

Service bulletin

Performing Arts

2012



Highlights

- The performing arts industry in Canada generated \$1.5 billion in operating revenues in 2012, a 4.0% decrease over 2010. Its operating expenses were also down in 2012 to \$1.4 billion, a 1.3% decline compared with 2010. The operating profit margin of the performing arts industry decreased from 6.1% to 3.5% in 2012.
- Information on the Canadian performing arts industry is divided into two segments: profit (47.1%) and non-profit organizations (52.9%).
- In 2012, the vast majority of the industry's operating revenues were generated by businesses in four provinces. Quebec led the way with 40.0%, followed by Ontario (33.8%), British Columbia (9.8%) and Alberta (9.0%).
- Salaries, wages and employee benefits rose 1.0% in 2012 to reach \$445.6 million. They accounted for 31.2% of the industry's total operating expenses. This is a slight increase over 2010 (30.5%).
- The non-profit firms in the performing arts industry attracted almost 13.0 million spectators in 2012. Theatre companies (except musical) comprised the largest segment of the non-profit sector in 2012, they attracted 58.2% of the total number of spectators.

Note:

The Performing Arts Survey is now conducted in partnership with the Department of Canadian Heritage. Because of a change in the frequency of the survey, the publication Performing Arts will not be published in 2015 for the reference year 2013.



Statistical tables

Table 1
Summary statistics for performing arts, Canada, 2010 and 2012

	2010 ^r	2012 ^p
	thousands of dollars	
Operating revenue	1,542,513.1	1,481,024.5
Operating expenses	1,447,817.1	1,428,730.3
Operating profit	94,696.0	52,294.2
	percent	
Operating profit margin	6.1	3.5

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. Scaling may also affect the calculation of ratios.

Table 2
Summary statistics for performing arts, by industry, Canada, 2010 and 2012

	Operating revenue		Salaries, wages and benefits		Operating expenses		Operating profit margin	
	2010 ^r	2012 ^p	2010 ^r	2012 ^p	2010 ^r	2012 ^p	2010 ^r	2012 ^p
	thousands of dollars						percent	
All								
Theatre (except musical) companies	458,430.5	444,319.3	166,071.6	159,310.0	460,759.7	460,957.6	-0.5	-3.7
Musical theatre and opera companies (including dinner theatre)	153,361.8	158,274.8	43,213.1	44,186.3	149,789.9	154,619.7	2.3	2.3
Dance companies	x	x	x	x	x	x	x	x
Musical groups and artists	504,544.8	441,852.6	89,360.7	88,048.0	405,086.5	370,202.5	19.7	16.2
Other performing arts companies (including multidisciplinary)	x	x	x	x	x	x	x	x
Total	1,542,513.1	1,481,024.5	441,256.5	445,573.5	1,447,817.1	1,428,730.3	6.1	3.5
For-profit								
Theatre (except musical) companies	101,390.1	79,847.2	25,509.9	17,728.6	95,166.7	84,227.5	6.1	-5.5
Musical theatre and opera companies (including dinner theatre)	55,404.8	54,532.1	14,488.3	14,084.9	52,421.6	50,846.0	5.4	6.8
Dance companies	x	x	x	x	x	x	x	x
Musical groups and artists	324,393.5	253,737.5	33,324.9	27,443.9	228,315.3	179,827.8	29.6	29.1
Other performing arts companies (including multidisciplinary)	x	x	x	x	x	x	x	x
Total	793,603.7	698,090.2	176,841.3	171,953.9	694,415.4	634,311.6	12.5	9.1
Not-for-profit								
Theatre (except musical) companies	357,040.3	364,472.0	140,561.7	141,581.3	365,593.0	376,730.2	-2.4	-3.4
Musical theatre and opera companies (including dinner theatre)	97,957.0	103,742.6	28,724.8	30,101.3	97,368.3	103,773.7	0.6	0.0
Dance companies	x	x	x	x	x	x	x	x
Musical groups and artists	180,151.3	188,115.1	56,035.8	60,604.1	176,771.2	190,374.7	1.9	-1.2
Other performing arts companies (including multidisciplinary)	x	x	x	x	x	x	x	x
Total	748,909.4	782,934.3	264,415.2	273,619.5	753,401.6	794,418.8	-0.6	-1.5

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" at the end of tables for definition of terms. Due to rounding, components may not add to total. Scaling may also affect the calculation of ratios.

Table 3
Summary statistics for performing arts, by province and territory, 2010 and 2012

	Operating revenue		Salaries, wages and benefits		Operating expenses		Operating profit margin	
	2010 ^r	2012 ^p	2010 ^r	2012 ^p	2010 ^r	2012 ^p	2010 ^r	2012 ^p
	thousands of dollars						percent	
Newfoundland and Labrador	12,730.0	16,054.4	3,834.9	4,236.1	12,810.2	15,050.3	-0.6	6.3
Prince Edward Island	x	x	x	x	x	x	x	x
Nova Scotia	18,453.6	19,563.4	5,707.0	6,669.9	17,640.5	19,078.5	4.4	2.5
New Brunswick	9,779.0	8,315.5	3,012.0	2,791.3	8,247.4	7,888.2	15.7	5.1
Quebec	579,950.0	591,818.8	169,496.3	180,547.2	564,524.3	580,521.6	2.7	1.9
Ontario	510,126.0	500,388.2	158,521.0	152,424.0	481,239.2	476,308.1	5.7	4.8
Manitoba	47,250.0	46,707.1	16,218.8	17,659.0	46,024.9	45,078.2	2.6	3.5
Saskatchewan	16,095.7	17,547.1	5,549.9	6,214.1	15,539.3	17,351.6	3.5	1.1
Alberta	123,412.8	133,195.5	36,262.8	39,300.1	117,631.9	128,676.9	4.7	3.4
British Columbia	222,470.6	145,576.6	42,159.6	35,294.3	182,104.3	137,090.9	18.1	5.8
Yukon	x	x	x	x	x	x	x	x
Northwest Territories	x	x	x	x	x	x	x	x
Nunavut
Canada	1,542,513.1	1,481,024.5	441,256.5	445,573.5	1,447,817.1	1,428,730.3	6.1	3.5

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. Scaling may also affect the calculation of ratios.

Table 4
Summary statistics for performing arts, by province and territory, 2010 and 2012

	Operating revenue		Salaries, wages and benefits		Operating expenses		Operating profit margin	
	2010 ^r	2012 ^p	2010 ^r	2012 ^p	2010 ^r	2012 ^p	2010 ^r	2012 ^p
	thousands of dollars						percent	
For-profit								
Newfoundland and Labrador	6,590.5	8,700.8	1,325.4	1,301.9	6,448.0	7,874.4	2.2	9.5
Prince Edward Island	x	x	x	x	x	x	x	x
Nova Scotia	6,753.1	7,882.4	940.0	1,108.3	5,891.4	6,651.1	12.8	15.6
New Brunswick	x	x	x	x	x	x	x	x
Quebec	374,595.5	376,459.3	110,073.9	120,610.1	362,466.2	363,113.1	3.2	3.5
Ontario	216,689.7	194,313.4	43,744.8	34,324.3	178,139.4	166,809.5	17.8	14.2
Manitoba	17,014.2	16,444.9	2,868.8	2,764.5	15,430.9	13,165.0	9.3	19.9
Saskatchewan	3,924.4	3,723.4	497.7	456.4	2,982.8	3,156.4	24.0	15.2
Alberta	35,911.0	34,956.3	5,035.2	5,423.2	29,401.7	28,403.7	18.1	18.7
British Columbia	128,219.1	53,303.7	11,686.9	5,598.6	90,215.3	43,138.3	29.6	19.1
Yukon Territory	x	x	x	x	x	x	x	x
Northwest Territories	x	x	x	x	x	x	x	x
Nunavut
Canada	793,603.7	698,090.2	176,841.3	171,953.9	694,415.4	634,311.6	12.5	9.1
Not-for-profit								
Newfoundland and Labrador	6,139.5	7,353.6	2,509.5	2,934.1	6,362.2	7,176.0	-3.6	2.4
Prince Edward Island	x	x	x	x	x	x	x	x
Nova Scotia	11,700.5	11,681.0	4,767.0	5,561.6	11,749.1	12,427.4	-0.4	-6.4
New Brunswick	x	x	x	x	x	x	x	x
Quebec	205,354.6	215,359.4	59,422.4	59,937.0	202,058.1	217,408.5	1.6	-1.0
Ontario	293,436.3	306,074.9	114,776.3	118,100.0	303,099.8	309,498.6	-3.3	-1.1
Manitoba	30,235.8	30,262.3	13,350.0	14,894.5	30,594.0	31,913.2	-1.2	-5.5
Saskatchewan	12,171.3	13,823.7	5,052.2	5,757.7	12,556.5	14,195.3	-3.2	-2.7
Alberta	87,501.9	98,239.2	31,227.6	33,876.9	88,230.2	100,273.2	-0.8	-2.1
British Columbia	94,251.5	92,272.9	30,472.7	29,695.7	91,889.0	93,952.6	2.5	-1.8
Yukon Territory	x	x	x	x	x	x	x	x
Northwest Territories	x	x	x	x	x	x	x	x
Nunavut
Canada	748,909.4	782,934.3	264,415.2	273,619.5	753,401.6	794,418.8	-0.6	-1.5

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. Scaling may also affect the calculation of ratios.

Table 5
Summary statistics for performing arts, not-for-profit, by province and territory, 2012^p

	Operating revenue	Operating expenses	Salaries, wages, benefits and contract fees	Operating profit margin
	thousands of dollars			percent
Newfoundland and Labrador	6,162.1	6,057.7	3,410.6	1.7
Prince Edward Island
Nova Scotia	10,681.5	11,423.9	6,129.0	-7.0
New Brunswick	x	x	x	x
Quebec	198,998.5	201,459.4	97,352.4	-1.2
Ontario	273,220.5	276,455.6	160,402.7	-1.2
Manitoba	29,200.3	30,851.7	18,156.8	-5.7
Saskatchewan	13,626.8	14,038.1	7,983.9	-3.0
Alberta	89,400.9	91,541.1	47,138.5	-2.4
British Columbia	85,799.8	87,467.6	48,898.2	-1.9
Yukon	x	x	x	x
Northwest Territories
Nunavut
Canada	714,295.1	726,090.7	392,774.4	-1.7

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

Table 6
Sources of operating revenue for performing arts, not-for-profit, by province and territory, 2012^p

	Operating revenue	Sales of goods and services	Grants, subsidies, donations, corporate sponsorship and fundraising	Other revenue
	thousands of dollars			
Newfoundland and Labrador	6,162.1	2,983.8	x	x
Prince Edward Island
Nova Scotia	10,681.5	6,053.2	4,045.2	583.0
New Brunswick	x	x	x	x
Quebec	198,998.5	94,670.7	98,051.4	6,276.5
Ontario	273,220.5	135,902.2	133,926.9	3,391.4
Manitoba	29,200.3	x	14,852.3	x
Saskatchewan	13,626.8	7,297.8	x	x
Alberta	89,400.9	46,039.6	42,302.9	1,058.4
British Columbia	85,799.8	40,473.2	44,640.2	686.3
Yukon Territory	x	x	x	x
Northwest Territories
Nunavut
Canada	714,295.1	349,436.3	351,550.7	13,308.1

Note(s): The results in this table are for firms classified under the North American Industry Classification System (NAICS) category 7111. Data presented in this table are from the surveyed portion only. 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. 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 7
Performances and attendance for performing arts, not-for-profit, by province and territory, 2010 and 2012

	Total performances		Total attendance		Average attendance per performance	
	2010 ^r	2012 ^p	2010 ^r	2012 ^p	2010 ^r	2012 ^p
	number					
Newfoundland and Labrador	1,791	808	140,822	126,268	79	156
Prince Edward Island
Nova Scotia	1,176	1,046	406,488	484,634	346	463
New Brunswick	x	x	x	x	x	x
Quebec	15,002	15,599	3,944,301	3,494,314	263	224
Ontario	13,295	13,231	4,370,497	3,979,512	329	301
Manitoba	1,401	1,255	566,018	529,389	404	422
Saskatchewan	957	1,013	260,263	310,825	272	307
Alberta	4,685	7,605	1,470,265	1,861,240	314	245
British Columbia	7,370	7,162	2,577,869	2,040,489	350	285
Yukon	x	x	x	x	x	x
Northwest Territories
Nunavut
Canada	46,098	48,471	13,855,306	12,960,864	301	267

Note(s): The results in this table are for firms classified under the North American Industry Classification System (NAICS) category 7111. Data presented in this table are from the surveyed portion only. 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. 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 8
Detailed sources of operating revenue for performing arts, not-for-profit, by province and territory, 2012^p

	Operating revenue	Performance revenue	Other sales	Public sector	Private sector	Other revenue
	thousands of dollars					
Newfoundland and Labrador	6,162.1	2,051.2	x	1,783.4	1,134.9	x
Prince Edward Island
Nova Scotia	10,681.5	4,861.8	1,191.4	2,486.6	1,558.7	583.0
New Brunswick	x	x	x	x	x	x
Quebec	198,998.5	82,951.2	11,719.6	70,017.0	28,034.4	6,276.5
Ontario	273,220.5	110,522.7	25,379.5	53,543.0	80,383.9	3,391.4
Manitoba	29,200.3	10,147.4	x	9,425.5	5,426.7	x
Saskatchewan	13,626.8	5,194.6	x	3,418.1	2,774.0	x
Alberta	89,400.9	36,954.8	9,084.8	18,031.9	24,271.0	1,058.4
British Columbia	85,799.8	32,375.9	8,097.4	20,917.5	23,722.7	686.3
Yukon	x	x	x	x	x	x
Northwest Territories
Nunavut
Canada	714,295.1	286,333.5	63,102.8	182,844.1	168,706.7	13,308.1

Note(s): The results in this table are for firms classified under the North American Industry Classification System (NAICS) category 7111. Data presented in this table are from the surveyed portion only. 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. 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 9
Sources of performance revenue for performing arts, not-for-profit, by province and territory, 2012^P

	Total performance revenue	Subscriptions	Single tickets	Contract production	Touring income
thousands of dollars					
Newfoundland and Labrador	2,051.2	x	1,158.3	x	x
Prince Edward Island
Nova Scotia	4,861.8	x	2,350.5	x	x
New Brunswick	x	x	x	x	x
Quebec	82,951.2	17,930.0	25,791.4	10,576.2	28,653.6
Ontario	110,522.7	31,654.5	73,054.8	1,340.4	4,473.0
Manitoba	10,147.4	x	3,245.1	x	x
Saskatchewan	5,194.6	2,082.3	2,822.1	x	x
Alberta	36,954.8	14,139.3	18,796.6	1,961.0	2,057.9
British Columbia	32,375.9	11,098.2	17,902.9	1,565.0	1,809.8
Yukon	x	x	x	x	x
Northwest Territories
Nunavut
Canada	286,333.5	80,884.8	145,934.6	17,672.2	41,842.0

Note(s): The results in this table are for firms classified under the North American Industry Classification System (NAICS) category 7111. Data presented in this table are from the surveyed portion only. 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. 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 10
Sources of public sector grants for performing arts, not-for-profit, by province and territory, 2012^P

	Total public sector grants	Federal grants	Provincial/Territorial grants	Municipal and other government grants
thousands of dollars				
Newfoundland and Labrador	x	907.9	x	x
Prince Edward Island
Nova Scotia	2,486.6	952.1	1,289.0	245.6
New Brunswick	x	x	x	x
Quebec	70,017.0	16,120.4	45,490.2	8,406.3
Ontario	53,543.0	17,795.7	25,375.0	10,372.3
Manitoba	9,425.5	4,380.6	3,704.9	1,340.0
Saskatchewan	3,418.1	1,222.4	1,604.4	591.3
Alberta	18,031.9	5,092.1	8,198.6	4,741.3
British Columbia	20,917.5	7,184.0	6,648.1	7,085.3
Yukon Territory	x	x	x	x
Northwest Territories
Nunavut
Canada	182,844.1	55,197.8	94,381.4	33,264.8

Note(s): The results in this table are for firms classified under the North American Industry Classification System (NAICS) category 7111. Data presented in this table are from the surveyed portion only. 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. 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 11
Sources of private sector revenue for performing arts, not-for-profit, by province and territory, 2012^p

	Total private sector	Corporate donations	Corporate sponsorships	Individual donations	Fundraising events	Foundations	Other private
thousands of dollars							
Newfoundland and Labrador	x	113.4	376.8	x	379.9	x	x
Prince Edward Island
Nova Scotia	1,558.7	x	445.9	634.2	138.3	x	x
New Brunswick	x	x	x	x	x	x	x
Quebec	28,034.4	2,395.2	8,902.6	2,954.5	6,283.2	5,318.0	2,181.0
Ontario	80,383.9	3,996.5	9,035.9	34,127.8	9,028.3	20,481.0	3,714.5
Manitoba	5,426.7	408.6	1,253.6	1,599.0	1,063.1	1,016.0	86.4
Saskatchewan	2,774.0	x	1,357.7	555.5	373.6	116.9	x
Alberta	24,271.0	1,481.2	6,062.1	6,084.6	6,244.4	1,768.1	2,630.5
British Columbia	23,722.7	1,406.0	3,651.1	7,928.9	6,662.0	2,765.3	1,309.4
Yukon	x	x	x	x	x	x	x
Northwest Territories
Nunavut
Canada	168,706.7	9,933.7	31,488.3	54,240.2	30,558.4	31,941.8	10,544.2

Note(s): The results in this table are for firms classified under the North American Industry Classification System (NAICS) category 7111. Data presented in this table are from the surveyed portion only. 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. 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 12
Summary statistics for performing arts by industry, not-for-profit, Canada, 2012^p

	Operating revenue	Operating expenses	Salaries, wages, benefits and contract fees	Operating profit margin
thousands of dollars				
Theatre (except musical) companies	325,111.5	337,010.7	178,128.0	-3.7
Musical theatre and opera companies (including dinner theatre)	98,375.4	98,507.8	56,993.3	-0.1
Dance companies	101,061.5	98,093.8	49,663.0	2.9
Musical groups and artists	174,873.3	177,432.7	100,875.6	-1.5
Other performing arts companies (including multidisciplinary)	14,873.4	15,045.8	7,114.6	-1.2
Total	714,295.1	726,090.7	392,774.4	-1.7

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. Scaling may also affect the calculation of ratios.

Table 13
Sources of operating revenue for performing arts, by industry, not-for-profit, Canada, 2012^P

	Operating revenue	Sales of goods and services	Grants, subsidies, donations, corporate sponsorship and fundraising	Other revenue
	thousands of dollars			
Theatre (except musical) companies	325,111.5	181,609.8	134,377.1	9,124.6
Musical theatre and opera companies (including dinner theatre)	98,375.4	45,860.9	52,057.0	457.5
Dance companies	101,061.5	43,781.6	55,802.1	1,477.8
Musical groups and artists	174,873.3	69,197.3	104,059.9	1,616.0
Other performing arts companies (including multidisciplinary)	14,873.4	8,986.7	5,254.6	632.1
Total	714,295.1	349,436.3	351,550.7	13,308.1

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. Scaling may also affect the calculation of ratios.

Table 14
Performances and attendance for performing arts, by industry, not-for-profit, Canada, 2010 and 2012

	Total performances		Total attendance		Average attendance per performance	
	2010 ^r	2012 ^P	2010 ^r	2012 ^P	2010 ^r	2012 ^P
	number					
Theatre (except musical) companies	33,638	37,070	7,966,471	7,548,098	237	204
Musical theatre and opera companies (including dinner theatre)	2,720	3,030	1,073,813	1,121,352	395	370
Dance companies	2,398	2,495	1,165,940	1,298,914	486	521
Musical groups and artists	5,386	4,825	3,169,023	2,685,523	588	557
Other performing arts companies (including multidisciplinary)	1,956	1,051	480,059	306,981	245	292
Total	46,098	48,471	13,855,306	12,960,868	301	267

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. Scaling may also affect the calculation of ratios.

Table 15
Detailed sources of total operating revenue for performing arts, by industry, not-for-profit, Canada, 2012^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	325,111.5	147,081.8	34,528.0	70,688.2	63,688.9	9,124.6
Musical theatre and opera companies (including dinner theatre)	98,375.4	35,825.1	10,035.8	18,969.6	33,087.4	457.5
Dance companies	101,061.5	35,014.0	8,767.5	34,346.1	21,456.0	1,477.8
Musical groups and artists	174,873.3	60,374.1	8,823.2	54,239.4	49,820.5	1,616.0
Other performing arts companies (including multidisciplinary)	14,873.4	8,038.5	948.2	4,600.7	653.9	632.1
Total	714,295.1	286,333.5	63,102.8	182,844.1	168,706.7	13,308.1

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. Scaling may also affect the calculation of ratios.

Table 16
Sources of performance revenue for performing arts, by industry, not-for-profit, Canada, 2012^p

	Total performance revenue	Subscriptions	Single tickets	Contract production	Touring income
thousands of dollars					
Theatre (except musical) companies	147,081.8	30,305.1	90,038.8	3,775.4	22,962.4
Musical theatre and opera companies (including dinner theatre)	35,825.1	17,522.3	17,424.4	x	x
Dance companies	35,014.0	x	14,595.6	x	10,475.9
Musical groups and artists	60,374.1	25,588.8	22,983.2	8,364.9	3,437.2
Other performing arts companies (including multidisciplinary)	8,038.5	x	892.5	x	x
Total	286,333.5	80,884.8	145,934.6	17,672.2	41,842.0

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. Scaling may also affect the calculation of ratios.

Table 17
Sources of public sector grants for performing arts, by industry, not-for-profit, Canada, 2012^p

	Total public sector grants	Federal grants	Provincial/Territorial grants	Municipal and other government grants
thousands of dollars				
Theatre (except musical) companies	70,688.2	19,581.2	37,234.5	13,872.4
Musical theatre and opera companies (including dinner theatre)	18,969.6	6,308.3	9,012.8	3,648.5
Dance companies	34,346.1	13,646.2	16,609.6	4,090.4
Musical groups and artists	54,239.4	14,676.9	28,777.7	10,784.8
Other performing arts companies (including multidisciplinary)	4,600.7	985.2	2,746.9	868.7
Total	182,844.1	55,197.8	94,381.4	33,264.8

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.

Table 18
Sources of private sector revenue for performing arts, by industry, not-for-profit, Canada, 2012^p

	Total private sector	Corporate donations	Corporate sponsorships	Individual donations	Fundraising events	Foundations	Other private
thousands of dollars							
Theatre (except musical) companies	63,688.9	5,013.6	12,127.9	14,432.2	9,126.0	17,587.2	5,402.1
Musical theatre and opera companies (including dinner theatre)	33,087.4	874.3	5,456.4	13,551.7	5,689.5	4,733.4	2,782.0
Dance companies	21,456.0	x	2,813.1	9,727.1	4,111.4	x	x
Musical groups and artists	49,820.5	2,791.8	10,715.4	16,477.5	11,458.0	7,279.6	1,098.2
Other performing arts companies (including multidisciplinary)	653.9	x	375.5	51.6	173.6	x	x
Total	168,706.7	9,933.7	31,488.3	54,240.2	30,558.4	31,941.8	10,544.2

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.

Data sources, definitions and methodology

Description

This 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 2012 was 622 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 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.

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 information it collects which could identify any person, business, or organization, unless consent has been given by the respondent or as permitted by the Statistics Act. 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 88%. CVs were calculated for each estimate and are available upon request.

Related products

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	Performing arts, operating expenses, by North American Industry Classification System (NAICS), annual (percent) (21 series)

Survey(s)

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

Release date: March 2014

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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