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**Mini-presentation  
Turnover for Arts, Entertainment and Recreation Services  
in Japan**



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## 1. Definition of service being collected

In Japan, Arts, Entertainment and Recreation Services are defined by the Japan Standard Industrial Classification (JSIC) rev.12. The major services are as follows.

JSIC rev.12	Services provided
7271 Authors	Professional services offered by individuals, such as creating literary works including poems or novels, and criticizing or commenting on literature
7272 Artists	Professional service offered by individuals, such as creating or producing art/music/drama
80 Services for amusement and hobbies	Providing entertainment and amusement, such as movies, theatrical events and the like, or providing rest and refreshment, and providing services incidental to those above
8212 Libraries	Gathering, organizing, and storing books, records and other necessary materials, and making them available for use by the general public or specific individuals
8213 Museums and art museums	Gathering, archiving, and exhibiting materials related to history, art, folklore, industry, natural science, etc., and making them available for use by the general public
8214 Zoological gardens, botanical gardens and aquariums	Displaying flora and fauna to the general public

"JSIC80 Services for amusement and hobbies" is subdivided according to business activities (see chapter 2).

## 2. Standard classification structure

The JSIC is composed of four stages, namely divisions (1-digit level), major groups (2-digit level), groups (3-digit level), and details (industries) (4-digit level). The twelfth revision is available since November, 2007.

Industries which belong to Arts, Entertainment and Recreation Services are included in 3 divisions (1-digit level) and given in Table 1, written in bold type.

**Table 1 Structure of JSIC (Arts, Entertainment and Recreation Services)**

Division	Major Group	Group	Detail (Industry)	Name of Class
L				SCIENTEIFIC RESEARCH, PROFESSIONAL AND TECHNICAL SERVICES
	72			PROFESSIONAL SERVICES, N.E.C.
		<b>727</b>		<b>AUTHORS AND ARTISTS</b>
			<b>7271</b>	<b>Authors</b>
			<b>7272</b>	<b>Artists</b>
		729		MISCELLANEOUS PROFESSIONAL SERVICES
			<b>7299</b>	<b>Professional services, n.e.c.</b> <b>*Partly covered (master of ceremonies, copy writers, etc.)</b>
N				LIVING-RELATED AND PERSONAL SERVICES AND AMUSEMENT SERVICES
	79			MISCELLANEOUS LIVING-RELATED AND PERSONAL SERVICES
		799		LIVING-RELATED AND PERSONAL SERVICES, N.E.C.

			7999	Miscellaneous living-related and personal services, n.e.c. *Partly covered (lottery stand)
	80			<b>SERVICES FOR AMUSEMENT AND HOBBIES</b>
		801		<b>CINEMAS</b>
			8011	Cinemas
		802		<b>PERFORMANCES (EXCEPT OTHERWISE CLASSIFIED), THEATRICAL COMPANIES</b>
			8021	Legitimate theaters
			8022	Performances
			8023	Dramatic companies
			8024	Orchestra and dancing companies
			8025	Entertainment and sports companies
		803		<b>BICYCLE, HORSE, MOTORCAR AND MOTORBOAT RACE TRACK OPERATIONS AND COMPANIES</b>
			8031	Bicycle race track operations
			8032	Horse race track operations
			8033	Motorcar and motorboat race track operations
			8034	Bicycle race companies
			8035	Horse race companies
			8036	Motorcar and motorboat race companies
		804		<b>SPORTS FACILITIES</b>
			8041	Sports facilities, except otherwise classified
			8042	Gymnasiums (sports halls)
			8043	Golf courses
			8044	Golf driving range operations
			8045	Bowling alleys
			8046	Tennis clubs
			8047	Baseball and tennis batting range operations
			8048	Fitness centers
		805		<b>PUBLIC GARDENS AND AMUSEMENT PARKS</b>
			8051	Public gardens
			8052	Amusement parks, except theme parks
			8053	Theme parks
		806		<b>AMUSEMENT AND RECREATION FACILITIES</b>
			8061	Billiard rooms
			8062	"Go" and Japanese chess parlors
			8063	"Mah-jong" clubs
			8064	"Pachinko" parlors
			8065	Game centers
			8069	Miscellaneous amusement and recreation facilities
		809		<b>MISCELLANEOUS AMUSEMENT AND RECREATION SERVICES</b>
			8091	Dance halls
			8092	Marinas
			8093	Recreational fishing guide business
			8094	Geisha houses
			8095	"Karaoke" boxes
			8096	Services incidental to amusement and recreation
			8099	Amusement and recreation services, n.e.c.
O				EDUCATION, LEARNING SUPPORT
	82			MISCELLANEOUS EDUCATION, LEARNING SUPPORT
		821		SOCIAL EDUCATION
			8212	Libraries
			8213	Museums and art museums
			8214	Zoological gardens, botanical gardens and aquariums

\*Industries included in Arts, Entertainment and Recreation Services are written in bold type.

The 3-digit level classes of Arts, Entertainment and Recreation Services in the JSIC are more detailed than those in the ISIC (Table 3). The JSIC has classes related to entertainments, which are unique to Japan. Examples of these are "8062 "Go" and Japanese chess parlors (providing

facilities for playing board games like “go” or Japanese chess) ”, “8064 “*Pachinko*” parlors (providing facilities for playing “*pachinko*”, Japanese pinball) ” and “8095 “*Karaoke*” boxes (providing facilities and private rooms for karaoke). ”

The classes of Arts, Entertainment and Recreation Services in the JSIC include activities which are not included in the ISIC Section R. Those activities are given in Table 2, written in *Italic type*.

**Table 2 Comparing JSIC to ISIC (Arts, Entertainments and Recreation Services)**

JSIC	ISIC rev.4
7271 Authors	<i>7490 Other professional, scientific and technical activities n.e.c. [producing literary criticisms or comments]</i> 9000 Creative, arts and entertainment activities
7272 Artists	9000 Creative, arts and entertainment activities
7299 Professional services, n.e.c.	<i>7490 Other professional, scientific and technical activities n.e.c. [appraisal]</i> 9000 Creative, arts and entertainment activities [master of ceremonies, copy writers]
7999 Miscellaneous living-related and personal services, n.e.c.	<i>7990 Other reservation service and related activities</i> 9200 Gambling and betting activities [lottery stand] <i>9529 Repair of other personal and household goods</i> <i>9609 Other personal service activities n.e.c.</i>
8011 Cinemas	<i>5914 Motion picture projection activities</i>
8021 Legitimate theatres	9000 Creative, arts and entertainment activities
8022 Performances	9000 Creative, arts and entertainment activities [establishments engaged in providing entertainments such as shows, acrobatics] 9311 Operation of sports facilities [establishments engaged in providing sumo wrestling, boxing bouts, baseball games of professional teams and professional races]
8023 Dramatic companies	9000 Creative, arts and entertainment activities
8024 Orchestra and dancing companies	
8025 Entertainment and sports companies	9000 Creative, arts and entertainment activities [shows, acrobatics, providing entertainments such as rakugo storytelling, ryokyoku song recitals, shows, and performing “ <i>manzai</i> ”(slapstick and wisecracks by a comedy duo) 9312 Activities of sports clubs [boxing clubs] 9319 Other sports activities [sumo stable, professional baseball team, association of pro-wrestling, professional soccer team]
8031 Bicycle race track operations	9311 Operation of sports facilities
8032 Horse race track operations	
8033 Motorcar and motorboat race track operations	
8034 Bicycle race companies	9319 Other sports activities
8035 Horse race companies	
8036 Motorcar and motorboat race companies	
8041 Sports facilities, except otherwise classified	9311 Operation of sports facilities
8042 Gymnasiums (sports hall)	
8043 Golf courses	
8044 Golf driving range operations	9312 Activities of sports clubs
8045 Bowling alleys	9311 Operation of sports facilities
8046 Tennis clubs	
8047 Baseball and tennis batting range operations	9312 Activities of sports clubs
8048 Fitness centers	
8051 Public gardens	9329 Other amusement and recreation activities n.e.c.
8052 Amusement parks, except theme parks	9321 Activities of amusement parks and theme parks
8053 Theme parks	
8061 Billiard-rooms	9311 Operation of sports facilities
8062 “Go” and Japanese chess parlors	9329 Other amusement and recreational activities n.e.c.

8063 "Mah-jong" clubs	9329 Other amusement and recreational activities n.e.c.
8064 "Pachinko" parlors	
8065 Game centers	
8069 Miscellaneous amusement and recreation facilities	
8091 Dance halls	
8092 Marinas	5011 <i>Sea and coastal passenger water transport [renting of pleasure boats with crew for sea and coastal water transport (e.g. for fishing cruises)]</i> 5021 <i>Inland passenger water transport [renting of pleasure boats with crew for inland water transport]</i> 9319 Other sports activities
8093 Recreational fishing guide business	
8094 <i>Geisha</i> houses	9329 Other amusement and recreational activities n.e.c.
8095 "Karaoke" boxes	
8096 Services incidental to amusement and recreation	7810 <i>Activities of employment placement agencies [activities of casting agencies and bureaus, such as theatrical casting agencies]</i> 7990 <i>Other reservation services and related activities [ticket agencies]</i> 9200 Gambling and betting activities [off-track betting for horse race, off-track betting for bicycle race] 9319 Other sports activities [activity related to promotion] 9329 Other amusement and recreational activities n.e.c.
8099 Amusement and recreation services, n.e.c	9329 Other amusement and recreational activities n.e.c.
8212 Libraries	9101 Library and archives activities
8213 Museums and art museums	9102 Museums activities and operation of historical sites and buildings
8214 Zoological gardens, botanical gardens and aquariums	9103 Botanical and zoological gardens and nature reserves activities

\*Industries written in *Italic type* are not included in the ISIC "R: Arts, Entertainments and Recreation."

**Table 3 ISIC Section R: Arts, Entertainment and Recreation Services**

Section	Division	Group	Class	Name of Class
R				Arts, entertainment and recreation
	90	900	9000	Creative, arts and entertainment activities
	91	910		Libraries, archives, museums and other cultural activities
			9101	Library and archives activities
			9102	Museums activities and operation of historical sites and buildings
			9103	Botanical and zoological gardens and nature reserves activities
	92	920	9200	Gambling and betting activities
	93			Sports activities and amusement and recreation activities
		931		Sports activities
			9311	Operation of sports facilities
			9312	Activities of sports clubs
			9319	Other sports activities
		932		Other amusement and recreation activities
			9321	Activities of amusement parks and theme parks
			9329	Other amusement and recreation activities n.e.c.

### 3. Surveys of Turnover

Turnover information of Arts, Entertainment and Recreation Services are collected by a monthly survey and a census.

#### 3.1. Monthly survey

The name of monthly survey conducted in Japan is the "Monthly Survey on Service Industries (MSSI)." This survey started in July, 2008. The survey's objective is to identify trends in sales (incomes) and persons working at the location of establishment for service industries on a

monthly basis. For this reason, this survey covers not only Arts, Entertainment and Recreation Services but also a wide range of service industries (\*1). Other than turnover information, this survey collects the number of persons working at the location of establishment (\*2), type of legal organization, amount of capital and so on.

(\*1) Covered industries of the survey: information and communications, transport and postal activities, real estate and goods rental and leasing, scientific research, professional and technical services, accommodations, eating and drinking services, living-related and personal services and amusement services, education, learning support, medical, health care and welfare, and services, n.e.c.

(\*2) "Persons working at the location of establishment" means persons who indeed work at the establishments including dispatched or subcontracted employees from other organizations and excluding dispatched or subcontracted employees to separately operated establishments.

### **3.2. Census**

The Economic Census in Japan is the survey which covers all establishments and enterprises of all industrial sectors at the same point in time. There are two censuses in Japan. One is the "Economic Census for Business Frame" and the other is the "Economic Census for Business Activity." The "Economic Census for Business Frame" attaches a high value to identifying establishments and enterprises and figuring out the structure of enterprises. The "Economic Census for Business Activity" attaches a high value to figuring out economic activities. Both of them are conducted every 5 years (However, the first Economic Census for Business Activity was conducted in 2012 and the next one is to be conducted 4 years later. After that, it is planned to be conducted every 5 years).

Turnover information is surveyed by the "Economic Census for Business Activity." Other than turnover information, this census collects type of legal organization, number of employees, major industry of establishment, amount of cost of entire enterprise and so on.

## **4. Unit of measurement to be collected**

### **4.1. Monthly Survey on Service Industry**

Measurement unit is establishment. As for "JSIC727 Authors and artists", in cases of writers or painters working at their own residences, the residences are deemed to be their establishments.

Turnover information we collect is total amount of turnover of an establishment in a month. Turnover is income for supply of services and sales of articles in the establishment whose primal industry is service industry. It includes costs such as purchase amount and salary. It is total income from all operations of the establishment, not only primary activity. Examples of turnover are manuscript fees of novels for writers, payments on paintings or potteries and performance fees for artists. Turnover of public institutions is measured by expense of the survey month for providing services or budget.

As the results of turnover information, total turnover and turnover per establishment are provided on a monthly, quarterly, yearly and fiscal yearly basis. Yearly and fiscal yearly results also contain turnover information by establishment size according to the number of persons working at the location of establishment, by type of legal organization and by capital groups. Results are released by 2-digit industry level (including some 3-digit level for yearly and fiscal yearly basis).

Results of “80 Services for amusement and hobbies,” “804 Sports facilities” and “806 Amusement and recreation facilities” are released for Arts, Entertainment and Recreation Services. Other classes categorized as Arts, Entertainment and Recreation Services are tabulated as parts of upper level. The unit of money for turnover collected is Yen, Japanese currency.

## **4.2 Economic Census for Business Activity**

Measurement unit is establishment and enterprise.

Annual amount of turnover information is surveyed. For each establishment, the total amount of turnover as well as turnover by business activity are collected. Turnover by activity is collected at 1-digit industry level. In primary activity of the establishment, turnover at 3-digit industry level is also captured (only top 10 classes, including some 4-digit level). For each enterprise, the total amount of turnover and turnover by activities are collected. Turnover by business activities are collected at 1-digit industry level.

Collecting turnover by business activities would lead to the capture of turnover information of service industry which is conducted as secondary activities.

Results of the Economic Census for Business Activity have not been released yet. Total amount of turnover by major industry of establishments, turnover by activity by major industry of establishments, total amount of turnover by major industry of enterprises and turnover by business activity by major industry of enterprises are to be released.

## **5. Market conditions and constraints**

### **5.1 Number of establishments**

According to the results of the Economic Census for Business Frame conducted in 2009, 71,190 establishments are engaged in Arts, Entertainment and Recreation Services. About 90% are engaged in “80 Services for amusement and hobbies.” The most common industry is “806 Amusement and recreation facilities” which accounted for about 40% of “80 Services for amusement and hobbies.”

About 90% of the establishments are privately owned. However, for “Library,” “Gymnasium (sports hall)” and “Museum and art museum,” national and local governments account for higher rates (89.5%, 72.7% and 56.4% respectively).

**Table 4 Number of establishments and persons engaged in Arts, Entertainments, and Recreation Services**

Industrial classification*	Number of establishments	Rates by type of legal organization (%)	
		Privately owned	National and local government
727 Authors and artists	886	100.0	-
80 Services for amusement and hobbies	62,422	94.8	5.2
800 Establishments engaged in administrative or ancillary economic activities (80 Services for amusement and hobbies)	873	99.9	0.1
801 Cinemas	674	100.0	-
802 Performances (except otherwise classified), theatrical companies	3,368	99.0	1.0
803 Bicycle, horse, motorcar and motorboat race track operations and companies	973	88.3	11.7
804 Sports facilities	15,783	86.1	13.9
80A Sports facilities, except otherwise classified	3,338	72.2	27.8
80B Gymnasiums (sports hall)	1,613	27.2	72.8
80C Golf courses	2,867	98.9	1.1
80D Golf driving range operations	2,798	99.9	0.1
80E Bowling alleys	705	99.9	0.1
80F Tennis clubs	530	90.0	10.0
80G Baseball and tennis batting range operations	659	99.8	0.2
80H Fitness centers	3,273	100.0	-
805 Public gardens and amusement parks	1,960	58.8	41.2
806 Amusement and recreation facilities	24,704	100.0	0.0
80J "Mah-jong" clubs	6,263	100.0	-
80K "Pachinko" parlors	11,835	100.0	-
80L Game centers	4,567	100.0	-
80M Miscellaneous amusement and recreation facilities	2,039	99.8	0.2
809 Miscellaneous amusement and recreation services	14,087	99.3	0.7
80N "Karaoke" boxes	7,044	100.0	-
80P Amusement and recreation services, n.e.c.	7,043	98.6	1.4
82B Libraries	3,181	10.5	89.5
82C Museums and art museums	4,314	43.6	56.4
82D Zoological gardens, botanical gardens and aquariums	387	68.2	31.8
Total	71,190	87.8	12.2

\*This classification, based on the JSIC, is edited and designed for the Economic Census for Business Frame by the Statistics Bureau of Japan.

(Source: 2009 Economic Census for Business Frame by the SBJ)

## 5.2 Turnover and number of persons working at the location of establishment (JSIC80 Services for amusement and hobbies)

Among Arts, Entertainment and Recreation Services, turnover information and number of persons working at the location of establishment for "JSIC80 Services for amusement and hobbies" are tabulated in the Monthly Survey on Service Industries.

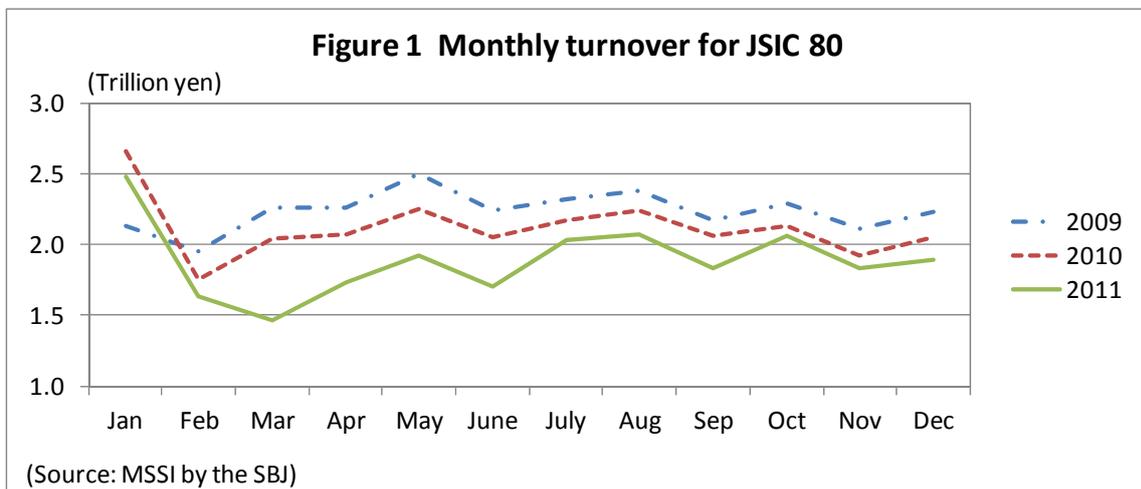
Annual turnover of JSIC80 in 2011 is 22.7 trillion yen and the number of persons working at the location of establishment (annual average) is 1 million. Annual turnover has been decreasing for two consecutive years since 2009 when the MSSSI started releasing annual results (Table 5).

**Table 5 Turnover and number of persons working at the location of establishment for JSIC80**

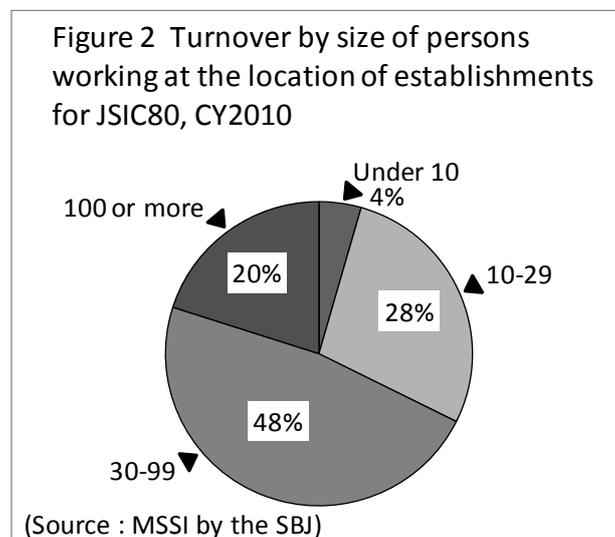
	Turnover (trillion yen)	Number of persons working at the location of establishment (million persons)
2009	26.8	1.06
2010	25.4	1.07
2011	22.7	1.02

(Source: MSSSI by the SBJ)

Monthly turnover of JSIC80 tends to increase in January, May, August, October and December every year. This is most likely caused by clusters of national holidays and vacations (New Year's holidays in January, consecutive holidays in May, summer vacation in August, and year's end holidays) and the holding of big horse races and big bicycle races (January, May, October). In addition, in the first few months following the Great East Japan Earthquake in March, 2011, turnover greatly decreased on a year-to-year basis (Figure 1).

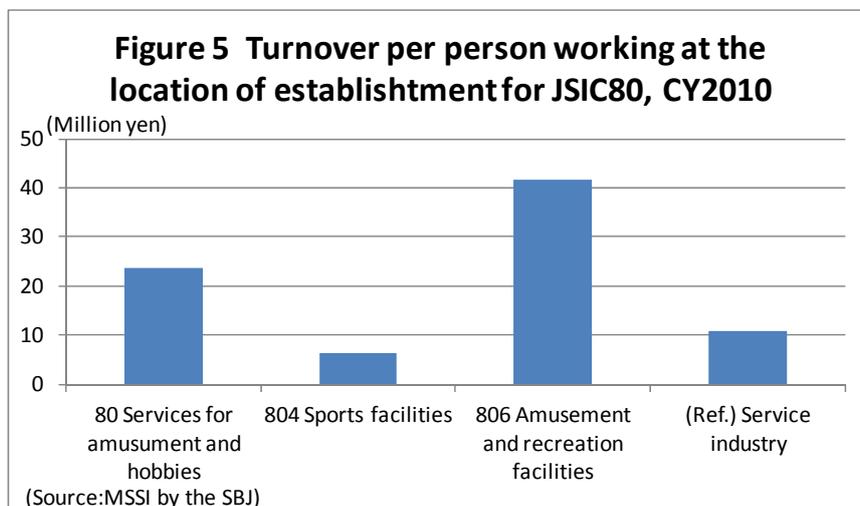
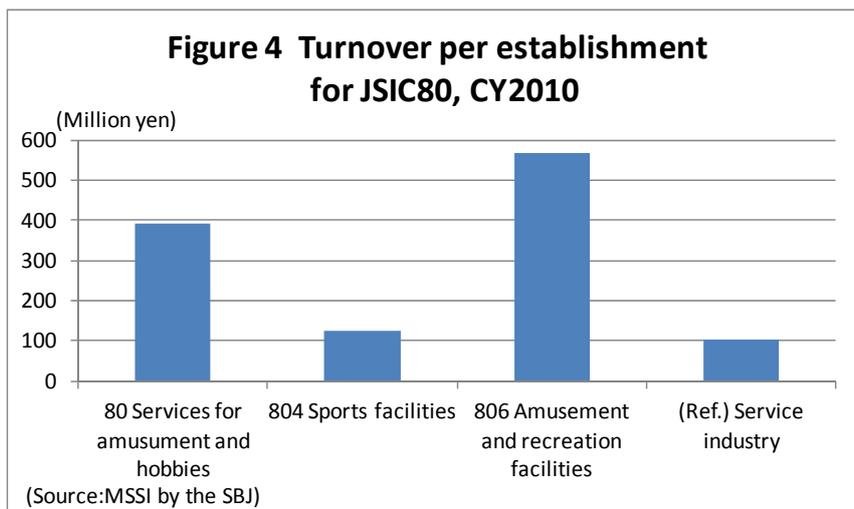
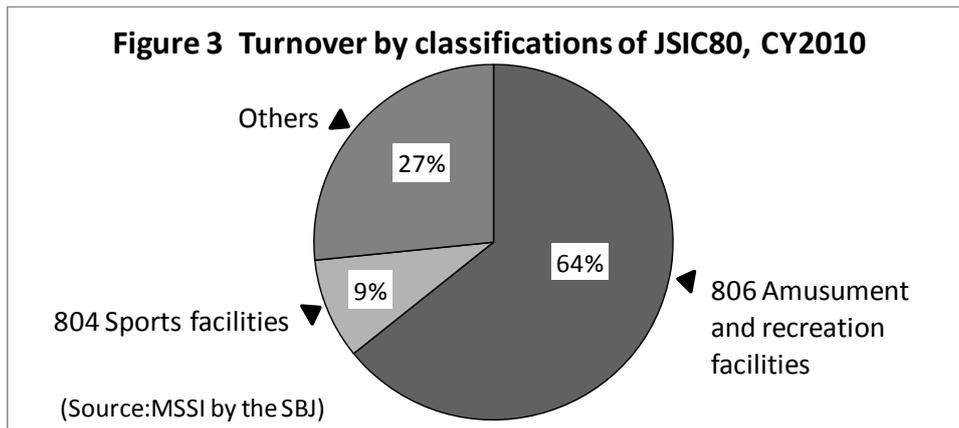


Looking at turnover for JSIC80 by establishment size according to the number of persons working at the location of establishment, almost a half of turnover is accounted by establishments with 30-99 persons (Figure 2).



Turnover for “804 Sports facilities” and “806 Amusement and recreation facilities” are released as part of breakdown of JSIC80. Turnover for “806 Amusement and recreation facilities” accounts more than 60% of turnover for JSIC80 (Figure 3).

Turnover per establishment and turnover per person working at the location of establishment of “806 Amusement and recreation facilities” are remarkably high compared to “80 Services for amusement and hobbies” and total service industry of the MSSSI (Figure 4 and 5).



## **6. Evaluation of standard vs. definition and market conditions**

To reflect the change of industrial structure, the JSIC is revised at some interval. Because internet cafés and comic cafés (\*3) (both not providing foods and drinks mainly) are comparatively new business, both of them are contained in “8099 Amusement and recreation services, n.e.c.” and have no individual 4-digit class.

(\*3) Comic café is a café which has comic books for in-store use. At many of those cafes, customers can use computers connected to the internet.

## **7. Turnover data methods and criteria for choosing various output methods**

### **7.1 Monthly Survey on Service Industry**

#### **7.1.1 Current survey method**

The MSSSI is a sample survey. The survey frame is the results of the “2006 Establishment and Enterprise Census” (transitioned to the Economic Census for Business Frame in 2011).

To calculate sample size, strata by industrial classification and by establishment size according to the number of persons working at the location of establishment were made and Neyman allocation was used. Stratum of which sample size exceed 50% of the total establishments within is called “census survey group” and all establishments contained in the stratum were to be survey entities. All other strata were called “sample survey group,” and survey entities are chosen also in the light of territorial conditions. For Arts, Entertainment and Recreation Services, each of “8043 Golf courses” and “8064 *Pachinko* parlors” has its own stratum of 4-digit industry level, and the others are stratified into strata of 2-digit industry level.

Questionnaires are sent to establishments with 10 or more persons working at the location of establishment by post, and delivered to establishments with less than 10 persons working at the location of establishment by enumerators. If survey entities want to, they can submit the filled out questionnaires via internet.

The preliminary results are released two months after the survey month and the final results are released five months after.

To reduce the influence which sample replacement has on results, samples are divided in two, and subsequently half of the samples are replaced with new ones every January. However, “80 Services for amusement and hobbies” contains “803 Bicycle, horse, motorcar and motorboat race track operations and companies” because except “8043 Golf courses” and “8064 *Pachinko* parlors”, sample strata are made up by 2-digit level. JSIC803 contains establishments which have remarkably high turnover compared to other industries. Therefore, turnover for JSIC80 may undergo a lot of change by replacing samples.

Gymnasiums (sports halls), libraries, museums, art museums, zoological gardens, botanical gardens and aquariums contain many establishments of public institutions. Turnover of public institutions are measured by expense of the survey month for providing services or budget of survey month. However establishments which charge entrance fee may submit income from

entrance fee as turnover. In many cases entrance fees of public institutions are cheaper than those of private institutions, this may have an impact on the results.

### **7.1.2 Future plan**

Survey method of the MSSSI will be modified in January 2013.

Under the current method, each establishment is considered as a unit of survey and total turnover of the establishment is classified and tabulated as turnover of major industry of the establishment. Therefore, the turnover tabulated by major industry includes the turnover of other activities other than major industry and article sales.

To improve accuracy of the monthly statistics, the survey unit for major enterprises and other enterprises in particular industries will be changed from establishment to enterprise. In enterprise unit survey, turnover by business activity of enterprise will be collected. Turnover by activity to be collected is that of each of the top 4 service activities for each enterprise.

In enterprise unit survey, all target enterprises will be surveyed. As for “JSIC803 Bicycle, horse, motorcar and motorboat race track operations and companies” the survey unit is changed into enterprise in principle. It is expected that the accuracy of the monthly statistics will improve by introducing enterprise unit survey for those enterprises that have big turnover and significant influence on the results.

In additions to this, to supplement the Economic Census conducted once every 5 years, an annual survey will be launched. This annual survey is planned to be conducted on larger sample than the monthly survey in order to figure out the industrial turnover with more detail and the regional turnover.

## **7.2 Economic Census for Business Activity**

Questionnaires are delivered to single-unit establishments by enumerators and sent to enterprises having head and branch offices by post.

The 2012 Economic Census for Business Activity collected turnover from all establishments for Arts, Entertainment and Recreation Services for the first time. The preliminary results are to be released in late January 2013 and the final results are to be released from the third quarter of 2013. When the Census results will be released, a benchmark for turnover will be available every 5 years.

## **8. Evaluation of comparability of turnover data with price index practices**

In Japan there are two price indices for service industry: the Consumer Price Index (CPI) by the Statistics Bureau of Japan (SBJ) and the Corporate Services Price Index (CSPI) by the Bank of Japan. However, only the CPI is available for Arts, Entertainment and Recreation Services.

Turnover data is on industry basis, whereas price indices are on product (item) basis. The items for the CPI are as shown in Table 6.

The weight for the CPI is calculated by household consumption expenditure obtained from the Family Income and Expenditure Survey, so turnover data is not used for weighting.

**Table 6 CPI items for Arts, Entertainment and Recreation Services**

Admission, movies	Game charges, bowling
Admission, theater	Swimming pool charges
Admission, soccer	Fitness club fees
Admission, professional baseball games	Admission fees to the theme park
Charges for practicing golf	Admission fees to the racecourse
Charges for playing golf	" <i>Karaoke</i> room" charges
Tennis court charges	Admission fees to the art museum

## 9. Summary

The JSIC is used as classification for Arts, Entertainment and Recreation Services. The classes for this industry in the JSIC are more detailed than those in the ISIC.

Turnover for Arts, Entertainment and Recreation Services is released at 2-digit industry level every month by the MSSSI. The SBJ aims to improve the accuracy of the turnover results by modifying the survey methods of the MSSSI in January 2013.

The first Economic Census for Business Activity was conducted in 2012. Turnover information was collected from all the establishments for Arts, Entertainment and Recreation Services for the first time. The result of this Census is expected to be used as a benchmark for turnover.