



# The Daily

Statistics Canada

Wednesday, April 1, 1998

For release at 8:30 a.m.

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## MAJOR RELEASES

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There are no major releases today.

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## OTHER RELEASES

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Cellular telephone service industry: Historical statistics, 1987 to 1996 2

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## OTHER RELEASES

### Cellular telephone service industry: Historical statistics 1987 to 1996

Revenues from cellular telephone services grew from \$118 million to \$2.4 billion between 1987 and 1996, representing a compounded annual growth rate of 40%. Since 1991, cellular service revenues have grown at annual rates ranging from between 22% and 29%.

Through a special survey of cellular service providers, Statistics Canada has compiled the first comprehensive statistical record of the cellular telephone industry's development between 1987 and 1996. The data quantify the growth and financial performance of the industry.

During the same nine-year period, the number of subscribers grew from 98,300 to 3.4 million, a compounded annual growth rate of 48%. Since 1990, annual subscriber growth rates have fluctuated between 30% and 40%.

Average monthly revenue per subscriber has declined steadily from \$116 in 1987 to about \$70 in 1996. This steady decline can largely be attributed to the increased penetration of personal-use customer markets, in which the cellular telephone is used for personal safety or casual convenience.

In 1996, cellular phone licensees made capital expenditures of approximately \$1.1 billion (excluding capital expenditures made by two new Personal

Communications Services [PCS] licensees). This was more than double the annual average level of capital expenditures during the 1990-to-1995 period and can largely be attributed to the establishment of new digital networks by certain service providers, as well as the expansion of the traditional analogue network coverage.

Since 1988, the number of full-time employees in cellular telephone services has almost tripled from 2,465 persons to 7,075. The number of employees has doubled since 1993 and increased 16% between 1995 and 1996.

More detailed data will be published shortly in the *Communications: Service bulletin* Vol. 28, no. 1 (56-001-XPB, \$13/\$42), and a detailed report and analysis of the data will be published in May in the *Science and technology redesign project analytical paper series*, no. 14 (63F0002-XPB, \$5). This report compares the cellular telephone industry with other communications industries in Canada, as well as cellular telephone markets in other countries. The report also assesses the growth prospects for the Canadian cellular industry.

For further information on this release, contact Daniel April (613-951-3177); Internet: [apridan@statcan.ca](mailto:apridan@statcan.ca) or Dustin Chodorowicz (613-951-3497; Internet: [choddu@statcan.ca](mailto:choddu@statcan.ca)), Telecommunications Section, Science and Technology Redesign Project.

### Cellular telephone services – selected historical statistics

Year	Cellular service revenue	Subscribers (at Dec. 31)	Capital expenditures	Full-time employees
	\$ thousands	number	\$ thousands	number
1987	117,611	98,364	158,928	n.a.
1988	226,006	202,633	253,131	2,465
1989	361,871	345,178	422,010	3,292
1990	619,230	583,766	627,356	4,518
1991	762,799	775,831	361,654	4,554
1992	932,178	1,026,611	422,659	4,718
1993	1,173,471	1,332,982	456,460	4,710
1994	1,508,546	1,865,779	416,837	5,438
1995	1,921,812	2,589,780	618,267	6,086
1996	2,440,841	3,420,318	1,099,580	7,075

n.a. Not available.

## PUBLICATIONS RELEASED

**Monthly Survey of Manufacturing**, January 1998  
**Catalogue number 31-001-XPB**  
(Canada: \$20/\$96; outside Canada: US\$20/US\$96).

**Beverage and tobacco products industries**, 1995  
**Catalogue number 32-251-XPB**  
(Canada: \$40; outside Canada: US\$40).

**Transportation equipment industries**, 1995  
**Catalogue number 42-251-XPB**  
(Canada: \$40; outside Canada: US\$40).

**Aviation: Service bulletin**, Vol. 30, no. 3  
**Catalogue number 51-004-XPB**  
(Canada: \$11/\$109; outside Canada: US\$11/US\$109).

**Construction price statistics**, Fourth quarter 1997  
**Catalogue number 62-007-XPB**  
(Canada: \$24/\$79; outside Canada: US\$24/US\$79).

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