

**2014 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.

Please verify the information for this business's contact person and correct where needed.

Legal name  
 \_\_\_\_\_

Operating name  
 \_\_\_\_\_

First name  
 \_\_\_\_\_

Last name  
 \_\_\_\_\_

Title  
 \_\_\_\_\_

Address (number and street)  
 \_\_\_\_\_

City  
 \_\_\_\_\_

Province, territory or state  
 \_\_\_\_\_

Postal code or zip code  
 \_\_\_\_\_

Country  
 \_\_\_\_\_

**Business and contact information**

Email address _____	Telephone number (including area code) _____	Extension number _____
Preferred language of communication <input type="radio"/> English <input type="radio"/> French	Fax number (including area code) _____	

**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's 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**.

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)**

## Business status

1. Is this business currently in operation?

B00309

- Yes ► **Go to next Section**
- No, seasonal operations ► **Go to question 2**
- No, ceased all operations ► **Go to question 4**
- No, sold all operations ► **Go to question 6**
- No, amalgamated with (an) other business(es) ► **Go to question 8**
- No, temporarily inactive but will re-open ► **Go to question 11**
- No, no longer operating due to other reason(s) ► **Go to question 14**

2. When did this business close for the season?

YYYY MM DD

B00217

Date

3. When does this business expect to resume operations?

YYYY MM DD

B00218

Date           ► **Go to next Section**

4. When did this business cease all operations?

YYYY MM DD

B00211

Date

5. Why did this business cease all operations?

B00311

- Bankruptcy
- Liquidation
- Dissolution
- Other reason — please specify:

B00312

► **Go to next Section**

6. When was this business sold?

YYYY MM DD

B00212

Date

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7. What is the legal name of the buyer?

B00406

▶ Go to next Section

8. When did this business amalgamate?

Date B00213

YYYY				MM		DD	

9. What is the legal name of the resulting or continuing business?

B00407

10. What is (are) the legal name(s) of the other amalgamated business(es)?

B00408

▶ Go to next Section

11. When did this business become temporarily inactive?

Date B00214

YYYY				MM		DD	

12. When does this business expect to resume operations?

Date B00215

YYYY				MM		DD	

13. Why is this business temporarily inactive?

B00313

▶ Go to next Section

14. When did this business cease operations?

Date B00216

YYYY				MM		DD	

15. Why did this business cease operations?

B00314

▶ Go to next Section

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## Reporting instructions

1. Please print in ink.
2. Report all dollar amounts in **thousands of Canadian dollars**.
3. Do not include sales tax.
4. Percentages should be rounded to whole numbers.
5. Consult the reporting guide at **www.statcan.gc.ca/guides-e** for further information.
6. When precise figures are not available, please provide your best estimates.

## Business activity

1. Statistics Canada uses the **North American Industrial Classification System** to classify the activities of each business. According to our records, this business's **main activity** is classified as:

Is this the **main activity** of this business?

B05002

- Yes, this is the **main activity** of this business. ► **Go to question 1c**
- No, this is **not the main activity** of this business. ► **Go to question 1a**

- a. Was this business's main activity, which typically generates the most revenue, **ever** classified as described above?

B05111

- Yes ► **When did the main business activity change?** ► **Date :**
- No ► **Go to question 1b**

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

- b. Please provide a **brief but precise description** of this business's **main activity** (e.g., "breakfast cereal manufacturing" or "shoe store" or "software development").

B05003

- c. Approximately what **percentage of this business's revenue** is generated by this **main activity**?

Estimates are acceptable. ....

B05004	%
<input type="text"/>	<input type="text"/>

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

B05024

- Yes ► **Go to question 1d**
- No ► **Go to next page**

- d. Please provide a **brief but precise description** of this business's **secondary activity** (e.g., "breakfast cereal manufacturing" or "shoe store" or "software development").

B05005

- e. Approximately what **percentage of this business's revenue** is generated by this **secondary activity**?

Estimates are acceptable. ....

B05006	%
<input type="text"/>	<input type="text"/>

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## 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, 2014 and March 31, 2015.

Start date B00205    YYYY        MM      DD      End date B00206    YYYY        MM      DD

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

<small>B00301_r1</small> <input type="checkbox"/> seasonal operations	<small>B00301_r5</small> <input type="checkbox"/> ceased operations
<small>B00301_r2</small> <input type="checkbox"/> new business	<small>B00301_r6</small> <input type="checkbox"/> temporarily inactive
<small>B00301_r3</small> <input type="checkbox"/> change of ownership	<small>B00301_r7</small> <input type="checkbox"/> other reason — please specify:
<small>B00301_r4</small> <input type="checkbox"/> change of fiscal year	<small>B00301_r8</small> <input type="text"/>

3. Please indicate below, any changes or events that may have affected the reported values for this business compared to the last reporting period (mark all that apply):

<small>B00302_t1</small> <input type="checkbox"/> strike or lockout	<small>B00302_t10</small> <input type="checkbox"/> sold business units
<small>B00302_t2</small> <input type="checkbox"/> exchange rate impact	<small>B00302_t11</small> <input type="checkbox"/> expansion
<small>B00302_t3</small> <input type="checkbox"/> price changes in goods or services sold	<small>B00302_t12</small> <input type="checkbox"/> new/lost contract
<small>B00302_t4</small> <input type="checkbox"/> contracting out	<small>B00302_t13</small> <input type="checkbox"/> plant closures
<small>B00302_t5</small> <input type="checkbox"/> organisational change	<small>B00302_t14</small> <input type="checkbox"/> acquisition of business units
<small>B00302_t6</small> <input type="checkbox"/> price changes in labour or raw materials	<small>B00302_t15</small> <input type="checkbox"/> other change or event — please specify:
<small>B00302_t7</small> <input type="checkbox"/> natural disaster	<small>B00302_t16</small> <input type="text"/>
<small>B00302_t8</small> <input type="checkbox"/> recession	<small>B00302_t17</small> <input type="checkbox"/> no change or event
<small>B00302_t9</small> <input type="checkbox"/> change in product line	

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## 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_y1	\$		,000
a. total admission receipts .....				
	F43008_y2	\$		,000
b. advertising revenue .....				
	F43008_y3	\$		,000
c. rental of facilities (e.g., events, meetings) .....				
	F43008_y4	\$		,000
d. amusement arcade revenue (e.g., coin-operated games) .....				
	F43008_y5	\$		,000
e. sales of food and beverages .....				
f. other theatre sales — please specify:				
	F43008_y7	\$		,000
	F43008_y6	\$		,000
	F43008_y8	\$		,000
<b>Total sales of goods and services</b> (sum of questions 1a to 1f) .....				

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

CAN\$ '000

	F61019_y1	\$		,000
a. film rental and royalty payments .....				
	F61019_y2	\$		,000
b. franchise fees (e.g., concessions) .....				
	F61019_y3	\$		,000
c. other expenses related to facilities for non-theatrical events — please specify:				
	F61019_y4	\$		,000
	F61907	\$		,000
3. What were this business's <b>amusement taxes</b> collected? .....				

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

**Number**

- a. number of paid admissions (e.g., attendance) .....
- b. number of screens .....
- c. number of screens equipped with a digital projector for the screening of movies .....
- d. number of screens equipped with a 3D projector for the screening of movies .....
- e. number of seats .....
- f. usual number of performances per screen per week .....
- g. number of weeks theatre operated during the reporting period .....

B20031\_y1

B20031\_y2

B20031\_y3

B20031\_y4

B20031\_y5

B20031\_y6

B20031\_y7

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

**Percentage**

- a. English .....
- b. French .....
- c. other .....

B30002\_n1  
   %

B30002\_n2  
   %

B30002\_n3  
   %

**100%**

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## Contact person

### Name of person to contact about this questionnaire:

First name

Last name

Title

Email address

Telephone number

Extension number

Fax number

hours

minutes

How long did you spend collecting the data and completing the questionnaire? .....

:

## Comments

We invite your comments below.

If necessary, please attach a separate sheet.

Please be assured that we review all comments with the intent of improving the survey.

B00002

  
  
  
  
  
  
  
  
  
  
  
  
  

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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 and to minimize the reporting burden, 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, [www.statcan.gc.ca](http://www.statcan.gc.ca)**

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