Catalogue 11-002-XIE (Français 11-002-XIF) ISSN 1209-0867

Infomat

A Weekly Review

Friday, May 18, 2001

OVERVIEW

◆ **Employment up for second straight month**

Employment edged up 25,000 in April, increasing for a second consecutive month. The unemployment rate was unchanged from March at 7.0%.

◆ **New motor vehicle sales up modestly**

New motor vehicle sales were up a modest 0.5% in March from February, when they fell sharply.

◆ **Foreign control in the Canadian economy grows moderately**

Foreign firms controlled 22.7% of assets in Canada in 1998, up a full percentage point from 1997. Almost all the increase in foreign control of assets occurred in the non-financial sector.

◆ **Parents not putting enough aside for their children's education**

The vast majority of parents hope their children will get some form of college or university education. However, in the case of more than half of these children, their parents have not set aside savings expressly for their post-secondary schooling.

◆ **Adult education and training: participation rate declines slightly**

More than 6 million Canadians enrolled in adult education and training activities in 1997. However, the rate of participation in these activities declined slightly through the 1990s, from roughly 29% in 1991 to about 28% in 1997.

◆ **Adventure travel booming**

The adventure travel industry boomed during the 1990s. The number of adventure travel operations doubled between 1993 and 1999, and their sales more than doubled.

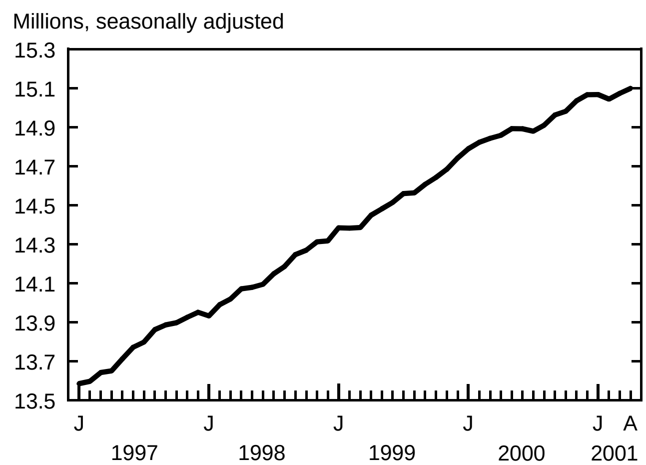
Employment up for second straight month

Employment edged up 25,000 in April. All of the increase was concentrated in full-time employment. After a pause in January and a slight decline in February, employment has now increased for two consecutive months. The unemployment rate was unchanged from March at 7.0%.

Among youths, employment edged up 12,000, and all the gain was in full-time jobs. Full-time employment among youths has been trending upward for four years. Because of an increase in labour force participation in April, the youth unemployment rate declined only 0.1 percentage points to 12.7%. Among adult men and women (25 and over), employment was little changed in April.

The private sector accounted for almost two-thirds of the overall job growth in April, continuing a long-term upward trend. In the public sector, the number of employees was little changed. The number of self-employed workers also showed little change.

Employment



(continued on page 2)

... Employment up for second straight month

By industry, employment increased in public administration (+16,000) and finance, insurance, real estate and leasing (+11,000). On the other hand, employment declined by 11,000 in management, administrative and other support services, the fourth decrease in five months. With declines in Quebec and British Columbia, employment in natural resources fell by 8,000 after growing by 11,000 in March.

Provincially, Ontario saw an increase of 24,000 jobs in April. Two-thirds of the increase was concentrated in trade. Combined with March's advance, this increase offset February's loss. In April, the unemployment rate fell 0.2 percentage points to 5.9%.

In Alberta, employment rose by 11,000 in April, offsetting March's decrease. This was the eighth increase in nine months. The unemployment rate was unchanged at 4.8%. In New Brunswick, 5,000 jobs were added in April, following losses totalling 11,000 for February and March. The unemployment rate fell by 1.2 percentage points to 11.1%. Employment also increased in Newfoundland (+3,000) in April, but strong growth in labour force participation pushed the unemployment rate up 0.7 percentage points to 17.3%.

In British Columbia, employment declined by 10,000 in April, after two consecutive months of growth. The unemployment rate rose to 6.9%, up 0.3 percentage points. In Saskatchewan, the number of jobs fell by 4,000, continuing a downward trend that began in March 2000. The unemployment rate rose 0.4 percentage points to 6.0%. In Prince Edward Island, employment fell by 1,200 and the unemployment rate rose 2.1 percentage points to 13.4%. The employment situation remained unchanged in Quebec, Nova Scotia and Manitoba.

The more detailed summary ***Labour force information*** *(Internet: 71-001-PIB, $8/$78; paper: 71-001-PPB, $11/$103) for the week ending April 21, 2001 is now available. For more information, contact Vincent Ferrao (613-951-4750) or Martin Tabi (613-951-5269), Labour Statistics Division. (See also "Current trends" on page 7.)*

Related information on employment insurance

The number of Canadians who received regular Employment Insurance benefits (unadjusted for seasonal trends) was 641,020 in February, a decrease of 3.7% from February 2000. The number declined in all provinces and territories except Ontario, which recorded a slight increase of 0.8%. During this one-year period, regular benefit payments (adjusted for seasonal trends) were down 5.0% to $614.4 million.

The number of Employment Insurance beneficiaries was underestimated for the period from January 1997 to April 2000. Users are cautioned against making any analytical comparisons between these data and any monthly or historical data previously released. The revised data are scheduled to be released June 21. For more information, contact Jean Leduc (613-951-4090; fax: 613-951-4087; labour@statcan.ca), Labour Statistics Division.

Labour Force Survey, April 2001
Seasonally adjusted[1]

	Labour force		Employment		Unemployment	
	'000	% change, previous month	'000	% change, previous month	'000	rate (%)
Canada	**16,237.7**	**0.1**	**15,098.8**	**0.2**	**1,138.9**	**7.0**
Newfoundland	255.7	2.3	211.4	1.3	44.3	17.3
Prince Edward Island	75.4	0.5	65.3	-1.8	10.1	13.4
Nova Scotia	466.5	-0.3	420.1	0.0	46.3	9.9
New Brunswick	376.7	0.1	334.8	1.4	41.9	11.1
Quebec	3,801.4	0.0	3,470.3	0.0	331.1	8.7
Ontario	6,355.3	0.2	5,978.0	0.4	377.2	5.9
Manitoba	584.7	-0.3	555.4	-0.3	29.3	5.0
Saskatchewan	505.7	-0.4	475.4	-0.9	30.4	6.0
Alberta	1,709.7	0.7	1,626.8	0.7	82.9	4.8
British Columbia	2,106.6	-0.2	1,961.3	-0.5	145.3	6.9

[1] *Data are for both sexes aged 15 and over.*

New motor vehicle sales up modestly

> **Note to readers**
>
> *North American-built new 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. All data in this article are seasonally adjusted.*

New motor vehicle sales were up a modest 0.5% in March from February, when they fell sharply (-4.0%). With this increase, 126,086 new motor vehicles were sold in March, 644 more than in February. However, March sales were lower than all the monthly results in 2000 except for October.

The number of new passenger cars sold recovered a slight 0.4% in March to 66,830 units. This gain followed two consecutive decreases. New passenger car sales have been on a downward movement since the fall of 2000. North American-built passenger cars saw their market share decline from 76.3% in March 2000 to 73.1% in March 2001. The entry of new manufacturers of overseas-built cars partly explains the decline.

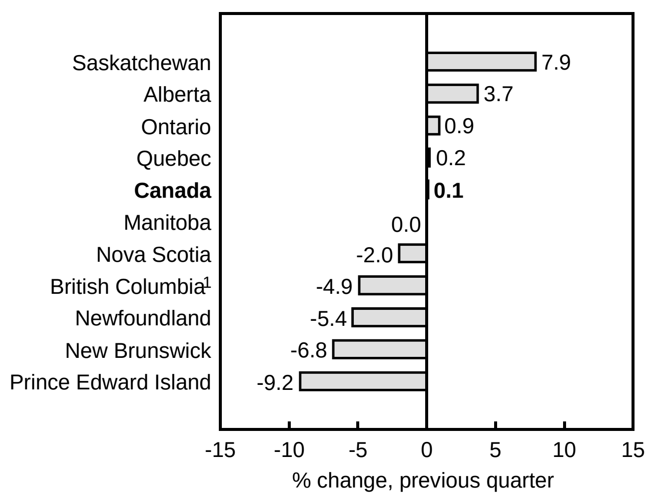
In March, 59,256 new trucks were sold, up 0.7% from February. This rise partly offset February's 1.9% decline. The downward movement of new truck sales that began in the summer of 2000 appears to have levelled off in recent months.

Monthly sales of new motor vehicles were up in March in most provinces, except Ontario (-2.1%), Quebec (-0.3%) and Manitoba (-0.3%). For each of these three provinces, this was the second consecutive decline. Newfoundland recorded the largest sales gain (+18.6%), following major declines in February and January.

The first quarter of the year was lacklustre, with new motor vehicle sales advancing only 0.1%. However, this slight gain stands in contrast to the 7.1% drop in sales in the last quarter of 2000. Truck sales advanced 4.0% in the first quarter, after falling 10.8% in the previous quarter. Car sales declined 3.0% in the first quarter, following a decrease of 3.8%.

Saskatchewan and Alberta posted the largest gains in the first quarter. The Atlantic provinces and the region formed by British Columbia, Yukon, the Northwest Territories and Nunavut saw their sales decline.

Unit sales of new motor vehicles, first quarter 2001



[1] *Includes Yukon, Northwest Territories and Nunavut.*

The March 2001 issue of ***New motor vehicle sales*** *(Internet: 63-007-XIB, $13/$124) is now available. For data or general information, contact Client Services (1 877 421-3067; 613-951-3549; retailinfo@statcan.ca). For analytical information, contact Clérance Kimanyi (613-951-6363; kimacle@statcan.ca), Distributive Trades Division.*

Foreign control in the Canadian economy grows moderately

Foreign control in the Canadian economy accelerated moderately in 1998, continuing a growth trend that prevailed throughout the 1990s. Thus, foreign control of assets in Canada rose from 20.5% in 1994 to 21.7% in 1997, then increased a full percentage point to 22.7% in 1998. Operating revenues followed the same trend, with foreign firms earning 31.7% of all corporate operating revenues, up from 30.4% in 1997 and 29.4% in 1994.

In 1998, all the non-financial industries, except chemicals, chemical products and textiles, showed an increase in foreign control of assets due to mergers and acquisitions. Much of the increase was attributable to expansion or strong performance of existing foreign-controlled firms already in Canada. Just over 25% of the overall increase was due to assets moving from Canadian to foreign control.

Foreign firms controlled 26.9% of assets among non-financial industries in 1998, compared with only 18.4% in financial industries. Foreign control of assets was greater than 50% in only two industries in the non-financial sector—chemicals, chemical products and textiles, and transportation. Government regulation is the main reason for the continued high level of control by Canadian corporations in the financial sector.

The largest 25 global enterprises active in Canada, including Canadian- and foreign-controlled enterprises, possessed 41.2% of all industry assets in Canada in 1998. Canadian-controlled enterprises controlled 36.3% and foreign-controlled enterprises the remaining 4.9%.

The largest 25 global enterprises in the financial sector possessed 71.2% of that sector's total assets. Canadian-controlled enterprises were dominant, controlling 68.6% of assets. In contrast, foreign-controlled enterprises possessed only 2.6% of the sector's assets.

The largest 25 global enterprises in the non-financial sector possessed 25.1% of that sector's total assets. Control was more evenly split: foreign-controlled enterprises accounted for 13.6% of the assets and Canadian-controlled, 11.5%.

The report ***Corporations Returns Act, 1998—Foreign control in the Canadian economy*** *(paper: 61-220-XPB, $40) will be available soon. For more information, contact Stewart Taylor (613-951-6564), Industrial Organization and Finance Division.*

Parents not putting enough aside for their children's education

According to the 1999 Survey of Approaches to Educational Planning, the parents of 87% of children aged 18 and under reported that they wanted their children to get an education beyond high school. However, parents of only 41% had savings in 1999 expressly earmarked for college or university.

The gap between aspirations and educational savings behaviour was widest in households at the lowest end of the income scale. Thus, the parents of 80% of households with incomes of less than $30,000 in 1999 hoped their children would pursue post-secondary studies, but the parents of only 19% of them were putting money aside for their children's education. Parents' education level also played a role in the gap between aspirations and educational savings behaviour.

Aspirations and saving for post-secondary education, 1999

	Children whose parents/ guardians hope they will attend post-secondary school	Children whose parents/ guardians are saving for their post-secondary education
	%	%
All children	**87.1**	**40.7**
Household income		
Less than $30,000	79.8	18.7
$30,000 to $49,999	85.8	37.4
$50,000 to $59,999	90.6	45.6
$60,000 to $79,999	93.4	52.6
$80,000 or more	95.0	62.6
Highest parental educational attainment		
Less than high school	70.4	16.0
High school completion	81.8	32.7
Some post-secondary	86.3	31.9
Trades certificate	83.8	34.3
Community college/CEGEP/ university certificate	90.3	44.8
Bachelor's degree	94.9	55.9
Graduate degree	96.7	60.5
Provinces		
Newfoundland	81.8	43.8
Prince Edward Island	80.0	35.9
Nova Scotia	85.5	44.5
New Brunswick	81.3	41.5
Quebec	85.8	28.8
Ontario	90.1	43.6
Manitoba	81.0	45.1
Saskatchewan	79.8	50.7
Alberta	84.8	44.5
British Columbia	88.5	44.9

Note to readers

This article concerns the means by which parents plan financially and prepare for the post-secondary education of their children. The data come from the new Survey of Approaches to Educational Planning, conducted by Statistics Canada in partnership with Human Resources Development Canada.

Parents generally had saved nowhere near the estimated amount required to put their children through an entire post-secondary education. The median accumulated value of educational savings reported in 1999 for all children aged 18 or under was $3,000. However, in the fall of 2000, for example, undergraduate arts students in Canada paid on average $3,378 in tuition. (Undergraduate tuition fees vary considerably from province to province and for different programs of study.)

One-half of the children for whom there were educational savings were one year old or less when their parents started saving for their post-secondary education, and 75% were five or younger. Those parents who did not start when the child was young tended never to start. Households reporting savings used various types of savings plans; the most common were Registered Education Savings Plans, followed by in-trust accounts.

Even if they had savings, most parents expected that their children would require additional financial resources to pay for their post-secondary education. Parents of 70% of children anticipated that their youngsters would help put themselves through college or university by working while in high school. And an even greater percentage of children, 86%, were expected by their parents to work while attending a post-secondary institution.

Furthermore, the parents of half the children expected their children would need to take out a loan for their education, regardless of whether they had saved for this purpose. For 94% of children, these loans were expected to take the form of government student loans, rather than bank loans or loans from family members. Income played a major role in expectations concerning the need for student loans; those expectations were highest among parents in households in the lowest income groups. Still, about one-third of children in the highest income group were expected by their parents to need a loan.

Earlier studies have shown that finishing post-secondary studies plays a major role in an individual's success in the labour market. Post-secondary graduates' earnings tend to be higher, and their chances of becoming unemployed are lower. In fact, about 20% of young people aged 18 to 24 attended university full-time in 1997/98, up from 15% in 1987/88. Similarly, 25% of young people aged 18 to 21 were enrolled full-time in college in 1997/98, up from 19% in 1987/88.

For more information, contact Client Services (1 800 307-3382; educationstats@statcan.ca), Centre for Education Statistics, or Kathryn McMullen (613-951-0203; kathryn.mcmullen@statcan.ca), Family and Labour Studies Division.

Adult education and training: participation rate declines slightly

More than 6 million people aged 17 and over participated in education and training activities in 1997, and three of every four of those did so for a job-related purpose. However, the rate of participation in adult education and training declined slightly through the 1990s, from roughly 29% in 1991 to about 28% in 1997.

Each participant devoted an average of 209 hours to education and training in 1997, compared with only 149 hours in 1991. Averaged over the entire adult population, training increased from 43 to 58 hours per person during the period.

Only 15% of those 55 to 64 and 5% of those 65 and over participated in adult education and training activities, compared with more than 30% for all the younger age groups combined. Older people also spent fewer hours on training. Those aged 55 to 64 devoted an average of 49 hours to adult education in 1997, compared with 451 hours for the youngest age group, 17 to 24.

In addition, participation rates were higher among the employed population than among the unemployed. About 20% of unemployed workers participated in job-related education and training activities in 1997, compared with 29% of employed workers. This reflects the fact that employers play a crucial role in providing training programs, even though public and private educational institutions dominate the market for adult education and training.

Employers also make an important contribution to the financing of training opportunities. In 1997, they subsidized formal learning for about 26% of their employees. These employees accounted for 56% of all participants in adult education and training activities. While a similar proportion of men and women were supported by their employer, women received less support for their education and therefore had to rely more on self-financing than did men.

Employers were generally more inclined to sponsor white-collar workers than other workers. Also, workers in finance, utilities and public administration were more likely to receive employer-sponsored education than were workers in other sectors. Similarly, people working in large firms were twice as likely to get support from their employer as those in small firms.

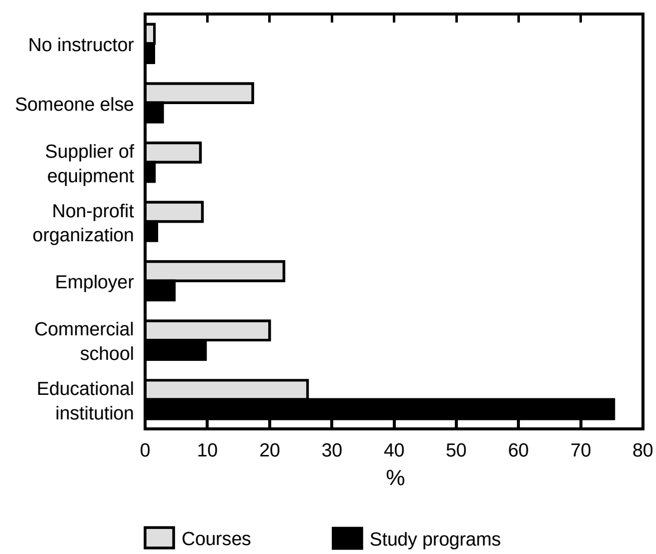
Provincial rates of participation in adult education varied widely, although the differences narrowed somewhat during the 1990s. In 1997, the rates varied from a low of 19% in Newfoundland to a high of 32% in British Columbia. Rates were below the national average of 28% in Quebec and the Atlantic provinces, except Nova Scotia. Average training hours per participant also varied among the provinces. In general, provinces with a low participation rate reported more hours of training per participant.

Note to readers

This article is based on results of the 1998 Adult Education and Training Survey, which collected information on education and training activities undertaken by people aged 17 and over in 1997.

Adult education and training includes all structured educational (credit and non-credit courses) and training activities undertaken at work, at school or at any other location for job-related or personal interest reasons. The survey focussed on learners not attending school or university on a full-time basis, unless they were subsidized by their employer.

Distribution of adult education and training activities, by supplier and type of activity, 1997



A report on adult education and training in Canada: Learning a living *(Internet: 81-586-XIE, free) is available on Statistics Canada's Web site at www.statcan.ca, under "Our products and services," then "Free publications." For more information on this article, contact Ghyslain Charron (819-994-5559; info@hrdc-drhc.gc.ca), Human Resources Development Canada, or Robert Couillard (613-951-1519; fax: 613-951-9040; robert.couillard@statcan.ca), Statistics Canada.*

Adventure travel booming

The adventure travel industry boomed during the 1990s, as adventure-seekers signed up to do everything from whale-watching to hot-air ballooning, rafting and sea kayaking. Between 1993 and 1999, the number of adventure travel operations doubled from 669 to 1,336, and their sales more than doubled. Revenues in 1999 totalled an estimated $362.0 million, up 119% over 1993.

Fifty-two percent of those revenues came from sales of guided adventures, and 22% from sales of self-guided adventures with equipment rentals. The remaining revenues were generated by merchandise and meal sales, among other things. In 1999, operators in British Columbia, Alberta, Saskatchewan and Manitoba had the lion's share of revenues, 61%. Ontario and Quebec operators took in 28%.

The industry reported gross profits of just over $40 million in 1999, up 32.1% from 1993. However, because of rising costs, the sector's average gross profit margin was only 11.1%, down from 18.3% in 1993.

The adventure travel sector consists mainly of small companies. Those generating less than $50,000 in revenue comprised 48% of the industry in 1999, but generated only $11.5 million in revenue, or about 3% of the total. Those making over $500,000 represented only 7% of all operators, but generated an estimated $248.6 million, or 69% of total revenues.

Adventure travel accounted for 4 million traveller-days in 1999. Canadian adventure operators provided over 1.7 million traveller-days to foreigners, half of whom were from the United States. Fifty-seven percent of all travellers came from the domestic market. Fifty-four percent of travellers were men between the ages of 20 and 44.

For more information, contact Norman Fyfe (613-951-9028; fax: 613-951-1572), Small Business and Special Surveys Division.

Note to readers

The data in this article are from the Survey of Adventure Travel Operators, conducted by Statistics Canada on behalf of the Canadian Tourism Commission from October 2000 to January 2001. Adventure travel is defined as an outdoor leisure activity that generally takes place in an unusual, exotic, remote or wilderness setting, involves some form of unconventional means of transportation and tends to be associated with high or low levels of physical activity. It includes scuba diving, trail riding, canoeing, mountaineering, dog sledding, snowshoeing, spelunking and hang-gliding.

New from Statistics Canada

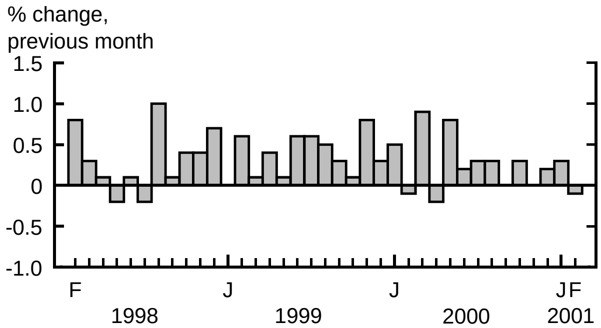
Finding and using statistics

An updated version of *Finding and using statistics* is now available. This guide is a resource for finding and using Statistics Canada data. Also included is a section on current issues, activities and programs, and future directions at Statistics Canada. Originally published in the 1980s and revised in 1994, the guide has been completely redesigned for electronic format.

*The guide **Finding and using statistics** (Internet: 11-533-XIE, free) is available on Statistics Canada's Web site (www.statcan.ca). Under "Our products and services," choose "Free publications," then "Reference." For more information, contact Mary McCoy, (613-951-1603; mccomar@statcan.ca), Library and Information Centre.*

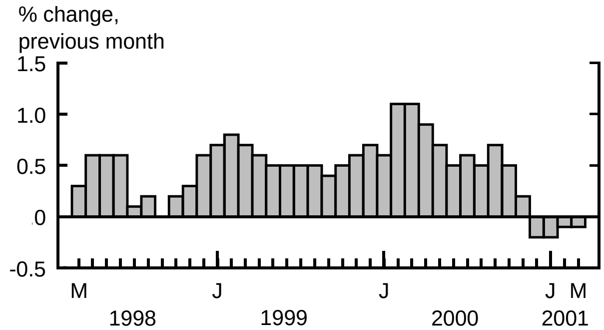
Current trends

Gross domestic product



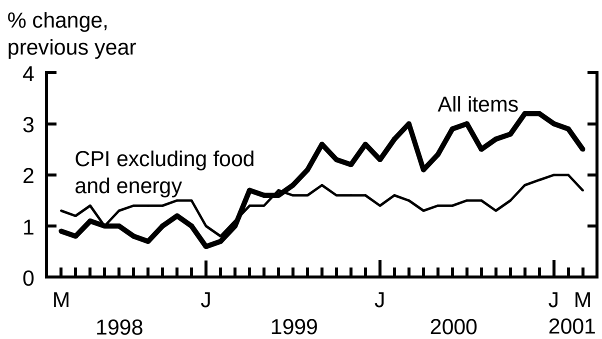
After January's 0.3% gain, gross domestic product slipped 0.1% in February, led by a sharp drop in the production of telecommunications equipment.

Composite Index



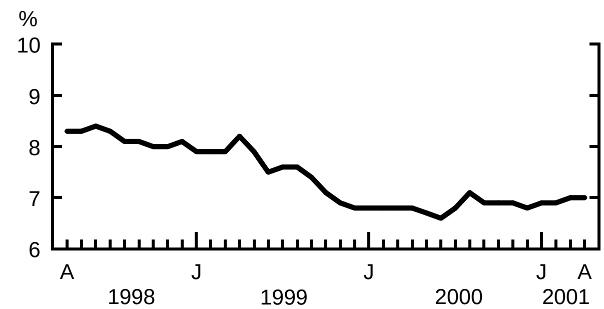
The leading indicator edged down 0.1% in March, its fourth straight decline. The stock market and the manufacturing sector remained the main sources of weakness.

Consumer Price Index



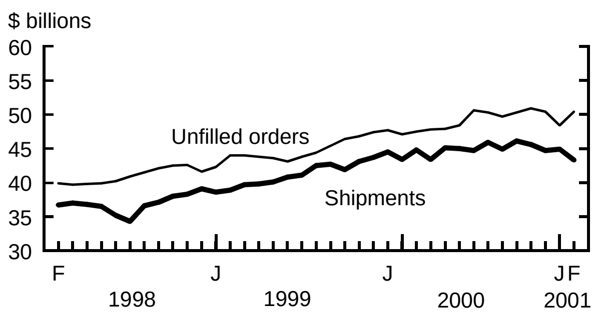
Consumer prices for goods and services were 2.5% higher in March than they were a year earlier. Excluding food and energy, prices rose 1.7%.

Unemployment rate



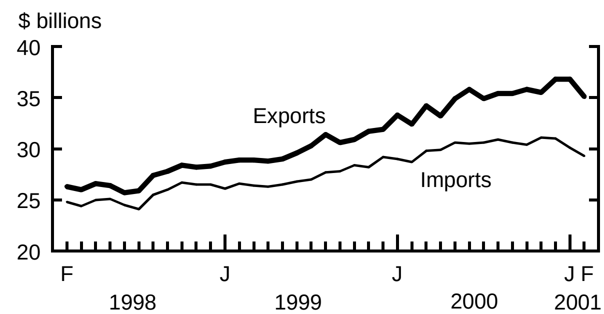
At 7.0%, April's unemployment rate was unchanged from March.

Manufacturing



Manufacturers' shipments fell 3.6% in February to $43.3 billion. The backlog of unfilled orders recovered some lost ground, rising 4.1% to $50.4 billion.

Merchandise trade



In February, the value of merchandise exports declined 4.5% to $35.1 billion. Imports fell for the third straight month, declining 2.8% to $29.3 billion.

Note: *All series are seasonally adjusted except the Consumer Price Index.*

Latest statistics

	Period	Level	Change, previous period	Change, previous year
GENERAL				
Gross domestic product ($ billions, 1992)	February	798.1	-0.1%	3.1%
Composite Index (1992=100)	March	166.6	-0.1%	4.1%
Operating profits of enterprises ($ billions)	Q4 2000	54.0	2.2%	13.9%
Capacity utilization (%)	Q4 2000	85.4	-0.2†	0.7†
DOMESTIC DEMAND				
Retail trade ($ billion)	February	23.6	-0.3%	4.9%
Department store sales ($ billions)	March	1.63	0.4%	9.4%
New motor vehicle sales (thousands of units)	March*	126.1	0.5%	-6.7%
Wholesale trade ($ billion)	February	31.8	-1.6%	2.3%
LABOUR				
Employment (millions)	April*	15.10	0.2%	1.6%
Unemployment rate (%)	April*	7.0	0.0†	0.2†
Participation rate (%)	April*	66.1	0.0†	0.3†
Average weekly earnings ($)[1]	February	660.22	0.0%	1.9%
Help-wanted Index (1996=100)	April	168	0.0%	-1.2%
INTERNATIONAL TRADE				
Merchandise exports ($ billions)	February	35.1	-4.5%	8.5%
Merchandise imports ($ billions)	February	29.3	-2.8%	1.9%
Merchandise trade balance (all figures in $ billions)	February	5.9	-0.8	2.2
MANUFACTURING				
Shipments ($ billions)[1]	March*	43.7	1.7%	-2.4%
New orders ($ billions)[1]	March*	42.9	-3.5%	-5.1%
Unfilled orders ($ billions)[1]	March*	49.0	-1.6%	3.1%
Inventory/shipments ratio[1]	March*	1.49	-0.03	0.15
PRICES				
Consumer Price Index (1992=100)	April*	116.4	0.7%	3.6%
Industrial Product Price Index (1992=100)	March	130.1	0.5%	2.4%
Raw Materials Price Index (1992=100)	March	144.0	-2.1%	1.1%
New Housing Price Index (1992=100)	March*	105.2	0.3%	2.6%

Note: *All series are seasonally adjusted with the exception of the price indexes.*
* *new this week*
† *percentage point*
[1] *These estimates are now based on the North American Industry Classification (NAICS). They are not comparable to the previously published estimates based on the Standard Industrial Classification (SIC) of 1980.*

Infomat
A weekly review

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Published by the Official Release Unit, Communications Division, Statistics Canada, 10th floor, R.H. Coats Bldg., Ottawa, Ontario, K1A 0T6.

Price per issue: paper, $4; online at www.statcan.ca, $3. Annual subscription: paper, $145; online, $109. All prices are in Canadian dollars and exclude applicable sales taxes. Shipping charges will be added for delivery outside Canada.

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The first (official) release of all statistical information produced by Statistics Canada occurs in *The Daily* (www.statcan.ca), available at 8:30 a.m. *The Daily* presents highlights from new data releases, along with sources, links and contacts for further information. It also contains schedules of upcoming major news releases and announces the Agency's new products and services.

Products released from May 10 to 16, 2001

SUBJECT AREA Title of product	Period	Catalogue number	Price ($) (issue/subscription)
BALANCE OF PAYMENTS AND FINANCIAL FLOWS			
Canada's international transactions in securities	February 2001	67-002-XIB	14/132
Canada's international transactions in securities	February 2001	67-002-XPB	18/176
CANADIAN CENTRE FOR JUSTICE STATISTICS			
Adult criminal court data tables	1999/2000	85F0032XIE	30
Juristat: Adult criminal court statistics, Vol. 21 no. 2	1999/2000	85-002-XIE	8/70
Juristat: Adult criminal court statistics, Vol. 21 no. 2	1999/2000	85-002-XPE	10/93
CULTURE, TOURISM AND THE CENTRE FOR EDUCATION STATISTICS			
Learning a living: A report on adult education and training in Canada	1998	81-586-XIE	no charge
DISTRIBUTIVE TRADES			
New motor vehicle sales	March 2001	63-007-XIB	13/124
LABOUR STATISTICS			
Employment, earnings and hours	February 2001	72-002-XIB	24/240
Labour force information	April 2001	71-001-PIB	8/78
Labour force information	April 2001	71-001-PPB	11/103
LIBRARY AND INFORMATION CENTRE			
Finding and using statistics		11-533-XIE	no charge
MANUFACTURING, CONSTRUCTION AND ENERGY			
Production and shipments of steel pipe and tubing	March 2001	41-011-XIB	5/47
Steel wire and specified wire products	March 2001	41-006-XIB	5/47
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