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Releases

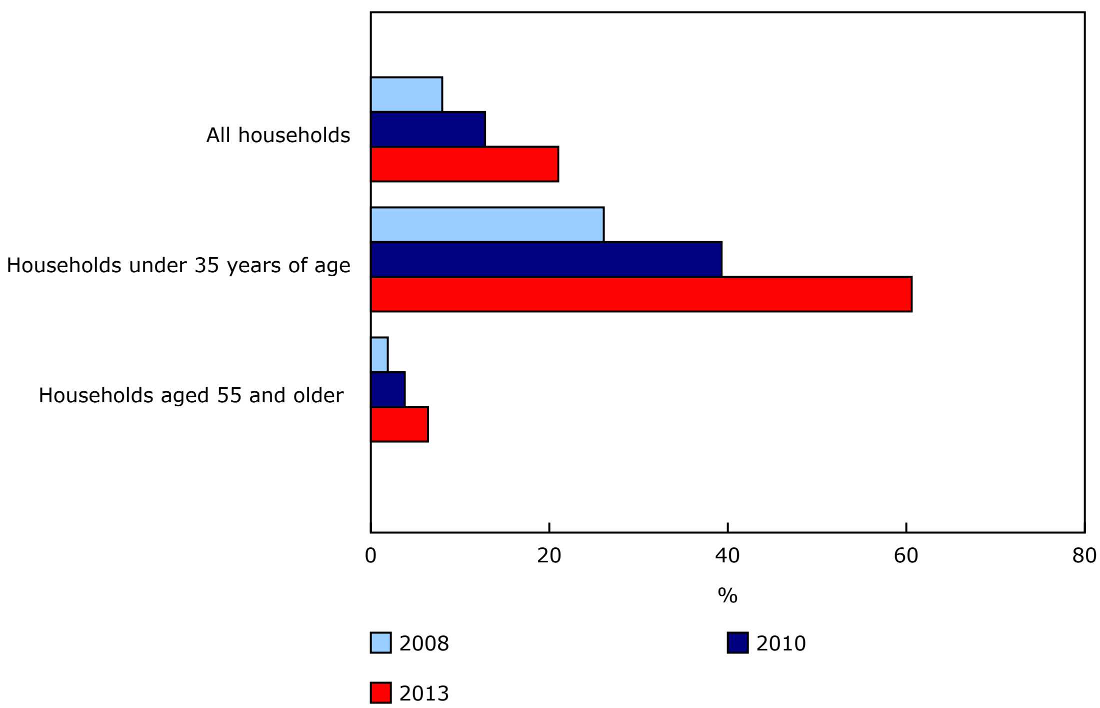
Releases

Residential Telephone Service Survey, 2013

More than one in five households in Canada have cell phones as their only form of telephone service. In 2013, 21% of households reported using a cell phone exclusively, up from 13% in 2010.

Exclusive cell phone use is more pronounced in young households where all of the members are under 35 years of age. In 2013, 60% of these households reported using a cell phone exclusively, up from 39% in 2010 and 26% in 2008. Although exclusive cell phone use is less common in households composed only of those aged 55 and over, it is on the rise, up from 2% in 2008 to 6% in 2013.

Chart 1
Percentage of households that use a cell phone only



Total cell phone use, whether used exclusively or in combination with other types of phone service, continues to grow in popularity in Canada. In 2013, 83% of Canadian households had an active cell phone, up from 78% in 2010.

Differences in total cell phone use were observed across provinces. The proportion of households with an active cell phone was highest in Alberta (91%), Saskatchewan (86%), British Columbia (85%) and Ontario (85%). In each of the Atlantic provinces, the proportion of households with an active cell phone was 80%. The proportion was lowest in Quebec, at 76%.

The share of households with a traditional landline fell from 66% in 2010 to 56% in 2013. In Quebec (43%), the percentage of households with a landline was lower than in any other province, while the proportion using telephone service by cable modem (37%) was almost twice the overall Canadian rate (19%).

Telephone service from Internet providers (voice over Internet Protocol) was still relatively rare in 2013, with 3% of households reporting its use.

Note to readers

The Residential Telephone Service Survey measures residential phone use rates across all provinces in Canada. It surveyed about 19,000 households in December 2013 as a supplement of the Labour Force Survey.

Table 1
Percentage of households by type of telephone service, by province

	Households	Cellular phone	Traditional landline	Cable telephone
	thousands	% of households		
Canada	**13,837**	**83**	**56**	**19**
Newfoundland and Labrador	214	80	70	14
Prince Edward Island	58	80	63	13
Nova Scotia	400	80	59	19
New Brunswick	309	80	67	15
Quebec	3,474	76	43	37
Ontario	5,123	85	61	12
Manitoba	486	82	63	13
Saskatchewan	425	86	65	9
Alberta	1,464	91	58	13
British Columbia	1,883	85	57	14

Note(s): *The fourth type of reported telephone service, "voice over Internet Protocol," is not included in this table. Overall, 3% of Canadians reported using this service. The percentages do not add to 100 as many respondents reported using multiple services.*

Definitions, data sources and methods: survey number 4426.

For more information, or to enquire about the concepts, methods or data quality of this release, contact us (toll-free 1-800-263-1136; 514-283-8300; infostats@statcan.gc.ca) or Media Relations (613-951-4636; mediahotline@statcan.gc.ca).

Private radio broadcasting, 2013

The financial profile of private radio broadcasting changed little in 2013 compared with 2012. Operating revenues rose 0.2% to $1.6 billion in 2013, increasing at the same pace as in the previous year. Operating expenses fell 0.4% to $1.3 billion. The profit margin before interest and taxes edged up from 19.8% in 2012 to 20.3% in 2013, as profits totalled $330 million.

The profit margin before interest and taxes for the private AM radio sector fell below the 10% mark for the first time in four years, down to 8.5% in 2013. The decline was the result of a 3.9% decrease in operating revenues, falling from $306 million in 2012 to $294 million in 2013. The number of AM stations decreased from 130 in 2012 to 128 in 2013.

In the private FM radio sector, operating revenues were up 1.2% to $1.3 billion in 2013. A 0.1% reduction in spending enabled the sector to increase its profit margin before interest and taxes to 22.9%, resulting in profits before interest and taxes of $305 million. However, profitability in this sector has still not returned to the 24.5% level observed prior to the 2008 economic slowdown.

In 2013, 98.7% of operating revenues were generated by the sale of advertising, marking its highest percentage in 12 years. Although the sale of local advertising reached $1.1 billion, its proportion in total advertising revenues for private radio continued to decline in favour of national and network advertising. In 2002, the sale of local advertising accounted for 76.7% of total operating revenues. In 2013, the local advertising market accounted for 69.3% of total operating revenues, compared with 29.5% for national and network advertising.

The significant growth of the national and network advertising market is evident across the country, except in Manitoba and Saskatchewan. The local advertising market in those two provinces has essentially maintained the same share since 2002. Quebec is also special in this respect, as the sale of local air time represented 57.7% of total operating revenues in 2013. This was due to the strong presence of networks duly constituted in the province that offer unique programming for all stations, except for morning and late afternoon broadcasts.

Private radio broadcasters in Alberta became the most profitable in the country in 2013, as the profit margin before interest and taxes reached 24.5%, up from 21.3% in 2012. Ontario fell to second place in terms of overall profitability with a profit margin before interest and taxes of 24.2%, down from 24.7% in 2012.

In Saskatchewan, the profit margin before interest and taxes rose from 11.0% in 2012 to 12.1% in 2013. British Columbia and the territories, in turn, saw higher revenues and increased spending control lead to a rise in the profit margin before interest and taxes from 16.6% to 18.5%. The profit margin before interest and taxes in the Atlantic provinces edged up from 14.6% to 15.1%. This increase follows two consecutive years of decline in the profit margin before interest and taxes for this region.

Quebec (15.9%) and Manitoba (15.9%) saw their profit margin before interest and taxes decline. Lower operating revenues drove down profits in both provinces despite reductions in expenses.

English-language stations saw their operating revenues grow 0.3% to $1.3 billion in 2013, while the operating revenues of French-language stations fell 0.1% to $261.9 million, following a 0.4% decline in 2012. Ethnic radio stations, which posted a 4.7% increase in operating revenues in 2012, reported a 0.2% increase in 2013 with revenues reaching $48.3 million.

English-language stations saw their profit margin before interest and taxes rise from 21.0% in 2012 to 21.9% in 2013. French-language stations saw the profit margin before interest and taxes decline from 15.1% to 14.2%, while the profit margin for ethnic radio stations also fell, from 12.9% to 11.7%.

Table 1
Advertising revenues: Private radio broadcasters

	2012	2013	2012 to 2013
	$ millions		% change
All broadcasters	**1,588.0**	**1,602.0**	**0.9**
AM stations	296.5	286.8	-3.3
FM stations	1,291.5	1,315.2	1.8
All markets	**1,588.0**	**1,602.0**	**0.9**
Five largest census metropolitan areas	720.2	717.1	-0.4
Other census metropolitan areas	433.2	438.4	1.2
Non-census metropolitan areas	434.5	446.5	2.8

Table 2
Profit margin before interest and taxes[1]: Private radio broadcasters

	2012	2013
	% of revenues	
All broadcasters	**19.8**	**20.3**
AM stations	10.7	8.5
FM stations	22.0	22.9
All markets	**19.8**	**20.3**
Five largest census metropolitan areas	26.8	26.2
Other census metropolitan areas	14.8	16.2
Non-census metropolitan areas	13.3	14.9

1. The profit margin is obtained by dividing profits before interest and taxes by total operating revenues.

Available in CANSIM: tables 357-0002 and 357-0003.

Definitions, data sources and methods: survey number 2724.

The publication *Radio Broadcasting Industry*, 2013 (56-208-X), is now available from the *Browse by key resource* module of our website under *Publications*.

For more information, contact us (toll-free 1-800-263-1136; 514-283-8300; infostats@statcan.gc.ca).

To enquire about the concepts, methods or data quality of this release, contact contact Dany Gravel (613-951-0390; dany.gravel@statcan.gc.ca), Investment, Science and Technology Division.

Financial information of universities and colleges, 2012/2013

The Canadian Association of University Business Officers (CAUBO) report is now available for the 2012/2013 academic year. Aggregated data for degree-granting institutions that are not members of the CAUBO organization are expected to be released in July.

Note to readers

The Canadian Association of University Business Officers (CAUBO) provides financial data on the major degree-granting institutions in Canada. The CAUBO data are an important part of the Statistics Canada's Financial Information of Universities and Colleges Survey.

Available in CANSIM: tables 477-0058 and 477-0059.

Definitions, data sources and methods: survey number 3121.

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Road motor vehicle registrations, 2011 to 2013

Data on annual road motor vehicle registrations, by type of vehicle and by province and territory, are now available for 2011 to 2013.

Available in CANSIM: table 405-0004.

Definitions, data sources and methods: survey number 2747.

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New products and studies

New products

Radio Broadcasting Industry, 2013
Catalogue number 56-208-X (HTML | PDF)

Retail Trade, April 2014, Vol. 86, no. 4
Catalogue number 63-005-X (HTML | PDF)

Juristat, Vol. 34, no. 1
Catalogue number 85-002-X (HTML | PDF)

New studies

Cases of child and spousal support by age group of the child beneficiaries
Juristat


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