



# 2004 Survey of Service Industries: Performing Arts

This information is collected under the authority of the *Statistics Act, Revised Statutes of Canada, 1985, Chapter S19.*

Completion of this questionnaire is a legal requirement under this Act.

**This document is confidential when completed.**

Si vous préférez recevoir ce questionnaire en français, veuillez nous téléphoner au 1 888 881-3666.

Please correct pre-printed information, if necessary, using the corresponding boxes below.



|      |                       |  |      |                               |  |
|------|-----------------------|--|------|-------------------------------|--|
| 0001 | Legal name            |  | 0004 | Address (number and street)   |  |
| 0002 | Business name         |  | 0005 | City                          |  |
| 0003 | C/O                   |  | 0006 | Province / Territory or State |  |
| 0008 | First name of contact |  | 0003 | Country                       | 0007   |
|      |                       |  |      |                               | Postal code / Zip code   |
| 0028 | Last name of contact  |  | 0010 | Language preference           | 1 <input type="checkbox"/> English 2 <input type="checkbox"/> French |

## A - General Information

### Survey Purpose

The objective of this survey is to provide statistics on the activities of performing arts companies. The results of this survey will be used by the private sector in decision-making. Estimates detailing industry performance and operating characteristics are used in market and trend analysis as well as by agencies such as the Canada Council for the Arts and the Department of Canadian Heritage for analysis and policy making. In addition, estimates produced by this survey provide data inputs to the Canadian System of National Accounts.

### Data-sharing Agreements

In an effort to reduce reporting burden, Statistics Canada has entered into agreements with provincial and territorial statistical agencies for the sharing of data. The data are kept confidential and used for statistical purposes only. For further details please consult the enclosed booklet entitled *Statistics Canada Business Surveys*.

### Confidentiality

Statistics Canada is prohibited by law from publishing any statistics which would divulge information obtained from this survey that relates to any identifiable business. The data reported on this questionnaire will be treated in strict confidence. For further details, please consult the enclosed booklet entitled *Statistics Canada Business Surveys*.

### 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 to all information collected under the authority of the *Statistics Act*.

### Reporting Instructions

- Report for all operation(s) and/or location(s) pre-printed in the above address area. If it is not possible to report for the above business unit(s), please explain the reason(s) in the Comments section at the end of the questionnaire.
- When precise figures are not available, please provide your best estimates.
- For further instructions and definitions of terms used in this survey, please consult page 11.
- Please keep track of the time spent completing this questionnaire.

### Return of Questionnaire

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

Lost the return envelope or need help? Call us at 1 888 881-3666 or mail to:

Statistics Canada, Operations and Integration Division, 120 Parkdale Avenue, Ottawa, Ontario K1A 0T6



## B - Main Business Activity

Please check the **one** category from questions 1 to 10 which most accurately describes your organization:

1. 711111 0087  **Theatre (except musical) company (include festival with in-house company)**  
2. 711112 0088  **Musical theatre company**  
3. 711112 0089  **Dinner theatre**

4. For theatre companies (questions 1, 2 and 3), please specify the language of performances.

Check all that apply.

0090 1  English      2  French      3  Other (please specify) 0091 \_\_\_\_\_

5. 711112 0092  **Opera company**  
6. 711120 0093  **Dance company**  
7. 711130 **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 \_\_\_\_\_  
8. 711190 0096  **Multidisciplinary**  
9. 711190 0097  **Other performing arts company (include circus, ice skating show, variety show, magic show, etc.)**  
10. 0098  **None of the above**

If you have checked this box, please call 1 800 881-3666 for further instructions.

## C - Reporting Period Information

Please report information for your **fiscal year** (normal business year) ending between April 1, 2004 and March 31, 2005. Please indicate below the period covered by this questionnaire.

1. From 0011  YYYY  MM  DD      To 0012  YYYY  MM  DD

2. If you did not operate this business unit for a full year, please check the reason(s) below:

0031 1  Seasonal operation      2  New business      3  Change of fiscal year      4  Change of ownership      5  Ceased operations      6  Temporarily inactive

3. Please enter the year the organization began operations:

0099  YYYY

## D - Organizational Structure

1. Type of organization (please check one only):

0106 1  Unincorporated (sole proprietorship)      2  Unincorporated (partnership)      3  Incorporated (for profit)  
4  Incorporated (not for profit)      5  Joint venture      9  Other

2. Please check below as applicable:

0107 1  Registered charity (files a charitable organization tax return)      2  Government agency or quasi-governmental organization      3  Community (amateur) group

## E - Performances and Attendance

Enter the number of **live performances** given by your company during the reporting period, and where requested, the **total attendance at these performances**. Estimate attendance where exact numbers are not known.

**Exclude** all information about performances given **solely** to a broadcast audience.

| Home   |      | Number of performances | Attendance |
|--|------|------------------------|------------|
| 1. Main season/stage/series                                      | 0342 |                        | 0346       |
| 2. Performances for young audiences                              | 0343 |                        | 0347       |
| 3. Other performances (e.g., second stage, run-outs, guarantees) | 0344 |                        | 0348       |
| <b>4. Total - Home</b>   | 0345 |                        | 0349       |

### Touring

Touring refers to live performances outside the normal "home" area where accommodation for one or more nights is required.

5. Did your company tour during the reporting period?

0350 <sup>1</sup>  Yes <sup>3</sup>  No - skip to question 16

### Touring inside Canada

| Touring inside Canada   |      | Number of performances | Attendance |
|---|------|------------------------|------------|
| 6. Performances for young audiences   | 0357 |                        | 0361       |
| 7. Other performances   | 0358 |                        | 0362       |
| 8. Subtotal inside Canada   | 0359 |                        | 0363       |
| 9. If your company toured within Canada, outside your province/territory of residence, please indicate the number of performances and attendance. | 0360 |                        | 0364       |

### Touring outside Canada

|   |      |  |      |
|---|------|--|------|
| 10. United States   | 0365 |  |      |
| 11. European Union countries (see definitions)                                  | 0366 |  |      |
| 12. Asian Pacific countries   | 0367 |  |      |
| 13. All other countries   | 0368 |  |      |
| 14. Subtotal outside Canada   | 0369 |  | 0375 |
| 15. <b>Total all touring</b> (sum of questions 8 and 14)                        | 0372 |  | 0376 |
| 16. Other performances ( <b>exclude</b> broadcasting)                           | 0373 |  | 0377 |
| 17. <b>Total performances and attendance</b><br>(sum of questions 4, 15 and 16) | 0374 |  | 0378 |

A Canadian work is written, choreographed or composed wholly or in part by a Canadian.

Enter the number of Canadian works performed by your company during the reporting period and the number of performances given by your company containing at least one Canadian work.

|  |      | Number of works | Number of performances |
|--|------|-----------------|------------------------|
| 18. Canadian                                   | 0379 |                 | 0390                   |
| 19. <b>Total</b> (including non-Canadian work) | 0389 |                 |                        |

## F - Revenue

### Revenue from performances

#### Home

\$ CDN

|  |      |  |
|--|------|--|
| 1. Subscription ticket sales   | 2454 |  |
| 2. Single ticket sales   | 2455 |  |
| 3. Guarantees, service or contract fees ( <b>include</b> revenue from school performances and workshops) | 2456 |  |

#### Touring

|  |      |  |
|--|------|--|
| 4. Admission sales and other revenue including guarantees, contract fees and reimbursement of expenses |      |  |
| a) Inside Canada   | 2457 |  |
| b) Outside Canada  | 2458 |  |

#### Other

|  |      |  |
|--|------|--|
| 5. Media income ( <b>include</b> television, radio, video, film) | 2459 |  |
| 6. <b>Total performance revenue</b>                              | 2482 |  |

### Sponsorships, donations and grants

**Exclude** capital funding (to be reported in "Funding received for capital projects", bottom of page 5) and stabilization grants (to be reported in "Supplementary information", top of page 8).

#### Private sector sponsorships, donations and fundraising

|  |      |  |
|--|------|--|
| 7. Corporate donations and sponsorships  | 2483 |  |
| 8. Foundations   | 2484 |  |
| 9. Individual donations  | 2485 |  |
| 10. Other ( <b>include</b> special events, donations from "Friends of", bingo, raffles, auctions, casinos, etc.) | 2486 |  |
| 11. <b>Total private sector support</b>  | 2487 |  |

### Government grants (**include** subsidies from all levels of government and lotteries)

If you do not receive funding from any government source, skip to question 17.

#### 12. Federal

|   |      |  |
|---|------|--|
| a) Canada Council for the Arts                    | 2488 |  |
| b) Canadian Heritage                              | 2489 |  |
| c) Foreign Affairs and International Trade Canada | 2490 |  |
| d) Other federal sources                          | 2491 |  |

|   |      |  |
|---|------|--|
| 13. Provincial or territorial ( <b>include</b> arts councils) | 2492 |  |
| 14. Municipal or regional                                     | 2493 |  |
| 15. Other government (e.g., foreign)                          | 2494 |  |
| 16. <b>Total government support</b>                           | 2495 |  |

Revenue continued on next page

## F - Revenue (continued)

### Other revenue

17. Sales of merchandise (**include** programs, clothing or souvenirs from gift shop or Web site, music, film and multimedia recordings (CDs, DVDs, etc.))

\$ CDN

|  |      |  |
|--|------|--|
| a) Inside Canada   | 2496 |  |
| b) Outside Canada  | 2497 |  |
| 18. Sales of food and beverages  | 2498 |  |
| 19. Rental of facilities ( <b>include</b> theatres, rehearsal space)                     | 2005 |  |
| 20. Other rental revenue   | 2030 |  |
| 21. Revenue from royalties, licencing fees, outright sales of rights                     |      |  |
| a) Inside Canada   | 2499 |  |
| b) Outside Canada  | 2500 |  |
| 22. One-time sale of broadcast and recording rights                                      |      |  |
| a) Inside Canada   | 2501 |  |
| b) Outside Canada  | 2502 |  |
| 23. Advertising revenue (from program advertising, endorsement fees, etc.)               |      |  |
| a) Inside Canada   | 2503 |  |
| b) Outside Canada  | 2504 |  |
| 24. Income from school or festival (as a secondary activity)                             | 2505 |  |
| 25. Investment revenue (e.g., interest and dividend income)                              |      |  |
| a) Inside Canada   | 2506 |  |
| b) Outside Canada  | 2507 |  |
| 26. All other revenue ( <b>include</b> funds withdrawn from own trust fund or endowment) | 2077 |  |
| 27. <b>Total revenue</b> (sum of questions 6, 11, 16 and 17 to 26)                       | 2098 |  |

### Funding received for capital projects (not included in this section, at questions 7 to 16)

Report amounts received from the sources below for capital projects such as construction or a major acquisition such as a sound system. (If not applicable, skip to **Section G.**)

\$ CDN

|   |      |  |
|---|------|--|
| 28. Private sector  | 0391 |  |
| 29. Government ( <b>include</b> arts councils and lotteries)  | 0392 |  |
| 30. Other ( <i>please specify</i> ) <sup>0396</sup>           | 0393 |  |
| 31. <b>Total</b>  | 0394 |  |
| 32. Funding received from outside Canada for capital projects | 0395 |  |

## G - Personnel Characteristics

Please enter information for persons working in your organization during the reporting period.

|   |      | \$ CDN                   |                             |
|---|------|--------------------------|-----------------------------|
|   |      | Number of<br>individuals | Salaries, wages<br>and fees |
| <b>Performing and creative artists (include actors, choreographers, artistic and musical directors, etc.)</b> |      |                          |                             |
| 1. Employed full-time ( <b>exclude</b> benefits)  | 6310 |                          | 6016                        |
| 2. Employed part-time ( <b>exclude</b> benefits)  | 6311 |                          | 6017                        |
| 3. On contract and freelance - Canadian artists   | 6004 |                          | 6018                        |
| 4. On contract and freelance - foreign artists  | 6006 |                          | 6019                        |
| <b>All other personnel (e.g., production, technical, administrative)</b>                                      |      |                          |                             |
| 5. Employed full-time ( <b>exclude</b> benefits)  | 6007 |                          | 6021                        |
| 6. Employed part-time ( <b>exclude</b> benefits)  | 6008 |                          | 6022                        |
| 7. On contract and freelance  |      |                          |                             |
| a) Canadian   | 6009 |                          | 6023                        |
| b) Foreign  | 6011 |                          | 6024                        |
| 8. <b>Total paid personnel</b>  | 6012 |                          | 3010                        |
| 9. Employer portion of employee benefits  |      |                          | 3040                        |
| 10. <b>Total personnel costs</b>  |      |                          | 3041                        |
|   |      | Number of<br>individuals | Number of<br>hours          |
| 11. Self-employed working owners  | 6013 |                          |                             |
| 12. Volunteers ( <b>include</b> unpaid Board members)   | 6014 |                          | 6026                        |

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## H - Expenses

|  |      | \$ CDN |
|--|------|--------|
| 1. Personnel costs (enter the amount from <b>Section G</b> , question 10)  | 4086 |        |
| 2. Production expenses ( <b>exclude</b> touring costs; <b>include</b> sets, props, costumes, scripts, local trucking, workshop, special effects, etc.) | 4087 |        |
| 3. Touring costs ( <b>include</b> transportation of personnel and equipment, accomodation, meals, per diems, etc.)                                     |      |        |
| a) Inside Canada   | 4088 |        |
| b) Outside Canada  | 4089 |        |
| 4. Guarantees/service fees paid to guest performing arts companies   |      |        |
| a) Inside Canada   | 4092 |        |
| b) Outside Canada  | 4093 |        |
| 5. Royalty payments ( <b>include</b> one-time purchases) made for intellectual property rights   |      |        |
| a) Inside Canada   | 4094 |        |
| b) Outside Canada  | 4095 |        |
| 6. Marketing and advertising expenses  |      |        |
| a) Inside Canada   | 4096 |        |
| b) Outside Canada  | 4097 |        |
| 7. Travel, meals and entertainment expenses ( <b>exclude</b> touring)  |      |        |
| a) Inside Canada   | 4098 |        |
| b) Outside Canada  | 4099 |        |
| 8. Bar operations, concession and merchandise expenses   | 4103 |        |
| 9. Office and other supplies ( <b>exclude</b> capital expenditures)  | 3301 |        |
| 10. Professional and other business service fees (e.g., agent fees, legal, accounting)   | 4315 |        |
| 11. Rental and leasing ( <b>include</b> land, buildings, office, performance and rehearsal space, equipment, motor vehicles, etc.)                     | 4115 |        |
| 12. Repair and maintenance ( <b>include</b> buildings, space, equipment, furnishings, computers and motor vehicles)                                    | 4178 |        |
| 13. Amortization and depreciation  | 4520 |        |
| 14. Property and business taxes, licences and permits  | 4410 |        |
| 15. Insurance premiums ( <b>include</b> motor vehicle)   | 4350 |        |
| 16. Energy and water utility expenses  | 4066 |        |
| 17. Telephone and other telecommunication expenses   | 4101 |        |
| 18. Fundraising and special event expenses   | 4104 |        |
| 19. Interest expenses ( <b>include</b> mortgage)   | 4630 |        |
| 20. Financial service fees and other banking charges   | 4325 |        |

Expenses continued on next page

## H - Expenses (continued)

|  |      | \$ CDN |
|--|------|--------|
| 21. All other expenses                               | 4569 |        |
| <b>22. Total expenses</b> (sum of questions 1 to 21) | 4699 |        |

### Other items

|   |      | \$ CDN |
|---|------|--------|
| 23. Provision for income taxes (if applicable)  | 4600 |        |
| 24. Gains (losses) and other items  | 4110 |        |
| 25. Net income (loss) for the year (should agree with the bottom line of your Income Statement) | 4111 |        |

### Supplementary information

|  |      | \$ CDN |
|--|------|--------|
| 26. Capital expenditures not included elsewhere (e.g., building construction or renovation, major acquisitions such as theatres, principal payments on mortgage) | 0505 |        |
| 27. Accumulated surplus (deficit) at the beginning of the reporting period   | 0506 |        |
| 28. Deficit reduction grants   | 0507 |        |
| 29. Stabilization grants   | 0508 |        |

## I - Purchases and Sales Outside Canada of Rights and Services, by Geographic Area

Please give the value of rights and culture services purchased outside Canada (imports)

Please give the value of rights and culture services sold outside Canada (exports)

|  | Purchases by origin (\$ CDN) |                               | Sales by destination (\$ CDN) |                               |
|--|------------------------------|-------------------------------|-------------------------------|-------------------------------|
|  | Purchases of rights          | Culture services <sup>2</sup> | Sales of rights <sup>1</sup>  | Culture services <sup>2</sup> |
| United States                                    | 0509                         | 0538                          | 0548                          | 0558                          |
| Mexico   | 0510                         | 0539                          | 0549                          | 0559                          |
| United Kingdom                                   | 0511                         | 0540                          | 0550                          | 0560                          |
| France   | 0512                         | 0541                          | 0551                          | 0561                          |
| Other European Union countries (see definitions) | 0513                         | 0542                          | 0552                          | 0562                          |
| China/Hong Kong                                  | 0514                         | 0543                          | 0553                          | 0563                          |
| Japan  | 0515                         | 0544                          | 0554                          | 0564                          |
| Other Asian Pacific countries                    | 0516                         | 0545                          | 0555                          | 0565                          |
| All other countries                              | 0517                         | 0546                          | 0556                          | 0566                          |
| <b>Total</b>                                     | <b>0524</b>                  | <b>0547</b>                   | <b>0557</b>                   | <b>0567</b>                   |

<sup>1</sup> **Rights** refers to royalties, fees or licences for the use of rights.

<sup>2</sup> **Culture services** refers to services purchased or sold abroad, which alter the content or affect the sale of a culture product. In the case of performing arts, they include admission sales (including guarantees and contract fees), contract and freelance personnel services, transportation, accommodation, meals, marketing and advertising.



## J - Use of Technology and the Internet

Please indicate how your organization uses technology and the Internet.

Does your organization use computer software for planning and/or management purposes?

*(Check all that apply)*

1. <sup>0568</sup>  Production, including set and lighting design
2. <sup>0569</sup>  In-house box office
3. <sup>0572</sup>  Scheduling
4. <sup>0573</sup>  For administration and operations (e.g., accounting, rentals)
5. <sup>0574</sup>  Other

*(please specify)* <sup>0594</sup> \_\_\_\_\_

Does your organization use the Internet for interacting with the public?

*(Check all that apply)*

6. <sup>0575</sup>  Web site
7. <sup>0576</sup>  Sales of merchandise on-line
8. <sup>0577</sup>  Tickets, subscriptions and other sales on-line
9. <sup>0578</sup>  On-line donations
10. <sup>0579</sup>  Education programs/outreach
11. <sup>0589</sup>  Other

*(please specify)* <sup>0590</sup> \_\_\_\_\_

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## K - Certification

I certify that the information contained herein is complete and correct to the best of my knowledge.

|   |  |   |  |                                      |
|---|--|---|--|--------------------------------------|
| Signature of authorized person  |  | Title<br>0014                           | Date<br>0015<br>Year      Month      Day<br><input type="text"/> <input type="text"/> <input type="text"/> |                                      |
| Name of person to contact for further information:<br>0026  |  | 0013 <input type="text"/>               |  |                                      |
| 1 <input type="checkbox"/> Mr.    2 <input type="checkbox"/> Mrs.    3 <input type="checkbox"/> Miss    4 <input type="checkbox"/> Ms |  | 0054 First name<br><input type="text"/> |  |                                      |
|   |  | 0054 Last name<br><input type="text"/>  |  |                                      |
| E-mail address<br>0018  |  | Web site address<br>0020                |  |                                      |
| Telephone number<br>0017  |  | Extension number<br>0027                | Fax number<br>0016   |                                      |
| How long did you spend collecting the data and completing this questionnaire?   |  |   |  | Hour(s)<br>9910 <input type="text"/> |
|   |  |   |  | Minutes<br>9909 <input type="text"/> |

## L - Comments

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

9920 \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

9913 \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

9914 \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

9915 \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

9916 \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Thank you for completing this questionnaire. Please retain a copy for your records.**

Statistics Canada's publications are available for use in Statistics Canada's regional offices and all major libraries.

As well, please visit our Web site at [www.statcan.ca](http://www.statcan.ca).

If you need help, please contact us at **1 888 881-3666**.