



The Daily

Statistics Canada

Tuesday, June 27, 2006

Released at 8:30 a.m. Eastern time

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Releases

Study: Consumer demand for entertainment services outside the home

1998 to 2003

Canadian households have been devoting more and more of their budget to four key entertainment services outside the home, but the amount they spend on such services is still less than 0.5% of overall household spending, according to a new study.

Households spent \$3.2 billion in 2003 attending movies, performing arts, and spectator sports events and visiting heritage institutions, up 41% from 1998. On average, each household spent \$273 on these entertainment services outside the home. For every dollar of this amount, they spent just under 40 cents on movies, 31 cents on live performing arts, 17 cents on sports and 13 cents on heritage institutions.

The \$273 that the average household spent on these entertainment services in 2003 represented a sharp 31% increase from 1998, well above the overall 19% increase in the average household's spending on all goods and services.

Average spending on live sports events increased 44% between 1998 and 2003, the fastest growth rate among the four services. Growth was slowest for heritage institutions.

Spending varied from province to province and from one income group to another.

The provinces: Entertainment spending lowest in Atlantic Canada

Spending on entertainment services outside the home was relatively low in the Atlantic provinces, where the average household spent \$189 in 2003. This result is not surprising because spending on entertainment services is highly discretionary, therefore dependant on income, and household incomes in the Atlantic region are well below the national average.

In contrast, Ontario households spent \$326 on entertainment services outside the home, the highest average among the provinces. They were followed by households in Alberta (\$323) and British Columbia (\$271). Households in these three provinces had Canada's highest before-tax incomes, supporting the contention that spending on entertainment services is highly discretionary.

Spending habits varied widely among various income groups. On average, the one-fifth of households with the highest incomes spent \$602 in 2003 on

Note to readers

This release is based on an article titled "Consumer demand for entertainment services outside the home" in the Service Industries Newsletter.

Most data for this article come from 1998 and 2003 results of the Survey of Household Spending (SHS), an annual survey that looks at the spending behaviour of Canadian households.

The analysis covers all households in Canada, not just those that reported spending on entertainment services.

The SHS defines a household as members currently residing at the same dwelling as the reference person. A household may consist of a family or group of unrelated persons or of a person living alone.

As well, there are industry results that come from the following Statistics Canada surveys: The Motion Pictures Theatre Survey; The Annual Survey of Arts, Entertainment and Recreation; and The Performing Arts Survey.

entertainment services outside the home, more than triple the \$191 average for other households. The one-fifth of households with the lowest incomes spent an average of only \$70.

Among various types of households, couples with children spent the most (\$384 on average) in part because these households are large and earn the highest incomes.

The fastest-growing segment of the consumer market for entertainment services outside the home was lone-parent households. Lone-parent households accounted for \$169 million in entertainment services spending in 2003, a robust 61% increase from 1998. One explanation for this rapid growth is that incomes for these households rose relatively rapidly during the period. Nevertheless, the \$257 that the average lone-parent household spent on entertainment services outside the home in 2003 was still below the \$273 recorded for all households.

Movies and performing arts: Ontario households spent most

Households in Ontario and Alberta were the most avid movie goers in 2003, spending around \$120 per household. At the opposite end of the spectrum, households in Newfoundland and Labrador (\$65) and Saskatchewan (\$62) spent the least.

In terms of growth from 1998 to 2003, average household spending at movie theatres rose most rapidly in Nova Scotia, Manitoba and Ontario.

Of the various types of households, lone-parent households spent an average of \$127 on movies. Their

spending increased the fastest of all household types during the five-year period. Couples with children spent the most attending movies, an average of \$161 per household.

For live performing arts, Ontario households spent the most (\$105) while households in the four Atlantic provinces spent the least.

The availability of performances likely has an impact on spending. The number of performing arts companies varied widely across the country. Quebec and Ontario had 242 and 216 companies respectively, compared with only 36 in all Atlantic provinces combined.

Again, there were large disparities in spending among income groups. For example, the 20% of households with the highest incomes comprised nearly half of the consumer market for live performing arts.

Sporting events and heritage institutions

Between 1998 and 2003, the average household's spending on live spectator sports rose 44%. Most of this growth occurred due to higher prices rather than increased attendance, as the Consumer Price Index for live spectator sports rose by about 40% during the same period.

Alberta households spent the most to attend live sports events (\$75 on average), while those in Quebec spent the least (\$25). During this five-year period, total household expenditure on live sports events rose in every province except Manitoba and New Brunswick.

Among income groups, the biggest increase in spectator sports spending came from the 20% of households with the lowest incomes. Even so, by far the biggest consumers of live sports events were the highest income households.

The average Canadian household spent just \$36 in 2003 visiting heritage institutions, considerably less than what they spent attending movies, performing arts or sporting events. Heritage institutions include museums, non-commercial art galleries, historic sites, zoos and botanical gardens.

Income levels heavily influence how much households spend at heritage institutions. Not only were Albertans (\$47 per household) and Ontarians (\$45) the biggest spenders on heritage institutions in 2003, the two highest income quintiles accounted for 70% of all such expenditures even though they comprised only half of Canada's population.

Definitions, data sources and methods: survey number 3508.

The article "Consumer demand for entertainment services outside the home" is now available online in June issue of *Services Industries Newsletter*, Vol. 2006, no. 2 (63-018-XWE, free) from the *Our Products and Services* page of our website.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Don Little (613-951-6739), Services Industries Division. ■

Employment Insurance

April 2006 (preliminary)

The estimated number of Canadians receiving regular Employment Insurance benefits in April fell 1.6% from March to 493,250 (seasonally adjusted), the third consecutive decline and the seventh in the last eight months.

All provinces recorded decreases in April, with the largest occurring in British Columbia (-4.0%), Alberta (-3.2%) and Newfoundland and Labrador (-2.3%).

At the national level, the number of regular beneficiaries fell 6.6% from a year ago and has fallen by 2.1% in the last five years. Over this five-year period, the western provinces have recorded the largest declines.

Regular benefit payments in April totalled \$785.8 million, while the number of people making initial and renewal claims was 232,850.

Note: Employment Insurance Statistics Program data are produced from an administrative data source and may, from time to time, be affected by changes

to the *Employment Insurance Act* or administrative procedures. The number of beneficiaries for this month is a measure of all persons who received Employment Insurance benefits from the 9th to the 15th of the month. This coincides with the reference week of the Labour Force Survey. The regular benefit payments figure measures the total of all monies paid to individuals from the 1st to the end of the month.

Available on CANSIM: tables 276-0001 to 276-0006, 276-0009, 276-0011, 276-0015 and 276-0016.

Definitions, data sources and methods: survey number 2604.

Data on Employment Insurance for May 2006 will be released on July 25.

For general information or to order data, contact Client Services (613-951-4090; toll-free 1-866-873-8788; labour@statcan.ca). To enquire about the concepts, methods or data quality of this release, contact Gilles Groleau (613-951-4091), Labour Statistics Division. □

Employment Insurance statistics

	April 2006	March 2006	April 2005	March to April 2006	April 2005 to April 2006
Seasonally adjusted					
				% change	
Regular beneficiaries	493,250 ^P	501,380 ^r	528,090	-1.6	-6.6
Regular benefits paid (\$ millions)	785.8 ^P	683.2 ^r	692.1	15.0	13.5
Initial and renewal claims received ('000)	232.9 ^P	225.2 ^r	233.8	3.4	-0.4
Unadjusted					
All beneficiaries ('000) ¹	835,0 ^P	930.3 ^P	889.9		
Regular beneficiaries ('000)	552.6 ^P	637.4 ^P	593.3		
Initial and renewal claims received ('000)	172.4	197.8	181.9		
Payments (\$ millions)	1,513.2	1,338.5	1,397.7		
Year-to-date (January to April)					
			2006	2005	2005 to 2006
					% change
Claims received ('000)			872.3	926.9	-5.9
Payments (\$ millions)			5,887.5	5,773.9	2.0

^r revised

^P preliminary

1. "All beneficiaries" includes all claimants receiving regular benefits (for example, as a result of layoff) or special benefits (for example, as a result of illness) and are representative of data for the Labour Force Survey reference week which is usually the week containing the 15th of the month.

Number of beneficiaries receiving regular benefits

	April 2006 ^P	March to April 2006	April 2005 to April 2006
Seasonally adjusted			
		% change	
Canada	493,250	-1.6	-6.6
Newfoundland and Labrador	37,330	-2.3	-3.2
Prince Edward Island	7,830	-0.5	-8.3
Nova Scotia	28,340	-0.8	-7.3
New Brunswick	32,600	-0.9	-7.6
Quebec	173,970	-1.5	-2.4
Ontario	129,330	-1.2	-5.4
Manitoba	10,890	-0.5	-15.7
Saskatchewan	9,490	-0.4	-15.7
Alberta	18,010	-3.2	-24.1
British Columbia	41,850	-4.0	-20.6
Yukon	740	-9.8	-18.7
Northwest Territories	710	-7.8	-1.4
Nunavut	400	0.0	2.6

^P preliminary

Note: The number of beneficiaries includes all claimants who received regular benefits for the Labour Force Survey reference week, usually containing the 15th day of the month.



Aircraft movement statistics: Small airports

February 2006

The February 2006 monthly report, Vol. 2 (TP141, free) is available on Transport Canada's website at the following URL (<http://www.tc.gc.ca/pol/en/Report/tp141e/tp141.htm>).

Note: The TP141 monthly report is issued in two volumes. Volume 1 presents statistics for the major Canadian airports (i.e., those with NAV CANADA air traffic control towers or flight service stations). Volume 2 presents statistics for the smaller airports (i.e., those without air traffic control towers). Both volumes are available free upon release at Transport Canada's website.

For more information about this website, contact Michel Villeneuve (613-990-3825; villennm@tc.gc.ca), Transport Canada.

Definitions, data sources and methods: 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. ■

Asphalt roofing

May 2006

Data on asphalt roofing are now available for May.

Available on CANSIM: table 303-0052.

Definitions, data sources and methods: survey number 2123.

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; manufact@statcan.ca), Manufacturing, Construction and Energy Division. ■

Innovation Analysis Bulletin

June 2006

The *Innovation Analysis Bulletin* focuses on trends in science, technology and the information society. The bulletin includes updates on government science and technology activities, industrial research and development, intellectual property commercialization, advanced technologies and innovation, biotechnology, connectedness, telecommunications and broadcasting, and electronic commerce.

Definitions, data sources and methods: survey number 4218.

The *Innovation Analysis Bulletin*, Vol. 8, no. 2 (88-003-XIE, free) is now available on the *Our Products and Services* page of our website.

For more information, or to enquire about the concepts, methods and data quality of this release, contact Rad Joseph (613-951-6830; fax: 613-951-9920) or Claire Racine-Lebel (613-951-6309), Science, Innovation and Electronic Information Division. ■

Telecommunications statistics

2004

Data from the 2004 Annual Survey of Telecommunications are now available.

Definitions, data sources and methods: survey number 2721.

Summary statistics will appear in the publication *Broadcasting and Telecommunications*, Vol. 36, no. 1 (56-001-XIE, free) in July.

For general information, or to enquire about the concepts, methods or data quality of this release, contact Cimeron McDonald (613-951-2741, cimeron.mcdonald@statcan.ca), Science, Innovation and Electronic Information Division). ■

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
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 The Daily Statistics Canada	
Thursday, June 23, 1997 For release at 9:30 a.m.	
MAJOR RELEASES	
<ul style="list-style-type: none"> Urban transit, 1995 Despite the emphasis on taking urban transit, Canadians are using it less and less. In 1995, each Canadian took an average of about 21 trips on some form of urban transit, the lowest level in the past 25 years. 	2
<ul style="list-style-type: none"> Productivity, hourly compensation and unit labour cost, 1995 Growth in productivity among Canadian businesses was modestly weak again in 1995, accompanied by sluggish gains in employment and slow economic growth during the year. 	4
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Statistics Canada's official release bulletin

Catalogue 11-001-XIE.

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

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