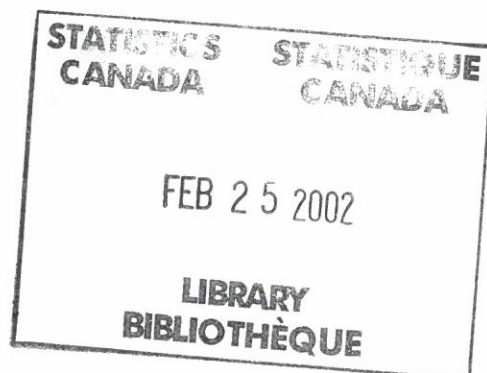


**Movie Theatres and Drive-ins**

**1999-2000**

**Culture Statistics Program**

**Culture, Tourism and the Centre for Education Statistics**



## **LIMITED USE DATA PRODUCT LICENCE AGREEMENT**

The Government of Canada (Statistics Canada) is the owner or a licensee of all intellectual property rights (including copyright) in this data product. In consideration of your payment of the requisite fee, you or your organization, as the case may be, (hereinafter referred to as the "licensee") are granted a non-exclusive, non-assignable and non-transferable licence to use this data product subject to the terms below.

This licence is not a sale of any or all of the rights of the owner(s). This data product may be used only by you or your organization, as the case may be. No part of the data product nor any right granted under this agreement shall be sold, rented, leased, lent, sub-licensed or transferred to any other person or organization. The licensee shall not use any part of the data product to develop or derive any other data product or data service for distribution or commercial sale, without a licence to do so. The licensee may not disassemble, decompile or in any way attempt to reverse engineer any software provided as part of the data product.

The licensee may not transfer this data product to or store the data product in any electronic network for use by more than one user unless it obtains prior written permission from Statistics Canada and pays any additional fees.

This data product is provided "as-is", and Statistics Canada makes no warranty, either express or implied, including but not limited to, warranties of merchantability and fitness for a particular purpose. In no event will Statistics Canada be liable for any indirect, special, consequential or other damages however caused.

This agreement will terminate automatically without notice if the licensee fails to comply with any term of this agreement. In the event of termination, the licensee must immediately return the data product to Statistics Canada or destroy it and certify this destruction in writing to Statistics Canada.

It is YOUR RESPONSIBILITY to ensure that your use of this data product complies with these terms and to seek prior written permission from Statistics Canada for any uses not permitted or not specified in this agreement.

**ANY USE WHATSOEVER OF THIS DATA PRODUCT SHALL CONSTITUTE YOUR ACCEPTANCE OF THE TERMS OF THIS AGREEMENT. For further information please contact:**

Licence Services  
Marketing Division  
Statistics Canada

Tel: 613-951-8211  
Fax: 613-951-1134

**Note to readers:**

In 1999-2000, 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 2.4% of total revenues in 1999-2000. For the above reasons, data presented in these tables should not be used for year-to-year trend analysis.

## **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 NAICS. 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 2000. 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 44 theatres. Their revenues accounted for 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 1999-2000 reference period, a total of 791 questionnaires were sent to motion picture theatres. Of this number, 77 were out of scope, out of business, temporarily inactive, duplicates or undeliverable by the post office. Six hundred and seventy questionnaires were either fully or partially completed, resulting in a response rate of 94%. The total non-responses were estimated. Thus, the information in this publication for the 1999-2000 represents 714 theatres.

#### **(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) NAICS 512130

#### **Regular Motion Picture Theatres**

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**

##### **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

# 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:

- ..
  - n
  - o
  - m
  - b
  - r
  - e
  - s
  - n
  - o
  - n-
  - d
  - i
  - s
  - p
  - o
  - n
  - i
  - b
  - l
  - e
  - s
- ... 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, 1995-1996 to 1999-2000**

	1995-1996	1996-1997	1997-1998	1998-1999	1999-2000
<b>Number of Theatres</b>					
-Regular Theatres	584	588	613	614'	646
-Drive-ins	74	68	72	68	68
-Total	658	656	685	682'	714
<b>Paid Admissions ('000)</b>					
-Regular Theatres	84,867	89,024	96,805	109,688'	117,845
-Drive-ins	2,437	2,303	2,245	1,945'	1,940
-Total	87,304	91,327	99,051	111,633'	119,785
<b>Average Ticket Price</b>					
-Regular Theatres	4.97	5.02	5.24	5.45'	5.78
-Drive-ins	5.67	5.75	6.06	6.28'	6.30
-Total	4.99	5.04	5.25	5.46'	5.79
<b>Number of Screens</b>					
-Regular Theatres	1,773	1,877	2,152	2,444'	2,817
-Drive-ins	119	112	117	106	106
-Total	1,892	1,989	2,269	2,550'	2,923
<b>Number of Seats/Cars</b>					
-Regular Theatres (seats)	481,665	493,207	540,257	595,778'	701,462
-Drive-ins (cars)	51,770	48,467	48,596	43,676'	44,270
<b>Revenue - Regular Theatres (\$'000)</b>					
-Admission receipts	404,255	428,716	486,128	570,531'	647,234
-Concessions & other	161,585	178,576	207,292	252,770'	284,132
-Total	565,840	607,292	693,419	823,301'	931,366
<b>Revenue - Drive-Ins (\$'000)</b>					
-Admission receipts	13,059	12,454	12,768	11,384'	11,425
-Concessions & other	5,528	8,502	8,437	8,036'	8,211
-Total	18,587	20,957	21,205	19,419'	19,636
<b>Expenses - Total (\$'000)</b>					
-Regular Theatres	505,978	545,096	611,013	751,366'	891,750
-Drive-ins	16,303	18,441	18,423	17,218'	17,190
-Total	522,281	563,537	629,437	768,584'	908,939
<b>Employment - Regular Theatres</b>					
-Full-time	997	1,251	1,282	1,568'	1,772
-Part-time	8,132	7,981	9,057	10,901'	13,056
-Working Proprietors & family workers	169	191	194	213'	196
<b>Employment - Drive-Ins</b>					
-Full-time	163	132	101	101	104
-Part-time	782	777	731	706'	723
-Working Proprietors & family workers	49	54	47	70'	57
<b>Salaries &amp; Benefits (\$'000)</b>					
-Regular Theatres	92,628	98,165	105,311	125,529'	144,182
-Drive-ins	3,534	4,625	4,300	4,283'	4,556
-Total	96,162	102,790	109,611	129,812'	148,738
<b>Profit Margin (% of total revenue)</b>					
-Regular Theatres	10.6	10.2	11.9	8.7'	4.3
-Drive-ins	12.3	12.0	13.1	11.3'	12.5
-Total	10.6	10.3	11.9	8.8	4.4



TABLE 8(b). Motion Picture Theatres and Drive-Ins, Newfoundland, 1995-1996 to 1999-2000

	1995-1996	1996-1997	1997-1998	1998-1999	1999-2000
<b>Number of Theatres</b>					
-Regular Theatres	16	17	15	12	11
-Drive-ins	-	-	-	-	-
-Total	16	17	15	12	11
<b>Paid Admissions ('000)</b>					
-Regular Theatres	849	849	877	909	795
-Drive-ins	-	-	-	-	-
-Total	849	849	877	909	795
<b>Average Ticket Price</b>					
-Regular Theatres	5.02	5.05	5.41	5.85 <sup>t</sup>	6.01
-Drive-ins	-	-	-	-	-
-Total	5.02	5.05	5.41	5.85 <sup>t</sup>	6.01
<b>Number of Screens</b>					
-Regular Theatres	23	27	25	23	22
-Drive-ins	-	-	-	-	-
-Total	23	27	25	23	22
<b>Number of Seats/Cars</b>					
-Regular Theatres (seats)	7,406	8,203	7,941	6,894	6,568
-Drive-ins (cars)	-	-	-	-	-
<b>Revenue - Regular Theatres (\$'000)</b>					
-Admission receipts	3,772	3,806	4,353	4,566	4,090
-Concessions & other	1,827	1,939	2,184	2,461	2,298
-Total	5,599	5,745	6,537	7,027	6,388
<b>Revenue - Drive-Ins (\$'000)</b>					
-Admission receipts	-	-	-	-	-
-Concessions & other	-	-	-	-	-
-Total	-	-	-	-	-
<b>Expenses - Total (\$'000)</b>					
-Regular Theatres	4,622	4,995	5,446	5,788	5,225
-Drive-ins	-	-	-	-	-
-Total	4,622	4,995	5,446	5,788	5,225
<b>Employment - Regular Theatres</b>					
-Full-time	8	11	13	13	11
-Part-time	94	110	110	78	109
-Working Proprietors & family workers	18	19	8	14	7
<b>Employment - Drive-Ins</b>					
-Full-time	-	-	-	-	-
-Part-time	-	-	-	-	-
-Working Proprietors & family workers	-	-	-	-	-
<b>Salaries &amp; Benefits (\$'000)</b>					
-Regular Theatres	1,012	1,068	1,186	1,203	1,077
-Drive-ins	-	-	-	-	-
-Total	1,012	1,068	1,186	1,203	1,077
<b>Profit Margin (% of total revenue)</b>					
-Regular Theatres	17.4	13.1	16.7	17.6	18.2
-Drive-ins	-	-	-	-	-
-Total	17.4	13.1	16.7	17.6	18.2

TABLE 8(c). Motion Picture Theatres and Drive-Ins, Prince Edward Island, 1995-1996 to 1999-2000

	1995-1996	1996-1997	1997-1998	1998-1999	1999-2000
<b>Number of Theatres</b>					
-Regular Theatres	4	4	4	4	3
-Drive-ins	-	-	-	1	1
-Total	4	4	4	5	4
<b>Paid Admissions ('000)</b>					
-Regular Theatres	409	441	457	x	x
-Drive-ins	-	-	-	x	x
-Total	409	441	457	479	377
<b>Average Ticket Price</b>					
-Regular Theatres	5.06	5.21	5.47	x	x
-Drive-ins	-	-	-	x	x
-Total	5.06	5.21	5.47	5.46 <sup>1</sup>	5.82
<b>Number of Screens</b>					
-Regular Theatres	12	12	12	x	x
-Drive-ins	-	-	-	x	x
-Total	12	12	12	13	11
<b>Number of Seats/Cars</b>					
-Regular Theatres (seats)	2,554	2,558	2,525	x	x
-Drive-ins (cars)	-	-	-	x	x
<b>Revenue - Regular Theatres (\$'000)</b>					
-Admission receipts	1,860	2,070	2,249	2,375 <sup>1</sup>	1,984 <sup>1</sup>
-Concessions & other	854	938	1,011	1,253 <sup>1</sup>	976 <sup>1</sup>
-Total	2,714	3,008	3,260	3,628 <sup>1</sup>	2,960 <sup>1</sup>
<b>Revenue - Drive-Ins (\$'000)</b>					
-Admission receipts	-	-	-	x <sup>1</sup>	x <sup>1</sup>
-Concessions & other	-	-	-	x <sup>1</sup>	x <sup>1</sup>
-Total	-	-	-	x <sup>1</sup>	x <sup>1</sup>
<b>Expenses - Total (\$'000)</b>					
-Regular Theatres	2,128	2,429	2,520	x	x
-Drive-ins	-	-	-	x	x
-Total	2,128	2,429	2,520	2,909	2,340
<b>Employment - Regular Theatres</b>					
-Full-time	4	5	5	7 <sup>1</sup>	4 <sup>1</sup>
-Part-time	48	56	64	72 <sup>1</sup>	40 <sup>1</sup>
-Working Proprietors & family workers	3	2	2	10 <sup>1</sup>	2 <sup>1</sup>
<b>Employment - Drive-Ins</b>					
-Full-time	-	-	-	x <sup>1</sup>	x <sup>1</sup>
-Part-time	-	-	-	x <sup>1</sup>	x <sup>1</sup>
-Working Proprietors & family workers	-	-	-	x <sup>1</sup>	x <sup>1</sup>
<b>Salaries &amp; Benefits (\$'000)</b>					
-Regular Theatres	391	457	459	x	x
-Drive-ins	-	-	-	x	x
-Total	391	457	459	502	394
<b>Profit Margin (% of total revenue)</b>					
-Regular Theatres	21.6	19.2	22.7	x	x
-Drive-ins	-	-	-	x	x
-Total	21.6	19.2	22.7	19.8	20.9

<sup>1</sup> Combined data for regular and drive-in theatres are reported under regular theatres.

TABLE 8(d). Motion Picture Theatres and Drive-Ins, Nova Scotia, 1995-1996 to 1999-2000

	1995-1996	1996-1997	1997-1998	1998-1999	1999-2000
<b>Number of Theatres</b>					
-Regular Theatres	19	19	20	20	21
-Drive-ins	2	3	3	2	2
-Total	21	22	23	22	23
<b>Paid Admissions ('000)</b>					
-Regular Theatres	x	x	x	x	x
-Drive-ins	x	x	x	x	x
-Total	2,307	2,352	2,551	2,681	3,121
<b>Average Ticket Price</b>					
-Regular Theatres	x	x	x	x	x
-Drive-ins	x	x	x	x	x
-Total	5.34	5.40	5.52	5.77 <sup>f</sup>	6.13
<b>Number of Screens</b>					
-Regular Theatres	x	x	x	x	x
-Drive-ins	x	x	x	x	x
-Total	54	61	65	74	84
<b>Number of Seats/Cars</b>					
-Regular Theatres (seats)	x	x	x	x	x
-Drive-ins (cars)	x	x	x	x	x
<b>Revenue - Regular Theatres (\$'000)</b>					
-Admission receipts	11,081 <sup>1</sup>	11,416 <sup>1</sup>	12,712 <sup>1</sup>	13,863 <sup>1</sup>	16,628 <sup>1</sup>
-Concessions & other	4,803 <sup>1</sup>	5,391 <sup>1</sup>	5,981 <sup>1</sup>	7,025 <sup>1</sup>	8,541 <sup>1</sup>
-Total	15,884 <sup>1</sup>	16,807 <sup>1</sup>	18,694 <sup>1</sup>	20,887 <sup>1</sup>	25,169 <sup>1</sup>
<b>Revenue - Drive-Ins (\$'000)</b>					
-Admission receipts	x <sup>1</sup>	x <sup>1</sup>	x <sup>1</sup>	x <sup>1</sup>	x <sup>1</sup>
-Concessions & other	x <sup>1</sup>	x <sup>1</sup>	x <sup>1</sup>	x <sup>1</sup>	x <sup>1</sup>
-Total	x <sup>1</sup>	x <sup>1</sup>	x <sup>1</sup>	x <sup>1</sup>	x <sup>1</sup>
<b>Expenses - Total (\$'000)</b>					
-Regular Theatres	x	x	x	x	x
-Drive-ins	x	x	x	x	x
-Total	14,424	15,514	16,476	19,187	22,516
<b>Employment - Regular Theatres</b>					
-Full-time	38 <sup>1</sup>	44 <sup>1</sup>	41 <sup>1</sup>	52 <sup>f1</sup>	52 <sup>1</sup>
-Part-time	260 <sup>1</sup>	298 <sup>1</sup>	299 <sup>1</sup>	376 <sup>f1</sup>	392 <sup>1</sup>
-Working Proprietors & family workers	6 <sup>1</sup>	3 <sup>1</sup>	5 <sup>1</sup>	12 <sup>1</sup>	6 <sup>1</sup>
<b>Employment - Drive-Ins</b>					
-Full-time	x <sup>1</sup>	x <sup>1</sup>	x <sup>1</sup>	x <sup>1</sup>	x <sup>1</sup>
-Part-time	x <sup>1</sup>	x <sup>1</sup>	x <sup>1</sup>	x <sup>1</sup>	x <sup>1</sup>
-Working Proprietors & family workers	x <sup>1</sup>	x <sup>1</sup>	x <sup>1</sup>	x <sup>1</sup>	x <sup>1</sup>
<b>Salaries &amp; Benefits (\$'000)</b>					
-Regular Theatres	x	x	x	x	x
-Drive-ins	x	x	x	x	x
-Total	2,908	3,085	3,194	3,566	4,260
<b>Profit Margin (% of total revenue)</b>					
-Regular Theatres	x	x	x	x	x
-Drive-ins	x	x	x	x	x
-Total	9.2	7.7	11.9	8.1	10.5

<sup>1</sup> Combined data for regular and drive-in theatres are reported under regular theatres.

TABLE 8(e). Motion Picture Theatres and Drive-Ins, New Brunswick, 1995-1996 to 1999-2000

	1995-1996	1996-1997	1997-1998	1998-1999	1999-2000
<b>Number of Theatres</b>					
-Regular Theatres	15	14	15	13	13
-Drive-ins	7	5	5	5	7
-Total	22	19	20	18	20
<b>Paid Admissions ('000)</b>					
-Regular Theatres	1,131	1,252	1,614	1,904	1,929
-Drive-ins	75	65	54	66	74
-Total	1,206	1,317	1,667	1,970	2,002
<b>Average Ticket Price</b>					
-Regular Theatres	5.31	5.32	5.23	5.23 <sup>1</sup>	5.74
-Drive-ins	5.64	5.09	6.42	5.69	6.48
-Total	5.33	5.31	5.27	5.25 <sup>1</sup>	5.77
<b>Number of Screens</b>					
-Regular Theatres	33	41	51	45	49
-Drive-ins	7	5	5	5	7
-Total	40	46	56	50	56
<b>Number of Seats/Cars</b>					
-Regular Theatres (seats)	10,116	10,750	13,080	11,167 <sup>r</sup>	11,766
-Drive-ins (cars)	2,062	1,500	1,530	1,401	1,946
<b>Revenue - Regular Theatres (\$'000)</b>					
-Admission receipts	5,424	6,018	7,734	9,200	9,629
-Concessions & other	2,343	2,715	3,748	4,786	4,995
-Total	7,768	8,733	11,482	13,986	14,625
<b>Revenue - Drive-Ins (\$'000)</b>					
-Admission receipts	392	291	296	329	414
-Concessions & other	214	186	164	281	277
-Total	605	477	461	610	691
<b>Expenses - Total (\$'000)</b>					
-Regular Theatres	6,931	7,637	10,656	12,332	12,444
-Drive-ins	622	498	486	616	824
-Total	7,554	8,135	11,141	12,948	13,268
<b>Employment - Regular Theatres</b>					
-Full-time	15	18	21	14 <sup>1</sup>	34
-Part-time	183	217	222	201 <sup>1</sup>	257
-Working Proprietors & family workers	1	-	-	11	5
<b>Employment - Drive-Ins</b>					
-Full-time	12	8	7	6	15
-Part-time	33	26	20	21	34
-Working Proprietors & family workers	8	1	5	11	4
<b>Salaries &amp; Benefits (\$'000)</b>					
-Regular Theatres	1,570	1,592	2,040	2,097	2,165
-Drive-ins	200	159	144	166	293
-Total	1,770	1,751	2,185	2,263	2,458
<b>Profit Margin (% of total revenue)</b>					
-Regular Theatres	10.8	12.5	7.2	11.8 <sup>1</sup>	14.9
-Drive-ins	-2.8	-4.4	-5.4	-1.0	-19.2
-Total	9.8	11.7	6.7	11.3	13.4



**TABLE 8(f). Motion Picture Theatres and Drive-Ins, Quebec, 1995-1996 to 1999-2000**

	1995-1996	1996-1997	1997-1998	1998-1999	1999-2000
<b>Number of Theatres</b>					
-Regular Theatres	102	107	119	116 <sup>t</sup>	129
-Drive-ins	22	18	19	19	19
-Total	124	125	138	135 <sup>t</sup>	148
<b>Paid Admissions ('000)</b>					
-Regular Theatres	17,742	19,951	22,102	25,969 <sup>t</sup>	27,864
-Drive-ins	1,066	956	899	833	887
-Total	18,807	20,908	23,001	26,801 <sup>t</sup>	28,751
<b>Average Ticket Price</b>					
-Regular Theatres	5.06	5.08	5.42	5.47	5.66
-Drive-ins	5.17	5.20	5.59	5.79	5.77
-Total	5.07	5.08	5.43	5.48	5.67
<b>Number of Screens</b>					
-Regular Theatres	417	450	545	592 <sup>t</sup>	669
-Drive-ins	46	39	40	40	40
-Total	463	489	585	632 <sup>t</sup>	709
<b>Number of Seats/Cars</b>					
-Regular Theatres (seats)	97,622	102,554	117,177	125,371 <sup>t</sup>	143,020
-Drive-ins (cars)	23,173	20,117	20,216	20,839	21,012
<b>Revenue - Regular Theatres (\$'000)</b>					
-Admission receipts	84,466	95,300	112,850	133,989 <sup>t</sup>	150,340
-Concessions & other	27,363	31,307	36,872	45,850 <sup>t</sup>	51,338
-Total	111,829	126,607	149,722	179,839 <sup>t</sup>	201,677
<b>Revenue - Drive-Ins (\$'000)</b>					
-Admission receipts	5,208	4,728	4,737	4,522	4,824
-Concessions & other	1,942	4,813	4,653	4,935	5,098
-Total	7,150	9,540	9,390	9,457	9,922
<b>Expenses - Total (\$'000)</b>					
-Regular Theatres	104,363	119,391	138,322	169,438 <sup>t</sup>	192,539
-Drive-ins	5,865	8,241	7,990	8,244	8,464
-Total	110,228	127,632	146,312	177,682 <sup>t</sup>	201,003
<b>Employment - Regular Theatres</b>					
-Full-time	288	324	362	407	457
-Part-time	1,411	1,424	1,679	1,826 <sup>t</sup>	2,225
-Working Proprietors & family workers	17	24	22	35	45
<b>Employment - Drive-Ins</b>					
-Full-time	98	75	49	54	53
-Part-time	325	273	265	268	265
-Working Proprietors & family workers	9	9	8	7	9
<b>Salaries &amp; Benefits (\$'000)</b>					
-Regular Theatres	18,373	20,260	23,115	27,899 <sup>t</sup>	29,214
-Drive-ins	1,167	2,356	2,171	2,368	2,647
-Total	19,541	22,616	25,286	30,267 <sup>t</sup>	31,861
<b>Profit Margin (% of total revenue)</b>					
-Regular Theatres	6.7	5.7	7.6	5.8 <sup>t</sup>	4.5
-Drive-ins	18.0	13.6	14.9	12.8	14.7
-Total	7.4	6.3	8.0	6.1 <sup>t</sup>	5.0

**TABLE 8(g). Motion Picture Theatres and Drive-Ins, Ontario, 1995-1996 to 1999-2000**

	1995-1996	1996-1997	1997-1998	1998-1999	1999-2000
<b>Number of Theatres</b>					
-Regular Theatres	189	189	192	184 <sup>f</sup>	201
-Drive-ins	24	23	23	21	20
-Total	213	212	215	205 <sup>f</sup>	221
<b>Paid Admissions ('000)</b>					
-Regular Theatres	33,504	33,504	35,062	39,743 <sup>f</sup>	43,304
-Drive-ins	885	828	776	634 <sup>f</sup>	583
-Total	34,389	34,332	35,838	40,376 <sup>f</sup>	43,887
<b>Average Ticket Price</b>					
-Regular Theatres	5.08	5.13	5.38	5.70 <sup>f</sup>	6.14
-Drive-ins	6.13	6.39	6.79	6.86	6.92
-Total	5.11	5.16	5.41	5.71 <sup>f</sup>	6.15
<b>Number of Screens</b>					
-Regular Theatres	654	662	751	829 <sup>f</sup>	1,066
-Drive-ins	40	41	41	33	32
-Total	694	703	792	862 <sup>f</sup>	1,098
<b>Number of Seats/Cars</b>					
-Regular Theatres (seats)	180,241	182,121	196,078	212,140 <sup>f</sup>	288,021
-Drive-ins (cars)	15,888	15,506	15,603	11,851 <sup>f</sup>	11,511
<b>Revenue - Regular Theatres (\$'000)</b>					
-Admission receipts	161,324	163,171	178,617	212,360 <sup>f</sup>	245,710
-Concessions & other	65,840	70,444	79,429	99,130 <sup>f</sup>	114,319
-Total	227,164	233,615	258,046	311,490 <sup>f</sup>	360,029
<b>Revenue - Drive-Ins (\$'000)</b>					
-Admission receipts	5,050	4,857	4,822	3,935 <sup>f</sup>	3,683
-Concessions & other	2,276	2,209	2,229	1,594 <sup>f</sup>	1,783
-Total	7,326	7,066	7,051	5,528 <sup>f</sup>	5,465
<b>Expenses - Total (\$'000)</b>					
-Regular Theatres	203,593	208,588	227,034	287,096 <sup>f</sup>	356,136
-Drive-ins	6,444	6,128	5,827	4,625 <sup>f</sup>	4,516
-Total	210,036	214,716	232,862	291,722 <sup>f</sup>	360,651
<b>Employment - Regular Theatres</b>					
-Full-time	341	434	444	544 <sup>f</sup>	612
-Part-time	3,210	2,947	3,308	4,176 <sup>f</sup>	5,388
-Working Proprietors & family workers	44	40	56	40 <sup>f</sup>	31
<b>Employment - Drive-Ins</b>					
-Full-time	30	32	24	21	21
-Part-time	286	271	239	207 <sup>f</sup>	223
-Working Proprietors & family workers	12	17	16	23 <sup>f</sup>	22
<b>Salaries &amp; Benefits (\$'000)</b>					
-Regular Theatres	37,891	38,775	39,336	47,115 <sup>f</sup>	56,405
-Drive-ins	1,456	1,379	1,173	1,004 <sup>f</sup>	919
-Total	39,348	40,154	40,509	48,119 <sup>f</sup>	57,324
<b>Profit Margin (% of total revenue)</b>					
-Regular Theatres	10.4	10.7	12.0	7.8 <sup>f</sup>	1.1
-Drive-ins	12.0	13.3	17.4	16.3 <sup>f</sup>	17.4
-Total	10.4	10.8	12.2	8.0 <sup>f</sup>	1.3

**TABLE 8(h). Motion Picture Theatres and Drive-Ins, Manitoba, 1995-1996 to 1999-2000**

	1995-1996	1996-1997	1997-1998	1998-1999	1999-2000
<b>Number of Theatres</b>					
-Regular Theatres	28	28	29	31	29
-Drive-ins	4	5	5	6	6
-Total	32	33	34	37	35
<b>Paid Admissions ('000)</b>					
-Regular Theatres	2,200	3,044	3,317	3,829	4,287
-Drive-ins	86	109	100	75	89
-Total	2,286	3,152	3,417	3,904	4,376
<b>Average Ticket Price</b>					
-Regular Theatres	5.35	4.28	4.31	4.30	4.96
-Drive-ins	5.49	5.48	5.67	6.68	6.44
-Total	5.36	4.32	4.35	4.34	4.99
<b>Number of Screens</b>					
-Regular Theatres	49	56	56	80 <sup>i</sup>	91
-Drive-ins	4	5	5	6	6
-Total	53	61	61	86 <sup>i</sup>	97
<b>Number of Seats/Cars</b>					
-Regular Theatres (seats)	15,827	17,132	16,975	22,059	25,008
-Drive-ins (cars)	2,810	3,190	1,821	1,946	2,146
<b>Revenue - Regular Theatres (\$'000)</b>					
-Admission receipts	11,181	12,424	13,595	15,623	20,029
-Concessions & other	4,733	6,276	7,003	8,530	10,663
-Total	15,914	18,699	20,598	24,153	30,692
<b>Revenue - Drive-Ins (\$'000)</b>					
-Admission receipts	440	563	534	474	542
-Concessions & other	223	266	249	202	223
-Total	663	829	784	676	764
<b>Expenses - Total (\$'000)</b>					
-Regular Theatres	14,763	17,003	18,002	22,209	28,841
-Drive-ins	550	652	680	600	646
-Total	15,313	17,655	18,682	22,809	29,487
<b>Employment - Regular Theatres</b>					
-Full-time	22	40	32	41	49
-Part-time	281	294	315	373	651
-Working Proprietors & family workers	13	22	23	20	15
<b>Employment - Drive-Ins</b>					
-Full-time	8	2	2	3	3
-Part-time	29	44	44	46	53
-Working Proprietors & family workers	2	6	1	5	5
<b>Salaries &amp; Benefits (\$'000)</b>					
-Regular Theatres	2,258	2,921	2,939	3,393	4,276
-Drive-ins	121	126	130	113	123
-Total	2,379	3,047	3,070	3,506	4,399
<b>Profit Margin (% of total revenue)</b>					
-Regular Theatres	7.2	9.1	12.6	8.0	6.0
-Drive-ins	17.1	21.3	13.2	11.2	15.4
-Total	7.6	9.6	12.6	8.1	6.3

TABLE 8(i). Motion Picture Theatres and Drive-Ins, Saskatchewan, 1995-1996 to 1999-2000

	1995-1996	1996-1997	1997-1998	1998-1999	1999-2000
<b>Number of Theatres</b>					
-Regular Theatres	41	37	39	38 <sup>r</sup>	40
-Drive-ins	6	5	7	7	6
-Total	47	42	46	45 <sup>r</sup>	46
<b>Paid Admissions ('000)</b>					
-Regular Theatres	1,926	1,811	2,315	3,360 <sup>r</sup>	3,780
-Drive-ins	35	31	81	84	89
-Total	1,961	1,842	2,396	3,444 <sup>r</sup>	3,868
<b>Average Ticket Price</b>					
-Regular Theatres	4.79	4.86	4.82	4.04 <sup>r</sup>	4.00
-Drive-ins	5.04	5.23	5.07	5.32	5.26
-Total	4.80	4.86	4.83	4.07 <sup>r</sup>	4.03
<b>Number of Screens</b>					
-Regular Theatres	70	65	83	103 <sup>r</sup>	104
-Drive-ins	7	6	9	9	8
-Total	77	71	92	112 <sup>r</sup>	112
<b>Number of Seats/Cars</b>					
-Regular Theatres (seats)	19,469	17,163	20,691	22,737 <sup>r</sup>	22,949
-Drive-ins (cars)	1,569	1,486	2,613	2,482	2,567
<b>Revenue - Regular Theatres (\$'000)</b>					
-Admission receipts	8,761	8,382	10,742	13,032 <sup>r</sup>	14,637
-Concessions & other	4,218	4,532	5,941	7,956 <sup>r</sup>	8,821
-Total	12,979	12,914	16,683	20,987 <sup>r</sup>	23,458
<b>Revenue - Drive-Ins (\$'000)</b>					
-Admission receipts	173	161	407	447	449
-Concessions & other	82	76	181	189	209
-Total	256	237	588	636	658
<b>Expenses - Total (\$'000)</b>					
-Regular Theatres	11,007	11,267	14,032	18,005 <sup>r</sup>	20,250
-Drive-ins	274	221	660	691	671
-Total	11,281	11,488	14,692	18,696 <sup>r</sup>	20,922
<b>Employment - Regular Theatres</b>					
-Full-time	41	39	26	43 <sup>r</sup>	43
-Part-time	264	237	292	327	323
-Working Proprietors & family workers	37	24	33	27	23
<b>Employment - Drive-Ins</b>					
-Full-time	2	1	4	3	3
-Part-time	21	20	25	41 <sup>r</sup>	43
-Working Proprietors & family workers	11	14	8	9	10
<b>Salaries &amp; Benefits (\$'000)</b>					
-Regular Theatres	2,277	2,177	2,730	3,327 <sup>r</sup>	3,684
-Drive-ins	58	37	125	126	129
-Total	2,335	2,214	2,855	3,453 <sup>r</sup>	3,813
<b>Profit Margin (% of total revenue)</b>					
-Regular Theatres	15.2	12.8	15.9	14.2 <sup>r</sup>	13.7
-Drive-ins	-7.0	6.7	-12.2	-8.6 <sup>r</sup>	-2.0
-Total	14.8	12.6	14.9	13.5 <sup>r</sup>	13.2



**TABLE 8(j). Motion Picture Theatres and Drive-Ins, Alberta, 1995-1996 to 1999-2000**

	1995-1996	1996-1997	1997-1998	1998-1999	1999-2000
<b>Number of Theatres</b>					
-Regular Theatres	78	79	81	86 <sup>1</sup>	89
-Drive-ins	4	3	3	2	2
-Total	82	82	84	88 <sup>1</sup>	91
<b>Paid Admissions ('000)</b>					
-Regular Theatres	x	x	x	x	x
-Drive-ins	x	x	x	x	x
-Total	10,291	10,994	13,272	14,686 <sup>1</sup>	15,371
<b>Average Ticket Price</b>					
-Regular Theatres	x	x	x	x	x
-Drive-ins	x	x	x	x	x
-Total	4.36	4.63	4.57	4.77 <sup>1</sup>	5.12
<b>Number of Screens</b>					
-Regular Theatres	x	x	x	x	x
-Drive-ins	x	x	x	x	x
-Total	247	272	300	342 <sup>1</sup>	355
<b>Number of Seats/Cars</b>					
-Regular Theatres (seats)	x	x	x	x	x
-Drive-ins (cars)	x	x	x	x	x
<b>Revenue - Regular Theatres (\$'000)</b>					
-Admission receipts	44,854 <sup>1</sup>	50,881 <sup>1</sup>	60,618 <sup>1</sup>	70,013 <sup>11</sup>	78,752 <sup>1</sup>
-Concessions & other	22,104 <sup>1</sup>	25,405 <sup>1</sup>	32,701 <sup>1</sup>	37,614 <sup>11</sup>	40,787 <sup>1</sup>
-Total	66,959 <sup>1</sup>	76,287 <sup>1</sup>	93,320 <sup>1</sup>	107,628 <sup>11</sup>	119,540 <sup>1</sup>
<b>Revenue - Drive-Ins (\$'000)</b>					
-Admission receipts	x <sup>1</sup>	x <sup>1</sup>	x <sup>1</sup>	x <sup>1</sup>	x <sup>1</sup>
-Concessions & other	x <sup>1</sup>	x <sup>1</sup>	x <sup>1</sup>	x <sup>1</sup>	x <sup>1</sup>
-Total	x <sup>1</sup>	x <sup>1</sup>	x <sup>1</sup>	x <sup>1</sup>	x <sup>1</sup>
<b>Expenses - Total (\$'000)</b>					
-Regular Theatres	x	x	x	x	x
-Drive-ins	x	x	x	x	x
-Total	57,894	65,932	79,435	93,512 <sup>1</sup>	104,260
<b>Employment - Regular Theatres</b>					
-Full-time	105 <sup>1</sup>	153 <sup>1</sup>	169 <sup>1</sup>	207 <sup>11</sup>	271 <sup>1</sup>
-Part-time	1,008 <sup>1</sup>	1,074 <sup>1</sup>	1,176 <sup>1</sup>	1,388 <sup>11</sup>	1,510 <sup>1</sup>
-Working Proprietors & family workers	17 <sup>1</sup>	23 <sup>1</sup>	25 <sup>1</sup>	21 <sup>11</sup>	31 <sup>1</sup>
<b>Employment - Drive-Ins</b>					
-Full-time	x <sup>1</sup>	x <sup>1</sup>	x <sup>1</sup>	x <sup>1</sup>	x <sup>1</sup>
-Part-time	x <sup>1</sup>	x <sup>1</sup>	x <sup>1</sup>	x <sup>1</sup>	x <sup>1</sup>
-Working Proprietors & family workers	x <sup>1</sup>	x <sup>1</sup>	x <sup>1</sup>	x <sup>1</sup>	x <sup>1</sup>
<b>Salaries &amp; Benefits (\$'000)</b>					
-Regular Theatres	x	x	x	x	x
-Drive-ins	x	x	x	x	x
-Total	9,433	11,185	12,627	14,212	18,293
<b>Profit Margin (% of total revenue)</b>					
-Regular Theatres	x	x	x	x	x
-Drive-ins	x	x	x	x	x
-Total	13.5	13.6	14.9	13.1 <sup>1</sup>	12.8

<sup>1</sup> Combined data for regular and drive-in theatres are reported under regular theatres.

**TABLE 8(k). Motion Picture Theatres and Drive-Ins, British Columbia, 1995-1996 to 1999-2000**

	1995-1996	1996-1997	1997-1998	1998-1999	1999-2000
<b>Number of Theatres</b>					
-Regular Theatres	88	89	94	105 <sup>f</sup>	106
-Drive-ins	5	6	7	5	5
-Total	93	95	101	110 <sup>f</sup>	111
<b>Paid Admissions ('000)</b>					
-Regular Theatres	14,400	14,706	15,139	15,985 <sup>f</sup>	16,851
-Drive-ins	96	117	124	102	93
-Total	14,497	14,823	15,264	16,086 <sup>f</sup>	16,944
<b>Average Ticket Price</b>					
-Regular Theatres	4.95	5.09	5.44	5.94	6.22
-Drive-ins	6.80	5.99	6.06	6.40	6.68
-Total	4.97	5.10	5.44	5.94	6.22
<b>Number of Screens</b>					
-Regular Theatres	216	232	265	342	366
-Drive-ins	5	6	7	5	5
-Total	221	238	272	347	371
<b>Number of Seats/Cars</b>					
-Regular Theatres (seats)	69,261	71,934	78,316	95,312 <sup>f</sup>	101,600
-Drive-ins (cars)	1,344	1,544	1,694	1,289 <sup>f</sup>	1,240
<b>Revenue - Regular Theatres (\$'000)</b>					
-Admission receipts	71,352	74,879	82,292	94,966 <sup>f</sup>	104,733
-Concessions & other	27,363	29,442	32,164	37,896 <sup>f</sup>	40,899
-Total	98,715	104,321	114,456	132,862 <sup>f</sup>	145,632
<b>Revenue - Drive-Ins (\$'000)</b>					
-Admission receipts	656	701	752	651	621
-Concessions & other	237	370	365	308	233
-Total	893	1,071	1,117	959	854
<b>Expenses - Total (\$'000)</b>					
-Regular Theatres	86,015	91,704	98,396	120,099 <sup>f</sup>	146,103
-Drive-ins	949	1,082	1,150	1,015	894
-Total	86,964	92,786	99,546	121,114 <sup>f</sup>	146,997
<b>Employment - Regular Theatres</b>					
-Full-time	140	190	1.73	245 <sup>f</sup>	241
-Part-time	1,364	1,357	1,618	2,099 <sup>f</sup>	2,137
-Working Proprietors & family workers	16	33	22	32	33
<b>Employment - Drive-Ins</b>					
-Full-time	3	3	5	5	3
-Part-time	40	55	53	52	42
-Working Proprietors & family workers	4	5	7	5	5
<b>Salaries &amp; Benefits (\$'000)</b>					
-Regular Theatres	16,492	16,577	17,622	22,081 <sup>f</sup>	24,260
-Drive-ins	206	247	2.15	222	178
-Total	16,697	16,824	17,837	22,304 <sup>f</sup>	24,439
<b>Profit Margin (% of total revenue)</b>					
-Regular Theatres	12.9	12.1	14.0	9.6	-0.3
-Drive-ins	-6.3	-1.0	-3.0	-5.8	-4.7
-Total	12.7	12.0	13.9	9.5	-0.3

**TABLE 8(l). Motion Picture Theatres and Drive-Ins, Yukon, Northwest Territories and Nunavut 1995-1996 to 1999-2000**

	1995-1996	1996-1997	1997-1998	1998-1999	1999-2000
<b>Number of Theatres</b>					
-Regular Theatres	4	5	5	5	4
<b>Paid Admissions ('000)</b>					
-Regular Theatres	302	316	312	295	290
<b>Average Ticket Price</b>					
-Regular Theatres	4.36	4.81	5.09	5.32	5.49
<b>Number of Screens</b>					
-Regular Theatres	8	9	9	9	8
<b>Number of Seats/Cars</b>					
-Regular Theatres (seats)	1,389	1,522	1,522	1,519	1425
<b>Revenue - Regular Theatres (\$'000)</b>					
-Admission receipts	1,319	1,523	1,586	1,570	1,595
-Concession receipts	691	770	852	796	883
-Total	2,010	2,292	2,438	2,365	2,477
<b>Expenses - Total (\$'000)</b>					
-Regular Theatres (seats)	1,836	2,255	2,326	2,217	2,271
<b>Employment - Regular Theatres</b>					
-Full-time	5	4	6	4	4
-Part-time	57	55	59	56	87
-Working proprietors & family workers	-	3	-	1	-
<b>Salaries &amp; Benefits (\$'000)</b>					
-Regular Theatres	349	389	404	418	421
<b>Profit Margin (% of total revenue)</b>					
-Regular Theatres	8.7	1.6	4.6	6.3	8.3