

2002 Canadian Cable Industry Loss Survey

For 143 Canadian Towns and Cities

Survey Conducted By Bush-Waterhouse Audit Services,
as a public service to the Canadian Cable Industry
Released 15, April, 2002

Summary - Our [ongoing research](#), combined with recently published data from Statistics Canada⁽¹⁾, have allowed us to provide a more accurate picture of the annual losses to the Canadian Cable Industry. Because of this major white-collar crime, we now believe that the Canadian Cable Industry is losing close to **\$1.16 Billion** annually, and not the **\$750** million previously reported in our 2001 industry survey. In turn, it represents a loss of over **\$81 million** to the Federal Government's Good and Services Tax.

City, Prov	Total Private Dwellings, 2001	Total Private Dwellings Estimated Stealing Cable, 2001	Total Annual Cable Industry Losses	Total Annual GST Losses
Toronto (Ont.)	1,671,087	334,217	\$200,530,440.00	\$14,037,131
Montréal (Que.)	1,473,491	294,698	\$176,818,920.00	\$12,377,324
Vancouver (B.C.)	786,277	157,255	\$94,353,240.00	\$6,604,727
Ottawa - Hull (Ont./Que.)	430,740	86,148	\$51,688,800.00	\$3,618,216
Edmonton (Alta.)	371,908	74,382	\$44,628,960.00	\$3,124,027
Calgary (Alta.)	368,532	73,706	\$44,223,840.00	\$3,095,669
Québec (Que.)	310,826	62,165	\$37,299,120.00	\$2,610,938
Winnipeg (Man.)	280,280	56,056	\$33,633,600.00	\$2,354,352
Hamilton (Ont.)	260,968	52,194	\$31,316,160.00	\$2,192,131
London (Ont.)	183,648	36,730	\$22,037,760.00	\$1,542,643
St. Catharines - Niagara (Ont.)	159,032	31,806	\$19,083,840.00	\$1,335,869
Kitchener (Ont.)	158,735	31,747	\$19,048,200.00	\$1,333,374
Halifax (N.S.)	153,353	30,671	\$18,402,360.00	\$1,288,165
Victoria (B.C.)	141,985	28,397	\$17,038,200.00	\$1,192,674
Windsor (Ont.)	124,097	24,819	\$14,891,640.00	\$1,042,415

Using Windsor, Ontario as an example - placing just 50% of non-customers receiving free cable on billing, would increase annual revenues by \$7.5 million and the value of their customer base⁽²⁾, by **\$41,000,000**.

⁽¹⁾ 2001 Canadian Census

⁽²⁾ based on recent Canadian customer acquisition values

City, Prov	Total Private Dwellings, 2001	Total Private Dwellings Estimated Stealing Cable, 2001	Total Annual Cable Industry Losses	Total Annual GST Losses
Oshawa (Ont.)	106,447	21,289	\$12,773,640.00	\$894,155
Saskatoon (Sask.)	94,688	18,938	\$11,362,560.00	\$795,379
Regina (Sask.)	80,772	16,154	\$9,692,640.00	\$678,485
Sherbrooke (Que.)	72,218	14,444	\$8,666,160.00	\$606,631
St. John's (Nfld.Lab.)	69,118	13,824	\$8,294,160.00	\$580,591
Greater Sudbury (Ont.)	68,823	13,765	\$8,258,760.00	\$578,113
Kingston (Ont.)	65,883	13,177	\$7,905,960.00	\$553,417
Chicoutimi - Jonquière (Que.)	65,118	13,024	\$7,814,160.00	\$546,991
Trois-Rivières (Que.)	64,486	12,897	\$7,738,320.00	\$541,682
Kelowna (B.C.)	62,675	12,535	\$7,521,000.00	\$526,470
Barrie (Ont.)	56,390	11,278	\$6,766,800.00	\$473,676
Thunder Bay (Ont.)	54,090	10,818	\$6,490,800.00	\$454,356
Abbotsford (B.C.)	52,552	10,510	\$6,306,240.00	\$441,437
Saint John (N.B.)	51,775	10,355	\$6,213,000.00	\$434,910
Moncton (N.B.)	48,940	9,788	\$5,872,800.00	\$411,096
Cape Breton (N.S.)	46,461	9,292	\$5,575,320.00	\$390,272
Guelph (Ont.)	46,254	9,251	\$5,550,480.00	\$388,534
Chatham-Kent (Ont.)	45,407	9,081	\$5,448,840.00	\$381,419
Peterborough (Ont.)	44,833	8,967	\$5,379,960.00	\$376,597
Sarnia (Ont.)	37,854	7,571	\$4,542,480.00	\$317,974
Nanaimo (B.C.)	37,578	7,516	\$4,509,360.00	\$315,655
Belleville (Ont.)	37,185	7,437	\$4,462,200.00	\$312,354
Kamloops (B.C.)	36,807	7,361	\$4,416,840.00	\$309,179
Brantford (Ont.)	34,881	6,976	\$4,185,720.00	\$293,000
Sault Ste. Marie (Ont.)	34,855	6,971	\$4,182,600.00	\$292,782
Kawartha Lakes (Ont.)	34,637	6,927	\$4,156,440.00	\$290,951
Prince George (B.C.)	34,436	6,887	\$4,132,320.00	\$289,262
Fredericton (N.B.)	34,347	6,869	\$4,121,640.00	\$288,515
Saint-Jean-sur-Richelieu (Que.)	33,897	6,779	\$4,067,640.00	\$284,735
Drummondville (Que.)	30,266	6,053	\$3,631,920.00	\$254,234
Lethbridge (Alta.)	29,277	5,855	\$3,513,240.00	\$245,927
Shawinigan (Que.)	28,543	5,709	\$3,425,160.00	\$239,761
Chilliwack (B.C.)	28,383	5,677	\$3,405,960.00	\$238,417
North Bay (Ont.)	27,722	5,544	\$3,326,640.00	\$232,865
Red Deer (Alta.)	27,136	5,427	\$3,256,320.00	\$227,942
Granby (Que.)	26,585	5,317	\$3,190,200.00	\$223,314
Medicine Hat (Alta.)	25,693	5,139	\$3,083,160.00	\$215,821
Norfolk (Ont.)	25,359	5,072	\$3,043,080.00	\$213,016
Cornwall (Ont.)	24,634	4,927	\$2,956,080.00	\$206,926

Mining The Millennium For Revenue Opportunities

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City, Prov	Total Private Dwellings, 2001	Total Private Dwellings Estimated Stealing Cable, 2001	Total Annual Cable Industry Losses	Total Annual GST Losses
Charlottetown (P.E.I.)	24,114	4,823	\$2,893,680.00	\$202,558
Vernon (B.C.)	22,949	4,590	\$2,753,880.00	\$192,772
Saint-Hyacinthe (Que.)	22,357	4,471	\$2,682,840.00	\$187,799
Rimouski (Que.)	22,197	4,439	\$2,663,640.00	\$186,455
Courtenay (B.C.)	21,980	4,396	\$2,637,600.00	\$184,632
Truro (N.S.)	19,547	3,909	\$2,345,640.00	\$164,195
Penticton (B.C.)	19,543	3,909	\$2,345,160.00	\$164,161
Brockville (Ont.)	19,092	3,818	\$2,291,040.00	\$160,373
Sorel-Tracy (Que.)	18,992	3,798	\$2,279,040.00	\$159,533
Timmins (Ont.)	18,806	3,761	\$2,256,720.00	\$157,970
Brandon (Man.)	17,966	3,593	\$2,155,920.00	\$150,914
Orillia (Ont.)	17,816	3,563	\$2,137,920.00	\$149,654
Victoriaville (Que.)	17,621	3,524	\$2,114,520.00	\$148,016
Salaberry-de-Valleyfield (Que.)	17,434	3,487	\$2,092,080.00	\$146,446
Leamington (Ont.)	17,167	3,433	\$2,060,040.00	\$144,203
Rouyn-Noranda (Que.)	17,018	3,404	\$2,042,160.00	\$142,951
Duncan (B.C.)	16,407	3,281	\$1,968,840.00	\$137,819
Prince Albert (Sask.)	16,040	3,208	\$1,924,800.00	\$134,736
New Glasgow (N.S.)	15,937	3,187	\$1,912,440.00	\$133,871
Joliette (Que.)	15,845	3,169	\$1,901,400.00	\$133,098
Wood Buffalo (Alta.)	15,187	3,037	\$1,822,440.00	\$127,571
Moose Jaw (Sask.)	15,020	3,004	\$1,802,400.00	\$126,168
Midland (Ont.)	14,837	2,967	\$1,780,440.00	\$124,631
Campbell River (B.C.)	14,284	2,857	\$1,714,080.00	\$119,986
Val-d'Or (Que.)	14,060	2,812	\$1,687,200.00	\$118,104
Grande Prairie (Alta.)	13,997	2,799	\$1,679,640.00	\$117,575
Owen Sound (Ont.)	13,931	2,786	\$1,671,720.00	\$117,020
Woodstock (Ont.)	13,743	2,749	\$1,649,160.00	\$115,441
Baie-Comeau (Que.)	12,831	2,566	\$1,539,720.00	\$107,780
Stratford (Ont.)	12,642	2,528	\$1,517,040.00	\$106,193
Alma (Que.)	12,254	2,451	\$1,470,480.00	\$102,934
Thetford Mines (Que.)	12,235	2,447	\$1,468,200.00	\$102,774
Sept-Îles (Que.)	11,964	2,393	\$1,435,680.00	\$100,498
Saint-Georges (Que.)	11,810	2,362	\$1,417,200.00	\$99,204
Parksville (B.C.)	11,727	2,345	\$1,407,240.00	\$98,507
Port Alberni (B.C.)	11,268	2,254	\$1,352,160.00	\$94,651
Magog (Que.)	11,197	2,239	\$1,343,640.00	\$94,055
Cold Lake (Alta.)	10,923	2,185	\$1,310,760.00	\$91,753
Kentville (N.S.)	10,807	2,161	\$1,296,840.00	\$90,779

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Pembroke (Ont./Que.)	10,576	2,115	\$1,269,120.00	\$88,838
Bathurst (N.B.)	10,498	2,100	\$1,259,760.00	\$88,183
Corner Brook (Nfld.Lab.)	10,472	2,094	\$1,256,640.00	\$87,965
Williams Lake (B.C.)	10,424	2,085	\$1,250,880.00	\$87,562
Cranbrook (B.C.)	10,357	2,071	\$1,242,840.00	\$86,999
Rivière-du-Loup (Que.)	10,269	2,054	\$1,232,280.00	\$86,260
Quesnel (B.C.)	10,261	2,052	\$1,231,320.00	\$86,192
Edmundston (N.B.)	9,904	1,981	\$1,188,480.00	\$83,194
Powell River (B.C.)	9,329	1,866	\$1,119,480.00	\$78,364
Whitehorse (Yuk.)	9,147	1,829	\$1,097,640.00	\$76,835
Amos (Que.)	8,849	1,770	\$1,061,880.00	\$74,332
Collingwood (Ont.)	8,515	1,703	\$1,021,800.00	\$71,526
Portage la Prairie (Man.)	8,194	1,639	\$983,280.00	\$68,830
Lloydminster (Alta./Sask.)	8,106	1,621	\$972,720.00	\$68,090
Terrace (B.C.)	7,868	1,574	\$944,160.00	\$66,091
Grand Falls-Windsor (Nfld.Lab.)	7,792	1,558	\$935,040.00	\$65,453
Yorkton (Sask.)	7,790	1,558	\$934,800.00	\$65,436
Matane (Que.)	7,732	1,546	\$927,840.00	\$64,949
Swift Current (Sask.)	7,527	1,505	\$903,240.00	\$63,227
North Battleford (Sask.)	7,442	1,488	\$893,040.00	\$62,513
Dawson Creek (B.C.)	7,288	1,458	\$874,560.00	\$61,219
Cobourg (Ont.)	7,142	1,428	\$857,040.00	\$59,993
Kenora (Ont.)	7,064	1,413	\$847,680.00	\$59,338
Campbellton (N.B./Que.)	6,860	1,372	\$823,200.00	\$57,624
Summerside (P.E.I.)	6,593	1,319	\$791,160.00	\$55,381
Yellowknife (N.W.T.)	6,514	1,303	\$781,680.00	\$54,718
Prince Rupert (B.C.)	6,418	1,284	\$770,160.00	\$53,911
Fort St. John (B.C.)	6,385	1,277	\$766,200.00	\$53,634
Camrose (Alta.)	6,340	1,268	\$760,800.00	\$53,256
Tillsonburg (Ont.)	6,153	1,231	\$738,360.00	\$51,685
Elliot Lake (Ont.)	6,148	1,230	\$737,760.00	\$51,643
Port Hope and Hope (Ont.)	6,125	1,225	\$735,000.00	\$51,450
Dolbeau-Mistassini (Que.)	6,045	1,209	\$725,400.00	\$50,778
La Tuque (Que.)	5,812	1,162	\$697,440.00	\$48,821
Haileybury (Ont.)	5,624	1,125	\$674,880.00	\$47,242
Petawawa (Ont.)	5,565	1,113	\$667,800.00	\$46,746
Squamish (B.C.)	5,471	1,094	\$656,520.00	\$45,956
Hawkesbury (Ont./Que.)	5,312	1,062	\$637,440.00	\$44,621
Lachute (Que.)	5,245	1,049	\$629,400.00	\$44,058

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Thompson (Man.)	5,208	1,042	\$624,960.00	\$43,747
Cowansville (Que.)	5,164	1,033	\$619,680.00	\$43,378
Estevan (Sask.)	5,099	1,020	\$611,880.00	\$42,832
Gander (Nfld.Lab.)	5,093	1,019	\$611,160.00	\$42,781
Wetaskiwin (Alta.)	4,707	941	\$564,840.00	\$39,539
Brooks (Alta.)	4,379	876	\$525,480.00	\$36,784
Kitimat (B.C.)	4,230	846	\$507,600.00	\$35,532
Labrador City (Nfld.Lab.)	3,695	739	\$443,400.00	\$31,038

Totals 9,662,240 1,932,448 **\$1,159,468,800.00** **\$81,162,816**

Municipal Dwelling Data Source: Statistics Canada 2001 Census Data
Theft Rate Percentages: Property Assessment Data and Field Audit Reports



Our Top Priority Is Customer Satisfaction

Loss Prevention and Recovery is our mandate within the industry. Our courteous, and resourceful, auditors focus on Customer Care Management as their prime directive.

We hope this survey will encourage you to take action and outsource your Loss Prevention and Recovery requirements. If you have comments or questions about our products and services, or simply want more information, please contact us.

Visit us at <http://Bush-Waterhouse.Com> and go to <http://www.google.ca> we are the #1 resource site for Cable Law