musical groups and artists—everything from orchestras to rock groups—took in 29% of the operating revenues, while theatre (except musical) companies earned 28%. The remaining 43% was split among musical theatre groups, including opera companies, as well as dance companies and a miscellaneous category that includes circuses and ice-skating shows.

The not-for-profit performing arts industry attracted 13.7 million spectators in 2008, up 2.5% from 2006. Theatre (except musical) companies attracted 55% of spectators and the number of performances increased from 39,868 in 2006 to 42,870 in 2008. Canadians gathered in audiences of 318 people on average to see these performances in 2008. Sales of goods and services generated almost half of the not-for-profit companies' revenues while grants, subsidies, donations and fundraising generated the other half.

The profit margin of for-profit companies decreased from 13.2% in 2008 to 7.2% in 2009, while that of not-for-profit companies fell from 0.0% to -0.2%.

Chart 8.1
Market share, by type of television broadcaster, 2009



Source: Statistics Canada, Catalogue no. 56-207-X.

Table 8.a
Government expenditures on culture

	2003/2004 ¹	2008/2009
\$ thousands		
Federal	3,460,251	4,006,297
Provincial and territorial	2,129,800 ¹	3,041,216
Municipal ²	2,001,953	2,700,935

1. Excludes Nunavut.

2. Municipal spending is on a calendar-year basis.

Source: Statistics Canada, CANSIM table 505-0003 and Catalogue no. 87F0001X.

Funding priorities

The federal government's culture spending is concentrated on culture industries, which include broadcasting, the film and video industry, literary arts (book and periodical publishing) and the sound-recording industry. Spending on these industries represented 60% of total federal expenditures on culture in fiscal year 2008/2009. In the same fiscal year, provincial and territorial governments focused their culture spending on libraries (34%) and the heritage sector (29%). Municipal government priorities were also dominated by libraries, representing 69% of their total culture spending in 2008.

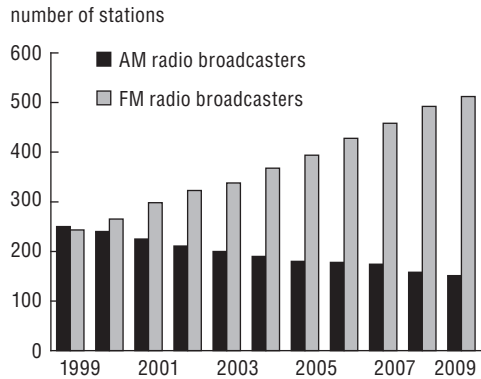
Less and less AM radio

Since the early 1990s, AM radio stations have been leaving the airways. By 2009, there remained 151 AM commercial stations (where advertising accounts for more than half of total revenue) across Canada, a drop from 180 stations in 2005.

Many AM stations have been transferred to FM, which is more popular and more profitable. There were 512 FM stations in 2009, an increase from 394 in 2005. FM radio generated 79% of the industry's advertising revenues in 2008, compared with 65% in 1998.

Both AM and FM stations were affected by the 2008–2009 recession, but AM stations were hardest hit. In 2009, AM stations' profits before interest and taxes totalled \$21.2 million, down 20% from 2008. Only 51% of AM stations showed a profit

Chart 8.2
Private AM and FM radio broadcasters



Source: Statistics Canada, CANSIM table 357-0003.

in 2009, compared with 58% in 2008. By contrast, the profits of FM stations grew to reach \$250.1 million and the proportion of profitable FM stations held steady at 68%.

Book sales dropping

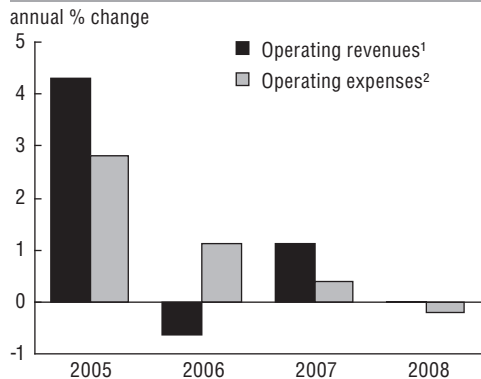
Canadians are spending less on books. In 2008, households spent, on average, \$106 on books, down from \$111 in 2005.

The change in buying habits may explain in part why the book publishing industry has been growing less rapidly than the overall economy. From 2005 to 2008, Canada's GDP increased 5.9%, whereas the book publishing industry's operating revenues increased 0.5%.

Growth for book publishers in Canada trailed that of their counterparts in the United States, who recorded an 8.5% increase in operating revenues during the same time frame.

In 2008, publishers of predominately French-language books experienced growth, as their operating revenues rose 18% from \$377.4 million in 2006 to \$445.5 million. By contrast, publishers of predominately English books saw a slight revenue drop to \$1.62 billion, from

Chart 8.3
Book publishers' operating revenues and expenses



1. Excludes investment income, capital gains, extraordinary gains and other non-recurring items.

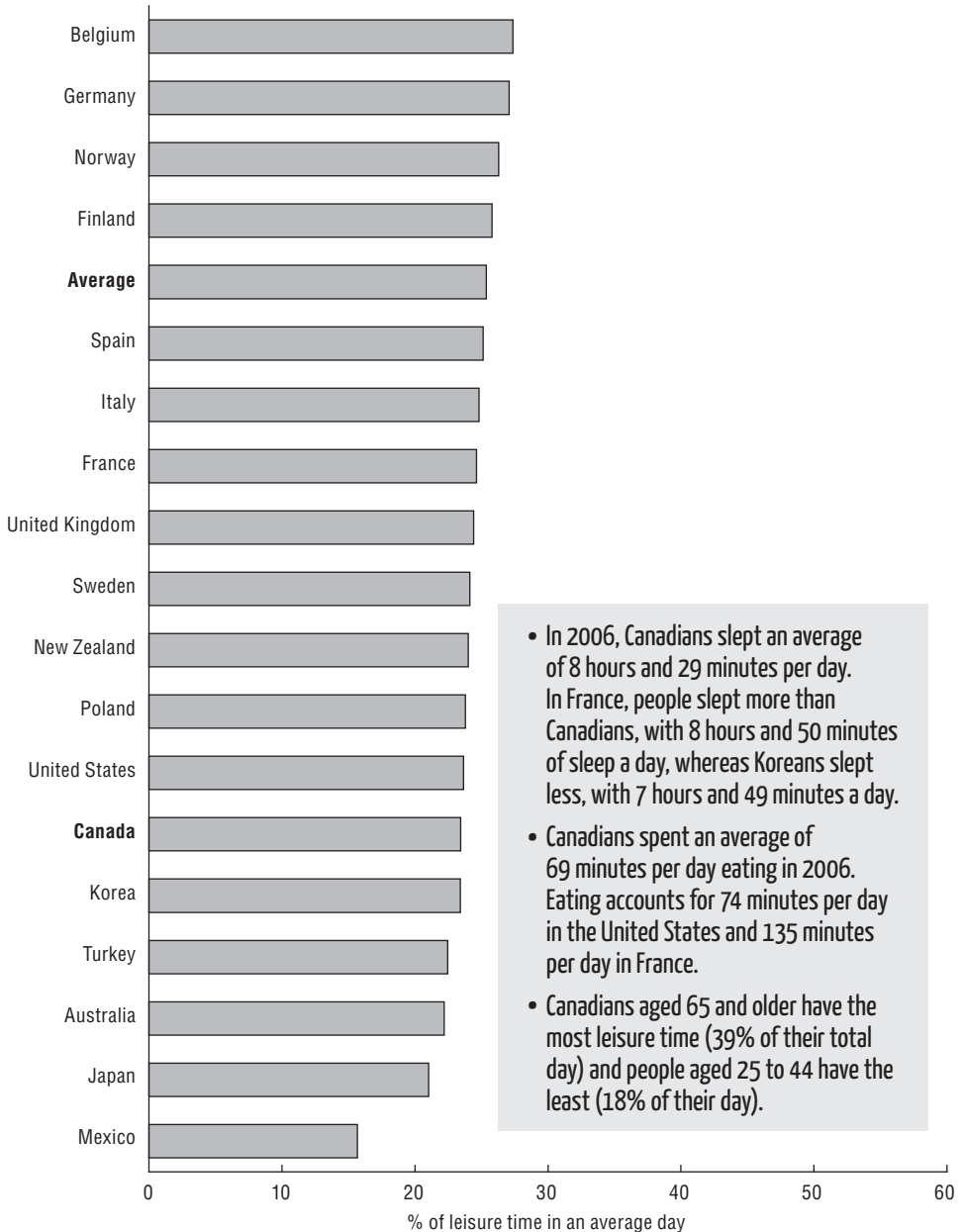
2. Excludes write-offs, capital losses, extraordinary losses, interest on borrowing and other non-recurring items.

Source: Statistics Canada, CANSIM table 361-0007.

\$1.64 billion in 2006. The largest operating revenue declines were in Alberta (26.3%) and British Columbia (34.1%).

INTERNATIONAL perspective

Chart 8.4
Leisure time in an average day, by selected country, 2006



Note: 2006 or latest available.

Source: Data based on OECD (2009), *Society at a Glance 2009*.

Table 8.1 Federal government expenditures on culture, by culture activity and by province and territory, 2008/2009

	Canada ¹	Newfoundland and Labrador	Prince Edward Island	Nova Scotia	New Brunswick	Quebec
	\$ thousands					
All culture activities	4,006,297	47,668	20,935	109,745	62,654	1,393,113
Heritage resources ³	1,138,178	20,237	9,346	53,068	17,255	421,100
Arts education ⁴	23,459	0	0	0	0	6,221
Literary arts	136,864	768	94	1,505	908	35,810
Performing arts	248,936	2,789	3,797	4,180	4,417	51,287
Visual arts and crafts	23,830	378	155	750	556	6,045
Film and video	329,509	1,117	88	5,254	1,135	127,644
Broadcasting ⁵	1,899,341	19,743	5,163	42,863	34,601	666,593
Sound recording	25,889	10	22	12	0	6,537
Multiculturalism	13,100	0	0	0	0	0
Multidisciplinary and other activities ⁶	167,190	2,627	2,269	2,113	3,782	71,877

1. Total expenditures at the national level exclude intramural (operating and capital) expenditures by Human Resources and Skills Development Canada directly related to training and employment development in the culture sector.

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

3. Includes spending on national libraries.

4. Refers to the fine, applied and performing arts rather than to strictly academic fields such as language, history or literature. Includes theatre, music, dance, painting, drama, photography and any other area of arts study reported by arts education institutions.

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

6. Includes financial support given to cultural facilities, centres, festivals, municipalities, cultural exchange programs and arts organizations for various cultural activities. It also includes the unallocated general and administration expenditures related to numerous cultural activities.

Source: Statistics Canada, CANSIM table 505-0003.

Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Yukon	Northwest Territories	Nunavut	Other national organizations and foreign countries ²
\$ thousands								
1,453,238	90,355	57,384	214,495	224,398	19,395	35,898	11,456	265,562
307,821	39,120	19,106	138,786	60,366	11,357	17,681	9,664	13,273
11,443	1,255	100	1,410	510	0	2,469	50	0
34,379	2,669	1,133	4,137	8,610	57	105	2	46,688
132,800	9,401	4,095	12,843	21,668	568	338	197	555
8,289	679	1,215	1,662	3,730	75	35	20	242
44,624	2,642	661	2,933	20,060	322	76	227	122,728
864,672	31,221	29,970	49,533	91,827	6,471	14,877	717	41,090
2,675	24	0	5	1,178	12	0	0	15,414
0	0	0	0	0	0	0	0	13,100
46,535	3,344	1,103	3,186	16,450	533	317	580	12,474

Table 8.2 Federal government expenditures on culture, by culture activity, 2006/2007 to 2008/2009

	2006/2007	2007/2008	2008/2009
	\$ thousands		
All culture activities¹	3,722,643^f	3,744,583^f	4,006,297
Heritage resources ²	1,009,519 ^f	1,066,455 ^f	1,138,178
Arts education ³	19,344	21,939	23,459
Literary arts	135,259	135,642 ^f	136,864
Performing arts	226,502	240,698	248,936
Visual arts and crafts	22,294	24,606	23,830
Film and video	351,103	330,457	329,509
Broadcasting ⁴	1,758,860	1,727,738	1,899,341
Sound recording	24,421	24,998 ^f	25,889
Multiculturalism	16,743	19,440	13,100
Multidisciplinary and other culture activities ⁵	158,599	152,610	167,190

1. Total expenditures at the national level exclude intramural (operating and capital) expenditures by Human Resources and Skills Development Canada directly related to training and employment development in the culture sector.

2. Includes spending on national libraries.

3. Refers to the fine, applied, and performing arts rather than to strictly academic fields such as language, history or literature. Includes theatre, music, dance, painting, drama, photography and any other area of arts study reported by arts education institutions.

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

5. Includes financial support given to cultural facilities, centres, festivals, municipalities, cultural exchange programs and arts organizations for various cultural activities. It also includes the unallocated general and administration expenditures related to numerous cultural activities.

Source: Statistics Canada, CANSIM table 505-0003.

Table 8.3 Payroll employment, by industry, 2006 to 2010

	2006	2007	2008	2009	2010
	number				
Information and cultural industries	318,428	328,833	331,919	324,313	325,006
Publishing industries	86,560	90,900	93,286	88,330	88,290
Motion picture and sound recording industries	31,652	34,250	35,244	36,064	35,180
Broadcasting (except Internet)	40,568	42,169	43,198	42,214	43,304
Telecommunications	117,974	116,997	116,449	116,608	115,735
Data processing, hosting and related services	13,427	14,224	14,814	13,509	14,489
Other information services	28,248	30,293	28,929	27,589	28,008
Arts, entertainment and recreation	236,379	240,519	241,916	249,242	245,010
Performing arts, spectator sports and related industries	49,127	51,791	51,567	52,166	49,754
Heritage institutions	15,749	16,243	16,019	22,476	22,783
Amusement, gambling and recreation industries	171,503	172,485	174,329	174,599	172,473

Notes: Annual number of salaried and hourly employees on payroll.

North American Industry Classification System (NAICS), 2007.

Source: Statistics Canada, Survey of Employment, Payrolls and Hours, CANSIM table 281-0024 and Catalogue no. 72-002-X.

Table 8.4 Government expenditures on culture, by level of government and by province and territory, 2008/2009

	Gross expenditures	Federal government	Provincial and territorial governments	Municipal governments ¹
	\$ thousands			
Total expenditures	9,748,448²	4,006,297	3,041,216	2,700,935
Newfoundland and Labrador	133,183	47,668	70,385	15,130
Prince Edward Island	42,739	20,935	17,139	4,665
Nova Scotia	245,474	109,745	92,000	43,729
New Brunswick	164,714	62,654	79,134	22,926
Quebec	2,897,956	1,393,113	941,720	563,123
Ontario	3,502,048	1,453,238	886,731	1,162,079
Manitoba	291,511	90,355	140,135	61,021
Saskatchewan	284,379	57,384	133,937	93,058
Alberta	890,345	214,495	373,422	302,428
British Columbia	925,774	224,398	272,091	429,285
Yukon	38,304	19,395	18,165	744
Northwest Territories	46,989	35,898	8,716	2,375
Nunavut	19,468	11,456	7,640	372
Other ³	265,562	265,562

1. Calculated on a calendar-year basis.

2. Includes intergovernmental transfers of about \$489 million.

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

Source: Statistics Canada, Catalogue no. 87F0001X.

Table 8.5 Newspaper publishing, operating statistics, 2003 to 2009

	Operating revenue ¹	Operating expenses ²	Salaries, wages and benefits ³	Operating profit margin ⁴
	\$ millions			%
2003	4,864.6	4,132.3	1,687.8	15.1
2004	5,033.9	4,317.3	1,751.2	14.2
2005	5,207.4	4,515.2	1,762.7	13.3
2006	5,353.8	4,646.2	1,801.2	13.2
2007	5,394.5	4,713.5	1,827.8	12.6
2008	5,434.3	4,767.3	1,856.5	12.3
2009 ^a	4,899.6	4,414.2	1,761.6	9.9

Note: North American Industry Classification System (NAICS), 2007.

1. Excludes investment income, capital gains, extraordinary gains and other non-recurring items.

2. Excludes write-offs, capital losses, extraordinary losses, interest on borrowing and other non-recurring items.

3. Includes vacation pay and commissions for all employees for whom a T4 slip was completed and 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 or the remuneration of owners of unincorporated business; therefore, the relative level of salaries, wages and benefits will be lower in industries where those businesses contribute strongly to the average.

4. Derived as follows: operating revenue minus operating expenses, expressed as a percentage of operating revenue. Excludes corporation income tax paid by incorporated businesses and individual income tax paid by unincorporated businesses. Unincorporated businesses' operating profit margin includes unpaid remuneration to partners and proprietors, which is not recorded as salaries, wages and benefits. Thus, the profit estimate will be higher in industries where unincorporated proprietorships and partnerships contribute strongly to the average.

Source: Statistics Canada, CANSIM table 361-0003.

Table 8.6 Periodical publishing and book publishers, operating statistics, by province and region, 2009

	Operating revenue ¹	Operating expenses ²	Salaries, wages and benefits ³	Operating profit margin ⁴
	\$ millions			%
Periodical publishing				
Canada	2,172.9	2,050.4	634.4	5.6
Atlantic region	39.7	34.7	13.1	12.7
Quebec	490.8	452.6	102.0	7.8
Ontario	1,226.4	1,218.4	400.6	0.7
Prairies	247.6	193.0	64.8	22.0
British Columbia and the territories	168.5	151.7	53.9	10.0
Book publishers				
Canada	2,190.7	1,929.4	408.7	11.9
Newfoundland and Labrador	2.8	2.6	0.7	7.7
Prince Edward Island	x	x	x	x
Nova Scotia	6.1	5.7	1.1	6.8
New Brunswick	5.2	5.0	1.9	4.2
Quebec	698.8	609.7	112.7	12.8
Ontario	1,364.4	1,197.3	263.3	12.2
Manitoba	6.0	5.7	1.4	4.9
Saskatchewan	x	x	x	x
Alberta	34.7	34.5	9.5	0.5
British Columbia	71.2	67.3	17.7	5.4

Note: North American Industry Classification System (NAICS), 2007.

1. Excludes investment income, capital gains, extraordinary gains and other non-recurring items.

2. Excludes write-offs, capital losses, extraordinary losses, interest on borrowing and other non-recurring items.

3. Includes vacation pay and commissions for all employees for whom a T4 slip was completed and 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 or the remuneration of owners of unincorporated business; therefore, the relative level of salaries, wages and benefits will be lower in industries where those businesses contribute strongly to the average.

4. Derived as follows: operating revenue minus operating expenses, expressed as a percentage of operating revenue. Excludes corporation income tax paid by incorporated businesses and individual income tax paid by unincorporated businesses. Unincorporated businesses' operating profit margin includes unpaid remuneration to partners and proprietors, which is not recorded as salaries, wages and benefits. Thus, the profit estimate will be higher in industries where unincorporated proprietorships and partnerships contribute strongly to the average.

Source: Statistics Canada, CANSIM table 361-0007 and 361-0010.

Table 8.7 Sound recording and music publishing, operating statistics, by region, 2009

	Operating revenue ¹	Operating expenses ²	Salaries, wages and benefits ³	Operating profit margin ⁴
	\$ millions			%
Canada				
Record production and integrated record production/distribution	596.3	498.9	72.6	16.3
Music publishers	153.5	137.8	28.7	10.3
Sound recording studios	98.7	85.5	23.9	13.5
Other sound recording industries	10.2	7.9	2.8	23.1
Atlantic provinces				
Record production and integrated record production/distribution	1.0	0.8	0.0	21.2
Music publishers
Sound recording studios	1.8	1.3	0.1	25.3
Other sound recording industries	F	F	F	F
Quebec				
Record production and integrated record production/distribution	110.8	103.9	16.5	6.2
Music publishers
Sound recording studios	22.3	19.1	5.4	14.4
Other sound recording industries	F	F	F	F
Ontario				
Record production and integrated record production/distribution	462.7	376.1	52.9	18.7
Music publishers
Sound recording studios	39.5	34.1	9.9	13.6
Other sound recording industries	F	F	F	F
Prairie provinces				
Record production and integrated record production/distribution	6.1	5.7	1.6	5.5
Music publishers
Sound recording studios	9.5	8.0	2.1	15.8
Other sound recording industries	F	F	F	F
British Columbia and the territories⁵				
Record production and integrated record production/distribution	15.8	12.4	1.5	22.0
Music publishers
Sound recording studios	25.6	22.8	6.4	10.8
Other sound recording industries	F	F	F	F

Note: North American Industry Classification System (NAICS), 2007.

1. Excludes investment income (dividends and interest).

2. Excludes write-offs, capital losses, extraordinary losses, interest on borrowing and other non-recurring items.

3. Includes employer contributions to pension, medical/life insurance plans and Employment Insurance for all employees who have been issued a T4 statement.

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

5. Yukon, Northwest Territories and Nunavut.

Source: Statistics Canada, CANSIM table 361-0005.

Table 8.8 Spectator sports, event promoters, artists and related industries, operating statistics, 2009

	Operating revenue ¹	Operating expenses ²	Salaries, wages and benefits ³	Operating profit margin ⁴
	\$ millions			%
Spectator sports	2,602.2	2,486.3	1,060.0	4.5
Promoters (presenters) of performing arts, sports and similar events	2,139.6	1,946.4	477.0	9.0
Agents and managers for artists, athletes, entertainers and other public figures	314.6	290.3	91.8	7.7
Independent artists, writers and performers	862.9	593.5	164.1	31.2

Note: North American Industry Classification System (NAICS), 2007.

1. Excludes investment income (dividends and interest).

2. Exclude write-offs, capital losses, extraordinary losses, interest on borrowing and other non-recurring items.

3. Include employer contributions to pension, medical/life insurance plans and Employment Insurance for all employees who have been issued a T4 statement.

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

Source: Statistics Canada, CANSIM table 361-0013.

Table 8.9 Heritage institutions, operating statistics, by industry, 2008 and 2009

	Operating revenue		Operating expenses		Salaries, wages and benefits		Operating profit margin	
	2008 ^r	2009 ^p	2008 ^r	2009 ^p	2008 ^r	2009 ^p	2008 ^r	2009 ^p
\$ thousands								
%								
For-profit establishments								
Art museums and galleries
Museums	14,535	8,110	12,946	6,569	3,554	2,138	10.9	19.0
Historic and heritage sites	3,571	2,934	3,541	2,839	1,210	928	0.8	3.2
Zoos and botanical gardens	98,103	95,235	90,987	86,986	36,448	33,952	7.3	8.7
Not-for-profit establishments								
Art museums and galleries	255,623	280,950	265,860	284,208	111,375	123,282	-4.0	-1.2
Museums	581,257	604,544	561,556	583,152	251,035	269,959	3.4	3.5
Historic and heritage sites	84,357	81,734	85,006	79,903	39,534	38,281	-0.8	2.2
Zoos and botanical gardens	157,248	157,908	152,541	158,325	77,665	77,298	3.0	-0.3

Note: North American Industry Classification System (NAICS), 2007.

Source: Statistics Canada, Catalogue no. 87F0002X.

Table 8.10 Heritage institutions, operating statistics, all industries, by province, 2008 and 2009

	Operating revenue		Operating expenses		Salaries, wages and benefits		Operating profit margin	
	2008 ^r	2009	2008 ^r	2009	2008 ^r	2009	2008 ^r	2009
	\$ thousands						%	
For-profit establishments								
Canada	116,451	106,640	107,771	96,930	41,224	37,804	7.5	9.1
Newfoundland and Labrador	805	761	743	591	220	217	7.7	22.3
Prince Edward Island	1,128	1,702	1,111	1,600	375	517	1.5	6.0
Nova Scotia	778	1,062	789	996	321	385	-1.4	6.2
New Brunswick	525	x	395	x	68	x	24.8	x
Quebec	14,372	10,748	12,305	11,432	5,778	2,986	14.4	-6.4
Ontario	57,803	52,408	55,499	45,030	16,160	14,437	4.0	14.1
Manitoba	x	x	x	x	x	x	x	x
Saskatchewan	x	x	x	x	x	x	x	x
Alberta	2,416	2,040	2,328	1,917	780	613	3.6	6.0
British Columbia	38,273	37,104	34,309	34,627	17,403	17,572	10.4	6.7
Not-for-profit establishments								
Canada	1,078,484	1,125,135	1,064,963	1,105,588	479,609	509,818	1.3	1.7
Newfoundland and Labrador	14,570	15,357	14,233	14,881	6,807	6,784	2.3	3.1
Prince Edward Island	2,012	2,099	2,008	2,241	1,308	1,468	0.2	-6.8
Nova Scotia	23,496	24,166	25,120	26,092	12,859	13,183	-6.9	-7.7
New Brunswick	12,377	x	12,566	x	7,170	x	-1.5	x
Quebec	312,549	313,285	309,345	307,331	125,829	127,098	1.0	1.9
Ontario	426,090	463,373	417,049	457,431	194,552	218,625	2.1	1.3
Manitoba	25,737	19,690	25,371	19,727	12,740	8,949	1.4	-0.2
Saskatchewan	25,393	28,027	23,897	26,616	10,199	11,478	5.9	5.0
Alberta	111,075	113,129	111,733	109,515	52,066	54,339	-0.6	3.2
British Columbia	119,488	128,452	118,235	124,689	52,695	58,423	1.0	2.9

Note: North American Industry Classification System (NAICS), 2007.

Source: Statistics Canada, Catalogue no. 87F0002X.

Table 8.11 Performing arts, operating statistics, by industry and type of establishment, 2009

	Operating revenue	Operating expenses	Salaries, wages and benefits	Operating profit margin
	\$ thousands			%
All establishments	1,330,884	1,282,368	406,209	3.6
Theatre (except musical) companies	367,957	359,286	135,423	2.4
Musical theatre and opera companies (including dinner theatre)	192,148	188,183	62,364	2.1
Dance companies	x	x	x	x
Musical groups and artists	385,109	342,246	74,892	11.1
Other performing arts companies (including multidisciplinary)	x	x	x	x
For-profit establishments	688,326	638,704	174,212	7.2
Theatre (except musical) companies	53,858	49,113	10,731	8.8
Musical theatre and opera companies (including dinner theatre)	115,109	110,346	38,597	4.1
Dance companies	x	x	x	x
Musical groups and artists	230,751	183,120	26,508	20.6
Other performing arts companies (including multidisciplinary)	x	x	x	x
Not-for-profit establishments	642,558	643,664	231,997	-0.2
Theatre (except musical) companies	314,099	310,173	124,692	1.2
Musical theatre and opera companies (including dinner theatre)	77,039	77,837	23,767	-1.0
Dance companies	x	x	x	x
Musical groups and artists	154,358	159,126	48,384	-3.1
Other performing arts companies (including multidisciplinary)	x	x	x	x

Note: North American Industry Classification System (NAICS), 2007.

Source: Statistics Canada, Catalogue no. 87F0003X.

Table 8.12 Performing arts, operating statistics, all industries, by province, 2008 and 2009

	Operating revenue		Operating expenses		Salaries, wages and benefits		Operating profit margin	
	2008	2009	2008	2009	2008	2009	2008	2009
	\$ thousands						%	
For-profit establishments								
Canada	713,870	688,326	619,784	638,704	177,195	174,212	13.2	7.2
Newfoundland and Labrador	5,896	6,880	5,021	6,277	851	927	14.8	8.8
Prince Edward Island	x	x	x	x	x	x	x	x
Nova Scotia	8,512	8,438	7,320	6,816	808	674	14.0	19.2
New Brunswick	x	x	x	x	x	x	x	x
Quebec	322,323	345,831	305,361	340,309	105,020	107,305	5.3	1.6
Ontario	257,714	204,002	217,713	178,677	56,015	49,135	15.5	12.4
Manitoba	15,500	14,976	13,344	12,995	2,567	2,519	13.9	13.2
Saskatchewan	3,710	3,912	3,052	3,364	633	709	17.7	14.0
Alberta	29,624	31,023	24,944	27,075	5,993	6,151	15.8	12.7
British Columbia	65,887	69,645	38,749	59,742	4,077	5,936	41.2	14.2
Not-for-profit establishments								
Canada	667,755	642,558	667,881	643,665	234,487	231,997	0.0	-0.2
Newfoundland and Labrador	3,481	4,176	3,661	4,081	1,672	2,006	-5.2	2.3
Prince Edward Island	x	x	x	x	x	x	x	x
Nova Scotia	10,814	9,824	10,733	9,602	4,228	4,122	0.7	2.3
New Brunswick	x	x	x	x	x	x	x	x
Quebec	164,658	175,997	160,090	176,805	46,030	58,665	2.8	-0.5
Ontario	281,951	265,168	284,961	264,419	112,384	103,832	-1.1	0.3
Manitoba	27,845	23,959	27,334	23,976	12,133	11,593	1.8	-0.1
Saskatchewan	10,480	9,770	9,862	9,568	4,381	4,232	5.9	2.1
Alberta	83,179	73,267	83,823	75,325	26,855	22,386	-0.8	-2.8
British Columbia	79,904	75,063	81,963	74,742	24,761	23,121	-2.6	0.4

Note: North American Industry Classification System (NAICS), 2007.

Source: Statistics Canada, Catalogue no. 87F0003X.

Table 8.13 Film and video distribution, operating statistics, by region, 2007 to 2009

	Operating revenue ¹	Operating expenses ²	Salaries, wages and benefits ³	Operating profit margin ⁴
	\$ millions			%
Canada				
2007	1,848.5	1,554.5	99.6	15.9
2008	1,927.2	1,569.6	96.4	18.6
2009	1,975.5	1,569.7	84.0	20.5
Quebec				
2007	253.7	240.5	19.0	5.2
2008	253.5	244.9	19.3	3.4
2009	256.9	247.8	16.2	3.5
Ontario				
2007	1,544.5	1,266.1	79.6	18.0
2008	1,611.8	1,267.8	75.8	21.3
2009	1,692.4	1,295.8	67.0	23.4

Notes: Data for Atlantic provinces, Manitoba, Saskatchewan, Alberta and British Columbia are suppressed for confidentiality. North American Industry Classification System (NAICS), 2007.

1. Excludes investment income (dividends and interest).

2. Excludes write-offs, capital losses, extraordinary losses, interest on borrowing and other non-recurring items.

3. Includes employer contributions to pension, medical/life insurance plans and Employment Insurance for all employees who have been issued a T4 statement.

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

Source: Statistics Canada, CANSIM table 361-0014.

Table 8.14 Motion picture theatres, operating statistics, by province, 2009

	Operating revenue ¹	Operating expenses ²	Salaries, wages and benefits ³	Operating profit margin ⁴
	\$ millions			%
Canada	1,518.4	1,337.5	207.6	11.9
Quebec	275.7	253.9	44.1	7.9
Ontario	618.0	569.5	87.9	7.8
Saskatchewan	42.6	32.4	5.0	23.9
Alberta	224.6	175.4	25.9	21.9
British Columbia	222.7	193.5	25.6	13.1

Notes: Data for the Atlantic provinces, Manitoba, Yukon, Northwest Territories and Nunavut are suppressed for confidentiality. North American Industry Classification System (NAICS), 2007.

1. Excludes investment income (dividends and interest).

2. Excludes write-offs, capital losses, extraordinary losses, interest on borrowing and other non-recurring items.

3. Includes employer contributions to pension, medical/life insurance plans and Employment Insurance for all employees who have been issued a T4 statement.

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

Source: Statistics Canada, CANSIM table 361-0012.

Table 8.15 Amusement parks and recreation industries, operating statistics, 2009

	Operating revenue ¹	Operating expenses ²	Salaries, wages and benefits ³	Operating profit margin ⁴
	\$ millions			%
Amusement parks and arcades	422.3	369.9	127.4	12.4
Other amusement and recreation industries	7,309.5	6,955.9	2,538.0	4.8
Golf courses and country clubs	2,496.5	2,404.3	937.7	3.7
Skiing facilities	923.1	864.7	345.6	6.3
Fitness and recreational sports centres	1,936.2	1,851.3	748.6	4.4
All other amusement and recreation industries	1,953.7	1,835.7	506.2	6.0

Note: North American Industry Classification System (NAICS), 2007.

1. Excludes investment income (dividends and interest).

2. Excludes write-offs, capital losses, extraordinary losses, interest on borrowing and other non-recurring items.

3. Includes employer contributions to pension, medical/life insurance plans and Employment Insurance for all employees who have been issued a T4 statement.

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

Source: Statistics Canada, CANSIM table 361-0015.

Table 8.16 Amusement parks and recreation industries, selected operating expenses, 2009

	Amusement parks and arcades	Golf courses and country clubs	Skiing facilities	Fitness and recreational sports centres	All other amusement and recreation industries
	%				
Total operating expenses¹	100.0	100.0	100.0	100.0	100.0
Salaries, wages and benefits	35.4	39.6	38.6	41.8	28.3
Commissions paid to non-employees	x	F	1.2	F	F
Professional and business services fees	2.1	1.5	2.8	3.2	2.2
Subcontract expenses	F	F	F	2.3	2.0
Cost of goods sold	11.3	16.8	12.1	4.7	20.4
Office supplies	2.2	1.9	F	1.7	2.0
Rental and leasing	7.9	2.9	5.2	12.1	8.4
Repair and maintenance	6.9	10.6	8.7	7.4	9.6
Insurance	2.1	1.2	1.5	1.2	2.2
Advertising, marketing and promotions	5.1	1.3	2.8	3.5	2.2
Travel, meals and entertainment	F	F	F	F	1.3
Utilities and telecommunications expenses	3.3	3.1	4.0	5.4	4.2
Property and business taxes, licences and permits	3.1	2.3	1.6	1.2	2.1
Financial services fees	F	F	F	1.2	F
Amortization and depreciation of tangible and intangible assets	11.1	9.5	10.0	6.6	5.7
Other expenses	5.1	6.7	6.6	5.5	6.8

Notes: Preliminary data.

Based on the surveyed portion of the industry which represents approximately 90% of total industry revenue. North American Industry Classification System (NAICS), 2007.

1. Excludes write-offs, capital losses, extraordinary losses, interest on borrowing and other non-recurring items.

Source: Statistics Canada, CANSIM table 361-0021.