



2007 ECONOMIC CENSUS

Motion Picture and Video Exhibition

DUE DATE
FEBRUARY 12, 2008

Mail your completed form to:
U.S. CENSUS BUREAU
1201 East 10th Street
Jeffersonville, IN 47134-0001

IN-51202

**INFORMATION COPY
DO NOT USE TO REPORT**

(Please correct any errors in this mailing address.)

Please read the accompanying information sheet(s) before answering the questions.

Need help or have questions about filling out this form?

Visit www.census.gov/econhelp

Call 1-800-233-6136, between 8:00 a.m. and 6:00 p.m., Eastern time, Monday through Friday.

- OR -

Write to the address above. Include your 11-digit Census File Number (CFN) printed in the mailing address.

YOUR RESPONSE IS REQUIRED BY LAW. Title 13, United States Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the U.S. Census Bureau. By the same law, **YOUR CENSUS REPORT IS CONFIDENTIAL.** It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. Further, copies retained in respondents' files are immune from legal process.

- Use blue or black ballpoint pen.
 - Do not use pencil or felt-tip pen.
 - Place an "X" inside the box.
 - Please center numbers in their respective boxes.
 - Do not put slashes through 0 or 7.
- Examples: 0 1 2 3 4 5 6 7 8 9

The reporting unit for this form is an establishment. An **establishment** is generally a single physical location where business is conducted or where services or industrial operations are performed. For further clarification, see information sheet(s).

1 EMPLOYER IDENTIFICATION NUMBER
Is the Employer Identification Number (EIN) shown in the mailing address the same as the one used for this establishment on its latest 2007 Internal Revenue Service Form 941, Employer's Quarterly Federal Tax Return?

0021 Yes - Go to **2** 0022 No - Enter current EIN (9 digits) → 0025 -

2 PHYSICAL LOCATION

A. Is this establishment's physical location the same as shown in the mailing address? (P.O. Box and rural route addresses are not physical locations.)

0031 Yes - Go to line B

0032 No - Enter physical location →

0035 Number and street			
0036 City, town, village, etc.		0037 State	0038 ZIP Code
<input type="text"/>		<input type="text"/>	<input type="text"/>

B. Is this establishment physically located inside the legal boundaries of the city, town, village, etc.? (Mark "X" only ONE box.)

0041 Yes 0042 No 0043 No legal boundaries 0044 Do not know

C. In what type of municipality is this establishment physically located? (Mark "X" only ONE box.)

0046 City, village, or borough 0047 Town or township 0048 Other 0024 Do not know

51202018

3 OPERATIONAL STATUS

Which ONE of the following best describes this establishment's operational status at the end of 2007?
(Mark "X" only ONE box.)

0011 In operation 0013 Temporarily or seasonally inactive

0014 Ceased operation - Give date at right →

Month	Day	Year

0015 Sold or leased to another operator - Give date at right →

Month	Day	Year

AND enter name and address of new owner or operator and Employer Identification Number (EIN) below ↴

0060 Name of new owner or operator	0061 EIN (9 digits)
	-

0062 Mailing address (Number and street, P.O. Box, etc.)		

0063 City, town, village, etc.	0064 State	0065 ZIP Code
		-

0016 Other - Specify → 0815

4 MONTHS IN OPERATION

Mark "X" if None

2007
Number

Number of months in operation during 2007 (If none, mark "X" and go to 50.) 0002

HOW TO REPORT DOLLAR FIGURES

Dollar figures should be **rounded to thousands** of dollars.

If a figure is **\$1,025,628.79:**

If a value is "0" (or less than \$500.00):

Mark "X" if None

Report →

Report →

2007			
\$ Bil.	Mil.	Thou.	Dol.
	1 0 2 6		

5 SALES, SHIPMENTS, RECEIPTS, OR REVENUE

Mark "X" if None

Operating receipts 0100

2007			
\$ Bil.	Mil.	Thou.	Dol.

6 Not Applicable.

7 EMPLOYMENT AND PAYROLL

Include:

- Full- and part-time employees working at this establishment whose payroll was reported on Internal Revenue Service Form 941, Employer's Quarterly Federal Tax Return, and filed under the Employer Identification Number (EIN) shown in the mailing address or corrected in 1.

Exclude:

- Temporary staffing obtained from a staffing service.
- Contractors, subcontractors, or independent contractors.
- Full- or part-time leased employees whose payroll was filed under an employee leasing company's EIN.
- Purchased or managed services, such as janitorial, guard, or landscape services.
- Professional or technical services purchased from another firm, such as software consulting, computer programming, engineering, or accounting services.

For further clarification, see information sheet(s).

Mark "X" if None

A. Number of employees for pay period including March 12 0320

2007
Number

B. Payroll before deductions (Exclude employer's cost for fringe benefits.)

Mark "X" if None

1. Annual payroll 0300

2. First quarter payroll (January-March, 2007) 0310

2007			
\$ Bil.	Mil.	Thou.	Dol.

51202026

If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.

8 - 18 Not Applicable.

19 KIND OF BUSINESS OR ACTIVITY

Which ONE of the following best describes this establishment's principal kind of business or activity in 2007?
(Mark "X" only ONE box.)

- 0700 512 131 00 1 Motion picture theater, excluding drive-in
- 512 132 00 1 Drive-in motion picture theater
- 512 131 00 2 Film festival exhibitors
- 711 110 20 B Theaters, live theatrical productions
- 711 120 00 5 Dance theaters, live productions
- 777 512 02 1 Other theater, excluding motion picture - Specify ↴

0701

- 773 000 00 2 Other kind of business or activity - Specify ↴

0701

20 and 21 Not Applicable.

HOW TO REPORT PERCENTS

If figure is **38.76%** of total sales:

Report whole percents

2007				
Estimates are acceptable. Report dollars OR percents.				
\$ Bil.	Mil.	Thou.	Dol.	Percent
				3 9

22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE

(Report receipts by source either as a dollar figure or as a whole percent of total receipts (reported in 5). See HOW TO REPORT DOLLAR FIGURES on page 2 and HOW TO REPORT PERCENTS above. Do not combine data for two or more receipts lines.)

Line 2 - Report receipts from packaged food and beverages purchased on own account for resale or sold on a fee or commission basis for others. Include vending machine sales.

Line 3 - Report receipts from meals, snacks, other food items, and beverages prepared and served or dispensed for immediate consumption.

Line 4 - Report receipts from providing services that facilitate attracting public attention to a product, business, or cause. Include provision of space or time in publications, screen advertising, and renting of display space in venues.

Line 5 - Report receipts from video games, pinball games, air hockey games, etc., owned by this establishment. Exclude gambling machines. Report renting space to others to place ride and game machines on **line 6c**.

Description of sales, shipments, receipts, or revenue	Census use	2007							
		Estimates are acceptable. Report dollars OR percents.							
		\$ Bil.	Mil.	Thou.	Dol.	Percent			
0723	0720	0721							0722
1. Admissions to feature film exhibitions (Exclude state and local taxes)									
a. Domestic films	34951								
b. Foreign films	34952								
c. Sum lines 1a and 1b	34950								
2. Packaged food and beverages	39609								

CONTINUE WITH 2 ON PAGE 4

CONTINUE ON PAGE 4

51202034

22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2007					
		Estimates are acceptable. Report dollars OR percents.					
		\$ Bil.	Mil.	Thou.	Dol.	Percent	
0723	0720	0721				0722	
3. Meals and beverages prepared for immediate consumption	39460						
4. Advertising services	34960						
5. Coin-operated games and rides operated by this establishment	31130						
6. Rental or leasing of non-residential space in buildings or other facilities							
a. Rental of space for the sale of prepared food and beverages	39553						
b. Rental of space for the sale of merchandise	39551						
c. Rental of space for hosting coin-operated machines (e.g., vending machines, video games, gambling machines)	39563						
d. Rental of facilities, including stadiums, arenas, theaters, and parking lots	39554						
7. Resale of other merchandise	39611						
8. All other receipts - <i>Specify if more than 10 percent of total receipts</i> ↴							
	39707						
9. TOTAL RECEIPTS - Sum of lines should equal ⑤ if reporting in dollars	39850						1 0 0

23-29 Not Applicable.

REMARKS (Please use this space for any explanations that may be essential in understanding your reported data.)

30 CERTIFICATION - This report is substantially accurate and was prepared in accordance with the instructions.

Is the time period covered by this report a calendar year?
 Yes No - Enter time period covered →

FROM	Month	Year	TO	Month	Year

Name of person to contact regarding this report _____ Title _____

Telephone	Area code	Number	Extension	Fax	Area code	Number

Internet e-mail address _____ Date completed _____

Month	Day	Year

Thank you for completing your 2007 ECONOMIC CENSUS form.
PLEASE PHOTOCOPY THIS FORM FOR YOUR RECORDS AND RETURN THE ORIGINAL.

51202042

