



The Daily

Statistics Canada

Tuesday, September 8, 1998
For release at 8:30 a.m.

MAJOR RELEASES

- **Industrial capacity utilization rates, second quarter 1998**
Industries reduced their rate of capacity use marginally to 85.6%, reflecting the slowed rate of economic growth in the second quarter of 1998.

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- **Radio listening, fall 1997**
Canadians are listening to the radio less and less. Time spent listening to the radio fell for the fourth consecutive year, dropping from 21.6 hours per week in the fall of 1993 to 19.9 hours in the fall of 1997. With this decrease, radio listening has returned to pre-1990 levels.

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MAJOR RELEASES

Industrial capacity utilization rates

Second quarter 1998

Industries reduced their rate of capacity use marginally to 85.6%, reflecting the slowed rate of economic growth in the second quarter of 1998.

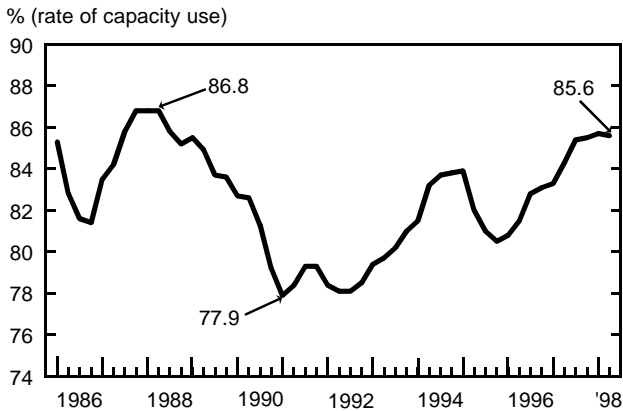
The slim 0.1 percentage-point decline from the first quarter marked the first rate decrease in two years. In the first quarter of 1996, the rates began an uninterrupted climb which lasted nine quarters. (The rates of capacity use have been revised back to the first quarter of 1997 to incorporate revisions in source data.)

Note to readers

An industry's capacity use is the ratio of its actual output to its estimated potential output. Statistics Canada derives estimates of an industry's potential output from measures of its capital stock. Since 1987, Statistics Canada has surveyed companies for their estimates of annual capacity use, in order to produce survey-based industry measures.

A company's measure of its level of operation, as a percentage of potential, takes into account changes in the obsolescence of facilities, capital-to-labour ratios and other characteristics of production techniques. The surveyed rates anchor the calculated quarterly series and ensure they reflect such changes.

Capacity use slips



The slight growth in production in the second quarter was more than absorbed by an increase in production capacity — the result of strong business spending on plant and equipment in recent years.

Consumer spending and business investment were strong and exports grew in the second quarter, but output increased only slightly as industries sharply reduced inventories. Strikes, especially in the transportation equipment industries, played a role in keeping the increase in manufacturing output to just 0.1% over the first quarter. Production in forestry, mining and construction industries and gas distribution systems also fell during the second quarter.

Growth in output may strengthen during the rest of 1998, as manufacturers other than those in the transportation equipment industries remained optimistic about production possibilities during the next three months (according to the Business Conditions Survey released in July). The number of building

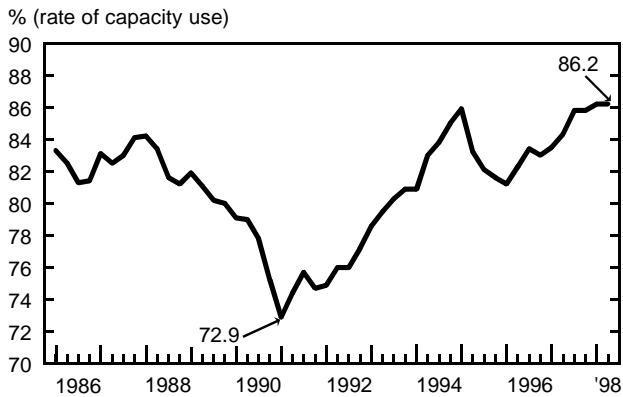
permits issued also indicates continued strength in non-residential construction. And according to the July survey of private and public investment intentions, businesses are planning to increase spending on plant and equipment by 5.6% in 1998.

Rates of capacity use have been persistently high for some time — in fact, they have now been above 85% for a full year. Despite these high rates, signs of inflation remain in abeyance. Industrial prices have shown little overall movement since early 1995 and unit labour costs have remained in check for a similar period. The year-over-year increase in the Consumer Price Index, which has varied between 0.7% and 1.1% since late 1997, was 1% in July, unchanged from June.

Manufacturing levels off

Manufacturers held their rate of capacity use steady at 86.2% — the same level as in the first quarter. This rate is the highest since early 1979. Of the 22 industry groups in manufacturing, 12 raised their rates.

Manufacturing pauses



In the transportation group of industries, the auto strike in the United States led to plant shutdowns in Canada and a substantial drop in production in the first quarter. The consequent decrease in the rate of capacity use was 4.8 percentage points, bringing the level to 83.0%.

In machinery industries, production has been on a downward trend after peaking in the latter half of 1997. Meanwhile, production capacity has been rising over the last four years due to the strong investment in plant and equipment. As a result, the rate of capacity use fell 2.9 percentage points to 83.2% in the second quarter.

Similarly, in the wood industries, capital investment has been on the rise since 1994, which has expanded production capacity. Output, on the other hand, has been dampened by weaker Asian demand, export constraints imposed by the Canada-U.S. softwood lumber agreement and lower housing starts in the United States. The combination of these two factors has meant that rates of capacity use in the wood industries have generally been falling for about two years. The rate for the second quarter of 1998 was 83.0%, down 2.3 percentage points from first quarter.

The most significant increase in capacity use in the manufacturing sector was recorded by the electrical and electronic products group of industries. Makers of office and store machinery and communications equipment increased production substantially (+5.8 percentage points over the first quarter) to a record rate of 92.7% in the second quarter. The furniture and fixtures group of industries also hit a record high of 96.2% in the second quarter.

Electric power brightens non-manufacturing

Rates of capacity use in the non-manufacturing sector were generally down in the second quarter, with the major exception of electric power systems. Production of electric power has been gradually increasing since the drop in January due to the ice storm. Production had returned to year-earlier levels by the end of the second quarter, and the rate of capacity use by electric power systems increased by 5.5 percentage points to 85.3%. In gas distribution systems, however, the rate fell 5.8 percentage points to 61.7% as production fell early in the quarter because of unseasonably warm weather.

Activity in construction industries fell during the second quarter as strikes curbed residential construction. The rate of capacity use fell 1.5 percentage points to 88.6%.

Reduced oil and gas exploratory drilling led to a decline in the rate of capacity use in the mining and quarrying industries (-3.0 percentage points to 86.2%).

Available on CANSIM: matrix 3140.

For further information on this release, contact Susanna Wood (613-951-0655) or Richard Landry (613-951-2579), Investment and Capital Stock Division. □

Industrial capacity utilization rates

	Second quarter 1997	First quarter 1998	Second quarter 1998	Second quarter 1997 to second quarter 1998	First to second quarter 1998
	percentage point change				
Total non-farm goods-producing industries	84.3	85.7	85.6	1.3	-0.1
Logging and forestry	77.3	78.2	72.7	-4.6	-5.5
Mining (including milling), quarrying and oil wells	82.7	84.5	83.7	1.0	-0.8
Mining (including milling) and quarrying	88.9	89.2	86.2	-2.7	-3.0
Crude petroleum and natural gas	79.0	81.8	82.3	3.3	0.5
Manufacturing	84.3	86.2	86.2	1.9	0.0
Durable goods	84.4	86.9	86.2	1.8	-0.7
Wood	88.1	85.3	83.0	-5.1	-2.3
Furniture and fixture	87.2	93.9	96.2	9.0	2.3
Primary metal	88.4	92.3	90.5	2.1	-1.8
Fabricated metal products	83.2	83.5	85.4	2.2	1.9
Machinery	88.3	86.1	83.2	-5.1	-2.9
Transportation equipment	86.5	87.8	83.0	-3.5	-4.8
Electrical and electronic products	77.5	86.9	92.7	15.2	5.8
Non-metallic mineral products	79.4	88.1	88.1	8.7	0.0
Other manufacturing	80.5	78.9	81.0	0.5	2.1
Non-durable goods	84.0	85.5	86.1	2.1	0.6
Food	80.8	81.7	82.4	1.6	0.7
Beverage	77.7	84.6	85.3	7.6	0.7
Tobacco products	76.5	72.5	72.1	-4.4	-0.4
Rubber products	93.5	98.8	97.8	4.3	-1.0
Plastic products	79.2	79.6	80.6	1.4	1.0
Leather and allied products	77.9	79.1	77.7	-0.2	-1.4
Primary textile	85.8	88.7	86.7	0.9	-2.0
Textile products	79.0	78.5	79.9	0.9	1.4
Clothing	86.1	88.3	90.8	4.7	2.5
Paper and allied products	91.9	89.6	90.9	-1.0	1.3
Printing, publishing and allied	83.6	83.3	83.5	-0.1	0.2
Refined petroleum and coal products	93.9	94.5	93.0	-0.9	-1.5
Chemical and chemical products	86.3	90.6	91.6	5.3	1.0
Construction	85.4	90.1	88.6	3.2	-1.5
Electric power and gas distribution systems	85.8	78.1	82.1	-3.7	4.0
Electric power	86.8	79.8	85.3	-1.5	5.5
Gas distribution	79.0	67.5	61.7	-17.3	-5.8

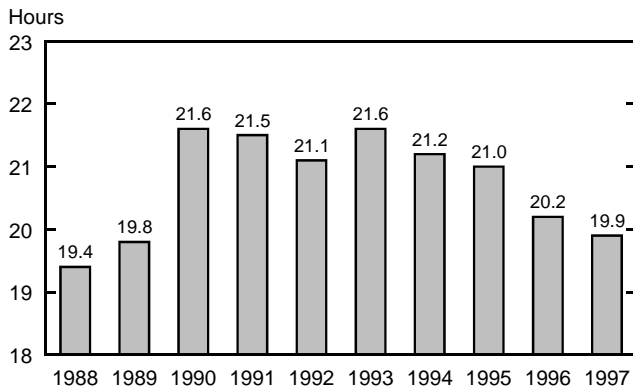
Radio listening

Fall 1997

Canadians are listening to the radio less and less. Time spent listening to the radio fell for the fourth consecutive year, dropping from 21.6 hours per week in the fall of 1993 to 19.9 hours in the fall of 1997. With this decrease, radio listening has returned to pre-1990 levels.

Not all provinces contributed to this downward trend. Newfoundland and New Brunswick experienced a slight increase in radio listening compared with 1996, and in Quebec and Ontario, listening remained stable. All other provinces registered decreases in the radio listening rate.

Average number of hours a week tuned in to radio continues to decrease



Audience highest in Quebec

After conceding the highest listening rate to Prince Edward Island in the fall of 1996, Quebec regained their usual top rank among all provinces, registering an average listening time of 20.8 hours per week. Ontario (20.4 hours per week) and Alberta (20.3 hours per week) ranked second and third.

Quebec's dominant position in radio listening is even more evident when the data are broken down by language. With an average listening time of 20.7 hours per week, Francophone Quebecers exceed by nearly one hour the average for Canada as a whole, but it is Anglophone Quebecers who exhibit the highest listening rate (22.5 hours per week), two and a half hours more than the average for all provinces.

A similar gap is observed in television viewing. However, in this case it is Francophone Quebecers who register the highest rate, leading Anglophone

Note to readers

The results presented in this release are based on a survey of 74,761 Canadians aged 12 years and over. They were asked to fill out a diary-type questionnaire for seven consecutive days within an eight-week period from September 1st to September 14th and October 6th to November 16th, 1997. While the return rate, at 49.6%, is modest by the standards of Statistics Canada, 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 Market Analysis Division at the Canadian Radio-television and Telecommunications Commission (CRTC), the Broadcasting Policy Branch at Canadian Heritage and the Culture Sub-division of Statistics Canada.

The Statistics Canada Radio Listening Data Bank integrates files from different sources. The underlying listening data are acquired from BBM Bureau of Measurement and include the demographics of survey respondents to the survey. The CRTC provides the information on the formats of specific stations.

Quebecers by nearly four hours in the fall of 1996 (television viewing data for the fall of 1997 will be available in November 1998).

At the other extreme, British Columbia reported the lowest listening rate at 18.1 hours per week. During the past five years, the lowest listening rate in Canada has been registered by either British Columbia, New Brunswick or Newfoundland.

Adult contemporary/gold/oldies/rock music is still king

Canadians continue to devote the largest share of their listening (38.7%) to adult contemporary/gold/oldies/rock music. A distant second is country music (13.4%), which registered the steepest decline (8%) from the previous year. Country music is now just ahead of the primarily talk format, which captured 13.2% of total listenership.

At the provincial level, radio listening habits differ from one province to another. Adult contemporary/gold/oldies/rock music is most popular in Ontario (47.3%), Manitoba (40.8%), New Brunswick (40.6%) and Quebec (37.2%). The country music format is predominant in Newfoundland (52.5%), Saskatchewan (46.7%) and Prince Edward Island (40.4%).

Although the talk radio format either does not exist or has a very low listenership in some provinces, its popularity in Quebec (18.9%), Manitoba (18.3%), British Columbia (16.1%) and Ontario (13.5%) is sufficient to put it in third place in Canada as a whole.

A breakdown of listenership by age and sex also shows that adult contemporary/gold/oldies/rock music

is the most popular with all age/sex groups, except for men and women aged 60 and over, who tend to prefer the talk radio format.

FM stations continue to gain popularity

In the fall of 1991, AM and FM stations had an equal share of reported listenership. Since then, the listening audience of FM stations has consistently exceeded that of AM stations. In the fall of 1997, FM stations captured nearly two-thirds of total radio listeners. The popularity of FM stations is evident in all age/sex groups, but especially among teens, who devote nearly 90% of their listening time to FM stations.

Teens listen to the radio half as much as adults, and their listening habits are very different

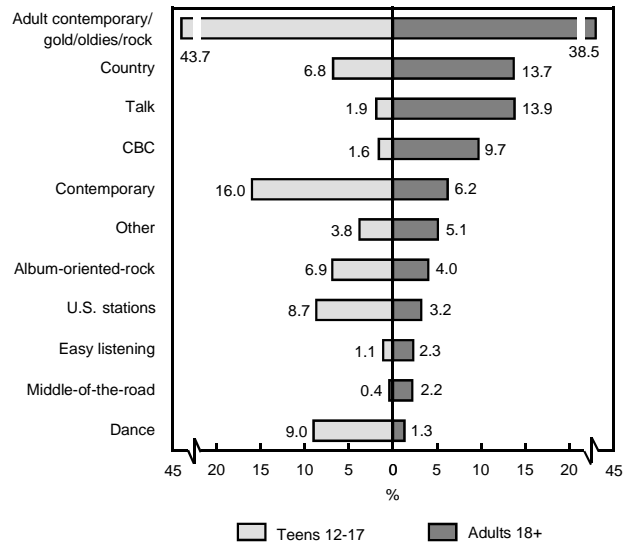
On average, teens (12 to 17 years of age) listen to the radio 10.7 hours per week, approximately half the levels of adults (18 years of age and over). Furthermore, teens' listening patterns differ greatly from those of adults — regardless of the day of the week or the time of day. Teens also prefer different station formats.

During weekdays (Monday to Friday), the greatest proportion of adult listening (78%) takes place before 3 p.m., whereas for teens, only 46% of their weekday listening takes place in that part of the day. This is not surprising, since for much of that period, most teens are in school. Moreover, adults have more opportunity to listen to the radio as a secondary activity at work or at home. After 3 p.m., the situation reverses, with adults substantially lowering their radio listening time (22%) and teens increasing theirs to 54%.

On the weekend (Saturday and Sunday), adults have almost the same listening patterns as during the week, but teens completely reverse their habits, with 64% tuning in before 3 p.m. and 36% after 3 p.m.

The differences in listening habits between teens and adults do not stop there. After adult contemporary/gold/oldies/rock music (the format most listened to by both teens and adults), teens prefer the contemporary music format, the dance music format and U.S. stations. Adults, on the other hand, spend more time listening to the talk radio format, the country music format and stations of the Canadian Broadcasting Corporation.

Teens' choice of station formats differ greatly from those of adults



For further information on this release, contact Lotfi Chahdi (613-951-3136; fax: 613-951-9040; chahlot@statcan.ca), Culture Statistics Program, Culture, Tourism and Centre for Education Statistics. □

Average hours per week of radio listening, by province, and age/sex groups

Fall 1997

	Canada	NFLD	Prince Edward Island	Nova Scotia	New Brunswick	Quebec			Ontario	Manitoba	Sask.	Alberta	British Columbia
						English	French	Total					
Total population	19.9	18.6	19.5	18.9	18.3	22.5	20.7	20.8	20.4	18.7	19.0	20.3	18.1
Men													
18+	20.9	18.7	18.6	19.4	18.2	23.1	21.8	21.7	21.4	19.4	20.7	21.9	19.2
18-24	17.1	14.0	10.7	15.3	14.5	18.4	16.9	16.7	18.3	19.0	15.5	18.4	15.2
25-34	22.2	17.8	17.0	20.5	19.4	25.6	23.7	24.1	22.3	20.6	23.0	23.8	19.2
35-49	21.9	20.0	20.7	19.9	18.6	22.8	22.6	22.3	22.7	18.8	23.7	22.6	20.4
50-59	21.5	16.7	20.2	19.0	19.1	22.7	23.8	23.2	21.6	18.1	21.0	22.7	19.5
60+	20.6	18.1	28.7	19.6	20.5	18.0	21.7	20.9	21.8	18.3	20.2	20.5	18.0
Women													
18+	20.9	20.5	22.4	20.1	20.2	23.8	22.0	22.1	21.2	19.8	19.9	20.8	18.6
18-24	17.5	19.5	14.0	15.3	15.6	18.6	17.1	17.2	17.3	18.3	17.9	21.8	15.5
25-34	19.7	19.2	19.4	19.5	17.6	21.6	21.9	22.0	19.9	17.7	19.9	19.5	16.3
35-49	21.0	19.0	23.1	19.7	21.6	22.8	22.8	22.8	21.5	18.9	18.1	19.2	18.7
50-59	21.0	20.6	19.1	20.2	19.4	18.2	22.9	22.0	22.4	17.7	18.7	21.2	17.0
60+	20.7	20.2	29.2	24.8	22.0	23.3	22.1	21.5	20.8	20.7	21.9	19.9	17.7
Teens													
12-17	10.7	9.7	10.6	10.3	9.5	12.0	9.2	9.6	11.4	11.3	9.4	11.6	10.8

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.



OTHER RELEASES

Consolidated government finance — Assets and liabilities

March 31, 1995

At March 31, 1995, government consolidated net debt totalled \$797.6 billion, of which 69.0% was attributed to the federal government, 28.1% to the provincial and territorial governments and 2.9% to local governments. These data are presented on a Financial Management System (FMS) basis.

The FMS standardizes individual governments' accounts to provide comparable data. Thus, FMS statistics may differ from the figures published in

government financial statements. In consolidating the data on a FMS basis, inter- and intra- government transactions are eliminated to avoid double counting.

Available on CANSIM: matrices 3254-3266 and 3198.

For further information on this release, contact A.J. Gareau (613-951-1826) or Robert Larocque (613-951-1836), Public Institutions Division.

Data are available through custom and special tabulations. For more information, or general inquiries, contact Viola Jabbour (613-951-0767; jabbvio@statcan.ca), Public Institutions Division ■

PUBLICATIONS RELEASED

Production and disposition of tobacco products,
July 1998
Catalogue number 32-022-XPB
(Canada: \$7/\$62; outside Canada: US\$7/US\$62).

Gas utilities, May 1998
Catalogue number 55-002-XPB
(Canada: \$17/\$165; outside Canada: US\$17/US\$165).

Building permits, July 1998
Catalogue number 64-001-XIB
(Canada: \$19/\$186; outside Canada: US\$19/US\$186).

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Statistics Canada

Thursday, June 5, 1997
For release at 9:30 a.m.

MAJOR RELEASES

- **Urban transit, 1995** 2
Despite the emphasis on taking urban transit, Canadians are using it less and less. In 1995, each Canadian took an average of about 21.5 trips on some form of urban transit, the lowest level in the past 25 years.
- **Productivity, hourly compensation and unit labour cost, 1995** 4
Growth in productivity among Canadian businesses was modest weak again in 1996, accompanied by sluggish gains in employment and slow economic growth during the year.

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RELEASE DATES

Week of September 8 to 11, 1998
(Release dates are subject to change.)

Release date	Title	Reference period
8	Industrial capacity utilization rates	Second quarter 1998
8	Radio listening	Autumn 1997
9	Field crop reporting series: grain stocks	July 31
9	Perspectives on labour and income	Autumn 1998
9	New Housing Price Index	July 1998
11	New motor vehicle sales	July 1998
