

2011 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 : 1-800-972-9692.

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	Postal code/zip code
0028	Last name of contact	0010	Language preference	
			1 ☐ English	2 ☐ 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 for more information on this survey.

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 1-800-972-9692 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



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 **1-800-972-9692** for further instructions.

C - Reporting period information

1. Please report information for your **fiscal year** (normal business year) **ending between** April 1, 2011 and March 31, 2012. Please indicate below the period covered by this questionnaire.

from ⁰⁰¹¹ to ⁰⁰¹²

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): ²⁰⁰¹	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.

		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	
	2295	
4. Rental of traveller accommodations		
5. Contract production (fees earned by artists, athletes, performers, writers, companies and teams under contract to promoters, vendors or others)	2703	
6. Professional fees and commissions for career management and representation services for artists, athletes, entertainers, and others	2060	
	2777	
7. Event management services		
	2778	
8. Technical artistic services		
9. Receipts from gambling (e.g., wagering, gambling machines, lottery tickets, pari-mutuel, Internet gambling, bookmaking)	1433	
	2327	
10. Advertising revenue		
	1429	
11. Sales of food and non-alcoholic beverages		
	1428	
12. Sales of alcoholic beverages		
	2790	
13. Sales of merchandise		
14. Other revenue from sales and services		
(please specify):	2559	
	2558	
	2305	
15. Total sales and services (sum of questions 1 to 14)		

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):	2583	
	2582	
	2695	
19. Total royalties, rights, licenses and franchise fees (sum of questions 16 to 18)		

F - Industry characteristics (continued)

Assistance

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

21. Presented by others using your facilities (such as rentals)

0615

Live performing arts performances, festivals and fairs

number

22. Presented by your business

0616

23. Presented by others using your facilities (such as rentals)

0617

G - Personnel

number

1. Number of partners and proprietors, **non-salaried**
(if salaried, report at question 2 below)

6321

2. Paid employees

a) average number of paid employees during the reporting period
(see reporting guide)

6339

b) percentage of paid employees (from question 2a)
who worked **full time**

6328

%

3. Number of contract workers for whom you did not issue a T4, such as freelancers
and casual workers (estimates are acceptable)

6320

number

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

b) individuals and households

8100

c) governments, not-for-profit organizations and public institutions (e.g., hospitals, schools)

8233

2. Clients outside Canada

8140

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. 5001 **number**

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

Last name

0054

First name

0013

Title

0014

E-mail address

0018

Telephone number

0017

Extension number

0027

Fax number

0016

Website address

0020

Date completed:

0015

hour(s)

9910

minutes

9909

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.

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 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*. 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 records from Statistics Canada.

Information from this survey will be used for statistical purposes only and will be published in 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