

Service bulletin

Performing Arts

2009



Highlights

- As the Canadian economy contracted in 2009, total operating revenues for the performing arts industry slowed to \$1.3 billion in 2009, down 3.7% from 2008. These revenues were split almost equally between the for-profit and not-for-profit sectors.
- Operating expenses for the industry totalled just under \$1.3 billion. Nearly one-third of operating expenses of performing arts companies consisted of salaries, wages and benefits paid to employees. The salaries and wages expense does not include fees paid to contract workers.
- The for-profit companies saw their profit margin fall from 13.2% to 7.2% between 2008 and 2009, while the not-for-profit companies decreased from 0.0% to -0.2%.
- Musical groups and artists (everything from orchestras to rock groups) accounted for 29% of total operating revenue in 2009, while theatre (except musical) companies accounted for 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.

Statistical tables

Table 1

Summary statistics for performing arts, by industry and type of establishment, 2008 and 2009

Type of establishment ¹ and industry ²	Operating revenue		Salaries, wages and benefits		Operating expenses		Operating profit margin	
	2009	2008	2009	2008	2009	2008	2009	2008
	thousands of dollars						percent	
All								
Theatre (except musical) companies	367,957	368,724	135,423	135,272	359,286	367,476	2.4	0.3
Musical theatre and opera companies (including dinner theatre)	192,148	250,343	62,364	74,120	188,183	238,369	2.1	4.8
Dance companies	x	x	x	x	x	x	x	x
Musical groups and artists	385,109	416,966	74,892	76,885	342,246	334,073	11.1	19.9
Other performing arts companies (including multidisciplinary)	x	x	x	x	x	x	x	x
Total	1,330,884	1,381,623	406,209	411,680	1,282,368	1,287,665	3.6	6.8
For-profit ³								
Theatre (except musical) companies	53,858	44,077	10,731	7,650	49,113	41,009	8.8	7.0
Musical theatre and opera companies (including dinner theatre)	115,109	162,645	38,597	49,455	110,346	150,388	4.1	7.5
Dance companies	x	x	x	x	x	x	x	x
Musical groups and artists	230,751	258,323	26,508	26,068	183,120	175,891	20.6	31.9
Other performing arts companies (including multidisciplinary)	x	x	x	x	x	x	x	x
Total	688,326	713,869	174,212	177,194	638,704	619,784	7.2	13.2
Not-for-profit ⁴								
Theatre (except musical) companies	314,099	324,647	124,692	127,622	310,173	326,467	1.2	-0.6
Musical theatre and opera companies (including dinner theatre)	77,039	87,698	23,767	24,665	77,837	87,981	-1.0	-0.3
Dance companies	x	x	x	x	x	x	x	x
Musical groups and artists	154,358	158,643	48,384	50,817	159,126	158,182	-3.1	0.3
Other performing arts companies (including multidisciplinary)	x	x	x	x	x	x	x	x
Total	642,558	667,754	231,997	234,486	643,664	667,881	-0.2	0.0

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, 2008 and 2009

	Operating revenue		Salaries, wages and benefits		Operating expenses		Operating profit margin	
	2009	2008	2009	2008	2009	2008	2009	2008
	thousands of dollars						percent	
Newfoundland and Labrador	11,056	9,377	2,933	2,523	10,358	8,682	6.3	7.4
Prince Edward Island	1,021	x	400	x	1,139	x	-11.6	x
Nova Scotia	18,262	19,325	4,796	5,036	16,418	18,053	10.1	6.6
New Brunswick	7,001	8,224	2,287	2,652	6,683	8,063	4.5	2.0
Quebec	521,828	486,981	165,970	151,051	517,114	465,451	0.9	4.4
Ontario	469,170	539,665	152,967	168,400	443,096	502,674	5.6	6.9
Manitoba	38,935	43,344	14,112	14,700	36,971	40,678	5.0	6.2
Saskatchewan	13,682	14,190	4,941	5,014	12,932	12,915	5.5	9.0
Alberta	104,290	112,803	28,537	32,848	102,400	108,767	1.8	3.6
British Columbia	144,708	145,791	29,057	28,838	134,484	120,712	7.1	17.2
Yukon Territory	x	x	x	x	x	x	x	x
Northwest Territories	x	x	x	x	x	x	x	x
Nunavut
Canada	1,330,884	1,381,623	406,209	411,683	1,282,368	1,287,665	3.6	6.8

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, 2008 and 2009

	Operating revenue		Salaries, wages and benefits		Operating expenses		Operating profit margin	
	2009	2008	2009	2008	2009	2008	2009	2008
	thousands of dollars						percent	
Newfoundland and Labrador	6,880	5,896	927	851	6,277	5,021	8.8	14.8
Prince Edward Island	x	x	x	x	x	x	x	x
Nova Scotia	8,438	8,512	674	808	6,816	7,320	19.2	14.0
New Brunswick	x	x	x	x	x	x	x	x
Quebec	345,831	322,323	107,305	105,020	340,309	305,361	1.6	5.3
Ontario	204,002	257,714	49,135	56,015	178,677	217,713	12.4	15.5
Manitoba	14,976	15,500	2,519	2,567	12,995	13,344	13.2	13.9
Saskatchewan	3,912	3,710	709	633	3,364	3,052	14.0	17.7
Alberta	31,023	29,624	6,151	5,993	27,075	24,944	12.7	15.8
British Columbia	69,645	65,887	5,936	4,077	59,742	38,749	14.2	41.2
Yukon Territory	x	x	x	x	x	x	x	x
Northwest Territories	x	x	x	x	x	x	x	x
Nunavut
Canada	688,326	713,870	174,212	177,195	638,704	619,784	7.2	13.2

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, 2008 and 2009

	Operating revenue		Salaries, wages and benefits		Operating expenses		Operating profit margin	
	2009	2008	2009	2008	2009	2008	2009	2008
	thousands of dollars						percent	
Newfoundland and Labrador	4,176	3,481	2,006	1,672	4,081	3,661	2.3	-5.2
Prince Edward Island	x	x	x	x	x	x	x	x
Nova Scotia	9,824	10,814	4,122	4,228	9,602	10,733	2.3	0.7
New Brunswick	x	x	x	x	x	x	x	x
Quebec	175,997	164,658	58,665	46,030	176,805	160,090	-0.5	2.8
Ontario	265,168	281,951	103,832	112,384	264,419	284,961	0.3	-1.1
Manitoba	23,959	27,845	11,593	12,133	23,976	27,334	-0.1	1.8
Saskatchewan	9,770	10,480	4,232	4,381	9,568	9,862	2.1	5.9
Alberta	73,267	83,179	22,386	26,855	75,325	83,823	-2.8	-0.8
British Columbia	75,063	79,904	23,121	24,761	74,742	81,963	0.4	-2.6
Yukon Territory	x	x	x	x	x	x	x	x
Northwest Territories	x	x	x	x	x	x	x	x
Nunavut
Canada	642,558	667,755	231,997	234,487	643,665	667,881	-0.2	0.0

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 annual sample survey collects data required to produce economic statistics for the Performing Arts industry in Canada. Data collected from businesses are aggregated with information from other sources to produce official estimates of national and provincial economic production for this industry. Survey estimates are made available to businesses, governments, investors, associations, and the public. The data are used to monitor industry growth, measure performance, and make comparisons to other data sources to better understand this industry.

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 Division 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 2009 was 805 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 that would divulge information obtained under the Statistics Act that relates to any identifiable person, business or organization without the prior knowledge or the consent in writing of that person, business or organization. Various confidentiality rules are applied to all data that are released or published to prevent the publication or disclosure of any information deemed confidential. If necessary, data are suppressed to prevent direct or residual disclosure of identifiable data.

Data accuracy

Of the units contributing to the estimate, the weighted response rate was 84%. 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: January 2011

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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Frequency: Annual / ISSN 1708-8402

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