



Movie Theatres and Drive-ins

1998-99

Culture Statistics

Culture, Tourism and the Centre for Education Statistics

Note to readers:

In 1998-99, 31 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 1.6% of total revenues in 1998-99. 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, 1994-95 to 1998-99

	1994-95	1995-96	1996-97	1997-98	1998-99
Number of Theatres					
-Regular Theatres	582	584	588	613 ^r	624
-Drive-ins	77	74	68	72 ^r	68
-Total	659	658	656	685 ^r	692
Paid Admissions ('000)					
-Regular Theatres	81,090	84,867	89,024	96,805 ^r	110,890
-Drive-ins	2,676	2,437	2,303	2,245 ^r	1,903
-Total	83,766	87,304	91,327	99,051 ^r	112,792
Average Ticket Price					
-Regular Theatres	5.29	4.97	5.02	5.24 ^r	5.48
-Drive-ins	5.69	5.67	5.75	6.06	6.26
-Total	5.30	4.99	5.04	5.25	5.49
Number of Screens					
-Regular Theatres	1,682	1,773	1,877	2,152 ^r	2,468
-Drive-ins	126	119	112	117 ^r	106
-Total	1,808	1,892	1,989	2,269 ^r	2,574
Number of Seats/Cars					
-Regular Theatres (seats)	470,568	481,665	493,207	540,257 ^r	603,245
-Drive-ins (cars)	53,941	51,770	48,467	48,596 ^r	43,436
Revenue - Regular Theatres (\$'000)					
-Admission receipts	409,540	404,255	428,716	486,128 ^r	581,074
-Concessions & other	158,678	161,585	178,576	207,292 ^r	256,837
-Total	568,217	565,840	607,292	693,419 ^r	837,910
Revenue - Drive-Ins (\$'000)					
-Admission receipts	14,362	13,059	12,454	12,768 ^r	11,094
-Concessions & other	5,585	5,528	8,502	8,437 ^r	8,007
-Total	19,947	18,587	20,957	21,205 ^r	19,101
Expenses - Total (\$'000)					
-Regular Theatres	505,569	505,978	545,096	611,013 ^r	764,330
-Drive-ins	18,038	16,303	18,441	18,423 ^r	16,990
-Total	523,608	522,281	563,537	629,437 ^r	781,321
Employment - Regular Theatres					
-Full-time	1,155	997	1,251	1,282 ^r	1,586
-Part-time	7,722	8,132	7,981	9,057 ^r	10,850
-Working Proprietors & family workers	147	169	191	194 ^r	224
Employment - Drive-Ins					
-Full-time	173	163	132	101 ^r	101
-Part-time	736	782	777	731 ^r	659
-Working Proprietors & family workers	34	49	54	47	73
Salaries & Benefits (\$'000)					
-Regular Theatres	96,037	92,628	98,165	105,311 ^r	127,420
-Drive-ins	3,734	3,534	4,625	4,300 ^r	4,196
-Total	99,771	96,162	102,790	109,611 ^r	131,616
Profit Margin (% of total revenue)					
-Regular Theatres	11.0	10.6	10.2	11.9	8.8
-Drive-ins	9.6	12.3	12.0	13.1 ^r	11.0
-Total	11.0	10.6	10.3	11.9	8.8



TABLE 8(b). Motion Picture Theatres and Drive-Ins, Newfoundland, 1994-95 to 1998-99

	1994-95	1995-96	1996-97	1997-98	1998-99
Number of Theatres					
-Regular Theatres	13	16	17	15	12
-Drive-ins	-	-	-	-	-
-Total	13	16	17	15	12
Paid Admissions ('000)					
-Regular Theatres	802	849	849	877	909
-Drive-ins	-	-	-	-	-
-Total	802	849	849	877	909
Average Ticket Price					
-Regular Theatres	5.04	5.02	5.05	5.41	5.46
-Drive-ins	-	-	-	-	-
-Total	5.04	5.02	5.05	5.41	5.46
Number of Screens					
-Regular Theatres	20	23	27	25	23
-Drive-ins	-	-	-	-	-
-Total	20	23	27	25	23
Number of Seats/Cars					
-Regular Theatres (seats)	6,726	7,406	8,203	7,941	6,894
-Drive-ins (cars)	-	-	-	-	-
Revenue - Regular Theatres (\$'000)					
-Admission receipts	3,587	3,772	3,806	4,353	4,566
-Concessions & other	1,763	1,827	1,939	2,184	2,461
-Total	5,350	5,599	5,745	6,537	7,027
Revenue - Drive-Ins (\$'000)					
-Admission receipts	-	-	-	-	-
-Concessions & other	-	-	-	-	-
-Total	-	-	-	-	-
Expenses - Total (\$'000)					
-Regular Theatres	4,442	4,622	4,995	5,446	5,788
-Drive-ins	-	-	-	-	-
-Total	4,442	4,622	4,995	5,446	5,788
Employment - Regular Theatres					
-Full-time	6	8	11	13	13
-Part-time	86	94	110	110	78
-Working Proprietors & family workers	14	18	19	8	14
Employment - Drive-Ins					
-Full-time	-	-	-	-	-
-Part-time	-	-	-	-	-
-Working Proprietors & family workers	-	-	-	-	-
Salaries & Benefits (\$'000)					
-Regular Theatres	852	1,012	1,068	1,186	1,203
-Drive-ins	-	-	-	-	-
-Total	852	1,012	1,068	1,186	1,203
Profit Margin (% of total revenue)					
-Regular Theatres	17.0	17.4	13.1	16.7	17.6
-Drive-ins	-	-	-	-	-
-Total	17.0	17.4	13.1	16.7	17.6

TABLE 8(c). Motion Picture Theatres and Drive-Ins, Prince Edward Island, 1994-95 to 1998-99

	1994-95	1995-96	1996-97	1997-98	1998-99
Number of Theatres					
-Regular Theatres	3	4	4	4	4
-Drive-ins	-	-	-	-	1
-Total	3	4	4	4	5
Paid Admissions ('000)					
-Regular Theatres	368	409	441	457	x
-Drive-ins	-	-	-	-	x
-Total	368	409	441	457	479
Average Ticket Price					
-Regular Theatres	5.22	5.06	5.21	5.47	x
-Drive-ins	-	-	-	-	x
-Total	5.22	5.06	5.21	5.47	5.42
Number of Screens					
-Regular Theatres	8	12	12	12 ¹	x
-Drive-ins	-	-	-	-	x
-Total	8	12	12	12 ¹	13
Number of Seats/Cars					
-Regular Theatres (seats)	2,018	2,554	2,558	2,525	x
-Drive-ins (cars)	-	-	-	-	x
Revenue - Regular Theatres (\$'000)					
-Admission receipts	1,729	1,860	2,070	2,249	2,375 ¹
-Concessions & other	727	854	938	1,011	1,253 ¹
-Total	2,456	2,714	3,008	3,260	3,628 ¹
Revenue - Drive-Ins (\$'000)					
-Admission receipts	-	-	-	-	x ¹
-Concessions & other	-	-	-	-	x ¹
-Total	-	-	-	-	x ¹
Expenses - Total (\$'000)					
-Regular Theatres	1,916	2,128	2,429	2,520	x
-Drive-ins	-	-	-	-	x
-Total	1,916	2,128	2,429	2,520	2,909
Employment - Regular Theatres					
-Full-time	4	4	5	5	7 ¹
-Part-time	39	48	56	64	72 ¹
-Working Proprietors & family workers	3	3	2	2	10 ¹
Employment - Drive-Ins					
-Full-time	-	-	-	-	x ¹
-Part-time	-	-	-	-	x ¹
-Working Proprietors & family workers	-	-	-	-	x ¹
Salaries & Benefits (\$'000)					
-Regular Theatres	344	391	457	459	x
-Drive-ins	-	-	-	-	x
-Total	344	391	457	459	502
Profit Margin (% of total revenue)					
-Regular Theatres	22.0	21.6	19.2	22.7	x
-Drive-ins	-	-	-	-	x
-Total	22.0	21.6	19.2	22.7	19.8

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



TABLE 8(d). Motion Picture Theatres and Drive-Ins, Nova Scotia, 1994-95 to 1998-99

	1994-95	1995-96	1996-97	1997-98	1998-99
Number of Theatres					
-Regular Theatres	20	19	19	20	20
-Drive-ins	2	2	3	3	2
-Total	22	21	22	23	22
Paid Admissions ('000)					
-Regular Theatres	x	x	x	x	x
-Drive-ins	x	x	x	x	x
-Total	2,368	2,307	2,352	2,551	2,681
Average Ticket Price					
-Regular Theatres	x	x	x	x	x
-Drive-ins	x	x	x	x	x
-Total	5.25	5.34	5.40	5.52	5.64
Number of Screens					
-Regular Theatres	x	x	x	x	x
-Drive-ins	x	x	x	x	x
-Total	55	54	61	65	74
Number of Seats/Cars					
-Regular Theatres (seats)	x	x	x	x	x
-Drive-ins (cars)	x	x	x	x	x
Revenue - Regular Theatres (\$'000)					
-Admission receipts	11,186 ¹	11,081 ¹	11,416 ¹	12,712 ¹	13,863 ¹
-Concessions & other	4,682 ¹	4,803 ¹	5,391 ¹	5,981 ¹	7,025 ¹
-Total	15,868 ¹	15,884 ¹	16,807 ¹	18,694 ¹	20,887 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	14,308	14,424	15,514	16,476	19,187
Employment - Regular Theatres					
-Full-time	43 ¹	38 ¹	44 ¹	41 ¹	44 ¹
-Part-time	279 ¹	260 ¹	298 ¹	299 ¹	303 ¹
-Working Proprietors & family workers	7 ¹	6 ¹	3 ¹	5 ¹	12 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	2,844	2,908	3,085	3,194	3,566
Profit Margin (% of total revenue)					
-Regular Theatres	x	x	x	x	x
-Drive-ins	x	x	x	x	x
-Total	9.8	9.2	7.7	11.9	8.1

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, 1994-95 to 1998-99

	1994-95	1995-96	1996-97	1997-98	1998-99
Number of Theatres					
-Regular Theatres	15	15	14	15	13
-Drive-ins	6	7	5	5	5
-Total	21	22	19	20	18
Paid Admissions ('000)					
-Regular Theatres	1,179	1,131	1,252	1,614	1,904
-Drive-ins	84	75	65	54	66
-Total	1,263	1,206	1,317	1,667	1,970
Average Ticket Price					
-Regular Theatres	5.16	5.31	5.32	5.23	5.22
-Drive-ins	5.19	5.64	5.09	6.42	5.69
-Total	5.16	5.33	5.31	5.27	5.24
Number of Screens					
-Regular Theatres	28	33	41	51	45
-Drive-ins	6	7	5	5	5
-Total	34	40	46	56	50
Number of Seats/Cars					
-Regular Theatres (seats)	9,487	10,116	10,750	13,080	11,105
-Drive-ins (cars)	1,762	2,062	1,500	1,530	1,401
Revenue - Regular Theatres (\$'000)					
-Admission receipts	5,496	5,424	6,018	7,734	9,200
-Concessions & other	2,304	2,343	2,715	3,748	4,786
-Total	7,801	7,768	8,733	11,482	13,986
Revenue - Drive-Ins (\$'000)					
-Admission receipts	403	392	291	296	329
-Concessions & other	202	214	186	164	281
-Total	605	605	477	461	610
Expenses - Total (\$'000)					
-Regular Theatres	6,799	6,931	7,637	10,656	12,332
-Drive-ins	672	622	498	486	616
-Total	7,471	7,554	8,135	11,141	12,948
Employment - Regular Theatres					
-Full-time	22	15	18	21 ^r	13
-Part-time	162	183	217	222 ^r	208
-Working Proprietors & family workers	1	1	-	-	11
Employment - Drive-Ins					
-Full-time	16	12	8	7 ^r	6
-Part-time	26	33	26	20 ^r	21
-Working Proprietors & family workers	1	8	1	5	11
Salaries & Benefits (\$'000)					
-Regular Theatres	1,494	1,570	1,592	2,040	2,097
-Drive-ins	177	200	159	144	166
-Total	1,671	1,770	1,751	2,185	2,263
Profit Margin (% of total revenue)					
-Regular Theatres	12.8	10.8	12.5	7.2	11.8
-Drive-ins	-11.0	-2.8	-4.4	-5.4	-0.9
-Total	11.1	9.8	11.7	6.7	11.3

TABLE 8(f). Motion Picture Theatres and Drive-Ins, Quebec, 1994-95 to 1998-99

	1994-95	1995-96	1996-97	1997-98	1998-99
Number of Theatres					
-Regular Theatres	105	102	107	119 ^r	118
-Drive-ins	23	22	18	19	19
-Total	128	124	125	138 ^r	137
Paid Admissions ('000)					
-Regular Theatres	17,116	17,742	19,951	22,102 ^r	26,392
-Drive-ins	1,233	1,066	956	899	833
-Total	18,349	18,807	20,908	23,001 ^r	27,225
Average Ticket Price					
-Regular Theatres	5.44	5.06	5.08	5.42 ^r	5.47
-Drive-ins	5.08	5.17	5.20	5.59 ^r	5.79
-Total	5.41	5.07	5.08	5.43 ^r	5.48
Number of Screens					
-Regular Theatres	387	417	450	545 ^r	609
-Drive-ins	47	46	39	40	40
-Total	434	463	489	585 ^r	649
Number of Seats/Cars					
-Regular Theatres (seats)	96,602	97,622	102,554	117,177 ^r	127,618
-Drive-ins (cars)	23,980	23,173	20,117	20,216 ^r	20,839
Revenue - Regular Theatres (\$'000)					
-Admission receipts	87,233	84,466	95,300	112,850 ^r	136,175
-Concessions & other	27,040	27,363	31,307	36,872 ^r	46,554
-Total	114,274	111,829	126,607	149,722 ^r	182,729
Revenue - Drive-Ins (\$'000)					
-Admission receipts	5,873	5,208	4,728	4,737	4,522
-Concessions & other	2,222	1,942	4,813	4,653	4,935
-Total	8,095	7,150	9,540	9,390	9,457
Expenses - Total (\$'000)					
-Regular Theatres	103,550	104,363	119,391	138,322 ^r	171,915
-Drive-ins	6,804	5,865	8,241	7,990	8,244
-Total	110,354	110,228	127,632	146,312 ^r	180,159
Employment - Regular Theatres					
-Full-time	303	288	324	362 ^r	407
-Part-time	1,380	1,411	1,424	1,679 ^r	1,868
-Working Proprietors & family workers	15	17	24	22 ^r	35
Employment - Drive-Ins					
-Full-time	66	98	75	49	54
-Part-time	271	325	273	265	268
-Working Proprietors & family workers	6	9	9	8	7
Salaries & Benefits (\$'000)					
-Regular Theatres	18,147	18,373	20,260	23,115 ^r	28,244
-Drive-ins	1,309	1,167	2,356	2,171	2,368
-Total	19,456	19,541	22,616	25,286 ^r	30,612
Profit Margin (% of total revenue)					
-Regular Theatres	9.4	6.7	5.7	7.6 ^r	5.9
-Drive-ins	16.0	18.0	13.6	14.9	12.8
-Total	9.8	7.4	6.3	8.0 ^r	6.3

TABLE 8(g). Motion Picture Theatres and Drive-Ins, Ontario, 1994-95 to 1998-99

	1994-95	1995-96	1996-97	1997-98	1998-99
Number of Theatres					
-Regular Theatres	187	189	189	192 ^f	188
-Drive-ins	24	24	23	23	21
-Total	211	213	212	215 ^f	209
Paid Admissions ('000)					
-Regular Theatres	32,375	33,504	33,504	35,062 ^f	40,697
-Drive-ins	896	885	828	776	592
-Total	33,271	34,389	34,332	35,838 ^f	41,289
Average Ticket Price					
-Regular Theatres	5.37	5.08	5.13	5.38	5.72
-Drive-ins	6.31	6.13	6.39	6.79	6.86
-Total	5.40	5.11	5.16	5.41	5.74
Number of Screens					
-Regular Theatres	618	654	662	751 ^f	844
-Drive-ins	42	40	41	41	33
-Total	660	694	703	792 ^f	877
Number of Seats/Cars					
-Regular Theatres (seats)	173,179	180,241	182,121	196,078 ^f	217,331
-Drive-ins (cars)	15,637	15,888	15,506	15,603	11,651
Revenue - Regular Theatres (\$'000)					
-Admission receipts	164,535	161,324	163,171	178,617 ^f	218,570
-Concessions & other	63,867	65,840	70,444	79,429 ^f	102,252
-Total	228,402	227,164	233,615	258,046 ^f	320,822
Revenue - Drive-Ins (\$'000)					
-Admission receipts	5,268	5,050	4,857	4,822	3,645
-Concessions & other	1,854	2,276	2,209	2,229	1,565
-Total	7,122	7,326	7,066	7,051	5,210
Expenses - Total (\$'000)					
-Regular Theatres	206,574	203,593	208,588	227,034 ^f	295,995
-Drive-ins	6,645	6,444	6,128	5,827	4,398
-Total	213,219	210,036	214,716	232,862 ^f	300,393
Employment - Regular Theatres					
-Full-time	396	341	434	444 ^f	532
-Part-time	2,975	3,210	2,947	3,308 ^f	4,158
-Working Proprietors & family workers	38	44	40	56 ^f	46
Employment - Drive-Ins					
-Full-time	37	30	32	24 ^f	21
-Part-time	281	286	271	239	174
-Working Proprietors & family workers	14	12	17	16	26
Salaries & Benefits (\$'000)					
-Regular Theatres	40,077	37,891	38,775	39,336 ^f	48,469
-Drive-ins	1,444	1,456	1,379	1,173	917
-Total	41,520	39,348	40,154	40,509 ^f	49,386
Profit Margin (% of total revenue)					
-Regular Theatres	9.6	10.4	10.7	12.0	7.7
-Drive-ins	6.7	12.0	13.3	17.4	15.6
-Total	9.5	10.4	10.8	12.2 ^f	7.9

TABLE 8(h). Motion Picture Theatres and Drive-Ins, Manitoba, 1994-95 to 1998-99

	1994-95	1995-96	1996-97	1997-98	1998-99
Number of Theatres					
-Regular Theatres	29	28	28	29	31
-Drive-ins	5	4	5	5	6
-Total	34	32	33	34	37
Paid Admissions ('000)					
-Regular Theatres	2,480	2,200	3,044	3,317	3,829
-Drive-ins	95	86	109	100	75
-Total	2,575	2,286	3,152	3,417	3,904
Average Ticket Price					
-Regular Theatres	5.78	5.35	4.28	4.31	4.30
-Drive-ins	6.07	5.49	5.48	5.67	6.68
-Total	5.79	5.36	4.32	4.35	4.34
Number of Screens					
-Regular Theatres	57	49	56	56	72
-Drive-ins	5	4	5	5	6
-Total	62	53	61	61	78
Number of Seats/Cars					
-Regular Theatres (seats)	17,663	15,827	17,132	16,975	20,780
-Drive-ins (cars)	3,140	2,810	3,190	1,821 ^r	1,946
Revenue - Regular Theatres (\$'000)					
-Admission receipts	13,546	11,181	12,424	13,595	15,623
-Concessions & other	5,341	4,733	6,276	7,003	8,530
-Total	18,888	15,914	18,699	20,598	24,153
Revenue - Drive-Ins (\$'000)					
-Admission receipts	543	440	563	534	474
-Concessions & other	255	223	266	249	202
-Total	797	663	829	784	676
Expenses - Total (\$'000)					
-Regular Theatres	17,111	14,763	17,003	18,002	22,209
-Drive-ins	608	550	652	680	600
-Total	17,719	15,313	17,655	18,682	22,809
Employment - Regular Theatres					
-Full-time	26	22	40	32	41
-Part-time	298	281	294	315	373
-Working Proprietors & family workers	19	13	22	23	20
Employment - Drive-Ins					
-Full-time	16	8	2	2	3
-Part-time	26	29	44	44	46
-Working Proprietors & family workers	2	2	6	1	5
Salaries & Benefits (\$'000)					
-Regular Theatres	2,891	2,258	2,921	2,939	3,393
-Drive-ins	120	121	126	130	113
-Total	3,011	2,379	3,047	3,070	3,506
Profit Margin (% of total revenue)					
-Regular Theatres	9.4	7.2	9.1	12.6	8.0
-Drive-ins	23.7	17.1	21.3	13.2	11.2
-Total	10.0	7.6	9.6	12.6	8.1

TABLE 8(i). Motion Picture Theatres and Drive-Ins, Saskatchewan, 1994-95 to 1998-99

	1994-95	1995-96	1996-97	1997-98	1998-99
Number of Theatres					
-Regular Theatres	38	41	37	39	39
-Drive-ins	9	6	5	7 ^f	7
-Total	47	47	42	46 ^f	46
Paid Admissions ('000)					
-Regular Theatres	1,983	1,926	1,811	2,315	3,375
-Drive-ins	70	35	31	81 ^f	84
-Total	2,054	1,961	1,842	2,396 ^f	3,459
Average Ticket Price					
-Regular Theatres	5.14	4.79	4.86	4.82	4.25
-Drive-ins	5.37	5.04	5.23	5.07 ^f	5.32
-Total	5.14	4.80	4.86	4.83	4.27
Number of Screens					
-Regular Theatres	67	70	65	83	101
-Drive-ins	11	7	6	9 ^f	9
-Total	78	77	71	92 ^f	110
Number of Seats/Cars					
-Regular Theatres (seats)	18,598	19,469	17,163	20,691 ^f	22,324
-Drive-ins (cars)	2,691	1,569	1,486	2,613 ^f	2,482
Revenue - Regular Theatres (\$'000)					
-Admission receipts	9,644	8,761	8,382	10,742	13,806
-Concessions & other	4,509	4,218	4,532	5,941	7,994
-Total	14,153	12,979	12,914	16,683	21,800
Revenue - Drive-Ins (\$'000)					
-Admission receipts	366	173	161	407 ^f	447
-Concessions & other	174	82	76	181 ^f	189
-Total	540	256	237	588 ^f	636
Expenses - Total (\$'000)					
-Regular Theatres	11,547	11,007	11,267	14,032	18,460
-Drive-ins	612	274	221	660 ^f	691
-Total	12,160	11,281	11,488	14,692 ^f	19,151
Employment - Regular Theatres					
-Full-time	40	41	39	26	44
-Part-time	247	264	237	292	327
-Working Proprietors & family workers	22	37	24	33	27
Employment - Drive-Ins					
-Full-time	6	2	1	4 ^f	3
-Part-time	44	21	20	25 ^f	27
-Working Proprietors & family workers	6	11	14	8	9
Salaries & Benefits (\$'000)					
-Regular Theatres	2,324	2,277	2,177	2,730	3,347
-Drive-ins	129	58	37	125 ^f	126
-Total	2,453	2,335	2,214	2,855 ^f	3,472
Profit Margin (% of total revenue)					
-Regular Theatres	18.4	15.2	12.8	15.9	15.3
-Drive-ins	-13.4	-7.0	6.7	-12.2 ^f	-8.7
-Total	17.2	14.8	12.6	14.9 ^f	14.6

TABLE 8(j). Motion Picture Theatres and Drive-Ins, Alberta, 1994-95 to 1998-99

	1994-95	1995-96	1996-97	1997-98	1998-99
Number of Theatres					
-Regular Theatres	80	78	79	81	87
-Drive-ins	4	4	3	3	2
-Total	84	82	82	84	89
Paid Admissions ('000)					
-Regular Theatres	x	x	x	x	x
-Drive-ins	x	x	x	x	x
-Total	9,372	10,291	10,994	13,272 ^f	14,413
Average Ticket Price					
-Regular Theatres	x	x	x	x	x
-Drive-ins	x	x	x	x	x
-Total	5.01	4.36	4.63	4.57 ^f	4.92
Number of Screens					
-Regular Theatres	x	x	x	x	x
-Drive-ins	x	x	x	x	x
-Total	235	247	272	300 ^f	344
Number of Seats/Cars					
-Regular Theatres (seats)	x	x	x	x	x
-Drive-ins (cars)	x	x	x	x	x
Revenue - Regular Theatres (\$'000)					
-Admission receipts	46,995 ⁱ	44,854 ⁱ	50,881 ⁱ	60,618 ^{ri}	70,893 ⁱ
-Concessions & other	21,934 ⁱ	22,104 ⁱ	25,405 ⁱ	32,701 ^{ri}	37,638 ⁱ
-Total	68,929 ⁱ	66,959 ⁱ	76,287 ⁱ	93,320 ^{ri}	108,531 ⁱ
Revenue - Drive-Ins (\$'000)					
-Admission receipts	x ⁱ	x ⁱ	x ⁱ	x ⁱ	x ⁱ
-Concessions & other	x ⁱ	x ⁱ	x ⁱ	x ⁱ	x ⁱ
-Total	x ⁱ	x ⁱ	x ⁱ	x ⁱ	x ⁱ
Expenses - Total (\$'000)					
-Regular Theatres	x	x	x	x	x
-Drive-ins	x	x	x	x	x
-Total	60,211	57,894	65,932	79,435	94,059
Employment - Regular Theatres					
-Full-time	139 ⁱ	105 ⁱ	153 ⁱ	169 ^{ri}	210 ⁱ
-Part-time	1,014 ⁱ	1,008 ⁱ	1,074 ⁱ	1,176 ^{ri}	1,373 ⁱ
-Working Proprietors & family workers	20 ⁱ	17 ⁱ	23 ⁱ	25 ⁱ	26 ⁱ
Employment - Drive-Ins					
-Full-time	x ⁱ	x ⁱ	x ⁱ	x ⁱ	x ⁱ
-Part-time	x ⁱ	x ⁱ	x ⁱ	x ⁱ	x ⁱ
-Working Proprietors & family workers	x ⁱ	x ⁱ	x ⁱ	x ⁱ	x ⁱ
Salaries & Benefits (\$'000)					
-Regular Theatres	x	x	x	x	x
-Drive-ins	x	x	x	x	x
-Total	10,598	9,433	11,185	12,627 ^f	14,224
Profit Margin (% of total revenue)					
-Regular Theatres	x	x	x	x	x
-Drive-ins	x	x	x	x	x
-Total	12.6	13.5	13.6	14.9 ^f	13.3

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

TABLE 8(k). Motion Picture Theatres and Drive-Ins, British Columbia, 1994-95 to 1998-99

	1994-95	1995-96	1996-97	1997-98	1998-99
Number of Theatres					
-Regular Theatres	88	88	89	94 ^r	107
-Drive-ins	4	5	6	7	5
-Total	92	93	95	101 ^r	112
Paid Admissions ('000)					
-Regular Theatres	12,992	14,400	14,706	15,139 ^r	16,066
-Drive-ins	99	96	117	124	102
-Total	13,091	14,497	14,823	15,264 ^r	16,167
Average Ticket Price					
-Regular Theatres	5.05	4.95	5.09	5.44 ^r	5.94
-Drive-ins	5.90	6.80	5.99	6.06	6.40
-Total	5.06	4.97	5.10	5.44 ^r	5.94
Number of Screens					
-Regular Theatres	211	216	232	265 ^r	342
-Drive-ins	4	5	6	7	5
-Total	215	221	238	272 ^r	347
Number of Seats/Cars					
-Regular Theatres (seats)	66,509	69,261	71,934	78,316 ^r	97,172
-Drive-ins (cars)	1,103	1,344	1,544	1,694	1,249
Revenue - Regular Theatres (\$'000)					
-Admission receipts	65,653	71,352	74,879	82,292 ^r	95,459
-Concessions & other	26,482	27,363	29,442	32,164 ^r	38,074
-Total	92,136	98,715	104,321	114,456 ^r	133,534
Revenue - Drive-Ins (\$'000)					
-Admission receipts	585	656	701	752	651
-Concessions & other	260	237	370	365	308
-Total	845	893	1,071	1,117	959
Expenses - Total (\$'000)					
-Regular Theatres	79,270	86,015	91,704	98,396 ^r	120,685
-Drive-ins	756	949	1,082	1,150	1,015
-Total	80,026	86,964	92,786	99,546 ^r	121,700
Employment - Regular Theatres					
-Full-time	195	140	190	173 ^r	280
-Part-time	1,230	1,364	1,357	1,618 ^r	2,105
-Working Proprietors & family workers	11	16	33	22 ^r	32
Employment - Drive-Ins					
-Full-time	7	3	3	5	5
-Part-time	31	40	55	53	52
-Working Proprietors & family workers	2	4	5	7	5
Salaries & Benefits (\$'000)					
-Regular Theatres	16,526	16,492	16,577	17,622 ^r	22,242
-Drive-ins	177	206	247	215	222
-Total	16,703	16,697	16,824	17,837 ^r	22,464
Profit Margin (% of total revenue)					
-Regular Theatres	14.0	12.9	12.1	14.0 ^r	9.6
-Drive-ins	10.6	-6.3	-1.0	-3.0	-5.8
-Total	13.9	12.7	12.0	13.9 ^r	9.5

TABLE 8(l). Motion Picture Theatres and Drive-Ins, Yukon and Northwest Territories, 1994-95 to 1998-99

	1994-95	1995-96	1996-97	1997-98	1998-99
Number of Theatres					
-Regular Theatres	4	4	5	5	5
Paid Admissions ('000)					
-Regular Theatres	253	302	316	312	295
Average Ticket Price					
-Regular Theatres	4.97	4.36	4.81	5.09	5.32
Number of Screens					
-Regular Theatres	7	8	9	9	9
Number of Seats/Cars					
-Regular Theatres (seats)	1,478	1,389	1,522	1,522	1,519
Revenue - Regular Theatres (\$'000)					
-Admission receipts	1,258	1,319	1,523	1,586	1,570
-Concession receipts	645	691	770	852	796
-Total	1,903	2,010	2,292	2,438	2,365
Expenses - Total (\$'000)					
-Regular Theatres (seats)	1,780	1,836	2,255	2,326	2,217
Employment - Regular Theatres					
-Full-time	6	5	4	6	4
-Part-time	69	57	55	59	56
-Working proprietors & family workers	-	-	3	-	1
Salaries & Benefits (\$'000)					
-Regular Theatres	318	349	389	404	418
Profit Margin (% of total revenue)					
-Regular Theatres	6.5	8.7	1.6	4.6	6.3

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 October 1999. After 30 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 13 theatres. Their revenues accounted for 0.4% 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 1998-99 reference period, a total of 1,131 questionnaires were sent to motion picture theatres. Of this number, 439 were out of scope, out of business, temporarily inactive, duplicates or undeliverable by the post office. Six hundred and ninety-two 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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