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The Daily

Statistics Canada

Thursday, December 11, 2003
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MAJOR RELEASES

OTHER RELEASES

NEW PRODUCTS

MAJOR RELEASES

New motor vehicle sales

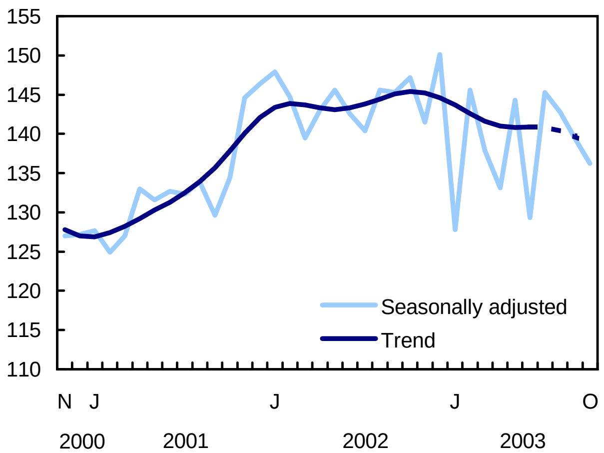
October 2003

Visits to dealers did not translate into higher new motor vehicle sales, which fell 2.3% in October, the third decline in as many months. On the basis of preliminary figures from the automobile industry, the number of new motor vehicles sold in November is estimated to have declined another 2%, with the entire decline attributable to poor truck sales.

Dealers sold 136,193 new motor vehicles in October. In September and August, sales had fallen 2.4% and 1.7%, respectively. October's decline is attributable as much to passenger car sales as to sales of trucks. Trucks include minivans, sport-utility vehicles, light and heavy trucks, vans and buses.

Sales of new motor vehicles continued to decline in October

'000 units



The last few trend points could be subject to revisions when more data are added. This is indicated by the dashed line.

October's decline in sales occurred despite the incentive programs offered by some automobile manufacturers, which were intended, in part, to clear out year-end inventories and to stimulate sales of new models. Even though confidence in the economy remains high and job creation has recovered since September, consumers purchased fewer new vehicles.

Despite major fluctuations at the start of the year, new motor vehicle sales have been generally declining in 2003. Sales remained at a high level throughout 2002, following a period of sustained growth that prevailed during most of 2001.

For the first 10 months of 2003, cumulative new motor vehicle sales are 4.2% below the level observed for the same period of 2002, a record year, when sales had climbed 8.5%.

Note to readers

All data in this release are seasonally adjusted unless otherwise indicated. Seasonally adjusted provincial data dating back to January 1991 are available on CANSIM.

***Passenger cars** include those used for personal and commercial purposes, such as taxis or rental cars. **Trucks** include minivans, sport-utility vehicles, light and heavy trucks, vans and buses.*

***North American-built motor vehicles** include vehicles manufactured or assembled in Canada, the United States or Mexico. All other new motor vehicles are considered to have been manufactured overseas.*

For reasons of confidentiality, data for Yukon, the Northwest Territories and Nunavut are included with those of British Columbia.

Passenger car and truck sales down

In October, sales of new passenger cars reached 70,221 units, down 1.5% from September. This is the second straight decline and is attributable mainly to sales of overseas-built cars, which fell more than twice as much (-2.4%) as those of North American-built cars (-1.1%). For overseas-built cars, this is the second consecutive decline, while for North American-built cars, it is the third.

In October, the number of new trucks sold fell 3.2% from September to 65,972 vehicles. This decline, the third in a row, comes on top of a series of declines following the major increase that occurred in July (+19.0%).

Sales of new passenger cars have been following a downward trend since fall 2002, while truck sales over the same period have not experienced the same slowdown. Previously, sales of both categories had remained generally stable during 2002, following an upward trend that began in early 2001.

Sales down in most provinces

Sales of new motor vehicles declined in most provinces in October from September, except in Nova Scotia (+13.5%), Prince-Edward-Island (+8.4%) and

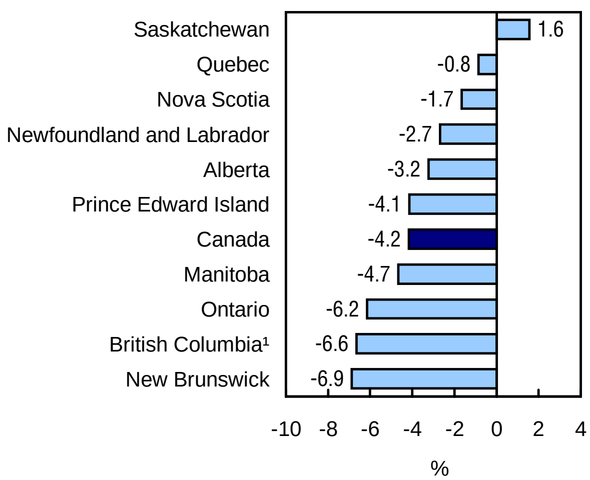
Newfoundland and Labrador (+0.9%). The rebound of sales in October offset all or part of the significant losses recorded in September in the three provinces.

New motor vehicle sales fell bellow the national average (-2.3%) in Ontario (-4.0%), Manitoba (-3.3 %) and the region formed by British Columbia and the territories (-2.4%). The movement of sales in Ontario has been generally downward since the start of the year, after having remained at a high level throughout 2002. In Manitoba, sales have been experiencing a downward trend since spring 2002, following a period of sustained growth that began in early 2001.

Cumulative new motor vehicle sales for the first 10 months of 2003 are down in all provinces except Saskatchewan (+1.6%), compared with the same period in 2002.

Year-to-date sales of new motor vehicles

(First 10 months of 2003 compared with the same period in 2002)



[1] Includes Yukon, the Northwest Territories and Nunavut

Available on CANSIM: tables 079-0001 and 079-0002.

Definitions, data sources and methods: survey number 2402.

The October 2003 issue of *New motor vehicle sales* (63-007-XIB, $14/$133) will be available soon. See *How to order products*.

Data on new motor vehicle sales for November will be released on January 15, 2004.

For general information or to order data, contact Client Services (1-877-421-3067; 613-951-3549; *retailinfo@statcan.ca*). To enquire about the concepts, methods or data quality of this release, contact Clérance Kimanyi (613-951-6363), Distributive Trades Division.

□

New motor vehicle sales

	October 2002	September 2003[r]	October 2003[p]	October 2002 to October 2003	September to October 2003
	seasonally adjusted				
	number of vehicles			% change	
New motor vehicles	**147,192**	**139,412**	**136,193**	**-7.5**	**-2.3**
Passenger cars	78,608	71,268	70,221	-10.7	-1.5
North American[1]	54,073	50,077	49,539	-8.4	-1.1
Overseas	24,535	21,191	20,681	-15.7	-2.4
Trucks, vans and buses	68,584	68,144	65,972	-3.8	-3.2
New motor vehicles					
Newfoundland and Labrador	2,231	2,024	2,043	-8.4	0.9
Prince Edward Island	424	394	427	0.7	8.4
Nova Scotia	4,043	3,535	4,013	-0.7	13.5
New Brunswick	3,355	3,109	3,057	-8.9	-1.7
Quebec	38,609	36,033	35,378	-8.4	-1.8
Ontario	57,413	54,472	52,284	-8.9	-4.0
Manitoba	4,098	3,937	3,808	-7.1	-3.3
Saskatchewan	3,430	3,567	3,546	3.4	-0.6
Alberta	17,000	16,703	16,375	-3.7	-2.0
British Columbia[2]	16,589	15,636	15,261	-8.0	-2.4

	October 2002	September 2003[r]	October 2003[p]	October 2002 to October 2003
	unadjusted			
	number of vehicles			% change
New motor vehicles	**137,951**	**141,988**	**124,427**	**-9.8**
Passenger cars	75,097	73,286	65,226	-13.1
North American[1]	49,822	50,433	44,518	-10.6
Overseas	25,275	22,853	20,708	-18.1
Trucks, vans and buses	62,854	68,702	59,201	-5.8
New motor vehicles				
Newfoundland and Labrador	1,847	2,101	1,655	-10.4
Prince Edward Island	372	421	377	1.3
Nova Scotia	3,351	3,273	3,363	0.4
New Brunswick	2,789	2,996	2,514	-9.9
Quebec	35,550	37,287	31,122	-12.5
Ontario	55,642	56,827	49,181	-11.6
Manitoba	3,940	4,359	3,558	-9.7
Saskatchewan	3,310	3,859	3,299	-0.3
Alberta	16,164	16,555	15,574	-3.7
British Columbia[2]	14,986	14,310	13,784	-8.0

r *Revised figures.*
p *Preliminary figures.*
1 *Manufactured or assembled in Canada, the United States or Mexico.*
2 *Includes Yukon, the Northwest Territories and Nunavut.*

■

E-commerce: Household shopping on the Internet

2002

Canadian households spent just over $2.4 billion shopping on the Internet, on everything from airplane tickets to books, according to the 2002 Household Internet Use Survey. This represents a 35% increase from $1.8 billion spent online in 2001, a growth rate that far exceeds the 4% increase in the number of households that accessed the Internet from any location in 2002.

An estimated 2.8 million Canadian households actively participated in e-commerce in 2002, up from 2.2 million in 2001. These households accessed the Internet from various locations, not just home. In total, they placed 16.6 million orders.

Direct comparisons with data for 2001 can be made, but not for previous years. The 2001 electronic commerce component of the HIUS was redesigned to capture Internet shopping from households that regularly used the Internet from various locations, solely for household purposes. Previously, household e-commerce data were collected only if the Internet shopping was conducted from home. This constituted a break in the data series.

Internet shopping only small fraction of total personal spending

The $2.4 billion in orders placed over the Internet represents only a tiny fraction of the $656 billion in total personal expenditure in Canada last year. However, the new figures confirm that households are increasingly using the Internet as a method of purchasing products from Canadian and foreign vendors.

For every $10 spent by households on Internet purchases in 2002, $6.36 was spent on Canadian websites. In 2002, Canadians spent $884 million of their e-commerce dollars at non-Canadian websites.

The survey's electronic commerce component indicates that during the year an estimated 4.5 million households, or 37% of the total, were Internet shoppers. That is, they had at least one member who used the Internet to support purchasing decisions, either by window shopping or by placing online orders.

Of these 4.5 million households, an estimated 2.8 million, or 62%, went beyond window-shopping and placed orders online. About four out of five paid for their purchases online, similar to 2001.

About 1.7 million households reported that they used the Internet only to window-shop, virtually unchanged from 2001. This group browsed online catalogues to narrow their purchasing decisions, but did not place orders or make purchases online. They represented 14% of all Canadian households.

Of these window-shoppers, almost one-half indicated that they later made purchases directly from vendors, indicating that online catalogues are an effective means of obtaining walk-in or telephone orders.

Note to readers

Data in this report are from the 2002 Household Internet Use Survey (HIUS), from which estimates for Internet use were released on September 18. The HIUS was administered to a sub-sample of the households included in the Labour Force Survey (LFS).

Excluded from the survey's coverage are residents of Yukon, the Northwest Territories and Nunavut, persons living on Indian reserves, full-time members of the Canadian Armed Forces and inmates of institutions.

In 2002, 44,129 households were eligible for the HIUS. Interviews were completed for 31,650 of these households, for a response rate of 72%. Results were weighted to the entire count of households, excluding those listed above.

This is the sixth year that Statistics Canada has conducted the HIUS, and the fourth year in which electronic commerce questions were asked.

***Regular users** are those who responded yes to the question, "In a typical month, does anyone in your household use the Internet?"*

Unlike the LFS, in which information is collected on each eligible household member individually, the HIUS collected information on the household as a whole. A designated member of the household enumerated the online shopping characteristics made by all members of the household in the previous 12 months.

Many households still reluctant about paying online

More Canadian households were paying for their goods and services online in 2002. However, data showed that many of them still had reservations about doing so.

More than three-quarters of the 2.3 million households that paid online indicated that they were concerned, or very concerned, about financial transactions conducted over the Internet. Still, the total number of households that paid online increased nearly half a million, or 28%, from 2001.

In fact, the proportion of households that paid for their Internet orders online rose from 15% in 2001 to nearly 19% in 2002.

Books, magazines still most popular purchase

Reading materials such as books, magazines and newspapers were still the most popular online purchases in 2002. About 27% of e-commerce households reported purchasing these items, virtually unchanged from 2001.

However, consumers are increasingly using the Internet to make travel arrangements. In 2002, it became the second most popular item ordered online, taking over from clothing, jewelry and accessories, which slipped to third place.

In 2002, 18% of households reported making travel arrangements over the Internet, up from 16% in 2001. More than half a million households did so in 2002, up 39% from 2001.

Clothing, jewelry and accessories captured the attention of just under 18% of e-commerce households, followed by computer hardware at 14%.

The number of households that ordered music online remained unchanged from 2001.

Ontario accounted for majority of increased e-commerce spending

On average, e-commerce households spent $876 annually online, with an average dollar value per order of $146 in 2002. The average expenditure per household and the average dollar value per order were above the national average for all provinces west of Quebec.

Households in Ontario accounted for the lion's share of the increase in e-commerce spending in 2002. They represented nearly one-half (49%) of the $2.4 billion total in e-commerce spending in 2002, up from 47% in 2001. They also placed nearly one-half of all orders made online.

Households in British Columbia were Canada's second largest market for electronic commerce. They spent about $424 million on Internet purchases, almost 18% of the national total.

Definitions, data sources and methods: survey number 4432.

Additional data tables related to the information presented in this series are available online. From the *Our products and services* page, under *Browse our Internet publications*, choose *Free*, then *Communications*, then *Internet use in Canada*.

The *2002 Household Internet Use Survey* conducted in January 2003, for January to December 2002 (56M0002XCB, $2,140) is now available on CD-ROM. The survey provides information on the use of the Internet by Canadian households within the 10 provinces. This is the sixth cross-sectional microdata file to be released in the series beginning with the Household Internet Use Survey for 1997.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Jonathan Ellison (613-951-5882; fax: 613-951-9920; *jonathan.ellison@statcan.ca*), Science, Innovation, and Electronic Information Division. ■

OTHER RELEASES

Study: Holiday season for retailers
2002

'Tis the season to be jolly — and Canada's retailers certainly feel that way when December arrives. It's their busiest shopping month of the year.

Christmas: Consumers' Season, the latest article in the *Analysis in Brief* series, available today, analyses trends in Christmas retail sales from 1998 to 2002. It uses data from two Statistics Canada surveys: the Monthly Retail Trade Survey and the Quarterly Retail Commodity Survey.

Data show that despite attempts to lure them out earlier, shoppers still tend to wait until the last minute. In December 2002 alone, they spent $30 billion in retail stores. That's 10% of total annual retail sales or about 1.5 percentage points above the monthly average.

The impact of Christmas varies from product to product. Retail sales of toys, jewellery, perfume and music soar in December.

In contrast, auto dealers appeared to be the most impervious to Christmas cheer; their sales actually fell to below-average levels in December.

Music and videos have become a big hit with Christmas shoppers. In the last three months of 2002 alone, music and videos rang up sales worth 39% of their entire annual total.

Nearly 40% of spending on pre-recorded items such as gift-boxed DVD sets or CDs and tapes took place in general merchandise stores.

Canadians also like to give and receive cosmetics and fragrances. In total, they purchased $732 million worth of cosmetics and fragrances in the last quarter of 2002, a little more than one-third (34%) of the annual total. Just under one-half (45%) of these purchases were made in general merchandise stores, and about two-fifths (41%) in drug stores.

Men also replenish their wardrobe during the holiday season. From October to December 2002, consumers spent an estimated $2.3 billion on men's clothing and accessories. This represented nearly 37% of sales for the entire year in a single quarter.

Definitions, data sources and methods: survey numbers, including related surveys, 2008 and 2406.

The analytical article *Christmas: Consumers' Season* (11-621-MIE2003007, free) is now available online in the *Analysis in Brief* series. From the *Our products and services* page, under *Browse our Internet publications*, choose *Free*, then *Business enterprises*.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Jane Lin (613-951-9691), Distributive Trades Division. ■

Federal government spending on science and technology
2003/04

The federal government's spending on activities in science and technology is expected to surpass $8.5 billion in the fiscal year 2003/04.

A survey of science and technology activities of federal departments and agencies shows total spending will surpass $8.5 billion, up 7% over the level forecasted for 2002/03. This total would represent about 4.9% of total government spending, compared with 3.7% in 1993/94.

For every $100 that will be spent on science and technology in 2003/04, the lion's share, about $64, will be spent on research and development.

The anticipated $5.5 billion that will be devoted to research and development in 2003/04 will include intramural performance (activities carried out primarily by the federal government) and extramural funding (activities managed and performed by non-federal organizations).

Just over one-half (53%) of total science and technology expenditures are expected to be spent on activities performed by the federal government itself in 2003/04. Of total planned research and development spending, the federal government will perform $2.2 billion, or 40%.

Federal government research and development funding to the higher education sector is expected to exceed $2 billion for 2003/04.

Definitions, data sources and methods: survey number 4212.

The service bulletin *Science Statistics: Federal Government Expenditures on Scientific Activities*, 2003/04, Vol. 27, no. 8 (88-001-XIE, $7/$64) is now available. See *How to order products*.

For more information, or to enquire about the methods, concepts or data quality of this release, contact Lloyd Lizotte, (613-951-2188; *lloyd.lizotte@statcan.ca*) or Antoine Rose (613-951-9919; *antoine.rose@statcan.ca*), Science, Innovation and Electronic Information Division. ■

Restorative justice programs and services in criminal matters: Summary of consultations

A new report, titled *Restorative Justice Programs and Services in Criminal Matters: Summary of Consultations*, available today, presents a summary of consultations related to the development of an inventory of restorative justice programs and services in criminal matters in Canada. The summary addresses survey definitions, scope, methodology and other related issues.

The report describes provincial and territorial data sources as well as metadata resources such as general information, compendiums and directories, stakeholder information, evaluations and other related information. The report presents an overview of the philosophy and concepts of restorative justice, and provides recommendations for future work in the area.

The report *Restorative Justice Programs and Services in Criminal Matters: Summary of Consultations* (85-562-XIE2003001, free) is now available online. From *Our products and services* page, under *Browse our Internet publicactions*, choose *Free*, then *Justice*.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Client Services (1-800-387-2231; 613-951-9023; *ccjsccsj@statcan.ca*), Canadian Centre for Justice Statistics. ■

Employment in agriculture and agri-food

1981 to 1996

The proportion of Canada's workers who are employed in the agriculture and agri-food sector held steady between 1981 and 1996 despite a big decline in the number of census farms, a new study has shown.

In 1996, just under 15% of the country's workforce, or about one person in every seven, worked in agriculture or agri-food. This was roughly the same proportion as it was 15 years earlier.

Canada had 276,548 census farms in 1996, down 13% from 1981. However, during this 15-year period, employment in agriculture and agri-food increased 24% to just over 2.1 million.

In comparison, the country's workforce increased by nearly 21% during this 15-year period.

Growth in employment in the agriculture and agri-food sector was entirely in the agri-food group, which is the part beyond the farmgate. Employment in agriculture remained virtually unchanged, while it rose 34% in agri-food.

Most of this growth in agri-food was due to an increase in jobs in food and beverage services.

In 1981, more people worked on farms than in restaurants, bars and taverns. By 1996, the food and beverage service sector was 63% larger than employment on farms.

Almost 1.7 million people worked in the agri-food group in 1996, about three-quarters of the sector's total workforce.

The study showed that the nature of agri-food employment and where it is being done is changing. Employment in agriculture and agri-food is more predominant in rural areas. However, this concentration is declining, due to the declining intensity of employment on farms in predominantly rural regions.

Within the agri-food group, employment during the 15-year period increased the most in the food and beverage service sector. The sector created 336,000 new jobs, a 74% gain.

In contrast, about 15,000 fewer people were working in Canada's food processing sector in 1996, but more food was being processed. Mechanization was a major factor in this decline.

Rural regions adjacent to urban areas gained a greater share of food processing employment. Predominantly rural regions also gained a higher proportion of jobs in restaurants, bars and taverns.

The study *More Than Just Farming: Employment in Agriculture and Agri-food in Rural and Urban Canada* is now available in the *Rural and Small Town Canada Analysis Bulletin* series (21-006-XIE, free).

For more information, or to enquire about the concepts, methods or data quality of this release, contact Ray Bollman (613-951-3747; *ray.bollman@statcan.ca*), Agriculture Division. ■

NEW PRODUCTS

Analysis in Brief: Christmas: Consumers' Season, no. 7
Catalogue number 11-621-MIE2003007
(free).

Rural and Small Town Canada Analysis Bulletin: More Than Just Farming: Employment in Agriculture and Agri-Food in Rural and Urban Canada, 1981–1996, Vol. 4, no. 8
Catalogue number 21-006-XIE
(free).

Household Internet Use Survey, 2002
Catalogue number 56M0002XCB ($2140).

Exports by Country, January–September 2003, Vol. 60, no. 3
Catalogue number 65-003-XMB ($67/$221).

Exports by Country, January–September 2003, Vol. 60, no. 3
Catalogue number 65-003-XPB ($133/$441).

Health Reports Supplement: How Healthy are Canadians? Annual Report, 2003
Catalogue number 82-003-SIE
(free).

Health Reports Supplement: How Healthy are Canadians? Annual Report, 2003
Catalogue number 82-003-SPE ($22).

Restorative Justice Programs and Services in Criminal Matters: Summary of Consultations,
Catalogue number 85-562-XIE2003001
(free).

Science Statistics: Federal Government Expenditures on Scientific Activities, 2003/04, Vol. 27, no. 8
Catalogue number 88-001-XIE ($7/$64).

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

Catalogue numbers with an -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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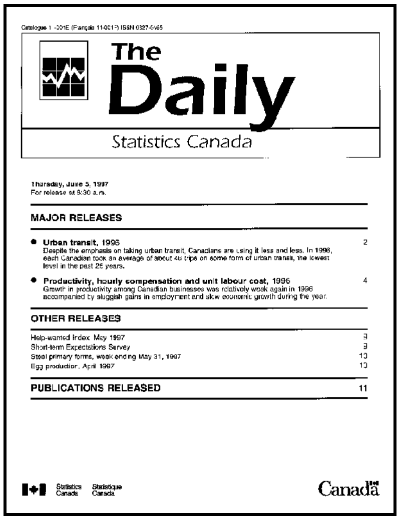

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The Daily

Statistics Canada

Thursday, June 5, 1997
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MAJOR RELEASES

- **Urban transit, 1996** 2
  Despite the emphasis on taking urban transit, Canadians are using it less and less. In 1996, each Canadian took an average of about 46 trips on some form of urban transit, the lowest level in the past 25 years.
- **Productivity, hourly compensation and unit labour cost, 1996** 4
  Growth in productivity among Canadian businesses was relatively weak again in 1996 accompanied by sluggish gains in employment and slow economic growth during the year.

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PUBLICATIONS RELEASED 11

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