



The Daily

Statistics Canada

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MAJOR RELEASES

- **Television viewing, fall 2002** 2
 The proportion of Canadian content in pay-TV and specialty television continued to grow, going from 40% in the fall of 1998 to 44% in the fall of 2002. During the same period, the proportion of Canadian content in Canadian conventional television declined slightly, from 57% to 56%.

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MAJOR RELEASES

Television viewing

Fall 2002

The proportion of Canadian content in pay-TV and specialty television continued to grow, rising from 40% in the fall of 1998 to 44% in the fall of 2002. During the same period, the proportion of Canadian content in Canadian conventional television declined slightly, from 57% to 56%.

Distribution of television viewing time, by origin and type of programme - all persons 2 years and older - Canadian conventional television

Fall 2002

Type of programme	Canadian programmes %	Foreign programmes %	Total
News and public affairs	32.2	4.3	36.4
Documentary	1.5	0.3	1.8
Instruction			
Academic	1.8	0.2	2.0
Social or recreational	0.6	0.5	1.1
Religion	0.2	0.0	0.2
Sports	4.8	0.6	5.4
Variety and games	5.6	8.5	14.1
Music and dance	0.2	0.0	0.2
Comedy	2.3	7.7	10.0
Drama	6.9	21.7	28.6
Other or unknown	0.0	0.1	0.1
Total	56.1	43.9	100.0

Note: Figures may not add to totals because of rounding.

The growth in the Canadian content of pay-TV and specialty television stations was observed for all types of programs (to varying degrees) except for Canadian music and dance programs, whose viewing share declined from 4.5% to 2.5%.

For Canadian conventional television stations, the decline in Canadian content is attributable to Canadian sports programs (down from 7.3% to 4.8%) and Canadian variety and games programs (down from 8.3% to 5.6%).

The growing popularity of Canadian pay-TV and specialty television stations is even more apparent with respect to total viewing. Year after year, Canadians have increased the proportion of their viewing time that they spend watching those stations, from 16% in 1998 to 25% in 2002. In contrast, the time spent watching Canadian conventional television stations has continued to decrease (from 56% to 51%) during the same period. This shift of both viewership and Canadian

Note to readers

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

Statistics Canada's databank on television viewing consists of files from a number of 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.

The CRTC codes the characteristics of each program: content (news, public affairs, drama, religious programming, etc.), 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 two and over. Data were collected using a diary-type questionnaire over four weeks during October and November 2002.

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.

content from Canadian conventional television stations to pay-TV and specialty television stations was observed in both linguistic groups.

The proportion of viewing time that francophones spent watching Canadian conventional television stations remained high (71%, of which nearly 80% was for programs of Canadian origin), but was nevertheless down from the 77% registered in the fall of 1998. For anglophones, the proportion stood at 45% (of which 43% was for programs of Canadian origin), compared with 49% five years earlier.

Francophones spent 22% of their viewing time watching pay-TV and specialty television stations (of which 53% was for programs of Canadian origin), compared with 13% in 1998. Anglophones spent 25% of their viewing time watching these stations (of which 41% was for programs of Canadian origin), compared with 16% in 1998.

Overall, viewing of programs of Canadian origin has remained relatively stable over the past five years at around 39% of total viewing, but this is higher than the 35% observed ten years ago.

Distribution of television viewing time, by origin and type of programme - all persons 2 years and older - Canadian pay-TV and specialty television Fall 2002

Type of programme	Canadian programmes %	Foreign programmes %	Total
News and public affairs	10.5	1.8	12.3
Documentary	2.7	3.3	6.0
Instruction			
Academic	2.9	2.5	5.3
Social and recreational	0.4	1.2	1.6
Religion	0.5	0.5	1.0
Sports	12.4	4.3	16.8
Variety and games	2.6	3.9	6.5
Music and dance	2.5	0.7	3.3
Comedy	1.4	11.7	13.0
Drama	7.7	23.9	31.6
Other or unknown	0.0	2.6	2.6
Total	43.6	56.4	100.0

Note: Figures may not add to totals because of rounding.

Foreign academic instruction programs and Canadian documentaries growing in popularity

The viewing time for academic instruction programs has doubled in the last five years, reaching 3.6% in the fall of 2002. This strong increase is largely attributable to foreign programs, which went from 0.7% to nearly 2% of total viewing. Anglophones are increasingly tuning in to this type of foreign programming; it accounted for 2.4% of their viewing time, compared with only 0.8% in 1998. Francophones, for their part, are spending more time viewing Canadian academic instruction programs (3.1% compared with 2.1% five years ago).

More than 5% of the viewing of Canadian pay-TV and specialty television is devoted to academic instruction programs, compared with 2% in the case of Canadian conventional television.

Canadian documentaries also showed strong growth, almost doubling their share of viewers to 1.5% in 2002. This growth was observed among both anglophones and francophones.

Documentaries accounted for 6% of the viewing of Canadian pay-TV and specialty television, compared with 1.8% for Canadian conventional television.

Foreign variety and games programs are becoming increasingly popular (8.1% of total viewing, compared with 5.6% in 1998), at the expense of programs of this type originating in Canada (3.5% compared with 5.6% in 1998). This is the combined result of an increase in the viewing of foreign variety and games programs among anglophones and a drop in the viewing of this type of Canadian programming among francophones.

The popularity of foreign variety and games programs may in part be due to the advent of reality TV, since it accounts for 35% of their viewership.

Distribution of television viewing time, by origin and type of programme - all persons 2 years and older - all television stations Fall 2002

Type of programme	Canadian programmes %	Foreign programmes %	Total
News and public affairs	18.9	6.3	25.2
Documentary	1.5	2.1	3.6
Instruction			
Academic	1.6	1.9	3.6
Social and recreational	0.4	0.8	1.2
Religion	0.2	0.2	0.4
Sports	5.5	2.8	8.2
Variety and games	3.5	8.1	11.5
Music and dance	0.7	0.3	1.0
Comedy	1.5	9.9	11.4
Drama	5.5	21.6	27.1
Other or unknown			
VCR	0.0	4.5	4.5
Other	0.0	2.3	2.3
Total	39.3	60.7	100.0

Note: Figures may not add to totals because of rounding.

Unlike in the case of documentaries and academic instruction programs, the proportion of viewers watching variety and games programs is larger for Canadian conventional television stations (14%) than for Canadian pay-TV and specialty television stations (6.5%).

Overall, comedies and dramas (combined) account for the largest share (38.5%) of Canadians' total viewing, followed by news and public affairs programs (25.2%).

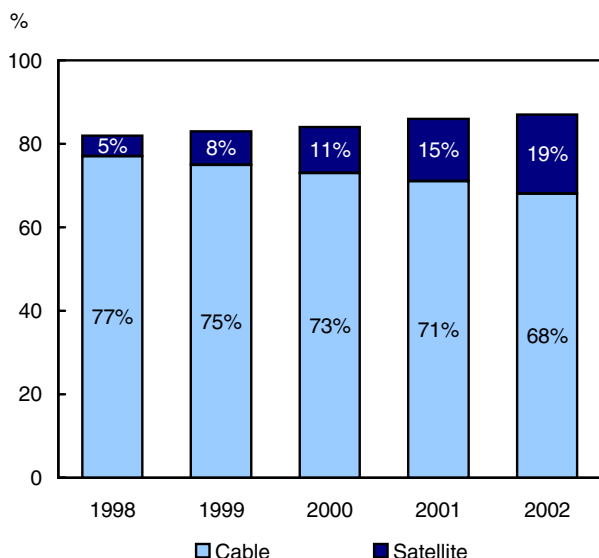
This predominance of comedies and dramas applies to stations in both categories of Canadian television. However, on Canadian pay-TV and specialty television stations, sports rank second (17%), while on Canadian conventional television stations, news and public affairs programs are in second place and are in fact a very close second (36%). In both categories of television, foreign comedies and dramas and Canadian sports, news and public affairs programs dominate.

The penetration rate of dish antennas increased substantially over the last five years

The penetration rate of dish antennas has grown remarkably since 1998, in all provinces. It reached 19% in the fall of 2002, compared with only 5% five years earlier. By province, Saskatchewan had the highest rate (35%) and British Columbia, the lowest (15%).

Meanwhile, the penetration rate of cable has steadily declined, falling to 68% compared with 77% in 1998. A decrease was observed in all provinces. In contrast to dish antennas, cable was most popular in British Columbia, with a penetration rate of 78%, and least popular in Saskatchewan, with a rate of 51%.

The penetration rate for satellite has grown substantially during the past five years



The Annual Cable Television Survey also confirms this change in the situation of cable television, with the number of subscribers to satellite television growing steadily and the number of cable television subscribers continuing to decline.

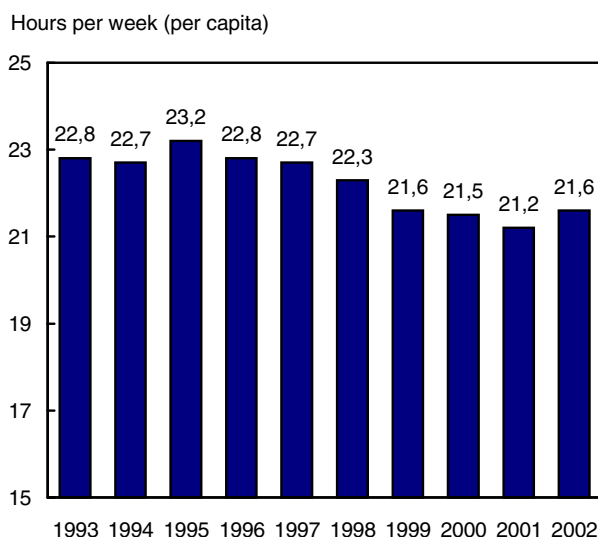
Quebec francophones lead in television viewing

Television was viewed the most in Quebec (23.8 hours per week), more than two hours more than the national average. The gap was greatest among those aged 35 and over.

Quebec francophones spent the most time in front of the small screen (24.5 hours per week), while Quebec anglophones were, for the first time, those who watch television the least in Canada.

Children and teens spent less time in front of the tube — two hours less per week than five years ago. Men aged 18 to 24 continued to be the group least interested in watching television, with only 12.6 hours per week. At the other extreme, women aged 60 and over watched television the most (nearly 36 hours per week).

The number of hours of television viewing has been relatively stable over the past four years



Overall, Canadians still spent a sizable portion of their time watching television, at 21.6 hours per week. The number of hours of television viewing has been relatively stable over the past four years.

Available on CANSIM: tables 502-0001 to 502-0005.

Definitions, data sources and methods: survey number 3114.

Selected details from the Television Viewing Survey in table format (87F0006XIE, free) are now available online. Data from the survey are also available by province. Researchers can request special tabulations on a cost-recovery basis.

For general information, contact Client Services (1-800-307-3382; cult.tourstats@statcan.ca). To order special or standard tables or 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 television viewing, by province, and age/sex groups
Fall 2002

		Canada	N.L.	P.E.I.	N.S.	N.B.	Quebec			Ont.	Man.	Sask.	Alta.	B.C.
							English	French	total					
Total population		21.6	22.7	21.5	23.7	23.3	19.4	24.5	23.8	20.6	21.6	21.2	20.0	20.8
Men														
	18 and up	21.0	22.1	21.0	23.0	21.8	18.5	23.8	23.0	20.0	20.9	20.8	19.4	20.9
	18 to 24	12.6	16.7	12.2	14.6	10.8	9.4	13.7	13.3	12.0	11.8	12.2	12.7	12.8
	25 to 34	16.6	18.6	17.3	18.3	16.7	15.1	17.3	16.8	16.1	16.8	17.5	15.9	17.2
	35 to 49	18.9	21.7	20.3	21.0	18.9	16.5	21.3	20.6	18.0	18.9	18.4	18.2	18.2
	50 to 59	22.7	23.0	23.6	24.7	23.9	19.9	26.5	25.7	21.1	21.4	21.3	21.3	22.4
	60 and up	31.9	28.0	27.6	32.4	33.1	28.0	37.4	35.7	30.4	32.5	31.0	29.6	31.1
Women														
	18 and up	25.8	26.6	25.1	27.8	28.4	23.6	29.9	28.9	24.5	26.3	25.4	24.3	24.3
	18 to 24	16.3	20.0	16.5	16.4	17.2	14.2	17.7	17.0	16.1	16.2	16.2	17.2	13.7
	25 to 34	21.7	25.7	24.8	24.5	24.9	19.8	23.4	22.8	20.7	25.0	22.5	22.6	19.9
	35 to 49	22.7	26.0	22.3	26.3	26.5	19.7	26.2	25.1	21.3	22.3	22.2	21.3	21.1
	50 to 59	27.5	26.3	26.0	28.7	29.8	25.7	32.5	31.6	26.5	27.3	24.3	25.0	23.9
	60 and up	35.9	31.1	31.9	35.3	35.8	32.4	42.4	40.5	33.8	35.4	34.7	34.4	35.8
Teens														
	12 to 17	13.7	13.7	15.7	15.9	13.4	12.2	14.6	14.4	13.8	13.9	12.3	12.4	12.5
Children														
	2 to 11	14.6	17.0	15.7	16.1	16.3	11.9	15.1	14.7	14.5	15.0	16.0	14.2	13.1

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

Cereals and oilseeds review

September 2003

The data from the September issue of *Cereals and oilseeds review* are now available. This month's issue includes the 2002/03 Price Supplement.

The October situation report, an overview of current market conditions, both domestic and international, is also included in the September 2003 issue of *Cereals and oilseeds review* (22-007-XIB, \$12/\$120; 22-007-XPB, \$17/\$160), which will be available soon. See *How to order products*.

For general information, contact Client Services (1-800-465-1991; agriculture@statcan.ca). To enquire about the concepts, methods or data quality of this release, contact Les Macartney (613-951-8714; les.macartney@statcan.ca), Agriculture Division. ■

Canadian potato production

2003 (preliminary) and 2002 (revised)

Data for the 2003 area planted, area harvested, yield and production for potatoes by province are now available. Revised estimates of 2002 area and production, as well as preliminary data for the 2002 volume marketed and value are also available.

The 2002 potato crop was the most valuable potato crop in Canadian history, as the combination of a record production and above-average prices placed the value of the crop just shy of a billion dollars at \$972,868,000.

Driven by the french fry industry that exported over \$700 million worth of product in 2002, potato area continued to climb in 2003 to 456,500 acres (184 800 hectares). This area increase, coupled with excellent yields in the western provinces, put the 2003 production estimate at a record 117,382,000 hundredweights. (5 324 300 tonnes).

Available on CANSIM: table 001-0014.

Definitions, data sources and methods: survey numbers, including related surveys, 3401, 3407, 3446 and 3465.

The November 2003 issue of *Canadian potato production*, Vol. 1, no. 2 (22-008-XIE, free) is now

available online. 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 or data quality of this release, contact Barbara McLaughlin (902-893-7251; barbara.mclaughlin@statcan.ca) or Mark Elward (613-715-3966), Agriculture Division. ■

Monthly railway carloadings

September 2003

Rail activities in September were marked by increases in cereal grains and canola as well as fruits and vegetables loadings. These goods made up for an increase in loadings of just under 0.9 million metric tonnes. The automobile sector, affected by the generalized power outage that struck the eastern part of North America in August, showed a return to normal with an increase in loadings of 20%. This recovery brings September's loadings for this sector to a value almost identical to September 2002. In the mining sector, nickel ore loadings have resumed after the settlement of a work dispute that lasted almost three months. Coal loadings were up a sharp 30%, recovering from a 24% drop in August.

Non-intermodal traffic on Canadian railroads totalled 259 thousand carloadings and 20.5 million tonnes. This represents a 5.0% increase in tonnage from September 2002 and a 10.8% increase from August.

The cumulative total for the first nine months of 2003 (excluding intermodal loadings) reached 171.2 million tonnes, compared with 179.3 million tonnes in 2002.

Loadings for intermodal traffic, that is "containers on flat cars" and "trailers on flat cars," totalled 2.2 million tonnes, up 5.9% from September 2002 and 1.2% from August 2003. Cumulative tonnage for January to September reached 19.5 million tonnes, compared with 18.2 million tonnes for the same period of 2002.

Traffic received from the United States destined for Canada or the United States reached 2.5 million tonnes, up 13.1% from August. From January to September, U.S. loadings reached 22.3 million tonnes, compared with 9.6 million tonnes in the same period of 2002.

Available on CANSIM: table 404-0002.

Definitions, data sources and methods: survey number 2732.

The September 2003 issue of *Monthly railway carloadings*, Vol. 80, no. 9 (52-001-XIE, \$9/\$83) 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 Jean-Robert Larocque (1-866-500-8400; fax: 1-613-951-0009; transportationstatistics@statcan.ca), Transportation Division. ■

Refined petroleum products

September 2003 (preliminary)

Data on the production, inventories and domestic sales of refined petroleum products are now available for September. Other selected data about these products are also available.

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), Energy, Manufacturing, Construction and Energy Division. ■

NEW PRODUCTS

Infomat — a weekly review, November 21, 2003
Catalogue number 11-002-XIE (\$3/\$100).

Infomat — a weekly review, November 21, 2003
Catalogue number 11-002-XPE (\$4/\$145).

Canadian potato production, November 2003, Vol. 1,
no. 2
Catalogue number 22-008-XIE
(free).

Monthly railway carloadings, September 2003,
Vol. 80, no. 9
Catalogue number 52-001-XIE (\$9/\$83).

Quarterly telecommunications statistics, First
quarter 2003, Vol. 27, no. 1
Catalogue number 56-002-XIE (\$23/\$43).

Quarterly telecommunications statistics, Second
quarter 2003, Vol. 27, no. 2
Catalogue number 56-002-XIE (\$23/\$43).

Energy statistics handbook, Second quarter 2003
Catalogue number 57-601-XCB (\$54/\$161).

Energy statistics handbook, Second quarter 2003
Catalogue number 57-601-XIE (\$38/\$107).

**Canada's retirement income program: A statistical
overview**, 1991–2001
Catalogue number 74-507-XCB (\$195).

Television viewing: Data tables, Fall 2002
Catalogue number 87F0006XIE
(free).

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Statistics Canada

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



MAJOR RELEASES

- **Urban transit, 1995** 2
Despite the emphasis on taking urban transit, Canadians are using it less and less. In 1996, each Canadian took an average of about six 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 and industry weak again in 1996, accompanied by sluggish gains in employment and slow economic growth during the year.

OTHER RELEASES

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RELEASE DATES: NOVEMBER 24 TO 28

(Release dates are subject to change.)

Release date	Title	Reference period
24	Wholesale trade	September 2003
24	Retail trade	September 2003
25	Net farm income	2002 (revised)
25	Leading Indicators	October 2003
25	Farm cash receipts	Third quarter 2003
26	Industrial Product Price and Raw Materials Price Indexes	October 2003
26	International travel account	Third quarter 2003
26	Characteristics of international travellers	Second quarter 2003
27	Quarterly financial statistics for enterprises	Third quarter 2003
27	Balance of international payments	Third quarter 2003 ⁶
27	Employment Insurance	September 2003
27	Employment, earnings and hours	September 2003
28	Gross domestic product by industry	September 2003
28	National economic and financial accounts	Third quarter 2003
