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The Daily

Statistics Canada

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MAJOR RELEASES

OTHER RELEASES

NEW PRODUCTS

MAJOR RELEASES

Movie theatres and drive-ins

2000/01

Canadians' love affair with the silver screen has lost some of its intensity, according to new data from the Motion Picture Theatres Survey.

Movie theatres, including drive-ins, sold 119.6 million tickets in the 2000/01 fiscal year, an increase of only 0.3% from the previous year. In addition, the industry suffered an operating loss of $26.5 million.

Nevertheless, the number of tickets sold was at a 41-year high. Attendance has increased for nine straight years, but the rate of growth has fallen in recent years. After posting a growth rate of 14% in 1998, attendance rose just 6% in 1999 and only 0.3% in 2000.

Attendance at movie theatres, excluding drive-ins, reached 117.9 million in 2000. Canada's 67 remaining drive-in theatres reported almost 1.7 million patrons in 2000, down from 1.9 million the year before.

Reduced attendance at older cinemas has been offset by increases at huge new multiplex cinemas, which have contributed significantly to gains during the last decade. Recently, 49 of these multiplex cinemas have opened across the country. They reported a total attendance of 25.2 million, just over one-fifth of total attendance at all movie theatres and drive-ins in 2000.

The attraction to these new, larger theatres was at the expense of older theatres. About 11% fewer moviegoers went through the doors of the older large theatres in 2000 than in the previous year. This compares with a 5% decline in 1999.

Even greater declines in attendance were incurred by older small theatres (-29%) and medium-sized theatres (-14%).

Industry sources suggest there were fewer big hits in 2000 than in the previous two years, and attendance may have been relatively low in the traditional big box-office summer months because of a lack of "blockbusters."

Unprofitable year for theatres

The year 2000 was unprofitable for the movie theatre industry in Canada.

After reporting a decline in profits in the previous two years, the industry suffered a loss of $26.5 million in 2000/01. This compares with profits of $41.7 million in 1999/2000.

> ***Note to readers***
>
> *The Motion Picture Theatres Survey is a census of all movie theatres and drive-in theatres in Canada. The 2000 survey included 679 movie theatres and 67 drive-ins that provided data for the fiscal year from April 1, 2000 to March 31, 2001.*
>
> *Theatres with total operating revenues of less than $500,000 are referred to as small theatres; medium theatres earned $500,000 to $999,999, and large theatres earned $1 million to $5 million. Very large theatres are those with revenues over $5 million. The large and very large sizes are sometimes grouped together in this release and referred to as larger theatres.*
>
> *Changes in existing (older) theatres were calculated for establishments that were in operation for the whole business year in both 1999 and 2000.*
>
> *The recently opened theatres mentioned in this release included those that opened in 2000, as well as those that opened for only part of 1999.*
>
> *Certain figures prior to the year 2000 have been revised.*

Revenues reached just over $1.0 billion in 2000, compared with $946.7 million the year before. Box-office receipts rose about 8% to $707.7 million.

The new multiplexes, with their large occupancy and significant capital start-up costs, were responsible for the overall loss, while the older cinemas posted a small profit. The new theatres reported considerable expenses for occupancy costs, employment costs, capital cost allowance and debt payments (depreciation and amortization expenses).

For example, in 2000, the average occupancy cost of recently opened larger theatres was $1.6 million, more than twice the cost of older larger cinemas ($700,000). Their average interest, depreciation and amortization costs were $708,600, compared with $253,000. In addition, some theatres earned revenues for only part of the year, but incurred considerable initial occupancy costs.

Profits for older theatres were $2.6 million in 2000, substantially below the 1999 level of $48.7 million. Reduced attendance and revenues contributed significantly to lower profits of these cinemas.

The industry, however, saw a considerable increase in employment. Full-time employment was up 17% to 2,209, while part-time employment rose 48% to 21,213. The new multiplexes contributed significantly to employment growth.

Full-time employment at these new larger cinemas accounted for 18% of the industry total, and part-time employment 28%.

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

	Number of visits			
	1997/98	1998/99	1999/2000	2000/01
Canada	**3.3**	**3.7**	**3.9**	**3.9**
Newfoundland and Labrador	1.6	1.7	1.5	1.4
Prince Edward Island	3.3	3.5	2.8	3.1
Nova Scotia	2.7	2.9	3.3	3.5
New Brunswick	2.2	2.6	2.7	3.1
Quebec	3.2	3.7	3.9	3.8
Ontario	3.2	3.5	3.8	3.8
Manitoba	3.0	3.4	3.8	3.6
Saskatchewan	2.3	3.4	3.8	3.5
Alberta	4.7	5.0	5.1	5.0
British Columbia	3.9	4.0	4.1	4.2
Yukon, Northwest Territories and Nunavut	3.1	3.0	2.9	3.0

Per capita attendance: Only movie-goers in Alberta and British Columbia surpassed national average

On a per capita basis, each Canadian went to the movies 3.9 times in 2000.

Moviegoers in only two provinces exceeded the national average — Alberta (5.0) and British Columbia (4.2). Residents of these two provinces have held the top ranking for at least the past decade.

Per capita, Alberta has the largest number of chain-operated theatres in the country and has a high degree of urbanization. These factors, as well as the province's high per capita income and younger age structure, may help explain the prevalence of movie going in Alberta.

Residents of Newfoundland and Labrador reported the lowest average attendance per person in each of the last seven years. In 2000, each went to the movies only 1.4 times. This may be due to two factors: distance, and the lack of movie theatres in most small communities throughout the province. In addition, census data show that many young people — a prime target market for the movie industry — have been moving out of Newfoundland and Labrador in the past decade.

The levelling-off of attendance was not uniform across the country. The largest decline occurred in Newfoundland and Labrador (-8.5%), followed by Saskatchewan (-6.7%), Manitoba (-4.0%), Quebec (-2.9%) and Alberta (-0.1%).

Attendance increased in all other provinces and territories, led by New Brunswick (+17.5%) and Prince Edward Island (+11.9%).

Number of drive-in theatres stabilizes, but attendance keeps falling

Although the number of drive-in theatres operating in Canada has stabilized at around 67 over the last four years, attendance continues to fall.

In 2000, attendance dropped 13% from the previous year, the sixth consecutive annual decline. The decline in attendance was due largely to the closure of seven relatively large drive-in theatres, only partly offset by the opening of five smaller ones.

Drive-in theatres recorded profits of $1.7 million in 2000, down 32% from the previous year.

Information on methods and data quality available in the Integrated Meta Data Base: survey number 2416.

Selected data from the Motion Picture Theatres Survey are now available in table format in *Movie theatres and drive-ins* (87F0009XPB, $50). See *How to order products*. Data from this survey are also available by province or territory. Special tabulations are available on a cost-recovery basis.

For general information, or to order special or standard tables, contact Client Services (1-800-307-3382; *cult.tourstats@statcan.ca*). 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.

Movie and drive-in theatres

	Movie theatres		Drive-ins		Total	
	1999/2000	2000/01	1999/2000	2000/01	1999/2000	2000/01
Number of theatres	644	679	68	67	712	746
Number of screens	2,820	3,159	106	106	2,926	3,265
Full-time employees	1,787	2,103	104	106	1,891	2,209
Part-time employees	13,591	19,555	713	658	14,304	21,213
	’000					
Attendance	117,351	117,921	1,940	1,696	119,291	119,617
Box office receipts ($)	643,448	697,431	11,425	10,250	654,873	707,681
Total revenues ($)	927,027	1,006,019	19,636	17,730	946,663	1,023,749
Profit/loss ($)	39,222	-28,204	2,446	1,672	41,668	-26,532

■

Access to college and university: Does distance matter?

1995 to 1999

High school students who live beyond commuting distance from a university are far more likely to attend a college, as long as one is nearby, according to a follow-up study to research released last year.

A report released in *The Daily* on June 24, 2002 showed that high school students who lived beyond commuting distance of a university were far less likely to attend university, especially those from poorer families. This follow-up study examined whether these students compensated for the disadvantage by attending college.

Among students who lived beyond commuting distance to a university, about four out of five were situated within commuting distance of a college. These students were 1.3 times more likely to attend college than students with reasonable access to both a university and a college.

Percentage of students attending a university by family income and proximity to university and college

	College and university within commuting distance	College within commuting distance	No college or university within commuting distance
Upper income families	25	19	23
Middle income families	20	14	9
Lower income families	13	3	9

Note: *Students living within commuting distance to a university, but out-of-commuting distance to a college were excluded.*

Percentage of students attending a college by family income and proximity to university and college

	College and university within commuting distance	College within commuting distance	No college or university within commuting distance
Upper income families	21	21	14
Middle income families	18	27	13
Lower income families	19	30	9

Note: *Students living within commuting distance to a university, but out-of-commuting distance to a college were excluded.*

These results held up even after differences in family income, parental education, gender and province were taken into account.

Students who came from lower income families, in particular, were less likely to attend university and more likely to attend college when only a college was within commuting distance. Students from upper income families, on the other hand, were no more likely to attend college when it was the only choice nearby.

Note to readers

This release is based on a follow-up study to a research paper released on June 24, 2002 that examined the effect that commuting distance had on the likelihood that high school students would attend university after graduation.

This follow-up study examines the likelihood that students would attend college or university shortly after high school as a function of the distance between high school students and the nearest college or university.

A university refers to any degree-granting institution, and includes university-colleges. Colleges are often referred to as community colleges, but also include Colleges of Applied Arts and Technology in Ontario, and CEGEPs in Quebec.

The results are based on Statistics Canada's Survey of Labour and Income Dynamics. The analysis covered students who, between 1993 and 1997, were a minimum of two years away from possibly attending college or university. Their probability of attending college or university two years later (1995 to 1999) is reported in this study.

Distance to a post-secondary educational institution is based on the postal code of a student's home while in high school, and the postal codes of colleges and universities. The distance calculated refers to the straight-line distance between two points; actual commuting distances may be longer.

Both the original and follow-up studies used data from the Survey of Labour and Income Dynamics obtained during the mid-1990s to examine distance to school as a factor in college and university access. Students are classified as living beyond commuting distance from an institution if it is more than 80 kilometres away.

Students from a family living within commuting distance of a college or university have the obvious cost-saving alternative of staying at home while attending classes locally. However, students who live beyond commuting distance do not have this option. Consequently, they may be less likely to attend, especially if they are from a family with lower income.

Rise in college participation counterbalanced lower rates at university

The study indicated there was a considerable rise in college participation among students living near a college only, compared with those living near both a university and a college.

This rise in college participation almost fully counterbalanced the lower university participation rate among students who lived near only a college.

As a result, overall postsecondary attendance rates — at either a college or a university — were similar, whether students had local access to both a university and a college, or just a college. Among students with local access to both a college and a university, 40% attended a postsecondary institution after graduation.

Among students who did not have local access to a university, but were situated near a college, the same proportion, two in five, attended a postsecondary institution.

About one out of every five students lived beyond commuting distance of a university, while only 3% lived beyond commuting distance of a college.

Among students within commuting distance of a college, but not a university, about 26% attended college. Among students with reasonable access to both a university and a college, about 20% attended college.

However, the group who lived beyond commuting distance of a college was far less likely to attend college. Only 13% of these students attended college after graduation, compared with 21% of students who lived near a college.

Students from lower income families more likely to attend college when no university was within commuting distance

Overall, the study showed that when living out of commuting distance to university, students from lower income families were far more likely to attend college instead.

Among students from the poorest one-third of families, 13% attended university when one was nearby, and 19% attended college.

When no university was within commuting distance, but a college was, only 3% attended university, and 30% attended college.

Among students from the richest one-third of families, 25% attended university when one was nearby, while 21% attended college. These proportions remained fairly constant when no university was within commuting distance, but a college was. About 19% attended university, while 21% attended college.

This study has broad implications for students. Some may have goals that can only be fulfilled by a university education, but can not attend a university because they would have to leave home. Since they have fewer choices available, these students are perhaps less likely to meet their goals than those who have both options available.

The research paper *Access to college and university: Does distance matter?* (11F0019MIE2003201, free) is now available on Statistics Canada’s website (*www.statcan.ca*). To access the Analytical Studies Research Paper Series, select *Studies* from the home page; under *Browse periodicals and series*, choose *Free and for sale*, then, under *Series*, select *Analytical Studies Branch*.

The original research paper *Too far to go on? Distance to school and university participation*, (11F0019MIE2002191, free) is also available on the website.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Marc Frenette (613-951-4228), Business and Labour Market Analysis Division. ■

OTHER RELEASES

Crude oil and natural gas

March 2003 (preliminary)

Crude oil production totalled 11 642 600 cubic metres in March, up 1.8% from March 2002. Exports, which accounted for 66.8% of total production, increased 13.7% from March 2002.

The year-to-date production of crude oil increased 2.3% from the same period of 2002; crude oil exports were also on the rise, up 7.1%.

Crude oil and natural gas

	March 2002	March 2003	March 2002 to March 2003
	Thousands of cubic metres		% change
Crude oil and equivalent hydrocarbons[1]			
Production	11 436.9	11 642.6	1.8
Exports	6 841.6	7 779.9	13.7
Imports[2]	4 417.0	5 234.0	18.5
Refinery receipts	8 968.8	9 059.2	1.0
	Millions of cubic metres		% change
Natural gas[3]			
Marketable production	15 386.6	14 977.3	-2.7
Exports	9 384.9	9 377.6	-0.1
Canadian domestic sales[4]	7 894.7	8 122.9	2.9
	Jan. to March 2002	Jan. to March 2003	Jan.–March 2002 to Jan.–March 2003
	Thousands of cubic metres		% change
Crude oil and equivalent hydrocarbons[1]			
Production	33 143.1	33 911.5	2.3
Exports	19 828.9	21 246.3	7.1
Imports[2]	13 009.1	13 539.8	4.1
Refinery receipts	26 339.1	26 480.0	0.5
	Millions of cubic metres		% change
Natural gas[3]			
Marketable production	44 204.0	44 334.9	0.3
Exports	27 693.5	28 363.1	2.4
Canadian domestic sales[4]	23 620.3	25 589.5	8.3

1 *Disposition may differ from production because of inventory change, industry own-use, etc.*
2 *Crude oil received by Canadian refineries from foreign countries for processing. Data may differ from International Trade Division (ITD) estimates because of timing differences and the inclusion of crude oil landed in Canada for future re-export in the ITD data.*
3 *Disposition may differ from production because of inventory change, usage as pipeline fuel, pipeline losses, line-pack fluctuations, etc.*
4 *Includes direct sales.*

Marketable natural gas production decreased 2.7% from March 2002, while domestic sales grew 2.9%. Exports of natural gas fell marginally (-0.1%) from March 2002.

Year-to-date marketable production of natural gas increased 0.3% from the same period of 2002. Domestic sales rose 8.3% and exports were up 2.4 %.

Available on CANSIM: tables 126-0001 and 131-0001.

Information on methods and data quality available in the Integrated Meta Data Base: survey number 2198.

Preliminary data at the provincial level are available up to March 2003 on a cost-recovery basis.

For more information, or to enquire about the concepts, methods or data quality of this release, contact the dissemination officer (1-866-873-8789; 613-951-9497; *energ@statcan.ca*), Manufacturing, Construction and Energy Division. ■

Aircraft movement statistics

April 2003 (preliminary)

The 42 Canadian airports with NAV CANADA air traffic control towers reported 374,913 total movements in April, down 7.5% from April 2002 (405,125). Two-thirds of the airports showed decreases in total aircraft movements in April compared with April 2002. Of the 27 airports showing year-over-year decreases, five airports had decreases of more than 20% compared with 11 airports in March.

Overall, the decrease in April was reflected in both itinerant movements (flights from one airport to another) and local movements (flights that remain in the vicinity of the airport). Itinerant movements dropped 4.9% (-12,755 movements) while local movements dropped 12.0% (-17,457 movements). A decline in travellers, because of the war in Iraq and the Severe Acute Respiratory Syndrome (SARS) outbreak as well as Air Canada's filing for bankruptcy protection, contributed to the decline.

Among the top ten airports in terms of volumes of itinerant movements in April, seven airports recorded decreases from April 2002. The declines ranged from -10.0% at Toronto/LB Pearson to -3.3% at Montréal/Dorval International. The gains were recorded at Edmonton International (+5.9%), Montréal/St-Hubert (+4.1%) and Winnipeg International (+2.3%).

Among the top ten airports in terms of local movements, eight airports recorded decreases from

April 2002. The declines ranged from -26.8% at Waterloo Regional to -5.7% at Edmonton/Villeneuve. Increases in local movements were recorded at Montréal/St-Hubert (+8.2%) and London (+0.9%).

The April 2003 issue of *Aircraft movement statistics*, Vol. 2, no. 4 (51F0001PIE, TP1496, free) is now available on Statistics Canada's website (*www.statcan.ca*). From the *Our products and services* page, under *Browse our Internet publications*, choose *Free*, then *Transport and warehousing*. Previous issues are available on Transport Canada's website (*http://www.tc.gc.ca/pol/en/report/TP1496/tp1496.htm*).

Preliminary statistics for the 56 Canadian airports with NAV CANADA flight service stations are also available for April.

Information on methods and data quality available in the Integrated Meta Data Base: survey number 2715.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Kathie Davidson (613-951-0141; fax: 613-951-0010; *aviationstatistics@statcan.ca*), Transportation Division. ■

Farm product prices

April 2003

Prices received by farmers in April for grains, oilseeds, specialty crops, fruits, vegetables, cattle, hogs, poultry, eggs and dairy products are now available.

The feeder calves price in Quebec in April was $120.97 per hundredweight, up 7% from January and 16% above the April 2002 price of $104.42.

The non-board canola price in Manitoba in April was $362.65 per metric tonne, down 10% from January but 22% above the April 2002 price of $297.04.

Information on methods and data quality available in the Integrated Meta Data Base: survey number 2305.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Gail-Ann Breese (204-983-3445; fax: 204-983-3122; *gail-ann.breese@statcan.ca*), Agriculture Division. ■

Canadian Vehicle Survey

2002

Vehicles covered in the Canadian Vehicle Survey travelled an estimated 315.8 billion kilometres. Among them, vehicles weighing less than 4 500 kilograms (and not used as a bus) travelled 290.3 billion kilometres, or 92% of the total for the year.

The survey measures the activity of all on-road vehicles registered in Canada with the exception of some vehicles, such as motorcycles, construction equipment and road maintenance equipment.

Estimates of total vehicle-kilometres are available by province and territory. Estimates of passenger-kilometres are available by province only.

Information on methods and data quality available in the Integrated Meta Data Base: survey number 2749.

The 2002 issue of *The Canadian Vehicle Survey* (53-223-XIE, free) is now available on Statistics Canada's website (*www.statcan.ca*). From the *Our products and services* page, under *Browse our Internet publications*, choose *Free*, then *Transport and warehousing*.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Client Services (1-866-500-8400; *transportationstatistics@statcan.ca*), Transportation Division. ■

NEW PRODUCTS

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(free).

Farm product price index, March 2003, Vol. 3, no. 3
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(free).

Supply and disposition of crude oil and natural gas, August 2002, Vol. 54, no. 8
Catalogue number 26-006-XPB ($19/$186).

Aircraft movements statistics, April 2003, Vol. 2, no. 4
Catalogue number 51F0001PIE
(free).

Canadian Vehicle Survey, 2002
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Movie theatres and drive-ins, 2000/01
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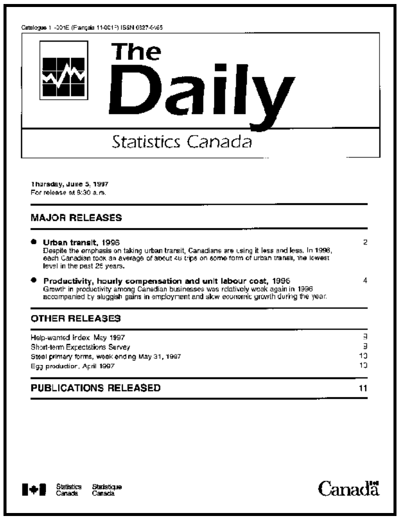

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Statistics Canada

Thursday, June 5, 1997
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MAJOR RELEASES

- **Urban transit, 1996** 2
  Despite the emphasis on taking urban transit, Canadians are using it less and less. In 1996, each Canadian took an average of about 45 trips on some form of urban transit, the lowest level in the past 25 years.
- **Productivity, hourly compensation and unit labour cost, 1996** 4
  Growth in productivity among Canadian businesses was relatively weak again in 1996 accompanied by sluggish gains in employment and slow economic growth during the year.

OTHER RELEASES

Help-wanted Index, May 1997	9
Short-term Expectations Survey	9
Steel primary forms, week ending May 31, 1997	10
Egg production, April 1997	10

PUBLICATIONS RELEASED 11

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