



U.S. DEPARTMENT OF COMMERCE  
Economics and Statistics Administration  
U.S. CENSUS BUREAU

FORM

**IN-51202** (11-16-2011)

## 2012 ECONOMIC CENSUS

### Motion Picture and Video Exhibition

OMB No. 0607-0934: Approval Expires 12/31/2013

**DUE DATE**  
**FEBRUARY 12, 2013**

(Please correct any errors in this mailing address.)

**Need help or have questions?**

- **Read** the accompanying information sheet(s) before answering the questions.
- **Visit** [econhelp.census.gov](http://econhelp.census.gov)
- **Call** 1-800-233-6136, between 8:00 a.m. and 6:00 p.m., Eastern time, Monday through Friday.

**IN-51202**

**INFORMATION COPY**  
**DO NOT USE TO REPORT**

**Report Online** - It's fast and secure!  
**Go to:** [econhelp.census.gov](http://econhelp.census.gov)

- **OR** -

**Mail** your  
completed  
form to:

**U.S. CENSUS BUREAU**  
**1201 East 10th Street**  
**Jeffersonville, IN 47134-0001**

**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.
- Do not put slashes through 0 or 7.
- Please center numbers in their respective boxes.
- Place an "X" inside the box.

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 to the left of the mailing address the same as the one used for this establishment on its latest 2012 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

-

CONTINUE WITH **2** ON PAGE 2

**PENALTY FOR FAILURE TO REPORT**

**CONTINUE ON PAGE 2**

51202018

**2** PHYSICAL LOCATION - Continued

**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

**3** OPERATIONAL STATUS

Which ONE of the following best describes this establishment's operational status at the end of 2012?  
(Mark "X" only ONE box.)

0011 ☐ In operation

0013 ☐ Temporarily or seasonally inactive

0014 ☐ Ceased operation - Give date at right

0015 ☐ Sold or leased to another corporation - Give date at right  
AND enter name and address of new owner or operator  
and Employer Identification Number (EIN) below

Month	Day	Year
<input type="text"/>	<input type="text"/>	<input type="text"/>

0060 Name of new owner or operator

0061 EIN (9 digits)

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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0062 Mailing address (Number and street, P.O. Box, etc.)

<input type="text"/>
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0063 City, town, village, etc.

0064 State

0065 ZIP Code

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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0016 ☐ Other - Specify

0815

**4** MONTHS IN OPERATION

Mark "X" if None

2012 Number

Number of months in operation during 2012 (If none, mark "X" and go to 30.) . . . . . 0002

☐


HOW TO  
REPORT  
DOLLAR  
FIGURES

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

If a figure is **\$2,035,628.79**:

**Report**

Mark "X" if None

☐

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

**Report**

☒

2012  
\$ Bil. Mil. Thou.

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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EXAMPLE

**5** SALES, SHIPMENTS, RECEIPTS, OR REVENUE

Mark "X" if None

2012  
\$ Bil. Mil. Thou.

Operating receipts . . . . . 0100

☐

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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**6** Not Applicable.

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

**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 to the left of 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).

**A.** Number of employees for pay period including March 12, 2012 . . . . . 0000 ☐

**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 2012) . . . . . 0310 ☐

Mark "X" if None

2012  
Number

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Mark "X" if None

2012

\$ Bil.	Mil.	Thou.
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

**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 2012?

If none of the provided selections seem appropriate, provide a specific description of the primary business activity.

**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 exhibitor

711 110 20 B ☐ Theater, live theatrical productions


777 512 02 1 ☐ Other theater, excluding motion picture - Describe ↴

0701

773 000 00 2 ☐ Other kind of business or activity - Describe type of business or activity ↴

0701

**20 and 21** Not Applicable.

<b>HOW TO REPORT PERCENTS</b>		2012 Report thousands of dollars OR whole percents. Estimates are acceptable.			
		\$ Bil.	Mil.	Thou.	Percent
					39

**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. Also include packaged candy and soda.

**Line 3** - Report receipts from meals, snacks, other food items, and beverages prepared and served or dispensed for immediate consumption. Include hotdogs, popcorn, and fountain drinks.

**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 rental space to others to place pin and game machines on **line 6**.

Description of sales, shipments, receipts or revenue		2012			
		Report thousands of dollars OR whole percents. Estimates are acceptable.			
		\$ Bil.	Mil.	Thou.	Percent
<b>1.</b>	Admissions to feature film exhibitions (Exclude state and local taxes.)				
<b>a.</b>	Domestic films . . . . . 34951				
<b>b.</b>	Foreign films . . . . . 34952				
<b>c.</b>	Add lines 1a and 1b . . . . . 34950				
<b>2.</b>	Packaged food and beverages . . . . . 39609				
<b>3.</b>	Meals and beverages prepared for immediate consumption . . 39460				
<b>4.</b>	Advertising revenues . . . . . 31250				
<b>5.</b>	Coin-operated games and rides operated by this establishment 31130				
<b>6.</b>	Rental or leasing of non-residential space in buildings or other facilities . . . . . 39550				
<b>7.</b>	Resale of other merchandise . . . . . 39611				
<b>8.</b>	All other receipts - Describe if more than 10 percent of total receipts 				
	<div style="border: 1px solid black; height: 30px; width: 450px;"></div> 39707				
<b>9.</b>	<b>TOTAL RECEIPTS - Sum of lines should equal <b>5</b> if reporting in dollars</b> . . . . . 39850				100

**23-29** Not Applicable.

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

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

**INFORMATION COPY  
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**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
	<input type="text"/>	<input type="text"/>		<input type="text"/>	<input type="text"/>

Name of person to contact regarding this report

Title

Area code	Number	Extension
<input type="text"/>	<input type="text"/>	<input type="text"/>

Tele-  
phone

Fax

Area code	Number
<input type="text"/>	<input type="text"/>

E-mail address

Date  
completed

Month	Day	Year
<input type="text"/>	<input type="text"/>	<input type="text"/>

**Thank you for completing your 2012 ECONOMIC CENSUS form.**

**PLEASE PHOTOCOPY THIS FORM FOR YOUR RECORDS AND RETURN THE ORIGINAL.**

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