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MAJOR RELEASES

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Television viewing
Fall 2000

Pay-TV and specialty services have continued to grow at the expense of conventional television. By the fall of 2000, the audience share for conventional Canadian and foreign stations had declined to only 65%, compared with over 99% in 1982.

This decline has been due mainly to the greater number of Canadian and foreign pay-TV and specialty services, the audience share for which grew from less than 1% in 1982 to almost 30% in 2000.

Canadians spent close to 40% of their viewing time watching Canadian programs in 2000. Canadian programs were, however, much more popular with francophones than anglophones.

On average, viewers watched 21.5 hours of television a week in the fall of 2000, virtually unchanged from 1999. This figure reflects a slight downward trend since the peak of just over 23 hours recorded in the fall of 1995 and at the beginning of the 1990s.

Pay-TV, specialty services growing at the expense of conventional television

The decline in audience share for conventional Canadian and foreign stations has been one of the most significant trends in television viewing during the past two decades.

Canadian conventional stations alone represented 53% of total viewing hours in 2000, down almost one-third from their share of 75% in 1982. Part of this drop may be attributable to the arrival of VCRs in the early 1980s, which accounted for about 5% of total viewing hours in 2000. However, the main reason for the change in viewership has been pay-TV and specialty services.

Increased access to cable and satellite transmission in the past 20 years has allowed pay and specialty services to develop, and both now compete directly with conventional television stations. Almost 84% of the population had access to cable or satellite services in 2000.

Cable television has been expanding, with a growing market penetration that reached 73% in 2000. In addition, satellite services, which have increased substantially since 1997, had a penetration rate of 11% in 2000, compared with a rate of about 3% that remained stable during the early 1990s.

Note to readers

The Culture Statistics Program's Television Project is a joint undertaking of the Canadian Radio-television and Telecommunications Commission (CRTC), Canadian Heritage and Statistics Canada.

Statistics Canada's databank on television viewing consists of files from several sources. Basic viewing data are acquired from BBM Bureau of Measurement. They include the demographics of survey respondents and the schedules of most television stations whose signal is picked up in Canada.

CRTC staff prepare a file that codes the characteristics of each program broadcast during the survey period. The major characteristics dealt with are: content (for example, news, public affairs, drama or religious programming); language; country of origin; and percentage of Canadian content. The final databank, which is retained by Statistics Canada, also indicates the network affiliation and geographic location of each television station.

Basic survey data have been collected by BBM from a sample of Canadians aged 2 and over. Viewing data for each viewer cover seven consecutive days, and were collected using a diary-type questionnaire over four weeks during the period of October 19 to November 22, 2000.

Another organization, Nielsen Media Research, also produces data on television viewing. This firm uses electronic meters to collect data on a year-round basis. The results of this alternate methodology may produce averages that vary from the basic results produced by BBM.

These distribution services have led to continuous growth for Canadian and foreign pay and specialty services. In 1982, these accounted for less than 1% of Canadians' viewing time. By 2000, this proportion reached nearly 30%, with Canadian services accounting for two-thirds of that viewing time.

Canadian programming maintains its popularity among francophones

Canadians spent almost 40% of their viewing time in the fall of 2000 watching Canadian programs. However, these were much more popular with francophones than anglophones. Francophones spent almost two-thirds of their viewing hours watching Canadian programs; anglophones spent just 30%.

The type of programming most popular with Canadians was the combined category of comedy and drama. It accounted for nearly 40% of total viewing, followed by news and public affairs programs (24%) and variety and games programs (12%).

Distribution of television viewing time, by origin and type of program and origin of station, francophones 2 years and older

	All television stations		
	Canadian programs	Foreign programs	Total
Type of program	%		
News and public affairs	30.5	1.3	31.8
Documentary	1.5	1.2	2.7
Instruction			
Academic	2.3	0.2	2.5
Social or recreational	0.9	0.4	1.2
Religion	0.2	- -	0.3
Sports	3.5	1.2	4.7
Variety and games	10.5	2.7	13.2
Music and dance	0.6	0.1	0.8
Comedy	3.2	5.5	8.8
Drama	12.5	16.2	28.7
Other/unknown			
VCR	-	3.1	3.1
Other	- -	2.3	2.3
Total	**65,7**	**34,3**	**100,0**

- *Nill or zero.*
- - *Amount too small to be expressed.*
Note: *Figures may not add up to totals due to rounding.*

These preferences were apparent for both language groups, but the draw of Canadian programs was much stronger for francophones. Within the combined category of comedy and drama, francophones spent 41% of their viewing time watching Canadian programs, compared with only 10% for anglophones. Canadian content was widely preferred in news and public affairs programs, particularly by francophones, who spent 96% of their viewing time in this category watching Canadian programs, compared with 73% among anglophones.

The most striking difference between the two language groups was the popularity of Canadian variety and games programs. Francophones spent about 80% of their viewing time in this category watching Canadian programs, compared with only 12% for anglophones.

Distribution of television viewing time, by origin and type of program and origin of station, anglophones 2 years and older

	All television stations		
	Canadian programs	Foreign programs	Total
Type of program	%		
News and public affairs	15.4	5.8	21.2
Documentary	1.2	2.9	4.1
Instruction			
Academic	1.1	1.1	2.2
Social or recreational	0.3	1.0	1.3
Religion	0.1	0.1	0.3
Sports	5.4	4.5	9.9
Variety and games	1.4	10.0	11.4
Music and dance	1.1	0.3	1.4
Comedy	0.4	12.5	12.9
Drama	3.6	23.6	27.2
Other/unknown			
VCR	-	5.1	5.1
Other	- -	3.0	3.0
Total	**30.1**	**69.9**	**100.0**

- *Nil or zero*
- - *Amount too small to be expressed.*
Note: *Figures may not add up to totals due to rounding.*

This difference in preferences may be partly because fewer foreign French-language programs than English-language programs were available, as anglophones have same-language access to American stations.

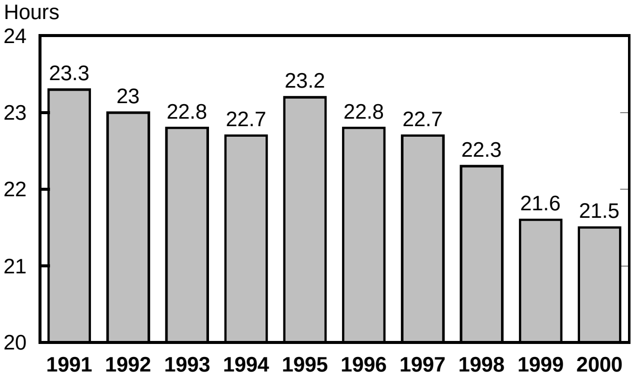
The difference between the two language groups was equally apparent at the provincial level. In 2000, Quebec was the only province in which Canadian program viewing made up the highest percentage (63%) of total viewing.

Children and teens watched fewer Canadian programs than did adults. This was mainly due to the fact that news and public affairs, where viewing is dominated by Canadian programming, is a category in which children and teens spend little of their viewing time (10% for teens and 5% for children). More than half of their viewing time is spent watching drama and comedy, mostly foreign.

Average viewing time remains stable

Canadians watched television for an average of 21.5 hours a week in the fall of 2000, virtually unchanged from the fall of 1999. This figure reflects a slight downward trend since the peak of just over 23 hours in the fall of 1995 and at the beginning of the 1990s. Average viewing ranged between 23 and 24 hours a week during the 1980s.

Average weekly viewing time remained stable compared with the fall of 1999



Provincial levels of average weekly viewing varied considerably. In 2000, viewers in Newfoundland and Quebec spent 24.0 hours a week watching television, the highest level, while viewers in Alberta spent the least (19.7 hours).

In Quebec, francophones watched for four hours more than did anglophones, as well as three hours more than the national average. Francophones of all age and sex groups watched more television than did anglophones, although the difference varied from one group to another.

Across Canada, the group that spent the least amount of time in front of the tube, only 13.2 hours, was men aged 18 to 24. Teens (14.1 hours) and children (15.5 hours) also recorded low viewing hours. Women watched television the most (25.5 hours per week), almost five hours more than did men. For both sexes, the number of viewing hours increased with age.

For more information or to enquire about the concepts, methods or data quality of this release, contact Lotfi Chahdi at (613-951-3136; fax: 613-951-1333, *lotfi.chahdi@statcan.ca*), Culture Statistics Program, Culture, Tourism and the Centre for Education Statistics.

Average hours per week of television viewing, by province and age/sex groups

	Canada	Nfld.	PEI	NS	NB	Que.			Ont.	Man.	Sask.	Alta.	BC
						English	French	Total					
Total population	**21.5**	**24.1**	**21.1**	**23.1**	**22.7**	**20.5**	**24.5**	**24.0**	**20.5**	**20.5**	**20.9**	**19.7**	**20.6**
Men													
18+	20.9	22.8	21.1	22.6	21.9	19.7	23.2	22.6	20.3	20.1	20.7	18.9	20.6
18–24	13.2	17.1	11.5	15.6	16.3	11.4	13.0	12.8	13.9	10.0	11.6	10.8	13.7
25–34	16.9	19.8	18.0	17.4	16.9	14.3	17.2	16.8	17.6	15.7	16.1	16.3	15.3
35–49	18.5	22.3	19.5	21.9	19.1	17.6	21.3	20.7	16.9	17.9	19.2	17.8	18.8
50–59	22.2	22.0	22.2	22.0	24.1	23.6	25.7	25.0	20.5	23.3	22.6	21.7	20.8
60+	32.3	30.3	30.8	32.0	31.8	28.9	37.3	35.5	31.7	31.0	30.5	28.5	31.8
Women													
18+	25.5	28.0	24.7	27.0	26.5	23.8	30.1	29.1	24.1	24.4	25.2	23.6	23.5
18–24	16.5	23.4	16.7	17.2	15.2	14.8	17.0	16.6	15.3	16.3	20.7	17.5	16.4
25–34	21.2	28.4	20.6	24.0	23.1	19.5	24.0	23.6	20.0	20.5	20.6	20.2	19.6
35–49	22.0	25.5	22.6	25.0	25.3	20.3	26.6	25.6	20.2	20.5	21.5	21.0	20.4
50–59	27.9	29.4	27.2	27.7	29.8	24.9	33.4	32.0	26.0	26.5	25.6	26.4	25.8
60+	35.8	32.7	32.1	34.9	32.4	33.6	42.9	41.2	34.8	34.0	33.9	33.4	32.4
Teens													
12–17	14.1	17.3	12.5	15.0	13.7	13.4	15.6	15.4	13.2	13.4	13.5	14.0	14.2
Children													
2–11	15.5	20.0	16.6	17.2	18.7	15.4	16.3	16.4	14.8	15.1	15.0	14.7	15.2

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.*

■

E-commerce: Household shopping on the Internet
2000

Canadians more than doubled their purchases of goods and services on-line from home in 2000, according to the second annual snapshot of household electronic commerce activity from the Household Internet Use Survey.

From January to December 2000, an estimated 1.5 million households placed 9.1 million orders over the Internet, spending an estimated $1.1 billion.

This compares with spending of about $417 million for 3.3 million orders placed by an estimated 806,000 households during the previous survey period from December 1998 to November 1999.

Despite the substantial increase in household e-commerce, the value of orders placed over the Internet constituted a fraction of the $591 billion in total personal expenditure in Canada in 2000.

Of every $7 of e-commerce spending on goods and services in 2000, $4 was purchased directly from Canadian sites.

In all, 2.6 million households used the Internet to support purchasing decisions either by window shopping or placing an order on-line.

Shift in use of the Internet

Data show that households shifted their use of the Internet from a research tool for honing purchasing decisions to a means for household members to make an on-line purchase. In 1999, "window-shopper households" comprised the majority of Internet shoppers; the situation was reversed in 2000, when "e-commerce households" were the majority.

About 12.3% of the nation’s estimated 11.8 million households placed an order over the Internet at home from January to December 2000, becoming e-commerce households.

An additional 9.6% of households, or about 1.1 million, were window-shoppers. That is, they used the Internet to narrow their purchasing decisions, but did not commit to ordering or purchasing on-line.

Households that bought products or services on-line in 2000 placed an average of 6.2 orders, up from 4.1 orders in 1999. The average value of each order remained was unchanged at $121.

The strong advance in orders placed over the Internet occurred as the proportion of households regularly using it from home increased from 29% of all households in 1999 to 40% in 2000.

The popularity of products purchased on-line changed between the two periods. For instance, household members were much more likely to purchase clothing and less likely to purchase software or music.

In 2000, 17% of e-commerce households ordered clothing, jewelry, and accessories on-line, compared with 12% the year before. Computer software was purchased 16% of members of e-commerce households in 2000, down from 25% in 1999. Similarly music was purchased by 15% of households in 2000, compared with 19% in 1999.

While e-commerce households were less likely to order certain commodities, the absolute number of households purchasing these commodities has grown with the strong advance in the number of e-commerce households.

Ontario households accounted for almost one-half of purchases

Households in the more populated provinces, with higher Internet usage rates, were the heaviest users of e-commerce from home.

For example, Ontario e-commerce households spent an estimated $529 million on-line in 2000, almost one-half of the national total. They spent an average of about $833 each, and placed an average of 6.4 orders.

Alberta followed with $160 million in household e-commerce, British Columbia at $145 million and Quebec at $144 million.

Each Alberta e-commerce household spent $973 on average, the highest of any province, and placed an average of 6.4 orders.

The biggest percentage gain in the value of e-commerce was in Quebec, where it rose by 278%

Note to readers

Data for this report came from the 2000 Household Internet Use Survey (HIUS), from which estimates for Internet use were released on July 26. This HIUS was administered to a sub-sample of the households included in the Labour Force Survey. Excluded from the survey’s coverage are residents of the Yukon, Northwest Territories and Nunavut, persons living on Indian reserves, full-time members of the Canadian Armed Forces and inmates of institutions.

In 2000, 42,619 households were eligible for the HIUS. Interviews were completed for 33,832 of these households, for a response rate of 79%. Results were weighted to the entire count of households, excluding those listed above.

This is the fourth year that Statistics Canada has conducted the HIUS, and the second year in which electronic commerce questions were asked. The data in this release reflect e-commerce from households that typically accessed the Internet from home, solely for household purposes. Unlike the Labour Force Survey, where information is collected on each eligible household member individually, the HIUS collected information on the household as a whole. A designated member of the household enumerated the on-line orders made by all members of the household in the previous 12 months.

to $144 million. This may have been the result of growth in Internet household penetration rates in Quebec, to 33% in 2000 from 21% in 1999.

Window-shoppers most concerned about security, privacy

Survey results showed that concerns about security and privacy might have played a role in both the frequency and intensity of household e-commerce.

Households that only window-shopped and did not order over the Internet expressed the highest level of concern about the security of on-line financial transactions. Window-shopper households continued to have the highest level of concern of the Internet shopper group. About 80% expressed some concern, compared with 75% of those that actually ordered or paid on-line.

Despite a greater number of e-commerce households and an increase in products ordered, respondents said that they were just as concerned for the security of financial transactions over the Internet as in previous years.

Additional data tables related to the information presented in this series are available on Statistics Canada's Web site (*www.statcan.ca*). From the *Our products and services* page, choose *Free publications,* then *Communications,* then *Internet use in Canada,* then *Table of contents,* then *Tables*.

For data or general information, or to enquire about the concepts, methods or data quality of this release, contact Jonathan Ellison (951-5882, *jonathan.ellison@statcan.ca*), Science, Innovation and Electronic Information Division. ■

OTHER RELEASES

Farm Product Price Index
August 2001

Prices farmers received for their agricultural commodities increased 7.4% in August compared with August 2000, according to data from the Farm Product Price Index (FPPI). This follows a revised year-over-year increase of 5.6% in July and continues the monthly year-over-year increases that began in September 2000.

Prices farmers received for all livestock and animal products climbed 8.9% from August 2000; crop prices rose 5.3%.

The FPPI (1997=100) stood at 100.3 in August, up 1.0% from a revised 99.3 in July.

On a month-over-month basis, the livestock index was up 0.4% from July. The increase in the dairy index more than offset small declines in both the cattle and calves and the hog indexes.

The hog index stood at 108.2 in August, down 0.5% from July; a similar decrease was seen from June to July. Until July, the hog index had climbed every month since January. On a year-over-year basis, hog prices remained strong, rising 18.0% due to strong demand for pork both in Canada and abroad.

The cattle and calves index fell 0.9% in August, the fifth consecutive monthly decrease, although strong international and domestic demand for beef kept cattle and calf prices 8.5% higher than in August 2000. Led by increases in both slaughter and feeder prices, the cattle and calves index has shown monthly year-over-year increases since January 1997.

The crop index rose 1.8% from July to August; all sub-indexes recorded an increase except for grains and specialty crops. The grain index has decreased on a month-to-month basis since May and the specialty crops index since June.

The largest month-to-month gain in the crop sub-indexes was potatoes (+15.8%). The seasonal change in the mix of processing and table potatoes often affects the overall level of the potato index. On a year-over-year basis, the potato index was 2.4% below its August 2000 level. This index has shown monthly year-over-year decreases since September 2000, except in July.

The oilseed index stood at 83.5 in August, a 2.2% increase from July and its highest level since April 1999. Since February 2001, the oilseed index has risen every month; it was 36.2% above the August 2000 level.

Farm Product Price Index
(1997=100)

	Aug. 2000	July 2001[r]	Aug. 2001[p]	Aug. 2000 to Aug. 2001	July to Aug. 2001
				% change	
Grains	73.5	79.7	74.4	1.2	-6.6
Oilseeds	61.3	81.7	83.5	36.2	2.2
Specialty crops	73.9	89.7	87.0	17.7	-3.0
Fruit	93.7	91.8	97.8	4.4	6.5
Vegetables	99.8	103.0	103.3	3.5	0.3
Potatoes	168.6	142.1	164.6	-2.4	15.8
Total crops	81.9	84.7	86.2	5.3	1.8
Cattle and calves	116.6	127.7	126.5	8.5	-0.9
Hogs	91.7	108.7	108.2	18.0	-0.5
Poultry	90.0	91.2	91.2	1.3	0.0
Eggs	96.5	100.1	100.1	3.7	0.0
Dairy	107.1	109.2	113.0	5.5	3.5
Total livestock and animal products	104.6	113.5	113.9	8.9	0.4
Total index	**93.4**	**99.3**	**100.3**	**7.4**	**1.0**

r *Revised figures.*
p *Preliminary figures.*

Available on CANSIM: tables 20021.

The August 2001 issue of *Farm Product Price Index,* Vol. 1, no. 8 (21-007-XIB, free) is now available on Statistics Canada's Web site (*www.statcan.ca*). On the *Our products and services* page, choose *Free publications,* then *Agriculture*.

To order data, or for general information call 1-800-465-1991. To enquire about the concepts, methods or data quality of this release, contact Bernie Rosien (613-951-2441; fax: 613-951-3868; *bernie.rosien@statcan.ca*) Agriculture Division. ■

Shipments of rolled steel
August 2001

Rolled steel shipments totalled 1 243 250 metric tonnes in August, up 8.9% from 1 142 000 tonnes in July but down 4.6% from 1 303 082 tonnes in August 2000.

Year-to-date shipments to the end of August totalled 9 632 571 tonnes, down 5.3% from 10 171 445 tonnes (revised) in the same period of 2000.

Available on CANSIM: table 3030010.

For general information or to order data, contact the dissemination officer (1-866-873-8789; 613-951-9497; *manufact@statcan.ca*). To enquire about the concepts, methods or data quality of this release, contact

Dragos Ifrim (613-951-3527; *ifridra@statcan.ca*), Manufacturing, Construction and Energy Division. ■

Steel primary forms

August 2001

Steel primary forms production for August totalled 1 261 270 metric tonnes, down 9.2% from 1 389 588 tonnes (revised) in August 2000.

Year-to-date production reached 10 070 895 tonnes, down 11.3% from 11 359 438 tonnes (revised) in the same period of 2000.

Available on CANSIM: table 3030010.

For general information or to order data, contact the dissemination officer (1-866-873-8789; 613-951-9497; *manufact@statcan.ca*). To enquire about the concepts, methods or data quality of this release, contact Dragos Ifrim (613-951-3527; *ifridra@statcan.ca*), Manufacturing, Construction and Energy Division. ■

NEW PRODUCTS

Farm product price index, Vol. 1, no. 8, August 2001
Catalogue number 21-007-XIB
(free).

Primary iron and steel, Vol. 56, no. 8, August 2001
Catalogue number 41-001-XIB ($5/$47).

Retail trade, August 2001
Catalogue number 63-005-XIB ($16/$155).

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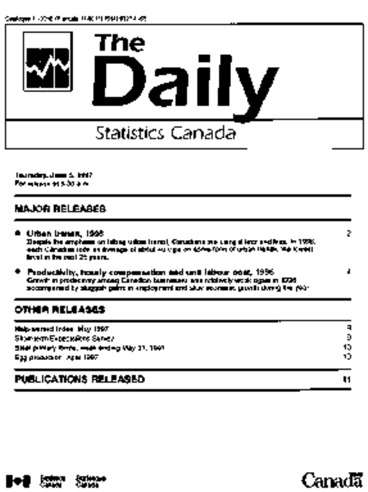
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