



# Infommat

*A Weekly Review*

Friday, August 17, 2001

## OVERVIEW

### ◆ Unemployment rate unchanged

The unemployment rate in July stayed at 7.0% for the fifth consecutive month, and employment was almost unchanged.

### ◆ Car sales up for fourth consecutive month

In June, sales of new motor vehicles rose 1.5% after declining 2.0% in May. This rise is attributable to an increase in car and truck sales.

### ◆ Median family income rises for third year in a row

Continuing a trend of steady modest increases since 1996, median total family income was up to \$48,600 in 1999, an increase of 1 % over 1998.

### ◆ Wireless operators gain momentum

Operating revenues of wireless operators more than doubled (+128.2%) in 2000; cable operators, meanwhile, reported an 8.6% rise.

### ◆ Years of losses come to an end for private radio broadcasters

After many years of losses, private radio broadcasters achieved a performance that seems to confirm the turnaround observed in the late 1990s.

### ◆ Risk of violent victimization remains low

The risk of violent victimization remained low in Canada in 1999, with 5 % of the population having been victimized.

## Unemployment rate unchanged

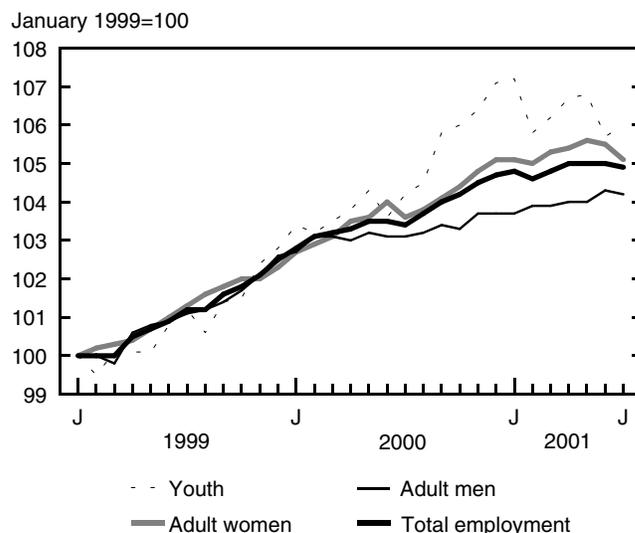
The unemployment rate in July stayed at 7.0% for the fifth consecutive month, and employment was almost unchanged. Employment has grown only 0.1% since the start of the year, much slower than the 0.9% increase recorded over the first seven months of 2000.

In the first seven months of 2001, full-time employment fell by 33,000, whereas it rose by 98,000 during the same period in 2000. Part-time employment has increased by 48,000 since January, similar to the increase from January to July 2000 (+40,000).

Among adult women, employment dropped by 19,000 in July, with a large decline in full-time jobs (-46,000) and a gain in part-time jobs (+27,000). For adult men, the opposite occurred, with full-time employment increasing (+27,000) and part-time employment declining (-29,000). As a result, overall employment for adult men was virtually unchanged from June.

Youth employment increased slightly (+8,000), but since this gain coincided with an increase in the number of youth seeking

Index of employment growth by age and sex



(continued on page 2)



### ... Unemployment rate unchanged

work, the youth unemployment rate rose 0.4% to 12.4% in July. Weakened labour market conditions during the first seven months of the year appear to have affected youths and adult women more than adult men. Employment among adult men increased by 38,000 (+0.5%), while the number of employed adult women changed little. Among youths, employment actually decreased by 24,000.

Despite the recent deterioration in the employment situation for adult women and youths, employment among these groups was up (+1.5% and +1.8% respectively) compared with July 2000. For adult men, employment was up 1.1%.

In July, the number of employees and the number of self-employed were unchanged from June. Self-employment has been declining since the start of the year, although less rapidly than in 2000. In contrast, the number of private-sector employees has remained on an upward trend in 2001. However, a new trend has emerged in the public sector, where the number of employees fell by 31,000 in the first seven months of the year, after increasing by 39,000 during the same period in 2000.

Employment fell by 36,000 in professional, scientific and technical services. Employment in this industry has fallen sharply in two of the last three months, leaving it down 15,000 from the beginning of the year. Most of this drop can be attributed to fewer jobs in advertising services. Also falling in July was employment in public administration (-17,000). Employment in this industry has been on a downward trend, after peaking in 1993. The drop in July was partially attributable to a decline in the number of temporary census workers. Construction employment fell by 17,000 in July. Despite this loss, employment in this industry has increased by 21,000 since the start of the year, consistent with continued strength in housing starts.

### Related information on employment insurance

The estimated number of Canadians (adjusted for seasonality) receiving regular Employment Insurance (EI) benefits in May rose a slight 0.2% from April to 496,840. The largest monthly rise in the number of beneficiaries occurred in Yukon (+5.3%), Ontario (+5.0%) and New Brunswick (+4.4%), whereas Newfoundland (-5.5%) reported the largest decline. Regular benefit payments fell 6.9% from April to \$610.9 million. The number of EI claims received rose 0.8% to 249,370.

For more information, contact Gilles Groleau or Jean Leduc (1-866-873-8788; 613-951-4090, fax: 613-951-2869; labour@statcan.ca), Labour Statistics Division.

Employment was up in manufacturing (+12,000) as well as in the management of companies and administrative and other support services (+19,000) and the information, culture and recreation industry (+15,000).

Provincially, the unemployment rate declined in Quebec (-0.6 points), Nova Scotia (-0.4 points) and Alberta (-0.2 points). In contrast, increases were reported in Newfoundland (+0.4 points) and Ontario (+0.3 points).

The July 2001 issue of **Labour force information** (Internet: 71-001-PIB, \$8/\$78; paper: 71-001-PPB, \$11/\$103) is now available. For more information, contact Client Services (1 866 873-8788; 613-951-4090; labour@statcan.ca). For analytical information, contact Vincent Ferrao (613-951-4750) or Martin Tabi (613-951-5269), Labour Statistics Division. (See also "Current trends" on page 6.)

### Labour Force Survey, July 2001

Seasonally adjusted<sup>1</sup>

	Labour force		Employment		Unemployment	
	'000	% change, previous month	'000	% change, previous month	'000	rate (%)
<b>Canada</b>	<b>16,222.4</b>	<b>0.0</b>	<b>15,081.7</b>	<b>-0.1</b>	<b>1,140.7</b>	<b>7.0</b>
Newfoundland	249.1	-2.4	210.3	-2.8	38.8	15.6
Prince Edward Island	74.4	1.5	65.8	-0.2	8.6	11.6
Nova Scotia	470.0	0.8	424.5	1.2	45.4	9.7
New Brunswick	376.0	0.8	331.3	-0.7	44.6	11.9
Quebec	3,773.4	-0.6	3,463.2	0.1	310.2	8.2
Ontario	6,373.7	0.3	5,969.0	-0.1	404.7	6.3
Manitoba	585.3	-0.1	554.1	0.0	31.2	5.3
Saskatchewan	502.3	0.8	473.0	0.6	29.2	5.8
Alberta	1,710.7	-0.5	1,635.1	-0.4	75.6	4.4
British Columbia	2,107.7	0.1	1,955.3	-0.1	152.4	7.2

<sup>1</sup> Data are for both sexes aged 15 and over.

## Car sales up for fourth consecutive month

In June, sales of new motor vehicles rose 1.5% from the previous month, reaching 133,766 units. June's increase followed a 2.0% decline in May. Partly owing to incentives introduced very early in the year by some manufacturers to reduce inventories, new motor vehicle sales have been on the rise since the start of 2001.

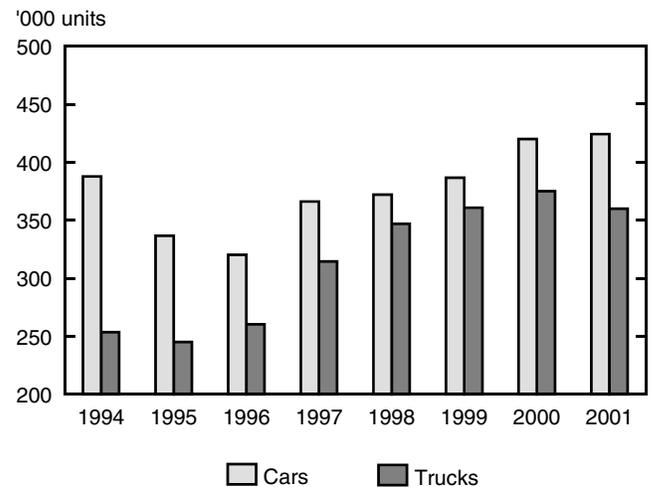
New passenger car sales rose 0.7% to 73,451 vehicles. This was the fourth consecutive monthly increase. June's increase is mainly attributable to sales of North American-built cars. Overall sales of new cars have maintained an upward movement since the start of the year, after a period of declining sales that began in the fall of 2000.

New truck sales in June were up 2.4% from May to 60,315 vehicles. This gain, which resulted partly from various incentives introduced by manufacturers to stimulate sales, followed two strong monthly fluctuations that cancelled each other out. New truck sales, which had been relatively flat since the start of the year, began edging upward in June. This follows a downward trend that began in the summer of 2000.

In the second quarter, new motor vehicle sales were up 4.2% from the first quarter, when they advanced 0.7%. Quarterly sales of new passenger cars grew faster than truck sales in the second quarter of 2001, rising 6.0% compared with a 2.0% gain for trucks. The increase in car sales followed a 2.1% decline in the first quarter, whereas for trucks the increase followed a 4.1% gain.

In the first six months of 2001, the number of new motor vehicles sold was 1.4% lower than in the first half of 2000. Over the same period, truck sales were down 4.0%—marking the first semi-annual decline since 1995. As for new passenger cars, sales were 1.0% higher than they were in the first half of 2000. This was the fifth straight year of rising sales in the first half of the year for new passenger cars.

Cumulative sales of new motor vehicles for the first six months of the year



Provincially, Newfoundland recorded the largest monthly increase (+15.6%). The only other provinces to report gains in June were Alberta (+5.4%), Ontario (+2.5%) and Quebec (+1.6%). Looking at cumulative sales of new vehicles for the first six months of 2001, the only provinces to post year-over-year increases were Alberta (+6.3%), Quebec (+1.8%) and Saskatchewan (+1.7%).

*The June 2001 issue of **New motor vehicle sales** (Internet: 63-007-XIB, \$13/\$124) is now available. For general information, or to order data, contact Client Services (1 877 421-3067; 613-951-3549; retailinfo@statcan.ca). For analytical information, contact Michael Scrim (613-951-5668; michaelscrim@statcan.ca), Distributive Trades Division.*

## Median family income rises for third year in a row

Following a trend of steady increases since 1996, the median total family income of census, or nuclear, families was \$48,600 in 1999, up 1% over 1998, after adjusting for inflation. Median total income for husband-wife families rose from \$53,400 in 1998 to \$54,100. For lone-parent families, median total income increased to \$23,400, compared with \$23,100 in 1998.

The number and percentage of dual-earner families continued to increase in 1999. The median employment income of husband-wife families where both spouses/partners earned income rose 1.2% to \$60,000. In families where the single earner was female, the median employment income was \$16,600, up 1.4% from 1998. In husband-wife families where the sole income earner was male, median employment income was \$30,000, an increase of 0.3% over 1998.

### Note to readers

*Median income is determined by ranking all the declared incomes for an area, and then selecting the middle figure at which half the incomes are higher and half are lower. The data for this release were obtained primarily from income tax returns filed in the spring of 2000. All income data are before tax and after transfers.*

For husband-wife families, employment earnings made up 78% of total income, government transfers 9%, and private pensions more than 5%—virtually unchanged from 1998. Lone-parent families, however, depended on employment earnings for 65% of their total income, government transfers for 24%, and private pensions for just over 3% of their total income—also about the same as in 1998.

(continued on page 4)

### ... Median family income rises for third year in a row

The median income for senior husband–wife families (i.e., those in which at least one person was aged 65 or over) rose to \$38,000, an increase of 1.8% over 1998. Senior husband–wife families derived a much lower percentage of their income from employment (22%). An additional 17% came from Old Age Security/Net Federal Supplements and Canada/Quebec Pension Plan (16%). Private pensions accounted for 25% of total income and investment income comprised an additional 13%.

Families in most provinces and territories saw increases in median total family income in 1999; however, those in Nunavut saw a decline. Once inflation was taken into account, median total family income also declined in Alberta and British Columbia. For a sixth consecutive year, the highest median family incomes were found in the province of Ontario, in Oshawa (\$62,500) and Windsor (\$62,400). The area with the largest increase was Saint John, New Brunswick, where median income climbed 2.8%—from \$44,850 in 1998 to \$46,100 in 1999.

For more information, contact Client Services (613-951-9720; fax: 613-951-4745; [saadinfo@statcan.ca](mailto:saadinfo@statcan.ca)), Small Area and Administrative Data Division.

### Family median income

	1998	1999	% change 1998 to 1999
	\$		
<b>Canada</b>	<b>48,104</b>	<b>48,600</b>	<b>1.0</b>
St. John's	45,358	44,800	-1.2
Halifax	50,952	51,700	1.5
Saint John	44,850	46,100	2.8
Chicoutimi–Jonquière	47,392	47,800	0.9
Québec	49,833	50,500	1.3
Sherbrooke	44,443	45,100	1.5
Trois-Rivières	43,426	43,900	1.1
Montréal	47,087	47,600	1.1
Ottawa–Hull	58,681	60,000	2.2
Oshawa	61,020	62,500	2.4
Toronto	52,681	53,400	1.4
Hamilton	57,359	57,900	0.9
St. Catharines–Niagara	51,053	51,700	1.3
Kitchener	57,257	58,400	2.0
London	54,104	54,400	0.5
Windsor	60,817	62,400	2.6
Sudbury	52,579	52,400	-0.3
Thunder Bay	54,816	55,000	0.3
Winnipeg	50,443	50,600	0.3
Regina	54,816	54,800	0.0
Saskatoon	49,731	49,800	0.1
Calgary	58,376	57,800	-1.0
Edmonton	53,494	53,100	-0.7
Vancouver	48,511	48,100	-0.8
Victoria	52,782	52,700	-0.2

## Wireless operators gain momentum

Wireless operators (satellite and multipoint distribution systems) substantially expanded their share of subscriptions to audiovisual programming services in 2000, mainly at the expense of small- and medium-sized cable operators. The decline in the number of subscribers to cable services occurred in all provinces except Quebec, where the situation remained essentially unchanged from 1999.

The market share of wireless operators grew from 6.5% in 1999 to 10.8% in 2000. The number of subscribers to wireless services surged 74.6% to 967,800, but subscriptions to cable operators declined 0.5% to 7.9 million. The competition from wireless operators had the biggest impact on small- and medium-sized cable operators, nearly 60% of whom lost subscribers. As a group, they incurred a net loss of 84,400 subscribers in 2000, and a total net loss of 202,000 during the period from 1998 to 2000.

As a result of this gain in market share, operating revenues of wireless operators more than doubled (+128.2%) in 2000 to \$390.5 million. Despite the strong growth in revenues and in customer base, the wireless segment of the industry failed to show a profit. This occurred mainly because of extremely high promotion and technical expenses—about \$400 per subscriber in 2000—incurred to attract new customers.

At the same time, cable operators reported an 8.6% rise in total revenues to \$3.6 billion, along with a strong profit margin (before interest and taxes) of 19.3% in 2000. Cable operators face strong competition in their traditional market, but are doing well in new expanding markets, in particular high-speed Internet by cable and digital television.

High-speed cable modem services attracted 422,300 new customers to the cable industry between September 1, 1999 and August 31, 2000, an average of just over 35,000 new customers a month. At the end of August 2000, there were 786,300 subscribers to this service, compared with 364,000 a year earlier. This very rapid growth continued in the later part of 2000. The number of subscribers surpassed the 1-million mark in early 2001, according to the Household Internet Use Survey (see *Infomat*, August 10, 2001).

Nationally, 10.5% of households with access to high-speed Internet by cable were equipped with cable modem in 2000, up from 7.6% in 1999. Market penetration of cable modem was highest in the Prairie provinces and in British Columbia, and lowest in Atlantic Canada.

Also gaining momentum is the penetration of digital technology (television-based Web access and interactive television, for example). As of August 31, 2000, cable operators had deployed 390,800 digital terminals, and wireless operators had deployed 967,800. In total, 15.2% of subscribers to programming services had adopted the digital technology. The cable industry invested \$3.4 billion over the 1998-to-2000 period, or close to \$310 per home with access to cable service. More than 80% of this investment went into systems that are now offering both cable modem and digital cable services.

For more information, see *Broadcasting and telecommunications service bulletin*, Vol. 31, no. 3 (Internet: 56-001-XIE, \$10/\$32) or contact Daniel April (613-951-3177; [daniel.april@statcan.ca](mailto:daniel.april@statcan.ca)), Science, Innovation and Electronic Information Division.

## Years of losses come to an end for private radio broadcasters

Revenues of private radio broadcasters surpassed \$1.0 billion for the first time in 2000, advancing 5.2% from 1999. This increase was largely the result of the good performance of FM broadcasters, whose revenues grew 7.9%; AM broadcasters' revenue grew 0.8%.

Revenues grew at a rate below the national average in New Brunswick, Quebec, Manitoba and British Columbia, and at a rate above the national average in all other regions.

At the national level, profits before income tax rose from \$87.6 million in 1999 to \$111.1 million in 2000, an increase of 26.8%. This result seems to confirm the turnaround observed in the late 1990s, after many years of losses for this segment of the industry. This turnaround was largely driven by FM stations. In the last four years, FM stations generated profit margins exceeding

16.0%, reaching a high of 22.5% in 2000. During that period, AM stations recorded losses every year.

The downward trend in employment observed through most of the last decade appears to have reversed. Average weekly employment rose from 8,645 in 1999 to 9,156 in 2000, the second increase in three years. Employment was up in every province except Nova Scotia and Alberta.

The growth of revenues from 1999 to 2000 was very similar for French- and English-language broadcasters. However, the profit margin of French-language broadcasters declined slightly, from 11.3% in 1999 to 9.6% in 2000, while the profit margin of English language broadcasters improved, from 8.8% to 11.3%.

For more information, consult *Broadcasting and telecommunications bulletin*, Vol. 31, no. 2 (56-001-XIE, \$10/\$32) or contact Daniel April (613-951-3177; daniel.april@statcan.ca), Science, Innovation and Electronic Information Division.

## Risk of violent victimization remains low

According to the General Social Survey (GSS), the risk of violent victimization remained low in 1999, with 5% of the population having been victimized. Among the three violent crimes, assault had the highest rate (51 incidents per 1,000 population), followed by sexual assault (21) and robbery (9).

For those crimes involving households—breaking and entering, motor vehicle or parts theft, theft of household property and vandalism—the risks of victimization were higher for households with respondents whose main activity was going to school or working at a job, or when the respondent participated in 10 or more evening activities per month.

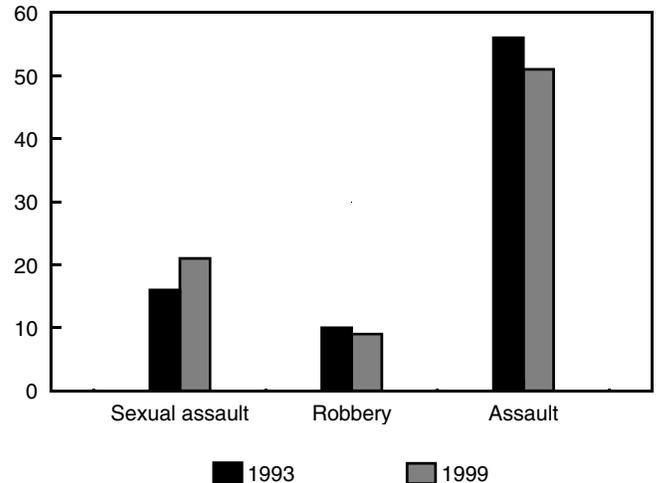
Victimization rates differed between urban and rural residents. About 27% of the urban population reported being the victim of at least one crime in the 12 months preceding the survey, compared with 18% of the rural population.

The odds of victimization for young people aged 15 to 24 were nine times higher than for those aged 55 and older. Women tend to be more fearful of crime than men. However, victimization experience is not related to fear: victims of crime are no more fearful than non-victims.

Nearly 6 in 10 victimization incidents were not reported to the police. The decision to contact the police appears to be associated with the personal characteristics of the victim, the severity of the incident and the relationship of the victim to the perpetrator. Violent incidents involving male victims were more likely to be reported to the police than those involving female victims (34% versus 27%). Incidents involving young victims were reported less frequently than those involving older victims (23% of violent

### Violent crime rates

Incidents per 1,000 population 15+



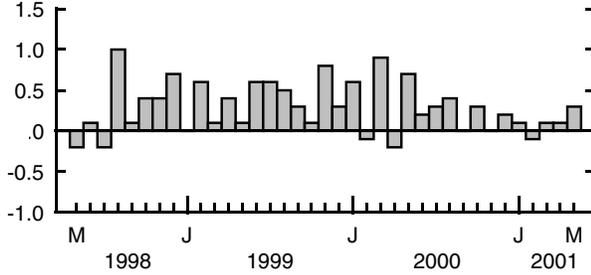
incidents involving victims aged 15 to 24 compared with 41% for those involving victims aged 45 and older).

For more information, consult *A profile of criminal victimization: results of the 1999 General Social Survey* (Internet: 85-553-XIE, \$26) or *General Social Survey Cycle 13 Overview: Personal Safety and Perceptions of Policing* (Internet: 85-554-XIE, free) available on the Statistics Canada Web site ([www.statcan.ca](http://www.statcan.ca)) under the headings Our products and services, Free publications and Justice, or contact Information and Client Services (1-800-387-2231; 613-951-9023), Canadian Centre for Justice Statistics.

## Current trends

### Gross domestic product

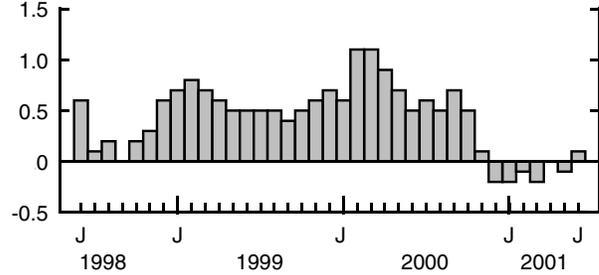
% change,  
previous month



Total economic activity advanced 0.3% in May, the strongest showing in seven months.

### Composite Index

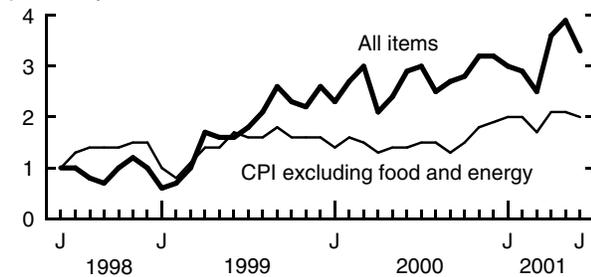
% change,  
previous month



In June, the leading indicator edged up 0.1% following continued strength in housing and an upturn in the U.S. leading index.

### Consumer Price Index

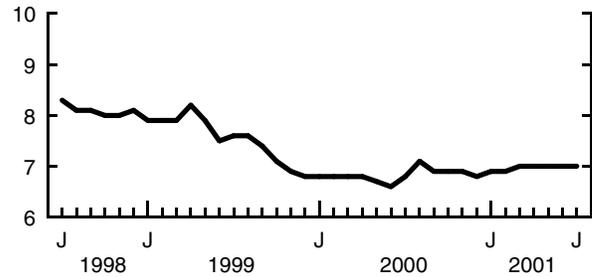
% change,  
previous year



Consumer prices for goods and services were 3.3% higher in June than they were a year earlier. Excluding food and energy, prices rose 2.0%.

### Unemployment rate

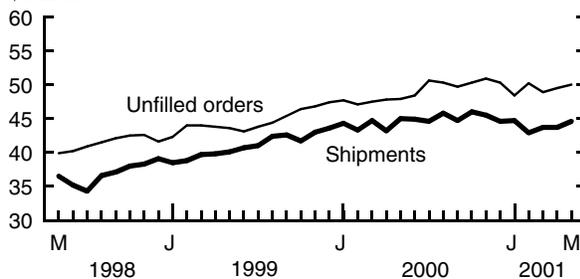
%



In July, the unemployment rate held at 7.0% for the fifth consecutive month.

### Manufacturing

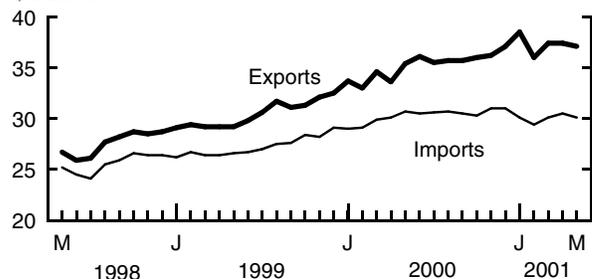
\$ billions



Manufacturers' shipments increased 2.1% in May to \$44.6 billion. The backlog of unfilled orders posted a 1.0% increase to \$50.0 billion.

### Merchandise trade

\$ billions



In May, the value of merchandise exports declined 0.9% to \$37.1 billion. Imports decreased 1.4% to \$30.1 billion.

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

## Latest statistics

	Period	Level	Change, previous period	Change, previous year
<b>GENERAL</b>				
Gross domestic product (\$ billions, 1992)	May	798.8	0.3%	1.7%
Composite Index (1992=100)	June	166.3	0.1%	1.8%
Operating profits of enterprises (\$ billions)	Q1 2001	44.9	-6.9%	-9.7%
Capacity utilization rate (%)	Q1 2001	84.1	-1.0†	1.5†
<b>DOMESTIC DEMAND</b>				
Retail trade (\$ billions)	May	24.3	0.2%	6.2%
Department store sales (\$ billions)	June	1.65	0.6%	7.6%
New motor vehicle sales (thousands of units)	June*	133.8	1.5%	0.0%
Wholesale trade (\$ billions)	May	32.7	1.8%	2.4%
<b>LABOUR</b>				
Employment (millions)	July*	15.08	-0.1%	1.4%
Unemployment rate (%)	July*	7.0	0.0†	0.2†
Participation rate (%)	July*	65.8	-0.2†	0.1†
Average weekly earnings (\$)	May	662.05	0.4%	1.4%
Help-wanted Index (1996=100)	July	155	-3.7%	-10.9%
<b>INTERNATIONAL TRADE</b>				
Merchandise exports (\$ billions)	May	37.1	-0.9%	4.9%
Merchandise imports (\$ billions)	May	30.1	-1.4%	-1.8%
Merchandise trade balance (all figures in \$ billions)	May	7.0	0.1	2.3
<b>MANUFACTURING</b>				
Shipments (\$ billions)	June*	43.3	-1.9%	-3.4%
New orders (\$ billions)	June*	43.1	-3.7%	-5.1%
Unfilled orders (\$ billions)	June*	49.5	-0.6%	2.3%
Inventory/shipments ratio	June*	1.51	0.03	0.13
<b>PRICES</b>				
Consumer Price Index (1992=100)	June	117.5	0.1%	3.3%
Industrial Product Price Index (1992=100)	June	129.8	-0.9%	1.7%
Raw Materials Price Index (1992=100)	June	142.4	-1.6%	-1.9%
New Housing Price Index (1992=100)	June*	106.0	0.3%	2.9%

*Note: All series are seasonally adjusted with the exception of the price indexes.*

\* new this week

† percentage point

# 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](http://www.statcan.ca), \$3. Annual subscription:  
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## Products released from August 9 to 15, 2001

SUBJECT AREA Title of product	Period	Catalogue number	Price (\$) (issue/subscription)
<b>AGRICULTURE</b>			
Production of eggs	June 2001	23-003-XPB	110
<b>BALANCE OF PAYMENTS AND FINANCIAL FLOWS</b>			
Canada's international transactions in securities	May 2001	67-002-XIB	14/132
<b>HEALTH STATISTICS</b>			
Health reports, Vol. 12, no. 4	Spring 2001	82-003-XIE	15/44
Health reports, Vol. 12, no. 4	Spring 2001	82-003-XPE	20/58
<b>LABOUR STATISTICS</b>			
Labour Force information	July 2001	71-001-PIB	8/78
Labour Force information	July 2001	71-001-PPB	11/103
<b>MANUFACTURING, CONSTRUCTION AND ENERGY</b>			
Cement	June 2001	44-001-XIB	5/47
Construction type plywood	June 2001	35-001-XIB	5/47
General review of the mineral industries, mines, quarries and oil wells	1998	26-201-XIB	no charge
Particleboard, oriented strandboard and fibreboard	June 2001	36-003-XIB	5/47
Refined petroleum products	April 2001	45-004-XIB	16/155
Refined petroleum products	April 2001	45-004-XPB	21/206
Shipments of solid fuel-burning heating products	Q2 2001	25-002-XIB	6/19
Steel wire and specified wire products	May 2001	41-006-XIB	5/47
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