

**2009 Survey of Service Industries:
Spectator Sports, Event Promoters,
Artists and Related Industries**

This document is confidential when completed.
Si vous préférez recevoir ce questionnaire en français,
veuillez nous appeler au numéro sans frais suivant :
1-888-881-3666.

■ 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		0009	Country	0007
					Postal code/zip code
0028	Last name of contact		0010	Language preference	1 <input type="checkbox"/> English 2 <input type="checkbox"/> 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. For more information on this survey, please access www.statcan.gc.ca/survey-e-quiete/index-eng.htm.

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

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 must 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 **1-888-881-3666** 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

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.

Spectator sports

0277 sports teams and clubs (professional, semi-professional and amateur teams and clubs presenting events before an audience)

0278 horse race tracks

0279 racehorse stables and racehorse training (**include** racehorse trainers, jockeys and harness drivers)

0280 other spectator sports and independent sports professionals (e.g., independent athletes, sports trainers, scouts, other race tracks; **include** teams, owners and drivers)

(please specify):

0281

Promoters (presenters) of performing arts, sports and similar events

With facilities

0282 live theatre and other performing arts presenters (**include** festivals)

0284 agricultural fair organizers

0283 sports stadiums and other presenters

Without facilities

0285 performing arts promoters (presenters) (**exclude** festivals)

0286 festivals

0287 agricultural fair promoters

0288 sports presenters and other presenters

Industries related to performing arts and spectator sports

0289 agents and managers for artists, athletes, entertainers and other public figures

0755 independent artists, visual arts

(please specify):

0756

0757 independent actors, comedians and performers

(please specify):

0758

0759 independent writers and authors

(please specify):

0760

0308 other industries related to performing arts and spectator sports

(please specify):

0309

0307 independent musicians and vocalists (please complete **Section L** and return the questionnaire)

0040 None of the above — Please call **1-888-881-3666** for further instructions.

C - Reporting period information

1. Please report information for your **fiscal year** (normal business year) **ending between** April 1, 2009 and March 31, 2010. Please indicate below the period covered by this questionnaire.

	yyyy	mm	dd		yyyy	mm	dd
from	⁰⁰¹¹ <input type="text"/>	<input type="text"/>	<input type="text"/>	to	⁰⁰¹² <input type="text"/>	<input type="text"/>	<input type="text"/>

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

⁰⁰³¹ 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 for further information.

D - Revenue

A detailed breakdown may be requested in other sections.

	CAN\$
1. Sales of goods and services (e.g., rental and leasing income, commissions, fees, admissions, services revenue) Report net of returns and allowances.	2299
2. Grants, subsidies, donations and fundraising	2068
3. Royalties, rights, licensing and franchise fees	2022
4. Investment income (dividends and interest)	2097
5. Other revenue (please specify):	2077
6. Total revenue (sum of questions 1 to 5)	2098

E - Expenses

CAN\$

1. Salaries and wages of employees who have been issued a T4 statement	3010	
2. Employer portion of employee benefits (include 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 (include contract labour, contract work and custom work)	3060	
6. Charges for services provided by your head office	4555	
7. Cost of goods sold, if applicable (purchases plus opening inventory minus closing inventory)	5721	
8. Office supplies	3301	
9. Rental and leasing (include rental of premises, equipment, motor vehicles, etc.)	4115	
10. Repair and maintenance (e.g., property, equipment, vehicles)	4178	
11. Insurance (include professional liability, motor vehicles, etc.)	4350	
12. Advertising, marketing and promotions (report charitable donations at question 22)	4365	
13. Travel, meals and entertainment	4370	
14. Utilities and telecommunications expenses (include 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 (please specify):	4531	4569
23. Total expenses (sum of questions 1 to 22)		4699
24. Corporate taxes, if applicable		4600
25. Gains (losses) and other items (see reporting guide)		4601
26. Net profit/loss after tax and other items (see reporting guide)		2304

F - Industry characteristics

Please provide a breakdown of your sales and services revenue, where applicable (see enclosed reporting guide for further information).

		CAN\$
1. Admissions to live sports or racing events presented by your business (report your share of box office receipts for events presented by others using your facilities, such as rentals, at question 3 below)	2774	
2. Admissions to live performing arts performances, fairs and festivals presented by your business (report your share of box office receipts for events presented by others using your facilities, such as rentals, at question 3 below)	2775	
3. Facility rental revenue (include rentals of theatres, tracks, stables, grounds, arenas, conference rooms, etc.)	2005	
4. Rental of traveller accommodations	2295	
5. Contract production (fees earned by artists, athletes, performers, writers, companies and teams under contract to promoters, vendors or others)	2060	
6. Professional fees and commissions for career management and representation services for artists, athletes, entertainers, and others	2777	
7. Event management services	2778	
8. Technical artistic services	1433	
9. Receipts from gambling (e.g., wagering, gambling machines, lottery tickets, pari-mutuel, Internet gambling, bookmaking)	2327	
10. Advertising revenue	1429	
11. Sales of food and non-alcoholic beverages	1428	
12. Sales of alcoholic beverages	2790	
13. Sales of merchandise	2558	
14. Other revenue from sales and services (please specify):	255	
15. Total sales and services (sum of questions 1 to 14)	2305	

Royalties, rights, licensing and franchise fees

Please provide a breakdown of your royalties, rights, licensing and franchise fees.

		CAN\$
16. Licensing of rights to use copyrighted works and trademarks	2338	
17. Broadcast and other media rights	2776	
18. Other royalties, rights, licensing and franchise fees (please specify):	2582	
19. Total royalties, rights, licenses and franchise fees (sum of questions 16 to 18)	2695	

F - Industry characteristics (continued)

Attendance

Please report the attendance for performances and events presented during the reporting period for this business, if applicable. If records are not kept, please provide your best estimate.

Live sports and racing events

	number
20. Presented by your business _____	0614 <input type="text"/>
21. Presented by others using your facilities (such as rentals) _____	0615 <input type="text"/>

Live performing arts performances, festivals and fairs

	number
22. Presented by your business _____	0616 <input type="text"/>
23. Presented by others using your facilities (such as rentals) _____	0617 <input type="text"/>

G - Personnel

	number
1. Number of partners and proprietors, non-salaried (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 full time _____	6328 <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. Clients in Canada	%
a) businesses _____	8112 <input type="text"/>
b) individuals and households _____	8100 <input type="text"/>
c) governments, not-for-profit organizations and public institutions (e.g., hospitals, schools) _____	8233 <input type="text"/>
2. Clients outside Canada _____	8140 <input type="text"/>
	100%

I - Not applicable

J - International transactions

Exports

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

0531 1 **yes**, complete **questions 2, 3 and 4**

3 **no**, go to **question 5**

CAN\$

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

0666

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%

Imports

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

0715 1 **yes**, complete **questions 6, 7 and 8**

3 **no**, go to **next section**

CAN\$

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

0717

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 - Provincial/territorial distribution

1. Please report the number of business units/locations operating in Canada during the reporting period. Business unit is defined as the lowest level of the firm for which accounting records are maintained for such details as revenue, expenses and employment.

number
5001

2. Do you have business units/locations in more than **one** province or territory?

⁹⁹⁶⁶ 1 **yes, go to question 3**

³ **no, go to section L**

3. Please report the following data for the provinces or territories in which you have business units, indicating if you are reporting in Canadian dollars **or** percentages.

⁹⁹⁶⁷ 1 \$ **or** 2 %

	Number of business units (locations)	Total revenue	Salaries, wages and employee benefits	Amortization and depreciation of tangible and intangible assets	Total expenses
1. Newfoundland and Labrador	5002	4824	4826	4827	4927
2. Prince Edward Island	5003	4829	4831	4832	4932
3. Nova Scotia	5004	4834	4836	4837	4937
4. New Brunswick	5005	4839	4841	4842	4942
5. Quebec	5006	4844	4846	4847	4947
6. Ontario	5007	4849	4851	4852	4952
7. Manitoba	5008	4854	4856	4857	4957
8. Saskatchewan	5009	4859	4861	4862	4962
9. Alberta	5010	4864	4866	4867	4967
10. British Columbia	5011	4869	4871	4872	4972
11. Yukon	5014	4874	4876	4877	4977
12. Northwest Territories	5013	4879	4881	4882	4982
13. Nunavut	5012	4884	4886	4887	4987
14. Total	5015	4889	4891	4892	4992

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	
0013	First name		0027	Extension number	
0014	Title		0016	Fax number	
0018	E-mail address		0020	Website address	

Date completed: 0015 yyyy mm dd

How long did you spend collecting the data and completing the questionnaire? 910 hour(s) 9909 minutes

M - Comments

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

9920

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9914

9915

9916

General information

Confidentiality

Your answers are confidential.

Statistics Canada is prohibited by law from releasing any information from this survey which would identify a person, business, or organization, without their prior consent. The confidentiality provisions of the *Statistics Act* are not affected by either the *Access to Information Act* or any other legislation. Therefore, for example, the Canada Revenue Agency cannot access identifiable survey data from Statistics Canada.

These survey data will only be used for statistical purposes and will be published in an aggregate form only.

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 must 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