



The Daily

Statistics Canada

Thursday, February 7, 2002

Released at 8:30 a.m. Eastern time

MAJOR RELEASES

- **Movie theatres and drive-ins, 1999/2000** 2
Canadians flocked to the movies in droves in 1999/2000, setting a new 40-year record; megaplex theatres again dominated the marquee.
-

OTHER RELEASES

Steel primary forms, week ending February 2, 2002	4
Steel wire and specified wire products, December 2001	4
Production and disposition of tobacco products, December 2001	4
Chicken production, 2001	4
Case processing in criminal courts, 1999/2000	4

NEW PRODUCTS



MAJOR RELEASES

Movie theatres and drive-ins

1999/2000

Canadians flocked to the movies in droves in 1999/2000, setting a new 40-year record; megaplex theatres again dominated the marquee.

The film exhibition industry reported its eighth consecutive annual increase in attendance in 1999/2000, reaching a 40-year high of 119.8 million. The growth rate of 5% was, however, less than half the 13% growth reported in 1998/99.

New and large multi-screen theatre complexes have contributed significantly to the overall attendance growth since 1991/92. In 1999/2000 alone, 23 larger theatres — those with operating revenues of \$1 million and over — opened, as did 25 smaller theatres. The new larger establishments, mostly multiplexes, reported total attendance even greater than the overall industry increase.

Movie and drive-in theatres

1999/2000

	Movie theatres	Drive-ins	Total
Number of theatres	646	68	714
Number of screens	2,817	106	2,923
Full-time employees	1,772	104	1,876
Part-time employees	13,056	723	13,779

	'000		
Attendance	117,845	1,940	119,785
Box office receipts (\$)	647,234	11,425	658,659
Total revenues (\$)	931,366	19,636	951,002
Profit (\$)	39,616	2,446	42,062

While larger new theatres recorded 8.6 million visits, the attraction of existing theatres seems to be diminishing. Attendance at previously existing larger theatres fell 5%. The decline in attendance at older medium-sized and small theatres was more dramatic — 21% for medium-sized and 18% for small theatres.

Although more people took in a show in 1999/2000, profits for the industry declined 39% from 1998/99 to \$42.1 million. Full-time employment was up 6% to 1,876, and the number of part-time employees increased 17% to 13,779.

Although per-capita attendance varies widely among the provinces and territories, the relative ranking remained fairly constant from 1994/95 to 1999/2000. The residents of Alberta and British Columbia are still Canada's most avid movie-goers. Newfoundland and Labrador residents continued to have the lowest average attendance per person.

Note to readers

The Motion Picture Theatres Survey is a census of all movie theatres and drive-in theatres in Canada. The 1999/2000 survey included 646 movie theatres and 68 drive-ins that provided data for the fiscal year from April 1, 1999 to March 31, 2000. Percentage comparisons between 1998/99 and 1999/2000 were done excluding the 14 theatres that were only added to the survey frame in 1999/2000 but were known to have been operating in 1998/99. (Most of these theatres were small and were scattered across various provinces.) The theatres left out of the percentage comparisons represented 2.4% of total revenues and 2.5% of total attendance in 1999/2000.

However, for comparisons between 1991/92 and 1999/2000, no attempt was made to correct for survey frame differences from year to year. Comparisons are based on total reported data for each year. This may have a slight impact on comparisons over this period.

Theatres have been grouped by total operating revenue. **Small theatres** are those reporting total operating revenue of less than \$500,000, **medium theatres** are those with revenues from \$500,000 to \$999,999, **large theatres** had revenues from \$1 million to \$5 million, and **very large theatres** had revenues over \$5 million. The large and very large sizes are sometimes grouped together in this article and referred to as **larger theatres**.

In calculating changes in existing theatres, only establishments that were in operation for the whole business year in both 1998/99 and 1999/2000 were included.

Annual average attendance per capita at movie theatres and drive-ins

1999/2000

	Number of visits
Canada	3.93
Newfoundland and Labrador	1.47
Prince Edward Island	2.74
Nova Scotia	3.32
New Brunswick	2.65
Quebec	3.91
Ontario	3.81
Manitoba	3.83
Saskatchewan	3.77
Alberta	5.19
British Columbia	4.21
Yukon, Northwest Territories and Nunavut	2.93

Admissions hit a 40-year high

In the early 1990s, the industry began to rebound after decades of decline. Attendance soared about 70% from 1991/92 to 1999/2000.

At the same time, the industry underwent rationalization and restructuring. Many small- and medium-sized unprofitable theatres were

replaced by larger multiple-screen houses. From 1991/92 to 1999/2000, for example, the number of larger cinemas grew from 167 to 263, a 57% increase. This growth, however, came at the expense of small- and medium-sized theatres, the number of which dropped 15% to 383 theatres in 1999/2000.

The total number of cinemas grew 4% from 1991/92 to 1999/2000, the number of screens 75% and the number of seats 46%, indicating more multiplexes but a higher proportion of smaller viewing spaces.

In 1999/2000, attendance at movie theatres (excluding drive-ins) rose to 117.8 million, the eighth consecutive annual increase and the highest level in 40 years. This 5% increase, however, was still well short of the 13% increase in 1998/99 and 9% in 1997/1998.

Along with the slowing of attendance growth, 1999/2000 also saw market shares stabilize. After rising gradually from 1991/92 to 1997/98, market share for larger theatres has remained stable at 84% over 1998/99 and 1999/2000. The loss of market share for small theatres also appears to be ending, although they reported a small loss in 1999/2000. Medium-sized establishments actually saw a slight increase in share.

Market share of attendance, by size of movie theatre

	1991/92	1994/95	1997/98	1998/99	1999/2000
Total number of movie theatres	620	582	613	614	646
Total movie attendance (millions)	69.2	81.1	96.8	109.7	117.8
	%				
Small theatres					
Number of theatres	54	49	48	44	42
Attendance	16	11	9	7	6
Medium theatres					
Number of theatres	19	18	14	14	17
Attendance	17	15	9	9	10
Larger theatres					
Number of theatres	27	33	38	42	41
Attendance	67	74	82	84	84
All theatres					
Number of theatres	100	100	100	100	100
Attendance	100	100	100	100	100

Profits for larger movie theatres, losses for smaller theatres

Total profits of movie theatres amounted to \$39.6 million, or 4% of total revenue, in 1999/2000. As in previous years, larger theatres turned a profit but smaller ones suffered losses.

The profit margin for the very large movie complexes was about 7%, or \$19.5 million, while large theatres reported a 6% profit margin, or \$29.7 million. Medium and small theatres, however, reported losses. Medium-sized theatres lost 9%, or \$7.1 million, and small theatres lost 5%, or \$2.5 million.

Even with higher attendance, profits in 1999/2000 plunged 41% from 1998/99. Although new larger theatres reported 8.6 million visits, they lost \$3.7 million. This is because most of them earned revenue for only part of the year, but incurred substantial initial occupancy costs. Losses were also reported by new medium and small theatres.

For the older theatres, profits fell 35%, due largely to a drop in attendance. Their profit margin also fell about three percentage points to 6% in 1999/2000. Larger cinemas accounted for three-fifths of the decline in total profits of the older stock of cinemas.

Drive-in attendance stabilizes after four straight yearly declines

After having declined at an average annual rate of 8% from 1995/96 to 1998/99, attendance at drive-in theatres remained almost unchanged in 1999/2000. At 68, the number of drive-ins also remained stable, since a small number of closures were offset by the opening of the same number of new establishments.

Despite stable attendance, box office revenues increased slightly. More significant, however, was a 7% increase in revenues from renting and leasing refreshment bar and office space. Overall, revenues were up 1% to \$19.6 million. As for expenses, employee costs grew 6% to \$4.6 million, but drive-ins reported 27% less capital cost allowance and interest expenses.

Drive-in theatres posted profits of \$2.4 million in 1999/2000, up 11% from 1998/99. The profit margin rose 1 percentage point to 12%.

Selected data from the Motion Picture Theatres Survey are now available in table format in *Movie theatres and drive-ins* (87F0009XPE, \$50). See *How to order products*. Data from this survey are also available by province and for the territories. Special tabulations are available on a cost-recovery basis.

For general information, contact Client Services (1-800-307-3382; cult.tourstats@statcan.ca). To order special or standard tables, or to enquire about the concepts, methods or data quality of this release, contact Norman Verma (613-951-6863; fax: 613-951-1333; norman.verma@statcan.ca), Culture, Tourism and the Centre for Education Statistics. ■

OTHER RELEASES

Steel primary forms

Week ending February 2, 2002 (preliminary)

Steel primary forms production for the week ending February 2 totalled 311 753 metric tonnes, down 1.6% from 316 690 tonnes a week earlier and up 20.2% from 259 335 tonnes in the same week of 2001. The year-to-date total at the end of the reference week was 1 449 758 tonnes, up 11.8% from 1 296 414 tonnes in the same period of 2001.

For general information or to order data, contact the dissemination officer (1-866-873-8789; 613-951-9497; manufact@statcan.ca). To enquire about the concepts, methods, or data quality of this release, contact Dragos Ifrim (613-951-3527; dragos.ifrim@statcan.ca), Manufacturing, Construction and Energy Division. ■

Steel wire and specified wire products

December 2001

Shipments of steel wire and specified wire products totalled 39 464 metric tonnes in December, up 1.1% from 39 031 tonnes in December 2000. Production and export market data for selected commodities are also available.

Available on CANSIM: table 303-0010.

The December 2001 issue of *Steel wire and specified wire products*, Vol. 56, no. 12 (41-006-XIB, \$5/\$47) is now available. See *How to order products*.

For general information or to order data, contact the dissemination officer (1-866-873-8789; 613-951-9497; manufact@statcan.ca). To enquire about the concepts, methods or data quality of this release, contact David Routliffe (613-951-4925; david.routliffe@statcan.ca), Manufacturing, Construction and Energy Division. ■

Production and disposition of tobacco products

December 2001

Manufacturers substantially cut back their production of cigarettes in December. Sales declined marginally, but were well ahead of production and inventories were reduced.

For the whole year 2001, production as well as sales decreased from 2000, and year-end inventories were higher than opening inventories in January 2001.

December production of 2.3 billion cigarettes was half of November's production and down 32% from December 2000. For the year 2001, total cigarette production reached 44.4 billion, down 4% from 2000.

In December, 3.5 billion cigarettes were sold, slightly fewer than in November but 4% more than in December 2000. In all of 2001, sales totalled 43.9 billion cigarettes or 3% fewer than in 2000.

Inventory had been built up for holiday season sales but was drawn down during December. With low production, month-end inventories were reduced by 23%, but were still 5% higher than those in December 2000.

Available on CANSIM: table 303-0007.

The December 2001 issue of *Production and disposition of tobacco products*, Vol. 30, no. 12 (32-022-XIB, \$5/\$47) is now available. See *How to order products*.

For general information or to order data, contact the dissemination officer (1-866-873-8789; 613-951-9497; manufact@statcan.ca). To enquire about the concepts, methods or data quality of this release, contact Peter Zylstra (613-951-3511; peter.zylstra@statcan.ca), Manufacturing, Construction and Energy Division. ■

Chicken production

2001 (preliminary)

Estimates of 2001 chicken production are now available. The estimation methodology for chicken production was changed for 2000 and 2001. Final estimates will be released in May in the publication *Production of poultry and eggs 2001*.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Rita Athwal (613-951-5022; rita.athwal@statcan.ca), Agriculture Division. ■

Case processing in criminal courts

1999/2000

Adult criminal courts are handling fewer cases, but the level of workload of these courts is increasing, according to a new study of the court system. Cases are taking longer to process, largely because they are becoming more complex.

In 1999/2000, adult criminal courts in the seven provinces and two territories that participated in the study processed 378,600 cases, down 4% from 1998/99 and down 13% since 1995/96. These cases in 1999/2000 involved 811,400 charges.

However, a better indicator of court activity is the number of court appearances because it relates directly to the consumption of court resources. Since 1995/96, the total number of appearances heard has risen 3%, and the average number of appearances for the most serious offence in the case has jumped 14%. In 1999/2000, the most serious offence took 4.8 appearances, compared with 4.2 in 1995/96.

This has led to an increase in the time it has taken to process cases. Courts in 1995/96 took a median elapsed time of 77 days to complete a case. By 1999/2000, that had increased 9% to 84 days.

The more complex the case, the longer it took to resolve. In 1999/2000, courts took a median of 105 days to resolve cases in which an adult faced three or more charges, compared with only 74 days for a case involving a single charge. The percentage of cases involving three or more charges rose from 18% to 21% from 1995/96 to 1999/2000.

In 1995/96, only 8% of cases took more than 52 weeks to resolve. In 1999/2000, 10% of cases took more than a year.

Cases involving a preliminary inquiry had a median elapsed time of 233 days, three times

as long as the 77 days taken to complete cases without a preliminary inquiry. Similarly, the median processing time for cases decided through a trial process was 150 days, double the 77 days for non-trial cases.

In youth courts, the median time to complete a case declined from 69 days in 1995/96 to 63 in 1999/2000. The number of cases heard decreased 8% over this same period. In 1999/2000, youth courts processed 102,000 cases.

The type of offence had a significant impact on the amount of time needed for completion in youth court. In 1999/2000, cases involving a crime against an individual took a median elapsed time of 104 days to complete, compared with only 64 days for cases involving a property offence.

Note: Adult criminal court statistics for 1999/2000 were originally released in *The Daily* on May 16, 2001. Youth court statistics for 1999/2000 were originally released in *The Daily* on May 30, 2001. This *Juristat* presents a more detailed analysis.

Juristat: Case processing in criminal courts, 1999/2000, Vol. 22, no. 1 (85-002-XIE, \$8/\$70; 85-002-XPE, \$10/\$93) is now available. See *How to order products*.

For more information, or to enquire about the concepts, methods or data quality of this release, contact the Information and Client Services Unit (1-800-387-2231; 613-951-9023), Canadian Centre for Justice Statistics. ■

NEW PRODUCTS

Gross domestic product by industry, Vol. 15, no. 11,
November 2001

Catalogue number 15-001-XIE (\$11/\$110).

Production and disposition of tobacco products,
Vol. 30, no. 12, December 2001

Catalogue number 32-022-XIB (\$5/\$47).

Steel wire and specified wire products, Vol. 56,
no. 12, December 2001

Catalogue number 41-006-XIB (\$5/\$47).

Labour force information, week ending
January 26, 2002

Catalogue number 71-001-PIB (\$8/\$78).

Available at 7 am, Friday, February 8

Labour force information, week ending
January 26, 2002

Catalogue number 71-001-PPB (\$11/\$103).

Available at 7 am, Friday, February 8

Employment, earnings and hours, Vol. 79, no. 11,
November 2001

Catalogue number 72-002-XIB (\$24/\$240).

Movie theatres and drive-ins, 1999/2000

Catalogue number 87F0009XPE (\$50).

Juristat: Case processing in criminal courts, Vol. 22,
no. 1, 1999/2000

Catalogue number 85-002-XIE (\$8/\$70).

Juristat: Case processing in criminal courts, Vol. 22,
no. 1, 1999/2000

Catalogue number 85-002-XPE (\$10/\$93).

All prices are in Canadian dollars and exclude sales tax. Additional shipping charges apply for delivery outside Canada.

Catalogue numbers with an -XIB or an -XIE extension are Internet versions; those with -XMB or -XME are microfiche; -XPB or -XPE are paper versions; -XDB are electronic versions on diskette and -XCB are electronic versions on compact disc.

How to order products

Order products by phone:

Please refer to the • Title • Catalogue number • Volume number • Issue number • Your VISA or MasterCard number.

In Canada and the United States call:

1-800-267-6677

From other countries call:

1-613-951-7277

To fax your order:

1-877-287-4369

Address changes or account inquiries:

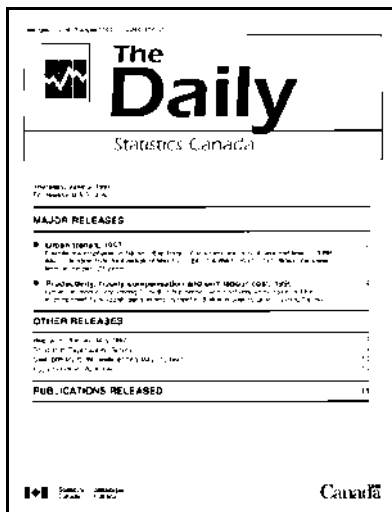
1-800-700-1033

To order a product by mail write: Statistics Canada, Circulation Management, Dissemination Division, Ottawa, K1A 0T6.

Include a cheque or money order payable to **Receiver General of Canada/Publications**. Canadian customers add 7% GST and applicable PST.

To order by Internet: write to order@statcan.ca or download an electronic version by accessing Statistics Canada's Web site (www.statcan.ca) under the headings *Products and services* and *Fee publications* (\$).

Authorized agents and bookstores also carry Statistics Canada's catalogued publications.



Statistics Canada's official release bulletin

Catalogue 11-001E.

Published each working day by the Communications Division, Statistics Canada, 10-H, R.H. Coats Bldg., Tunney's Pasture, Ottawa, Ontario K1A 0T6.

To access *The Daily* on the Internet, visit our site at <http://www.statcan.ca>. To receive *The Daily* each morning by E-mail, send an E-mail message to listproc@statcan.ca. Leave the subject line blank. In the body of the message, type "subscribe daily firstname lastname".

Editor: Tom Vradenburg (613-951-1103, tom.vradenburg@statcan.ca)

Head of Official Release: Madeleine Simard (613-951-1088), madeleine.simard@statcan.ca

Published by authority of the Minister responsible for Statistics Canada. © Minister of Industry, 2002. Citation in newsprint, magazine, radio, and television reporting is permitted subject to the requirement that Statistics Canada is acknowledged as the source. Any other reproduction is permitted subject to the requirement that Statistics Canada is acknowledged as the source on all copies as follows: Statistics Canada, *The Daily*, catalogue 11-001E, along with date and page references.