

2012 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	0007	Country	Postal code/zip code
0028	Last name of contact	0010	Language preference	
			1 <input type="radio"/> English	2 <input type="radio"/> 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. Your information may also be used by Statistics Canada for other statistical and research purposes, in conformity with its mandate. Please access www.statcan.gc.ca/survey-enquete/index-eng.htm for more information on this survey.

Security of emails and faxes

Statistics Canada advises of the risk of interception by a third party when transmitting information by email or fax. Once we receive your questionnaire, however, Statistics Canada provides a guaranteed level of protection, which covers all information collected under the authority of the *Statistics Act*. **Note:** Our online questionnaires are secure, so there is no risk of interception when you respond to our surveys online.

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 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



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, 2012 and March 31, 2013. Please indicate below the period covered by this questionnaire.

from ⁰⁰¹¹

Y	Y	Y	Y	M	M	D	D
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to

⁰⁰¹² Y Y Y Y M M D D

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

0031

1 seasonal operations

2 new business

3 change of fiscal year

4 change of ownership

5 ceased operations

6 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 for further information.

D - Revenue

A detailed breakdown may be requested in other sections.

1. **Sales of goods and services** (e.g., rental and leasing income, commissions, fees, admissions, services revenue)
Report net of returns and allowances.

2299

CAN\$

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2. Grants, subsidies, donations and fundraising

2068

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3. Royalties, rights, licensing and franchise fees

2022

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4. Investment income (dividends and interest)

2097

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5. Other revenue (please specify):

²⁰⁰¹

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2077

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6. **Total revenue** (sum of questions 1 to 5)

2098

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E - Expenses

		CAN\$
		3010
1.	Salaries and wages of employees who have been issued a T4 statement	<input type="text"/>
2.	Employer portion of employee benefits (include employer contributions to pension, medical/life insurance plans, employment insurance, etc.)	3040 <input type="text"/>
3.	Commissions paid to non-employees	4466 <input type="text"/>
4.	Professional and business services fees (e.g., legal, accounting)	4315 <input type="text"/>
5.	Subcontract expenses (include contract labour, contract work and custom work)	3060 <input type="text"/>
6.	Charges for services provided by your head office	4555 <input type="text"/>
7.	Cost of goods sold, if applicable (purchases plus opening inventory minus closing inventory)	5721 <input type="text"/>
8.	Office supplies	3301 <input type="text"/>
9.	Rental and leasing (include rental of premises, equipment, motor vehicles, etc.)	4115 <input type="text"/>
10.	Repair and maintenance (e.g., property, equipment, vehicles)	4178 <input type="text"/>
11.	Insurance (include professional liability, motor vehicles, etc.)	4350 <input type="text"/>
12.	Advertising, marketing and promotions (report charitable donations at question 22)	4365 <input type="text"/>
13.	Travel, meals and entertainment	4370 <input type="text"/>
14.	Utilities and telecommunications expenses (include gas, heating, hydro, water, telephone and Internet expenses)	4084 <input type="text"/>
15.	Property and business taxes, licences and permits	4410 <input type="text"/>
16.	Royalties, rights, licensing and franchise fees (include film rental)	4440 <input type="text"/>
17.	Delivery, warehousing, postage and courier	4179 <input type="text"/>
18.	Financial services fees	4325 <input type="text"/>
19.	Interest expenses	4630 <input type="text"/>
20.	Amortization and depreciation of tangible and intangible assets	4520 <input type="text"/>
21.	Bad debts	4542 <input type="text"/>
22.	All other expenses (please specify): <input type="text" value="4531"/>	4569 <input type="text"/>
23.	Total expenses (sum of questions 1 to 22)	4699 <input type="text"/>
24.	Corporate taxes, if applicable	4600 <input type="text"/>
25.	Gains (losses) and other items (see reporting guide)	4601 <input type="text"/>
26.	Net profit/loss after tax and other items (see reporting guide)	2304 <input type="text"/>

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

Expenses

Please provide the following expense amounts.

		Indoor theatres (CAN\$)	Drive-in theatres (CAN\$)
8. Film rental and royalty payments	0970	<input type="text"/>	0985 <input type="text"/>
9. Franchise fees (concessions)	0971	<input type="text"/>	0986 <input type="text"/>

Amusement taxes

		Indoor theatres (CAN\$)	Drive-in theatres (CAN\$)
10. Amusement taxes collected	0972	<input type="text"/>	0987 <input type="text"/>

Theatre operations

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

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"/>
Total	100 %

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INFORMATION
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G - Personnel

1. Number of partners and proprietors, non-salaried (if salaried, report at question 2 below)	6321	<input type="text"/>	number
2. Paid employees			
a) average number of paid employees during the reporting period (see reporting guide)	6339	<input type="text"/>	
b) percentage of paid employees (from question 2a) who worked full time	6328	<input type="text"/> <input type="text"/> <input type="text"/> <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	<input type="text"/>	number

H, I, J and K - Not applicable

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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*.

Statistics Canada will use information from this survey for statistical purposes.

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, 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