

## 2020 Survey of Service Industries: Motion Picture Theatres

**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 ou ATS 1-800-363-7629

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 email. 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 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** or **TTY 1-800-363-7629**.

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

- Please print in ink.
- Report dollar amounts **in thousands of Canadian dollars**.
- **Exclude** sales tax.
- Percentages should be rounded to whole numbers.
- When precise figures are not available, provide your best estimates.
- Consult the reporting guide at [www.statcan.gc.ca/guides-e](http://www.statcan.gc.ca/guides-e) for further information.

## Business or organization and contact information

1. **Verify or provide** the business or organization's **legal and operating name** and correct where needed.

**Note:** Legal name modifications should only be done to correct a spelling error or typo.

Legal name

Operating name (if applicable)

2. **Verify or provide the contact information** of the designated business or organization **contact person** for this questionnaire and correct where needed.

**Note:** The designated contact person is the person who should receive this questionnaire. The designated contact person may not always be the one who actually completes the questionnaire.

First name

Last name

Title

Preferred language of communication

English

French

Mailing address (number and street)

City

Province, territory or state

Postal code or ZIP code

Example: A9A 9A9 or 12345-1234

Country

Email address

Example: user@example.gov.ca

Telephone number (including area code)

Example: 123-123-1234

Extension number

(if applicable)

Fax number (including area code)

Example: 123-123-1234

3. **Verify or provide the current operational status** of the business or organization identified by the legal and operating name above.

B00323

1  Operational → **Go to question 4**

2  Not currently operational

e.g., temporarily or permanently closed, change of ownership

Why is this business or organization not currently operational?

B00309

2  Seasonal operations → **Go to question 3a**

3  Ceased operations → **Go to question 3b**

4  Sold operations → **Go to question 3c**

5  Amalgamated with other businesses or organizations → **Go to question 3d**

6  Temporarily inactive but will re-open → **Go to question 3e**

7  No longer operating due to other reasons → **Go to question 3f**

### 3a. Seasonal operations

When did this business or organization close for the season?

Date B00217

YYYY	MM	DD
<input type="text"/>	<input type="text"/>	<input type="text"/>

When does this business or organization expect to resume operations?

Date B00218

YYYY	MM	DD
<input type="text"/>	<input type="text"/>	<input type="text"/>

 → **Go to question 4**

### 3b. Ceased operations

When did this business or organization cease operations?

Date B00211

YYYY	MM	DD
<input type="text"/>	<input type="text"/>	<input type="text"/>

Why did this business or organization cease operations?

B00311

1  Bankruptcy

2  Liquidation

3  Dissolution

4  Other  
Specify the other reasons why the operations ceased

B00312

} → **Go to question 4**

### 3c. Sold operations

When was this business or organization sold?

Date B00212

What is the legal name of the buyer?

B00406

[→ Go to question 4](#)

### 3d. Amalgamated with other businesses or organizations

When did this business or organization amalgamate?

Date B00213

What is the legal name of the resulting or continuing business or organization?

B00407

What are the legal names of the other amalgamated businesses or organizations?

B00408

[→ Go to question 4](#)

### 3e. Temporarily inactive but will re-open

When did this business or organization become temporarily inactive?

Date B00214

When does this business or organization expect to resume operations?

Date B00215

Why is this business or organization temporarily inactive?

B00313

[→ Go to question 4](#)

### 3f. No longer operating due to other reasons

When did this business or organization cease operations?

Date B00216

Why did this business or organization cease operations?

B00314

4. **Verify or provide the current main activity** of the business or organization identified by the legal and operating name.

**Note:** The described activity was assigned using the North American Industry Classification System (NAICS).

B05002

1  This is the current main activity → **Go to question 7**

2  This is **not** the current main activity  
 Provide a **brief but precise description** of this business or organization's **main activity**  
 e.g., breakfast cereal manufacturing, shoe store, software development

B05003



5. Was this business or organization's main activity ever classified as:

B05111

1  Yes

2  No → **Go to question 7**

6. When did the main activity change?

Date YYYY MM DD

B00219

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

B05024

1  **Yes**, there are other activities

2  **No**, that is the only significant activity → **Go to next section**

8. Provide a **brief but precise description** of this business or organization's **secondary activity**.

e.g., breakfast cereal manufacturing, shoe store, software development

B05005

9. Approximately what **percentage of this business or organization's revenue** is generated by each of the following activities?

When precise figures are not available, provide your best estimates.

**Percentage of revenue**

a. Main activity .....

B05004    %

b. Secondary activity .....

B05006    %

c. All other activities .....

B05008    %

**Total percentage** .....

B05000    %

## 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, 2020 and March 31, 2021.

Start date B00205

YYYY	MM	DD
<input type="text"/>	<input type="text"/>	<input type="text"/>

 End date B00206

YYYY	MM	DD
<input type="text"/>	<input type="text"/>	<input type="text"/>

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

B00301\_r1

seasonal operations

B00301\_r2

new business

B00301\_r3

change of ownership

B00301\_r4

change of fiscal year

B00301\_r5

ceased operations

B00301\_r6

temporarily inactive

B00301\_r7

other reason — please specify:

B00301\_r8

## E-Commerce

1. For this reporting period, what was this business's total revenue?

Please report all amounts in thousands of Canadian dollars.

**Include:** sales of goods and services; rental, leasing and property management; commissions; subsidies, grants, donations, fundraising and sponsorships; royalties; rights; licensing and franchise fees; dividends, interest and other revenue. ....

CAN\$ '000

F4000PF1

\$\$\$  ,000

2. Did this business have any e-commerce revenue in this reporting period?

**E-commerce revenue:** sale of goods and services conducted over the Internet with or without online payment.

**Include:** all revenue for which an order is received and commitment to purchase is made via the Internet, although payment can be made by other means, such as orders made on web pages, an extranet, mobile devices or Electronic Data Interchange (EDI).

**Exclude:** orders made by telephone, facsimile or e-mail.

B05163

1  Yes → Go to question 3

3  No → Go to question 6

CAN\$ '000

F43459

3. What was the total e-commerce revenue in this reporting period?

If precise figures are not available, please provide your best estimate. ....

\$\$\$  ,000

4. During this reporting period, did this business make sales over the Internet through any of the following methods?

Mark all that apply.

a. Via a mobile app .....

B05164\_m1

b. Via your company website .....

B05164\_m2

c. Via a third-party website .....

B05164\_m3

d. Via Electronic Data Interchange (EDI) .....

B05164\_m4

e. Other methods — specify: .....

B05164\_m5

B05164\_m6

5. Does this business have any full-time staff dedicated solely to activities related to e-commerce?

B20052

1  Yes

3  No

6. If you answered No at question 2, please identify the reasons why this business did not make sales over the Internet:

Mark all that apply.

a. Goods and services do not lend themselves to online sales .....

B05165\_r1

b. Prefer to maintain current business model .....

B05165\_r2

c. Lack of skilled workers to implement and maintain e-commerce infrastructure .....

B05165\_r3

d. Cost of development is too high .....

B05165\_r4

e. Security concerns .....

B05165\_r5

f. Other reasons — specify: .....

B05165\_r6

B05165\_r7

## Industry characteristics

1. What were this business's **sales** for each of the following **goods and services**?

Please report all amounts **in thousands of Canadian dollars**.

**Include:** film festivals.

**CAN\$ '000**

	F43008_y20	\$		,000
a.	admission receipts for 3D format .....			
	F43008_y21	\$		,000
b.	admission receipts for non-3D format .....			
	F43008_y1	\$		,000
c.	total admission receipts (admission receipts for 3D format <b>plus</b> the admission receipts for non-3D format) .....			
	F43008_y2	\$		,000
d.	advertising revenue .....			
	F43008_y3	\$		,000
e.	rental of facilities ( <b>e.g.</b> , events, meetings) .....			
	F43008_y4	\$		,000
f.	amusement arcade revenue ( <b>e.g.</b> , coin-operated games) .....			
	F43008_y5	\$		,000
g.	sales of food and beverages .....			
	F43008_y6	\$		,000
h.	other sales of goods and services — please specify:			
	F43008_y7	\$		,000
	F43008_y8	\$		,000
	<b>Total sales of goods and services</b> (sum of questions 1c to 1h) .....			

2. What were this business's **expenses** for each of the following?

**CAN\$ '000**

	F61019_y1	\$		,000
a.	film rental and royalty payments .....			
	F61019_y2	\$		,000
b.	franchise fees ( <b>e.g.</b> , concessions) .....			
	F61019_y3	\$		,000
c.	other expenses related to facilities for non-theatrical events — please specify:			
	F61907	\$		,000
3.	What were this business's <b>amusement taxes</b> collected? .....			



4. What were this business's counts for the following **theatre operations**?

**Admissions**

(e.g., attendance)

**Number**

a. number of paid admissions for 3D format .....

B20031\_y20

b. number of paid admissions for non-3D format .....

B20031\_y21

c. total number of paid admissions  
(number of paid admissions for 3D format **plus** the number of paid admissions for non-3D format) . . .

B20031\_y1

**Other theatre operations**

d. number of screens .....

B20031\_y2

e. number of screens equipped with a 3D projector for the screening of movies .....

B20031\_y4

f. number of seats .....

B20031\_y5

## COVID-19

5. In response to the COVID-19 pandemic, did this business experience additional expenses to comply with public health and safety guidelines or corporate guidelines to be allowed to operate?

Additional expenses could **include**: purchases of cleaning supplies, sanitation measures, protective equipment for employees or customers and costs to retrofit business operations (**e.g.**, Plexiglass barriers, new equipment that facilitates physical distancing, additional labour costs).

Public health and safety guidelines refer to guidelines from a federal, provincial or municipal health agency.

B05140\_t41

1  Yes



What were the total additional expenses in fiscal year 2020?

Report dollar amounts **in thousands of Canadian dollars**.

For expenses less than \$500, enter "0".

When precise figures are not available, provide your best estimates.

**Additional labour  
costs, if applicable  
(CAN\$ '000)**

\$  ,000

F60102\_t41\_sr69

**Other additional  
expenses  
(CAN\$ '000)**

\$  ,000

F60102\_t41\_sr19

As a result of the additional expenses or business conditions, did this business delay plans to expand operating capacity or undertake investments?

B05140\_t41\_y64

1  Yes

2  No

2  No

6. In response to the COVID-19 pandemic, in which of the following ways did this business change operating methods?

**Include** both temporary and ongoing changes.

Mark all that apply.

Adopt or expand upon a contact-less business model  
**e.g.**, e-commerce sales, drive-through, delivery, curbside pickup, offer virtual services

B00381\_t41\_y41

Retrofit the workspace

B00381\_t41\_y42

Invest in e-commerce platforms

B00381\_t41\_y43

Use business intelligence technologies  
**e.g.**, cloud-based computing systems and big data analytic tools

B00381\_t41\_y44

Develop new supply chains

B00381\_t41\_y45

Ask some or all employees to work from home

B00381\_t41\_y46

Introduce or accelerate the introduction of new goods and services

B00381\_t41\_y47

**Increase** prices charged to customers of certain goods and services as a result of the COVID-19 pandemic

B00381\_t41\_y48

...continues on next page

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**Decrease** prices charged to customers of certain goods and services as a result of the COVID-19 pandemic

B00381\_t41\_y49

Change marketing strategy  
**Include** re-allocating marketing budget.

B00381\_t41\_y50

**Increase** marketing budget

B00381\_t41\_y51

**Decrease** marketing budget

B00381\_t41\_y52

Expand to new markets

B00381\_t41\_y53

Substitute capital for labour  
**e.g.**, automation, robots for use in producing goods and services

B00381\_t41\_y54

Provided extra staff training  
**e.g.**, job specific training, managerial training, training in new technology, training in new business practices, digital skills training, data literacy skills, other training and development

B00381\_t41\_y55

Downsize business activities  
**e.g.**, reduce goods and services offered

B00381\_t41\_y56

Reduce labour costs  
**e.g.**, lay off employees, furlough employees, request employees take vacation, reduce hours of employees, offer early retirement package, outsource work

B00381\_t41\_y58

Reduce costs other than labour costs

B00381\_t41\_y59

Take other actions

B00381\_t41\_y60

↳ Specify the additional actions taken

B00381\_t41\_y61

OR

**No changes** to operating methods in response to the COVID-19 pandemic

B00381\_t41\_y62

7. Due to COVID-19, did this business receive public financial relief to avoid layoffs through the Canada Emergency Wage Subsidy or Temporary 10% Wage Subsidy programs?

B05150\_t41

1

Yes

↳ How much did your business obtain through these means?

**Financial relief received  
(CANS\$ '000)**

\$  ,000

F47123\_t41

2

No

## Changes or events

8. Indicate any changes or events that affected the reported values for this business or organization compared with the last reporting period.

Mark all that apply.

B00302\_t1

Strike or lock-out

B00302\_t2

Exchange rate impact

B00302\_t3

Price changes in goods or services sold

B00302\_t4

Contracting out

B00302\_t5

Organizational change

B00302\_t6

Price changes in labour or raw materials

B00302\_t7

Natural disaster

B00302\_t8

Recession

B00302\_t9

Change in product line

B00302\_t10

Sold business or business units

B00302\_t11

Expansion

B00302\_t12

New or lost contract

B00302\_t13

Plant closures

B00302\_t14

Acquisition of business or business units

B00302\_t15

Other changes or events — specify:

B00302\_t16

**OR**

B00302\_t17

No changes or events

## Contact person

9. Statistics Canada may need to contact the person who completed this questionnaire for further information.

If the contact person is the same as on cover page, please check  → **Go to "Feedback"**

Otherwise, who is the **best person to contact** about this questionnaire?

First name

Last name

Title

Email address (Example: user@example.gov.ca)

Telephone number (including area code)

Example: 123-123-1234

Extension number

(if applicable)

Fax number (including area code)

Example: 123-123-1234

## Feedback

10. How long did it take to complete this questionnaire?

Hours

Minutes

**Include** the time spent gathering the necessary information.....



11. We invite your comments about this questionnaire.

B00002

## General information

### Confidentiality

#### Your answers are confidential.

By law, Statistics Canada is prohibited from releasing any information it collects that 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 the information from this survey for statistical purposes 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 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 reduce the reporting burden, Statistics Canada may combine the acquired data 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)**