

# 2010 Survey of Service Industries: Motion Picture Theatres

**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	0007 Postal code/zip code
0028	Last name of contact		0010	Language preference	1 <input type="checkbox"/> English 2 <input type="checkbox"/> 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. 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.

### 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](http://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.

0472  Motion picture theatre, indoor

0473  Drive-in theatres

0474  Film festival, with or without facilities

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, 2010 and March 31, 2011. Please indicate below the period covered by this questionnaire.

from <sup>0011</sup>    to <sup>0012</sup>

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

<sup>0031</sup> <sup>1</sup>  seasonal operations    <sup>2</sup>  new business    <sup>3</sup>  change of fiscal year    <sup>4</sup>  change of ownership    <sup>5</sup>  ceased operations    <sup>6</sup>  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](http://www.statcan.gc.ca/guides-e) for further information.

## D - Revenue

A detailed breakdown may be requested in other sections.

	CAN\$
1. <b>Sales of goods and services</b> (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): <sup>2001</sup>	2077
6. <b>Total revenue</b> (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 ( <b>include</b> 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 ( <b>include</b> contract labour, contract work and custom work)	3060
6.	Charges for services provided by your head office	4555
7.	Cost of goods sold, <b>if applicable</b> (purchases <b>plus</b> opening inventory <b>minus</b> closing inventory)	5721
8.	Office supplies	3301
9.	Rental and leasing ( <b>include</b> rental of premises, equipment, motor vehicles, etc.)	4115
10.	Repair and maintenance (e.g., property, equipment, vehicles)	4178
11.	Insurance ( <b>include</b> 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 ( <b>include</b> 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 ( <b>include</b> film rental)	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 <span style="float: right;">4531</span> (please specify):	4569
23.	<b>Total expenses</b> (sum of questions 1 to 22)	4699
24.	Corporate taxes, if applicable	4600
25.	Gains (losses) and other items (see reporting guide)	4601
26.	<b>Net profit/loss after tax and other items</b> (see reporting guide)	2304

## F - Industry characteristics

Please provide a breakdown of your sales from your indoor theatres (including film festivals) or drive-in theatres.

		Indoor theatres (CAN\$)	Drive-in theatres (CAN\$)
1. Total admission receipts	0963		0979
2. Advertising revenue	0964		0980
3. Rental of facilities (for events, meetings, etc.)	0965		0981
4. Amusement arcade revenue (e.g., coin-operated games)	0966		0982
5. Sales of food and beverages	0967		0983
6. a) Other indoor theatre sales (please specify):	0996	0968	
b) Other drive-in theatre sales (please specify):	0994		0995
7. <b>Total sales</b> (sum of questions 1 to 6)	0969		0984

### Expenses

Please provide the following expense amounts.

		Indoor theatres (CAN\$)	Drive-in theatres (CAN\$)
8. Film rental and royalty payments	0970		0985
9. Franchise fees (concessions)	0971		0986

### Amusement taxes

		Indoor theatres (CAN\$)	Drive-in theatres (CAN\$)
10. Amusement taxes collected	0972		0987

### Theatre operations

		Indoor theatres (number)	Drive-in theatres (number)
11. Number of paid admissions (attendance)	0988		0973
12. Number of screens	0989		0974
13. Number of screens equipped with a digital projector for the screening of movies	0990		0975
14. Number of seats	0492		
15. Number of automobile parking spaces (drive-ins only)			0493
16. Usual number of performances per screen per week	0992		0977
17. Number of weeks theatre operated during reporting period	0993		0978
18. Number of theatres reported on this questionnaire that are located in your province or territory	0627		0628

## F - Industry characteristics (continued)

### Language of screening

Please provide a percentage breakdown of performances by language of screening.

		%
19. English	0496	<input type="text"/>
20. French	0497	<input type="text"/>
21. Other	0498	<input type="text"/>
<b>Total</b>		<b>100%</b>

## G - Personnel

1. Number of partners and proprietors, <b>non-salaried</b> (if salaried, report at question 2 below)	6321	<b>number</b>	<input type="text"/>
2. Paid employees			
<b>a)</b> average number of paid employees during the reporting period (see reporting guide)	6339		<input type="text"/>
<b>b)</b> percentage of paid employees (from question 2a) who worked <b>full time</b>	6328	%	<input type="text"/>
3. Number of contract workers for whom you did not issue a T4, such as freelancers and casual workers (estimates are acceptable)	6320	<b>number</b>	<input type="text"/>

## H, I, J and K - Not applicable

FOR INFORMATION ONLY

## L - Contact information

Name of person to contact about this questionnaire:

0026 1  Mr. 2  Mrs. 3  Miss 4  Ms

0054	Last name		0017	Telephone number	
0013	First name		0027	Extension number	
0014	Title		0016	Fax number	
0018	E-mail address		0020	Website address	

Date completed: 0015  yyyy  mm  dd

How long did you spend collecting the data and completing the questionnaire? 9910  hour(s) 9909  minutes

## M - Comments

We invite your comments below. Please be assured that we review all comments with the intent of improving the survey.

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INFORMATION  
ONLY

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## 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](http://www.statcan.gc.ca)**