



# The Daily

Statistics Canada

Thursday, February 5, 1998

For release at 8:30 a.m.

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## MAJOR RELEASES

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- **Television and radio audiences, fall 1996** 2  
Canadians spent less time glued to their televisions and radios in the fall of 1996. On average, they spent almost half an hour less in front of the tube, while they listened almost an hour less to the radio.

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## OTHER RELEASES

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Help-wanted Index, January 1998	6
Non-residential building construction price indexes, fourth quarter 1997	6
Steel primary forms, week ending January 31, 1998	7
Sugar sales, fourth quarter 1997	7

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## PUBLICATIONS RELEASED

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## MAJOR RELEASES

### Television and radio audiences

Fall 1996

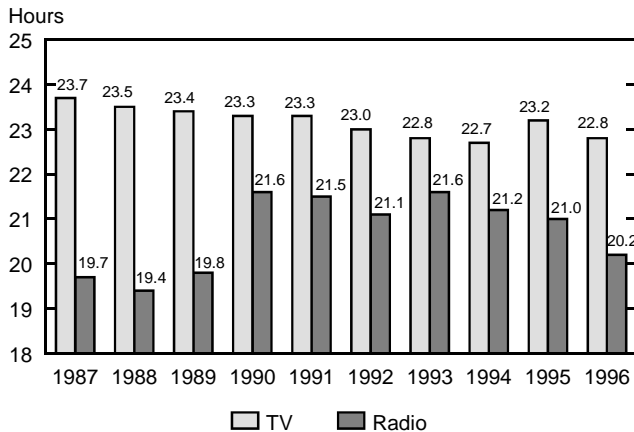
Canadians spent less time glued to their televisions and radios in the fall of 1996. Compared with 1995, on average, they spent almost half an hour less per week in front of the tube, and they listened almost an hour less a week to the radio.

Viewers watched television an average of 22.8 hours a week in the fall of 1996. The decline returns television viewing to more customary levels following a jump in 1995 to an average of 23.2 hours a week that was attributed to the introduction of eight speciality cable channels.

The decline in the television viewing was led by residents of Alberta who spent an average of two hours less each week in front of the screen than during the fall of 1995. Historically, Albertans already have one of the lowest viewing levels in the country.

For radio, however, it was the third straight year of declining audiences. Canadians tuned in an average of 20.2 hours a week in 1996, nearly an hour less than 21.0 hours in 1995 and almost 90 minutes less than the peak of 21.6 in 1993.

Average number of hours a week tuned in to television and radio



#### Francophone Quebecers watch the most television

Over the past three years, Quebecers have been the provincial group that watched the most television. Within the province, however, viewing time varies

#### Note to readers

The Culture Statistics Program's Radio and Television Project is a joint undertaking of the Market Analysis Division at the Canadian Radio-television and Telecommunications Commission (CRTC), the Broadcasting Services Policy Branch at Canadian Heritage, and the Culture Sub-division at Statistics Canada.

Statistics Canada's databanks on television viewing and radio listening are made up of files from a number of sources. Basic viewing/listening data are acquired from the BBM Bureau of Measurement. They include the demographics of survey respondents and the schedules of most television stations that have signals that are picked up in Canada.

Information on particular radio station formats is provided by the CRTC. For television, CRTC personnel prepare a file that gives the characteristics of each program broadcast during the survey target period. The major characteristics dealt with are: content (i.e., news, public affairs, drama, religious programming); language; country of origin; and deemed percentage of Canadian content. The final file, which is retained by Statistics Canada, also indicates the network affiliation and geographic location of each television station.

Survey data have been collected from a sample of Canadians aged 2 and over in the case of television and 12 and over in the case of radio. Viewing/listening data cover seven set days and were collected using a journal-type questionnaire over a period of four weeks in November 1996 (television) and eight weeks in September and October 1996 (radio).

Another organization, Nielsen Media Research, collects weekly data on television viewing, using an electronic meter. This firm estimates the average viewing rate for the entire 1996-97 season at 22.0 hours per week, compared with 22.8 hours per week as reported by the BBM for the four weeks covered by the survey in the fall of 1996. In contrast to BBM data, however, Nielsen's data do not include time spent watching rented or purchased videotapes.

a great deal depending on language. In the fall of 1996, Francophones in Quebec posted the highest weekly viewing level (26.6 hours), 4 hours more than Anglophone Quebecers.

In each age-sex group, Francophone Quebecers spent more time watching television than their Anglophones counterparts, except for men aged 18 to 24 and teens aged 12 to 17. Nova Scotia and New Brunswick were in second and third places respectively behind Quebec.

At the other extreme, Albertans spent the least time watching television: 20.3 hours per week, 1.6 hours of which were spent watching videotapes, the highest rate of any province.

### Television more popular with women than men

Among adults, women watched more television than men, and both men and women aged 60 and over watched more television than younger people. Women aged 60 and over watched more television than any other group.

Men aged 18 to 24 as a group watched the least television (14.4 hours per week), followed by teens aged 12 to 17 (17.3 hours per week) and children aged 2 to 11 (17.9 hours per week).

### Canadian news and public affairs programs are popular, especially with Francophones

Overall, Canadian programs represented 39% of Canadians' total viewing. The popularity of programs with Canadian content is much higher among Francophones, for whom these programs represented two-thirds of their total viewing time, an increase of over 5% compared with 1991. In contrast, domestically produced programs attracted a lower share of Anglophone viewing, forming scarcely 29% of their total viewing, but representing an increase of over 7% compared with five years earlier.

### Distribution of television viewing, Francophones 2 years and older Fall 1996

Type of program	All television stations		
	Canadian programs	Foreign programs	Total
	%		
News and public affairs	28.0	1.4	29.4
Documentary	1.1	0.7	1.9
Instruction			
Academic	1.4	0.1	1.5
Social/recreational	0.3	0.2	0.5
Religion	0.3	-	0.3
Sports	4.6	0.8	5.4
Variety and games	15.8	1.7	17.5
Music and dance	0.8	0.2	1.0
Comedy	1.5	7.6	9.2
Drama	12.5	15.3	27.8
Other/unknown			
VCR	-	4.2	4.2
Other	-	1.4	1.4
<b>Total</b>	<b>66.3</b>	<b>33.7</b>	<b>100.0</b>

- Nil or zero.

- Amount too small to be expressed.

**Note:** Figures may not add to totals due to rounding.

Among Canadian programs, news and public affairs were the most popular and represented 42% of

the tuning to Canadian programs among Francophones and 53% among Anglophones. Within the category of news and public affairs, Francophones watched almost exclusively Canadian shows (95%) while for Anglophones, the share of Canadian programs in this category was 70%.

### Television dramas with Canadian content more popular among Francophones

In the area of dramatic programming (comedy and drama combined), Canadian programs were also more popular with Francophones, accounting for 38% of their time spent watching this type of program, whereas the figure was only 6% among Anglophones.

These differences may be partially attributed to the fact that Francophones do not have the same range of foreign drama in their language that the American networks offer Anglophones. In fact, Anglophones devote over a quarter of their viewing time (28%) to American networks, as opposed to only 6% for Francophones.

For domestic English-language broadcasters, the high popularity of American programming combined with its low acquisition cost (compared with original domestically-produced productions), make these programs very financially attractive.

### Distribution of television viewing time, Anglophones 2 years and older Fall 1996

Type of program	All television stations		
	Canadian program	Foreign program	Total program
	%		
News and public affairs	15.4	6.6	22.0
Documentary	0.8	2.3	3.2
Instruction			
Academic	0.6	0.7	1.3
Social/recreational	0.3	0.9	1.2
Religion	0.2	0.1	0.3
Sports	6.8	3.2	10.0
Variety and games	1.5	6.8	8.3
Music and dance	0.5	0.6	1.1
Comedy	0.2	15.2	15.4
Drama	2.4	25.3	27.7
Other/unknown			
VCR	-	6.4	6.4
Other	-	3.1	3.1
<b>Total</b>	<b>28.8</b>	<b>71.2</b>	<b>100.0</b>

- Nil or zero.

- Amount too small to be expressed.

**Note:** Figures may not add to total due to rounding.

Playing videotapes on a VCR is another way Canadians use their televisions. This accounted for 6% of all viewing in 1996. The use of a VCR as a programing source varied considerably depending on language and age group. Francophones used their VCRs slightly less than Anglophones, and children aged 2 to 11 were the group most keen on this viewing mode (14% of their total viewing).

**Fewer people listening to the radio**

The drop in radio listening is a phenomenon observed among all age-sex groups, with teens aged 12 to 17 continuing to be the group that listens least. Teens listened an average of 10.6 hours per week, approximately half of the listening time reported by adults (men and women aged 18 and over).

This is not completely surprising. Although during the week (Monday to Friday), teenagers listen to the radio slightly more than adults in the evening, they listen much less during the day when many of them are in school. Adults are more likely to have opportunities to listen to the radio as a secondary activity during the day.

For the first time since Statistics Canada has had access to data distribution by province (1986), the highest listening rate was posted by a province other than Quebec. Prince Edward Island led the country with an average listening time of 22.8 hours per week in the fall of 1996, compared with 20.8 hours for Quebec.

The format grouping including Adult Contemporary, Gold, Oldies and Rock music continues to be the most

successful, accounting for 38% of total listening, an increase of 12% compared with the previous year. Country music also grew considerably (+8%) over 1995, maintaining its second-place ranking with 15% of all listening.

**Average share of radio listening, persons aged 12 years and older**  
Fall 1996

	%
<b>Musical formats</b>	
Adult Contemporary/Gold/Oldies/Rock	38.1
Middle-of-the-road	2.6
Country	14.5
Album-oriented rock	4.1
Contemporary	6.4
Easy listening	2.2
Dance	1.4
<b>Other formats</b>	
CBC	9.5
Talk	13.2
U.S. stations	3.3
Others	4.7
<b>Total</b>	<b>100.0</b>

For further information on this release, or to order tables, contact John Gordon (613-951-1565; fax: 613-951-9040), Culture Statistics Program, Culture, Tourism and the Centre for Education Statistics. □

**Average hours per week of television viewing, all persons 2 years and older**  
Fall 1996

	Canada	Newfound-land	Prince Edward Island	Nova Scotia	New Brunswick	Quebec			Ontario	Manitoba	Sask.	Alberta	British Columbia
						English	French	Total					
<b>Total population</b>	<b>22.8</b>	<b>24.0</b>	<b>21.3</b>	<b>24.5</b>	<b>24.2</b>	<b>22.5</b>	<b>26.6</b>	<b>26.0</b>	<b>21.8</b>	<b>22.3</b>	<b>22.5</b>	<b>20.3</b>	<b>21.0</b>
<b>Men</b>													
18 +	21.9	21.8	20.3	23.5	22.6	21.6	25.2	24.6	21.0	21.7	21.3	19.6	21.1
18 - 24	14.4	15.2	10.7	18.7	15.2	15.5	15.5	15.6	14.1	11.3	14.5	13.2	13.9
25 - 34	18.8	21.2	21.9	21.7	20.4	19.0	21.0	20.7	18.1	19.8	18.6	16.7	17.2
35 - 49	19.9	20.8	18.0	21.2	21.0	18.7	23.6	22.8	18.7	20.3	17.7	17.7	18.9
50 - 59	23.8	24.8	23.8	26.3	22.9	21.1	28.3	27.1	22.1	23.9	21.8	21.4	22.9
60 +	32.5	27.4	26.3	30.3	32.0	31.7	37.9	36.2	31.4	30.9	31.7	31.0	31.9
<b>Women</b>													
18 +	26.5	28.0	24.4	28.3	28.5	25.4	31.7	30.7	25.0	26.2	27.3	23.7	23.7
18 - 24	18.6	23.8	18.5	21.8	21.8	15.7	19.6	18.8	18.7	19.7	22.3	16.6	16.3
25 - 34	23.4	30.1	23.6	27.1	28.0	22.9	27.2	26.4	22.2	24.7	22.6	21.1	19.8
35 - 49	23.0	25.1	22.6	25.4	27.8	21.3	28.2	27.1	21.3	22.0	22.6	20.4	20.1
50 - 59	28.9	30.7	23.1	29.1	30.8	29.1	35.4	34.1	27.1	26.7	27.8	25.6	25.2
60 +	36.5	31.8	30.4	35.2	31.7	33.8	44.9	42.5	34.5	34.6	37.4	35.0	34.5
<b>Teens</b>													
12 - 17	17.3	18.9	18.9	18.1	17.3	18.3	18.3	18.3	17.2	18.0	16.4	16.0	16.0
<b>Children</b>													
2 - 11	17.9	21.9	17.1	19.7	20.0	18.2	20.5	20.1	17.6	16.1	17.4	16.5	15.5

**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 this question or who indicated a language other than English or French.

**Average hours per week of radio listening, all persons 12 years and older**  
Fall 1996

	Canada	Newfound-land	Prince Edward Island	Nova Scotia	New Brunswick	Quebec			Ontario	Manitoba	Sask.	Alberta	British Columbia
						English	French	Total					
<b>Total population</b>	<b>20.2</b>	<b>17.9</b>	<b>22.8</b>	<b>20.6</b>	<b>18.1</b>	<b>22.7</b>	<b>20.8</b>	<b>20.8</b>	<b>20.4</b>	<b>19.7</b>	<b>19.7</b>	<b>20.5</b>	<b>18.6</b>
<b>Men</b>													
18 +	20.9	18.1	24.3	20.7	18.2	22.8	21.6	21.4	21.2	20.9	21.2	21.7	19.5
18 - 24	16.8	16.0	24.5	15.8	11.0	14.8	17.3	16.8	17.5	15.4	19.0	17.0	16.1
25 - 34	22.1	18.5	23.9	21.5	21.1	23.2	23.3	22.9	22.0	23.4	22.7	23.3	20.0
35 - 49	22.0	17.3	27.3	21.7	17.7	24.8	22.1	22.3	21.9	22.9	23.3	23.4	20.9
50 - 59	21.1	15.9	29.4	21.1	20.1	21.7	21.9	21.1	21.6	19.3	25.5	21.7	19.5
60 +	21.4	18.8	21.9	24.4	19.3	20.7	20.9	20.9	22.4	20.4	22.4	22.5	19.1
<b>Women</b>													
18 +	21.4	19.6	23.7	22.6	20.0	24.5	22.4	22.5	21.6	20.5	20.7	21.4	19.4
18 - 24	18.1	14.5	22.9	20.2	16.8	19.2	17.4	17.6	18.5	18.1	16.3	19.7	17.4
25 - 34	20.1	18.1	21.7	20.3	18.0	21.3	21.5	21.2	20.3	19.3	19.2	20.7	17.9
35 - 49	21.7	20.9	23.3	22.1	20.5	23.0	24.1	23.7	22.0	19.0	22.0	20.6	19.1
50 - 59	21.4	18.5	26.6	24.6	21.7	23.2	21.5	21.5	21.5	20.9	23.9	20.7	20.0
60 +	22.4	21.3	17.9	23.4	21.9	22.3	23.6	23.8	22.0	22.0	21.5	23.0	20.7
<b>Teens</b>													
12 - 17	10.6	9.4	12.7	10.2	8.6	12.8	9.8	10.2	11.1	10.4	10.0	11.7	10.0

**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 this question or who indicated a language other than English or French.



**Non-residential building construction price indexes**  
(1986=100)

	Fourth quarter 1997	Fourth quarter 1996 to Fourth quarter 1997	Third quarter 1997 to Fourth quarter 1997
		% change	
<b>Composite</b>	<b>134.5</b>	<b>2.3</b>	<b>0.4</b>
Halifax	112.5	-3.0	0.3
Montréal	123.0	3.5	0.3
Ottawa	138.1	2.5	1.0
Toronto	139.0	2.2	0.4
Calgary	136.8	2.9	0.4
Edmonton	138.3	2.4	0.3
Vancouver	133.5	2.0	0.2

**Available on CANSIM: matrices 2042-2043.**

The fourth quarter 1997 issue of *Construction price statistics* (62-007-XPB, \$24/\$79) will be available in March. See *How to order publications*.

For further information on this release, contact Elvira Marinelli (613-951-3350; fax: 613-951-2848; Internet: [marielv@statcan.ca](mailto:marielv@statcan.ca)), Client Services Unit, Prices Division. ■

**Steel primary forms**

Week ending January 31, 1998 (preliminary)

Steel primary forms production for the week ending January 31, 1998, totalled 312 012 metric tonnes, up 5.5% from the week-earlier 295 641 metric tonnes and up 12.9% from the year-earlier 276 355 metric tonnes. The cumulative total at the end of the week was 1 291 380 metric tonnes, a 6.9% increase compared with 1 207 818 metric tonnes for the same period in 1997.

For further information on this release, contact Huguette Montcalm (613-951-9827; Internet: [monthug@statcan.ca](mailto:monthug@statcan.ca)), Manufacturing, Construction and Energy Division. ■

**Sugar sales**

Fourth quarter 1997

Refiners' sales totalled 294 709 metric tonnes for all types of sugar in the fourth quarter of 1997, comprising 280 894 metric tonnes in domestic sales and 13 815 metric tonnes in export sales.

The 1997 year-to-date sales reported for all types of sugar totalled 1 167 394 metric tonnes: 1 146 285 metric tonnes in domestic sales and 21 109 metric tonnes in export sales.

This compares with total sales of 302 197 metric tonnes in the fourth quarter 1996, of which 277 478 metric tonnes were domestic sales and 24 719 metric tonnes were export sales.

The 1996 year-to-date sales reported for all types of sugar totalled 1 138 041 metric tonnes: 1 066 387 metric tonnes in domestic sales and 71 654 metric tonnes in export sales.

**Available on CANSIM: matrix 141.**

The fourth quarter 1997 issue of *The sugar situation* (32-013QXPB, \$13/\$41) will be available shortly. See *How to order publications*.

For further information on this release, contact Peter Zylstra (613-951-3511; Internet: [zylspet@statcan.ca](mailto:zylspet@statcan.ca)), Manufacturing, Construction and Energy Division. ■

## PUBLICATIONS RELEASED

**Farming facts, 1997**, Statistical insights on Canadian agriculture  
**Catalogue number 21-522-XPE**  
(Canada: \$ Free; outside Canada: US\$ Free).

**Chemical and chemical products industries, 1995**  
**Catalogue number 46-250-XPB**  
(Canada: \$40; outside Canada: US\$40).

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**The Daily**  
Statistics Canada

Thursday, June 5, 1997  
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**MAJOR RELEASES**

- **Urban transit, 1995** 2  
Despite the emphasis on taking urban transit, Canadians are using it less and less. In 1996, 65% of Canadian cities, on average of about 50,000, 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 notably weak again in 1996, accompanied by sluggish gains in employment and slow economic growth during the year.

**OTHER RELEASES**

- **Manufactured Index, May 1997** 3
- **Short-term Expectations Survey** 3
- **Steel primary forms, steel ending May 31, 1997** 12
- **500 Indicator, April 1997** 12

**PUBLICATIONS RELEASED** 11

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