



The Daily

Statistics Canada

Wednesday, April 10, 1991

For release at 8:30 a.m.

MAJOR RELEASE

- **Television Viewing, 1989** 2
Canadians watched an average of 23.4 hours of television per week in 1989, the lowest level in the past decade.

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MAJOR RELEASE

Television Viewing 1989

Highlights

- Canadians watched an average of 23.4 hours of television per week in 1989, the lowest level in the past decade.
- Residents of Quebec reported the highest average viewing levels with 25.7 hours per week.
- Newfoundlanders reported the second highest hours of viewing (25.5 hours per week) while residents of British Columbia reported the lowest (21.6 hours).
- Average hours of viewing were lower for teenagers than for younger children, but the hours increased again for adults up to age 35. A slight decline in viewing hours occurred between 35 and

49 but was followed by considerable increases in viewing time after age 50.

- Canadian programmes were more popular with francophones than with anglophones.
- Comedy and drama, as a combined category, were the most popular types of programmes.
- Quebec and Newfoundland were the provinces where Canadian comedy and drama were the most popular (making up 10.8% and 5.4% of total viewing, respectively).
- Children and teens watched more foreign programming than did adults.

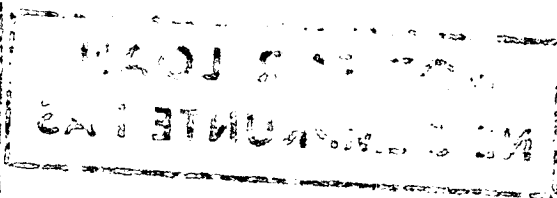
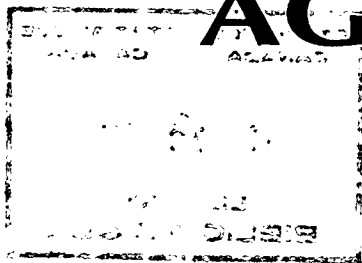
Television Viewing, 1989 (87-208, \$26) is now available. See "How to Order Publications".

For further information on television viewing, contact John Gordon (613-951-1565), Culture Statistics Programme, Education Culture and Tourism Division. ■



June 4
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DATA AVAILABILITY ANNOUNCEMENTS

Milling and Crushing Statistics

February 1991

Milling

The total amount of wheat milled in February 1991 was 191 806 tonnes, up 7% from the 179 856 tonnes milled in February 1990.

The resulting production of wheat flour increased 9% to 146 628 tonnes in the month from 134 189 tonnes in February 1990.

Crushing

Canola crushings for February 1991 amounted to 119 227 tonnes, up 18% from the 101 351 tonnes crushed in February 1990. The resulting oil production increased 19% to 47 283 tonnes from 39 819 tonnes in February 1990. Meal production increased 21% (to 70 217 tonnes from 58 000 tonnes a year earlier).

Soybean crushings decreased 18% to 76 204 tonnes in February 1991 from 93 260 tonnes a year earlier. As a result, oil production decreased 20%, to 13 524 tonnes from 16 860 tonnes in February 1990. Meal production decreased 18% to 57 915 tonnes from 71 053 tonnes a year earlier.

Available on CANSIM: matrix 5687.

The February 1991 issue of *Cereals and Oilseeds Review* (22-007, \$13.80/\$138) is scheduled for release in May. See "How to Order Publications".

For further information on this release, contact A. Dupuis (613-951-3871), Agriculture Division. ■

Pulpwood and Wood Residue Statistics

February 1991

Pulpwood receipts amounted to 4 530 567 cubic metres in February 1991, an increase of 5.7% from 4 286 126^r (revised) cubic metres a year earlier. Receipts of wood residue totalled 4 818 681 cubic metres, up 5.1% from 4 584 733^r cubic metres in February 1990.

Consumption of pulpwood and wood residue was reported at 8 518 709 cubic metres, an increase of 3.7% from 8 216 500^r cubic metres reported the previous year. The closing inventory of pulpwood and wood residue decreased 6.5% to 21 297 485 cubic metres from 22 771 035^r cubic metres a year earlier.

Year-to-date receipts of pulpwood totalled 8 728 612 cubic metres, an increase of 2.1% from 8 550 229^r cubic metres a year earlier.

Receipts of wood residue decreased 1.2% to 9 046 090^r cubic metres from the year-earlier level of 9 156 408^r cubic metres.

Consumption of pulpwood and wood residue, at 17 320 600^r cubic metres, was up 0.8% from 17 188 629^r cubic metres a year earlier.

Available on CANSIM: matrix 54.

The February 1991 issue of *Pulpwood and Wood Residue Statistics* (25-001, \$5.80/\$58) will be available at a later date. See "How to Order Publications".

For more detailed information on this release contact Jacques Lepage (613-951-3516), Industry Division. ■

Footwear Statistics

February 1991

Canadian manufacturers produced 1,929,705 pairs of footwear in February 1991, a decrease of 28.0% from the 2,679,150^r (revised) pairs produced a year earlier.

Year-to-date production for January to February 1991 totalled 3,929,284 pairs of footwear, down 26.9% from 5,378,893^r pairs produced during the same period in 1990.

Available on CANSIM: matrix 8.

The February 1991 issue of *Footwear Statistics* (33-002, \$5/\$50) will be available at a later date. See "How to Order Publications".

For more detailed information on this release, contact Don Grant (613-951-5998), Industry Division. ■

Electric Storage Batteries

February 1991

Canadian manufacturers of electric storage batteries sold 145,596 automotive and heavy duty commercial replacement batteries in February 1991, an increase of 19.4% from the 121,936 batteries sold a year earlier.

Cumulative sales for January to February 1991 amounted to 328,591 automotive and heavy duty commercial replacement batteries, down 1.2% from 332,495 for the same period in 1990.

Information on sales of other types of storage batteries is also available.

The February 1991 issue of *Factory Sales of Electric Storage Batteries* (43-005, \$5/\$50) will be available at a later date. See "How to Order Publications".

For more detailed information on this release, contact J.-P. Beauparlant (613-951-3526), Industry Division. ■

Steel Primary Forms

February 1991

Production of steel primary forms for February 1991 totalled 1 099 156 tonnes, an increase of 2.3% from 1 074 621 tonnes the previous year.

Year-to-date production totalled 2 204 019 tonnes, down 2.2% from 2 252 470 tonnes a year earlier.

Available on CANSIM: matrix 58 (level 2, series 3).

The February 1991 issue of *Primary Iron and Steel* (41-001, \$5/\$50) will be available at a later date. See "How to Order Publications".

For more detailed information on this release, contact Gerry Barrett (613-951-3515), Industry Division. ■

Industrial Chemicals and Synthetic Resins

February 1991

Canadian chemical firms produced 125 934 tonnes of polyethylene synthetic resins in February 1991, an increase of 1.1% from the 124 558r (revised) tonnes produced in February 1990.

January-to-February 1991 production totalled 262 694r tonnes, up 1.4% from the 259 112r tonnes produced during the same period in 1990.

Data are also available on the Canadian production of three other types of synthetic resins and 24 industrial chemicals for February 1991 and February 1990 as well as year-to-date production figures.

Available on CANSIM: matrix 951.

The February 1991 issue of *Industrial Chemicals and Synthetic Resins* (46-002, \$5.60/\$56) will be available at a later date. See "How to Order Publications".

For more detailed information on this release, contact Raj Sehdev (613-951-3513), Industry Division. ■

Steel Wire and Specified Wire Products

February 1991

Factory shipments of steel wire and specified wire products for February 1991 are now available, as are production and export market data for selected commodities.

Shipments totalled 48 054 tonnes in February 1991, an increase of 8.1% from the 44 451 tonnes shipped during the previous month.

Available on CANSIM: matrix 122 (series 19).

The February 1991 issue of *Steel Wire and Specified Wire Products* (41-006, \$5/\$50) will be available at a later date. See "How to Order Publications".

For more detailed information on this release, contact Bruno Pépin (613-951-9837), Industry Division. ■

PUBLICATIONS RELEASED

The Dairy Review, January 1991.

Catalogue number 23-001

(Canada: \$12.20/\$122.00; United States: US\$14.60/US\$146.00; Other Countries: US\$17.10/US\$171.00).

Production and Inventories of Process Cheese and Instant Skim Milk Powder, February 1991.

Catalogue number 32-024

(Canada: \$5.00/\$50.00; United States: US\$6.00/US\$60.00; Other Countries: US\$7.00/US\$70.00).

Pack of Processed Peas, 1990.

Catalogue number 32-235

(Canada: \$13.00; United States: US\$16.00; Other Countries: US\$18.00).

Air Carrier Traffic at Canadian Airports, July-September 1988 and 1989.

Catalogue number 51-005

(Canada: \$30.50/\$122.00; United States: US\$36.50/US\$146.00; Other Countries: US\$42.75/US\$171.00).

Road Motor Vehicles, Registrations 1989.

Catalogue number 53-219

(Canada: \$17.00; United States: US\$20.00; Other Countries: US\$24.00).

Film and Video, 1988-89.

Catalogue number 87-204

(Canada: \$22.00; United States: US\$26.00; Other Countries: US\$31.00).

Television Viewing, 1989.

Catalogue number 87-208

(Canada: \$26.00; United States: US\$31.00; Other Countries: US\$36.00).

How to Order Publications

Statistics Canada publications may be purchased by mail order from Publication Sales, Room 1710, Main Building, Statistics Canada, Ottawa K1A 0T6 or phone 613-951-7277.

Please enclose cheque or money order payable to the Receiver General for Canada/Publications and provide full information on publications required (catalogue number, title, issue).

Publications may also be ordered through Statistics Canada's offices in St. John's, Halifax, Montreal, Ottawa, Toronto, Winnipeg, Regina, Edmonton, Calgary and Vancouver, or from authorized bookstore agents or other booksellers.

A national toll-free telephone order service is in operation at Statistics Canada. The toll-free line (1-800-267-6677) can be used by Canadian customers for the ordering of Statistics Canada products and services.

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