



# The Daily

Statistics Canada

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## MAJOR RELEASES

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Radio has generally been holding its own in popularity among Canadians over the past five years, despite competition from other forms of entertainment.
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## MAJOR RELEASES

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### Radio listening

Fall 1995

Radio has generally been holding its own in popularity among Canadians over the past five years, despite competition from other forms of entertainment.

Canadians listened to the radio an average of 21.0 hours a week in the fall of 1995, only 30 minutes less than in the fall of 1991. That average listening time has fluctuated only slightly from year to year.

By comparison, in the fall of 1995, viewers spent 23.2 hours a week on average in front of the television, 30 minutes more than in the previous year. This halted an eight-year trend of modest declines in TV viewing.

Since 1991, radio has changed substantially, switching to formats that directly involve its audience. Between 1991 and 1995, the market share of talk shows rose 15%, while easy listening formats plunged 70%. At the same time, country music captured an additional 9% of market share.

#### Radio most popular with Quebecers

Quebecers have led all Canadians in the time they have spent listening to their radios since Statistics Canada started recording provincial breakdowns in 1986. In the fall of 1995, they listened an average of 22.0 hours a week.

Radio listening has been fairly constant over the past five years in most provinces, except British Columbia, where the lowest listening levels in Canada were recorded. Residents there spent only 18.6 hours a week listening in the fall of 1995, down from 20.9 hours in the fall of 1991.

Overall, women over the age of 18 listened to 22.2 hours of radio a week on average, slightly more than men of the same age, who recorded 21.8 hours.

Radio was far less popular among teenagers aged 12 to 17, who reported they listened only 11.0 hours a week, half the level of adults. However, after school hours, teen audience levels slightly surpassed those of adults.

#### Note to readers

*This release is based on a survey of 81,470 Canadians aged 12 and over, representing a population of about 25.4 million. They were asked to fill out a diary-type questionnaire for seven specific days within an eight-week period from September to October 1995. While the response rate of 50.1% is modest by Statistics Canada's standards, it is in line with Canadian and international broadcasting industry practice for audience measurement. Appropriate care in interpretation is recommended.*

*The radio project of the Culture Statistics Program is a joint venture involving the Marketing Analysis Division of the Canadian Radio-Television and Telecommunications Commission (CRTC), the Broadcasting Policy Branch of Canadian Heritage and the Culture Subdivision of Statistics Canada.*

*The Statistics Canada radio listening data bank integrates files from different sources. The underlying listening data were acquired from BBM Bureau of Measurement and include the demographic characteristics of the survey's respondents. The CRTC provides the information on the formats of specific stations.*

#### Adult contemporary and rock format still most popular

Music formats have consistently captured the largest share of listeners since 1986, but in recent years their share has been declining. In the fall of 1995, music formats accounted for 70% of the total market share, compared with 74% in the fall of 1991.

Even though the adult contemporary and rock format has lost 6% of the listening market since 1991, it was still the most popular format, accounting for more than a third (34%) of the listening market in 1995. Adult contemporary and rock is a combination of adult contemporary, gold, oldies and rock stations.

The country music format garnered the next largest market at 13%. With its growing popularity, talk format claimed third place with 12% of the market in the fall of 1995, compared with only 10% four years earlier. The Canadian Broadcasting Corporation (CBC), a separate format because of its non-commercial nature and its unique programming variety, was fourth with almost 10% of the total audience.

**Share of radio listening**

	Fall 1991	Fall 1992	Fall 1993	Fall 1994	Fall 1995	Fall 1991 to 1995 % change
	%					
<b>Music formats</b>	<b>73.7</b>	<b>73.7</b>	<b>71.6</b>	<b>71.3</b>	<b>70.1</b>	<b>-4.9</b>
Adult- contemporary/ gold/oldies/ rock	35.9	36.5	30.5	34.4	33.7	-6.1
Middle-of-the-road	7.2	7.3	7.1	6.9	6.9	-4.2
Country	12.3	13.3	14.3	13.7	13.4	8.9
Album-oriented- rock	10.6	10.0	10.3	5.6	6.1	-42.5
Contemporary	4.4	4.2	3.0	4.9	4.8	9.1
Easy listening	3.3	2.4	2.5	1.1	1.0	-69.7
Dance	..	..	3.9	4.7	4.2	..
<b>Other formats</b>	<b>26.3</b>	<b>26.3</b>	<b>28.4</b>	<b>28.7</b>	<b>29.9</b>	<b>13.7</b>
CBC	10.0	9.3	9.5	9.2	9.7	-3.0
Talk	10.4	10.4	8.6	12.1	12.0	15.4
Sports	..	..	3.2	0.5	0.5	..
U.S. stations	3.6	3.6	3.1	3.2	3.1	-13.9
Other	2.2	3.2	3.4	3.7	4.6	109.1
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	

.. Figure not available.

The country music format dominated in Prince Edward Island and Saskatchewan, where it captured 43% and 40% of the market respectively.

The talk format was more popular in Manitoba than elsewhere, accounting for a fifth of the total audience, followed by Quebec (18%) and British Columbia (13%).

**CBC most popular with university graduates**

Listening levels, particularly for the CBC, the adult contemporary and rock format and country music format, were heavily influenced by education and occupation.

The CBC attracted less than 5% of listeners with only grade-school education. But more than a quarter of university graduates (27%) and a fifth (21%) of senior managers and professionals said they listened to the CBC. Only 7% of senior managers said they listened to the country music format.

Country music and talk formats, on the other hand, were popular among homemakers and retired individuals, and those who reported grade-school education or less.

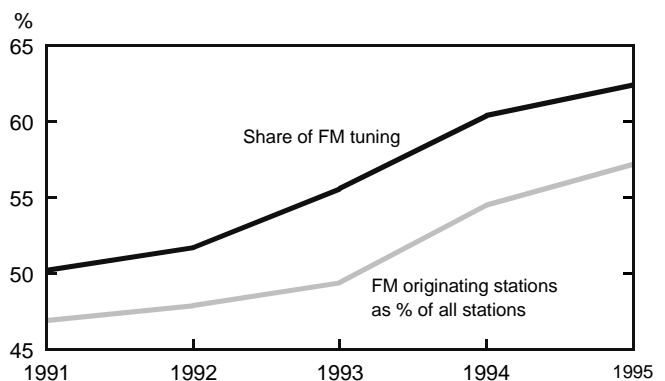
Adult contemporary and rock was the preferred format of all age groups and both sexes, with the exception of men and women over the age of 65.

**Popularity of FM stations growing rapidly**

In 1995, Canada had 817 originating radio stations. The term "originating" applies to stations broadcasting from a specific location and providing at least 50% of their own programming. Of these stations, 57% (467) were FM stations, compared with 47% in 1991. (Although the total included 6 AM and 20 FM originating stations in Yukon and the Northwest Territories, the data on listening in those areas were not available.)

Average weekly tuning showed an even more pronounced growth in the popularity of FM stations. They accounted for almost two-thirds of reported listeners (62%) in the fall of 1995.

**Average weekly tuning to FM stations has grown steadily since the fall of 1991**



Five years ago, AM and FM stations shared equal popularity. Current data show that FM stations lead all age and sex groups in popularity.

Tables presenting the breakdown of listening habits by format by province, format by audience, format by education level, and format by occupation are available for \$50. Custom tabulations are available on a cost-recovery basis.

For further information on this release, or to order tables, contact Lotfi Chahdi (613-951-3136; fax: 613-951-9040), Culture Statistics Program, Culture, Tourism and the Centre for Education Statistics. □

**Average hours per week of radio listening**

	Canada	Nfld.	P.E.I.	N.S.	N.B.	Que.	Ont.	Man.	Sask.	Alta.	B.C.
<b>Fall 1991</b>											
Men 18 +	21.7	18.6	22.8	21.1	20.5	22.7	21.6	20.3	21.7	21.8	21.2
Women 18 +	23.1	21.5	22.2	22.1	21.7	23.9	23.2	23.5	22.9	21.9	22.5
Teens 12-17	12.4	11.6	15.8	13.7	13.7	11.9	13.3	11.6	12.1	11.4	11.2
Total population	21.5	19.0	21.8	20.9	20.3	22.2	21.6	20.9	21.2	20.8	20.9
<b>Fall 1992</b>											
Men 18 +	21.5	18.6	23.9	20.1	19.4	22.6	21.5	20.9	22.9	22.6	19.8
Women 18 +	22.7	21.5	23.4	23.6	21.4	24.5	22.3	21.7	23.4	22.1	20.8
Teens 12-17	11.6	10.2	15.7	11.6	11.2	11.3	12.4	10.6	11.4	11.7	10.3
Total population	21.1	18.9	22.8	20.9	19.5	22.4	21.0	20.3	21.9	21.3	19.4
<b>Fall 1993</b>											
Men 18 +	22.1	20.6	23.7	21.3	18.4	23.5	22.2	21.1	22.4	21.9	20.5
Women 18 +	23.1	22.0	25.1	23.5	20.8	24.9	23.5	22.1	22.4	21.3	20.6
Teens 12-17	11.9	10.0	14.3	11.3	10.6	11.6	12.6	12.3	11.6	11.8	11.0
Total population	21.6	19.9	23.1	21.3	18.7	22.9	21.9	20.7	21.2	20.6	19.7
<b>Fall 1994</b>											
Men 18 +	22.1	20.3	20.4	21.9	19.5	23.4	22.1	21.0	23.3	22.6	20.3
Women 18 +	22.6	22.0	24.7	23.3	20.5	24.1	22.4	21.9	22.5	22.3	20.7
Teens 12-17	11.0	11.6	15.5	10.6	10.9	10.8	11.6	9.6	10.5	11.3	9.7
Total population	21.2	20.1	21.9	21.5	19.1	22.5	21.2	20.3	21.5	21.2	19.5
<b>Fall 1995</b>											
Men 18 +	21.8	20.1	20.7	22.0	19.8	22.7	22.1	20.8	22.4	22.7	19.5
Women 18 +	22.2	21.6	23.4	22.1	21.5	23.7	22.2	22.4	20.9	22.0	19.7
Teens 12-17	11.0	12.1	13.1	9.8	10.5	11.1	11.6	10.7	9.4	12.0	8.9
Total population	21.0	19.9	21.2	20.9	19.6	22.0	21.2	20.5	20.2	21.2	18.6



## OTHER RELEASES

### Employment insurance

November 1996 (preliminary)

The number of Canadians who received regular employment insurance (EI) benefits in November declined 2.6% to 681,000. Declines were recorded in all provinces and territories except Newfoundland. During the past six months, the number of beneficiaries has remained relatively unchanged.

Following a drop in October, regular benefit payments jumped 4.8% in November to \$780 million, to return a level similar to those recorded in August and September. Nine provinces and territories recorded increases, led by Quebec (+6.9%), Ontario (+9.8%) and British Columbia (+6.0%).

### Number of beneficiaries receiving regular benefits

	Nov. 1996	Oct. to Nov. 1996
	seasonally adjusted	
		% change
<b>Canada</b>	<b>680,810</b>	<b>-2.6</b>
Newfoundland	38,140	2.4
Prince Edward Island	9,720	-1.6
Nova Scotia	35,210	-1.8
New Brunswick	41,080	-1.3
Quebec	232,950	-2.8
Ontario	175,990	-2.0
Manitoba	16,660	-5.0
Saskatchewan	12,710	-9.7
Alberta	40,100	-6.0
British Columbia	75,410	-2.3
Yukon	1,180	-2.9
Northwest Territories	1,340	-3.5

The number of individuals who applied for employment insurance benefits declined 1.1% to 238,000, led by Quebec, Ontario and British Columbia. From May 1994 to April 1996, a slowly but consistently increasing trend in claims was recorded. Since then, claims have trended downward.

### Employment insurance

	Oct. 1996	Nov. 1996	Oct. to Nov. 1996
	seasonally adjusted		
			% change
Regular beneficiaries ('000)	699 <sup>P</sup>	681 <sup>P</sup>	-2.6
Regular payments (\$ millions)	744.0	780.0	4.8
Claims ('000)	241	238	-1.1
	Nov. 1995	Nov. 1996	Nov. 1995 to Nov. 1996
	unadjusted		
			% change
All beneficiaries ('000)	887 <sup>P</sup>	802 <sup>P</sup>	-9.6
Regular beneficiaries ('000)	669 <sup>P</sup>	602 <sup>P</sup>	-9.9
Claims ('000)	361	313	-13.2
Payments (\$ millions)	999.3	880.4	-11.9
	Year-to-date (January to November)		
	1995	1996	1995 to 1996
			% change
Claims ('000)	2,783	2,697	-3.1
Payments (\$ millions)	12,626.5	12,127.5	-4.0

<sup>P</sup> Preliminary figures.

**Note:** "All beneficiaries" includes all claimants paid regular benefits (e.g., due to layoff) or special benefits (e.g., due to illness).

**Available on CANSIM: matrices 26 (series 1.6), 5700-5717, 5735 and 5736.**

**Note:** Some of the discrepancy between the number of regular beneficiaries and the regular payments series can be explained by the difference in their time frames. The number of beneficiaries is based on a one-week census (the week containing the 15th of the month), whereas the benefit payments are the total amount of money received by individuals for the entire month.

For further information on this release, contact Michael Scrim (613-951-4090), Labour Division (fax: 613-951-4087; Internet: labour@statcan.ca). ■

## Crude oil and natural gas

### November 1996

In November, strong foreign and domestic demand resulted in a 5.7% increase in natural gas production compared with November 1995. This is the seventh consecutive monthly increase in 1996. Crude oil production rose 2.8% in November, and has been steadily growing since April.

Exports of crude oil continued to climb, and reached an all-time record level in November. Low reserves and improving economic conditions in the United States continued to boost demand. U.S. crude oil stocks remained unusually low, dropping to the lowest November level since 1976. Canadian crude oil has found a ready market in the United States, where a combination of reduced reliance on shipments from the Persian Gulf and declines in indigenous production has increased the demand for shipments from Canada.

Natural gas exports rose 9.6% from November 1995. Exports have been rising since 1991, mainly due to expanded pipeline capacity and growing demand for Canadian natural gas by U.S. electric utilities and residential users. Natural gas from Canada now accounts for over 12% of U.S. consumption.

Domestic sales of natural gas jumped 11.3% from November 1995. The increase was due to colder-than-normal temperatures experienced in much of the country, and greater demand by electric utilities and the chemical industry.

## Crude oil and natural gas

	Nov. 1995	Nov. 1996	Nov. 1995 to Nov. 1996
	'000 cubic metres		% change
<b>Crude oil and equivalent hydrocarbons<sup>1</sup></b>			
Production	9 465.4	9 726.5	2.8
Exports	5 241.3	6 010.8	14.7
Imports <sup>2</sup>	3 483.3	3 267.7	-6.2
Refinery receipts	7 722.4	7 513.5	-2.7

	millions of cubic metres		% change
<b>Natural gas<sup>3</sup></b>			
Marketable production	12 597.2	13 320.6	5.7
Exports	6 551.3	7 180.8	9.6
Canadian sales <sup>4</sup>	6 120.0	6 811.7	11.3

	Jan. to Nov. 1995	Jan. to Nov. 1996	Jan.-Nov. 1995 to Jan.-Nov. 1996
	'000 cubic metres		% change
<b>Crude oil and equivalent hydrocarbons<sup>1</sup></b>			
Production	104 582.7	106 749.9	2.1
Exports	55 810.2	59 009.2	5.7
Imports <sup>2</sup>	31 770.2	36 396.9	14.6
Refinery receipts	80 671.0	84 927.9	5.3

	millions of cubic metres		% change
<b>Natural gas<sup>3</sup></b>			
Marketable production	134 726.4	139 316.5	3.4
Exports	71 901.6	73 357.9	2.0
Canadian sales <sup>4</sup>	56 024.3	59 438.4	6.1

<sup>1</sup> Disposition may differ from production due to inventory change, industry own-use, etc.

<sup>2</sup> Crude oil received by Canadian refineries from foreign countries for processing. Data differ from International Trade Division estimates due to timing differences and the inclusion in "trade" of crude oil landed in Canada for future re-export.

<sup>3</sup> Disposition may differ from production due to inventory change, usage as pipeline fuel, pipeline losses, line-pack fluctuations, etc.

<sup>4</sup> Includes direct sales.

### Available on CANSIM: matrices 530 and 539.

The November 1996 issue of *Crude petroleum and natural gas production* (26-006-XPB, \$18/\$180) will be available in February. See *How to order publications*.

For further information on this release, contact David Roeske (613-951-3563; Internet:

roesdav@statcan.ca), Energy Section, Industry Division. ■

## Asphalt roofing

December 1996

Production of asphalt shingles totalled 3 112 688 metric bundles in December, a 190.0% increase from 1 073 373 metric bundles produced a year earlier.

From January to December 1996, production amounted to 41 036 273 metric bundles, a 25.9% increase from 32 585 557 metric bundles produced during the same period in 1995.

**Available on CANSIM: matrices 32 and 122 (series 27).**

The December 1996 issue of *Asphalt roofing* (45-001-XPB, \$6/\$60) will be available shortly. See *How to order publications*.

For further information on this release, contact Liisa Pent (613-951-3531; Internet: pentlii@statcan.ca), Industry Division. ■

## Steel primary forms

Week ending January 25, 1997 (preliminary)

Steel primary forms production for the week ending January 25 totalled 290 714 tonnes, up 22.7% from

the week-earlier 236 940 tonnes and up 1.5% from the year-earlier 286 492 tonnes.

The cumulative total at the end of the week was 931 462 tonnes, a 1.9% decrease from 949 218 tonnes for the same period in 1996.

For further information on this release, contact Greg Milsom (613-951-9827; Internet: milsomg@statcan.ca), Industry Division. ■

## Trends in the business population

Fourth quarter 1996

The last quarter of 1996 saw the number of Canadian employer businesses increasing slightly. This business population count increased by 0.11% from the third quarter, to a total of 928,807.

The seasonally adjusted number of Remitting Payroll Deduction Accounts recorded gains in both territories and all provinces west of Quebec; all other provinces posted losses. Newfoundland recorded the greatest loss (-1.10%), while Alberta recorded the largest gain (+0.72%).

For further information on this release, contact Des Beckstead (613-951-6199), Business Register Division. ■

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## PUBLICATIONS RELEASED

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**Survey methodology**, December 1996, vol. 22, no. 2  
**Catalogue number 12-001-XPB**  
(Canada: \$45; United States: US\$50; other countries: US\$55).

**Primary metal industries**, 1994  
**Catalogue number 41-250-XPB**  
(Canada: \$38; United States: US\$46; other countries: US\$54).

**Gas utilities**, October 1996  
**Catalogue number 55-002-XPB**  
(Canada: \$16/\$160; United States: US\$20/US\$200; other countries: US\$23/US\$230).

**Quarterly financial statistics for enterprises**, third quarter 1996  
**Catalogue number 61-008-XPB**  
(Canada: \$33/\$110; United States: US\$40/US\$132; other countries: US\$47/US\$154).

**Department store sales and stocks**, November 1996  
**Catalogue number 63-002-XPB**  
(Canada: \$16/\$160; United States: US\$20/US\$192; other countries: US\$23/US\$224).

**Wholesale trade**, November 1996  
**Catalogue number 63-008-XPB**  
(Canada: \$18/\$180; United States: US\$22/US\$216; other countries: US\$26/US\$252).

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