

# 2012 Survey of Service Industries: Amusement and Recreation

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.

0297

Amusement and theme parks

0298

Amusement arcades (**include** indoor playgrounds)

0299

Golf courses and country clubs

0300

Skiing facilities

0301

Marinas

0302

Fitness and recreational sports centres

0324

Bowling centres

0304

All other amusement and recreation industries

(please specify):

0305

0040

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

FOR  
INFORMATION  
ONLY

## 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 and E - Not applicable

FOR  
INFORMATION  
ONLY

## F - Industry characteristics

Please provide a breakdown of your sales and services revenue according to the following sources, where applicable.

	CAN\$
<b>1. Admission receipts</b> (include all admissions such as green fees, lift tickets, gate receipts, season passes, memberships and initiation fees)	
a) golf courses and country clubs	2818
b) skiing facilities	2819
c) fitness and recreational sports centres (e.g., swimming pools, ice skating rinks, racquetball clubs, physical fitness centres, etc.) (exclude spa services)	2822
d) amusement parks and arcades (include receipts from rides, games and attractions)	2820
e) bowling centres (exclude lawn bowling)	2823
f) other amusement and recreation facilities (e.g., billiard parlours, curling clubs, horseback riding, miniature golf courses, dance halls, lawn bowling, day camps, etc.)	2824
(please specify):	2825
<b>2. Marina services</b> (include pleasure craft dockage, launching and utilities services)	2821
<b>3. Spa services</b>	2826
<b>4. Corporate and party event services</b>	2777
<b>5. Sports and recreation occupation services</b> (include caddy fees, guide services, instructional program fees, fitness evaluation and sports coaching)	2827
<b>6. Rental of facilities</b> (e.g., conference rooms, theatres, ice surfaces, grounds, etc.)	2005
<b>7. Rental of traveller accommodations</b>	2295
<b>8. Rental of recreational goods and equipment</b>	2155
<b>9. Repair and maintenance of sporting, fitness and recreational vehicles and equipment</b>	2831
<b>10. Registration fees for sports tournaments and matches</b>	2832
<b>11. Advertising revenue</b>	2327
<b>12. Sales of food and non-alcoholic beverages</b>	1429
<b>13. Sales of alcoholic beverages</b>	1428
<b>14. Sales of merchandise</b>	2790
<b>15. Other revenue from sales or services</b> (e.g., fishing charters)	2558
(please specify):	2559
<b>16. Total sales and services revenue</b> (sum of questions 1 to 15)	2305

## 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) <u>businesses</u>	8112	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
b) <u>individuals and households</u>	8100	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
c) <u>governments, not-for-profit organizations and public institutions (e.g., hospitals, schools)</u>	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

FOR  
INFORMATION  
ONLY

## 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

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%**

FOR  
INFORMATION  
ONLY

### 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

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

0013 First name

0014 Title

0018 E-mail address

0017 Telephone number

0027 Extension number

0016 Fax number

0020 Website address

0015 Date completed:  Y  Y  Y  Y  M  M  D  D

9910 hour(s)

9909 minutes

How long did you spend collecting the data and completing the questionnaire?

**M - Comments**

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

FOR  
INFORMATION  
ONLY

9920

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*.

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)**