

2010 Survey of Service Industries: Performing Arts

This document is confidential when completed.
Si vous préférez recevoir ce questionnaire en français,
veuillez nous appeler au numéro sans frais suivant :
1-800-972-9692.



■ If necessary, please make address label corrections in the boxes below.

0001	Legal name		0004	Address (number and street)	
0002	Business name		0005	City	
0021	Title of contact		0006	Province/territory or state	
0008	First name of contact		0053	Country	0007 Postal code/zip code
0028	Last name of contact		0010	Language preference	<input type="checkbox"/> English <input type="checkbox"/> French

This information is collected under the authority of the *Statistics Act, Revised Statutes of Canada, 1985, Chapter S-19.*

COMPLETION OF THIS QUESTIONNAIRE IS A LEGAL REQUIREMENT UNDER THIS ACT.

A - Introduction

Survey purpose

This survey collects the financial and operating data needed to develop national and regional economic policies and programs. Please access www.statcan.gc.ca/survey-enquete/index-eng.htm for more information on this survey.

Fax or other electronic transmission disclosure

Statistics Canada advises you that there could be a risk of disclosure during facsimile or other electronic transmission. However, upon receipt, Statistics Canada will provide the guaranteed level of protection afforded all information collected under the authority of the *Statistics Act*.

Confidentiality

The *Statistics Act* protects the confidentiality of information collected by Statistics Canada.

Data-sharing agreements

To reduce respondent burden, Statistics Canada has entered into data sharing agreements with provincial and territorial statistical agencies and other government organizations, which must keep the data confidential and use them only for statistical purposes.

Information on confidentiality, data-sharing agreements and record linkages can be found on the last page of this questionnaire.

Please return the questionnaire within 30 days.
Please mail the completed questionnaire in the enclosed envelope or fax it to Statistics Canada at 1-888-883-7999.

Lost the return envelope or need help? Call us at **1-800-972-9692** or mail to:
Statistics Canada, Operations and Integration Division, 150 Tunney's Pasture Driveway, Ottawa, Ontario K1A 0T6

Visit our website at www.statcan.gc.ca

B - Main business activity

1. Please describe the nature of your business.

0055

2. Please check the **one main activity** which most accurately represents your **main** source of revenue.

0087

Theatre (except musical) company (**include** festival with in-house company)

0088

Musical theatre company

0089

Dinner theatre

0092

Opera company

0093

Dance company

Musical group or artist

0094

1 symphony orchestra

2 chamber music group

3 choral music group

4 independent musical artist, musician, or vocalist (**include** popular music artists and opera singers)

5 popular music group (**include** country, rock, pop, blues or jazz)

6 other musical group (please specify):

0095

0097

Other performing arts company (**include** multidisciplinary, circus, ice skating show, variety show, magic show, etc.)

0040

None of the above — Please call **1-800-972-9692** for further instructions.

Organizational structure

3. Is this establishment a not-for-profit organization?

0528

1 yes

3 no

4. Please check as applicable

0108

1 Registered charity (files a charitable organization tax return)

2 Community (amateur) group

C - Reporting period information

1. Please report information for your **fiscal year** (normal business year) **ending between** April 1, 2010 and March 31, 2011. Please indicate below the period covered by this questionnaire.

from ⁰⁰¹¹ to ⁰⁰¹²

2. If the reporting period does not cover a **full year**, please check the reason(s) below:

⁰⁰³¹ 1 seasonal operations 2 new business 3 change of fiscal year 4 change of ownership 5 ceased operations 6 temporarily inactive

Reporting instructions

- Report for business unit(s) specified on the label on the front page.
- Complete only the questions that apply to your business.
- When precise figures are not available, please provide your best estimate.
- Report in Canadian dollars. Dollar amounts and percentages should be rounded to whole numbers.
- Consult the reporting guide at www.statcan.gc.ca/guides-e for further information.

D - Revenue

A detailed breakdown may be requested in other sections.

		CAN\$
1. Sales of goods and services (e.g., rental and leasing income, commissions, fees, admissions, services revenue) Report net of returns and allowances.	2299	
2. Grants, subsidies, donations and fundraising (include corporate sponsorships)	2068	
3. Royalties, rights, licensing and franchise fees	2022	
4. Investment income (dividends and interest)	2097	
5. Other revenue (please specify): ²⁰⁰¹	2077	
6. Total revenue (sum of questions 1 to 5)	2098	

E - Expenses

		CAN\$
1.	Salaries and wages of employees who have been issued a T4 statement	3010
2.	Employer portion of employee benefits (include employer contributions to pension, medical/life insurance plans, employment insurance, etc.)	3040
3.	Commissions paid to non-employees	4466
4.	Professional and business services fees (e.g., legal, accounting)	4315
5.	Subcontract expenses (include contract labour, contract work and custom work)	3060
6.	Charges for services provided by your head office	4555
7.	Cost of goods sold, if applicable (purchases plus opening inventory minus closing inventory)	5721
8.	Office supplies	3301
9.	Rental and leasing (include rental of premises, equipment, motor vehicles, etc.)	4115
10.	Repair and maintenance (e.g., property, equipment, vehicles)	4178
11.	Insurance (include professional liability, motor vehicles, etc.)	4350
12.	Advertising, marketing and promotions (report charitable donations at question 22)	4365
13.	Travel, meals and entertainment (include touring costs)	4370
14.	Utilities and telecommunications expenses (include gas, heating, hydro, water, telephone and Internet expenses)	4084
15.	Property and business taxes, licences and permits	4410
16.	Royalties, rights, licensing and franchise fees	4440
17.	Delivery, warehousing, postage and courier	4179
18.	Financial services fees	4325
19.	Interest expenses	4630
20.	Amortization and depreciation of tangible and intangible assets	4520
21.	Bad debts	4542
22.	All other expenses 4531 { include production expenses} (please specify):	4569
23.	Total expenses (sum of questions 1 to 22)	4699
24.	Corporate taxes, if applicable	4600
25.	Gains (losses) and other items (see reporting guide)	4601
26.	Net profit/loss after tax and other items (see reporting guide)	2304

F - Industry characteristics

Sales

Please provide a breakdown of your sales revenue according to the following sources.

		CAN\$
1. Subscription ticket sales	2454	
2. Single ticket sales	2455	
3. Touring admission sales	2705	
4. Contract production of live performances (include guarantees)	2703	
5. Contract production of live performances on tour	2710	

Other

		CAN\$
6. Technical artistic services (e.g., backstage and post-production services)	2778	
7. Advertising and related services	2789	
8. Rental of facilities (include theatre, rehearsal space)	2005	
9. Food and beverage sales	2498	
10. Merchandise sales	2790	
11. Other sales (please specify): ²⁵⁵⁹	2558	
12. Total sales (sum of questions 1 to 11)	2305	

Revenue from royalties, rights, licensing and franchise fees

		CAN\$
13. Licensing of rights to use or broadcast copyrighted works (e.g., dramatic works, musical works, performances, sound recordings)	2338	
14. Other (please specify): ²⁵⁸³	2582	
15. Total revenue from royalties, rights, licensing and franchise fees (sum of questions 13 and 14; must equal total reported in Section D , at question 3)	2584	

Grants, subsidies, donations, corporate sponsorship and fundraising

Please provide a breakdown of your grants, subsidies, donations and fundraising (**exclude** funding received for capital projects).

Government support (**include** funding from lotteries)

		CAN\$
16. Federal	2791	
17. Provincial/Territorial (include arts councils)	2492	
18. Municipal	2493	
19. Other government (e.g., foreign)	2494	

F - Industry characteristics (continued)

Private sector support

		CAN\$
20. Corporate donations	2792	
21. Corporate sponsorships	2793	
22. Individual donations	2485	
23. Fundraising events (gross)	2794	
24. Foundations	2484	
25. Other private sector support (please specify):	2795	
26. Total government and private sector support (sum of questions 16 to 25; must equal total reported in Section D , at question 2)	2797	

Capital projects

Please report amounts received from the sources below for capital projects such as construction, renovation, or a major acquisition such as a sound system.

		CAN\$
27. Private sector	0391	
28. Government (include arts councils and lotteries)	0392	
29. Other (please specify):	0393	

Expense items

Please report the following expense items in Canadian dollars (exclude capital expenditures).

	Salaries, wages and benefits		Contract fees	
	CAN\$		CAN\$	
30. Salaries, wages and benefits and contract fees for:				
a) performing and creative artists	6301		6302	
b) production/technical personnel	6303		6304	
c) administrative personnel	6305		6306	
Total salaries, wages and benefits and contract fees	6307		6308	

	number
31. Number of volunteers during the reporting period (estimates are acceptable)	6014

	number of hours
32. Number of hours worked by all volunteers during the reporting period (estimates are acceptable)	6026

	CAN\$
33. Production expenses (include expenses directly related to production or programming, e.g., sets, props, costumes, etc.) Exclude personnel costs and touring expenses.	4087
34. Touring costs	4242

F - Industry characteristics (continued)

Capital expenditures

CAN\$

35. Capital expenditures (**include** building construction or renovation and major acquisitions such as a performance or rehearsal space, etc.)

0505

Live performances and attendees

Live performances

Attendees

Home		Live performances	Attendees
		number	number
36. Main season	0342	0346	
37. Performances for young audiences	0343	0347	
38. Other performances (e.g., run-outs and guarantees)	0344	0348	
39. Total home (sum of questions 36 to 38)	0345	0349	
Touring		number	number
40. Touring inside Canada	0359	0363	
41. Touring outside Canada	0369	0375	
42. Total touring (sum of questions 40 and 41)	0372	0376	

G - Personnel

1. Number of partners and proprietors, non-salaried (if salaried, report at question 2 below)	6321	number
2. Paid employees		
a) average number of paid employees during the reporting period (see reporting guide)	6339	
b) percentage of paid employees (from question 2a) who worked full time	6328	%
3. Number of contract workers for whom you did not issue a T4, such as freelancers and casual workers (estimates are acceptable)	6320	number

H - Sales by type of client

Please provide a percentage breakdown of your sales by type of client.

1. Clients in Canada		%
a) businesses	8112	
b) individuals and households	8100	
c) governments, not-for-profit organizations and public institutions (e.g., hospitals, schools)	8233	
2. Clients outside Canada	8140	
		100%

I - Not applicable

J - International transactions

Exports

1. Did you receive revenue from clients outside Canada for the **export** of goods, services, royalties, rights, licensing or franchise fees?

0531 1 **yes, complete questions 2, 3 and 4**
 3 **no, go to question 5**

		CAN\$	
2.	Please report revenue received from exports .	0666	
3.	Please provide a percentage breakdown of exports by:		%
	a) goods	0667	
	b) services	0668	
	c) royalties, rights, licensing and franchise fees	0669	
			100%
4.	Please provide a percentage breakdown of exports by country:		%
	a) United States	0748	
	b) Mexico	0749	
	c) other countries (please specify):	0724	0750
		0676	0672
		0677	0673
		0678	0674
		0679	0675
			100%

Imports

5. Did you make payments to suppliers outside Canada for the **import** of goods, services, royalties, rights, licensing or franchise fees?

0715 1 **yes, complete questions 6, 7 and 8**
 3 **no, go to next section**

		CAN\$	
6.	Please report payments made for imports .	0717	
7.	Please provide a percentage breakdown of imports by:		%
	a) goods	0736	
	b) services	0737	
	c) royalties, rights, licensing and franchise fees	0738	
			100%
8.	Please provide a percentage breakdown of imports by country:		%
	a) United States	0751	
	b) Mexico	0752	
	c) other countries (please specify):	0743	0753
		0744	0739
		0745	0740
		0746	0741
		0747	0742
			100%

K - Not applicable

L - Contact information

Name of person to contact about this questionnaire:

0026 1 Mr. 2 Mrs. 3 Miss 4 Ms

0054	Last name		0017	Telephone number	
0013	First name		0027	Extension number	
0014	Title		0016	Fax number	
0018	E-mail address		0020	Website address	

Date completed: 0015 yyyy mm dd

How long did you spend collecting the data and completing the questionnaire? 9910 hour(s) 9909 minutes

M - Comments

We invite your comments below. Please be assured that we review all comments with the intent of improving the survey.

9920

FOR INFORMATION ONLY

9913

9914

9915

9916

General information

Confidentiality

Your answers are confidential.

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*. The confidentiality provisions of the *Statistics Act* are not affected by either the *Access to Information Act* or any other legislation. Therefore, for example, the Canada Revenue Agency cannot access identifiable survey records from Statistics Canada.

Information from this survey will be used for statistical purposes only and will be published in aggregate form only.

Data-sharing agreements

To reduce respondent burden, Statistics Canada has entered into data sharing agreements with provincial and territorial statistical agencies and other government organizations, which must keep the data confidential and use them only for statistical purposes. Statistics Canada will only share data from this survey with those organizations that have demonstrated a requirement to use the data.

Section 11 of the *Statistics Act* provides for the sharing of information with provincial and territorial statistical agencies that meet certain conditions. These agencies must have the legislative authority to collect the same information, on a mandatory basis, and the legislation must provide substantially the same provisions for confidentiality and penalties for disclosure of confidential information as the *Statistics Act*. Because these agencies

have the legal authority to compel businesses to provide the same information, consent is not requested and businesses may not object to the sharing of the data.

For this survey, there are **Section 11** agreements with the provincial and territorial statistical agencies of Newfoundland and Labrador, Nova Scotia, New Brunswick, Quebec, Ontario, Manitoba, Saskatchewan, Alberta, British Columbia, and the Yukon.

The shared data will be limited to information pertaining to business establishments located within the jurisdiction of the respective province or territory.

Section 12 of the *Statistics Act* provides for the sharing of information with federal, provincial or territorial government organizations. Under **Section 12**, you may refuse to share your information with any of these organizations by writing a letter of objection to the Chief Statistician and returning it with the completed questionnaire. Please specify the organizations with which you do not want to share your data.

For this survey, there are **Section 12** agreements with the statistical agencies of Prince Edward Island, the Northwest Territories and Nunavut.

For agreements with provincial and territorial government organizations, the shared data will be limited to information pertaining to business establishments located within the jurisdiction of the respective province or territory.

Record linkages

To enhance the data from this survey, Statistics Canada may combine it with information from other surveys or from administrative sources.

**Thank you for completing this questionnaire.
Please retain a copy for your records.
Visit our website at www.statcan.gc.ca**