



CANADIAN ASSOCIATION  
FOR THE PERFORMING ARTS  
ASSOCIATION CANADIENNE  
DES ORGANISMES ARTISTIQUES

# Statistical information on the performing arts sector

Supplementary documentation for the Standing Committee on  
Canadian Heritage as part of the study of Arts, Culture, Heritage, and  
Sport Sector Recovery from the Impact of COVID-19

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## Table of Contents

<b>Statistics shared at the February 2nd hearing</b>	<b>2</b>
National Culture Indicators, Gross Domestic Product	2
National Culture Indicators, Jobs	4
Revenue for the performing arts industry	5
<b>Additional statistics released since February 2nd, 2022</b>	<b>6</b>
Labour Force Survey, January 2022	6
Business Counts, December 2021	9
Analysis	10

# Statistics shared at the February 2nd hearing

The [National Culture Indicators](#) (NCI) are an extension of the Culture Satellite Account. They provide the most granular and accurate estimations of GDP and employment associated with culture activities, regardless of the industry in which they take place. CAPACOA has been relying mostly on the NCI for its statistical watch, while supplementing them with other sources when different indicators or more timely employment estimations were needed.

In the Culture Satellite Account, the **live performance domain**:

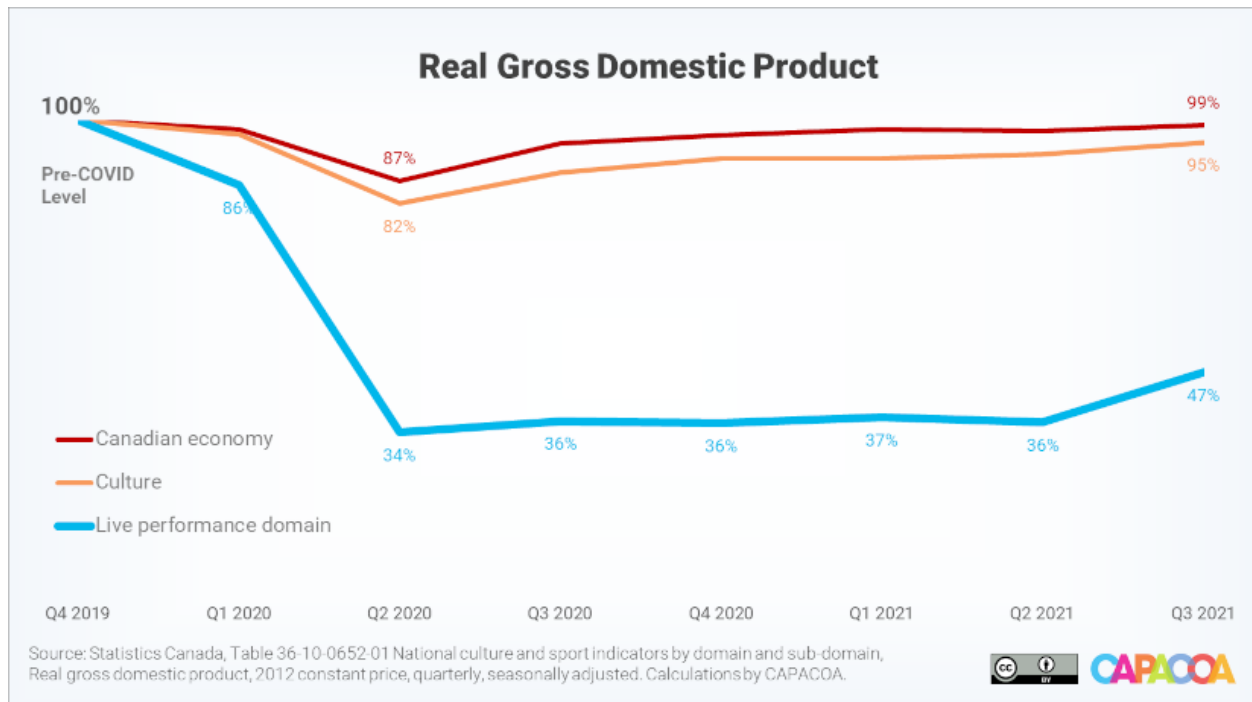
“includes live performances of theatre, dance, opera, musical theatre, orchestras, music groups and artists, circuses, puppetry, and multidisciplinary events such as celebrations and festivals. The domain includes promoters and presenters involved with live performances, as well as the physical infrastructure used to house these events where these are facilities dedicated to live performance such as theatres or concert halls.”

Source: Statistics Canada, [Conceptual Framework for Culture Statistics 2011](#), p. 41.

## National Culture Indicators, Gross Domestic Product

The nominal GDP (in current dollars) for the Live Performance domain in the last quarter of 2019 was \$746,948,000. This is an annualized value of \$3,083,672,000.

For the purpose of monitoring GDP fluctuations over time, real GDP (in constant 2012 dollars) is used below.



Real GDP for the live performance domain fell 66.2% over the two first quarters of 2020, compared to the last quarter of 2019. There was a modest 2.4 percentage point increase during the third quarter of 2020, after which real GDP did not fluctuate significantly for three consecutive quarters. After this stagnation phase, real GDP finally increased 10.6 percentage points in the third quarter of 2021, but it remained 53.4% away from recovery.

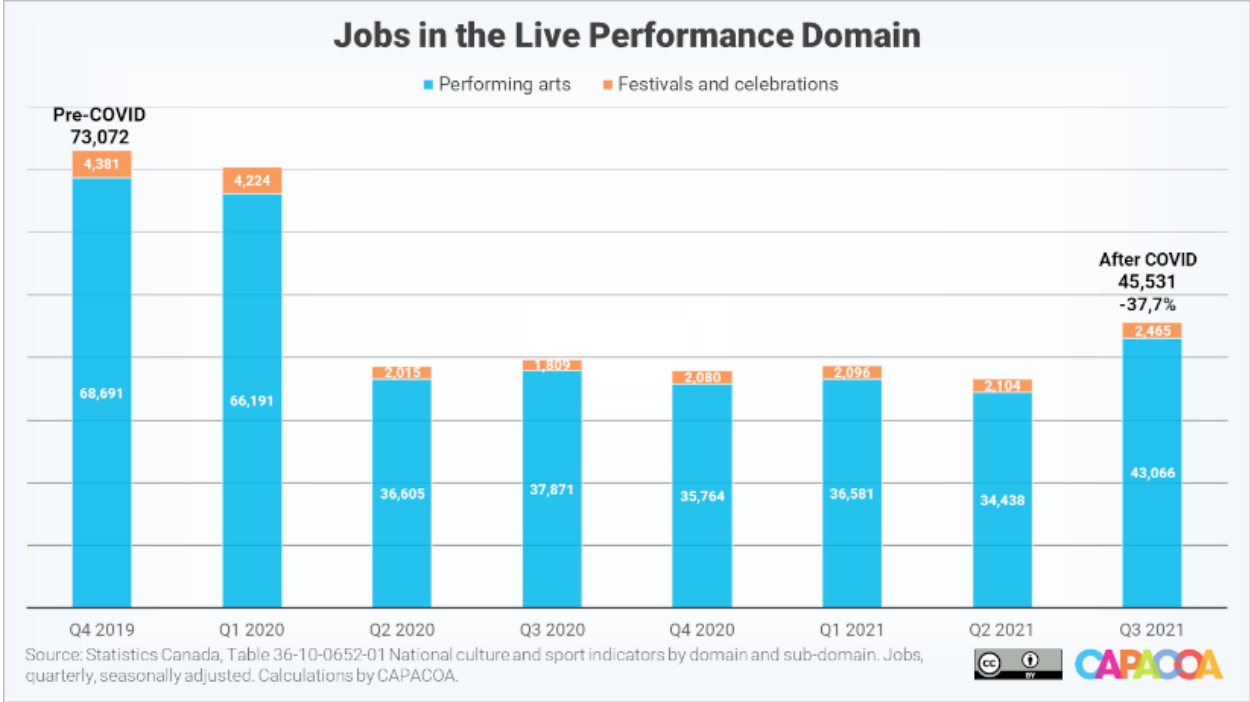
Of all culture domains, the live performance domain is the furthest away from a full recovery.

### Real gross domestic product, 2012 constant price (x 1,000), by culture domain

Culture domain	Q4 2019	Q3 2021	Change (%)
Culture total	12,922,044	12,312,767	-4.7%
Heritage and libraries	171,101	134,372	-21.5%
Live performance	663,840	309,054	-53.4%
Visual and applied arts	2,599,463	2,546,058	-2.1%
Written and published works	1,717,397	1,443,931	-15.9%
Audio-visual and interactive media	4,800,465	4,878,415	1.6%
Sound recording	149,808	147,031	-1.9%
Education and training	765,158	771,792	0.9%
Governance, funding and professional support	1,827,479	1,855,869	1.6%
Multi domain	227,333	226,247	-0.5%

Source: Statistics Canada, [Table 36-10-0652-01 National culture and sport indicators by domain and sub-domain](#). [Calculations and chart by CAPACOA](#).

# National Culture Indicators, Jobs



Employment in the live performance domain declined from 73,072 before the pandemic to as low as 36,489 in the second quarter of 2021. It increased significantly in the third quarter of 2021, to 45,531 jobs.

The live performance domain has lost the most jobs and remains the furthest away from pre-pandemic employment levels: 37.7% below. In comparison, the second most impacted domain, heritage and libraries, is 15.4% below its pre-pandemic levels.

Source: Statistics Canada, [Table 36-10-0652-01 National culture and sport indicators by domain and sub-domain](#). [Calculations and chart by CAPACOA](#).

## Revenue for the performing arts industry

The annual survey of service industries provides information about revenues and expenses in different industries. It is conducted every two years and data is usually released two years after the reference period. The statistics below were released on January 21, 2022.

North American Industry Classification System (NAICS)	Performing arts companies [7111]	
	2018	2020
Operating revenue, not for profit (x 1,000,000)	992.9	830.3
Detailed sources of revenue, not-for-profit (x 1,000)		
Performance revenue	337,952.1	171,676.1
Other sales	85,903.4	52,040.5
Public sector	235,890.5	312,744.1
Private sector	222,220.6	201,880.2
Licensing of rights	3,694.1	2,390.7

Sources: Statistics Canada, [Table 21-10-0182-01 Performing arts, summary statistics](#) and [Table 21-10-0187-01 Performing arts, detailed sources of revenue, not-for-profit \(x 1,000\)](#)

Because of pandemic-related restrictions, non-profit performing arts companies saw their number of performances and attendees decline by approximately half from 2018 to 2020. Cancellations and audience-related restrictions amid lockdowns led to large drops in performance revenues (-\$166.3 million), with 87.3% of the decline concentrated in single ticket sales (-\$113.7 million) and subscription sales (-\$31.0 million).

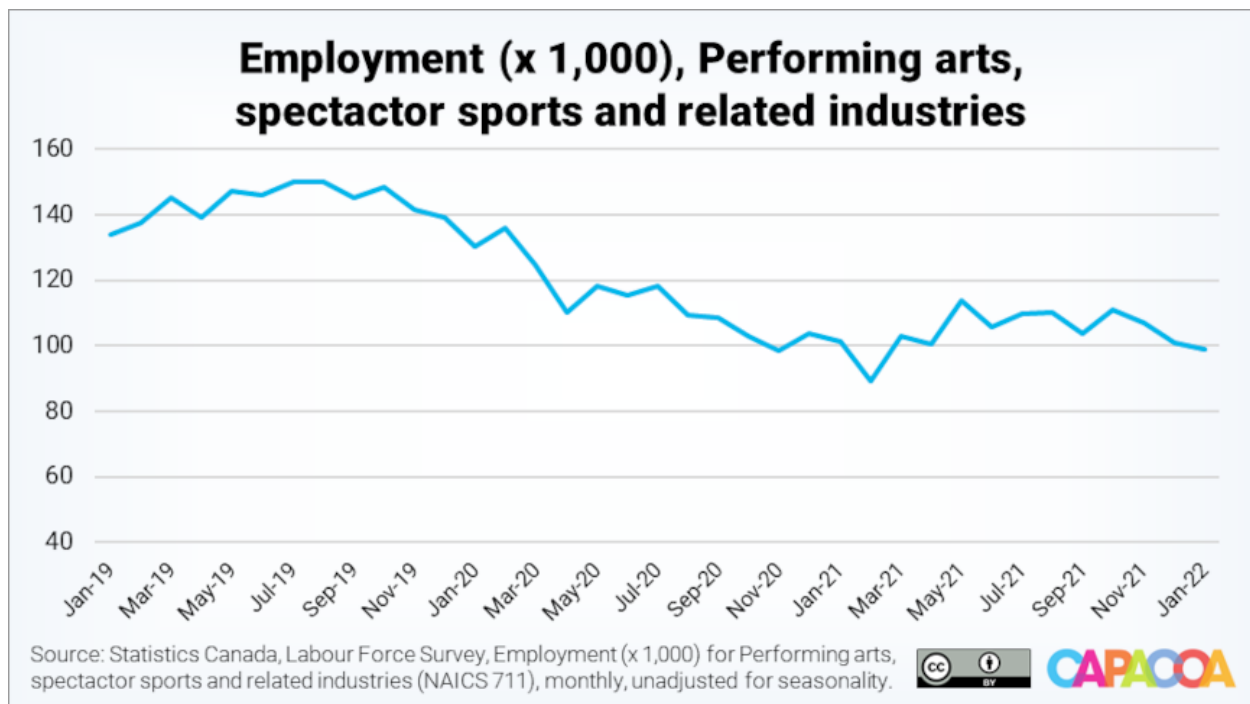
Source: Statistics Canada, "[Performing arts, 2020](#)", The Daily, January 21, 2022.

## Additional statistics released since February 2nd, 2022

The following statistics are not as narrowly focused as the National Culture Indicators, but they are more recent and they provide indications of what could be expected in the next sets of National Culture Indicators.

### Labour Force Survey, January 2022

According to the Labour Force Survey, employment among performing arts, spectator sports and related industries [NAICS 711] declined for a third consecutive month in January 2022. From 111,000 jobs in October 2021, the subsector is now down to 98,700 jobs: an 11.1% decrease over three months. Promoters/presenters [7113] and independent artists, writers and performers [7115] experienced the most significant decrease, while the spectator sports industry group [7112] rebounded. These employment losses brought the performing arts subsector back to employment levels recorded during the first quarter of 2021.



Source: Statistics Canada, Labour Force Survey, Employment (x 1,000) for Performing arts, spectator sports and related industries (NAICS 711), monthly, unadjusted for seasonality.

In 2019, the annual employment average for Performing arts, spectator sports and related industries was 148,700. In 2020, it had decreased to 128,100. In 2021, it was down to 111,200 jobs.

## Labour Force Characteristics, by industry

Industry	Labour force characteristics (x 1,000)	Oct-21	Nov-21	Dec-21	Jan-22
711 Performing arts, spectator sports and related industries	Labour force	114.6	107.8	103.9	102.9
711 Performing arts, spectator sports and related industries	Employment	111.0	106.8	101.0	98.7
711 Performing arts, spectator sports and related industries	Full-time employment	75.0	69.4	63.0	58.7
711 Performing arts, spectator sports and related industries	Part-time employment	36.0	37.4	38.0	40.0
7111 Performing arts companies	Labour force	30.3	28.5	29.1	28.2
7111 Performing arts companies	Employment	30.2	28.2	27.9	27.2
7111 Performing arts companies	Full-time employment	18.9	19.5	19.8	18.5
7111 Performing arts companies	Part-time employment	11.3	8.6	8.1	8.7
7112 Spectator sports	Labour force	12.7	11.8	9.0	16.3
7112 Spectator sports	Employment	11.7	11.2	8.1	15.3
7112 Spectator sports	Full-time employment	10.6	8.5	5.6	11.4
7112 Spectator sports	Part-time employment	X	2.7	2.4	3.8
7113 Promoters (presenters) of performing arts, sports and similar events	Labour force	9.0	8.3	9.9	6.3
7113 Promoters (presenters) of performing arts, sports and similar events	Employment	8.3	8.2	9.1	4.4
7113 Promoters (presenters) of performing arts, sports and similar events	Full-time employment	5.8	4.8	6.6	3.6
7113 Promoters (presenters) of performing arts, sports and similar events	Part-time employment	2.5	3.4	2.5	X



7114 Agents and managers for artists, athletes, entertainers and other public figures	Labour force	2.9	3.4	1.9	4.2
7114 Agents and managers for artists, athletes, entertainers and other public figures	Employment	2.9	3.4	1.9	4.0
7114 Agents and managers for artists, athletes, entertainers and other public figures	Full-time employment	1.8	3.3	1.8	2.5
7114 Agents and managers for artists, athletes, entertainers and other public figures	Part-time employment	X	X	X	1.5
7115 Independent artists, writers and performers	Labour force	59.7	55.8	54.0	47.9
7115 Independent artists, writers and performers	Employment	57.8	55.8	54.0	47.9
7115 Independent artists, writers and performers	Full-time employment	38.0	33.2	29.1	22.7
7115 Independent artists, writers and performers	Part-time employment	19.8	22.5	24.8	25.2

Source: Statistics Canada, Labour Force Survey, labour force characteristics (x 1,000), by selected industries, monthly, unadjusted for seasonality. [Calculations, chart and table by CAPACOA.](#)

## Business Counts, December 2021

Statistics Canada's Business Register publishes semi-annual counts of the number of businesses by industry, using sources such as Business Number creations and T4 reports. Statistics Canada however warns that:

Changes to the Business Register's methodology or to business industrial classification strategies can cause increases or decreases in the number of active businesses. As a result, the data do not represent changes in the business population over time. Statistics Canada recommends that users not use the data as a time series.

The following table is therefore provided "as is", with no calculation of annual changes.

<b>NAICS Categories</b>	<b>Business category</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>
Performing Arts Companies [7111]	Total, with or without employees	11629	11488	8280
Performing Arts Companies [7111]	With employees	1297	1206	1105
Performing Arts Companies [7111]	Without employees	10332	10282	7175
Promoters (presenters) and festivals <sup>2</sup>	Total, with or without employees	3541	3340	2855
Promoters (presenters) and festivals <sup>2</sup>	With employees	1066	1038	984
Promoters (presenters) and festivals <sup>2</sup>	Without employees	2475	2302	1871
Agents and managers for artists, entertainers and other public figures [711411]	Total, with or without employees	1596	1629	1377
Agents and managers for artists, entertainers and other public figures [711411]	With employees	423	437	395
Agents and managers for artists, entertainers and other public figures [711411]	Without employees	1173	1192	982
Independent Actors, Comedians	Total, with or without	9358	9864	7778

and Performers [711512]	employees			
Independent Actors, Comedians and Performers [711512]	With employees	1331	1298	1249
Independent Actors, Comedians and Performers [711512]	Without employees	8027	8566	6529
All performing arts <sup>3</sup>	Total, with or without employees	26124	26321	20290
All performing arts <sup>3</sup>	With employees	4117	3979	3733
All performing arts <sup>3</sup>	Without employees	22007	22342	16557

Source: Statistics Canada, [Canadian Business Counts, with employees and Canadian Business Counts, without employees](#), December 2021, December 2020, and December 2021.

Notes:

1. This table shows selected industries from the “Performing arts, spectator sports and related industries” [NAICS 711] industry group. NAICS 711 categories are excluded from the table: “Independent visual artists and artisan” [711511], “Independent writers and authors” [711513], and the entire “Spectator Sports” industry group [7112].
2. The “Promoters (presenters) and festivals” category is a custom grouping that doesn’t have a matching NAICS classification. It includes “Live theatres and other performing arts presenters with facilities” [711311], “Performing arts promoters (presenters) without facilities” [711321] and “Festivals without facilities” [711322], but excludes “Sports stadiums and other presenters with facilities” [711312].
3. The “All performing arts” category is the sum of the other four categories in the table.
4. Businesses without employees include the self-employed, i.e., those who don’t maintain an employee payroll, but may have a workforce which consists of contracted workers, family members or business owners. These also include employers who didn’t have employees in the last 12 months.

Analysis

These Business Counts are the most recent sources of information on the number of active businesses by Industry. It will take another 6 months for Statistics Canada to release [experimental data tables on projected closures](#) due to COVID, and two years to release actual figures.

Even though business counts shouldn’t be analyzed as a time series, differences between 2020 and 2021 are too significant to be ignored. All industry categories are showing what could be interpreted as a decrease. The most important variations are found among businesses without employees, with performing arts companies showing the largest variation.

The December 2021 series coincides with the Omicron wave and follows the sunset of the Canada Emergency Response Benefit, in October 2021. These two events could be factors explaining the marked changes between December 2020 and December 2021.

As mentioned above, Statistics Canada also started releasing [experimental estimates for business openings and closures](#). At present, this data series only goes as far as April 2021. Available data suggests that the number of business closures exceeded the number of openings in the NAICS 71 category since the beginning of the pandemic.