

## Service bulletin

# Traveller Accommodation Services

2006



### Highlights

- Despite a decline in American visitors to Canada and a stronger Canadian dollar, Canada's traveller accommodation industry posted another strong economic performance in 2006.
- Establishments in the industry generated operating revenues of \$15.2 billion, up 7.1% from 2005.
- At the same time, the industry's operating expenses increased at a slower pace than operating revenues. As a result, its operating profit margin rose from 15.4% in 2005 to 17.6% in 2006.
- All types of accommodation providers generated higher profit margins in every province and territory, ranging from 11% in Yukon to 27% in Alberta.
- Revenues in the hotels and motels sector, the largest in the industry, increased 6% over 2005 to \$13.1 billion. This sector accounted for 86% of total accommodation revenues.
- Revenues in the "other traveller" accommodation sector, which consists mainly of campgrounds and outfitters, increased 15%.

## Statistical tables

Table 1

## Summary statistics for traveller accommodation, Canada, Provinces and Territories, 2002 to 2006

	Operating revenue	Operating expenses	Salaries, wages and benefits	Operating profit margin	Statistical establishments
	millions of dollars			percent	number
<b>2006 p</b>					
Newfoundland and Labrador	174.4	145.3	59.6	16.7	..
Prince Edward Island	84.2	71.4	28.6	15.3	..
Nova Scotia	364.1	311.8	118.3	14.4	..
New Brunswick	240.4	205.2	75.9	14.6	..
Quebec	2,491.2	2,155.1	832.1	13.5	..
Ontario	4,479.0	3,776.1	1,440.6	15.7	..
Manitoba	682.8	558.5	169.3	18.2	..
Saskatchewan	464.6	388.8	129.5	16.3	..
Alberta	2,729.4	1,982.5	776.7	27.4	..
British Columbia	3,312.8	2,776.0	1,106.0	16.2	..
Yukon	77.5	68.7	22.5	11.3	..
North West Territories	71.1	60.3	18.4	15.2	..
Nunavut	29.4	24.5	7.0	16.5	..
<b>Canada</b>	<b>15,201.1</b>	<b>12,524.3</b>	<b>4,784.6</b>	<b>17.6</b>	<b>..</b>
<b>2005 r</b>					
Newfoundland and Labrador	175.7	144.8	59.4	17.6	455
Prince Edward Island	81.4	71.2	26.8	12.6	199
Nova Scotia	353.2	299.6	114.9	15.2	599
New Brunswick	232.3	204.1	74.6	12.1	502
Quebec	2,420.3	2,100.1	824.6	13.2	3,054
Ontario	4,213.6	3,631.1	1,334.3	13.8	4,509
Manitoba	672.3	586.1	170.8	12.8	704
Saskatchewan	467.0	388.3	130.9	16.8	805
Alberta	2,488.6	1,945.1	741.5	21.8	1,724
British Columbia	2,922.5	2,487.1	949.2	14.9	3,438
Yukon	79.1	70.6	23.5	10.8	167
North West Territories	57.1	54.7	17.0	4.3	99
Nunavut	30.0	26.4	6.0	12.0	36
<b>Canada</b>	<b>14,193.0</b>	<b>12,009.2</b>	<b>4,473.5</b>	<b>15.4</b>	<b>16,293</b>
<b>2004 r</b>					
Newfoundland and Labrador	164.7	138.7	62.6	15.8	425
Prince Edward Island	84.6	74.3	28.0	12.1	220
Nova Scotia	327.9	279.2	106.5	14.8	571
New Brunswick	221.8	185.3	73.1	16.5	487
Quebec	2,346.2	2,025.5	784.7	13.7	2,965
Ontario	3,986.9	3,437.0	1,279.8	13.8	4,302
Manitoba	647.8	570.4	159.5	12.0	664
Saskatchewan	453.4	387.7	129.0	14.5	794
Alberta	2,214.4	1,791.5	705.7	19.1	1,569
British Columbia	2,591.1	2,215.0	860.7	14.5	3,277
Yukon	73.1	66.3	25.2	9.3	167
North West Territories	53.4	44.9	15.8	15.9	99
Nunavut	32.6	28.2	7.5	13.2	37
<b>Canada</b>	<b>13,197.8</b>	<b>11,243.9</b>	<b>4,238.1</b>	<b>14.8</b>	<b>15,576</b>
<b>2003</b>					
Newfoundland and Labrador	162.5	139.8	54.5	14.0	470
Prince Edward Island	79.0	68.1	24.3	13.8	223
Nova Scotia	322.7	281.2	102.8	12.9	625
New Brunswick	222.0	194.0	67.1	12.6	544
Quebec	2,178.1	1,960.2	748.3	10.0	3,079
Ontario	3,838.3	3,458.8	1,243.8	9.9	4,498
Manitoba	592.9	556.0	139.6	6.2	696
Saskatchewan	479.9	427.0	130.2	11.0	936
Alberta	2,019.3	1,748.3	630.3	13.4	1,566
British Columbia	2,260.3	2,013.2	744.2	10.9	3,404
Yukon	71.4	65.7	19.3	7.9	173
North West Territories	58.7	54.7	15.6	6.9	97
Nunavut	29.4	26.6	6.9	9.6	43
<b>Canada</b>	<b>12,314.6</b>	<b>10,993.6</b>	<b>3,926.9</b>	<b>10.7</b>	<b>16,355</b>
<b>2002</b>					
Newfoundland and Labrador	163.2	142.3	53.7	12.8	442
Prince Edward Island	77.9	66.3	24.4	14.9	214
Nova Scotia	328.5	280.2	99.6	14.7	586
New Brunswick	228.5	196.3	71.3	14.1	509
Quebec	2,139.3	1,873.8	685.7	12.4	3,127
Ontario	4,181.4	3,608.4	1,223.3	13.7	4,696
Manitoba	605.1	563.4	146.4	6.9	705
Saskatchewan	470.0	430.1	123.7	8.5	855
Alberta	2,029.6	1,742.7	601.8	14.1	1,643
British Columbia	2,405.6	2,184.9	762.3	9.2	3,320
Yukon	70.5	67.3	18.7	4.5	170
North West Territories	55.8	51.2	14.5	8.4	97
Nunavut	24.9	24.1	7.0	2.9	42
<b>Canada</b>	<b>12,780.2</b>	<b>11,231.0</b>	<b>3,832.2</b>	<b>12.1</b>	<b>16,407</b>

**Note(s):** According to the North American Industry Classification System (NAICS 721). See "Data source, definitions and methodology" at the end of tables for definition of terms. Due to rounding, components may not add to total.

**Table 2**  
**Summary statistics for hotels, motor hotels and motels, Canada, Provinces and Territories, 2002 to 2006**

	Operating revenue	Operating expenses	Salaries, wages and benefits	Operating profit margin	Statistical establishments
	millions of dollars			percent	number
<b>2006 p</b>					
Newfoundland and Labrador	144.8	117.6	49.2	18.8	..
Prince Edward Island	67.9	58.1	23.3	14.5	..
Nova Scotia	329.9	279.0	106.6	15.4	..
New Brunswick	208.2	174.3	64.5	16.3	..
Quebec	2,139.1	1,868.1	727.6	12.7	..
Ontario	3,812.9	3,209.3	1,254.2	15.8	..
Manitoba	604.4	488.4	138.0	19.2	..
Saskatchewan	400.9	333.0	110.5	16.9	..
Alberta	2,355.0	1,744.8	669.9	25.9	..
British Columbia	2,876.5	2,444.9	985.4	15.0	..
Yukon	63.0	55.2	19.5	12.4	..
North West Territories	x	x	x	x	x
Nunavut	x	x	x	x	x
<b>Canada</b>	<b>13,083.2</b>	<b>10,840.6</b>	<b>4,171.5</b>	<b>17.1</b>	<b>..</b>
<b>2005 r</b>					
Newfoundland and Labrador	143.6	117.2	48.5	18.4	130
Prince Edward Island	65.7	58.1	21.5	11.6	94
Nova Scotia	325.0	274.1	105.8	15.7	302
New Brunswick	207.3	179.5	64.9	13.4	226
Quebec	2,103.6	1,818.3	722.4	13.6	1,552
Ontario	3,552.3	3,072.3	1,153.3	13.5	2,159
Manitoba	605.9	524.9	144.6	13.4	415
Saskatchewan	406.3	337.0	111.6	17.1	455
Alberta	2,168.9	1,693.3	636.3	21.9	1,166
British Columbia	2,627.6	2,245.2	867.8	14.6	1,866
Yukon	64.1	57.1	19.7	10.9	64
North West Territories	x	x	x	x	x
Nunavut	x	x	x	x	x
<b>Canada</b>	<b>12,344.8</b>	<b>10,448.6</b>	<b>3,917.5</b>	<b>15.4</b>	<b>8,495</b>
<b>2004 r</b>					
Newfoundland and Labrador	133.9	112.3	52.3	16.1	115
Prince Edward Island	65.8	59.5	22.3	9.6	82
Nova Scotia	294.3	251.0	95.1	14.7	260
New Brunswick	188.7	155.8	62.9	17.4	208
Quebec	2,050.6	1,775.2	697.1	13.4	1,534
Ontario	3,355.3	2,918.2	1,122.0	13.0	2,053
Manitoba	570.8	504.5	132.2	11.6	375
Saskatchewan	387.0	331.1	107.5	14.4	417
Alberta	2,024.1	1,639.3	644.4	19.0	1,055
British Columbia	2,290.2	1,966.8	781.2	14.1	1,759
Yukon	59.3	53.4	21.4	9.9	70
North West Territories	x	x	x	x	x
Nunavut	x	x	x	x	x
<b>Canada</b>	<b>11,492.3</b>	<b>9,827.7</b>	<b>3,758.4</b>	<b>14.5</b>	<b>7,989</b>
<b>2003</b>					
Newfoundland and Labrador	131.3	110.9	45.9	15.5	147
Prince Edward Island	62.5	54.5	19.5	12.8	96
Nova Scotia	291.8	255.3	92.9	12.5	297
New Brunswick	194.6	168.6	58.0	13.3	240
Quebec	1,921.9	1,724.8	676.2	10.3	1,590
Ontario	3,301.9	2,980.2	1,111.5	9.7	2,214
Manitoba	534.2	499.9	120.2	6.4	406
Saskatchewan	417.5	372.9	111.4	10.7	587
Alberta	1,880.8	1,620.5	576.1	13.8	1,081
British Columbia	2,032.4	1,800.6	681.2	11.4	1,829
Yukon	59.4	54.4	17.0	8.4	72
North West Territories	46.1	41.8	13.0	9.3	35
Nunavut	28.2	25.6	6.6	9.2	28
<b>Canada</b>	<b>10,902.6</b>	<b>9,710.0</b>	<b>3,529.5</b>	<b>10.9</b>	<b>8,624</b>
<b>2002</b>					
Newfoundland and Labrador	127.9	110.0	42.9	14.0	142
Prince Edward Island	61.2	51.9	19.1	15.2	95
Nova Scotia	295.0	249.9	90.6	15.3	293
New Brunswick	201.2	170.7	63.5	15.2	231
Quebec	1,847.4	1,609.1	605.7	12.9	1,630
Ontario	3,609.1	3,103.4	1,075.8	14.0	2,292
Manitoba	539.2	503.6	127.0	6.6	432
Saskatchewan	418.3	379.9	107.1	9.2	575
Alberta	1,896.1	1,613.4	547.9	14.9	1,166
British Columbia	2,175.5	1,971.0	707.4	9.4	1,831
Yukon	54.9	51.4	15.8	6.3	65
North West Territories	41.2	37.5	11.3	9.1	35
Nunavut	24.1	23.5	6.8	2.7	28
<b>Canada</b>	<b>11,291.0</b>	<b>9,875.3</b>	<b>3,420.8</b>	<b>12.5</b>	<b>8,814</b>

**Note(s):** According to the North American Industry Classification System (NAICS 721). See "Data source, definitions and methodology" at the end of tables for definition of terms. Due to rounding, components may not add to total.

**Table 3**  
**Summary Statistics for other accommodation industries, Canada, Provinces and Territories, 2002 to 2006**

	Operating revenue	Operating expenses	Salaries, wages and benefits	Operating profit margin	Statistical establishments
	millions of dollars			percent	number
<b>2006 p</b>					
Newfoundland and Labrador	29.6	27.7	10.4	6.5	..
Prince Edward Island	16.3	13.3	5.4	18.6	..
Nova Scotia	34.2	32.8	11.7	4.2	..
New Brunswick	32.2	30.9	11.4	4.1	..
Quebec	352.1	287.0	104.5	18.5	..
Ontario	666.1	566.8	186.4	14.9	..
Manitoba	78.5	70.1	31.3	10.6	..
Saskatchewan	63.7	55.8	19.0	12.5	..
Alberta	374.4	237.7	106.9	36.5	..
British Columbia	436.3	331.2	120.6	24.1	..
Yukon	14.5	13.6	3.0	6.3	..
North West Territories	x	x	x	x	x
Nunavut	x	x	x	x	x
<b>Canada</b>	<b>2,117.8</b>	<b>1,683.7</b>	<b>613.1</b>	<b>20.5</b>	<b>..</b>
<b>2005 r</b>					
Newfoundland and Labrador	32.1	27.6	10.9	13.9	325
Prince Edward Island	15.7	13.1	5.3	16.7	105
Nova Scotia	28.2	25.5	9.1	9.7	297
New Brunswick	25.0	24.6	9.7	1.6	277
Quebec	316.6	281.9	102.2	11.0	1,502
Ontario	661.3	558.9	181.1	15.5	2,350
Manitoba	66.4	61.2	26.3	7.8	289
Saskatchewan	60.6	51.3	19.2	15.4	350
Alberta	319.7	251.8	105.2	21.2	558
British Columbia	294.9	241.9	81.5	18.0	1,570
Yukon	15.0	13.5	3.8	10.3	103
North West Territories	x	x	x	x	x
Nunavut	x	x	x	x	x
<b>Canada</b>	<b>1,848.2</b>	<b>1,560.6</b>	<b>556.1</b>	<b>15.6</b>	<b>7,798</b>
<b>2004 r</b>					
Newfoundland and Labrador	30.8	26.4	10.3	14.3	309
Prince Edward Island	18.7	14.8	5.8	20.8	138
Nova Scotia	33.6	28.2	11.4	16.2	311
New Brunswick	33.1	29.4	10.2	11.2	279
Quebec	295.6	250.3	87.6	15.3	1,431
Ontario	631.6	518.9	157.8	17.8	2,250
Manitoba	77.0	65.9	27.3	14.4	289
Saskatchewan	66.4	56.5	21.6	14.9	376
Alberta	190.3	152.2	61.2	20.0	515
British Columbia	300.9	248.2	79.4	17.5	1,518
Yukon	13.8	12.9	3.8	6.3	97
North West Territories	x	x	x	x	x
Nunavut	x	x	x	x	x
<b>Canada</b>	<b>1,705.5</b>	<b>1,416.3</b>	<b>479.7</b>	<b>17.0</b>	<b>7,587</b>
<b>2003</b>					
Newfoundland and Labrador	31.3	28.9	8.5	7.5	323
Prince Edward Island	16.5	13.5	4.8	17.7	127
Nova Scotia	30.9	25.9	10.0	16.0	328
New Brunswick	27.5	25.4	9.0	7.6	304
Quebec	256.1	235.4	72.2	8.1	1,490
Ontario	536.4	478.5	132.4	10.8	2,284
Manitoba	58.7	56.1	19.4	4.5	290
Saskatchewan	62.4	54.2	18.9	13.2	348
Alberta	138.5	127.8	54.2	7.7	485
British Columbia	227.9	212.5	63.0	6.8	1,575
Yukon	12.0	11.4	2.3	5.4	101
North West Territories	12.7	12.9	2.6	-1.8	61
Nunavut	1.2	1.0	0.2	19.1	15
<b>Canada</b>	<b>1,412.0</b>	<b>1,283.5</b>	<b>397.4</b>	<b>9.1</b>	<b>7,731</b>
<b>2002</b>					
Newfoundland and Labrador	35.2	32.2	10.9	8.7	300
Prince Edward Island	16.7	14.4	5.3	13.8	119
Nova Scotia	33.5	30.3	9.0	9.4	294
New Brunswick	27.3	25.6	7.8	6.2	277
Quebec	291.9	264.8	79.9	9.3	1,497
Ontario	572.4	505.0	147.5	11.8	2,404
Manitoba	65.9	59.8	19.4	9.2	273
Saskatchewan	51.7	50.2	16.6	2.9	280
Alberta	133.6	129.3	53.9	3.2	477
British Columbia	230.1	213.9	54.9	7.0	1,489
Yukon	15.6	15.9	2.9	-1.8	105
North West Territories	14.6	13.7	3.2	6.3	62
Nunavut	0.7	0.6	0.2	9.8	14
<b>Canada</b>	<b>1,489.2</b>	<b>1,355.8</b>	<b>411.4</b>	<b>9.0</b>	<b>7,593</b>

**Note(s):** According to the North American Industry Classification System (NAICS 721). See "Data source, definitions and methodology" at the end of tables for definition of terms. Due to rounding, components may not add to total.

## Concepts, methodology, definition and data quality

The following information is to ensure a clear understanding of the basic concepts that are being measured, the underlying survey methodology (how the concepts are measured), and key aspects of data quality. This information will provide you with a better understanding of the strengths and limitations of the data, and of how they can be effectively used and analysed. The information may be of particular importance when making comparisons with data from other surveys or sources of information, and in drawing conclusions regarding changes over time.

### Definitions

- **Operating revenue** excludes investment income, capital gains, extraordinary gains and other non-recurring items.
- **Operating expenses** excludes write-offs, capital losses, extraordinary losses, interest on long-term borrowing, and other non-recurring items.
- **Salaries, wages and benefits** include vacation pay and commissions for all employees for whom a T4 supplementary form was completed. This category also includes the employer portion of employee benefits for items such as Canada/Québec Pension Plan or Employment Insurance premiums. Salaries and wages do not include the remuneration of owners of unincorporated business, therefore the relative level of 'salaries, wages and benefits' will be lower in industries where unincorporated businesses are significant contributors.
- **Operating profit margin** is derived as follows: operating revenue minus operating expenses, expressed as a percentage of operating revenue. The derived figure excludes corporation income tax paid by unincorporated businesses. For unincorporated businesses, operating profit margin includes unpaid remuneration accruing to partners and proprietors, which is not recorded as salaries, wages and benefits. Therefore, the profit estimate will be higher in industries where unincorporated proprietorships and partnerships are significant contributors. Note that prior to reference year 2000, total profit margin rather than operating profit margin is reported.
- A **statistical establishment** is one production entity or the smallest grouping of production entities which produces as homogenous a set of goods and/or services as possible, which does not cross provincial boundaries, and for which records provide data on the value of output together with the cost of principal intermediate inputs used and cost and quantity of labour resources used to produce the output.

### Survey design

The target population consists of all statistical establishments (sometimes referred to as firms or units) classified as **721** according to the North American Industry Classification System (NAICS) during the reference year 2006. Data users who wish to learn more about NAICS, its underlying principles, and many of the other statistical concepts discussed in this brief summary, are referred to the Introduction section of the Statistics Canada publication "North American Industry Classification System: Canada 2002" (catalogue number 12-501-X).

Even though the basic objective of the survey is to produce estimates for the whole industry—all incorporated and unincorporated businesses—not all businesses are surveyed. Rather, a sample is surveyed and the portion eligible for sampling is defined as all statistical establishments with revenue above a certain threshold. (Note: the threshold varies between surveys and sometimes between provinces in the same survey). The excluded portion represents a substantial proportion of the industry in terms of number of establishments (54%), but its contribution to the overall industry revenue is only 8%. These excluded establishments are accounted for in the final estimates through the use of administrative data. However, only basic information is obtained from administrative sources; i.e., total revenue, expenses, depreciation and salaries, wages and benefits. Detailed characteristics such as client base, revenue by type of service, and detailed expense items are collected only for surveyed establishments.

The **frame** is the list of establishments from which the portion eligible for sampling is determined and the sample is taken. The frame provides basic information about each firm, including: address, industry classification, and

information from administrative data sources (as discussed above). The frame is maintained by Statistics Canada's Business Register, and is updated using administrative data.

Prior to the selection of a random sample, establishments are classified into homogeneous groups (i.e., groups with the same NAICS codes, and same geography (province/territory). Quality requirements are targeted, and then each group is divided into sub-groups called strata: take-all, must-take, and take-some.

The take-all stratum includes the largest firms in terms of performance (based on revenue) in an industry. Every firm is sampled, which means each firm represents itself and is given a weight of one. The must-take stratum is also comprised of self-representing units, but these are selected on the basis of complex structure characteristics (multi-establishment, multi-legal, multi-NAICS, or multi-province enterprises). Units in the take-some strata are subjected to simple random sampling.

Finally, the sample size is increased, mostly to compensate for firms that no longer belong in the industry; i.e., they have gone out of business, changed their primary business activity, they are inactive, or are duplicates on the frame. After removing such firms, the sample size for this survey was 3,051 collection entities.

### Collection

Data is collected through a mail-out/mail-back process, while attempting to provide respondents with the option of telephone or other electronic filing methods as required. The sampling/collection unit is the statistical establishment.

### Edit and imputation

Several checks are performed on the collected data to verify internal consistency and identify extreme values. Where information is missing, imputation is performed using either a "nearest neighbour" procedure (donor imputation), using historical data where available or finally, using administrative data as a proxy for reported data.

### Estimation

As part of the production of final numbers (referred to as estimation), data for companies operating in more than one province or territory are allocated to the provincial level. Administrative data are used to estimate for the portion of the industry that was excluded from survey activity (i.e. small firms whose revenues fell below cut-off thresholds). Sampled data are then weighted to produce estimates representative of the target population.

Prior to publication, combined survey results are analyzed for comparability; in general, this includes a detailed review of: individual responses (especially for the largest companies), general economic conditions, historic trends, and comparisons with administrative data (e.g., income tax, goods and services tax, payroll deductions records, industry and trade association sources).

### Data quality

While considerable effort is made to ensure high standards throughout all stages of collection and processing, the resulting estimates are inevitably subject to a certain degree of error. These errors can be broken down into two major types: non-sampling and sampling.

**Non-sampling error** is not related to sampling and may occur for many reasons. For example, non-response is an important source of non-sampling error. Population coverage, differences in the interpretation of questions, incorrect information from respondents, and mistakes in recording, coding and processing data are other examples of non-sampling errors.

The **response rate** for this survey was 66.3% in reference year 2006, after taking into account the factors discussed in this statement.

**Sampling error** occurs because population estimates are derived from a sample of the population rather than the entire population. Sampling error depends on factors such as sample size, sampling design, and the method of estimation. An important property of probability sampling is that sampling error can be computed from the sample itself by using a statistical measure called the coefficient of variation (CV). The assumption is that over repeated surveys, the relative difference between a sample estimate and the estimate that would have been obtained from an enumeration of all units in the universe would be less than twice the CV, 95 times out of 100. The range of acceptable data values yielded by a sample is called a confidence interval. Confidence intervals can be constructed around the estimate using the CV. First, we calculate the standard error by multiplying the sample estimate by the CV. The sample estimate plus or minus twice the standard error is then referred to as a 95% confidence interval.

For the Annual Survey of Traveller Accommodation, CVs were calculated for each estimate. Generally, the more commonly reported variables obtained very good CVs (10% or less), while the less commonly reported variables were associated with higher but still acceptable CVs (under 25%). The CVs are available upon request.

## Related products

### CANSIM

Available on CANSIM: table 351-0002 - Summary statistics for traveller accommodation (all establishments), by North American Industry Classification System (NAICS), annual (375 series)

### Survey(s)

Definitions, data sources and methods: survey number 2418 - Annual Survey of Service Industries: Traveller Accommodation

### Publications

Service Industries Newsletter, Catalogue no. 63-018-X.

Analytical paper series - Service Industries Division, Catalogue no. 63F0002X.

Release date: June 2008

### Symbols

The following standard symbols are used in Statistics Canada publications:

.	not available for any reference period
..	not available for a specific reference period
...	not applicable
0	true zero or a value rounded to zero
0 <sup>s</sup>	value rounded to 0 (zero) where there is a meaningful distinction between true zero and the value that was rounded
P	preliminary
r	revised
x	suppressed to meet the confidentiality requirements of the <i>Statistics Act</i>
E	use with caution
F	too unreliable to be published

### To access this product

This product, Catalogue no. 63-253-X, is available free in electronic format. To obtain a single issue, visit our website at [www.statcan.ca](http://www.statcan.ca) and select "Publications" > "Free Internet publications."

Frequency: Annual / ISSN 1916-9019

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