

## Alcohol Ads 2001

Number of licensees who reported airing alcohol advertising

	Atlantic		Quebec		Ontario		Prairies		BC + territories	Total		
	English	French	English	French	English	French	English	French	English	English	French	All
<b>AM</b>	22	1	2	6	24	0	26	0	18	92	7	<b>99</b>
<b>FM</b>	16	4	3	24	49	0	26	0	19	113	28	<b>141</b>
<b>TV</b>	8	0	2	16	27	0	21	0	7	65	16	<b>81</b>
<b>Specialty</b>	0	0	0	3	8	0	2	0	0	10	3	<b>13</b>
<b>Total</b>	<b>46</b>	<b>5</b>	<b>7</b>	<b>49</b>	<b>108</b>	<b>0</b>	<b>75</b>	<b>0</b>	<b>44</b>	<b>280</b>	<b>54</b>	<b>334</b>

Total number of alcohol ads aired

	Atlantic		Quebec		Ontario		Prairies		BC + territories	Total		
	English	French	English	French	English	French	English	French	English	English	French	All
<b>AM</b>	7,931	750	742	2,690	29,414	0	11,051	0	9,618	58,756	3,440	<b>62,196</b>
<b>FM</b>	19,447	2,203	8,410	29,415	104,955	0	39,888	0	27,607	200,307	31,618	<b>231,925</b>
<b>TV</b>	34,806	0	4,528	26,940	109,802	0	27,100	0	8,075	184,311	26,940	<b>211,251</b>
<b>Specialty</b>	0	0	0	12,278	22,583	0	2,423	0	0	25,006	12,278	<b>37,284</b>
<b>Total</b>	<b>62,184</b>	<b>2,953</b>	<b>13,680</b>	<b>71,323</b>	<b>266,754</b>	<b>0</b>	<b>80,462</b>	<b>0</b>	<b>45,300</b>	<b>468,380</b>	<b>74,276</b>	<b>542,656</b>

## Alcohol Education Messages 2001

Number of licensees who reported airing alcohol education messages

	Atlantic		Quebec		Ontario		Prairies		BC + territories	Total		
	English	French	English	French	English	French	English	French	English	English	French	All
<b>AM</b>	25	1	2	7	34	0	47	0	37	145	8	<b>153</b>
<b>FM</b>	16	3	3	26	57	0	27	0	24	127	29	<b>156</b>
<b>TV</b>	8	0	2	16	25	0	23	0	8	66	16	<b>82</b>
<b>Specialty</b>	0	0	0	3	7	0	2	0	1	10	3	<b>13</b>
<b>Total</b>	<b>49</b>	<b>4</b>	<b>7</b>	<b>52</b>	<b>123</b>	<b>0</b>	<b>99</b>	<b>0</b>	<b>70</b>	<b>348</b>	<b>56</b>	<b>404</b>

Total number of alcohol education messages aired

	Atlantic		Quebec		Ontario		Prairies		BC + territories	Total		
	English	French	English	French	English	French	English	French	English	English	French	All
<b>AM</b>	12,110	1,000	2,171	8,643	43,205	0	33,496	0	25,626	116,608	9,643	<b>126,251</b>
<b>FM</b>	14,272	1,610	2,490	10,596	65,751	0	21,872	0	18,255	122,640	12,206	<b>134,846</b>
<b>TV</b>	6,521	0	421	23,116	17,443	0	12,333	0	5,510	42,228	23,116	<b>65,344</b>
<b>Specialty</b>	0	0	0	683	4,389	0	1,760	0	50	6,199	683	<b>6,882</b>
<b>Total</b>	<b>32,903</b>	<b>2,610</b>	<b>5,082</b>	<b>43,038</b>	<b>130,788</b>	<b>0</b>	<b>69,461</b>	<b>0</b>	<b>49,441</b>	<b>287,675</b>	<b>45,648</b>	<b>333,323</b>

### Total number of licensees 2001

	Atlantic		Quebec		Ontario		Prairies		BC + territories	Total		
	English	French	English	French	English	French	English	French	English	English	French	All
<b>AM</b>	33	1	5	17	53	0	62	0	50	203	18	<b>221</b>
<b>FM</b>	18	5	8	52	75	5	33	1	29	163	63	<b>226</b>
<b>TV</b>	8	0	2	24	30	0	27	0	12	79	24	<b>103</b>
<b>Specialty</b>	0	0	1	16	17	0	2	0	1	21	16	<b>37</b>
<b>Total</b>	<b>59</b>	<b>6</b>	<b>16</b>	<b>109</b>	<b>175</b>	<b>5</b>	<b>124</b>	<b>1</b>	<b>92</b>	<b>466</b>	<b>115</b>	<b>581</b>