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SURVEY METHODOLOGY

This survey of the TCG constituency was conducted by TCG's Management Services department. Questionnaires were mailed to each TCG Constituent and Associate company requesting information for the fiscal year ending between September 30, 1983 and August 31, 1984. A total of 230 companies responded—a 94 percent response rate. Theatres with operating expenses of more than \$500,000 were required to submit a copy of the corresponding certified financial audit against which financial data were verified. Standard statistical analyses were applied to the data collected; compounded growth rates were calculated by standard application of changes in the consumer price index since 1967. Consumer price index and inflation figures were supplied by the Bureau of Labor Statistics. Data on theatres nationwide is maintained in TCG's computerized data bank for an 11-year period beginning with 1974.

While *Theatre Facts* is published annually, reports issued in different years should not be compared to one another, since the number of theatres participating in the Survey Universe, as well as the composition of the Sample Group selected for trend analysis over time, vary annually. Year-to-year comparisons for the five-year period 1980-84 are published in this report.