

Statistics Framework Study

Working Document No. 3

A COMPILATION OF DATA, AND THEIR SOURCES, CONTAINED IN
THE BODY OF THE PRICE WATERHOUSE REPORT
"TOWARDS A POLICY FRAMEWORK FOR THE ECONOMIC
DEVELOPMENT OF THE COMMUNICATIONS/INFORMATION SECTOR",
NOVEMBER 30, 1981

Statistical Information Services
Communications Economics Branch
Department of Communications

S. Brown and J. Braden
April 1982

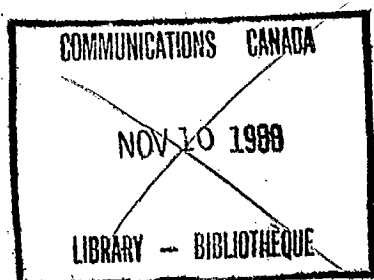
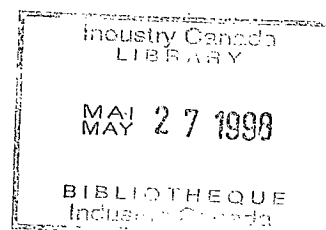
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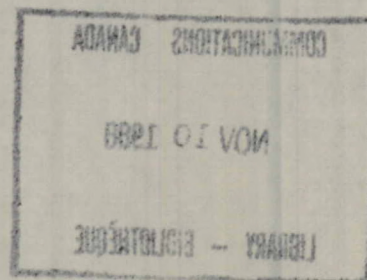


Statistical Information Services
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/s/ S. Brown and J. Braden
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Section 2: Data and Their Sources Contained in the 'Price Waterhouse Report' of November 30, 1981.	
Appendix 1: Exhibit 7-3 of 'Price Waterhouse Report' (Frequency of Participation in Certain Leisure Activities) which is not part of the Data List contained in this Report.	

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A COMPILATION OF DATA, AND THEIR SOURCES, CONTAINED IN THE BODY OF THE PRICE WATERHOUSE REPORT "TOWARDS A POLICY FRAMEWORK FOR THE ECONOMIC DEVELOPMENT OF THE COMMUNICATIONS/INFORMATION SECTOR", NOVEMBER 30, 1981

1. Introduction

This working document is the third of a series of reports dealing with the feasibility of developing a set of framework statistics on the Communications/Information Sector.

Working Document Number 1 dealt with the comparability of financial and non-financial variables within the four components of the Communications Carriage Sub-sector.

Working Document Number 2 provided details on the data dictionary which was prepared, and the associated time series data which were sourced from Appendix E of the 'Price Waterhouse Report' and supplemented by data available from Statistics Canada reports.

This report expands upon document number 2 and provides complete documentation on all of the data contained in the body of the 'Price Waterhouse Report' referred to above.

2. Purpose of this Report

The purpose of this report is threefold:

1. To provide a complete and concise list of the data which were embodied in the 'Price Waterhouse Report'.
2. To provide the sources of the data contained in the report.
3. To provide a reference document for the Economics Branch as a basis for further discussion and planning.

The basic intent of this document was to pull together all of the data used by Price Waterhouse Associates into one concise comprehensive document. The document indicates what data exists in computerized format (i.e. the Mosaic Database) and what could readily be placed on computer files (see report number 2 and the associated variable name in column 7 of the tables in Section 2 of this report). As well it indicates what problems exist with respect to data sources (i.e. availability, definitions, etc.) and what other sources of data (reports, etc.) have been used by them. It also provides a quick and easy reference to the places in their report where the data can be found to facilitate a better understanding of how the data has been used. In part 4 of this report entitled "Some General Statistics", the major sources of data have also

been classified into the types of sources used (Statistics Canada Catalogues, Government Reports, Private Reports, etc.) to facilitate a better appreciation of the preponderance of the major sources of data used by Price Waterhouse Associates in the preparation of their report. Finally section 1 provides a convenient list of data sources used by Price Waterhouse Associates which could be examined to determine what other data could be extracted and organized later if required upon further discussion.

3. Organization of the Report

Section 1 contains a convenient list of sources of data used by Price Waterhouse Associates. Section 2 lists all of the data contained in the body of the Price Waterhouse Report according to the major sections of the report. It contains a reference to the page and section of the report where each item can be found, categorizes this information according to the sector and sub-sector components involved, and provides a source for each item of data indicated in the report. Where the information is included in the 'Mosaic Database' under development by DSI, the Mosaic Acronym is indicated. If the data are included in the Data Dictionary and the associated time series data contained in Working Document Number 2, the "appendix variable name" assigned to it is also given.

4. Some General Statistics

Excluding Exhibit 7-3 of the 'Price Waterhouse Report' (which contains a table of the frequency of participation in certain leisure activities and is also included in Appendix 1 of this report) the 'Price Waterhouse Report' contains some 329 data references (some of which may be repeats).

All of the data which are contained in the body of the report have been extracted and grouped in this section 2 of this report, according to the major parts of the 'Price Waterhouse Report' as follows.

Table 1: Breakdown of the Number of
Data Items According to the Sections of the Price Waterhouse Report

	<u>Number of Items</u>
(i) Executive Summary	2
(ii) Section I: "Introduction"	6
(iii) Section II: "What is a Sector?"	0
(iv) Section III: "Economic Significance and Performance Criteria"	8
(v) Section IV: "Some Analytical Tools"	0
(vi) Section V: "Carriage Sub-sector"	97
(vii) Section VI: "Equipment Sub-sector"	15
(viii) Section VII: "Content Sub-sector"	109
(ix) Section VIII: "Computer Services Sub-sector"	16
(x) Section IX: "Common Themes"	67
(xi) Section X: "Policy Implications"	9
	<u>329</u>

It is clear from this that the sections of the report providing the majority of the data are those with carriage (97), content (109), and common themes (67). These three account for 83 percent of the data.

As pointed out in the report, much of the data which could be useful are just not available or would have to be generated by special arrangements or studies. The following table indicates the types of data which are contained in their report.

Table 2: Classification of Data by Type

<u>Number of Items</u>	<u>Types of Data</u>	<u>%</u>
100	Sales, Revenues, Projects	30.4
76	Market Related, Apparent Market, Penetration Rates, Size of Activity (in Relation to GNP, GDP, etc.), Number of Firms	23.1
51	Trade, Exports, Imports, Shipments	15.5
42	Industry Expenses, Net Fixed Assets, Budgets	12.8
31	Jobs, Employment, Labour Force	9.4
15	Volume of Transmission (e.g. messages)	4.6
14	Federal Government Spending	4.3

As can be seen from the table which follows, about half of the data provided in the report came from Statistics Canada publications. Another 17 percent are sourced from government reports, while 14 percent are sourced from 'Private Reports' or Services. The following table categorizes the sources of the data used by Price Waterhouse.

Table 3: Sources of Data Used by
Price Waterhouse Associates

	<u>%</u>
1. Sourced from Statistics Canada Publications (150 items)	45.6
2. Sourced from Government Reports (57 items)	17.3
3. Sourced from 'Private Reports' or Services (46 items)	14.0
4. No Sources Indicated (42 items)	12.8
5. Calculations or estimates made by Price Waterhouse Associates (25 items)	7.6
6. Estimates by DOC (7 items)	2.1
7. Estimates by Industry Sources or National Library (2 items)	0.6
	<u>100.0</u>

Of the 329 data items listed in section 2, 7 percent (67 items) are included in the Mosaic Database presently under development and another 13 percent (44 items) are covered by the Data Dictionary and associated time series data in working document number 2. This can be seen more clearly from the following table.

Table 4: A Breakdown of Data Availability

	<u>Number of Items</u>	<u>Percent</u>
Data Dictionary only	44	13.4
Mosaic Database only	10	3.0
Both (Mosaic plus Data Dictionary)	<u>13</u>	<u>4.0</u>
SUB TOTAL	67	20.4
Not included above	<u>262</u>	<u>76.6</u>
TOTAL	329	100.0%

5. Conclusion

While much of the data required by Price Waterhouse Associates was not available, this report indicates just what sources were used by them in the conduct of their study. Not unexpectedly, about half of the data were extracted from Statistics Canada Publications. Another 20 percent or so were extracted from various government or private reports or services. About 12 percent of the data were not sourced at all. About 10 percent were estimates provided by Price Waterhouse Associates, or were obtained from various private or government sources.

Finally, about 20 percent of the data are either in the Mosaic database or could be included from the data contained in Working Report 2. While this report is not a thorough analysis of the needs of the Department for organized data, it is hoped that it will be useful to those in the Branch concerned about the requirements and availability of organized statistics in the Department.

This report signifies the conclusion of the first phase of the Statistics Framework Study by DSI.

Statistics Framework Study

Working Document No. 3

Section 1: Sources of Data contained in the
'Price Waterhouse Report' and Contained
in the Data List, Section 2.

Section 1: Sources of Data contained in the 'Price

Waterhouse Report' and Contained in the Data List, Section 2.

I. 45.6% (150 Items) were sourced from Statistics Canada Publications:

- 1) 11-003 Canadian Statistical Review
- 2) 13-201 National Income and Expenditure Accounts 1965-1979
- 3) 36-203 Printing, Publishing and Allied Industries
- 4) 42-216 Office and Store Machinery Manufacturers
- 5) 43-205 Manufacturers of Household Radio and Television Receivers
- 6) 43-206 Communications Equipment Manufacturers
- 7) 47-004 Production and Sales of Phonograph Records and Pre-recorded Tapes in Canada
- 8) 56-201 Telecommunications Statistics
- 9) 56-203 Telephone Statistics
- 10) 56-204 Radio and Television Broadcasting
- 11) 56-205 Cable Television
- 12) 63-206 Motion Picture Production
- 13) 63-207 Motion Picture Theatres and Film Distributors
- 14) 63-222 Computer Services Industry
- 15) 64-202 Household Facilities and Equipment
- 16) 87-601 Culture Statistics: Book Publishing - An Industry Analysis
- 17) 87-602 Culture Statistics: Book Publishing - A Cultural Analysis
- 18) 87-615 Culture Statistics: Recording Industry
- 19) 87-625 Culture Statistics: Newspapers and Periodicals
- 20) 213-226 Historical Statistics of Canada

II. 17.3% (57 Data Items) were sourced from the following Government reports:

- 1) "The Information Revolution and its Implications for Canada", Communications Economics Branch, May 1980.
- 2) Canada Post Annual Reports.
- 3) "Electrical and Electronic Industries - Statistical Summary, 1980 Edition", Department of Industry, Trade and Commerce.
- 4) "The Sound Recording Industry in Canada, an Overview", working draft, Cultural Industries Division, Arts and Culture Branch, Department of Communications, September 1979.
- 5) "Sector Profile - The Sound Recording Industry", internal document prepared by Leisure Industries Division, Department of Industry, Trade and Commerce, December 1981.
- 6) "The Film Industry in Canada", report prepared by the Bureau of Management Consultants for the Arts and Culture Branch, then part of the Department of the Secretary of State, 1976.
- 7) "Efficiency and Effectiveness in the CBC - a synopsis of recent findings with highlights of plans and actions", CBC internal document, March 1980.
- 8) "Canadian Computer Industry - Working Paper", Department of Industry, Trade and Commerce, July 1980.
- 9) "Preliminary estimates of costs of computer use to 1990", an internal document by L.A. Shackleton of the Department of Communications, July 1981.
- 10) Survey by Bélanger, Chabot for DOC.

III. 14.0% (44 Items) were sourced from the following 'Private Reports':

- 1) "General Increase in Rates, 1981; Part B - Memorandum of Support", Bell Canada, February 12, 1981, and responses to various interrogatories.
- 2) "An electronic mail system - will it happen?", in Conf. Rec., Inf. Conf. Comp. Commun., Stockholm, Sweden, August 1974, pp. 351-357, quoted in a report to the Department of Communications by Dr. Robert W. Donaldson, January 1977. "Communications for Text Processing: with application to electronic information services".
- 3) A report by Arthur D. Little Inc.
- 4) "Bell Canada Report on the 5-Way Split Study of 1980", May 25, 1981.
- 5) Response to Interrogatory Bell (Ont.) 17 March 81 - 108 in connection with CRTC hearings.
- 6) Royal Commission on Newspapers.
- 7) "Little chance of video lawsuits here, TV Chief says", Toronto Star, October 21, 1981.
- 8) "The Impact of Microelectronics on Employment", Jipdec Report, Japan Information Processing Development Centre, Spring 1980.

VI. 0.6% (2 Data Items) were sourced from the Financial Post Corporation Service.

V. 12.8% (42 Data Items) were not identified to any source.

VI. 7.6% (25 Data Items) were calculations or estimates by Price Waterhouse Associates.

VII. 2.1% (7 Data Items) were estimates made by DOC

VIII. 0.6% (2 Data Items) were estimates by Industry Sources or the National Library.

Statistics Framework Study

Working Document No. 3

Section 2: Data and Their Sources Contained
in the 'Price Waterhouse Report' of
November 30, 1981.

Data and Their Sources Contained in the Price Waterhouse Report of November 30, 1981

Source: "Executive Summary" and Section I: "What is a Sector?" ^{1/}

ITEM #	PAGE	SECTOR, SUB-SECTOR, OR SUB-SECTOR COMPONENT*	DESCRIPTION	YR(S)	VALUE	MOSAIC ACRONYM	APPENDIX VARIABLE NAME	SOURCE INDICATED IN REPORT**	COMMENTS
1	i	Comm./Info. Sector	Trade Deficit	1980	\$2.7x10 ⁹	-	-	see comments	Refer to Item 37, Section IX
2	ii	"	Federal Gov't Spending	81/82	\$1.8x10 ⁹	-	-	Calc. by P.W.Assoc.	See Item 1 of Section X
3	5	Telephone Ind.	Telcos Expend. on C.O.Equip.&Stn.Appar.	1977	\$1,219.3x10 ⁶	-	-	no source	
4	5	"	Telcos Expend. on C.O.Equip.&Stn.Appar. as % of sales of all Cdn. Mfrs. of Communication Equipment	1977	84.6%	-	-	no source	
5	5	Comm. Sector ^{2/}	Total Sales of Comm. Equip. Mfrs	1977	\$1,441.3x10 ⁶	-	E0602	43-206	
6	5	Service Bureau Ind.	% of data processing equip. bought by service bureaus	-	14%	-	-	est. by DOC	Year not specified
7	6	Canada Post	Pieces of Second Class Mail	79/80	501x10 ⁶	-	-	no source	See Can.Post Ann. Rep.
8	6	"	2nd Class Mail/Tot.Vol. Originating Mail	79/80	7.8%	-	-	no source	"

1/ Items 1 & 2 are taken from the Executive Summary and Items 3 - 8 are taken from Section II: What is a Sector? Section I of the report (Introduction) contains no data.

2/ Communications Sector is treated by Stats Canada as a Major Group within the Transportation, Communications and Other Utilities Sector.

NOTE: *SECTOR = COMM./INFO. SECTOR. **'NATIONAL' REFERS TO CANADIAN TOTAL

SUB-SECTOR = CARRIAGE, EQUIPMENT, CONTENT, COMPUTER SERVICES

SUB-SECTOR COMPONENT - Example: "TELEPHONE INDUSTRY", "CABLE TV", "CANADA POST" and "OTHER TELCOMM" ARE SUB-SECTOR COMPONENTS OF THE "CARRIAGE" SUB-SECTOR.

**ALL 5 DIGIT NUMBERS IN THIS COLUMN IDENTIFY STATISTICS CANADA CATALOGUES (e.g. 56-201)

Data and Their Sources Contained in the Price Waterhouse Report of November 30, 1981

Source: Section III: "Economic significance and performance criteria" ^{1/}

ITEM #	PAGE	SECTOR, SUB-SECTOR, OR SUB-SECTOR COMPONENT*	DESCRIPTION	YR(S)	VALUE	MOSAIC ACRONYM	APPENDIX VARIABLE NAME	SOURCE INDICATED IN REPORT**	COMMENTS
1	12	Comm. Sector ^{2/}	% of GDP at factor cost	1979	2.7%	-	E1503	13-201	
2	12	Comm./Info. Sector	% of GDP	1979	≅ 4%	-	-	est. by P.W.Assoc.	
3	12	"	Jobs within the sector	1979	300,000	-	-	"	
4	12	Data Processing	In-house expenditures	-	\$2.6-2.8x10 ⁹	-	-	est. by DOC	Period covered not clear
5	12	"	In-house employment	-	110,000	-	-	"	"
6	13	Information Sector	% of Labour Force	1981	> 40%	-	-	DOC Report	"The Information Revolution and its Implications for Canada"
7	14	Comm. Sector ^{2/}	% Growth of Communication Sector's portion of Total Real Domestic Product	71/80	112%	-	-	no source	
8	14	National**	% Growth of Total Real Domestic Product	71/80	38.8%	-	-	no source	

^{1/} As there are no data included in Section IV: "Some Analytical Tools", and hence no separate 'data list' sheets for it. Section III is followed by Section V, "Carriage Sub-Sector".

^{2/} Communications Sector is treated by Stats Canada as a Major Group within the Transportation, Communications and Other Utilities Sector.

NOTE: *SECTOR = COMM./INFO. SECTOR**NATIONAL' REFERS TO CANADIAN TOTAL
 SUB-SECTOR = CARRIAGE, EQUIPMENT, CONTENT, COMPUTER SERVICES
 SUB-SECTOR COMPONENT - Example: "TELEPHONE INDUSTRY", "CABLE TV", "CANADA POST" and "OTHER TELCOMM"
 ARE SUB-SECTOR COMPONENTS OF THE "CARRIAGE" SUB-SECTOR.
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Data and Their Sources Contained in the Price Waterhouse Report of November 30, 1981

Source: Section V: "Carriage sub-sector"

ITEM #	PAGE	SECTOR, SUB-SECTOR, OR SUB-SECTOR COMPONENT*	DESCRIPTION	YR(S)	VALUE	MOSAIC ACRONYM	APPENDIX VARIABLE NAME	SOURCE INDICATED IN REPORT**	COMMENTS
1	32	Carriage Sub-Sector	Operating Revenue	1979	\$7,640x10 ⁶	-	E05	Based on Can.Post Ann.Rep. 56-201 56-203, 56-205	Sum of Items 7,8,9 & 10 below
2	32	"	Employment	1979	162,000	-	E08	"	Sum of Items 11,12,13 & 14 "
3	32	Telephone Ind.	% of Households with at least 1 tel.	1980	97.6%	-	E0403	64-202	
4	32	"	Bells Local Serv. Rev. fr. Bus.Customers	1980	60.2%	-	-	Calc.from Bell Memo	Date of Memorandum Feb. 12/81
5	32	Canada Post	Revs. from postage meters, registers, & stamps from large mailers as a % of Total Cash Revenue	79/80	72.4%	-	-	Calculated from Can Post Annual Report	Cash Revenue Total Revenues less Government Grants
6	32	"	% of mail sent by or to businesses	-	≈ 85%	-	-	est. by Can.Post	Year not specified
7	33	Telephone Ind.	Operating Revenue	1979	\$5,151.4x10 ⁶	ROPTL	E0502	56-203	Included in Mosaic database
8	33	Cable TV	"	1979	\$313.7x10 ⁶	ROPC	E0504	56-205	" " " "
9	33	Canada Post	"	1979	\$1,762.7x10 ⁶	-	E0501	Can.Post Ann.Report	Incl. deficit pd by Fed.Gov't as well as prog.costs for publication mailings.
10	33	Other Telecomm.	"	1979	\$411.8x10 ⁶	ROPTL	E0503	56-201	Included in Mosaic database
11	33	Telephone Ind.	Employment	1979	96,539	NNFTL	E0802	56-203	" " " "
12	33	Cable TV	"	1979	5,569	NNC	E0804	56-205	" " " "
13	33	Canada Post	"	1979	52,819	-	E0801	Can.Post Ann.Report	
14	33	Other Telecomm.	"	1979	7,247	NNTC	E0803	56-201	Included in Mosaic database
15	34	Canada Post	% Mail from business to business	1974	29.7%	-	-	"An Electronic Mail System - Will it happen?"	US Study-G.D. Hodge. See also DOC Rep. by Dr. R.W. Donaldson 1977.

NOTE: *SECTOR = COMM./INFO. SECTOR.**'NATIONAL' REFERS TO CANADIAN TOTAL

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SUB-SECTOR COMPONENT - Example: "TELEPHONE INDUSTRY", "CABLE TV", "CANADA POST" and "OTHER TELCOMM" ARE SUB-SECTOR COMPONENTS OF THE "CARRIAGE" SUB-SECTOR.

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Data and Their Sources Contained in the Price Waterhouse Report of November 30, 1981

Source: Section V: "Carriage sub-sector"(continued)

ITEM #	PAGE	SECTOR, SUB-SECTOR, OR SUB-SECTOR COMPONENT*	DESCRIPTION	YR(S)	VALUE	MOSAIC ACRONYM	APPENDIX VARIABLE NAME	SOURCE INDICATED IN REPORT**	COMMENTS
16	34	Canada Post	% Mail to households from businesses	1974	50.1%	-	-	"An Electronic Mail System-Will it Happen?"	US Study-G.D. Hodge. See also DOC Rep. by Dr. R.W. Donaldson 1977.
17	34	"	% Mail to businesses from households	1974	6.3%	-	-	"	"
18	34	"	% Business related mail	1974	86.1%	-	-	"	"
19	34	"	% Household to household mail	1974	13.9%	-	-	"	"
20	36	Telephone Ind.	Bell's planned capital expenditure	1981	\$1396.3x10 ⁶	-	-	Bell Canada Memo	Date of Memorandum Feb. 12/81
21	36	"	Bell's planned cap.exp. for plan. growth	1981	\$ 929.6x10 ⁶	-	-	"	"
22	37	"	Companies Net Fixed Assets (NFA)	1979	\$12770.8x10 ⁶	ANKTL	E1603	56-203	Included in Mosaic database
23	37	Cable TV	Net Fixed Assets	1979	\$ 348.9x10 ⁶	ANKLC	-	56-205	Not stated but refers to Cable Companies with 1,000+subscribers
24	37	Other Telcomm.	"	1979	\$ 798.7x10 ⁶	-	E1607	56-201	
25	37	Telephone Ind.	Net Fixed Assets / Operating Revenue	1979	2.48	-	-	Calc. from 56-203	
26	37	Cable TV	"	1979	1.12	-	-	Calc. from 56-205	Not stated but refers to Cable Companies with 1,000+subscribers
27	37	Other Telcomm.	"	1979	1.94	-	-	Calc. from 56-201	
28	37	Telephone Ind.	Net Fixed Assets / Employee	1979	\$132,300	-	E1604	Calc. from 56-203	
29	37	Cable TV	"	1979	\$ 62,600	-	-	Calc. from 56-205	Not stated but refers to Cable Companies with 1,000+subscribers
30	37	Other Telcomm.	"	1979	\$110,200	-	E1608	Calc. from 56-201	
31	37	Telephone Ind.	Net Fixed Assets / Subscriber	1979	\$ 806	-	-	Calc. from 56-203	
32	37	Cable TV	"	1979	\$ 86	-	-	Calc. from 56-205	Not stated but refers to Cable Companies with 1,000+subscribers
33	38	Canada Post	Sal. & Benefits as % of Total Costs	79/80	75.7%	-	-	Can.Post Ann.Rep.	

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 ARE SUB-SECTOR COMPONENTS OF THE "CARRIAGE" SUB-SECTOR.
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Data and Their Sources Contained in the Price Waterhouse Report of November 30, 1981

Source: Section V: "Carriage sub-sector"(continued)

ITEM #	PAGE	SECTOR, SUB-SECTOR, OR SUB-SECTOR COMPONENT*	DESCRIPTION	YR(S)	VALUE	MOSAIC ACRONYM	APPENDIX VARIABLE NAME	SOURCE INDICATED IN REPORT**	COMMENTS
34	39	Telephone Ind.	% of Tot. Telephones (Bell & Affiliates)	1978	67.0%	-	-	Private Report	Report by A.O. Little Inc.
35	39	Cable TV	% of Cable Subs.(Rogers Cable Syst.&Assoc)	1980	30.0%	-	-	Fin.Post Corp.Serv.	Data as of Aug. 31, 1980
36	39	Cable TV	Subscribers (")	1980	1.2x10 ⁶	-	-	"	"
37	41	Telephone Ind.	Bell Est.Rev. as % of Cost for Loc. Serv.	1980	54.3%	-	-	Priv.Rep. (Bell)	"Rep. on the 5 Way Split Study of 1980" 25 May 81
38	42	"	Bell's Local Revenue	1980	\$842x10 ⁶	-	-	"	"
39	42	"	Bell's Local Costs	1980	\$1552x10 ⁶	-	-	"	"
40	42	"	Bell's Toll Revenue	1980	\$1281x10 ⁶	-	-	"	"
41	42	"	Bell's Toll Costs	1980	\$556x10 ⁶	-	-	"	"
42	42	"	Bell's Optional & Competitive Rev.	1980	\$970x10 ⁶	-	-	"	"
43	42	"	Bell's Optional & Competitive Costs	1980	\$757x10 ⁶	-	-	"	"
44	42	"	Bell's Common Revenues	1980	\$101x10 ⁶	-	-	"	"
45	42	"	Bell's Common Costs	1980	\$329x10 ⁶	-	-	"	"
46	43	"	Bell's Est.Rev. as % of Cost for Toll Serv	1980	230.4%	-	-	"	"
47	45	National**	Rise in Consumer Price Index	71/80	110.6%	-	-	no source	
48	45	Telephone Ind.	Rise in Telephone Rates	71/80	34.6%	-	-	no source	
49	47	Cable TV	Profit before Income Tax	1967	\$1.6x10 ⁶	-	-	56-205	Mosaic Database includes years 1972-80
50	47	"	"	1972	\$16.8x10 ⁶	PBTC	-	"	
51	47	"	"	1977	\$45.1x10 ⁶	PBTC	-	"	
52	47	"	"	1979	\$49.6x10 ⁶	PBTC	-	"	

NOTE: *SECTOR = COMM./INFO. SECTOR. **'NATIONAL' REFERS TO CANADIAN TOTAL
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Data and Their Sources Contained in the Price Waterhouse Report of November 30, 1981

Source: Section V: "Carriage sub-sector"(continued)

ITEM #	PAGE	SECTOR, SUB-SECTOR, OR SUB-SECTOR COMPONENT*	DESCRIPTION	YR(S)	VALUE	MOSAIC ACRONYM	APPENDIX VARIABLE NAME	SOURCE INDICATED IN REPORT**	COMMENTS
53	47	Cable TV	Total Revenue	1967	\$22.1x10 ⁶	-	-	56-205	All companies
54	47	"	"	1972	\$82.5x10 ⁶	ROPC	E0504	"	"
55	47	"	"	1977	\$233.0x10 ⁶	ROPLC	E0504	"	Figure in text is incorrect.
56	47	"	"	1979	\$313.7x10 ⁶	ROPC	E0504	"	(Figure supplied is correct)
57	47	"	% Profit/Total Revenue	1967	7.2%	-	-	Calc. from 56-205	
58	47	"	"	1972	20.4%	-	-	"	
59	47	"	"	1977	19.6%	-	-	"	
60	47	"	"	1979	15.8%	-	-	"	
61	47	"	Total Subscribers	1967	.516x10 ⁶	-	-	56-205	
62	47	"	"	1972	1.689x10 ⁶	NSUBC	E0303	"	
63	47	"	"	1977	3.417x10 ⁶	NSUBC	E0303	"	
64	47	"	"	1979	4.086x10 ⁶	NSUBC	E0303	"	Correct Figure is 4.084x10 ⁶
65	47	"	Revenue/Subscriber	1967	\$42.83	-	-	Calc. from 56-205	
66	47	"	"	1972	\$48.85	-	-	"	
67	47	"	"	1977	\$67.19	-	-	"	
68	47	"	"	1979	\$76.77	-	-	"	
69	47	"	Profit/Subscriber	1967	\$3.10	-	-	"	
70	47	"	"	1972	\$9.95	-	-	"	
71	47	"	"	1977	\$13.20	-	-	"	
72	47	"	"	1979	\$12.14	-	-	"	

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Data and Their Sources Contained in the Price Waterhouse Report of November 30, 1981

Source: Section V: "Carriage sub-sector"(continued)

ITEM #	PAGE	SECTOR, SUB-SECTOR, DR SUB-SECTOR COMPONENT*	DESCRIPTION	YR(S)	VALUE	MOSAIC ACRONYM	APPENDIX VARIABLE NAME	SOURCE INDICATED IN REPORT**	COMMENTS
73	48	Telephone Ind.	Business Tels./100 pers. employed	1970	36.0	-	-	Calc. from 56-203	
74	48	"	"	1979	45.9	-	-	"	
75	48	"	Residential Tels/100 households	1970	117.0	-	-	"	
76	48	"	"	1979	143.6	-	-	"	
77	48	Cable TV	Cable Subscribers/100 households	1970	19.7	-	-	Calc. from 56-205	
78	48	"	"	1979	52.9	-	-	"	
79	48	Telephone Ind.	Long Distance Calls/Capita	1970	21.3	-	-	Calc. from 56-203	
80	48	"	"	1979	50.8	-	-	"	
81	48	"	Bells increase in overseas calls	1980	22.7%	-	-	Resp. to Interrog.	Bell(Ont) 17Mar81-108
82	49	Cable TV	Growth in number of subscribers	70/79	250.9%	-	-	Calc. from 56-205	
83	49	Telephone Ind.	Increase in number of toll calls	70/79	164.1%	-	-	Calc. from 56-203	
84	49	"	Increase in Business Telephones	70/79	66.8%	-	-	"	
85	49	"	Increase in Residence Telephones	70/79	60.6%	-	-	"	
86	49	"	Increase in Local Calls	70/79	54.7%	-	-	"	
87	49	Canada Post	Increase in mail volume (all classes)	70/79	40.8%	-	-	no source	
88	49	Other Telecomm.	# Telegrams sent (volume growth)	70/79	- 71.7%	-	-	Calc. from 56-201	Telegrams decreased by 72%
89	49	National**	Increase in # of households (Can.)	70/79	30.9%	-	-	Calc. from 11-003	
90	49	"	Increase in # of Persons Employed (Can.)	70/79	30.9%	-	-	"	
91	49	"	Increase in population (Can.)	70/79	10.4%	-	-	"	
92	51	Telephone Ind.	Interest Charges as % of Op. Revenue	1979	11.6%	-	-	Calc. from 56-203	

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Data and Their Sources Contained in the Price Waterhouse Report of November 30, 1981

Source: Section V: "Carriage sub-sector"(continued)

ITEM #	PAGE	SECTOR, SUB-SECTOR, OR SUB-SECTOR COMPONENT*	DESCRIPTION	YR(S)	VALUE	MOSAIC ACRONYM	APPENDIX VARIABLE NAME	SOURCE INDICATED IN REPORT**	COMMENTS
93	54	Canada Post	Person Years (Mail Collection & Delivery)	81/82	22,377	-	-	no source	Estimate
94	54	"	Person Years (Mail Processing)	81/82	24,526	-	-	no source	"
95	54	"	Person Years (Marketing)	81/82	6,767	-	-	no source	"
96	54	"	Person Years (Other Functions)	81/82	6,186	-	-	no source	"
97	54	"	Trans&Comm. as % of Op. Expense	81/82	13%	-	-	no source	"

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Source: Section VI: "Equipment sub-sector"

ITEM #	PAGE	SECTOR, SUB-SECTOR, OR SUB-SECTOR COMPONENT*	DESCRIPTION	YR(S)	VALUE	MOSAIC ACRONYM	APPENDIX VARIABLE NAME	SOURCE INDICATED IN REPORT**	COMMENTS
1	64	Comm. Equipment ^{1/}	Shipments	1980	\$2319x10 ⁶	-	E1102	Report by IT&C	"Electrical & Electronic Ind. Statistical Summary 1980"
2	64	Office & Store Mach.	"	1980	\$ 795x10 ⁶	-	E1302	"	"
3	64	HH Radio & TV Equip.	"	1980	\$ 250x10 ⁶	-	E1402	"	"
4	64	Comm. Equipment ^{1/}	Apparent Market	1980	\$2872x10 ⁶	-	E1101	"	Calc./IT&C fr. StatsCan data
5	64	Office & Store Mach.	"	1980	\$1765x10 ⁶	-	E1301	"	"
6	64	HH Radio & TV Equip.	"	1980	\$ 713x10 ⁶	-	E1401	"	"
7	70	Comm. Equipment ^{1/}	% of Total Sales (10 largest companies)		≅ 80%	-	-	no source	} Year not specified. Presumably current year.
8	70	EDP Equipment	"		≅ 80%	-	-	no source	
9	71	"	% of Revenue going to Cdn. owned firms		6%	-	-	no source	
10	73	Comm. Equipment ^{1/}	Trade Deficit	1980	\$552.6x10 ⁶	-	E1105	Report by IT&C	"Electrical & Electronic Ind. Statistical Summary 1980"
11	73	Office & Store Mach.	" "	1980	\$970.0x10 ⁶	-	E1305	"	"
12	73	HH Radio & TV Equip.	" "	1980	\$462.6x10 ⁶	-	E1405	"	"
13	81	Office & Store Mach.	Apparent Dom. Market Growth (Ann.Aver)	70/80	18.5%	-	-	Calc. from IT&C	"
14	81	Comm. Equipment ^{1/}	" " " " "	70/80	16.5%	-	-	"	"
15	81	Electronic Cons.Goods	" " " " "	70/80	8.7%	-	-	"	"

^{1/} Communications Equipment (including components)

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Source: Section VII: "Content sub-sector"

ITEM #	PAGE	SECTOR, SUB-SECTOR, OR SUB-SECTOR COMPONENT*	DESCRIPTION	YR(S)	VALUE	MOSAIC ACRONYM	APPENDIX VARIABLE NAME	SOURCE INDICATED IN REPORT**	COMMENTS
1	88	Broadcasting	Op. Revenue, Priv. Radio Stns.	1979	\$ 356.2x10 ⁶	ROPPRA	-	56-204	
2	88	"	" , Priv. TV Stns.	1979	\$ 472.5x10 ⁶	ROPPTV	-	"	
3	88	"	" , CBC Radio & TV	1979	\$ 629.7x10 ⁶	PBTCBC + ROPCBC	-	"	Incl. Net Cost CBC Oper. pd. from Gen. Gov't. Rev.
4	88	Cinemas	Operating Revenue	1979	\$ 277.5x10 ⁶	-	E0705	63-207	
5	88	Film Distributors	"	1979	\$ 212.4x10 ⁶	-	E0706	"	
6	88	Film & Videotape Prod.	"	1979	\$ 139.6x10 ⁶	-	E0704	63-206	
7	88	Motion Picture Labs and Prod. Serv.	"	1979	\$ 35.1x10 ⁶	-	-	"	
8	88	Publishing Only	"	1979	\$ 730.9x10 ⁶	-	E0703	36-203	
9	88	Printing & Publishing	"	1979	\$1496.0x10 ⁶	-	E0702	"	Value of shipments of goods of own manufacture
10	88	Printing Only	"	1979	\$2225.4x10 ⁶	-	-	"	
11	88	Platemaking, Typesett. & Trade Bindery	"	1979	\$ 269.2x10 ⁶	-	-	"	
12	88	Sound Recording	"	1979	\$ 350.0x10 ⁶	-	-	Report by IT&C	"Sector Profile"
13	88	Broadcasting	Employment, Priv. Radio Stns.	1979	9069	NNPRA	-	56-204	
14	88	"	" , Priv. TV Stns.	1979	6365	NNPTV	-	"	
15	88	"	" , CBC Radio and TV	1979	12241	NNCBC	-	"	
16	88	Cinemas	Employment	1979	7279	-	-	63-207	
17	88	Film Distributors	"	1979	729	-	-	"	
18	88	Film & Videotape Prod.	"	1979	2165	-	E1004	63-206	All pd. employees exc. Freelancers

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Data and Their Sources Contained in the Price Waterhouse Report of November 30, 1981

Source: Section VII: "Content sub-sector"(continued)

ITEM #	PAGE	SECTOR, SUB-SECTOR, OR SUB-SECTOR COMPONENT*	DESCRIPTION	YR(S)	VALUE	MOSAIC ACRONYM	APPENDIX VARIABLE NAME	SOURCE INDICATED IN REPORT**	COMMENTS
19	88	Motion Picture Labs and Prod. Serv.	Full time or equivalent Employees	1979	696	-	-	63-206	All pd. employees exc. Freelancers
20	88	Publishing Only	" " " " "	1979	10128	-	E1003	36-203	
21	88	Printing & Publishing	" " " " "	1979	36350	-	E1002	"	
22	88	Printing Only	" " " " "	1979	48093	-	-	"	
23	88	Platemaking, Typesett. & Trade Bindery	" " " " "	1979	7839	-	-	"	
24	88	Sound Recording	" " " " "	1979	3500	-	-	Report by IT&C	"Sector Profile"
25	92	Newspapers	Daily Circulation	1980	5.4x10 ⁶	-	-	Roy. Comm on Newspap	Based on Stats Can data
26	92	Consumer Magazines	Circulation	1978	44.2x10 ⁶	-	-	87-625	
27	92	Cinemas	Paid Admissions	1979	98x10 ⁶	-	-	63-207	
28	92	Sound Recordings	Cdn. Made Rec. & Tapes sold (3.7/capita)	1980	84.6x10 ⁶	-	-	47-004	
29	93	Magazines	% of Pop. (with) PostSec. Ed. read Magazines	1978	73%	-	-	87-625	
30	93	Magazines	% of Pop. (without) " " " "	1978	53%	-	-	"	
31	93	Newspapers	% of Pop. (with) PostSec. Ed. read Newspapers	1978	91%	-	-	"	
32	93	Newspapers	% of Pop. (without) " " " "	1978	80%	-	-	"	
33	94	Sound Recording	% of Cdns. who listened to records in a particular week	1978	59.7%	-	-	87-615	
34	94	" "	(Ages 15-16) " " "	1978	90.2%	-	-	"	
35	94	" "	(Ages 17-19) " " "	1978	86.8%	-	-	"	
36	94	" "	(Ages 20-24) " " "	1978	79.1%	-	-	"	

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Source: Section VII: "Content sub-sector"(continued)

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37	94	Cinemas	% Pop.who paid to attend movie(s)	1973	38.0%	-	-	DOC Rep.(Arts&Cult.	"The Film Industry in Can." Bureau of Mgmt. Consulting
38	94	"	" (Ages 15-16) " " "	1973	58.0%	-	-	" "	"
39	94	"	" (Ages 17-19) " " "	1973	65.0%	-	-	" "	"
40	94	"	" (Ages 20-24) " " "	1973	63.0%	-	-	" "	"
41	94	Publishing	% of Circ.(Bus.Press periodicals)	1975	19.0%	-	-	87-625	Based on data from MacLean-Hunter Research Bureau
42	94	"	% of Advert. Revenue (Bus. Press)	1975	40%	-	-	87-625	"
43	94	Electronic Info.Serv.	Sales	1981	\$25-40x10 ⁶	-	-	Estimates by DOC	Based on variety of studies
44	94	Film & Videotape Prod	% Op.Rev. from sales to (Industry)	1979	19.3%	-	-	Calc. from 63-206	
45	94	" "	" " (Advert. Agencies)	1979	40.3%	-	-	"	
46	95	Broadcasting	% of Eng.Ch.-TV viewing by Francophones	79/80	19.0%	-	-	CBC Research Study	
47	95	Sound Recording	% of Rec. sold in Que. that were Eng.	1975	55.0%	-	-	DOC Report	Arts & Culture Branch
48	95	Books	% of Fr.lang. books publ. in Can. that were translations (new books only)	1976	21.2%	-	-	Calc. from 87-602	
49	101	Sound Recording	% of Rec.&Tape sales by For.Control Co.	1978	77.7%	-	-	87-615	
50	101	" "	% of Rev.(Rec.&Tapes) to For.Control Co.	1978	89.3%	-	-	"	
51	101	" "	% sales(Rec.&Tapes) of For.Control Co. from masters prod. in Can.	1978	5.1%	-	-	"	
52	101	Books	% of net book sales by For.Control Co.	1978	57.4%	-	-	Calc. from 87-601	
53	101	Cinemas	% of gross rev. by Famous Players(Amer.)		44. %	-	-	no source	Year not specified
54	104	Publishing	% Sales to Prov.Gov'ts by Eng.Lang.Pub.	1978	27.0%	-	-	87-601	

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Source: Section VII: "Content sub-sector"(continued)

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55	105	Broadcasting	CBC Deficit	81/82	\$582x10 ⁶	-	-	Est. by P.W. Assoc.	See Item 1 of Section X
56	105	Publishing	Tax Exemption to Publishers	81/82	\$200-300x10 ⁶	-	-	"	See Item 7 of Section X
57	105	Canada Post	Fed. expend. covering losses for publication mailings	81/82	\$190x10 ⁶	-	-	"	See Item 6 of Section X
58	105	Film&Videotape Prod.	National Film Board Deficit	81/82	\$45x10 ⁶	-	-	"	See Item 4 of Section X
59	106	Books	% Rev.from Book Sales(Pub. outside Can.)		72%	-	-	87-601	Year not specified
60	106	"	% " " " "(Pub. outside Can. plus books by For.Authors pub. in Can.)		84%	-	-	"	Year not specified
61	107	Periodicals	Revenues from imports		73%	-	-	87-625	Year not specified
62	107	Broadcasting	Eng.Lang TV viewing of imported programs	79/80	74%	-	-	CBC Research Report	79/80 Season
63	107	"	Fr.Lang TV viewing of imported programs	79/80	38%	-	-	"	"
64	107	"	Eng.Lang.TV viewing of imported programs excluding News,Sports & Pub.Affairs	79/80	≅ 90%	-	-	"	"
65	107	"	Imported music played on AM radio	1981	70%	-	-	Est. by P.W. Assoc.	Based on CRTC regulations
66	107	Electronic Info.Serv.	% Revenue from imports		80%	-	-	Est. by Nat'l. Lib.	Year not specified
67	107	Cinemas	% of film distribution rev. from imports	1979	97%	-	-	63-207	
68	107	Sound Recording	% of Record Albums imported	1978	92%	-	-	87-645	
69	107	"	% of Single Records(Sales ≥ \$10Million) that are imported	1978	84%	-	-	"	
70	107	Broadcasting	Trade Deficit for TV Programs		<\$50 x10 ⁶	-	-	no source	Year not specified
71	109	"	% audience choosing Cdn. news, pub.affairs & snorts prog. over similar U.S.programs	79/80	80%	-	-	Calculation	From Internal CBC Study
72	109	"	US Stns.% share of Eng.Lang.Stns. viewing time	79/80	29%	-	-	"	"

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73	109	Broadcasting	US Stns. % share of total viewing	79/80	23%	-	-	Calculation	From Internal CBC Study
74	112	Comm./Info. Sector	Advertising Expend. as % of GNP		1.2%	-	-	"Report of the Royal Comm. on Newspapers" page 74	Based on MacLean-Hunter Research Bureau data
75	112	Cable TV	Household penetration	1970	17%	-	-	CBC Research Study.	
76	112	"	"	1980	53%	-	-	"	
77	112	Comm. Equipment	Households with colour TV	1970	13%	-	E0405	"	
78	112	"	"	1980	77%	-	E0405	"	
79	112	"	Households with converters	1970	0%	-	-	"	
80	112	"	"	1980	16%	-	-	"	
81	112	"	Households with 2nd TV Set	1970	21%	-	-	"	
82	112	"	"	1980	36%	-	-	"	
83	113	Newspapers	% Growth of Circulation	70/80	17%	-	-	"Roy. Comm. on Newspaper"	Page 5
84	113	National**	% Growth in population	70/80	13%	-	-	"	"
85	113	"	% Growth in number of households	70/80	33%	-	-	"	"
86	113	Cinema	Ann. trips to cinema (Avg. Cdn.)	1950	16.9	-	-	} 62-207 & Stats Can. series 213-226	
87	113	"	"	1979	4.3	-	-		
88	113	Sound Recording	Net shipments/Rec.&Tapes mfrd. in Canada	1980	84.6x10 ⁶	-	-	47-004	
89	113	"	% Growth " " " "	70/80	91.8%	-	-	"	
90	113	"	(% Decrease) " " " "	78/80	(10.1%)	-	-	"	
91	114	Newspapers(Daily)	Advertising Expend. (30.7% of total)	1972	\$ 400x10 ⁶	-	-	"Roy. Comm. on Newspaper."	Based on data from MacLean-Hunter

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Source: Section VII: "Content sub-sector"(continued)

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92	114	Publishing	Cat.Dir.Mail Adver.Expend.(20.8% of tot.)	1972	\$271x10 ⁶	-	-	"Roy.Comm.onNewspap."	Based on data fr.MacLean-Hunter
93	114	Broadcasting	TV Advert.Expend. (12.7% of total)	1972	\$166x10 ⁶	-	-	"	"
94	114	"	Radio Advert.Expend. (11.1% of total)	1972	\$145x10 ⁶	-	-	"	"
95	114	Outdoor Advertising	Advert. Expend. (8.4% of total)	1972	\$109x10 ⁶	-	-	"	"
96	114	Publishing	Weeklies Advert. Exp. (5.4% of total)	1972	\$64x10 ⁶	-	-	"	"
97	114	Other Advertising	All other " " (11.4% of total)	1972	\$148x10 ⁶	-	-	"	"
98	114	Comm./Info. Sector	Total Advertising Expenditure	1972	\$1,303x10 ⁶	-	-	"	"
99	114	Newspapers(Daily)	Advertising Expend. (26.5% of total)	1980	\$936x10 ⁶	-	-	"	"
100	114	Publishing	Cat.Dir.Mail Advert.Exp.(19.4% of total)	1980	\$685x10 ⁶	-	-	"	"
101	114	Broadcasting	TV Advert. Expend. (17% of total)	1980	\$600x10 ⁶	-	-	"	"
102	114	"	Radio Advert. Expend. (11% of total)	1980	\$388x10 ⁶	-	-	"	"
103	114	Outdoor Advertising	Advert. Expend. (6.4% of total)	1980	\$225x10 ⁶	-	-	"	"
104	114	Publishing	Weeklies Advert. Exp. (4.9% of total)	1980	\$190x10 ⁶	-	-	"	"
105	114	Other Advertising	All other " " (14.3% of total)	1980	\$504x10 ⁶	-	-	"	"
106	114	Comm./Info. Sector	Total Advert. Expenditure	1980	\$3,528x10 ⁶	-	-	"	"
107	116	Comm. Equipment	Video Cassette Recorders in use (Can.)	1981	125,000	-	-	Tor. Star 21OCT.81	
108	116	" "	" " (US)	1981	3x10 ⁶	-	-	"	
109	120	Broadcasting	CBC Program Budget	81/82	\$477x10 ⁶	-	-	Est. by P.W.Assoc.	Incl. radio, though TV programming is major element.

NOTE: *SECTOR = COMM./INFO. SECTOR. **'NATIONAL' REFERS TO CANADIAN TOTAL
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 SUB-SECTOR COMPONENT - Example: "TELEPHONE INDUSTRY", "CABLE TV", "CANADA POST" and "OTHER TELCOMM"
 ARE SUB-SECTOR COMPONENTS OF THE "CARRIAGE" SUB-SECTOR.
 **ALL 5 DIGIT NUMBERS IN THIS COLUMN IDENTIFY STATISTICS CANADA CATALOGUES (e.g. 56-201)

Data and Their Sources Contained in the Price Waterhouse Report of November 30, 1981

Source: Section VIII: "Computer services sub-sector"

ITEM #	PAGE	SECTOR, SUB-SECTOR, OR SUB-SECTOR COMPONENT*	DESCRIPTION	YR(S)	VALUE	MOSAIC ACRONYM	APPENDIX VARIABLE NAME	SOURCE INDICATED IN REPORT**	COMMENTS
1	123	Comp.Serv.Industry	Operating Revenue	1979	\$638x10 ⁶	-	E0604	63-222	
2	123	"	% Rev. from Processing Services	1979	55.9%	-	-	no source	
3	123	"	% Rev. from Software	1979	21.3%	-	-	no source	
4	123	"	% Rev. from other services	1979	22.8%	-	-	no source	
5	123	"	Rev. of firms whose principal activity is sale or rental of EDP hardware		\$150x10 ⁶	-	-	Est. by DOC	
6	128	Comp.Serv.Sub-Sector	# of firms reporting to Stats Can	1979	689	-	-	63-222	
7	128	"	Rev. of 35 largest firms (%)	1979	80%	-	-	no source	
8	129	"	Rev. rec'd by Cdn owned companies	-	83%	-	-	I.T.&C Report	"Cdn.Computer Industry-Working Paper" July '80
9	130	Serv. Bureau Ind.	Trade Balance	-	\$30x10 ⁶	-	-	Est. in DOC Report	"Preliminary estimates of costs of computer use to 1990" - L.A. Shackleton July 1981
10	132	Comp.Serv.Industry	Employment-Average Annual growth rate	74/79	10%	-	-	63-222	
11	132	"	Employment	1979	14,400	-	E0904	"	
12	132	"	Employment-In-house data processing	-	110,000	-	-	Est. by DOC	L.A. Shackleton estimate
13	132	"	Sales Volume-Average Annual growth rate	74/79	25%	-	-	63-222	
14	132	Serv.Bureau Ind.	Annual growth rate	-	20%	-	-	Est.by Industry Sources	
15	132	"	Serv.Bureau share of EDP expenditure	1981	10-15%	-	-	no source	
16	135	Comp.Serv.Industry	Software as % of total costs	1985	85-90%	-	-	Private Report (Japan)	"The Impact of Microelectronics on Employment"

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Source: Section IX: "Common themes"

ITEM #	PAGE	SECTOR, SUB-SECTOR, OR SUB-SECTOR COMPONENT*	DESCRIPTION	YR(S)	VALUE	MOSAIC ACRONYM	APPENDIX VARIABLE NAME	SOURCE INDICATED IN REPORT**	COMMENTS
1	139	Carriage Sub-Sector	Employment (full time)	1980	162,000	-	E08	56-201, 56-203, 56-205 Can. Post Ann. Rep.	Chapt. V-Items #11, 12, 13 & 14
2	139	Content Sub-Sector	"	1980	85,000	-	E10	no source	
3	139	Equipment Sub-Sector	"	1980	53,000	-	E09(pt.)	43-205, 43-206, 42-215	
4	139	Comp. Serv. Sub-Sector	"	1980	14,000	-	E09(pt.)	63-222	
5	146	HH Radio&TV Equip.	Imports (less re-exports)	1980	\$530.6x10 ⁶	-	E1403	Report by IT&C	Survey by Bélanger, Chabot
6	146	Comm. Equipment ^{1/}	"	1980	\$1593.6x10 ⁶	-	E1403	"	
7	146	Office&Store Mach.	"	1980	\$1709.0x10 ⁶	-	E1303	"	
8	146	Service Bureau Ind.	"	1980	\$30.0x10 ⁶	-	-	Est. by DOC	
9	146	Publishing	" (Books)	1980	\$387.1x10 ⁶	-	-	no source	
10	146	"	" (Periodicals & Newspapers)	1980	\$283.2x10 ⁶	-	-	no source	
11	146	Cinemas	" (Motion pictures)	1979	\$90.0x10 ⁶	-	-	Est. using 63-207	
12	146	Broadcasting	" (TV programs)	1979	\$55.5x10 ⁶	-	-	DOC Report	
13	146	Sound Recording	" (Records & tapes)	1978	\$16.2x10 ⁶	-	-	no source	
14	146	"	" (Royalties & lease payments)	1978	\$32.3x10 ⁶	-	-	no source	
15	146	Comm./Info. Sector	"	1980	\$4728.0x10 ⁶	-	-	see comments	Sum of Items 5-14 (above)
16	146	National**	" (Canada)	1980	\$93443.0x10 ⁶	-	-	no source	

^{1/} Comm. Equipment (including components)

NOTE: *SECTOR = COMM./INFO. SECTOR. **'NATIONAL' REFERS TO CANADIAN TOTAL
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Data and Their Sources Contained in the Price Waterhouse Report of November 30, 1981

Source: Section IX: "Common themes" (continued)

ITEM #	PAGE	SECTOR, SUB-SECTOR, OR SUB-SECTOR COMPONENT*	DESCRIPTION	YR(S)	VALUE	MOSAIC ACRONYM	APPENDIX VARIABLE NAME	SOURCE INDICATED IN REPORT**	COMMENTS
17	146	HH Radio&TV Equip.	Exports	1980	\$68x10 ⁶	-	E1404	Report by IT&C	
18	146	Comm. Equipment ^{1/}	"	1980	\$1,041x10 ⁶	-	E1104	"	
19	146	Office & Store Mach.	"	1980	\$739x10 ⁶	-	E1304	"	
20	146	Service Bureau Ind.	"	1980	\$60x10 ⁶	-	-	no source	
21	146	Publishing	" (Books)	1980	\$55.3x10 ⁶	-	-	no source	
22	146	"	" (Periodicals&Newspapers)	1980	\$82.7x10 ⁶	-	-	no source	
23	146	Broadcasting	" (TV programs)	1979	\$8.5x10 ⁶	-	-	OOC Report	Survey by Bélanger, Chabot
24	146	Sound Recording	" (Records & tapes)	1978	\$9.4x10 ⁶	-	-	no source	
25	146	Comm./Info. Sector	"	1980	\$2,064x10 ⁶	-	-	see comments	Sum. of Items 1 -24 (above)
26	146	National**	" (Canada)	1980	\$90,258x10 ⁶	-	-	no source	
27	146	HH Radio&TV Equip.	Trade Balance	1980	-\$462.6x10 ⁶	-	E1405	Report by IT&C	See Item 12 Section VI
28	146	Comm. Equipment ^{1/}	"	1980	-\$552.6x10 ⁶	-	E1105	"	See Item 10 Section VI
29	146	Office & Store Mach.	"	1980	-\$970.0x10 ⁶	-	E1305	"	See Item 11 Section VI
30	146	Service Bureau Ind.	"	1980	\$30.0x10 ⁶	-	-	OOC Report	"Preliminary est. of costs" L.A. Shackleton
31	146	Publishing	" (Books)	1980	-\$332.3x10 ⁶	-	-	no source	
32	146	"	" (Periodicals & Newspapers)	1980	-\$200.5x10 ⁶	-	-	no source	
33	146	Cinemas	" (Motion pictures)	1979	-\$90.0x10 ⁶	-	-	no source	Excludes Canadian exports (which are small)

^{1/} Comm. Equipment (including components)

NOTE: *SECTOR = COMM./INFO. SECTOR. **'NATIONAL' REFERS TO CANADIAN TOTAL
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 SUB-SECTOR COMPONENT - Example: "TELEPHONE INDUSTRY", "CABLE TV", "CANADA POST" and "OTHER TELCOMM"
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Data and Their Sources Contained in the Price Waterhouse Report of November 30, 1981

Source: Section IX: "Common themes" (continued)

ITEM #	PAGE	SECTOR, SUB-SECTOR, DR SUB-SECTOR COMPONENT*	DESCRIPTION	YR(S)	VALUE	MOSAIC ACRONYM	APPENDIX VARIABLE NAME	SOURCE INDICATED IN REPORT**	COMMENTS
34	146	Broadcasting	Trade Balance (TV programs)	1979	-\$47.0x10 ⁶	-	-	DOC Report	Survey by Bélanger, Chabot
35	146	Sound Recording	" (Records & tapes)	1978	-\$6.8x10 ⁶	-	-	no source	
36	146	"	" (Royalties & lease payments)	1978	-\$32.3x10 ⁶	-	-	no source	Excludes any royalties & lease payments received
37	146	Comm./Info.Sector	"	1980	-\$2664.1x10 ⁶	-	-	see comments	Sum of Items 27-36. See also
38	146	National**	"	1980	-\$3185.0x10 ⁶	-	-	no source	Item 1 of Executive Summary
39	150	Cable TV	Mean Ann. % growth of Op. Rev.	70/79	21.5%	-	-	Calc. from 56-205	
40	150	Publishing Only	"	70/79	19.4%	-	-	Calc. from 36-203	
41	150	Film distributors	"	75/79	16.7%	-	-	Calc. from 63-207	
42	150	Office & Store Mach.	" (Manufacturers)	70/80	15.8%	-	-	Calc. from 42-216	
43	150	Sound Recording	"	70/80	15.6%	-	-	no source	
44	150	Broadcasting	" (Broadcasters)	70/79	14.7%	-	-	Calc. from 56-204	Inc.Fed.Appropriation for CBC
45	150	Telephone Ind.	"	70/80	14.4%	-	-	Calc. from 56-203	
46	150	Canada Post	"	70/80	14.3%	-	-	Calc. from Can.Post Ann.Rep.	Tot.Costs incl. deficit paid by Gov't.
47	150	Comm. Equip. Mfrs.	"	70/80	13.1%	-	-	Calc. from 43-206	
48	150	Other Telecomm.	"	70/79	13.1%	-	-	Calc. from 56-201	
49	150	Film & Videotape Prod.	"	75/79	12.1%	-	-	Calc. from 63-206	
50	150	Printing&Publishing	"	70/79	10.9%	-	-	Calc. from 36-203	
51	150	Computer Serv.Ind.	" (Sales&Rental of EDP Hardware)	74/79	8.7%	-	-	Calc. from 63-222	
52	150	Cinemas	"	75/79	7.1%	-	-	Calc. from 63-207	
53	150	HH Radio & TV Equip.	" (Manufacturers)	70/80	3.6%	-	-	Calc. from 43-205	

NOTE: *SECTOR = COMM./INFO. SECTOR. **NATIONAL' REFERS TO CANADIAN TOTAL

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SUB-SECTOR COMPONENT - Example: "TELEPHONE INDUSTRY", "CABLE TV", "CANADA POST" and "OTHER TELCOMM" ARE SUB-SECTOR COMPONENTS OF THE "CARRIAGE" SUB-SECTOR.

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Data and Their Sources Contained in the Price Waterhouse Report of November 30, 1981

Source: Section IX: "Common themes" (continued)

ITEM #	PAGE	SECTOR, SUB-SECTOR, OR SUB-SECTOR COMPONENT*	DESCRIPTION	YR(S)	VALUE	MOSAIC ACRONYM	APPENDIX VARIABLE NAME	SOURCE INDICATED IN REPORT**	COMMENTS
54	150	Computer Serv. Ind.	Mean Ann. % Growth of Op. Rev.	74/79	25.0%	-	-	Calc. from 63-222	
55	151	Cable TV	"	70/79	12.2%	-	-	Calc. from 56-205	
56	151	Computer Serv. Ind.	"	74/79	10.0%	-	-	Calc. from 63-222	
57	151	Publishing only	"	70/79	7.1%	-	-	Calc. from 36-203	
58	151	Film & Videotape Prod	"	75/79	6.5%	-	-	Calc. from 63-206	
59	151	Canada Post	"	70/80	4.1%	-	-	Calc. from Can.Post Ann. Rep.	
60	151	Broadcasting	"	70/79	3.9%	-	-	Calc. from 56-204	
61	151	Telephone Ind.	"	70/79	3.9%	-	-	Calc. from 56-203	
62	151	Printing&Publishing	"	70/79	1.9%	-	-	Calc. from 36-203	
63	151	Computer Serv. Ind.	" (Sales&Rental of EDP Hardware)	74/79	0.2%	-	-	Calc. from 63-222	
64	151	Other Telecomm.	"	70/79	- 0.6%	-	-	Calc. from 56-201	
65	151	Office&Store Mach.	"	70/79	- 0.9%	-	-	Calc. from 42-216	
66	151	Comm. Equipment ^{1/}	"	70/78	- 2.0%	-	-	Calc. from 43-206	
67	151	HH Radio&TV Equip.	"	70/79	- 7.9%	-	-	Calc. from 43-205	

1/ Communications Equipment (including components)

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Data and Their Sources Contained in the Price Waterhouse Report of November 30, 1981

Source: Section X: "Policy implications"

ITEM #	PAGE	SECTOR, SUB-SECTOR, OR SUB-SECTOR COMPONENT*	DESCRIPTION	YR(S)	VALUE	MOSAIC ACRONYM	APPENDIX VARIABLE NAME	SOURCE INDICATED IN REPORT**	COMMENTS
1	162	Comm./Info. Sector	Federal Gov't Spending	81/82	\$1814x10 ⁶	-	-	Est. by P.W. Assoc.	Sum. of Items 2-9 below See Item 2 - Exec. Summary
2	162	Broadcasting	" (C8C Deficit)	81/82	\$582x10 ⁶	-	-	"	See Item 55 of Section VII
3	162	Comm./Info. Sector	" (Spectrum Mgt.)	81/82	\$29x10 ⁶	-	-	"	
4	162	Film&Videotape Prod.	" (Nat'l. Film Board Deficit)	81/82	\$46x10 ⁶	-	-	"	
5	162	Comm./Info. Sector	" (Equip. R.&D. related Prog.)	81/82	\$140x10 ⁶	-	-	"	
6	162	Canada Post	" (Subsidy for Public Mailings)	81/82	\$190x10 ⁶	-	-	"	See Item 57 of Section VII
7	162	Publishing	(Sales Tax Exemption)	81/82	\$200x10 ⁶	-	-	"	See Item 56 of Section VII
8	162	Canada Post	(Canada Post Deficit)	81/82	\$540x10 ⁶	-	-	"	
9	162	Comm./Info. Sector	(Other)	81/82	\$87x10 ⁶	-	-	"	

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Statistics Framework Study

Working Document No. 3

APPENDIX 1

Exhibit 7-3: Frequency of Participation
in Certain Leisure Activities

FREQUENCY OF PARTICIPATION

IN CERTAIN LEISURE ACTIVITIES

LEISURE ACTIVITY	% of Total population 14 and over participating during month	Number of hours during a typical week during the last month for those who participated.				
		Less than 3 hours	3-7 hours	8-14 hours	15-29 hours	30 or more hours
		Number of times within last month				
		1	2	3	4	5 or more
Watching television.....	90.0%	17.7%	27.4%	25.6%	18.5%	10.2%
Listening to the radio.....	80.2	32.4	30.1	18.2	10.1	8.7
Reading newspapers, magazines for leisure..	72.9	51.5	34.3	10.0	2.4	1.0
Reading books for leisure.....	54.0	40.0	34.4	16.9	5.7	2.5
Listening to records, tapes or cassettes....	53.7	49.5	29.3	12.3	5.1	3.2
Attended a movie or other film.....	31.0%	46.9	27.8	12.8	6.2	6.1
Attended a sports event as a spectator.....	21.0	32.9	25.3	15.4	9.0	17.2
Attended a class.....	17.5	8.6	8.4	7.8	19.0	56.1
Visited a craft fair, festival, circus, zoo, or exhibition.....	16.2	67.8	20.1	6.7	2.5	2.4
Visited a cultural centre.....	16.1	43.7	25.3	10.6	6.7	12.1
Attended a musical performance or recital..	10.4	66.1	20.6	7.1	2.3	3.3
Attended a live theatre production, a ballet or other dance performance.....	6.8	70.6	17.1	6.3	2.3	3.0

Percentages for each activity are based on those respondents who indicated definitely that they participated in that activity. Non-participants in that activity and non-respondents to the question are both excluded. Statistics Canada advises that figures should be viewed with caution.

Source: Statistics Canada 87-630, 1976.



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