

Service bulletin

Performing Arts

2010



Highlights

- Total operating revenues for the performing arts industry reached \$1.5 billion in 2010, up 11.0% from 2009. These revenues were split almost equally between the for-profit and not-for-profit sectors.
- Operating expenses for the industry totaled \$1.4 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.
- Of the for-profit companies, the profit margin rose from 9.3% in 2009 to 12.7% in 2010.
- Musical groups and artists (everything from orchestras to rock groups) accounted for 32% of total operating revenue in 2010, while theatre (except musical) companies accounted for 27%. The remaining 41% was split among musical theatre and opera companies, as well as dance companies and other performing arts companies that includes travelling carnivals, circuses, magic and ice skating shows.
- For the not-for-profit surveyed establishments, the sales of goods and services generated half of all revenues while grants, subsidies, donations and fundraising generated the other half.
- The not-for-profit performing arts surveyed establishments attracted an estimated 14.0 million spectators in 2010, up 2.3 % from 2008. Theatre (except musical) companies comprised the largest segment of the not-for-profit sector in 2010, attracting 57.2% of total attendance and generating 47.2% of total operating revenues.

Statistical tables

Table 1

Summary statistics for the performing arts sector, Canada, 2009 and 2010

	2009 ^r	2010 ^p
thousands of dollars		
Operating revenue	1,393,865.6	1,547,642.7
Operating expenses	1,323,972.0	1,449,735.7
Operating profit	69,893.6	97,907.0
percent		
Operating profit margin	5.0	6.3

Note(s): The results in this table are for firms classified under the North American Industry Classification System (NAICS) category 7111. See "Data sources, definitions and methodology" at the end of tables for definition of terms. Due to rounding, components may not add to total.

Table 2

Summary statistics for the performing arts sector, by industry, Canada, 2009 and 2010

	Operating revenue		Salaries, wages and benefits		Operating expenses		Operating profit margin	
	2009 ^r	2010 ^p	2009 ^r	2010 ^p	2009 ^r	2010 ^p	2009 ^r	2010 ^p
thousands of dollars								
All								
Theatre (except musical) companies	388,033.5	416,034.4	138,169.2	142,483.9	378,887.1	415,265.3	2.4	0.2
Musical theatre and opera companies (including dinner theatre)	197,422.7	206,913.3	58,406.0	60,518.1	180,574.6	202,603.4	8.5	2.1
Dance companies	x	x	x	x	x	x	x	x
Musical groups and artists	409,623.0	497,858.5	87,029.0	92,008.1	358,951.1	398,981.1	12.4	19.9
Other performing arts companies (including multidisciplinary)	x	x	x	x	x	x	x	x
Total	1,393,865.6	1,547,642.7	421,933.9	437,829.6	1 323 972.0	1,449,735.7	5.0	6.3
For-profit								
Theatre (except musical) companies	53,784.1	58,781.5	11,329.0	11,599.3	48,798.3	54,202.9	9.3	7.8
Musical theatre and opera companies (including dinner theatre)	114,981.7	109,950.6	32,982.4	31,793.3	97,303.2	105,148.1	15.4	4.4
Dance companies	x	x	x	x	x	x	x	x
Musical groups and artists	243 019.5	314,416.2	28,507.1	29,865.0	193,238.8	216,974.1	20.5	31.0
Other performing arts companies (including multidisciplinary)	x	x	x	x	x	x	x	x
Total	702,389.5	795,416.8	171,692.2	176,820.0	637,294.8	694,665.3	9.3	12.7
Not-for-profit								
Theatre (except musical) companies	334,249.5	357,252.9	126,840.2	130,884.6	330,088.8	361,062.4	1.2	-1.1
Musical theatre and opera companies (including dinner theatre)	82,441.0	96,962.7	25,423.7	28,724.8	83,271.4	97,455.3	-1.0	-0.5
Dance companies	x	x	x	x	x	x	x	x
Musical groups and artists	166,603.5	183,442.3	58,521.9	62,143.1	165,712.3	182,007.1	0.5	0.8
Other performing arts companies (including multidisciplinary)	x	x	x	x	x	x	x	x
Total	691,476.1	752,225.9	250,241.6	261,009.6	686,677.2	755,070.4	0.7	-0.4

Note(s): The results in this table are for firms classified under the North American Industry Classification System (NAICS) categories 711111, 711112, 711120, 711130 and 711190. See "Data sources, definitions and methodology" at the end of tables for definition of terms. Due to rounding, components may not add to total.

Table 3
Summary statistics for the performing arts sector, province and territory, 2009 and 2010

	Operating revenue		Salaries, wages and benefits		Operating expenses		Operating profit margin	
	2009 ^r	2010 ^p	2009 ^r	2010 ^p	2009 ^r	2010 ^p	2009 ^r	2010 ^p
	thousands of dollars						percent	
Newfoundland and Labrador	9,462.7	12,520.7	3,340.3	3,711.6	8,484.4	11,222.6	10.3	10.4
Prince Edward Island	x	x	x	x	x	x	x	x
Nova Scotia	17,600.4	18,453.6	5,116.3	5,685.8	15,982.2	17,651.9	9.2	4.3
New Brunswick	7,867.5	8,650.7	2,911.7	3,012.0	7,525.4	8,247.4	4.3	4.7
Quebec	545,939.4	579,950.0	173,914.5	175,925.4	540,434.3	566,265.3	1.0	2.4
Ontario	489,569.3	515,598.6	148,364.5	149,394.2	449,530.3	481,996.5	8.2	6.5
Manitoba	43,302.0	47,250.0	15,406.6	16,218.8	41,280.6	46,024.9	4.7	2.6
Saskatchewan	14,284.8	16,095.7	5,178.2	5,549.9	13,502.1	15,539.3	5.5	3.5
Alberta	110,493.2	123,903.2	36,246.0	35,508.5	102,624.6	118,159.5	7.1	4.6
British Columbia	153,296.7	222,683.2	30,817.4	42,211.7	142,604.2	182,302.9	7.0	18.1
Yukon	x	x	x	x	x	x	x	x
Northwest Territories	x	x	x	x	x	x	x	x
Nunavut
Canada	1,393,865.6	1,547,642.7	421,933.9	437,829.6	1,323,972.0	1,449,735.7	5.0	6.3

Note(s): The results in this table are for firms classified under the North American Industry Classification System (NAICS) category 7111. See "Data sources, definitions and methodology" at the end of tables for definition of terms. Due to rounding, components may not add to total

Table 4
Summary statistics for the performing arts sector, province and territory, 2009 and 2010

	Operating revenues		Salaries, wages and benefits		Operating expenses		Operating profit margin	
	2009 ^r	2010 ^p	2009 ^r	2010 ^p	2009 ^r	2010 ^p	2009 ^r	2010 ^p
	thousands of dollars						percent	
For-profit								
Newfoundland and Labrador	4,546.4	6,381.2	1,101.9	1,322.4	3,640.9	4,980.8	19.9	21.9
Prince Edward Island	x	x	x	x	x	x	x	x
Nova Scotia	7,154.4	6,753.1	720.3	918.9	5,768.4	5,902.8	19.4	12.6
New Brunswick	x	x	x	x	x	x	x	x
Quebec	351,150.2	371,304.5	108,418.3	109,481.8	344,930.9	358,971.3	1.8	3.3
Ontario	208,539.4	221,800.6	44,181.8	44,207.7	169,388.2	183,107.6	18.8	17.4
Manitoba	16,558.6	17,014.2	2,796.8	2,868.8	14,365.8	15,430.9	13.2	9.3
Saskatchewan	4,015.3	3,924.4	718.3	497.7	3,449.1	2,982.8	14.1	24.0
Alberta	32,956.9	35,821.8	6,582.2	5,049.5	28,825.4	29,363.7	12.5	18.0
British Columbia	73,670.0	128,219.1	6,270.3	11,686.9	63,307.8	90,215.3	14.1	29.6
Yukon	x	x	x	x	x	x	x	x
Northwest Territories	x	x	x	x	x	x	x	x
Nunavut
Canada	702,389.5	795,416.8	171,692.2	176,820.0	637,294.8	694,665.3	9.3	12.7
Not-for-profit								
Newfoundland and Labrador	4,916.3	6,139.5	2,238.4	2,389.1	4,843.5	6,241.8	1.5	-1.7
Prince Edward Island	x	x	x	x	x	x	x	x
Nova Scotia	10,446.0	11,700.5	4,396.0	4,767.0	10,213.8	11,749.1	2.2	-0.4
New Brunswick	x	x	x	x	x	x	x	x
Quebec	194,789.2	208,645.5	65,496.2	66,443.5	195,503.4	207,294.0	-0.4	0.6
Ontario	281,029.9	293,798.0	104,182.7	105,186.6	280,142.2	298,888.9	0.3	-1.7
Manitoba	26,743.3	30,235.8	12,609.8	13,350.0	26,914.8	30,594.0	-0.6	-1.2
Saskatchewan	10,269.5	12,171.3	4,459.8	5,052.2	10,052.9	12,556.5	2.1	-3.2
Alberta	77,536.3	88,081.3	29,663.7	30,459.0	73,799.2	88,795.8	4.8	-0.8
British Columbia	79,626.7	94,464.1	24,547.2	30,524.8	79,296.5	92,087.6	0.4	2.5
Yukon	x	x	x	x	x	x	x	x
Northwest Territories	x	x	x	x	x	x	x	x
Nunavut
Canada	691,476.1	752,225.9	250,241.6	261,009.6	686,677.2	755,070.4	0.7	-0.4

Note(s): The results in this table are for firms classified under the North American Industry Classification System (NAICS) category 7111. See "Data sources, definitions and methodology" at the end of tables for definition of terms. Due to rounding, components may not add to total

Table 5
Summary statistics for the performing arts sector, not-for-profit, province and territory, 2010^P

	Operating revenue	Operating expenses	Personnel costs	Surplus/Deficit	Operating profit margin
	thousands of dollars				percent
Newfoundland and Labrador	5,942.7	6,035.3	3,189.9	-92.6	-1.6
Prince Edward Island
Nova Scotia	11,084.8	11,090.2	5,282.7	-5.4	0.0
New Brunswick	x	x	x	x	x
Quebec	196,044.0	195,003.1	94,436.9	1,040.9	0.5
Ontario	272,242.0	277,176.7	157,088.7	-4,934.7	-1.8
Manitoba	29,536.8	29,666.5	15,971.7	-129.7	-0.4
Saskatchewan	11,804.2	12,188.9	6,516.0	-384.7	-3.3
Alberta	83,467.7	84,592.8	43,656.4	-1,125.1	-1.3
British Columbia	90,200.4	87,804.7	47,964.7	2,395.7	2.7
Yukon	x	x	x	x	x
Northwest Territories
Nunavut
Canada	705,398.8	708,355.0	376,613.3	-2,956.2	-0.4

Note(s): The results in this table are for firms classified under the North American Industry Classification System (NAICS) category 7111. See "Data sources, definitions and methodology" at the end of tables for definition of terms. Due to rounding, components may not add to total. The survey portion excludes the smallest firms in terms of revenues earned. These firms account for a relatively small portion of total industry revenues and are not included in the estimates of this table

Table 6
Sources of operating revenue for the performing arts sector, not-for-profit, province and territory, 2010^P

	Operating revenue	Sales of goods and services	Grants, subsidies, donations and fundraising	Other revenue
	thousands of dollars			
Newfoundland and Labrador	5,942.7	x	3,103.9	x
Prince Edward Island
Nova Scotia	11,084.8	5,960.6	3,945.3	1,178.9
New Brunswick	x	x	x	x
Quebec	196,044.0	83,017.6	106,054.7	6,971.8
Ontario	272,242.0	151,873.4	118,527.5	1,841.2
Manitoba	29,536.8	14,741.2	14,165.3	630.3
Saskatchewan	11,804.2	5,895.1	5,516.6	392.4
Alberta	83,467.7	40,397.7	41,254.6	1,815.4
British Columbia	90,200.4	45,016.8	43,805.6	1,378.0
Yukon	x	x	x	x
Northwest Territories
Nunavut
Canada	705,398.8	351,033.1	339,295.5	15,070.2

Note(s): The results in this table are for firms classified under the North American Industry Classification System (NAICS) category 7111. See "Data sources, definitions and methodology" at the end of tables for definition of terms. Due to rounding, components may not add to total. The survey portion excludes the smallest firms in terms of revenues earned. These firms account for a relatively small portion of total industry revenues and are not included in the estimates of this table

Table 7
Performances and attendance for the performing arts sector, not-for-profit, province and territory, 2008 and 2010

	Total performances		Total attendance		Average attendance per performance	
	2008	2010 ^P	2008	2010 ^P	2008	2010 ^P
	number					
Newfoundland and Labrador	792	1,791	96,901	140,822	122	79
Prince Edward Island
Nova Scotia	1,083	1,176	413,871	406,488	382	346
New Brunswick	x	x	x	x	x	x
Quebec	12,892	14,123	3,879,934	3,991,121	301	283
Ontario	13,147	13,302	4,159,780	4,389,404	316	330
Manitoba	1,427	1,401	726,114	566,018	509	404
Saskatchewan	763	957	271,431	260,263	356	272
Alberta	5,648	4,792	1,559,502	1,494,473	276	312
British Columbia	6,604	8,306	2,443,062	2,596,592	370	313
Yukon	x	x	x	x	x	x
Northwest Territories
Nunavut
Canada	42,870	46,269	13,650,081	13,963,964	318	302

Note(s): The results in this table are for firms classified under the North American Industry Classification System (NAICS) category 7111. See "Data sources, definitions and methodology" at the end of tables for definition of terms. Due to rounding, components may not add to total. The survey portion excludes the smallest firms in terms of revenues earned. These firms account for a relatively small portion of total industry revenues and are not included in the estimates of this table

Table 8
Detailed sources of operating revenue for the performing arts sector, not-for-profit, province and territory, 2010^P

	Operating revenue	Performance revenue	Other sales	Public sector	Private sector	Other revenue
	thousands of dollars					
Newfoundland and Labrador	5,942.7	2,116.1	x	1,966.2	1,137.6	x
Prince Edward Island
Nova Scotia	11,084.8	4,781.7	1,179.0	2,581.6	1,363.7	1,178.9
New Brunswick	x	x	x	x	x	x
Quebec	196,044.0	74,577.6	8,440.0	78,006.3	28,048.4	6,971.8
Ontario	272,242.0	128,915.1	22,958.2	50,796.4	67,731.1	1,841.2
Manitoba	29,536.8	10,975.7	3,765.5	9,251.9	4,913.5	630.3
Saskatchewan	11,804.2	4,617.6	1,277.5	3,128.4	2,388.2	392.4
Alberta	83,467.7	33,257.7	7,140.0	18,986.2	22,268.4	1,815.4
British Columbia	90,200.4	36,065.5	8,951.4	20,675.1	23,130.5	1,378.0
Yukon	x	x	x	x	x	x
Northwest Territories
Nunavut
Canada	705,398.8	296,725.5	54,307.6	187,241.1	152,054.3	15,070.2

Note(s): The results in this table are for firms classified under the North American Industry Classification System (NAICS) category 7111. See "Data sources, definitions and methodology" at the end of tables for definition of terms. Due to rounding, components may not add to total. The survey portion excludes the smallest firms in terms of revenues earned. These firms account for a relatively small portion of total industry revenues and are not included in the estimates of this table

Table 9
Sources of performance revenue for the performing arts sector, not-for-profit, province and territory, 2010^P

	Total performance revenue	Subscriptions	Single tickets	Contract production	Touring income
	thousands of dollars				
Newfoundland and Labrador	2,116.1	x	1,362.8	x	x
Prince Edward Island
Nova Scotia	4,781.7	x	2,259.1	x	x
New Brunswick	x	x	x	x	x
Quebec	74,577.6	16,138.0	22,905.6	12,600.5	22,933.6
Ontario	128,915.1	33,493.3	88,936.1	2,276.7	4,209.0
Manitoba	10,975.7	x	3,059.0	x	x
Saskatchewan	4,617.6	1,850.8	2,307.9	x	x
Alberta	33,257.7	13,778.3	15,124.2	1,870.8	2,484.4
British Columbia	36,065.5	11,532.0	20,313.7	2,175.7	2,044.0
Yukon	x	x	x	x	x
Northwest Territories
Nunavut
Canada	296,725.5	80,849.4	157,166.7	21,137.4	37,571.9

Note(s): The results in this table are for firms classified under the North American Industry Classification System (NAICS) category 7111. See "Data sources, definitions and methodology" at the end of tables for definition of terms. Due to rounding, components may not add to total. The survey portion excludes the smallest firms in terms of revenues earned. These firms account for a relatively small portion of total industry revenues and are not included in the estimates of this table

Table 10
Sources of public sector grants for the performing arts sector, not-for-profit, province and territory, 2010^P

	Total public sector grants	Federal grants	Provincial/Territorial grants	Municipal and other government grants
	thousands of dollars			
Newfoundland and Labrador	1,966.2	1,107.3	x	x
Prince Edward Island
Nova Scotia	2,581.6	969.2	1,374.7	237.7
New Brunswick	x	x	x	x
Quebec	78,006.3	20,146.8	48,422.8	9,436.6
Ontario	50,796.4	20,785.4	19,946.9	10,064.1
Manitoba	9,251.9	4,302.9	3,757.1	1,191.8
Saskatchewan	3,128.4	1,094.3	1,562.2	471.8
Alberta	18,986.2	6,282.3	8,914.1	3,789.8
British Columbia	20,675.1	7,671.5	6,553.5	6,450.1
Yukon	x	x	x	x
Northwest Territories
Nunavut
Canada	187,241.1	63,027.3	92,167.0	32,046.8

Note(s): The results in this table are for firms classified under the North American Industry Classification System (NAICS) category 7111. See "Data sources, definitions and methodology" at the end of tables for definition of terms. Due to rounding, components may not add to total. The survey portion excludes the smallest firms in terms of revenues earned. These firms account for a relatively small portion of total industry revenues and are not included in the estimates of this table

Table 11
Sources of private sector revenue for the performing arts sector, not-for-profit, province and territory, 2010^p

	Total private sector	Corporate donations	Corporate sponsorships	Individual donations	Fundraising events	Foundations	Other private
thousands of dollars							
Newfoundland and Labrador	1,137.6	88.8	260.6	x	398.3	x	x
Prince Edward Island
Nova Scotia	1,363.7	47.3	445.2	482.8	x	x	x
New Brunswick	x	x	x	x	x	x	x
Quebec	28,048.4	2,528.8	8,460.1	4,091.7	8,793.6	2,663.7	1,510.5
Ontario	67,731.1	3,346.6	12,950.4	31,635.8	9,062.1	9,131.2	1,604.9
Manitoba	4,913.5	288.9	1,239.6	1,524.6	982.0	792.8	85.6
Saskatchewan	2,388.2	74.4	1,084.8	696.7	382.2	x	x
Alberta	22,268.4	2,071.8	5,219.5	5,265.9	4,501.6	1,401.7	3,807.9
British Columbia	23,130.5	1,339.4	3,398.0	7,489.4	6,283.5	2,801.1	1,819.0
Yukon	x	x	x	x	x	x	x
Northwest Territories
Nunavut
Canada	152,054.3	9,877.8	33,225.1	51,562.0	31,031.4	17,282.6	9,075.5

Note(s): The results in this table are for firms classified under the North American Industry Classification System (NAICS) category 7111. See "Data sources, definitions and methodology" at the end of tables for definition of terms. Due to rounding, components may not add to total. The survey portion excludes the smallest firms in terms of revenues earned. These firms account for a relatively small portion of total industry revenues and are not included in the estimates of this table.

Table 12
Summary statistics for performing arts sector by industry, not-for-profit, Canada, 2010^p

	Operating revenue	Operating expenses	Personnel costs	Surplus/Deficit	Operating profit margin
thousands of dollars					percent
Theatre (except musical) companies	333,034.1	336,817.9	175,488.1	-3,783.8	-1.1
Musical theatre and opera companies (including dinner theatre)	92,636.8	93,052.3	50,096.0	-415.4	-0.4
Dance companies	91,042.1	90,269.4	46,794.9	772.8	0.8
Musical groups and artists	173,576.4	172,626.9	96,882.6	949.5	0.5
Other performing arts companies (including multidisciplinary)	15,109.4	15,588.6	7,351.6	-479.2	-3.2
Total	705,398.8	708,355.0	376,613.3	-2,956.2	-0.4

Note(s): The results in this table are for firms classified under the North American Industry Classification System (NAICS) categories 711111, 711112, 711120, 711130 and 711190. See "Data sources, definitions and methodology" at the end of tables for definition of terms. Due to rounding, components may not add to total. The survey portion excludes the smallest firms in terms of revenues earned. These firms account for a relatively small portion of total industry revenues and are not included in the estimates of this table.

Table 13
Sources of operating revenue for the performing arts sector, by industry, not-for-profit, Canada, 2010^P

	Operating revenue	Sales of goods and services	Grants, subsidies, donations and fundraising	Other revenue
thousands of dollars				
Theatre (except musical) companies	333,034.1	188,314.2	138,062.1	6,657.8
Musical theatre and opera companies (including dinner theatre)	92,636.8	49,702.8	42,302.1	631.9
Dance companies	91,042.1	38,767.0	48,917.0	3,358.1
Musical groups and artists	173,576.4	66,418.9	103,980.7	3,176.9
Other performing arts companies (including multidisciplinary)	15,109.4	7,830.3	6,033.5	1,245.6
Total	705,398.8	351,033.1	339,295.5	15,070.2

Note(s): The results in this table are for firms classified under the North American Industry Classification System (NAICS) categories 711111, 711112, 711120, 711130 and 711190. See "Data sources, definitions and methodology" at the end of tables for definition of terms. Due to rounding, components may not add to total. The survey portion excludes the smallest firms in terms of revenues earned. These firms account for a relatively small portion of total industry revenues and are not included in the estimates of this table.

Table 14
Performances and attendance for the performing arts sector, by industry, not-for-profit, Canada, 2008 and 2010

	Total performances		Total attendance		Average attendance per performance	
	2008	2010 ^P	2008	2010 ^P	2008	2010 ^P
number						
Theatre (except musical) companies	29,752	33,588	7,463,975	7,985,194	251	238
Musical theatre and opera companies (including dinner theatre)	2,347	2,724	1,014,900	1,093,325	432	401
Dance companies	2,409	2,398	1,304,399	1,165,940	541	486
Musical groups and artists	4,900	5,493	2,934,963	3,215,843	599	585
Other performing arts companies (including multidisciplinary)	3,462	2,066	931,844	503,662	269	244
Total	42,870	46,269	13,650,081	13,963,964	318	302

Note(s): The results in this table are for firms classified under the North American Industry Classification System (NAICS) categories 711111, 711112, 711120, 711130 and 711190. See "Data sources, definitions and methodology" at the end of tables for definition of terms. Due to rounding, components may not add to total. The survey portion excludes the smallest firms in terms of revenues earned. These firms account for a relatively small portion of total industry revenues and are not included in the estimates of this table.

Table 15
Detailed sources of total operating revenue for the performing arts sector, by industry, not-for-profit, Canada, 2010^P

	Operating revenue	Performance revenue	Other sales	Public sector	Private sector	Other revenue
thousands of dollars						
Sales of goods and services						
Theatre (except musical) companies	333,034.1	159,321.7	28,992.5	79,037.7	59,024.5	6,657.8
Musical theatre and opera companies (including dinner theatre)	92,636.8	40,024.2	9,678.7	17,769.0	24,533.2	631.9
Dance companies	91,042.1	31,719.0	7,048.0	30,680.1	18,237.0	3,358.1
Musical groups and artists	173,576.4	59,441.7	6,977.2	54,847.8	49,132.9	3,176.9
Other performing arts companies (including multidisciplinary)	15,109.4	6,219.0	1,611.3	4,906.6	1,126.9	1,245.6
Total	705,398.8	296,725.5	54,307.6	187,241.1	152,054.4	15,070.2

Note(s): The results in this table are for firms classified under the North American Industry Classification System (NAICS) categories 711111, 711112, 711120, 711130 and 711190. See "Data sources, definitions and methodology" at the end of tables for definition of terms. Due to rounding, components may not add to total. The survey portion excludes the smallest firms in terms of revenues earned. These firms account for a relatively small portion of total industry revenues and are not included in the estimates of this table.

Table 16
Sources of performance revenue for the performing arts sector, by industry, not-for-profit, Canada, 2010^P

	Total performance revenue	Subscriptions	Single tickets	Contract production	Touring income
thousands of dollars					
Theatre (except musical) companies	159,321.7	28,859.3	101,893.2	6,305.4	22,263.8
Musical theatre and opera companies (including dinner theatre)	40,024.2	18,931.0	20,594.9	x	x
Dance companies	31,719.0	x	13,108.2	x	9,719.1
Musical groups and artists	59,441.7	26,002.0	20,387.2	10,421.8	2,630.6
Other performing arts companies (including multidisciplinary)	6,219.0	x	1,183.1	x	x
Total	296,725.5	80,849.4	157,166.7	21,137.4	37,571.9

Note(s): The results in this table are for firms classified under the North American Industry Classification System (NAICS) categories 711111, 711112, 711120, 711130 and 711190. See "Data sources, definitions and methodology" at the end of tables for definition of terms. Due to rounding, components may not add to total. The survey portion excludes the smallest firms in terms of revenues earned. These firms account for a relatively small portion of total industry revenues and are not included in the estimates of this table.

Table 17
Sources of public sector grants for the performing arts sector, by industry, not-for-profit, Canada, 2010^P

	Total public sector grants	Federal grants	Provincial/Territorial grants	Municipal and other government grants
thousands of dollars				
Theatre (except musical) companies	79,037.7	27,137.8	37,641.5	14,258.4
Musical theatre and opera companies (including dinner theatre)	17,769.0	7,031.9	7,433.1	3,304.0
Dance companies	30,680.1	12,667.9	14,259.1	3,753.1
Musical groups and artists	54,847.8	15,166.1	29,590.2	10,091.5
Other performing arts companies (including multidisciplinary)	4,906.6	1,023.7	3,243.1	639.9
Total	187,241.1	63,027.3	92,167.0	32,046.8

Note(s): The results in this table are for firms classified under the North American Industry Classification System (NAICS) categories 711111, 711112, 711120, 711130 and 711190. See "Data sources, definitions and methodology" at the end of tables for definition of terms. Due to rounding, components may not add to total. The survey portion excludes the smallest firms in terms of revenues earned. These firms account for a relatively small portion of total industry revenues and are not included in the estimates of this table.

Table 18
Sources of private sector revenue for the performing arts sector, by industry, not-for-profit, Canada, 2010^P

	Total private sector	Corporate donations	Corporate sponsorships	Individual donations	Fundraising events	Foundations	Other private
thousands of dollars							
Theatre (except musical) companies	59,024.5	3,706.1	15,266.5	15,943.6	11,929.3	6,927.2	5,251.7
Musical theatre and opera companies (including dinner theatre)	24,533.2	1,573.1	4,791.6	11,192.0	4,680.3	1,946.8	349.3
Dance companies	18,237.0	960.1	2,193.8	7,865.6	3,961.6	2,244.8	1,011.0
Musical groups and artists	49,132.9	3,581.5	10,708.9	16,452.9	9,858.9	6,073.1	2,457.5
Other performing arts companies (including multidisciplinary)	1,126.9	56.9	264.2	107.8	601.4	90.7	5.9
Total	152,054.3	9,877.8	33,225.1	51,562.0	31,031.4	17,282.6	9,075.5

Note(s): The results in this table are for firms classified under the North American Industry Classification System (NAICS) categories 711111, 711112, 711120, 711130 and 711190. See "Data sources, definitions and methodology" for the definition of terms. Due to rounding, components may not add to total. The survey portion excludes the smallest firms in terms of revenues earned. These firms account for a relatively small portion of total industry revenues and are not included in the estimates of this table.

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 2010 was 785 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 efforts are 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 employee's 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 71%. 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

Selected CANSIM tables from Statistics Canada

361-0009	Performing arts, summary statistics, by North American Industry Classification System (NAICS), annual (dollars unless otherwise noted) (72 series)
361-0029	361-0029 Performing arts, operating expenses, by North American Industry Classification System (NAICS), annual (percent) (21 series)

Release date: March 2012

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
*	significantly different from reference category ($p < 0.05$)

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