

Friday, July 8, 2005
Released at 8:30 a.m. Eastern time

## Releases

Labour Force Survey, June 2005
Employment edged up 14,000 in June, bringing total gains during the second quarter to $79,000(+0.5 \%)$, three times the growth rate observed in the first quarter of 2005. The unemployment rate edged down to $6.7 \%$ in June, equalling the lowest rate in almost three decades last set in June 2000.

Radio listening, fall 2004
The radio listening habits of Canadians changed substantially between 1995 and 2004, falling by 90 minutes a week on average. They were also listening to less radio in the home, but more in the car and at work.

Steel primary forms, weekly data, week ending July 2, 2005
New products

Release dates: July 11 to $15,2005 \quad 13$

## Releases

## Labour Force Survey

June 2005
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## Gains in full-time jobs among adult women

Full-time employment rose by 52,000 in June but this was partly offset by 38,000 fewer part-time jobs. Most of the full-time gain in June was among women aged 25 and over. Employment among adult women was up 18,000 in June, driven by a large gain in full-time jobs $(+39,000)$. There was little overall employment change in June among youths and adult men.

So far this year, overall employment has increased by $0.6 \%$. Adult men led the increase ( $+1.1 \%$ ) with gains in full- and part-time jobs. Over the same period, employment among adult women was up $0.8 \%$ with all of the gain in full time. Youths have not fared well so far this year with employment for this group falling by $1.1 \%$, with almost all of the weakness in part-time jobs.

## Note to readers

From May to August, the Labour Force Survey collects labour market information about young people aged 15 to 24 who were attending school full-time in March and intend to return to school in the fall. Survey results for May and June give an early indication of the summer job market for older students aged 20 to 24. However, many students aged 15 to 19 were not yet out of school for the summer. Survey results for July and August will provide insight into the summer job market for younger students. The published estimates are not seasonally adjusted. Therefore, comparisons can only be made on a year-over-year basis.

## Summer job market for students

Despite encouraging signs in May, the summer job market for students aged 20 to 24 slowed in June (See Note to readers). The employment rate for this group of students was $69.6 \%$, down a full 3 percentage points from a year earlier. The proportion of students employed in June 2005, although lower than the same time last year, remains higher than in any other June since 1995.


## Strength in construction

Employment in construction increased by 21,000 in June and was spread across a number of provinces. This increase offset the decline in May and leaves employment in the sector up $7.6 \%(+72,000)$ since June 2004.

Employment in education was up 11,000 in June, part of a longer term trend towards more jobs in that industry.

Although employment in manufacturing was little changed in June, there were 78,000 (-3.4\%) fewer people working in the industry than a year earlier. The largest declines over the last 12 months have been in wood, clothing, as well as in motor vehicle and parts manufacturing.

Employment in natural resources was also little changed in June. However, there has been solid job growth of $31,000(+10.9 \%)$ since April 2004 . The majority of the gains over this period were driven by continuing strength in the Alberta oil patch.

Employment in transportation and warehousing fell by 19,000 in June, offsetting most of the jobs added in May. This leaves the number of workers in this sector at about the same level as at the end of 2004. Declines in June were mainly in scenic and sightseeing transportation as well as in warehousing and storage.

Employment also declined in information, culture and recreation $(-15,000)$ in June, with losses mainly in amusement, gambling and recreation as well as in broadcasting and telecommunications.

Over the first half of 2005 , employment has increased in agriculture ( $+8.1 \%$ ), educational services ( $+3.8 \%$ ), business, building and other supports services ( $+3.4 \%$ ), construction ( $+3.0 \%$ ), as well as in natural resources $(+3.0 \%)$. There have been declines over the same period in information, culture and recreation ( $-2.6 \%$ ), manufacturing ( $-2.5 \%$ ), and accommodation and food services ( $-2.0 \%$ ).

## More jobs in Quebec and Newfoundland and Labrador

Employment in Quebec bounced back by 26,000 in June. The gains were in full-time jobs and were led by increases in health care and social assistance as well as in construction. Employment in the province remains at about the same level as at the start of the year. The unemployment rate in June fell 0.5 percentage points to $8.0 \%$.

Employment also increased in Newfoundland and Labrador with 4,000 added workers in June. The increase was mostly in food processing manufacturing with smaller gains in construction. With this increase, employment in the province is at about the same level
as at the end of 2004. In June, the unemployment rate declined 1.3 percentage points to $13.9 \%$, the lowest level since December 1999.

There were fewer people working in New Brunswick as employment decreased by 6,000 in June, with just over half of the decline occurring among youths. The job loss in June offset a similar increase in May. The declines in June were spread in health care and social assistance and in accommodation and food services. The unemployment rate rose 0.9 percentage points in June to $9.7 \%$.

Employment also declined in Nova Scotia, down 5,000 in June and was spread across a number of sectors. This decrease brings employment in the province to approximately the same level as at the end of 2004. The unemployment rate increased 0.9 percentage points in June to $8.6 \%$.

Although employment was little changed in Ontario in June, there were $63,000(+1.0 \%)$ more people working in the province compared to the start of the year. Ontario continues to show weakness in manufacturing. However, job losses in this sector have been offset by gains in trade, construction and educational services.

Employment was also little changed in Alberta and British Columbia in June. However, both provinces have shown job gains over the past 12 months. Employment in British Columbia is up 2.7\% since June 2004. There has been job strength for the province in business, building and other support services as well as in construction. Alberta posted a more moderate increase of $1.4 \%$ over the same period, led by gains in natural resources.

There was little change in the other provinces in June.

Available on CANSIM: tables 282-0001 to 282-0042, 282-0047 to 282-0064, 282-0069 to 282-0096 and 282-0098.

## Definitions, data sources and methods: survey number 3701.

Available at 7:00 a.m. on our Web site. From the home page, choose Today's news releases from The Daily, then Latest Labour Force Survey.

A more detailed summary, Labour Force Information, is available today for the week ending June 18 (71-001-XIE, $\$ 9 / \$ 84$ ). See How to order products.

Data tables are also available in the Canadian Statistics module of our Web site.

The next release of the Labour Force Survey will be on Friday, August 5.

For general information or to order data, contact Client Services (1-866-873-8788; 613-951-4090; labour@statcan.ca). To enquire about the concepts,
methods or data quality of this release, contact Vincent Ferrao (613-951-4750) or Jeannine Usalcas (613-951-4720), Labour Statistics Division.

Employment by industry (based on NAICS) and class of worker for both sexes, aged 15 and over

|  | $\begin{array}{r} \text { May } \\ 2005 \end{array}$ | $\begin{aligned} & \text { June } \\ & 2005 \end{aligned}$ | $\begin{array}{r} \text { May } \\ \text { to } \\ \text { June } \\ 2005 \end{array}$ | $\begin{array}{r} \text { June } \\ 2004 \\ \text { to } \\ \text { June } \\ 2005 \\ \hline \end{array}$ | $\begin{array}{r} \text { May } \\ \text { to } \\ \text { June } \\ 2005 \end{array}$ | $\begin{array}{r} \text { June } \\ 2004 \\ \text { to } \\ \text { June } \\ 2005 \\ \hline \end{array}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | seasonally adjusted |  |  |  |  |  |
|  | '000 |  |  |  | \% |  |
| All industries | 16,153.1 | 16,167.3 | 14.2 | 210.5 | 0.1 | 1.3 |
| Goods-producing sector | 4,007.5 | 4,040.3 | 32.8 | 30.9 | 0.8 | 0.8 |
| Agriculture | 346.4 | 347.8 | 1.4 | 18.3 | 0.4 | 5.6 |
| Forestry, fishing, mining, oil and gas | 312.9 | 310.3 | -2.6 | 25.5 | -0.8 | 9.0 |
| Utilities | 125.0 | 132.1 | 7.1 | -7.1 | 5.7 | -5.1 |
| Construction | 1,003.9 | 1,024.6 | 20.7 | 72.2 | 2.1 | 7.6 |
| Manufacturing | 2,219.3 | 2,225.4 | 6.1 | -77.9 | 0.3 | -3.4 |
| Services-producing sector | 12,145.6 | 12,127.0 | -18.6 | 179.5 | -0.2 | 1.5 |
| Trade | 2,581.1 | 2,567.5 | -13.6 | 79.1 | -0.5 | 3.2 |
| Transportation and warehousing | 809.1 | 790.4 | -18.7 | -29.2 | -2.3 | -3.6 |
| Finance, insurance, real estate and leasing | 1,005.1 | 994.9 | -10.2 | 49.7 | -1.0 | 5.3 |
| Professional, scientific and technical services | 1,048.9 | 1,055.3 | 6.4 | 57.0 | 0.6 | 5.7 |
| Business, building and other support services | 650.4 | 654.5 | 4.1 | 21.3 | 0.6 | 3.4 |
| Educational services | 1,086.1 | 1,096.9 | 10.8 | 47.8 | 1.0 | 4.6 |
| Health care and social assistance | 1,706.0 | 1,718.0 | 12.0 | -20.1 | 0.7 | -1.2 |
| Information, culture and recreation | 729.9 | 714.5 | -15.4 | -11.2 | -2.1 | -1.5 |
| Accommodation and food services | 987.9 | 995.9 | 8.0 | -14.7 | 0.8 | -1.5 |
| Other services | 691.4 | 695.2 | 3.8 | -10.1 | 0.5 | -1.4 |
| Public administration | 849.6 | 844.0 | -5.6 | 10.0 | -0.7 | 1.2 |
| Class of worker |  |  |  |  |  |  |
| Public sector employees | 3,127.3 | 3,122.3 | -5.0 | 36.7 | -0.2 | 1.2 |
| Private sector | 13,025.7 | 13,045.1 | 19.4 | 173.8 | 0.1 | 1.4 |
| Private employees | 10,529.6 | 10,540.5 | 10.9 | 124.5 | 0.1 | 1.2 |
| Self-employed | 2,496.1 | 2,504.6 | 8.5 | 49.3 | 0.3 | 2.0 |

Note: $\quad$ Related to CANSIM tables 282-0088 and 282-0089.

## Employment by type of work, age and sex

|  | $\begin{aligned} & \hline \text { June } \\ & 2005 \end{aligned}$ | $\begin{array}{r} \text { May } \\ \text { to } \\ \text { June } \\ 2005 \end{array}$ | $\begin{array}{r} \text { June } \\ 2004 \\ \text { to } \\ \text { June } \\ 2005 \\ \hline \end{array}$ | $\begin{aligned} & \hline \text { June } \\ & 2005 \end{aligned}$ | $\begin{array}{r} \text { May } \\ \text { to } \\ \text { June } \\ 2005 \end{array}$ | $\begin{array}{r} \text { June } \\ 2004 \\ \text { to } \\ \text { June } \\ 2005 \\ \hline \end{array}$ | $\begin{aligned} & \hline \text { June } \\ & 2005 \end{aligned}$ | $\begin{array}{r} \text { May } \\ \text { to } \\ \text { June } \\ 2005 \end{array}$ | $\begin{array}{r} \text { June } \\ 2004 \\ \text { to } \\ \text { June } \\ 2005 \\ \hline \end{array}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | seasonally adjusted |  |  |  |  |  |  |  |  |
|  | Both sexes |  |  | Men |  |  | Women |  |  |
|  |  |  |  |  | '000 |  |  |  |  |
| Employment | 16,167.3 | 14.2 | 210.4 | 8,593.1 | -3.5 | 125.2 | 7,574.2 | 17.7 | 85.3 |
| Full-time | 13,213.4 | 52.2 | 194.8 | 7,664.7 | 14.4 | 98.5 | 5,548.8 | 38.0 | 96.4 |
| Part-time | 2,953.9 | -38.0 | 15.7 | 928.5 | -17.7 | 26.8 | 2,025.4 | -20.3 | -11.2 |
| 15-24 | 2,458.7 | -8.8 | -22.9 | 1,227.0 | -8.3 | -21.8 | 1,231.7 | -0.5 | -1.1 |
| 25 and over | 13,708.6 | 23.0 | 233.4 | 7,366.1 | 4.8 | 147.0 | 6,342.5 | 18.2 | 86.4 |
| 25-54 | 11,479.1 | 14.6 | 64.9 | 6,075.4 | 0.0 | 58.0 | 5,403.7 | 14.6 | 6.8 |
| 55 and over | 2,229.5 | 8.5 | 168.5 | 1,290.7 | 4.8 | 89.0 | 938.8 | 3.7 | 79.5 |

Note: Related CANSIM table 282-0087.

The Daily, July 8, 2005

Labour force characteristics for both sexes, aged 15 and over

|  | $\begin{array}{r} \text { May } \\ 2005 \end{array}$ | $\begin{aligned} & \text { June } \\ & 2005 \end{aligned}$ | May to June 2005 | $\begin{array}{r} \text { May } \\ 2005 \end{array}$ | $\begin{aligned} & \text { June } \\ & 2005 \end{aligned}$ | $\begin{array}{r} \text { May } \\ \text { to } \\ \text { June } \\ 2005 \\ \hline \end{array}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | seasonally adjusted |  |  |  |  |  |
|  | Labour force |  |  | Participation rate |  |  |
|  | '000 |  | \% change | \% |  | change |
| Canada | 17,331.2 | 17,329.4 | 0.0 | 67.3 | 67.2 | -0.1 |
| Newfoundland and Labrador | 249.8 | 250.5 | 0.3 | 58.1 | 58.3 | 0.2 |
| Prince Edward Island | 75.6 | 76.2 | 0.8 | 67.9 | 68.3 | 0.4 |
| Nova Scotia | 485.6 | 485.0 | -0.1 | 63.9 | 63.8 | -0.1 |
| New Brunswick | 388.8 | 386.0 | -0.7 | 63.7 | 63.3 | -0.4 |
| Quebec | 4,017.2 | 4,024.5 | 0.2 | 65.1 | 65.1 | 0.0 |
| Ontario | 6,882.3 | 6,879.7 | 0.0 | 68.5 | 68.4 | -0.1 |
| Manitoba | 609.9 | 607.6 | -0.4 | 68.7 | 68.4 | -0.3 |
| Saskatchewan | 507.9 | 510.2 | 0.5 | 67.9 | 68.2 | 0.3 |
| Alberta British Columbia | 1,852.6 | 1,852.9 | 0.0 | 72.7 | 72.6 | -0.1 |
|  | 2,261.4 | 2,256.7 | -0.2 | 65.7 | 65.5 | -0.2 |
|  | Employment |  |  | Employment rate |  |  |
|  | '000 |  | \% change | \% |  | change |
|  | 16,153.1 | 16,167.3 | 0.1 | 62.7 | 62.7 | 0.0 |
| Newfoundland and Labrador | 211.8 | 215.6 | 1.8 | 49.3 | 50.2 | 0.9 |
| Prince Edward Island | 67.5 | 67.1 | -0.6 | 60.6 | 60.2 | -0.4 |
| Nova Scotia | 448.1 | 443.2 | -1.1 | 58.9 | 58.3 | -0.6 |
| New Brunswick | 354.6 | 348.4 | -1.7 | 58.1 | 57.1 | -1.0 |
| Quebec | 3,677.6 | 3,703.4 | 0.7 | 59.6 | 59.9 | 0.3 |
| Ontario | 6,409.7 | 6,416.6 | 0.1 | 63.8 | 63.8 | 0.0 |
| Manitoba | 578.6 | 578.3 | -0.1 | 65.1 | 65.1 | 0.0 |
| Saskatchewan | 484.9 | 485.6 | 0.1 | 64.8 | 64.9 | 0.1 |
| Alberta | 1,788.3 | 1,782.9 | -0.3 | 70.2 | 69.9 | -0.3 |
| British Columbia | 2,132.0 | 2,126.2 | -0.3 | 62.0 | 61.7 | -0.3 |
|  | Unemployment |  |  | Unemployment rate |  |  |
|  | '000 |  | \% change | \% |  | change |
| Canada | 1,178.1 | 1,162.1 | -1.4 | 6.8 | 6.7 | -0.1 |
| Newfoundland and Labrador | 38.0 | 34.9 | -8.2 | 15.2 | 13.9 | -1.3 |
| Prince Edward Island | 8.2 | 9.1 | 11.0 | 10.8 | 11.9 | 1.1 |
| Nova Scotia | 37.5 | 41.8 | 11.5 | 7.7 | 8.6 | 0.9 |
| New Brunswick | 34.2 | 37.6 | 9.9 | 8.8 | 9.7 | 0.9 |
| Quebec | 339.5 | 321.2 | -5.4 | 8.5 | 8.0 | -0.5 |
| Ontario | 472.6 | 463.1 | -2.0 | 6.9 | 6.7 | -0.2 |
| Manitoba | 31.3 | 29.4 | -6.1 | 5.1 | 4.8 | -0.3 |
| Saskatchewan | 23.0 | 24.5 | 6.5 | 4.5 | 4.8 | 0.3 |
| Alberta | 64.2 | 70.0 | 9.0 | 3.5 | 3.8 | 0.3 |
| British Columbia | 129.5 | 130.5 | 0.8 | 5.7 | 5.8 | 0.1 |

Note: Related CANSIM table 282-0087.

Labour force characteristics for both sexes, aged 15 and over

|  | $\begin{aligned} & \text { June } \\ & 2004 \end{aligned}$ | $\begin{aligned} & \text { June } \\ & 2005 \end{aligned}$ | $\begin{array}{r} \text { June } \\ 2004 \\ \text { to } \\ \text { June } \\ 2005 \\ \hline \end{array}$ | $\begin{aligned} & \hline \text { June } \\ & 2004 \end{aligned}$ | $\begin{aligned} & \text { June } \\ & 2005 \end{aligned}$ | $\begin{array}{r} \text { June } \\ 2004 \\ \text { to } \\ \text { June } \\ 2005 \\ \hline \end{array}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | unadjusted |  |  |  |  |  |
|  | Labour force |  |  | Participation rate |  |  |
|  | '000 |  | \% change | \% |  | change |
| Canada | 17,474.4 | 17,606.5 | 0.8 | 68.8 | 68.3 | -0.5 |
| Newfoundland and Labrador | 272.2 | 266.4 | -2.1 | 63.4 | 62.0 | -1.4 |
| Prince Edward Island | 77.2 | 79.5 | 3.0 | 69.5 | 71.3 | 1.8 |
| Nova Scotia | 498.2 | 496.0 | -0.4 | 65.9 | 65.2 | -0.7 |
| New Brunswick | 402.5 | 399.5 | -0.7 | 66.3 | 65.5 | -0.8 |
| Quebec | 4,086.7 | 4,103.5 | 0.4 | 66.9 | 66.4 | -0.5 |
| Ontario | 6,876.1 | 6,962.3 | 1.3 | 69.6 | 69.2 | -0.4 |
| Manitoba | 616.8 | 615.1 | -0.3 | 70.0 | 69.2 | -0.8 |
| Saskatchewan | 514.7 | 519.4 | 0.9 | 69.1 | 69.4 | 0.3 |
| Alberta | 1,868.9 | 1,881.4 | 0.7 | 74.7 | 73.7 | -1.0 |
| British Columbia | 2,261.0 | 2,283.4 | 1.0 | 66.8 | 66.3 | -0.5 |
|  | Employment |  |  | Employment rate |  |  |
|  | '000 |  | \% change | \% |  | change |
| Canada | 16,300.3 | 16,499.3 | 1.2 | 64.2 | 64.0 | -0.2 |
| Newfoundland and Labrador | 233.5 | 233.1 | -0.2 | 54.4 | 54.3 | -0.1 |
| Prince Edward Island | 71.6 | 73.3 | 2.4 | 64.5 | 65.7 | 1.2 |
| Nova Scotia | 459.2 | 457.7 | -0.3 | 60.7 | 60.2 | -0.5 |
| New Brunswick | 366.7 | 363.5 | -0.9 | 60.4 | 59.6 | -0.8 |
| Quebec | 3,773.1 | 3,801.6 | 0.8 | 61.8 | 61.5 | -0.3 |
| Ontario | 6,420.4 | 6,508.0 | 1.4 | 65.0 | 64.7 | -0.3 |
| Manitoba | 586.2 | 588.7 | 0.4 | 66.5 | 66.2 | -0.3 |
| Saskatchewan | 491.9 | 497.7 | 1.2 | 66.0 | 66.5 | 0.5 |
| Alberta | 1,792.4 | 1,816.6 | 1.4 | 71.6 | 71.2 | -0.4 |
| British Columbia | 2,105.4 | 2,159.0 | 2.5 | 62.2 | 62.7 | 0.5 |
|  | Unemployment |  |  | Unemployment rate |  |  |
|  | '000 |  | \% change | \% |  | change |
| Canada | 1,174.0 | 1,107.1 | -5.7 | 6.7 | 6.3 | -0.4 |
| Newfoundland and Labrador | 38.7 | 33.3 | -14.0 | 14.2 | 12.5 | -1.7 |
| Prince Edward Island | 5.5 | 6.2 | 12.7 | 7.1 | 7.8 | 0.7 |
| Nova Scotia | 39.0 | 38.3 | -1.8 | 7.8 | 7.7 | -0.1 |
| New Brunswick | 35.8 | 36.0 | 0.6 | 8.9 | 9.0 | 0.1 |
| Quebec | 313.6 | 301.9 | -3.7 | 7.7 | 7.4 | -0.3 |
| Ontario | 455.7 | 454.3 | -0.3 | 6.6 | 6.5 | -0.1 |
| Manitoba | 30.6 | 26.4 | -13.7 | 5.0 | 4.3 | -0.7 |
| Saskatchewan | 22.8 | 21.7 | -4.8 | 4.4 | 4.2 | -0.2 |
| Alberta | 76.5 | 64.7 | -15.4 | 4.1 | 3.4 | -0.7 |
| British Columbia | 155.6 | 124.3 | -20.1 | 6.9 | 5.4 | -1.5 |

Note: Related CANSIM table 282-0087.

## Radio listening

Fall 2004
The radio listening habits of Canadians changed substantially between 1995 and 2004, falling by 90 minutes a week on average. They were also listening to less radio in the home, but more in the car and at work.

Canadians listening to less radio than in 1995


On average, Canadians spent 19.5 hours per week listening to radio in the fall of 2004, the same number of hours as in the previous year, but one-and-a-half hours less than a decade earlier.

In the fall of 2004, Canadians spent $49 \%$ of their listening time in their homes, down from $56 \%$ in 1995.

On the other hand, they spent $27 \%$ of their listening time in their cars, up from only $22 \%$. And they spent $23 \%$ of their listening time at work, up from 20\% in 1995.

## Percentage share of radio listening by location: Fall 1995 to 2004

|  | Home | Work | Auto | Other |  |
| :--- | ---: | :--- | ---: | ---: | :---: |
|  | $\%$ |  |  |  |  |
| 1995 | 56 | 20 | 22 | 2 |  |
| 1996 | 55 | 21 | 22 | 2 |  |
| 1997 | 54 | 22 | 22 | 2 |  |
| 1998 | 53 | 22 | 23 | 2 |  |
| 1999 | 53 | 22 | 23 | 2 |  |
| 2000 | 52 | 22 | 24 | 2 |  |
| 2001 | 51 | 23 | 24 | 2 |  |
| 2002 | 50 | 23 | 25 | 2 |  |
| 2003 | 49 | 23 | 26 | 2 |  |
| 2004 | 49 | 23 | 27 | 2 |  |

## Note to readers

The results in this release are based on a survey of Canadians aged 12 and older.

Data on listening cover a seven-day period and were collected using a log-type questionnaire over an eight-week period from September 6 to October 31, 2004. The measurement period for Ottawa-Gatineau was September 6 to October 31, 2004 and additionally, November 22 to December 5, 2004.

While the return rate, at $41.4 \%$, is modest by Statistics Canada standards, it is in line with Canadian and international broadcasting industry practice for audience measurement. However, the data should be interpreted with caution.

The radio project of the Culture Statistics Program is a joint endeavour of the Canadian Radio-Television and Telecommunications Commission (CRTC), the Department of Canadian Heritage and Statistics Canada.

The Statistics Canada radio listening data bank integrates files from a variety of sources. The basic listening data are acquired from the BBM Bureau of Measurement and include demographic characteristics of survey respondents. The information on specific radio station formats is provided by the CRTC.

Men aged between 18 and 34 spent the least amount of time listening to radio in the home. Only 26\% of their total listening time was in the home, compared with $37 \%$ for women in that age group.

During the week, the greatest proportion of radio listening in the home occurred in the early morning hours between $6 \mathrm{a} . \mathrm{m}$. and $10 \mathrm{a} . \mathrm{m}$. At work, the majority listened between 10 a.m. and 3 p.m. And in the car, listeners tuned in mainly during rush-hour commutes to and from work in the morning and evening.

## Gap between adult and teen listening continues to widen

Radio still has very little appeal for teenagers. In the fall of 2004, they tuned in for only 8.5 hours a week, the least amount of time devoted to the medium by any age group.

In addition, the gap between adult listening time and teen listening time continued to widen. In 1995, adults listened 10 hours a week more than teens. In the fall of 2004, this had widened to 12 hours.

Over the last five years, adults reduced their listening time by close to one hour per week, while among teenagers the decline amounted to nearly three hours per week.

Young adults aged between 18 and 24 had the second shortest listening time, only 15.7 hours a week. Women aged 65 and over spent the most time listening to the radio, at an average of 23.6 hours per week.

Provincially, Prince Edward Island residents spent the most time listening to the radio, with an average
of 21.2 hours per week, followed by Newfoundland and Labrador, Quebec, Saskatchewan and Alberta.

Residents of British Columbia continued to report the lowest radio listening times in the country ( 17.8 hours per week).

## CBC popular with university graduates

Adult contemporary music continued to dominate, accounting for one-quarter of adult listening time, followed by gold/oldies/rock (15.3\%) and CBC Radio (11.1\%).

The proportion of public radio listening increased with education and with age. In fact, the CBC was the first choice in radio for respondents with university degrees. The situation was reversed in the case of country music stations.

Seniors aged 65 and over spent $22 \%$ of their listening time tuned to the CBC, compared with only $2 \%$ among young adults.

The choice of format varied between provinces. Country music was the first choice in Prince Edward Island, Saskatchewan and Alberta, while adult contemporary music dominated in Nova Scotia, New Brunswick, Quebec and Ontario.

## Very low listenership for French-language AM stations

There has been a phenomenal increase in FM station audiences in the last two decades. Until 1990, the proportion of AM station listeners, although decreasing, still surpassed those for FM stations.

In the fall of 1991, the two bands shared listener proportions equally, but this was followed by a remarkable increase in FM stations listenership. By the fall of 2004, fully $75 \%$ of Canadians were tuning into the FM band, largely due to the better sound quality and the transfer of many stations from the AM to the FM band.

In terms of broadcast language, French-language AM stations accounted for only $9 \%$ of all AM station listening. In contrast, French-language FM stations accounted for $26 \%$ of all FM station listening.

According to the CRTC, financial results for French-language AM stations reflect this listening situation. Revenues of French-language AM stations fell $13.2 \%$ between 2003 and 2004, while English-language AM radio revenues remained relatively stable.

Meanwhile, the revenues of French-language FM stations fell by 3.4\% and those of English-language FM stations rose $5.5 \%$.

FM stations are very popular among younger people but their popularity gradually decreases as age increases. Men and women aged 65 and over preferred AM stations.

This may partly be due to the fact that there is more talk radio on AM stations, which is the most popular format among older people.

## Available on CANSIM: tables 503-0001 to 503-0005.

## Definitions, data sources and methods: survey number 3153.

Selected details from the Radio Listening Survey are now available online in the publication Radio Listening: Data Tables (87F0007XIE, free). Data from this survey are also available by province. Users can request special tabulations on a cost-recovery basis.

To obtain more information, order data or enquire about the methods, concepts or data quality of this release, contact Client Services (telephone: $1800307-3382$ or 613-951-7608; fax: 613-951-9040; cult.tourstats@statcan.ca), Culture, Tourism and the Centre for Education Statistics.

The Daily, July 8, 2005

Average hours per week of radio listening: Fall 2004

|  | Canada | Nfld.-Lab. | P.E.I. | N.S. | N.B. |  | Qué. |  | Ont. | Man. | Sask. | Alta. | B.C. |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |  | English | French | Total |  |  |  |  |  |
| Total population | 19.5 | 20.0 | 21.2 | 19.2 | 18.7 | 20.1 | 20.1 | 20.0 | 19.7 | 19.5 | 20.3 | 20.2 | 17.8 |
| Men: |  |  |  |  |  |  |  |  |  |  |  |  |  |
| $18+$ | 20.8 | 20.6 | 21.4 | 20.2 | 19.4 | 19.6 | 21.3 | 21.0 | 21.0 | 21.1 | 23.1 | 22.1 | 18.5 |
| 18-24 | 15.5 | 12.9 | 19.0 | 13.5 | 13.4 | 12.7 | 14.9 | 14.6 | 15.7 | 17.4 | 19.4 | 18.3 | 13.3 |
| 25-34 | 20.7 | 21.4 | 14.1 | 20.7 | 20.5 | 18.0 | 22.7 | 21.9 | 19.6 | 22.7 | 26.2 | 23.4 | 17.4 |
| 35-49 | 22.2 | 20.5 | 22.1 | 20.9 | 21.5 | 20.9 | 22.9 | 22.5 | 22.5 | 21.1 | 24.8 | 23.3 | 20.0 |
| 50-64 | 21.7 | 21.7 | 26.2 | 20.6 | 20.2 | 20.8 | 21.9 | 21.5 | 22.5 | 20.8 | 21.9 | 22.4 | 20.1 |
| $65+$ | 20.8 | 23.6 | 22.3 | 22.5 | 17.1 | 22.3 | 20.4 | 20.8 | 21.4 | 22.8 | 20.7 | 20.5 | 18.5 |
| Women: |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 18 + | 20.5 | 21.7 | 24.1 | 20.2 | 19.9 | 22.4 | 21.3 | 21.3 | 20.7 | 20.4 | 20.5 | 20.4 | 18.8 |
| 18-24 | 15.9 | 17.1 | 16.1 | 12.4 | 14.4 | 15.4 | 14.7 | 14.7 | 16.0 | 14.7 | 16.3 | 19.0 | 16.0 |
| 25-34 | 17.9 | 19.1 | 33.9 | 18.5 | 18.1 | 17.7 | 18.8 | 18.5 | 17.7 | 18.4 | 17.4 | 18.3 | 16.4 |
| 35-49 | 20.8 | 20.6 | 22.3 | 20.7 | 20.8 | 23.1 | 22.8 | 22.6 | 21.0 | 19.1 | 20.5 | 20.2 | 18.1 |
| 50-64 | 22.1 | 24.6 | 20.1 | 22.9 | 20.9 | 23.6 | 22.9 | 22.8 | 22.2 | 22.4 | 22.4 | 22.5 | 19.8 |
| $65+$ | 23.6 | 24.6 | 29.7 | 21.7 | 21.5 | 27.0 | 22.7 | 23.3 | 24.4 | 25.2 | 23.3 | 22.0 | 22.7 |
| Teens: $12-17$ | 8.5 | 8.1 | 6.9 | 8.6 | 8.8 | 9.6 | 7.6 | 7.8 | 8.5 | 8.2 | 8.1 | 10.1 | 8.8 |

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 the question or who indicated a language other than English or French.

Percentage share of radio listening by format: Fall 2004

|  | Canada | Nfld.-Lab. | P.E.I. | N.S. | N.B. | Qué. | Ont. | Man. | Sask. | Alta. | B.C. |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Adult contemporary | 24.6 | 14.8 | 5.8 | 26.0 | 33.4 | 31.0 | 26.1 | 17.1 | 22.5 | 10.7 | 20.8 |
| Album-oriented-rock | 5.6 | 13.2 | 0.1 | 9.7 | 0.1 | 2.0 | 5.4 | 5.6 | 5.1 | 14.0 | 6.0 |
| Canadian Broadcasting Corporation | 11.1 | 10.6 | 25.1 | 17.1 | 15.4 | 11.3 | 9.3 | 10.4 | 10.4 | 7.8 | 17.1 |
| Contemporary | 8.5 | 8.0 | 25.1 | 7.6 | 4.0 | 19.8 | 3.6 | 6.9 | 0.1 | 7.8 | 5.1 |
| Country | 10.0 | 13.6 | 33.4 | 22.7 | 14.1 | 0.6 | 8.5 | 16.5 | 36.3 | 24.2 | 7.5 |
| Dance | 0.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 | 1.4 | 0.0 | 0.0 | 0.0 | 0.0 |
| Easy listening | 2.3 | 0.0 | 0.4 | 0.0 | 0.0 | 2.9 | 3.6 | 1.6 | 0.0 | 1.1 | 0.0 |
| Gold/oldies/rock | 15.3 | 6.6 | 8.9 | 12.0 | 12.4 | 13.0 | 17.4 | 17.3 | 14.4 | 14.0 | 16.5 |
| Middle-of-the-road | 3.1 | 0.0 | 0.0 | 1.6 | 0.0 | 0.9 | 5.2 | 2.7 | 1.2 | 2.1 | 3.2 |
| Other | 4.6 | 7.8 | 1.1 | 3.1 | 16.4 | 4.2 | 3.4 | 6.6 | 2.6 | 7.4 | 4.4 |
| Sports | 0.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.2 | 1.2 | 0.0 | 0.0 | 1.4 | 1.3 |
| Talk | 10.6 | 25.4 | 0.0 | 0.0 | 0.1 | 12.1 | 9.9 | 14.8 | 6.8 | 9.2 | 13.4 |
| US stations | 3.1 | 0.0 | 0.0 | 0.2 | 4.1 | 1.8 | 4.9 | 0.6 | 0.5 | 0.3 | 4.8 |
| Total listening | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |

## Steel primary forms, weekly data

Week ending July 2, 2005 (preliminary)
Steel primary forms production for the week ending July 2 totalled 251646 metric tonnes, down 3.9\% from 261773 tonnes a week earlier and down 18.3\% from 307942 tonnes in the same week of 2004.

The year-to-date total as of July 2 was 7954914 tonnes, down 2.3\% from 8144912 tonnes in the same period of 2004.

Definitions, data sources and methods: survey number 2131.

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; manufact@statcan.ca), Manufacturing, Construction and Energy Division.

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## Release dates: July 11 to 15, 2005

(Release dates are subject to change.)

| Release <br> date | Title | Reference period |
| :--- | :--- | :--- |
| 11 | Investment in non-residential building construction | Second quarter 2005 |
| 12 | Births | 2003 |
| 12 | New Housing Price Index | May 2005 |
| 13 | Canadian international merchandise trade | May 2005 |
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| 15 | Multifactor productivity growth | 2004 |

