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The Daily

Statistics Canada

Thursday, July 31, 2003
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MAJOR RELEASES

OTHER RELEASES

NEW PRODUCTS

RELEASE DATES: August 2003

MAJOR RELEASES

Radio listening

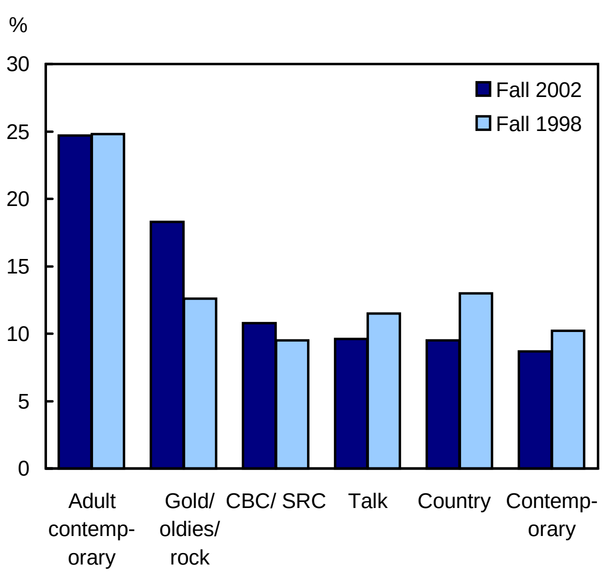
Fall 2002

Public radio posted steady growth in listeners over the past five years, rising from sixth place to third among Canadians' listening choices in the fall of 2002. At the same time, the gap in listening time continued to widen between teenagers aged 12 to 17 and adults aged 18 and over.

English- and French-language Canadian Broadcasting Corporation stations rose from 9.5% of audience share in 1998 to nearly 11% in 2002, taking third place overall. This spot was the longtime domain of country music, until it was pushed out by talk radio in 2001.

Public broadcasting's audience share grew in all provinces except Prince Edward Island, where the number actually declined, and Newfoundland and Labrador and Saskatchewan, where it has remained fairly steady over the past five years.

Public radio (CBC/SRC) rose from the sixth to the third position during the last five years



The same trend was evident in both linguistic groups. BBM survey data show anglophones increased their listening time to public radio from 10.5% to 11.4% over the past five years, and francophones, from 6.7% to 9.5%.

Note to readers

The results in this release are based on a survey of 82,344 Canadians aged 12 and older. The data on listening cover seven specific days and were collected using a log-type questionnaire over an eight-week period from September 2 to October 27, 2002. While the return rate, at 44.4%, is modest by Statistics Canada standards, it is in line with Canadian and international broadcasting industry practice for audience measurement. It is recommended that the data be interpreted with caution.

The radio project of the Culture Statistics Program is a joint endeavour of the Canadian Radio-Television and Telecommunications Commission (CRTC), the Department of Canadian Heritage, and Statistics Canada.

The Statistics Canada radio listening data bank integrates files from a variety of sources. The basic listening data are acquired from the BBM Bureau of Measurement and include the demographic characteristics of survey respondents. The information on specific radio station formats is provided by the CRTC.

Public radio gained listeners from both younger and older age groups. While teenagers' share of listening remained low, it increased from 1.5% in 1998 to 2.0% in 2002. The adult male share rose from 9.3% to 10.3%, and the adult female share, from 10.6% to 12.1%.

An aging population and an increasing number of people with a postsecondary education are among the reasons for public radio's gain in listeners. Its popularity increases by age group, reaching 22.1% of listening time among men aged 65 and older, and 23.5% among women of the same age. Attraction to public radio also increases with level of education.

Country music lost more than a quarter of the market share it had in 1998, falling from 13.0% to 9.5% of total listening. This decline was observed in every province, although to differing degrees.

The largest drops were reported in Newfoundland and Labrador and Saskatchewan, but despite the sharp decreases, residents of these two provinces and Prince Edward Island continued to make country music their number one choice.

Stations offering a music format captured the lion's share of total listening, at 70% overall. The adult contemporary format, with a quarter of total listening share, continued to rank as Canadians' first choice, but the gap between that format and the number two gold/oldies/rock (18.3%) narrowed over the last five years.

American stations accounted for only 3.0% of Canadians' total listening, the same proportion as five years ago.

Gap in listening time between teens and adults continues to widen

Men and women aged 18 and over spent the same amount of time each — just over 21 hours a week — listening to the radio, about the same as they did in 1998. In contrast, people aged 12 to 17 reduced their listening time by more than an hour and a half, from 11 hours a week in 1998 to 9.4 hours in 2002, widening the gap between teens and adults.

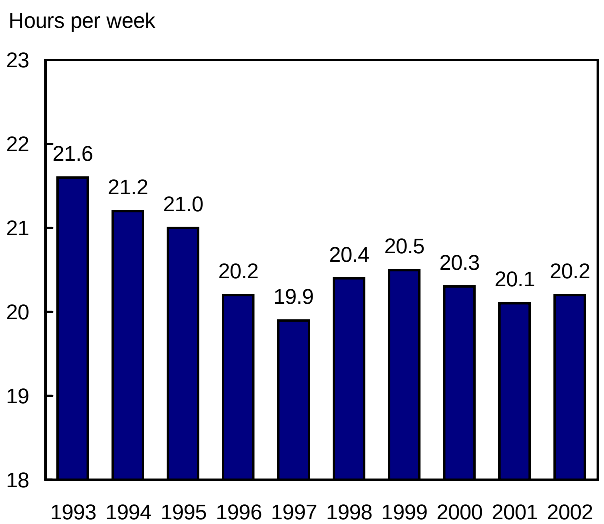
Young adults aged 18 to 24 also reduced their listening time, but not by as much as teenagers.

Prince Edward Island leads in radio listening for second straight year

Despite competition from other forms of entertainment, radio listening continues to capture a significant share of Canadians' time. In the fall of 2002, Canadians spent an average 20.2 hours a week listening to the radio, a figure which has not changed in the last five years.

Prince Edward Island led in radio listening for the second consecutive year, with an average of 22.2 hours a week. British Columbia had the lowest rate, at 18.3 hours a week.

Listening time has been consistent over the past five years



Quebec anglophones post largest drop in listening time

In the fall of 2002, Quebec anglophones listened to radio an average 21.2 hours a week, down two and a half hours from 1998, when they led the country in radio listening. This downturn occurred among both teenagers and adults, with teens dropping from 11.9 hours a week in 1998 to 8.9 hours a week in 2002, adult men dropping from 24.5 to 21.2 hours a week, and adult women dropping from 24.8 to 23.4 hours a week.

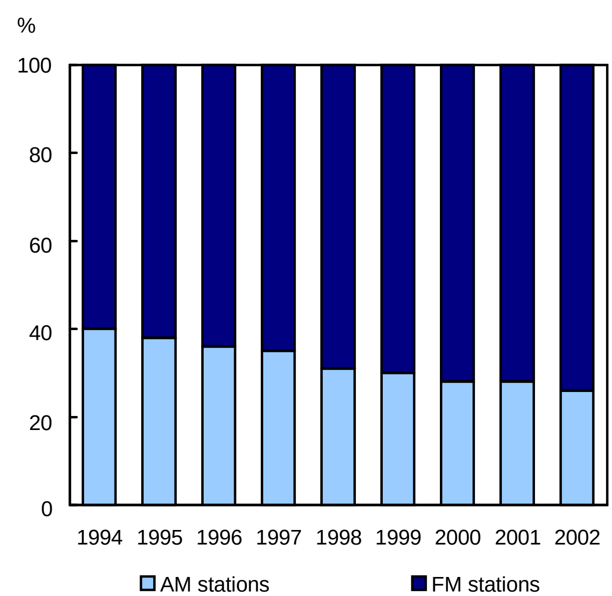
Broadcast language and audience language also play a role in the choice of radio stations. Overall, anglophones spend less than 1% of their listening time on French-language stations, whereas francophones listen to 11% of their radio programs in English.

Those proportions have not changed since 1998, even after the CRTC introduced regulations in 1999 requiring French stations to broadcast 65% French music every day and English stations to air 35% Canadian music.

FM listening time growing steadily

Over the last 10 years, listening to FM stations has grown at a phenomenal rate, at the expense of stations on the AM band. Because of their sound quality and radio content, FM stations have steadily expanded their market share and captured the majority of total listening time. In the fall of 2002, Canadians devoted nearly three quarters (74%) of their total listening time to FM stations.

FM listening time keeps increasing



The growth in the listening rate for FM stations is also reflected in their revenue. Data presented in *Broadcasting and telecommunications* (56-001-XIE, $10/$32) show that over the last two years, FM stations reported revenue increases of 7.4% in 2001 and 5.1% in 2002 while AM stations saw revenues fall 2.4% in 2001 and 3.3% in 2002.

Definitions, data sources and methods: survey number 3153.

Selected data from the Radio Listening Survey are now available in table format (87F0007XDB, $50). See *How to order products*. Data from this survey are also available by province. Special tabulations are available on a cost-recovery basis.

For general information or to order special or standard tables, contact Client Services (1-800-307-3382; *cult.tourstats@statcan.ca*). To enquire about the concepts, methods or data quality of this release, contact Lotfi Chahdi (613-951-3136; fax: 613-951-1333; *lotfi.chahdi@statcan.ca*), Culture, Tourism and the Centre for Education Statistics.

Average hours per week of radio listening
Fall 2001

	Canada	N.L.	P.E.I.	N.S.	N.B.	Que.			Ont.	Man.	Sask.	Alta.	B.C.
						English	French	Total					
Total population	**20.2**	**19.1**	**22.2**	**21.2**	**19.3**	**21.2**	**21.4**	**21.2**	**20.1**	**20.3**	**20.2**	**20.0**	**18.3**
Men													
18 and over	21.3	19.4	24.2	22.7	20.0	21.2	22.5	22.2	21.2	22.5	22.5	22.0	19.2
18 to 24	16.1	12.3	17.6	14.0	13.7	13.6	16.8	16.5	15.6	19.4	19.8	17.8	15.1
25 to 34	21.4	20.3	22.8	25.2	21.4	20.2	22.3	22.1	20.2	23.7	25.2	24.1	19.1
35 to 49	22.6	18.0	29.9	21.6	21.8	23.8	24.1	24.0	22.9	23.4	22.4	21.9	20.3
50 to 64	22.3	22.2	23.8	24.5	20.5	21.0	23.3	22.9	22.4	22.7	21.1	24.4	19.7
65 and over	21.3	23.5	15.2	24.2	18.8	22.6	22.5	22.1	21.5	21.8	23.1	19.4	19.8
Women													
18 and over	21.2	20.9	23.0	21.7	20.5	23.4	22.8	22.7	21.2	20.6	20.9	20.3	19.3
18 to 24	17.3	20.8	19.7	20.6	12.7	14.8	17.3	16.9	17.6	16.8	14.1	19.8	15.8
25 to 34	18.8	18.2	17.2	18.4	17.4	22.3	21.0	20.9	18.9	18.0	18.7	17.6	16.9
35 to 49	20.9	19.8	23.7	20.8	21.7	25.7	22.6	22.8	20.9	19.6	21.0	19.6	18.5
50 to 64	23.2	23.2	30.5	25.4	23.4	24.2	24.5	24.3	22.9	21.7	23.1	24.0	20.9
65 and over	23.9	22.1	15.9	22.9	22.5	24.7	25.6	25.2	24.1	25.6	23.6	20.5	23.0
Teens													
12 to 17	9.4	8.8	10.0	11.1	9.7	8.9	8.1	8.2	10.0	9.2	8.7	10.4	8.6

Note: *For Quebec, the language classification is based on the language spoken at home. The total column includes those respondents who did not reply to the question or who indicated a language other than English or French.*

Percentage share of radio listening by format
Fall 2002

	Canada	N.L.	P.E.I.	N.S.	N.B.	Que	Ont.	Man.	Sask.	Alta.	B.C.
Adult contemporary	24.7	18.5	34.1	22.6	21.8	33.3	28.5	8.9	19.7	18.6	7.7
Album-oriented-rock	1.5	6.1	-	-	-	2.9	0.2	4.1	1.9	4.0	-
Canadian Broadcasting Corporartion	10.8	13.1	19.2	18.7	15.7	9.6	9.2	11.4	11.1	8.7	16.2
Contemporary	8.7	7.7	0.1	-	0.1	17.6	4.8	8.7	4.2	10.7	6.8
Country	9.5	34.9	35.2	24.9	17.2	0.5	7.5	18.0	35.1	17.7	8.5
Dance	1.4	-	-	-	-	-	2.6	-	-	1.6	1.9
Easy listening	2.6	0.1	-	-	-	3.1	4.2	2.6	-	1.5	-
Gold/ oldies/ rock	18.3	13.0	10.8	31.3	21.4	9.2	18.3	22.3	16.3	18.5	33.6
Middle-of-the-road	3.2	-	-	-	2.1	3.5	5.3	0.9	-	1.9	0.3
Other	5.7	6.5	0.4	2.1	15.7	4.5	3.4	6.9	5.7	5.6	14.3
Sports	0.8	-	-	-	-	0.3	1.3	-	-	1.2	1.2
Talk	9.6	-	-	-	-	14.1	9.8	15.5	5.6	9.8	4.9
US stations	3.0	0.1	0.1	0.3	5.9	1.3	5.0	0.7	0.5	0.3	4.6
Total listening	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

\- *Nil or zero*

■

A decade of growth: The emerging geography of the new economy
1990 to 2000

Canada's high-tech revolution is disproportionately a "big city" phenomenon, according to a new study. During the 1990s, Ottawa cemented its position as a high-tech city. But Toronto was the true employment centre for firms in information and communications technology (ICT) industries. Calgary and Montréal enjoyed strong employment gains in research and development-intensive science industries.

During the 1990s, employment growth in Canada was fuelled by job gains in the technology sector. One out of every six jobs created during the decade was in the ICT sector. In Canada's largest cities, ICT industries accounted for 4 out of every 10 new jobs.

ICT firms important engine of job creation in large centres

In 1990, Canada's largest cities, those with over a million people, were home to about 63% of Canada's ICT workforce. ICT employment growth in these cities was rapid. By 2000, the largest cities accounted for almost 70% of ICT employment.

In contrast, the share of total employment in these largest centres stood at just under 45% in 1990 and 43% in 2000.

Not only were large cities a magnet for firms in the ICT sector, but these companies were an important source of employment creation in large centres.

During the 1990s, 4 out of 10 new jobs in large cities were created by businesses in the ICT sector. The contribution of such industries to local employment growth in these large cities cannot be overstated. These centres experienced lacklustre growth in total employment through the 1990s — an average increase of 8.2% compared with the national rate of 12.2%.

The growth of ICT industries in large cities is consistent with the general tendency for firms in new industries to locate in cities with larger populations. However, the size of the local economy is not the only factor that has a positive influence on the location decisions of ICT firms. The level of industrial diversity in a local economy also has an impact.

After controlling for differences in the size of local economies, cities with more diverse economies are the ones with larger shares of their local employment base in ICT industries. This suggests that new economy industries are drawn to large, diverse cities because these centres provide them with the wide variety of services and specialised labour that they require to grow.

Note to readers

This study is the third in a new analytical series that examines industrial transitions in the Canadian economy. It focusses on two groups of industries that are associated with the growth of the new economy. The first group is a collection of industries that the OECD refers to as the ICT sector. The second group is a different collection of science-based industries that make relatively large investments in research and development and skilled wokers, two important sources of industrial innovation.

The study profiles employment growth in ICT and science-based industries across provinces, urban and rural regions and individual cities during the 1990s.

For more information on Statistics Canada's research on the new economy, see A guide to research on the new economy (11-622-MIE2003001, free) on Statistics Canada's website (www.statcan.ca).

Ottawa cemented its position as a high-tech city during the 1990s

During the 1990s, Ottawa cemented its position as a high-tech city. However, Toronto was the true employment centre for firms in ICT industries.

In 2000, Ottawa led all other Canadian cities in terms of the percentage of its local workforce that was employed in the ICT sector. But Toronto's ICT workforce was four times the size of Ottawa's, and Toronto experienced faster ICT employment growth over the course of the decade.

ICT industries accounted for 9% of Ottawa's employed labour force in 2000, the largest share of all of Canada's urban centres. Yet, in absolute terms Toronto's ICT sector was much larger. Toronto was home to about 200,000 ICT workers, compared to just under 50,000 in Ottawa.

Montréal had the second largest ICT workforce in Canada, but at just under 90,000 workers, its local ICT sector was less than half the size of Toronto's.

Montréal, Calgary enjoyed largest job gains in science industries

ICT industries are not the only source of industrial innovation. Science-based industries contribute to economic growth via large investments in research and development and skilled workers.

This science group takes in a diverse range of production environments, from heavy manufacturing industries such as aircraft manufacturing, industrial chemicals and pharmaceuticals, to professional services such as architecture and engineering.

Calgary and Montréal enjoyed the largest employment gains in science industries. Between 1990 and 2000, Calgary increased the size of its science-based workforce by 18,000 workers, while Montréal's science sector grew by about 12,000 workers.

This report examines the geographic structure of Canada's high-tech landscape from 1990 to 2000 — a period of rapid growth in technology markets. Despite the restructuring of technology industries in the post-2000 period, these long-run employment gains remain largely intact.

The third research paper from the Canadian economy in transition series, *A decade of growth: The emerging geography of new economy industries in the 1990s* (11-622-MIE2003003, free) is now available on Statistics Canada's website (*www.statcan.ca*). From the *Our products and services* page, under *Browse our Internet publications*, choose *Free*, then *National accounts*. For more information on papers related to the growth and development of the new economy, see *Economic transitions* (*www.statcan.ca/english/studies/eaupdate/trans.htm*).

For more information, or to enquire about the concepts, methods or data quality of this release, contact Mark Brown (613-951-7292) or Guy Gellatly (613-951-3758), Micro-economic Analysis Division. ■

OTHER RELEASES

Stocks of frozen and chilled meats

July 2003

Total frozen and chilled red meat in cold storage at the opening of the first business day of July amounted to 91 116 metric tonnes, down 4% from 95 123 tonnes in June and up 14% from 79 601 tonnes in July 2002.

Available on CANSIM: tables 003-0005 and 003-0041.

Definitions, data sources and methods: survey number 3423.

The July 2003 issue of *Stocks of frozen and chilled meats* (23-009-XIE, free) is now available on Statistics Canada's website (*www.statcan.ca*). From the *Our products and services* page, under *Browse our Internet publications*, choose *Free*, then *Agriculture*.

For general information, call 1-800-465-1991. To enquire about the concepts, methods and data quality of this release, contact Barbara McLaughlin (902-893-7251; *barbara.mclaughlin@statcan.ca*), Agriculture Division. ■

Particleboard, oriented strandboard and fibreboard

May 2003

Data on particleboard, oriented strandboard and fibreboard are now available for May.

Available on CANSIM: table 303-0002.

Definitions, data sources and methods: survey number 2141.

The May 2003 issue of *Particleboard, oriented strandboard and fibreboard*, Vol. 39, no. 5 (36-003-XIB, $5/$47) is now available. See *How to order products*.

For more information, or to enquire about the concepts, methods or data quality of this release, contact the dissemination officer (1-866-873-8789; 613-951-9497; *manufact@statcan.ca*), Manufacturing, Construction and Energy Division ■

Aircraft movement statistics: Major airports

March 2003

The March 2003 monthly report, Vol. 1(TP141, free) is now available on Transport Canada's website (*http://www.tc.gc.ca/pol/en/Report/tp141e/tp141.htm*).

Note: The TP141 monthly report is issued in two volumes. Volume 1 presents statistics for the major Canadian airports (those with NAV CANADA air traffic control towers or flight service stations). Volume 2 presents statistics for the smaller airports (those without air traffic control towers). Both volumes are available free upon release at Transport Canada's website.

For more information about this website, contact Michel Villeneuve (613-990-3825; *villenm@tc.gc.ca*) or Sheila Rajani (613-993-9822; *rajanis@tc.gc.ca*), Transport Canada.

Definitions, data sources and methods: survey number 2715.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Kathie Davidson (613-951-0141; fax: 613-951-0010; *aviationstatistics@statcan.ca*), Transportation Division. ■

Domestic sales of refined petroleum products

June 2003 (Preliminary)

Sales of refined petroleum products totalled 7 812 900 cubic metres in June, unchanged from June 2002. Sales increased in four of the seven major product groups, with diesel fuel oil up 90 200 cubic metres or 4.9%. Heavy fuel oil fell 61 800 cubic metres or 9.7%. Motor gasoline sales rose 48 500 cubic metres or 1.4%.

Sales of regular non-leaded gasoline advanced 1.8% from June 2002, while sales of mid-grade fell 14.2% and those of premium rose 1.7%.

Year-to-date sales of refined petroleum products at the end of June increased 4.6% from the same period of 2002. Sales rose in six of the seven major product groups, with the largest increase in heavy fuel oil (729 100 cubic metres or +23.3%). Year-to-date sales of motor gasoline rose 305 400 cubic metres or 1.6% from the same period in 2002.

Sales of refined petroleum products

	June 2002[r]	June 2003[p]	June 2002 to June 2003
	Thousands of cubic metres		% change
Total, all products	**7 810.5**	**7 812.9**	**0.0**
Motor gasoline	3 369.5	3 418.0	1.4
Diesel fuel oil	1 845.4	1 935.6	4.9
Light fuel oil	183.5	186.0	1.4
Heavy fuel oil	634.2	572.4	-9.7
Aviation turbo fuels	473.8	463.0	-2.3
Petrochemical feedstocks[1]	439.0	354.6	-19.2
All other refined products	865.0	883.4	2.1
	Jan. to June 2002[r]	Jan. to June 2003[p]	Jan.–June 2002 to Jan.–June 2003
	Thousands of cubic metres		% change
Total, all products	**45 329.6**	**47 421.8**	**4.6**
Motor gasoline	19 073.2	19 378.6	1.6
Diesel fuel oil	10 824.0	11 395.3	5.3
Light fuel oil	2 848.8	3 200.7	12.4
Heavy fuel oil	3 131.8	3 860.9	23.3
Aviation turbo fuels	2 792.6	2 861.8	2.5
Petrochemical feedstocks[1]	2 295.0	2 223.9	-3.1
All other refined products	4 364.3	4 500.6	3.1

r *Revised figures.*
p *Preliminary figures.*
1 *Materials produced by refineries that are used by the petrochemical industry to produce chemicals, synthetic rubber and a variety of plastics.*

Available on CANSIM: table 134-0004.

Definitions, data sources and methods: survey number 2150.

For more information, or to enquire about the concepts, methods or data quality of this release, contact the dissemination officer (1-866-873-8789; 613-951-9497; *energ@statcan.ca*), Manufacturing, Construction and Energy Division. ■

Cancer survival statistics

Five-year observed and relative survival estimates are now available for prostate, breast, colorectal and lung cancer cases diagnosed in Canada, excluding Quebec, from 1992 to 1994 (mortality follow-up until 1999). Free tables on CANSIM provide the most current annual and grouped (3 years of data) survival statistics and are supplemented by background methodology, general interpretation and complementary information.

Available on CANSIM: tables 103-1501 to 103-1512.

Definitions, data sources and methods: survey numbers, including related surveys, 3207, 3233 and 3604.

The publication *Cancer survival statistics* (84-601-XIE, free) is now available on Statistics Canada's website (*www.statcan.ca*). From the *Our products and services* page, under *Browse our Internet publications*, choose *Free*, then *Health*.

For more information, contact Client Services (613-951-1746; *hd-ds@statcan.ca*). To enquire about the concepts, methods or data quality of this release, contact Larry Ellison (613-951-5244; *larry.ellison@statcan.ca*) or Ghislaine Villeneuve (613-951-1641; *ghislaine.villeneuve@statcan.ca*), Health Statistics Division. ■

NEW PRODUCTS

Analytical Studies Branch research paper series : Effects of business cycles on the labour market assimilation of immigrants, no. 203
Catalogue number 11F0019MIE2003203
(free).

The Canadian economy in transition: A decade of growth: The emerging geography of new economy industries in the 1990s, no. 3
Catalogue number 11-622-MIE2003003
(free).

Survey methodology, June 2003, Vol. 29, no. 01
Catalogue number 12-001-XPB ($30/$58).

Gross domestic product by industry, May 2003, Vol. 17, no. 05
Catalogue number 15-001-XIE ($11/$110).

Stocks of frozen and chilled meats, July 2003
Catalogue number 23-009-XIE
(free).

Particleboard, oriented strandboard and fibreboard, May 2003, Vol. 39, no. 05
Catalogue number 36-003-XIB ($5/$47).

Cancer Statistics,
Catalogue number 84-601-XIE
(free).

Radio listening data bank, Fall 2002
Catalogue number 87F0007XDB ($50).

All prices are in Canadian dollars and exclude sales tax. Additional shipping charges apply for delivery outside Canada.

Catalogue numbers with an -XIB or an -XIE extension are Internet versions; those with -XMB or -XME are microfiche; -XPB or -XPE are paper versions; -XDB or –XDE are electronic versions on diskette and -XCB or –XCE are electronic versions on compact disc.

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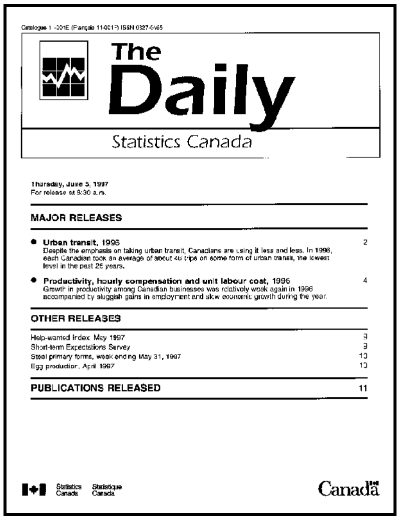
Catalogue 11-001E (Français 11-001F) ISSN 0827-0465

The Daily

Statistics Canada

Thursday, June 5, 1997
For release at 8:30 a.m.

MAJOR RELEASES

- **Urban transit, 1996** 2
  Despite the emphasis on taking urban transit, Canadians are using it less and less. In 1996, each Canadian took an average of about 45 trips on some form of urban transit, the lowest level in the past 25 years.
- **Productivity, hourly compensation and unit labour cost, 1996** 4
  Growth in productivity among Canadian businesses was relatively weak again in 1996 accompanied by sluggish gains in employment and slow economic growth during the year.

OTHER RELEASES

Statistics Canada Statistique Canada

Canada

Statistics Canada's official release bulletin

Catalogue 11-001-XIE.

Published each working day by the Communications Division, Statistics Canada,
10-H, R.H. Coats Bldg., Tunney's Pasture, Ottawa, Ontario K1A 0T6.

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RELEASE DATES: AUGUST 2003

(Release dates are subject to change.)

Release date	Title	Reference period
1	**Business Conditions Survey: Canadian manufacturing industries**	July 2003
5	**Building permits**	June 2003
5	**Goverment expenditure on culture**	July 2003
8	**Labour Force Survey**	July 2003
12	**New Housing Price Index**	June 2003
12	**Repetitive strain injury**	
12	**University tuition fees**	2003–2004
13	**New motor vehicle sales**	June 2003
14	**Canadian international merchandise trade**	June 2003
14	**Monthly Survey of Manufacturing**	June 2003
15	**Leading Indicators**	July 2003
18	**Canada's international transactions in securities**	June 2003
19	**Livestock Statistics**	
19	**Consumer Price Index**	July 2003
20	**Travel between Canada and other countries**	June 2003
20	**Wholesale trade**	June 2003
21	**Retail trade**	June 2003
22	**Field crop reporting series: July 31 estimates of production of principal field crops**	2003
26	**Employment Insurance**	June 2003
26	**Farm cash receipts**	Second quarter 2003
26	**Household Internet Use Survey**	2002
27	**Characteristics of international travellers**	First quarter 2003
27	**International travel account**	Second quarter 2003
27	**Quarterly financial statistics for enterprises**	Second quarter 2003
28	**Employment, earnings and hours**	June 2003
28	**Balance of international payments**	Second quarter 2003
28	**Industrial Product Price and Raw Materials Price Indexes**	July 2003
29	**Gross domestic product by industry**	June 2003
29	**National economic and financial accounts**	Second quarter 2003