



# The Daily

Statistics Canada

**Wednesday, July 27, 2005**

Released at 8:30 a.m. Eastern time

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## Private radio broadcasting

2004

After a stellar performance in 2003, the air time sales of radio broadcasters increased at less than half the pace in 2004.

The air time sales of commercial radio broadcasters increased 3.3% to \$1.2 billion in 2004, compared with an 8.4% advance the previous year. For the first time since 1999-2000, the advertising revenue of radio broadcasters grew at a slower pace than the overall advertising market (+5.4%).

Despite the loss of momentum, the grand dad of electronic media continued to generate healthy profits. Radio stations realized 17.9 cents of profits before interest and taxes for every dollar of revenue in 2004, slightly less than the 18.8 cents generated in 2003, but above the levels realized in the previous 10 years.

FM radio continued to be the locomotive that pulls the industry. The 4.9% increase of air time sales by FM stations in 2004 offset the 1.3% decline of air time sales by AM stations. FM radio also accounted for close to 98% of the \$223.1 million of profits before interest and taxes generated by the industry in 2004.

The rationalization of AM radio continued in 2004. The number of AM stations and networks stood at 189 in 2004, down from 240 only five years earlier and there are signs that the rationalization is yielding results. Revenue per station surpassed the 1989 historical high of \$1.45 million in 2003 and continued climbing in 2004 to reach \$1.6 million. AM radio stations have also generated modest profit before interest and taxes in 2003 and 2004 (1.6% and 1.8% of revenues) after having incurred losses every year since 1990.

Radio broadcasters in larger markets continued to outperform those in smaller markets. The sale of air time by stations in the top five census metropolitan areas (CMAs) advanced 4.4% to \$577.8 million. At the other end of the spectrum, the air time sales of stations operating outside CMAs reached \$317.4 million, up a modest 1.1% compared to 2003.

Radio stations in larger markets were also more profitable. Their profit margin before interest and taxes was 21.9% in 2004, compared to 14.9% for stations in medium-sized markets and 13.4% for those in small-sized markets. Calgary took first place on the list of the most profitable large radio market for the seventh consecutive year. Its profit margin for 2004 stood at 26.6%. Toronto was a close second at 25.3%, moving ahead of Ottawa-Gatineau on the list of most profitable large radio markets.

The performance of radio varied considerably by language of broadcast. Ethnic and Native radio was the

fastest growing segment of the industry in 2004 with a 5.2% increase in air time sales, followed by English (+4.0%) and French language broadcasters (-0.1%).

The Ethnic and Native radio segment was also the only one to improve its profit margin. From 6.9% of revenues in 2003, the profit before interest and taxes of this segment jumped to 10.6% of revenues in 2004, a result comparable to the 11.0% margin achieved by the French language segment. The profitability of Ethnic and Native radio however remained well below that of its English language counterpart (19.6%).

**Available on CANSIM: table 357-0001.**

**Definitions, data sources and methods: survey number 2724.**

More detailed information is available in *Broadcasting and Telecommunications*, Vol. 35, no. 3 (56-001-XIE, \$11/\$35) that will be available soon.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Daniel April (613-951-3177; [daniel.april@statcan.ca](mailto:daniel.april@statcan.ca)), Science, Innovation and Electronic Information Division. ■

## Research and development in the health field

1988 to 2004 (preliminary)

Spending on research and development in the field of health is representing more and more of total research and development spending in Canada, according to a new report.

Between 1997 and 2001, research and development spending on health represented about 17% of total gross domestic expenditures on research and development. By 2002, this proportion had jumped to 22%. By 2003, it was up to 23% and last year it reached 24%.

In 2004, total spending on research and development in the health field amounted to \$5.7 billion nationally, up 9.0% over 2003, according to preliminary estimates.

Research and development in the health field has gained importance in Canada in the past several years. In 1996, \$78 per capita was spent on research in the health field. Preliminary estimates for 2004 put the figure at \$180 per capita.

The higher education sector performed \$3.5 billion in research and development in health, up 12% from 2003. The business enterprise sector performed more than \$2.0 billion in research and development on health, up 5.6% from the previous year.

The major funder was the business enterprise sector, which contributed \$1.6 billion. It was followed by the higher education sector, which contributed \$1.5 billion, and the government sector at \$1.1 billion.

**Definitions, data sources and methods: survey numbers, including related surveys, 4201, 4204, 4208, 4209, 4210 and 4212.**

The service bulletin *Science Statistics: Estimates of Total Spending on Research and Development in the Health Field in Canada, 1988 to 2004*, Vol. 29, no. 5 (88-001-XIE, free) is now available online. From the *Our products and services* page under *Browse our Internet products*, choose *Free* then *Science*.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Janet Thompson, (613-951-2580; [janet.thompson@statcan.ca](mailto:janet.thompson@statcan.ca)) or Gisèle Bellefeuille (613-951-7113; [gisele.bellefeuille@statcan.ca](mailto:gisele.bellefeuille@statcan.ca)), Science, Innovation and Electronic Information Division. ■

## **Production and disposition of tobacco products**

June 2005

Total cigarettes sold in June by Canadian manufacturers increased 8.3% from May to 3.4 billion cigarettes, and increased 1.7% from the level observed in June 2004.

Cigarette production for June increased 14.0% from May to 3.4 billion cigarettes, but decreased 9.3% from the level observed in June 2004.

At 5.2 billion cigarettes, the level of closing inventories for June increased by 2.8% from May, and increased 20.2% over the level recorded in June 2004.

**Available on CANSIM: table 303-0062.**

**Definitions, data sources and methods: survey number 2142.**

The June issue of *Production and Disposition of Tobacco Products*, Vol. 34, no. 6 (32-022-XIE, \$6/\$51) is now available. See *How to order our products*.

For general information, or to enquire about the concepts, methods or data quality of this release, contact the dissemination officer (613-951-9497; 1-866 873-8789; [manufact@statcan.ca](mailto:manufact@statcan.ca)), Manufacturing, Construction and Energy Division. ■

## **Placement of hatchery chicks and turkey poults**

June 2005 (preliminary)

Placements of hatchery chicks onto farms were estimated at 56.5 million birds in June, up 6.2% from June 2004. Placements of turkey poults on farms increased 12.8% to 1.8 million birds.

**Available on CANSIM: table 003-0021.**

**Definitions, data sources and methods: survey number 5039.**

For more information, or to enquire about the concepts, methods or data quality of this release, contact Sandra Gielfeldt (613-951-2505; [sandy.gielfeldt@statcan.ca](mailto:sandy.gielfeldt@statcan.ca)), Agriculture Division. ■

## New products

**Production and Disposition of Tobacco Products,**  
June 2005, Vol. 34, no. 6  
Catalogue number 32-022-XIE (\$6/\$51).

All prices are in Canadian dollars and exclude sales tax. Additional shipping charges apply for delivery outside Canada.

**Science Statistics: Estimates of Total Spending on Research and Development in the Health Field in Canada, 1988 to 2004,** Vol. 29, no. 5  
Catalogue number 88-001-XIE (free).

Catalogue numbers with an -XWE, -XIB or an -XIE extension are Internet versions; those with -XMB or -XME are microfiche; -XPB or -XPE are paper versions; -XDB or -XDE are electronic versions on diskette and -XCB or -XCE are electronic versions on compact disc.

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**Authorized agents and bookstores also carry Statistics Canada's catalogued publications.**

Catalogue 11-001-XIE (11-001-XIE) 11-001-XIE



Statistics Canada

Thursday, June 3, 1997  
For release at 9:30 a.m.



**MAJOR RELEASES**

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

**OTHER RELEASES**

- **High-waged index, May 1997** 3
- **Stocks and Equities: Summary** 2
- **Steel primary forms, year ending May 31, 1997** 12
- **Egg production, April 1997** 12

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