



Movie Theatres and Drive-ins

1997-98

Culture Statistics

Culture, Tourism and the Centre for Education Statistics

Note to readers:

In 1997-98, 14 theatres were added to the survey frame and adjustments were made for those few theatres which did not respond to the survey. Most of these theatres were small and were scattered throughout the country. They accounted for about 1% of total revenues in 1997-98. For the above reasons, data presented in these tables should not be used for year-to-year trend analysis.



Symbols

The following standard symbols are used in Statistics Canada publications:

- .. figures not available.
- ... figures not appropriate or not applicable.
- nil or zero.
- Amount too small to be expressed.
- p Preliminary figures.
- r Revised figures.
- x Confidential to meet secrecy requirement of the Statistics Act.

Note: The sum of the items do not always add to the total due to rounding.

Signes conventionnels

Les signes conventionnels suivants sont employés uniformément dans les publications de Statistique Canada:

- .. nombres non-disponibles
- ... n'ayant pas lieu de figurer.
- néant ou zéro.
- nombres infimes.
- p nombres provisoires.
- r nombres rectifiés.
- x confidentiel en vertu des dispositions de la Loi sur la statistique relatives au secret.

Nota: L'addition des postes ne correspond pas toujours au total en raison de l'arrondissement



TABLE 8(a). Motion Picture Theatres and Drive-Ins, Canada, 1993-94 to 1997-98

	1993-94	1994-95	1995-96	1996-97	1997-98
Number of Theatres					
-Regular Theatres	581	582	584	588 ^f	617
-Drive-ins	83	77	74	68 ^f	71
-Total	664	659	658	656	688
Paid Admissions ('000)					
-Regular Theatres	76,510	81,090	84,867	89,024 ^f	97,686
-Drive-ins	2,302	2,676	2,437	2,303 ^f	2,209
-Total	78,812	83,766	87,304	91,327 ^f	99,894
Average Ticket Price					
-Regular Theatres	5.30	5.29	4.97	5.02 ^f	5.23
-Drive-ins	5.85	5.69	5.67	5.75 ^f	6.06
-Total	5.32	5.30	4.99	5.04 ^f	5.25
Number of Screens					
-Regular Theatres	1,601	1,682	1,773 ^f	1,877 ^f	2,186
-Drive-ins	126	126	119	112 ^f	115
-Total	1,727	1,808	1,892 ^f	1,989 ^f	2,301
Number of Seats/Cars					
-Regular Theatres (seats)	461,110	470,568	481,665	493,207 ^f	548,607
-Drive-ins (cars)	52,115	53,941 ^f	51,770	48,467 ^f	51,738
Revenue - Theatres (\$'000)					
-Admission receipts	387,857	409,540	404,255	428,716 ^f	490,123
-Concessions & other	144,919	158,678	161,585	178,576 ^f	209,756
-Total	532,776	568,217	565,840	607,292 ^f	699,879
Revenue - Drive-Ins (\$'000)					
-Admission receipts	12,627	14,362	13,059	12,454 ^f	12,535
-Concessions & other	5,265	5,585	5,528 ^f	8,502 ^f	8,340
-Total	17,893	19,947	18,587 ^f	20,957 ^f	20,875
Expenses - Total (\$'000)					
-Regular Theatres	475,610	505,569	505,978	545,096 ^f	616,896
-Drive-ins	16,134	18,038	16,303 ^f	18,441 ^f	18,035
-Total	491,745	523,608	522,281 ^f	563,537 ^f	634,930
Employment - Theatres					
-Full-time	1,305	1,155	997	1,251 ^f	1,274
-Part-time	8,323	7,722	8,132	7,981 ^f	9,168
-Working Proprietors & family workers	159	147	169	191 ^f	193
Employment - Drive-Ins					
-Full-time	133	173	163	132 ^f	102
-Part-time	728 ^f	736 ^f	782 ^f	777 ^f	727
-Working Proprietors & family workers	52	34	49	54	47
Salaries & Benefits (\$'000)					
-Regular Theatres	86,383	96,037	92,628	98,165 ^f	106,283
-Drive-ins	3,159	3,734	3,534 ^f	4,625 ^f	4,216
-Total	89,542	99,771	96,162 ^f	102,790 ^f	110,500
PROFIT MARGIN (% of total revenue)					
-Regular Theatres	10.7	11.0	10.6	10.2 ^f	11.9
-Drive-ins	9.8	9.6	12.3 ^f	12.0 ^f	13.6
-Total	10.7	11.0	10.6	10.3	11.9

TABLE 8(b). Motion Picture Theatres and Drive-Ins, Newfoundland, 1993-94 to 1997-98

	1993-94	1994-95	1995-96	1996-97	1997-98
Number of Theatres					
-Regular Theatres	12	13	16	17	15
-Drive-ins	-	-	-	-	-
-Total	12	13	16	17	15
Paid Admissions ('000)					
-Regular Theatres	738	802	849	849	877
-Drive-ins	-	-	-	-	-
-Total	738	802	849	849	877
Average Ticket Price					
-Regular Theatres	5.12	5.04	5.02	5.05	5.41
-Drive-ins	-	-	-	-	-
-Total	5.12	5.04	5.02	5.05	5.41
Number of Screens					
-Regular Theatres	19	20	23	27	25
-Drive-ins	-	-	-	-	-
-Total	19	20	23	27	25
Number of Seats/Cars					
-Regular Theatres (seats)	6,147	6,726	7,406	8,203	7,941
-Drive-ins (cars)	-	-	-	-	-
Revenue - Theatres (\$'000)					
-Admission receipts	3,334	3,587	3,772	3,806	4,353
-Concessions & other	1,494	1,763	1,827	1,939	2,184
-Total	4,827	5,350	5,599	5,745	6,537
Revenue - Drive-Ins (\$'000)					
-Admission receipts	-	-	-	-	-
-Concessions & other	-	-	-	-	-
-Total	-	-	-	-	-
Expenses - Total (\$'000)					
-Regular Theatres	4,007	4,442	4,622	4,995	5,446
-Drive-ins	-	-	-	-	-
-Total	4,007	4,442	4,622	4,995	5,446
Employment - Theatres					
-Full-time	10	6	8	11	13
-Part-time	79	86	94	110	110
-Working Proprietors & family workers	10	14	18	19	8
Employment - Drive-Ins					
-Full-time	-	-	-	-	-
-Part-time	-	-	-	-	-
-Working Proprietors & family workers	-	-	-	-	-
Salaries & Benefits (\$'000)					
-Regular Theatres	792	852	1,012	1,068	1,186
-Drive-ins	-	-	-	-	-
-Total	792	852	1,012	1,068	1,186
PROFIT MARGIN (% of total revenue)					
-Regular Theatres	17.0	17.0	17.4	13.1	16.7
-Drive-ins	-	-	-	-	-
-Total	17.0	17.0	17.4	13.1	16.7



TABLE 8(c). Motion Picture Theatres and Drive-Ins, Prince Edward Island, 1993-94 to 1997-98

	1993-94	1994-95	1995-96	1996-97	1997-98
Number of Theatres					
-Regular Theatres	3	3	4	4	4
-Drive-ins	-	-	-	-	-
-Total	3	3	4	4	4
Paid Admissions ('000)					
-Regular Theatres	318	368	409	441	457
-Drive-ins	-	-	-	-	-
-Total	318	368	409	441	457
Average Ticket Price					
-Regular Theatres	5.18	5.22	5.06	5.21	5.47
-Drive-ins	-	-	-	-	-
-Total	5.18	5.22	5.06	5.21	5.47
Number of Screens					
-Regular Theatres	8	8	12	12	11
-Drive-ins	-	-	-	-	-
-Total	8	8	12	12	11
Number of Seats/Cars					
-Regular Theatres (seats)	2,177	2,018	2,554	2,558	2,525
-Drive-ins (cars)	-	-	-	-	-
Revenue - Theatres (\$'000)					
-Admission receipts	1,488	1,729	1,860	2,070	2,249
-Concessions & other	615	727	854	938	1,011
-Total	2,103	2,456	2,714	3,008	3,260
Revenue - Drive-Ins (\$'000)					
-Admission receipts	-	-	-	-	-
-Concessions & other	-	-	-	-	-
-Total	-	-	-	-	-
Expenses - Total (\$'000)					
-Regular Theatres	1,621	1,916	2,128	2,429	2,520
-Drive-ins	-	-	-	-	-
-Total	1,621	1,916	2,128	2,429	2,520
Employment - Theatres					
-Full-time	3	4	4	5	5
-Part-time	44	39	48	56	64
-Working Proprietors & family workers	-	3	3	2	2
Employment - Drive-Ins					
-Full-time	-	-	-	-	-
-Part-time	-	-	-	-	-
-Working Proprietors & family workers	-	-	-	-	-
Salaries & Benefits (\$'000)					
-Regular Theatres	306	344	391	457	459
-Drive-ins	-	-	-	-	-
-Total	306	344	391	457	459
PROFIT MARGIN (% of total revenue)					
-Regular Theatres	22.9	22.0	21.6	19.2	22.7
-Drive-ins	-	-	-	-	-
-Total	22.9	22.0	21.6	19.2	22.7



TABLE 8(d). Motion Picture Theatres and Drive-Ins, Nova Scotia, 1993-94 to 1997-98

	1993-94	1994-95	1995-96	1996-97	1997-98
Number of Theatres					
-Regular Theatres	23	20	19	19	20
-Drive-ins	2	2	2	3	3
-Total	25	22	21	22	23
Paid Admissions ('000)					
-Regular Theatres	x	x	x	x	x
-Drive-ins	x	x	x	x	x
-Total	2,060	2,368	2,307	2,352	2,551
Average Ticket Price					
-Regular Theatres	x	x	x	x	x
-Drive-ins	x	x	x	x	x
-Total	5.28	5.25	5.34	5.40	5.52
Number of Screens					
-Regular Theatres	x	x	x	x	x
-Drive-ins	x	x	x	x	x
-Total	57	55	54	61	65
Number of Seats/Cars					
-Regular Theatres (seats)	x	x	x	x	x
-Drive-ins (cars)	x	x	x	x	x
Revenue - Theatres (\$'000)					
-Admission receipts	9,780 ¹	11,186 ¹	11,081 ¹	11,416 ¹	12,712 ¹
-Concessions & other	3,918 ¹	4,682 ¹	4,803 ¹	5,391 ¹	5,981 ¹
-Total	1,3698 ¹	15,868 ¹	15,884 ¹	16,807 ¹	18,694 ¹
Revenue - Drive-Ins (\$'000)					
-Admission receipts	x ¹	x ¹	x ¹	x ¹	x ¹
-Concessions & other	x ¹	x ¹	x ¹	x ¹	x ¹
-Total	x ¹	x ¹	x ¹	x ¹	x ¹
Expenses - Total (\$'000)					
-Regular Theatres	x	x	x	x	x
-Drive-ins	x	x	x	x	x
-Total	12,586	14,308	14,424	15,514	16,476
Employment - Theatres					
-Full-time	43 ¹	43 ¹	38 ¹	44 ¹	41 ¹
-Part-time	319 ¹	279 ¹	260 ¹	298 ¹	299 ¹
-Working Proprietors & family workers	8 ¹	7 ¹	6 ¹	3 ¹	5 ¹
Employment - Drive-Ins					
-Full-time	x ¹	x ¹	x ¹	x ¹	x ¹
-Part-time	x ¹	x ¹	x ¹	x ¹	x ¹
-Working Proprietors & family workers	x ¹	x ¹	x ¹	x ¹	x ¹
Salaries & Benefits (\$'000)					
-Regular Theatres	x	x	x	x	x
-Drive-ins	x	x	x	x	x
-Total	2,675	2,844	2,908	3,085	3,194
PROFIT MARGIN (% of total revenue)					
-Regular Theatres	x	x	x	x	x
-Drive-ins	x	x	x	x	x
-Total	8.1	9.8	9.2	7.7	11.9

¹ Combined data for regular and drive-in theatres are reported under regular theatres.

TABLE 8(e). Motion Picture Theatres and Drive-Ins, New Brunswick, 1993-94 to 1997-98

	1993-94	1994-95	1995-96	1996-97	1997-98
Number of Theatres					
-Regular Theatres	14	15	15	14	15
-Drive-ins	6	6	7	5	5
-Total	20	21	22	19	20
Paid Admissions ('000)					
-Regular Theatres	1,032	1,179	1,131	1,252	1,614
-Drive-ins	78	84	75	65	54
-Total	1,111	1,263	1,206	1,317	1,667
Average Ticket Price					
-Regular Theatres	5.30	5.16	5.31	5.32	5.23
-Drive-ins	5.21	5.19	5.64	5.09	6.42
-Total	5.29	5.16	5.33	5.31	5.27
Number of Screens					
-Regular Theatres	27	28	33	41	51
-Drive-ins	6	6	7	5	5
-Total	33	34	40	46	56
Number of Seats/Cars					
-Regular Theatres (seats)	9,231	9,487	10,116	10,750	13,080
-Drive-ins (cars)	1,632	1,762	2,062	1,500	1,530
Revenue - Theatres (\$'000)					
-Admission receipts	4,940	5,496	5,424	6,018	7,734
-Concessions & other	1,983	2,304	2,343	2,715	3,748
-Total	6,923	7,801	7,768	8,733	11,482
Revenue - Drive-Ins (\$'000)					
-Admission receipts	378	403	392	291	296
-Concessions & other	204	202	214	186	164
-Total	582	605	605	477	461
Expenses - Total (\$'000)					
-Regular Theatres	6,233	6,799	6,931	7,637	10,656
-Drive-ins	597	672	622	498	486
-Total	6,831	7,471	7,554	8,135	11,141
Employment - Theatres					
-Full-time	15	22	15	18	22
-Part-time	168	162	183	217	218
-Working Proprietors & family workers	1	1	1	-	-
Employment - Drive-Ins					
-Full-time	20	16	12	8 ^r	9
-Part-time	16	26	33 ^r	26 ^r	18
-Working Proprietors & family workers	7	1	8	1	5
Salaries & Benefits (\$'000)					
-Regular Theatres	1,395	1,494	1,570	1,592	2,040
-Drive-ins	158	177	200	159	144
-Total	1,553	1,671	1,770	1,751	2,185
PROFIT MARGIN (% of total revenue)					
-Regular Theatres	10.0	12.8	10.8	12.5	7.2
-Drive-ins	-2.7	-11.0	-2.8	-4.4	-5.4
-Total	9.0	11.1	9.8	11.7	6.7



TABLE 8(f). Motion Picture Theatres and Drive-Ins, Quebec, 1993-94 to 1997-98

	1993-94	1994-95	1995-96	1996-97	1997-98
Number of Theatres					
-Regular Theatres	93	105	102	107 ^r	121
-Drive-ins	22	23	22	18 ^r	19
-Total	115	128	124	125	140
Paid Admissions ('000)					
-Regular Theatres	14,954	17,116	17,742	19,951 ^r	22,564
-Drive-ins	1,003	1,233	1,066	956 ^r	907
-Total	15,957	18,349	18,807	20,908 ^r	23,472
Average Ticket Price					
-Regular Theatres	5.31	5.44	5.06	5.08 ^r	5.39
-Drive-ins	5.05	5.08	5.17	5.20	5.53
-Total	5.29	5.41	5.07	5.08 ^r	5.39
Number of Screens					
-Regular Theatres	293	387	417	450 ^r	556
-Drive-ins	40	47	46	39 ^r	40
-Total	333	434	463	489 ^r	596
Number of Seats/Cars					
-Regular Theatres (seats)	81,500	96,602	97,622	102,554 ^r	118,992
-Drive-ins (cars)	21,320	23,980	23,173	20,117 ^r	23,156
Revenue - Theatres (\$'000)					
-Admission receipts	76,128	87,233	84,466	95,300 ^r	114,457
-Concessions & other	22,325	27,040	27,363	31,307 ^r	37,309
-Total	98,453	114,274	111,829	126,607 ^r	151,766
Revenue - Drive-Ins (\$'000)					
-Admission receipts	4,799	5,873	5,208	4,728 ^r	4,737
-Concessions & other	1,775	2,222	1,942 ^r	4,813 ^r	4,653
-Total	6,574	8,095	7,150 ^r	9,540 ^r	9,390
Expenses - Total (\$'000)					
-Regular Theatres	89,911	103,550	104,363	119,391 ^r	139,779
-Drive-ins	5,711	6,804	5,865 ^r	8,241 ^r	7,990
-Total	95,623	110,354	110,228 ^r	127,632	147,769
Employment - Theatres					
-Full-time	308	303	288	324 ^r	342
-Part-time	1,228	1,380	1,411	1,424 ^r	1,721
-Working Proprietors & family workers	20	15	17	24	24
Employment - Drive-Ins					
-Full-time	54	66	98	75 ^r	49
-Part-time	212 ^r	271 ^r	325 ^r	273 ^r	265
-Working Proprietors & family workers	12	6	9	9	8
Salaries & Benefits (\$'000)					
-Regular Theatres	15,913	18,147	18,373	20,260 ^r	23,256
-Drive-ins	1,001	1,309	1,167 ^r	2,356 ^r	2,171
-Total	16,914	19,456	19,541 ^r	22,616	25,426
PROFIT MARGIN (% of total revenue)					
-Regular Theatres	8.7	9.4	6.7	5.7	7.9
-Drive-ins	13.1	16.0	18.0 ^r	13.6 ^r	14.9
-Total	9.0	9.8	7.4 ^r	6.3	8.3

TABLE 8(g). Motion Picture Theatres and Drive-Ins, Ontario, 1993-94 to 1997-98

	1993-94	1994-95	1995-96	1996-97	1997-98
Number of Theatres					
-Regular Theatres	196	187	189	189 ^f	195
-Drive-ins	27	24	24	23	23
-Total	223	211	213	212 ^f	218
Paid Admissions ('000)					
-Regular Theatres	31,824	32,375	33,504	33,504 ^f	35,710
-Drive-ins	823	896	885	828	776
-Total	32,646	33,271	34,389	34,332 ^f	36,486
Average Ticket Price					
-Regular Theatres	5.55	5.37	5.08	5.13	5.38
-Drive-ins	6.60	6.31	6.13	6.39	6.79
-Total	5.58	5.40	5.11	5.16	5.41
Number of Screens					
-Regular Theatres	629	618	654 ^f	662 ^f	770
-Drive-ins	45	42	40	41	41
-Total	674	660	694 ^f	703 ^f	811
Number of Seats/Cars					
-Regular Theatres (seats)	177,504	173,179	180,241	182,121 ^f	204,086
-Drive-ins (cars)	16,965	15,637	15,888	15,506	15,603
Revenue - Theatres (\$'000)					
-Admission receipts	166,191	164,535	161,324	163,171 ^f	181,983
-Concessions & other	60,242	63,867	65,840	70,444 ^f	81,095
-Total	226,433	228,402	227,164	233,615 ^f	263,078
Revenue - Drive-Ins (\$'000)					
-Admission receipts	4,961	5,268	5,050	4,857	4,822
-Concessions & other	2,092	1,854	2,276	2,209	2,229
-Total	7,053	7,122	7,326	7,066	7,051
Expenses - Total (\$'000)					
-Regular Theatres	203,210	206,574	203,593	208,588 ^f	231,579
-Drive-ins	6,211	6,645	6,444	6,128	5,827
-Total	209,421	213,219	210,036	214,716 ^f	237,407
Employment - Theatres					
-Full-time	513	396	341	434 ^f	441
-Part-time	3,554	2,975	3,210	2,947 ^f	3,397
-Working Proprietors & family workers	26	38	44	40 ^f	55
Employment - Drive-Ins					
-Full-time	30	37	30	32	25
-Part-time	341	281	286	271	239
-Working Proprietors & family workers	9	14	12	17	16
Salaries & Benefits (\$'000)					
-Regular Theatres	36,154	40,077	37,891	38,775 ^f	40,044
-Drive-ins	1,232	1,444	1,456	1,379	1,173
-Total	37,386	41,520	39,348	40,154 ^f	41,217
PROFIT MARGIN (% of total revenue)					
-Regular Theatres	10.3	9.6	10.4	10.7 ^f	12.0
-Drive-ins	11.9	6.7	12.0	13.3	17.4
-Total	10.3	9.5	10.4	10.8 ^f	12.1

TABLE 8(h). Motion Picture Theatres and Drive-Ins, Manitoba, 1993-94 to 1997-98

	1993-94	1994-95	1995-96	1996-97	1997-98
Number of Theatres					
-Regular Theatres	29	29	28 ^f	28	29
-Drive-ins	5	5	4	5	5
-Total	34	34	32 ^f	33	34
Paid Admissions ('000)					
-Regular Theatres	2,510	2,480	2,200 ^f	3,044	3,317
-Drive-ins	74	95	86	109	100
-Total	2,584	2,575	2,286 ^f	3,152	3,417
Average Ticket Price					
-Regular Theatres	5.62	5.78	5.35 ^f	4.28	4.31
-Drive-ins	6.13	6.07	5.49	5.48	5.67
-Total	5.63	5.79	5.36 ^f	4.32	4.35
Number of Screens					
-Regular Theatres	57	57	49 ^f	56	56
-Drive-ins	5	5	4	5	5
-Total	62	62	53 ^f	61	61
Number of Seats/Cars					
-Regular Theatres (seats)	17,892	17,663	15,827 ^f	17,132	16,975
-Drive-ins (cars)	1,848	3,140	2,810	3,190	3,215
Revenue - Theatres (\$'000)					
-Admission receipts	12,949	13,546	11,181 ^f	12,424	13,595
-Concessions & other	5,163	5,341	4,733 ^f	6,276	7,003
-Total	18,111	18,888	15,914 ^f	18,699	20,598
Revenue - Drive-Ins (\$'000)					
-Admission receipts	414	543	440	563	534
-Concessions & other	215	255	223	266	249
-Total	629	797	663	829	784
Expenses - Total (\$'000)					
-Regular Theatres	16,269	17,111	14,763 ^f	17,003	18,002
-Drive-ins	495	608	550	652	680
-Total	16,764	17,719	15,313 ^f	17,655	18,682
Employment - Theatres					
-Full-time	36	26	22 ^f	40	32
-Part-time	309	298	281 ^f	294	315
-Working Proprietors & family workers	24	19	13	22	23
Employment - Drive-Ins					
-Full-time	7	16	8	2 ^f	2
-Part-time	22	26	29	44 ^f	44
-Working Proprietors & family workers	2	2	2	6	1
Salaries & Benefits (\$'000)					
-Regular Theatres	2,722	2,891	2,258 ^f	2,921	2,939
-Drive-ins	112	120	121	126	130
-Total	2,834	3,011	2,379 ^f	3,047	3,070
PROFIT MARGIN (% of total revenue)					
-Regular Theatres	10.2	9.4	7.2 ^f	9.1	12.6
-Drive-ins	21.3	23.7	17.1	21.3	13.2
-Total	10.5	10.0	7.6 ^f	9.6	12.6



TABLE 8(i). Motion Picture Theatres and Drive-Ins, Saskatchewan, 1993-94 to 1997-98

	1993-94	1994-95	1995-96	1996-97	1997-98
Number of Theatres					
-Regular Theatres	41	38	41	37	39
-Drive-ins	13	9	6	5	6
-Total	54	47	47	42	45
Paid Admissions ('000)					
-Regular Theatres	1,902	1,983	1,926	1,811 ^f	2,315
-Drive-ins	65	70	35	31	35
-Total	1,966	2,054	1,961	1,842 ^f	2,350
Average Ticket Price					
-Regular Theatres	4.92	5.14	4.79	4.86	4.82
-Drive-ins	5.57	5.37	5.04	5.23	4.97
-Total	4.94	5.14	4.80	4.86	4.83
Number of Screens					
-Regular Theatres	71	67	70	65	83
-Drive-ins	15	11	7	6	7
-Total	86	78	77	71	90
Number of Seats/Cars					
-Regular Theatres (seats)	19,922	18,598	19,469	17,163	20,564
-Drive-ins (cars)	3,639	2,691	1,569	1,486	1,421
Revenue - Theatres (\$'000)					
-Admission receipts	8,820	9,644	8,761	8,382 ^f	10,742
-Concessions & other	4,180	4,509	4,218	4,532 ^f	5,941
-Total	13,000	14,153	12,979	12,914 ^f	16,683
Revenue - Drive-Ins (\$'000)					
-Admission receipts	346	366	173	161	174
-Concessions & other	163	174	82	76	84
-Total	509	540	256	237	258
Expenses - Total (\$'000)					
-Regular Theatres	10,967	11,547	11,007	11,267 ^f	14,032
-Drive-ins	622	612	274	221	271
-Total	11,590	12,160	11,281	11,488 ^f	14,303
Employment - Theatres					
-Full-time	38	40	41	39 ^f	26
-Part-time	268	247	264	237 ^f	292
-Working Proprietors & family workers	30	22	37	24 ^f	33
Employment - Drive-Ins					
-Full-time	6	6	2	1	2
-Part-time	41	44	21	20 ^f	23
-Working Proprietors & family workers	18	6	11	14	8
Salaries & Benefits (\$'000)					
-Regular Theatres	2,200	2,324	2,277	2,177 ^f	2,730
-Drive-ins	136	129	58	37	41
-Total	2,336	2,453	2,335	2,214 ^f	2,771
PROFIT MARGIN (% of total revenue)					
-Regular Theatres	15.6	18.4	15.2	12.8 ^f	15.9
-Drive-ins	-22.2	-13.4	-7.0	6.7	-4.9
-Total	14.2	17.2	14.8	12.6 ^f	15.6



TABLE 8(j). Motion Picture Theatres and Drive-Ins, Alberta, 1993-94 to 1997-98

	1993-94	1994-95	1995-96	1996-97	1997-98
Number of Theatres					
-Regular Theatres	81	80	78 ^r	79	81
-Drive-ins	4	4	4	3	3
-Total	85	84	82 ^r	82	84
Paid Admissions ('000)					
-Regular Theatres	x	x	x	x	x
-Drive-ins	x	x	x	x	x
-Total	9,096	9,372	10,291 ^r	10,994 ^r	13,080
Average Ticket Price					
-Regular Theatres	x	x	x	x	x
-Drive-ins	x	x	x	x	x
-Total	4.89	5.01	4.36 ^r	4.63 ^r	4.72
Number of Screens					
-Regular Theatres	x	x	x	x	x
-Drive-ins	x	x	x	x	x
-Total	236	235	247 ^r	272 ^r	307
Number of Seats/Cars					
-Regular Theatres (seats)	x	x	x	x	x
-Drive-ins (cars)	x	x	x	x	x
Revenue - Theatres (\$'000)					
-Admission receipts	44,486 ¹	46,995 ¹	44,854 ¹	50,881 ¹	61,767 ¹
-Concessions & other	20,549 ¹	21,934 ¹	22,104 ¹	25,405 ¹	33,872 ¹
-Total	65,035 ¹	68,929 ¹	66,959 ¹	76,287 ¹	95,639 ¹
Revenue - Drive-Ins (\$'000)					
-Admission receipts	x ¹	x ¹	x ¹	x ¹	x ¹
-Concessions & other	x ¹	x ¹	x ¹	x ¹	x ¹
-Total	x ¹	x ¹	x ¹	x ¹	x ¹
Expenses - Total (\$'000)					
-Regular Theatres	x	x	x	x	x
-Drive-ins	x	x	x	x	x
-Total	57,902	60,211	57,894 ^r	65,932 ^r	81,109
Employment - Theatres					
-Full-time	153 ¹	139 ¹	105 ¹	153 ¹	186 ¹
-Part-time	1,091 ¹	1,014 ¹	1,008 ¹	1,074 ¹	1,178 ¹
-Working Proprietors & family workers	35 ¹	20 ¹	17 ¹	23 ¹	25 ¹
Employment - Drive-Ins					
-Full-time	x ¹	x ¹	x ¹	x ¹	x ¹
-Part-time	x ¹	x ¹	x ¹	x ¹	x ¹
-Working Proprietors & family workers	x ¹	x ¹	x ¹	x ¹	x ¹
Salaries & Benefits (\$'000)					
-Regular Theatres	x	x	x	x	x
-Drive-ins	x	x	x	x	x
-Total	9,713	10,598	9,433 ^r	11,185 ^r	13,162
PROFIT MARGIN (% of total revenue)					
-Regular Theatres	x	x	x	x	x
-Drive-ins	x	x	x	x	x
-Total	11.0	12.6	13.5 ^r	13.6 ^r	15.2

¹ Combined data for regular and drive-in theatres are reported under regular theatres.



TABLE 8(k). Motion Picture Theatres and Drive-Ins, British Columbia, 1993-94 to 1997-98

	1993-94	1994-95	1995-96	1996-97	1997-98
Number of Theatres					
-Regular Theatres	85	88	88	89 ^r	93
-Drive-ins	4	4	5	6	7
-Total	89	92	93	95 ^r	100
Paid Admissions ('000)					
-Regular Theatres	11,998	12,992	14,400	14,706 ^r	15,101
-Drive-ins	88	99	96	117	124
-Total	12,086	13,091	14,497	14,823 ^r	15,225
Average Ticket Price					
-Regular Theatres	4.98	5.05	4.95	5.09 ^r	5.31
-Drive-ins	5.93	5.90	6.80	5.99	6.06
-Total	4.99	5.06	4.97	5.10 ^r	5.31
Number of Screens					
-Regular Theatres	208	211	216	232 ^r	263
-Drive-ins	4	4	5	6	7
-Total	212	215	221	238 ^r	270
Number of Seats/Cars					
-Regular Theatres (seats)	65,197	66,509	69,261	71,934 ^r	76,996
-Drive-ins (cars)	1,083	1,103	1,344	1,544	1,694
Revenue - Theatres (\$'000)					
-Admission receipts	59,760	65,653	71,352	74,879 ^r	80,165
-Concessions & other	24,387	26,482	27,363	29,442 ^r	31,355
-Total	84,147	92,136	98,715	104,321 ^r	111,520
Revenue - Drive-Ins (\$'000)					
-Admission receipts	522	585	656	701	752
-Concessions & other	253	260	237	370	365
-Total	776	845	893	1,071	1,117
Expenses - Total (\$'000)					
-Regular Theatres	73,046	79,270	86,015	91,704 ^r	96,602
-Drive-ins	657	756	949	1,082	1,150
-Total	73,702	80,026	86,964	92,786 ^r	97,752
Employment - Theatres					
-Full-time	189	195	140	190 ^r	170
-Part-time	1,250	1,230	1,364	1,357 ^r	1,600
-Working Proprietors & family workers	8	11	16	33	20
Employment - Drive-Ins					
-Full-time	7	7	3	3	5
-Part-time	31	31	40	55	53
-Working Proprietors & family workers	1	2	4	5	7
Salaries & Benefits (\$'000)					
-Regular Theatres	14,613	16,526	16,492	16,577 ^r	17,210
-Drive-ins	145	177	206	247	215
-Total	14,758	16,703	16,697	16,824 ^r	17,425
PROFIT MARGIN (% of total revenue)					
-Regular Theatres	13.2	14.0	12.9	12.1 ^r	13.4
-Drive-ins	15.4	10.6	-6.3	-1.0	-3.0
-Total	13.2	13.9	12.7	12.0 ^r	13.2



TABLE 8(l). Motion Picture Theatres and Drive-Ins, Yukon and Northwest Territories, 1993-94 to 1997-98

	1993-94	1994-95	1995-96	1996-97	1997-98
Number of Theatres					
-Regular Theatres	4	4	4	5	5
Paid Admissions ('000)					
-Regular Theatres	250	253	302	316	312
Average Ticket Price					
-Regular Theatres	4.75	4.97	4.36	4.81	5.09
Number of Screens					
-Regular Theatres	7	7	8	9 ^r	9
Number of Seats/Cars					
-Regular Theatres (seats)	1,523	1,478	1,389	1,522	1,522
Revenue - Theatres (\$'000)					
-Admission receipts	1,189	1,258	1,319	1,523	1,586
-Concession receipts	626	645	691	770	852
-Total	1,815	1,903	2,010	2,292	2,438
Expenses - Total (\$'000)					
-Regular Theatres (seats)	1,697	1,780	1,836	2,255	2,326
Employment - Theatres					
-Full-time	6	6	5	4	6
-Part-time	78	69	57	55	59
-Working proprietors & family workers	-	-	-	3	-
Salaries & Benefits (\$'000)					
-Regular Theatres	276	318	349	389	404
Profit Margin (% of total revenue)					
-Regular Theatres	6.5	6.5	8.7	1.6	4.6



METHODOLOGY AND DATA QUALITY

Motion Picture Theatres Survey

i) Questionnaire

Statistics Canada data describing the Canadian film exhibition industry are collected through the Survey of Motion Picture Theatres. Given the volatility of activity in this sector, data are collected annually through the census survey. This approach ensures the production of reliable indicators for monitoring the health and vitality of the industry.

The questionnaire was developed in consultation with industry representatives, government departments and various data users.

ii) Survey Frame

The frame for the survey is updated once a year using Statistics Canada's Business Register files which identify eligible companies, that is, those that belong to the appropriate Standard Industrial Classification (SIC, see Definitions). Additional names were drawn from the Film Canada yearbook, association membership lists and trade journals. As many sources as possible were consulted in order to create an exhaustive list of all establishments operating in the Canadian film exhibition industry.

iii) Data Collection, Capture and Processing

Questionnaires were mailed in August 1998. After 21 days, telephone follow-ups ensured that the questionnaires had been received by the respondents. At this time, interviewers also verified the eligibility of new respondents, offered assistance and urged respondents to return completed questionnaires quickly.

Completed questionnaires were mailed back to Statistics Canada where they were manually edited for completeness and comparability with previously reported data (if available). If the reported information did not satisfy edit criteria, the respondent was contacted to confirm or complete the data.

Data capture operators then entered the data directly from the questionnaire onto computer files. No coding of questionnaires was necessary. Following data capture, all survey records were subjected to an exhaustive computer edit which included range, relationship and historical edits. Further editing was performed at both the questionnaire and aggregate level. Discrepancies were resolved through a review of a respondent's files and occasional direct contact with the respondent.

iv) Sources of Error

Since the Motion Picture Theatres Survey provides a census of the film exhibition industry (every establishment on the frame is surveyed), only nonsampling errors are possible. Errors may be classified as coverage, non-response, measurement, and processing errors.

Careful design of the questionnaires, extensive manual and automated edits, imputation for non-response, and monitoring of survey operations all helped to limit the magnitude of measurement and processing errors in the survey. Comprehensive editing procedures also minimized data capture and respondent error. Survey processes were thoroughly documented, providing the survey manager with the information necessary to assess the overall data quality. Once the data passed this final quality evaluation, they were released by the survey manager.

Coverage error was minimized by using multiple sources to update the frame. However, it is impossible to be sure that every establishment in the target population was included on the frame. Nonetheless, every attempt is made each year to obtain complete coverage of the target population for the survey. Although an exact measure of the under-coverage is not available, it is believed to be small.

v) Imputation and Revision

Imputation for items of non-response was performed in order to maintain the historical consistency of the data. Data were imputed for partially completed forms and for establishments which were complete non-respondents. Imputed data were based on previous years' reports if available, or on the responses of a panel of establishments with characteristics similar to those of the non-respondent (revenue, size, province, country of control, etc.). Complete data were imputed for 14 theatres. Their revenues accounted for 0.5% of the total revenues.

In addition, some historical revision of data was performed where necessary. The data series presented in the current publication are, therefore, the most recent, revised versions.

vi) Response Rates

For the 1997-98 reference period, a total of 897 questionnaires were sent to motion picture theatres. Of this number, 223 were out of scope, out of business, temporarily inactive, duplicates or undeliverable by the post office. Six hundred and seventy four questionnaires were either fully or partially completed, resulting in a response rate of 98%.

(vii) Confidentiality

Statistics Canada's storage and retrieval systems respect the confidentiality of respondents as guaranteed by the Statistics Act. Data tabulations are also reviewed by the survey manager as a further measure to ensure that an individual respondent's data are never disclosed.

DEFINITIONS

i) Standard Industrial Classifications (SIC)

Regular Motion Picture Theatres (SIC 9621)

Companies which provide indoor seating facilities in an auditorium or hall and charge an admission fee for the viewing of a motion picture. Included are those theatres using 16mm, 35mm and 70mm projection equipment.

Drive-in Theatres (SIC 9622: Outdoor Motion Picture Theatres)

Companies which provide outdoor automobile parking facilities with electrical speaker hook-ups and charge an admission fee for the viewing of a motion picture. They may also provide outdoor seating facilities.

ii) Glossary of Terms

Province

The determination of province for the Motion Picture Theatres Survey is based upon the physical location of the theatre.

Revenue

a) Total Revenue

Sum of operating revenue and non-operating revenue. The revenue for motion picture theatres excludes the Goods and Services Tax and all other taxes collected for remittance to a government agency.

b) Operating Revenue

Revenue derived directly from the establishment's economic activity.

c) Non-operating Revenue

Includes items such as non-repayable financial aid recognized as revenue for this financial year (e.g. grants and subsidies), interest, etc. Excluded are dividends.

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