

# 2012 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
0028	Last name of contact	0010	Language preference	
			1 <input type="radio"/> English	2 <input type="radio"/> 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. Your information may also be used by Statistics Canada for other statistical and research purposes, in conformity with its mandate. Please access [www.statcan.gc.ca/survey-enquete/index-eng.htm](http://www.statcan.gc.ca/survey-enquete/index-eng.htm) for more information on this survey.

### Security of emails and faxes

Statistics Canada advises of the risk of interception by a third party when transmitting information by email or fax. Once we receive your questionnaire, however, Statistics Canada provides a guaranteed level of protection, which covers all information collected under the authority of the *Statistics Act*. **Note:** Our online questionnaires are secure, so there is no risk of interception when you respond to our surveys online.

### 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 have agreed to 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](http://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

0095

(please specify):

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)

3

Community (amateur) group

## C - Reporting period information

1. Please report information for your **fiscal year** (normal business year) **ending between** April 1, 2012 and March 31, 2013. Please indicate below the period covered by this questionnaire.

from <sup>0011</sup>  to <sup>0012</sup>

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

<sup>0031</sup> 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](http://www.statcan.gc.ca/guides-e) for further information.

## D - Revenue

A detailed breakdown may be requested in other sections.

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

## E - Expenses

	CAN\$
	3010
1. Salaries and wages of employees who have been issued a T4 statement	
2. Employer portion of employee benefits ( <b>include</b> 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 ( <b>include</b> contract labour, contract work and custom work)	3060
6. Charges for services provided by your head office	4555
7. Cost of goods sold, <b>if applicable</b> (purchases <b>plus</b> opening inventory <b>minus</b> closing inventory)	5721
8. Office supplies	3301
9. Rental and leasing ( <b>include</b> rental of premises, equipment, motor vehicles, etc.)	4115
10. Repair and maintenance (e.g., property, equipment, vehicles)	4178
11. Insurance ( <b>include</b> professional liability, motor vehicles, etc.)	4350
12. Advertising, marketing and promotions (report charitable donations at question 22)	4365
13. Travel, meals and entertainment ( <b>include</b> touring costs)	4370
14. Utilities and telecommunications expenses ( <b>include</b> 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 { <b>include</b> production expenses} <sup>4531</sup> (please specify):	4569
23. <b>Total expenses</b> (sum of questions 1 to 22)	4699
24. Corporate taxes, if applicable	4600
25. Gains (losses) and other items (see reporting guide)	4601
26. <b>Net profit/loss after tax and other items</b> (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	<input type="text"/>
2. Single ticket sales	2455	<input type="text"/>
3. Touring admission sales	2705	<input type="text"/>
4. Contract production of live performances ( <b>include</b> guarantees)	2703	<input type="text"/>
5. Contract production of live performances on tour	2710	<input type="text"/>
<b>Other</b>		<b>CAN\$</b>
6. Technical artistic services (e.g., backstage and post-production services)	2778	<input type="text"/>
7. Advertising and related services	2789	<input type="text"/>
8. Rental of facilities ( <b>include</b> theatre, rehearsal space)	2005	<input type="text"/>
9. Food and beverage sales	2498	<input type="text"/>
10. Merchandise sales	2790	<input type="text"/>
11. Other sales (please specify): <sup>2559</sup>	2558	<input type="text"/>
12. <b>Total sales</b> (sum of questions 1 to 11)	2305	<input type="text"/>

### 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	<input type="text"/>
14. Other (please specify): <sup>2583</sup>	2582	<input type="text"/>
15. <b>Total revenue from royalties, rights, licensing and franchise fees</b> (sum of questions 13 and 14; must equal total reported in <b>Section D</b> , at question 3)	2584	<input type="text"/>

### Grants, subsidies, donations, corporate sponsorship and fundraising

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

		CAN\$
<b>Government support (include funding from lotteries)</b>		
16. Federal	2791	<input type="text"/>
17. Provincial/Territorial ( <b>include</b> arts councils)	2492	<input type="text"/>
18. Municipal	2493	<input type="text"/>
19. Other government (e.g., foreign)	2494	<input type="text"/>

## 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):

2796

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):

0396

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	
<b>Total salaries, wages and benefits and contract fees</b>	6307		6308	

31. Number of volunteers during the reporting period (estimates are acceptable)		number
	6014	
32. Number of hours worked by all volunteers during the reporting period (estimates are acceptable)		number of hours
	6026	
33. Production expenses (include expenses directly related to production or programming, e.g., sets, props, costumes, etc.) Exclude personnel costs and touring expenses.		CAN\$
	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**

**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

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INFORMATION  
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## G - Personnel

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

## H - Sales by type of client

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

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

## I - Not applicable

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## J - International transactions

### Exports

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

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

0666

2. Please report revenue received from **exports**.

3. Please provide a percentage breakdown of **exports** by: %

a) goods	0667	<input type="text"/>
b) services	0668	<input type="text"/>
c) royalties, rights, licensing and franchise fees	0669	<input type="text"/>

**100%**

4. Please provide a percentage breakdown of **exports** by country: %

a) United States	0748	<input type="text"/>
b) Mexico	0749	<input type="text"/>
c) other countries (please specify):	0724	0750
<input type="text"/>	0676	<input type="text"/>
<input type="text"/>	0677	<input type="text"/>
<input type="text"/>	0678	<input type="text"/>
<input type="text"/>	0679	<input type="text"/>

**100%**

### Imports

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

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

0717

6. Please report payments made for **imports**.

7. Please provide a percentage breakdown of **imports** by: %

a) goods	0736	<input type="text"/>
b) services	0737	<input type="text"/>
c) royalties, rights, licensing and franchise fees	0738	<input type="text"/>

**100%**

8. Please provide a percentage breakdown of **imports** by country: %

a) United States	0751	<input type="text"/>
b) Mexico	0752	<input type="text"/>
c) other countries (please specify):	0743	0753
<input type="text"/>	0744	<input type="text"/>
<input type="text"/>	0745	<input type="text"/>
<input type="text"/>	0746	<input type="text"/>
<input type="text"/>	0747	<input type="text"/>

**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

0027 Extension number

0013 First name

0016 Fax number

0014 Title

0020 Website address

0018 E-mail address

0015 Date completed:

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

**M - Comments**

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

9920

9913

9914

9915

9916

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## 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*.

Statistics Canada will use information from this survey for statistical purposes.

### 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 have agreed to 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](http://www.statcan.gc.ca)**