

# 2013 Annual Survey of Service Industries: Spectator Sports, Event Promoters, Artists and Related Industries

**CONFIDENTIAL once completed.**

Selon nos dossiers votre langue de préférence est l'anglais, si vous préférez recevoir ce document en français, veuillez nous appeler au numéro sans frais suivant : 1-800-972-9692.

Please verify the information for this business's contact person and correct where needed.

B00101

B00102

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B00104

B00105  B00106

B00107

## Business and contact information

Email address

B00113

Preferred language of communication

B00117\_n

English  French

Telephone number (including area code)

B00114

Extension number

B00115

Fax number (including area code)

B00116

**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.**

## 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. 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 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*. **Note:** Our online questionnaires are secure, there is no risk of data interception when responding to Statistics Canada's online surveys.

### 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 21 days.**

**Please mail the completed questionnaire in the enclosed envelope or fax it to Statistics Canada at 1-888-883-7999.**

If you are unable to complete within 21 days **OR** if you need help, call us at **1-800-972-9692**.

Statistics Canada  
Operations and Integration Division  
150 Tunney's Pasture Driveway  
Ottawa, Ontario K1A 0T6  
**Visit our website, [www.statcan.gc.ca](http://www.statcan.gc.ca)**

## Reporting instructions

1. Please print in ink.
2. Report all dollar amounts **in thousands of Canadian dollars ('000 CAN\$)**.
3. Do not include sales tax.
4. Percentages should be rounded to whole numbers.
5. Consult the reporting guide at [www.statcan.gc.ca/guides-e](http://www.statcan.gc.ca/guides-e) for further information.
6. When precise figures are not available, please provide your best estimates.

## Business activity

1. Statistics Canada uses the **North American Industrial Classification System** to classify the activities of each business. According to our records, this business's **main activity** is classified as:

Is this the **main activity** of this business?

B05002

- Yes**, this is the **main activity** of this business. ▶ *Go to question 1b*
- No**, this is **not the main activity** of this business. ▶ *Go to question 1a*

- a) Please provide a brief but precise **description** of this business's **main activity** (e.g., "breakfast cereal manufacturing" or "shoe store" or "software development").

B05003

  

B05004

- b) Approximately what **percentage of this business's revenue** is generated by this **main activity**?  %

Are there any other activities that **contribute significantly** (at least 10%) to this **business's revenue**?

B05024

- Yes** ▶ *Go to question 1c*
- No** ▶ *Go to next page*

- c) Please provide a brief but precise **description** of this business's **secondary activity** (e.g., "breakfast cereal manufacturing" or "shoe store" or "software development").

B05005

  

B05006

- d) Approximately what **percentage of this business's revenue** is generated by this **secondary activity**?  %

## Reporting period information

1. For this survey, please report information for this business's most recent **12 month fiscal period**.

**Note:** For this survey, the **End date** should fall between **April 1, 2013** and **March 31, 2014**.

	YYYY	MM	DD		YYYY	MM	DD
Start date				End date			

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

<p>B00301_r1 <input type="checkbox"/> seasonal operations</p> <p>B00301_r2 <input type="checkbox"/> new business</p> <p>B00301_r3 <input type="checkbox"/> change of ownership</p> <p>B00301_r4 <input type="checkbox"/> change of fiscal year</p>	<p>B00301_r5 <input type="checkbox"/> ceased operations</p> <p>B00301_r6 <input type="checkbox"/> temporarily inactive</p> <p>B00301_r7 <input type="checkbox"/> other reason — please specify: B00301_r8 <input style="width: 100%; height: 20px;" type="text"/></p>
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3. Please indicate below, any changes or events that may have affected the reported values for this business compared to the last reporting period (mark all that apply):

<p>B00302_t1 <input type="checkbox"/> strike or lockout</p> <p>B00302_t2 <input type="checkbox"/> exchange rate impact</p> <p>B00302_t3 <input type="checkbox"/> price changes in goods or services sold</p> <p>B00302_t4 <input type="checkbox"/> contracting out</p> <p>B00302_t5 <input type="checkbox"/> organizational change</p> <p>B00302_t6 <input type="checkbox"/> price changes in labour or raw materials</p> <p>B00302_t7 <input type="checkbox"/> natural disaster</p> <p>B00302_t8 <input type="checkbox"/> recession</p>	<p>B00302_t9 <input type="checkbox"/> change in product line</p> <p>B00302_t10 <input type="checkbox"/> sold business units</p> <p>B00302_t11 <input type="checkbox"/> expansion</p> <p>B00302_t12 <input type="checkbox"/> new/lost contract</p> <p>B00302_t13 <input type="checkbox"/> plant closures</p> <p>B00302_t14 <input type="checkbox"/> acquired business units</p> <p>B00302_t15 <input type="checkbox"/> other changes or events — please specify: B00302_t16 <input style="width: 100%; height: 20px;" type="text"/></p>
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## Industry characteristics

### Sales

Please provide a breakdown of your sales and services revenue **in thousands of Canadian dollars**.

	'000 CAN\$
1. Admissions to live 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 2 below)	F45059 \$ <input type="text"/> ,000
2. Facility rental revenue <b>Include:</b> rentals of theatres, tracks, stables, grounds, arenas, conference rooms, etc.	F45812 \$ <input type="text"/> ,000
3. Rental revenue from traveller accommodations	F45813 \$ <input type="text"/> ,000
4. Contract production (fees earned by artists, athletes, performers, writers, companies and teams under contract to promoters, vendors or others)	F43183 \$ <input type="text"/> ,000
5. Professional fees and commissions for career management and representation services for artists, athletes, entertainers and others	F45705 \$ <input type="text"/> ,000
6. Event management services	F45061 \$ <input type="text"/> ,000
7. Technical artistic services (e.g., lighting and visual effects)	F45062 \$ <input type="text"/> ,000
8. Receipts from gambling (e.g., wagering, gambling machines, lottery tickets, pari-mutuel, Internet gambling and bookmaking)	F45063 \$ <input type="text"/> ,000
9. Advertising revenue	F45035 \$ <input type="text"/> ,000
10. Sales of food and non-alcoholic beverages	F43182 \$ <input type="text"/> ,000
11. Sales of alcoholic beverages	F43026 \$ <input type="text"/> ,000
12. Sales of merchandise	F43178 \$ <input type="text"/> ,000
13. Other revenue from sales and services — please specify:	
<input type="text"/>	F43175 \$ <input type="text"/> ,000
<input type="text"/>	F43005 \$ <input type="text"/> ,000
14. <b>Total sales of goods and services</b> (sum of questions 1 to 13)	F43000 \$ <input type="text"/> ,000

## Revenue from royalties, rights, licensing and franchise fees

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

'000 CAN\$

15. Licensing of rights to use copyrighted works and trademarks	F47203 \$ <input type="text"/> ,000
16. Broadcast and other media rights	F47204 \$ <input type="text"/> ,000
17. Other royalties, rights, licensing and franchise fees — please specify: <small>F47205</small>	F47206 \$ <input type="text"/> ,000
18. <b>Total royalties, rights, licenses and franchise fees</b> (sum of questions 15 to 17)	F47200 \$ <input type="text"/> ,000

## 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.

<b>Live sports and racing events</b>	<b>number of spectators</b>
19. Presented by your business	B10007 <input type="text"/>
20. Presented by others using your facilities (such as rentals)	B10008 <input type="text"/>
<b>Live performing arts performances, festivals and fairs</b>	<b>number of spectators</b>
21. Presented by your business	B10009 <input type="text"/>
22. Presented by others using your facilities (such as rentals)	B10011 <input type="text"/>

## Sales by type of customer

What was this business's breakdown of sales by the following types of client?

### 1. Clients in Canada

percentage

F43008\_c1

a) individuals and households

 %

F43008\_c2

b) businesses

 %

F43008\_c3

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

 %

F43008\_c4

### 2. Clients outside of Canada

 %

100%

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## International transactions

### Revenue received from exports

1. Did this business receive revenue from **clients outside Canada** for the sale of products, services, royalties, rights, licensing or franchise fees?

B05011\_b

- Yes**, complete **questions 2, 3 and 4**.
- No**, go to **question 5**.

2. What was the revenue received from **clients outside Canada**? \$  ,000

3. What was the percentage breakdown of revenue received from **clients outside Canada** by goods, services and royalties?

	percentage
a) goods	<input type="text" value="F43218"/> %
b) services	<input type="text" value="F43219"/> %
c) royalties, rights, licensing and franchise fees	<input type="text" value="F47202"/> %
<b>Total</b>	<input type="text" value="F43590"/> %

4. What was the percentage breakdown of revenue received from **clients outside Canada** by country?

	percentage
a) United States	<input type="text" value="F43221_g1"/> %
b) Mexico	<input type="text" value="F43221_g2"/> %
c) other countries — please specify by listing top 4 contributors:	
B50002_1	<input type="text" value="F43222_1"/> %
B50002_2	<input type="text" value="F43222_2"/> %
B50002_3	<input type="text" value="F43222_3"/> %
B50002_4	<input type="text" value="F43222_4"/> %

### Purchases from outside Canada (imports)

5. Did this business make payments to **suppliers outside Canada** for the purchase of products, services, royalties, rights, licensing or franchise fees?

B05012\_b

- Yes**, complete **questions 6, 7 and 8**.
- No**, go to **next section**.

6. What were the payments made to **suppliers outside Canada**? \$  ,000

7. What was the percentage breakdown of payments made to **suppliers outside Canada** by goods, services and royalties?

	percentage
a) goods	<input type="text" value="F61315"/> %
b) services	<input type="text" value="F61316"/> %
c) royalties, rights, licensing and franchise fees	<input type="text" value="F61317"/> %
<b>Total</b>	<input type="text" value="F61330"/> %

8. What was the percentage breakdown of payments made to **suppliers outside Canada** by country?

	percentage
a) United States	<input type="text" value="F61318_g1"/> %
b) Mexico	<input type="text" value="F61318_g2"/> %
c) other countries — please specify by listing top 4 contributors:	
B50003_1	<input type="text" value="F61319_1"/> %
B50003_2	<input type="text" value="F61319_2"/> %
B50003_3	<input type="text" value="F61319_3"/> %
B50003_4	<input type="text" value="F61319_4"/> %

## Contact person

### Name of person to contact about this questionnaire:

Last name

B00003

First name

B00004

Title

B00005

Telephone number

B00006

Extension number

B00007

Fax number

B00008

Email address

B00009

Website

B00011

Date completed (yyyy-mm-dd):

B00012

hours

B00013

minutes

B00014

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

## Comments

We invite your comments below.  
If necessary, please attach a separate sheet.  
Please be assured that we review all comments with the intent of improving the survey.

B00002



## 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 and to minimize the reporting burden, 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, [www.statcan.gc.ca](http://www.statcan.gc.ca)**

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