



Infomat

A Weekly Review

Friday, October 10, 1997

OVERVIEW

◆ Setback in housing behind decline in building permits

A drop in the value of building permits for housing offset a gain in non-residential construction in August. This setback caused a decline in the total value of building permits.

◆ Growth in department store sales continues

Department store sales increased between July and August. Sales were also up over August 1996, registering the largest year-over-year increase since January.

◆ Number of EI beneficiaries moves up

The number of Canadians receiving Employment Insurance benefits rose between June and July. Compared with July 1996, however, the number of recipients dropped.

◆ Output in service sector grows

Surging exports and consumer spending pushed up output in the service sector in the second quarter of 1997.

◆ Migration favours Ontario

Ontario registered the highest net gain from migration in 1995-96, while Newfoundland recorded the largest net loss in population.

◆ Children more likely to wear bike helmets

Although bicycle helmets have proven effective in preventing or greatly reducing head injuries, the majority of Canadian teenagers and adults did not wear them regularly in 1995.

◆ Moviegoers boost attendance at theatres

Movie theatre admissions hit a 13-year high in the 1995-96 fiscal year, while admissions to drive-ins declined.

Setback in housing behind decline in building permits

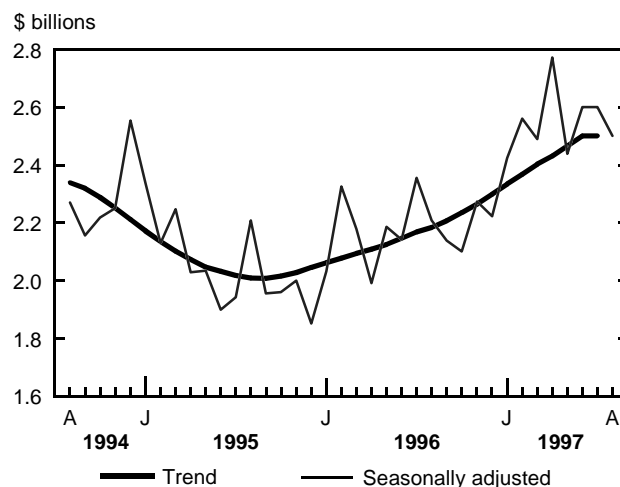
In August, a setback in housing offset a gain in non-residential construction, bringing the total value of building permits down 2.3% to \$2.5 billion. Municipalities issued \$1.5 billion worth of permits for housing (-4.7%). A strike among municipal workers in Vancouver was a major factor in the decline. In the non-residential sector, the value of permits increased 1.5% to \$1.0 billion.

Both components of the residential sector registered declines in August. The multi-family component was hardest hit, falling 10.1% to \$380 million; the single-family component fell 2.7% to \$1.1 billion. However, even with these declines, activity in the residential sector remained strong. Between January and August of this year, permits for single-family housing totalled \$9.1 billion, up 24.6% over the same period of last year. The multi-family component also improved its performance over last year, rising 8.9% to \$3.2 billion.

Plans for residential building increased the most in Alberta, Manitoba and Newfoundland. Nova Scotia posted its fourth consecutive increase. The most significant declines were reported in Ontario, British Columbia and Quebec.

(continued on page 2)

Total value of building permits



... Setback in housing behind decline in building permits

In the non-residential sector, the commercial component led the way in August, with a 10.3% increase to \$548 million. The other two components posted declines: the industrial component registered the largest drop (-11.7%), while the institutional component edged down 0.7%. Between January and August, permits amounted to \$8.0 billion, up 11.3% over the first eight months of 1996.

Alberta, Quebec and Nova Scotia recorded significant monthly increases in their non-residential sectors. The largest declines were in British Columbia, Ontario and Saskatchewan.

Available on CANSIM: matrices 80 (levels 3-7, 16-22 and 24-32), 129, 137, 443, 989-992, 994, 995 and 4073.

The August 1997 issue of **Building permits** (64-001-XPB, \$25/\$248) will be available shortly. For further information, contact Sylvain Cloutier (613-951-2025; Internet: clousyl@statcan.ca), Investment and Capital Stock Division.

Note to readers

The monthly Building and Demolitions Permits Survey covers 2,400 municipalities representing 93% of the population. It provides an early indication of building activity. The communities representing the other 7% of the population are very small, and their levels of building activity have little impact on the total.

The value of planned construction activities excludes engineering projects (e.g., waterworks, sewers and culverts) and land.

The annual rate is a monthly figure that has been seasonally adjusted and multiplied by 12 to reflect annual levels. Unless otherwise stated, seasonally adjusted data are presented.

Building permits,¹ August 1997 Seasonally adjusted

	Total		Residential		Non-residential	
	\$ millions	% change, previous month	\$ millions	% change, previous month	\$ millions	% change, previous month
Canada	2,501	- 2.3	1,484	- 4.7	1,017	1.5
Newfoundland	14	- 4.0	9	9.8	4	- 24.5
Prince Edward Island	7	- 25.9	3	- 46.3	4	0.2
Nova Scotia	55	6.6	37	0.0	18	23.3
New Brunswick	35	- 0.1	19	4.4	16	- 5.0
Quebec	426	4.1	226	- 2.6	201	12.8
Ontario	1,067	- 4.4	653	- 5.4	415	- 2.9
Manitoba	57	3.2	28	3.4	29	3.0
Saskatchewan	45	- 24.2	21	- 11.2	24	- 32.7
Alberta	360	16.8	205	1.8	155	45.0
British Columbia	428	- 12.5	280	- 10.1	148	- 16.6
Yukon	4	4.9	2	- 6.6	2	20.6
Northwest Territories	2	- 69.7	0	15.5	2	- 72.4

1. Data may not add to totals due to rounding.

Growth in department store sales continues

Seasonally adjusted department store sales moved up 1.4% in August to reach \$1,360.4 million. Compared with August 1996, sales rose 12.0%. This was the largest annual increase this year. With the exception of a pause in the last half of 1995, department store sales have followed an upward trend since the end of 1993.

Unadjusted sales totalled \$1,336.3 million in August, an 11.4% increase over August 1996. Cumulative sales for the first eight months of 1997 totalled \$8,935.9 million, up 10.0% from the same period of last year.

Among the provinces, the largest year-over-year gain was posted in Alberta (+13.3%), followed by Ontario (+13.0%).

Available on CANSIM: matrices 111-113.

The August 1997 issue of **Department store sales and stocks** (63-002-XPB, \$17/\$165) will be available shortly. For further information, contact Irwin Bess (613-951-4166), Distributive Trades Division.

(continued on page 3)

... Growth in department store sales continues

Department store sales including concessions, August 1997

Unadjusted

	August 1997	August 1996 to August 1997	January 1997 to August 1997	January–August 1996 to January–August 1997
	\$ millions	% change	\$ millions	% change
Canada	1,336.3	11.4	8,935.9	10.0
Newfoundland and Prince Edward Island	26.0	9.8	160.9	8.0
Nova Scotia	42.6	8.4	269.7	8.5
New Brunswick	33.6	9.8	201.5	6.3
Quebec	243.0	11.0	1,668.6	7.8
Ontario	553.7	13.0	3,727.4	11.7
Manitoba	54.4	7.6	373.6	6.5
Saskatchewan	43.9	11.7	293.4	11.6
Alberta	156.8	13.3	1,007.9	12.4
British Columbia, Yukon, Northwest Territories	182.3	7.8	1,233.0	8.2

Number of EI beneficiaries moves up

In July, 616,280 Canadians received regular Employment Insurance (EI) benefits, up 6.7% from June. With the exception of New Brunswick, all provinces and territories reported increases. Compared with July of 1996, however, the number of beneficiaries was down 18.9%.

Regular benefit payments declined 7.4% in July to \$661 million. The downward trend that began in April 1996 continued, as all provinces and territories posted declines.

The number of individuals applying for Employment Insurance benefits was up 8.6% over June, to 240,000. Eight of the provinces and territories reported increases in the number of applications received.

EI beneficiaries receiving regular benefits, July 1997

Seasonally adjusted

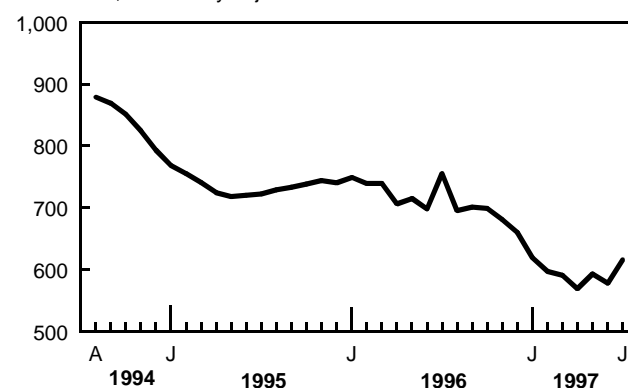
	Total	% change, previous month	% change, previous year
Canada	616,280	6.7	- 18.7
Newfoundland	33,950	5.2	- 6.9
Prince Edward Island	9,010	2.9	- 6.3
Nova Scotia	31,740	5.4	- 14.4
New Brunswick	35,470	- 0.2	- 9.6
Quebec	220,450	7.8	- 17.8
Ontario	150,530	4.8	- 19.7
Manitoba	16,910	13.3	- 16.3
Saskatchewan	13,240	14.4	- 21.6
Alberta	31,690	5.0	- 32.8
British Columbia	69,510	5.8	- 15.9
Yukon	1,330	1.9	11.0
Northwest Territories	1,130	2.8	- 20.2

Note to readers

The discrepancy between the estimated number of regular beneficiaries and regular payments series can be explained in part by differences in the reference periods. The number of beneficiaries is a measure of all persons who received Employment Insurance benefits for the week containing the 15th day of the month. The regular benefit payments series measures the total of all monies received by individuals for the entire month.

Number of EI beneficiaries paid regular benefits

Thousands, seasonally adjusted



Available on CANSIM: matrices 26 (series 1.6), 5700–5717, 5735 and 5736.

For further information, contact Michael Scrim (613-951-4090; fax: 613-951-4087; Internet: labour@statcan.ca), Labour Division.

Output in service sector grows

Output in the service sector grew 1.0% in the second quarter of 1997 compared with the first quarter. Surging exports and consumer spending were behind the growth. By comparison, goods production rose 1.3%. Growth was strongest for services in the wholesale and retail trade, transportation, chartered banks and telecommunication carriers industries. Compared with the second quarter of 1996, output was up 3.7%.

Consumer spending on services, which was up 1.3% in the second quarter, still lagged behind the 1.6% increase in goods consumption. Services consumption may have grown more slowly because prices for services (as reflected by the Consumer Price Index) increased 0.6%, while goods prices remained unchanged.

Service commodity exports rose rapidly (+3%) in the second quarter, while service imports moved up 1%. With export growth exceeding that for imports, Canada's trade deficit in services fell 7% to \$2.1 billion. Compared with the same quarter of 1996, however, service exports soared 11% while service imports rose

6%. Consequently, the annual trade deficit shrank from \$2.4 billion to \$2.1 billion.

The communications and finance and insurance industries continued to perform well. The chartered banks had an excellent second quarter, with operating profits of \$3.9 billion (+13%). Meanwhile, the 5.5% profit margin for the business services industries was below the average of 7.2% posted for the all-industry aggregate.

Employment in the service sector was up 1.5% compared with the second quarter of 1996. Full-time positions increased 1.3%, while the number of part-time jobs rose 2.4%. Once again, the goods-producing sector fared better: total employment rose 2.6%, full-time employment increased 3.2%, and the number of part-time jobs fell 4.4%. By the second quarter of 1997, 77% of all service sector jobs were full-time, a much lower proportion than that recorded for the goods-producing industries (93%).

*The second quarter 1997 issue of **Services indicators** (63-016-XPB, \$35/\$116) is now available. For further information, contact Don Little (613-951-6739), Services Division.*

Migration favours Ontario

An estimated 1.2 million Canadian residents were on the move between July 1, 1995 and June 30, 1996, a slight upturn following two years of decline. These movers included 906,600 who changed census divisions within their own province, 291,300 who moved between provinces, and 47,200 who emigrated from Canada. In addition, Canada received 216,800 landed immigrants during this period, with most settling in Ontario and British Columbia. When movement between provinces and newcomers to Canada are taken into account, Ontario had the largest net gain from migration, while Newfoundland had the largest net loss.

In 1995-96, intraprovincial migration accounted for almost three-quarters of all moves by Canadians, unchanged from the last three migration periods. The propensity to change census divisions within one's own province or territory was 33 per 1,000 population. Quebecers were most likely to move within their province; Newfoundlanders were least likely to do so.

British Columbia continued to have the largest net gain of migrants from other provinces, attracting 22,000 more people. Ontario received the highest number of migrants from other provinces, but because of moves to other provinces, it posted a net

Note to readers

These migration estimates reflect intraprovincial moves between census metropolitan areas or census divisions (sub-provincial geographic areas such as counties, regional or district municipalities), as well as interprovincial and some international moves. Moves across town or across the street, as well as moves by returning Canadians and non-permanent residents are excluded. To calculate total population change, the latter two components plus natural increase (births minus deaths) must be taken into account.

loss of 2,800 people. Quebec posted the largest interprovincial net loss (-12,600).

The census metropolitan areas (CMAs) of Toronto and Vancouver continued to show large net gains, receiving 63,300 and 40,500 migrants, respectively. Calgary had the third largest net gain. The CMA of Winnipeg posted the largest net loss (-4,600).

Migration estimates are available for the provinces and territories, census divisions and census metropolitan areas. For more information, contact Client Services, (613-951-9720; fax: 613-951-4745; Internet: saadinfo@statcan.ca), Small Area and Administrative Data Division.

Migration estimates, 1995-96

	Intraprovincial	Interprovincial	International	Total
	Moves		Net	
Canada	906,588	0	169,534	169,534
Newfoundland	7,829	- 7,436	292	- 7,144
Prince Edward Island	1,212	638	50	688
Nova Scotia	15,206	- 1,245	2,891	1,646
New Brunswick	16,437	- 369	- 318	- 687
Quebec	265,991	- 12,626	22,619	9,993
Ontario	358,562	- 2,822	95,150	92,328
Manitoba	27,795	- 3,566	1,414	- 2,152
Saskatchewan	28,029	- 2,161	810	- 1,351
Alberta	70,296	7,656	6,475	14,131
British Columbia	114,178	22,025	40,125	62,150
Yukon	0	564	15	579
Northwest Territories	1,053	- 658	11	- 647

Children more likely to wear bike helmets

Although bicycle helmets have proven effective in preventing or greatly reducing head injuries, the majority of Canadian teenagers and adults did not wear them regularly in 1995.

According to data from the 1994–95 National Population Health Survey, children younger than 13 were the only age group in which a majority (58%) used helmets regularly when riding bicycles or tricycles. Among teenagers this proportion fell to 16% for cyclists aged 12 to 14, and to only 8% for those aged 15 to 19—the lowest rate for any age group. Overall, more teenage boys wore helmets than teenage girls. About one-quarter (24%) of cyclists in the 20-to-44 age group wore helmets regularly. Among riders aged 45 and over, only 16% wore helmets.

Use of bicycle helmets varied across the country. Rates were highest in Ontario and British Columbia, and lowest in the Prairies and Quebec. Ontario's relatively high rates may reflect provisions in the province's Highway Traffic Act that require cyclists under the age of 18 to use helmets.

There were also differences among cyclists who lived in rural areas and those who lived in urban areas. In urban areas, regular use of helmets was almost double that in rural areas. Among children, the proportions were 60% and 34%, respectively; among adults, 18% and 10%.

If household income is taken into account, 69% of children in the highest income households wore helmets, compared with 50% or less in lower income households. Among adults, helmet use was also associated with high income: 28% for cyclists in the highest income households, compared with just 6% for those in households with the lowest incomes.

Among the reasons given for not wearing a helmet regularly, 30% of parents said that their children did not own one. Most teenagers also stated that they did not wear a helmet because they did not own one, while other teens said helmets were uncomfortable. Among adults, not owning a helmet was the major reason for not wearing one, followed by discomfort.

*The autumn 1997 issue of **Health reports**, Vol. 9, no. 2 (82-003-XPB, \$35/\$116) is now available. For further information, contact Wayne Millar (613-951-1631), Health Statistics Division.*

Moviegoers boost attendance at theatres

In the 1995–96 fiscal year, movie theatre admissions rose more than 3% to hit a 13-year high of 85 million. Despite the increased attendance, profits fell about 5%. At the drive-ins, admissions declined 9% to 2.5 million and profits grew by 20%.

Movie attendance, including drive-ins, peaked at 256 million admissions in 1952–53. As television, videocassette recorders and other forms of home entertainment became popular, movie attendance dwindled. By 1991–92, attendance had fallen to its lowest level in 40 years.

In 1995–96, attendance was rebounding, although growth was uneven across the country. Five provinces reported drops in attendance; the remainder reported increases. Manitoba (–11%) and New Brunswick (–6%) reported the largest declines. Attendance increased the most in the Yukon and the Northwest Territories (+19%) and in Alberta (+8%).

Admission receipts accounted for three-quarters of the \$566.7 million in total revenues for theatres in 1995–96. Total profits fell about 5% from 1994–95 to \$59.9 million, mainly due to a 6% drop in the average ticket price.

Chain-operated theatres accounted for 80% of total attendance in 1995–96. On a per-theatre basis, chain-operated theatres had an average annual attendance of 195,300, about four times the average attendance of independently operated theatres (56,300).

Note to readers

The Motion Picture Theatres Survey is a census of all movie and drive-in theatres in Canada. The 1995–96 survey included 590 movie theatres and 77 drive-ins, which provided data on their fiscal years ending any time between April 1, 1995 and March 31, 1996.

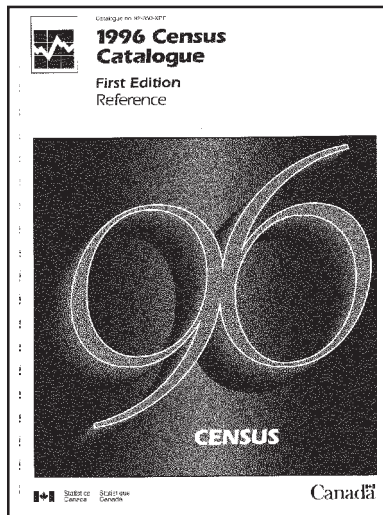
With an average profit of \$166,600 per theatre (+1%), profits for chain-operated movie theatres far exceeded those of independently operated theatres (\$18,200). Profits for drive-ins grew 20% to \$2.3 million in 1995–96 despite decreased attendance.

In 1995–96, the number of movie theatres dropped to 590 (–3%). However, the average number of screens grew 6% to 3.0 screens per theatre. Drive-ins had an average of 1.6 screens per theatre, almost unchanged from the previous year.

To remain competitive, theatre companies cut operating costs. They reduced employment costs (–5%) and changed their full- and part-time mix. The number of full-time staff was reduced, while more part-timers were hired.

*Selected details from the **Motion Picture Theatres Survey** are available in table format (87F0009XPE, \$50). A summary of the data will also appear in **Canada's culture, heritage and identity: A statistical perspective** (87-211-XPB, \$31) scheduled for release this fall. For further information, contact Norman Verma (613-951-6863; fax: 613-951-9040), Culture, Tourism and the Centre for Education Statistics.*

New from Statistics Canada



1996 Census catalogue

The *1996 Census catalogue* (first edition) helps users of census data decide which of the many 1996 Census products and services is right for them.

The publication looks at both Census of Population and Census of Agriculture products and services. The Census of Population section is divided into five categories: reference, geography, standard data and analytical products, and tabulation services. The Census of Agriculture section has three categories: data products, an analytical publication, and Census of Agriculture services. Each category contains an overview, followed by a detailed list of the items, and includes catalogue numbers, publication dates and formats available. The "How to get help" section contains valuable information on access to census data, including lists of Regional Reference Centres and depository libraries.

Since data are still being compiled, some census products may change. A second edition of the catalogue is scheduled for release in the fall of 1998.

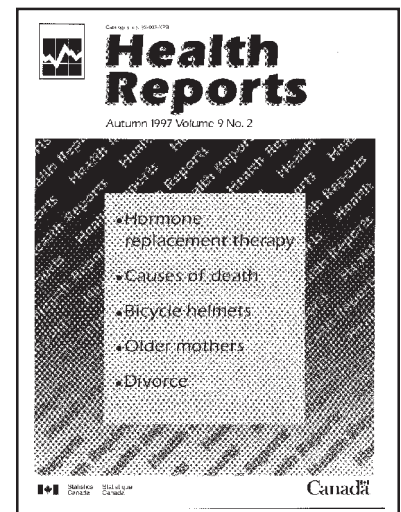
The first edition of the 1996 Census catalogue (92-350-XPE, \$15) is now available. For further information or to order the catalogue, contact your nearest Statistics Canada Regional Reference Centre.

Health reports Autumn 1997

The Autumn 1997 issue of *Health reports* contains the following articles: "Characteristics of women on hormone replacement therapy," "Multiple causes of death," "Factors associated with bicycle helmet use," "The risks of childbearing at older ages," and "Divorce in the 1990s."

Health reports provides comprehensive and timely analysis of national and provincial health information and vital statistics derived from surveys or administrative databases. It is designed for a broad audience including health professionals, researchers, policy makers, educators and students.

The autumn 1997 issue of Health reports, Vol. 9, no. 2 (82-003-XPB, \$35/\$116) is now available. For further information, contact Marie Beaudet (613-951-7320; fax: 613-951-0792; Internet: beaumar@statcan.ca), Health Statistics Division.



Travel-log Autumn 1997

The autumn 1997 issue of *Travel-log*, Statistics Canada's quarterly tourism newsletter, features the article "Trading travellers—international travel trends." This article uses data from the International Travel Survey and the Canadian Travel Survey to examine, over many years and up to 1996, the changes and events that may have affected Canadians' travel abroad and non-residents' travel to Canada.

Each quarter, *Travel-log* examines the trends of the Travel Price Index. It also features the latest travel indicators and the international travel account. A summary on tourism indicators—for example, tourism demand in Canada and employment generated by tourism—also appears.

The autumn 1997 issue of Travel-log, Vol. 16, no. 4 (87-003-XPB, \$13/\$42) is now available. For further information, contact Monique Beyrouiti (613-951-1673; fax: 613-951-2909; Internet: beyrmon@statcan.ca), Culture, Tourism and the Centre for Education Statistics.

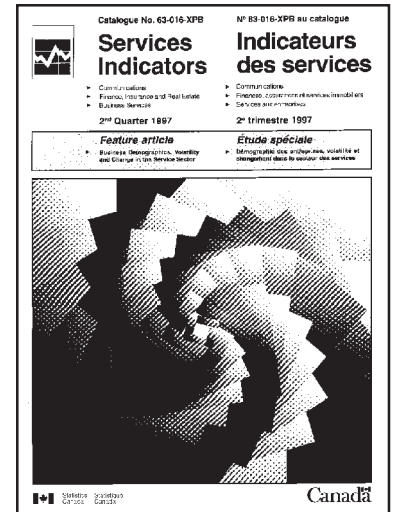
New from Statistics Canada – concluded

Services indicators Second quarter 1997

The feature article in the second quarter 1997 issue of *Services indicators*, "Business demographics, volatility and change in the service sector," uses business startups and closures data to examine change and volatility in the service economy.

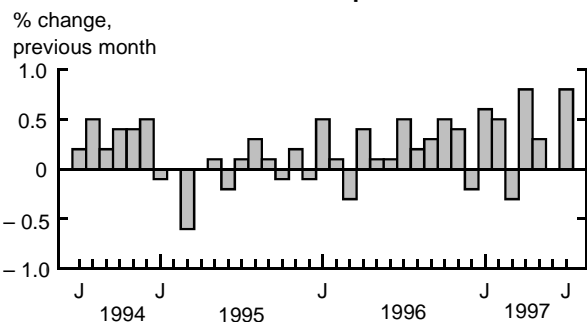
Industries on the cutting edge of technology were found to have more volatility and also grew most rapidly. Many firms entered the business services and communications industries to seize opportunities offered by technological advances, but many were also forced out by the stiff competition. The information-intensive industries (software developers and advertising services firms) were almost twice as volatile as knowledge-based industries (consulting engineers and accountants). The latter had low business entry and exit rates because the amount of human capital required to set up a professional practice is large and takes years to acquire.

*The second quarter 1997 issue of **Services indicators** (63-016-XPB, \$35/\$116) is now available. For more information, contact Don Little (613-951-6739), Services Division.*

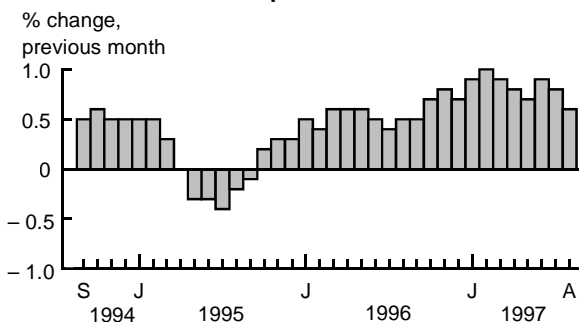


Current trends

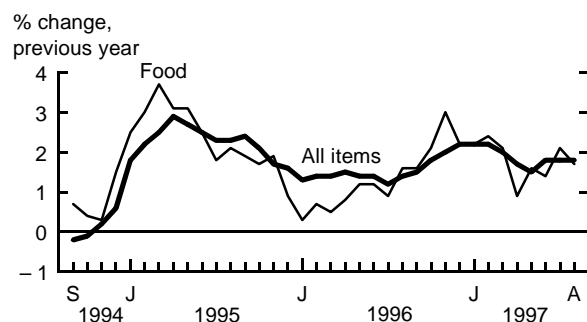
Gross domestic product



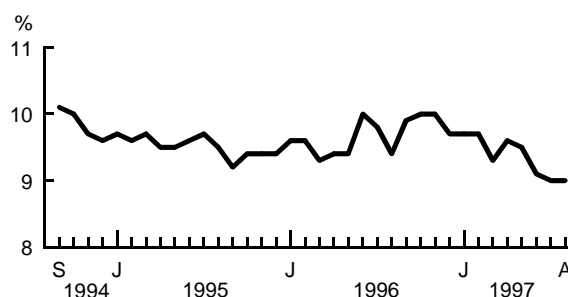
Composite Index



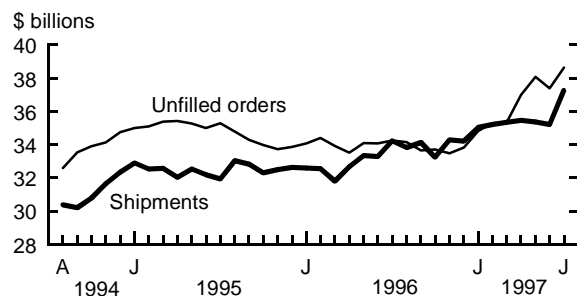
Consumer Price Index



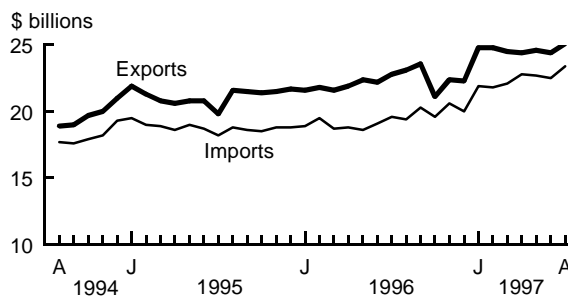
Unemployment rate



Manufacturing



Merchandise trade



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

Latest monthly statistics

	Period	Level	Change, previous period	Change, previous year
GENERAL				
Gross domestic product (\$ billion, 1986)	July	575.4	0.8%	4.4%
Composite Index (1981=100)	August	197.7	0.6%	10.1%
Operating profits of enterprises (\$ billion)	Q2 1997	26.5	0.5%	13.9%
Capacity utilization (%)	Q2 1997	84.8	0.9†	2.8†
DOMESTIC DEMAND				
Retail trade (\$ billion)	July	19.5	1.3%	8.0%
New motor vehicle sales (thousand of units)	July	117.1	3.3%	19.0%
LABOUR				
Employment (millions)	August	14.0	0.4%	2.1%
Unemployment rate (%)	August	9.0	0.0†	- 0.5†
Participation rate (%)	August	64.9	0.2†	0.1†
Labour income (\$ billion)	June	37.32	0.1%	3.9%
Average weekly earnings (\$)	July*	603.69	0.9%	2.6%
INTERNATIONAL TRADE				
Merchandise exports (\$ billion)	July	25.1	2.8%	5.5%
Merchandise imports (\$ billion)	July	23.4	5.2%	16.4%
Merchandise trade balance (all figures in \$ billion)	July	1.7	- 0.5	- 2.0
MANUFACTURING				
Shipments (\$ billion)	July	37.3	3.8%	7.9%
New orders (\$ billion)	July	37.8	7.2%	9.0%
Unfilled orders (\$ billion)	July	38.7	1.5%	12.5%
Inventory/shipments ratio	July	1.25	- 0.06	- 0.06
PRICES				
Consumer Price Index (1986=100)	August	135.7	0.1%	1.8%
Industrial Product Price Index (1986=100)	August	130.8	0.7%	0.9%
Raw Materials Price Index (1986=100)	August	133.3	- 0.1%	- 2.8%
New Housing Price Index (1986=100)	July	132.9	0.0%	1.1%

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

* new this week

† percentage point

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A weekly review

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Publications released from October 3 to 9, 1997

Division/Title of publication	Period	Catalogue number	Price: Issue/Subscription	
			Canada (C\$)	Outside Canada (US\$)
AGRICULTURE				
Cereals and oilseeds review	July 1997	22-007-XPB	15/149	15/149
Field crop reporting series no. 7: September estimate of production of principal field crops	September 1997	22-002-XPB	15/88	15/88
BALANCE OF PAYMENTS				
Canada's international transactions in securities	July 1997	67-002-XPB	18/176	18/176
CENSUS OPERATIONS				
1996 Census catalogue		92-350-XPE	15	15
CULTURE, TOURISM AND THE CENTRE FOR EDUCATION STATISTICS				
Travel-log	Autumn 1997	87-003-XPB	13/42	13/42
DISTRIBUTIVE TRADES				
Department store sales and stocks	July 1997	63-002-XPB	17/165	17/165
Retail trade	July 1997	63-005-XPB	21/206	21/206
HEALTH STATISTICS				
Health reports, Vol. 9, no. 2	Autumn 1997	82-003-XPB	35/116	35/116
INDUSTRIAL ORGANIZATION AND FINANCE				
Quarterly financial statistics for enterprises	Q2 1997	61-008-XPB	35/114	35/114
INTERNATIONAL TRADE				
Exports by commodity:				
microfiche version	July 1997	65-004-XMB	37/361	37/361
paper version	July 1997	65-004-XPB	78/773	78/773
MANUFACTURING, CONSTRUCTION AND ENERGY				
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