



# 2007 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 :

1-888-881-3666.

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. For more information on this survey, please access [www.statcan.ca/english/survey/index.htm](http://www.statcan.ca/english/survey/index.htm).

### Data-sharing agreements

In an effort to reduce reporting burden, Statistics Canada has entered into agreements with provincial and territorial statistical agencies for the sharing of data. The data are kept confidential and used for statistical purposes only.

Please see the enclosed reporting guide for details of these agreements.

### Confidentiality

The *Statistics Act* protects the confidentiality of information collected by Statistics Canada. Please see the enclosed reporting guide for more information.

### 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*.

**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 1-888-881-3666 or mail to:  
Statistics Canada, Operations and Integration Division, 150 Tunney's Pasture Driveway, Ottawa, Ontario K1A 0T6

Visit our website at [www.statcan.ca](http://www.statcan.ca)

## B - Main business activity

1. Please describe the nature of your business.

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2. Please check the **one main activity** which most accurately represents your **main** source of revenue.

0472  Motion picture theatre, indoor

0473  Drive-in

0474  Film festival, with or without facilities

0040  None of the above — Please call **1-888-881-3666** for further instructions.

## C - Reporting period information

1. Please report information for your **fiscal year** (normal business year) **ending between** April 1, 2007 and March 31, 2008. Please indicate below the period covered by this questionnaire.

from <sup>yyyy</sup>  <sup>mm</sup>  <sup>dd</sup>  to <sup>yyyy</sup>  <sup>mm</sup>  <sup>dd</sup>

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

0031 <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 enclosed reporting guide 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 <sup>2001</sup> (please specify):	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)	4066	
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 (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 vehicle 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 this province or territory	0627	0628

## F - Industry characteristics (continued)

### Language of screening

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

	0496	%
19. English		
20. French	0497	
21. Other	0498	
<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>
2. Paid employees		
a) average number of paid employees during the reporting period (see reporting guide)	6339	
b) percentage of paid employees (from question 2a) who worked <b>full time</b>	6328	%
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>
4. Number of volunteers during the reporting period (estimates are acceptable)	6014	
5. Number of hours worked by all volunteers during the reporting period (estimates are acceptable)	6026	<b>number of hours</b>

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

## 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:      yyyy      mm      dd  
0015            

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 to improve the survey.

**FOR  
INFORMATION  
ONLY**

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***Thank you for completing this questionnaire. Please retain a copy for your records.***

Visit our website at [www.statcan.ca](http://www.statcan.ca)