Catalogue 11-001E (Français 11-001F) ISSN 0827-0465

The Daily

Statistics Canada

Wednesday, October 14, 1998
For release at 8:30 a.m.

MAJOR RELEASES

(continued on following page)

Rural and small town population is growing in the 1990s

Statistics Canada, in collaboration with the Rural Secretariat, Agriculture and Agri-food Canada, has launched the first bulletin in an occasional series profiling trends in rural Canada.

This first bulletin, "Rural and small town population is growing in the 1990s", shows that, overall, Canada's rural and small town population (defined as the population outside the commuting zones of larger urban centres) has grown in each intercensal period since 1976. However, the share of Canada's population in rural and small town areas has declined from 34% in 1976 to 22% in 1996.

Rural and small town population is growing in the 1990s is now available. See *How to order publications.* The bulletin is also available on the Internet (*www.statcan.ca*, 21-006-XIE, free).

For further information, contact Robert Mendelson (613-951-5385; fax: 613-951-0569; *mendrob@statcan.ca* or 1 800 465-1991), Agriculture Division.

Statistics Canada has also established a rural data advisory line for sub-provincial data. For further information, contact your nearest Regional Reference Centre (1 800 263-1136).

Statistics Canada Statistique Canada

Canada

OTHER RELEASES

PUBLICATIONS RELEASED

REGIONAL REFERENCE CENTRES

MAJOR RELEASES

University enrolment
1997/98

After peaking early in the 1990s, undergraduate enrolment at Canadian universities has declined for five consecutive years. During the 1997/98 academic year, 705,000 students were enrolled in undergraduate studies, down 8.6% from the record level in 1992/93.

This five-year decline was due entirely to a sharp drop in enrolment among part-time undergraduate students, especially those in older age groups. On the other hand, enrolment in full-time undergraduate studies has remained steady.

In 1997/98, universities enrolled 497,100 undergraduate students on a full-time basis, virtually unchanged from the 1992/93 academic year. At the same time, the number of part-time undergraduate students fell 24.1% to 207,900.

In total, counting both graduate and undergraduate students, 573,100 full-time students were enrolled in university in 1997/98, down only 0.6% from five years earlier. But the total number of part-time students declined 21.0% to 249,700.

Preliminary data on enrolment for the current 1998/99 academic year are scheduled for release later this fall.

University enrolment

	1992/93	1996/97	1997/98	1992/93 to 1997/98
				% change
Undergraduate	771,300	713,000	705,000	-8.6
Full-time	497,200	498,000	497,100	0.0
Part-time	274,000	214,900	207,900	-24.1
Graduate	114,300	116,800	117,800	3.1
Full-time	72,200	76,000	76,000	5.3
Part-time	42,100	41,200	41,800	-0.7
Total full-time	569,500	573,600	573,100	0.6
Total part-time	316,200	256,100	249,700	-21.0

Note: Figures rounded to nearest 100.

Full-time undergraduates: more women aged 18 to 24

Among full-time undergraduates, women aged 18 to 24 comprised the only group of students whose enrolment increased between 1992/93 and 1997/98 (+6.4% to 236,000). At the same time, the number of men who were full-time undergraduate students in this key age group declined 2.3% to 182,200.

The participation rate in undergraduate courses among people aged 18 to 24 has grown steadily. The participation rate expresses enrolment as a percentage of the relevant population group. In the academic year 1997/98, 14.8% of the population in this age group were full-time undergraduate students, compared with 14.2% five years earlier. The rising participation rate of youth is mainly due to the increased participation of women. Between 1992/93 and 1997/98, the participation rate of women increased (+1.2 percentage points) while the participation rate of men declined (-0.2 percentage points).

The overall rise in the youth participation rate has occurred despite tuition fee increases and a decline in government grants per full-time student over the past several years. In the academic year 1992/93, universities received $9,074 in government grants per full-time student. By 1996/97, government grants had fallen to $7,674 per full-time student.

Full-time undergraduate study

	1992/93	1996/97	1997/98	1992/93 to 1997/98
				% change
Total enrolment	**497,200**	**498,000**	**497,100**	**0.0**
18-24 year olds	408,300	415,200	418,200	2.4
men	186,400	182,700	182,200	-2.3
women	221,900	232,500	236,000	6.4
25-44 year olds	79,200	75,700	73,500	-7.2
men	40,000	37,300	36,000	-10
women	39,200	38,300	37,500	-4.3

	1992/93	1996/97	1997/98	1992/93 to 1997/98
	%			% point change
Participation rates				
18-24 year olds	14.2	14.7	14.8	0.6
participation rate of men	12.8	12.7	12.6	-0.2
participation rate of women	15.7	16.7	16.9	1.2
25-44 year olds	0.8	0.8	0.7	-0.1
participation rate of men	0.8	0.7	0.7	-0.1
participation rate of women	0.8	0.8	0.8	0.0

Note: Figures rounded to nearest 100.

Part-time undergraduates: steep decline among older age groups

Declining enrolment among undergraduates who attended university on a part-time basis was most noticeable among older students aged 25 to 44. While part-time undergraduate studies have traditionally attracted more women than men, both groups experienced substantial declines between 1992/93 and 1997/98.

Part-time undergraduate enrolment among men aged 25 to 44 declined 28.3%, while enrolment among women in this age group fell 31.2%. The declines were not so drastic among 18 to 24 year olds, where part-time undergraduate enrolment fell 11.3% among men, and 10% among women.

Research has suggested that cutbacks in university funding may be a major factor behind the substantial declines in part-time undergraduate students. Universities appear to be concentrating resources on full-time students. As a result, fewer part-time courses are being offered.

Part-time undergraduate study

	1992/93	1996/97	1997/98	1992/93 to 1997/98
				% change
Total enrolment	**274,000**	**214,900**	**207,900**	**-24.1**
18-24 year olds	73,000	65,100	65,400	-10.4
men	31,900	28,100	28,300	-11.3
women	41,200	37,000	37,100	-10.0
25-44 year olds	165,000	120,100	115,200	-30.2
men	59,300	44,100	42,500	-28.3
women	105,700	75,900	72,700	-31.2

				1992/93 to 1997/98
	%			% point change
Participation rates				
18-24 year olds	2.6	2.3	2.3	-0.3
participation rate of men	2.1	2.0	2.0	-0.1
participation rate of women	2.8	2.7	2.7	-0.1
25-44 year olds	1.7	1.2	1.2	-0.5
participation rate of men	1.2	0.9	0.8	-0.4
participation rate of women	2.2	1.5	1.5	-0.7

Note: Figures rounded to nearest 100.

Enrolment in the provinces

Enrolment in full-time studies, both undergraduate and graduate, increased at universities in five provinces between 1992/93 and 1997/98.

The largest increase occurred in British Columbia, where the number of full-time students increased 16% to 53,000 during the five-year period. Full-time registrations also increased in Alberta, Manitoba, Nova Scotia and Saskatchewan.

However, enrolment in part-time undergraduate and graduate courses increased in only Alberta (+3.9%) and British Columbia (+8.8%) during the five-year period.

Universities in the other eight provinces incurred double-digit declines in part-time enrolment.

Provincial enrolment

	1992/93	1996/97	1997/98	1992/93 to 1997/98
				% change
Total full-time				
Newfoundland	13,200	13,200	13,100	-0.8
Prince Edward Island	2,700	2,300	2,400	-11.1
Nova Scotia	29,400	30,000	30,100	2.4
New Brunswick	19,100	18,900	18,500	-3.1
Quebec	135,000	132,000	131,100	-2.9
Ontario	230,600	227,000	227,200	-1.5
Manitoba	20,600	22,000	21,000	1.9
Saskatchewan	22,900	23,600	23,900	4.4
Alberta	50,300	53,000	52,800	5.0
British Columbia	45,700	51,600	53,000	16.0
Canada	569,500	573,600	573,100	0.6

	1992/93	1996/97	1997/98	1992/93 to 1997/98
				% change
Total part-time				
Newfoundland	4,600	2,900	2,700	-41.3
Prince Edward Island	900	400	500	-44.4
Nova Scotia	8,500	6,900	7,000	-17.6
New Brunswick	5,700	4,700	4,100	-28.1
Quebec	122,500	103,600	101,000	-17.6
Ontario	108,500	79,800	76,300	-29.7
Manitoba	17,000	10,000	9,800	-42.4
Saskatchewan	10,100	7,800	7,400	-26.7
Alberta	17,900	17,000	18,600	3.9
British Columbia	20,500	23,000	22,300	8.8
Canada	316,200	256,100	249,700	-21.0
Grand total	**885,700**	**829,700**	**822,800**	**-7.1**

Note: Figures rounded to nearest 100.

Available on CANSIM: tables 00580602, 00580603, 00580701 and 00580702.

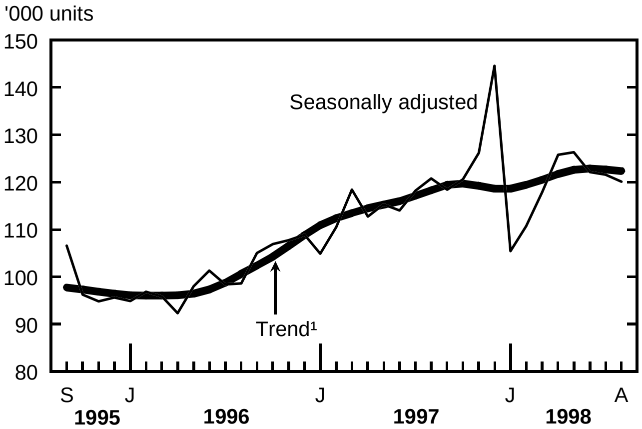
For further information, or to enquire about the concepts, methods and data quality of this release, contact Nicola Paterson (613-951-1526), the Centre for Education Statistics. To obtain tables on enrolments and graduations, contact Heather Croner (613-951-7474), the Centre for Education Statistics. ■

New motor vehicle sales

August 1998

New motor vehicle sales continued to slow for the third consecutive month, declining 1.2% in August to 120,064 units. Sales were 0.6% lower in August compared with the same period a year earlier. After increasing steadily between the spring of 1996 and the fall of 1997, new motor vehicle sales have flattened (All numbers are seasonally adjusted unless otherwise specified).

New motor vehicle sales



[1] The short-term trend represents a moving average of the data.

A decline in new truck sales in August was responsible for the overall decline in new vehicle sales. New truck sales fell 2.9% in August after a marginal increase (+0.8%) in July. Sales were 1.2% higher in August compared with the same month last year. New trucks sales have generally seen little change since the fall of 1997 after posting strong advances from mid-1996.

Sales of new cars increased 0.4% in August after three months of declines. Dealers sold 2.3% fewer new cars in August than the same period a year earlier. Sales of new cars increased steadily between the spring of 1996 to the spring of 1997, but have levelled since.

New car sales advanced in August on the strength of sales of new cars manufactured overseas (+8.7%). This was the second month of strong advances in sales of overseas manufactured new cars. August sales were 43.1% higher compared with the same month a year earlier. Sales of new cars manufactured overseas increased steadily from the beginning of 1996 to early 1998, but have since levelled off.

Automotive industry sources suggest that new motor vehicle sales will increase in September.

Note to readers

The procedure to revise previously released New Motor Vehicle Sales data has been changed, effective with this release. This change will bring New Motor Vehicle Sales revision practices in line with other retail trade surveys. Each month, seasonally adjusted data will be revised for the three previous months. (That is, seasonally adjusted data are being revised for May, June and July in this release.) Unadjusted data will be revised for the month preceeding the reference period, when new information is made available to Statistics Canada. This procedural change is also being implemented for data already released in 1998.

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

The Big Three manufacturers are General Motors, Ford and Chrysler. The Big Three may sell new motor vehicles manufactured in North America as well as overseas (imported).

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

Big Three new car sales decline

For the third consecutive month, the Big Three (General Motors, Ford and Chrysler) saw new car sales fall (-3.4% to 31,280 units in August). With the exception of January 1998, August's figure represents the fewest number of new cars sold by the Big Three since data became available in 1986. Sales by the Big Three increased steadily from the summer of 1996 to the summer of 1997 but have been generally falling since. Manufacturers other than the Big Three have enjoyed steady advances in sales since the beginning of 1996.

Declining new car sales by the Big Three have occurred as sales by other auto manufacturers have been rising. The Big Three accounted for 50% of all new cars sold in August compared with 61% of all new cars sold during the same period a year earlier.

Sales weaken in the West

Compared with August 1997, sales of new motor vehicles (unadjusted for seasonality) fell in 7 of 10 provinces. Nova Scotia (+5.7%), Ontario (+4.6%) and New Brunswick (+3.8%) experienced modest gains while Saskatchewan (-18.1%), Manitoba (-10.9%) and Prince Edward Island (-8.7%) experienced the greatest decline in sales.

The Western provinces experienced year-over-year declines in both new car and truck sales in August. Soaring new truck sales contributed to strong year-over-year advances in new vehicle sales in the Western provinces throughout 1996 and 1997. Slowdowns in the natural resource sector may be contributing to weaker new motor vehicle sales this year (unadjusted for seasonality).

Available on CANSIM: matrix 64.

The August 1998 issue of *New motor vehicle sales* (63-007-XIB, $13/$124) will be available shortly. See *How to order to publications*.

For further information on this release, contact Louise Généreux (613-951-3549). For analytical information, or to enquire about the concepts, methods and data quality of this release, contact Jeff Fritzsche (613-951-2812; *fritjef@statcan.ca*), Retail Trade Section, Distributive Trades Division.

New motor vehicle sales

	Aug. 1997	July 1998[r]	Aug. 1998[p]	Aug. 1997 to Aug. 1998	July 1998 to Aug. 1998
	seasonally adjusted				
				% change	
New motor vehicles	**120,822**	**121,552**	**120,064**	**-0.6**	**-1.2**
Passenger cars	63,419	61,712	61,988	-2.3	0.4
North American[1]	54,405	49,841	49,085	-9.8	-1.5
Overseas	9,014	11,872	12,903	43.1	8.7
Big Three automakers	38,829	32,385	31,280	-19.4	-3.4
Other automakers	24,590	29,327	30,708	24.9	4.7
Trucks, vans and buses	57,402	59,840	58,076	1.2	-2.9

	Aug. 1997	Aug. 1998[p]	Aug. 1997 to Aug. 1998	Market share Aug. 1997	Market share Aug. 1998
	unadjusted				
			% change	%	
New motor vehicles	**111,157**	**110,404**	**-0.7**		
Passenger cars	60,768	59,444	-2.2		
North American[1]	50,565	45,230	-10.6	83.2	76.1
Overseas	10,203	14,214	39.3	16.8	23.9
Big Three automakers	34,271	27,406	-20.0	56.4	46.1
Other automakers	26,497	32,038	20.9	43.6	53.9
Trucks, vans and buses	50,389	50,960	1.1		
North American[1]	45,539	44,972	-1.2	90.4	88.2
Overseas	4,850	5,988	23.5	9.6	11.8

r *Revised figures.*
p *Preliminary figures.*
1 *Manufactured or assembled in Canada, the United States or Mexico.*

■

OTHER RELEASES

Survey of Internet Service Providers and Computer Services
1997

Statistics Canada today released the first data from the Survey of Internet Service Providers and Computer Services, conducted on behalf of Industry Canada in the summer of 1998.

The survey encompassed the activities of almost 400 Internet service providers in 1997. The data profile one of Canada's newest industries, a subset of the on-line information services industry, and include information on electronic commerce, barriers to growth, content provision, privacy and security of information, and practices to deal with offensive content and conduct.

Questionnaires were mailed to 675 Internet service providers across the country. Valid responses were received from 389, or about 58%. For the purposes of this release, data pertain only to survey respondents and do not represent estimates for the entire industry.

Of those providers responding to the survey, only 2% of their total revenue in 1997 was derived from providing electronic commerce or, "e-commerce" services. The bulk of revenue, about 78%, came from access services.

Providers were asked about their biggest barriers to growth. The cost of dial-up lines (reported by 68%) and the cost of leased lines from upstream providers (61%) were percieved as the major impediments to growth. Respondents also percieved access to financing (reported by 47%) delays in obtaining facilities from a telephone or cable company (44%), competition (44%) and the regulatory environment (28%) as barriers to growth.

About 36% of respondents identified themselves as content providers. Of these firms, 73% provided content pertaining to business information; 47%, other entertainment/leisure content; 44%, family-oriented content; and 43%, education/training. Only 7% of these firms provided adult-oriented content.

About 65% of respondents received customer complaints regarding offensive or illegal conduct (such as bulk unsolicited e-mail, hacking, or harassment). This was more than twice the proportion of respondents (31%) that received complaints regarding offensive or illegal content, such as obscenity, copyright infringement, libel or pornography.

Providers were also asked their most frequent responses to offensive or illegal content or conduct. About 55% discontinued subscriptions; 49% adhered to a code of conduct or code of ethics; 43% practised customer education and awareness; 40% removed material from the server; and 36% provided blocking or filtering software to customers, or advised them of its availability.

For further information, or to enquire about the concepts, methods and data quality of this release, contact Norah Hillary (613-951-8711; *hillnor@statcan.ca*), Services Division, Statistics Canada, or Keith Parsonage (613-954-5598; *ISPSurvey@ic.gc.ca*) or Paul Pierlot (613-954-3089), Information and Communications Technologies Branch, Industry Canada. ■

Railway carloadings
Nine-day period ending September 30, 1998

Carloadings of freight (excluding intermodal traffic) during the nine-day period ending September 30, 1998, decreased 5.6% to 6.3 million tonnes compared with the same period last year. The number of cars loaded also decreased 4.4%.

Intermodal traffic (piggyback) tonnage totaled 508 000 tonnes, a 10.3% increase compared with the same period last year. The year-to-date figures show a decline of 2.0%.

Total traffic (carloadings of freight and intermodal traffic) decreased 4.6% during the period. This brought the year-to-date total to 191.7 million tonnes, a decrease of 2.2% from the previous year.

All year-to-date figures have been revised.

For further information, or to enquire about the concepts, methods and data quality of this release, contact Robert Larocque (613-951-2486; fax: 613-951-0009; *laroque@statcan.ca*), Transportation Division. ■

Shipments of rolled steel
August 1998

Rolled steel shipments totalled 1 128 593 tonnes in August, up 3.8% from 1 087 635 tonnes in July and down 3.3% from 1 167 438 tonnes in August 1997.

Year-to-date shipments at the end of August totalled 9 509 326 tonnes, down 0.8% from 9 586 936 tonnes during the same period a year earlier.

Available on CANSIM: matrices 58 and 122 (series 22 to 25).

The August 1998 issue of *Primary iron and steel* (41-001-XPB, $7/$62) will be available shortly. See *How to order publications*.

For further information, or to enquire about the concepts, methods and data quality of this release, contact Greg Milsom (613-951-3515; *milsomg@statcan.ca*), Manufacturing, Construction and Energy Division. ■

PUBLICATIONS RELEASED

Rural and small town population is growing in the 1990's
Catalogue number 21-006-XIE
(Canada: $Free; outside Canada: US$Free).

Rural and small town population is growing in the 1990's
Catalogue number 21-006-XPB
(Canada: $Free; outside Canada: US$Free).

Pipeline transportation of crude oil and refined petroleum products, 1997
Catalogue number 55-201-XPB
(Canada: $25; outside Canada: US$25).

Natural gas transportation and distribution, 1997
Catalogue number 57-205-XPB
(Canada: $30; outside Canada: US$30).

All prices exclude sales tax.

Catalogue numbers with an -XIB or an -XIE extension are Internet versions; those with -XMB or -XME are microfiche; and -XPB or -XPE denote a paper version.

How to order publications

Simplify your data search with the *Statistics Canada Catalogue* (11-204-XPE, $16; outside Canada: US$16).

Its keyword index will guide you to statistics on Canada's social and economic activity.

Order publications by phone:

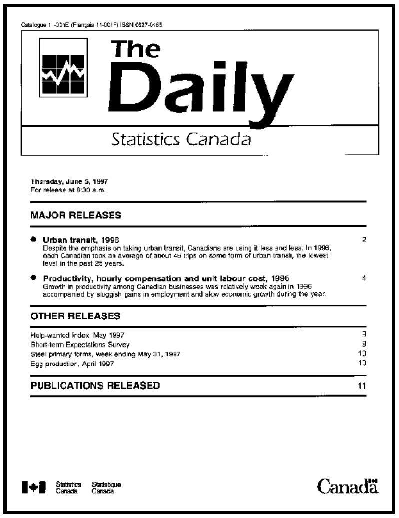
Please refer to the • Title • Catalogue number • Volume number • Issue number • Your VISA or MasterCard number.

In Canada and the United States call:	**1-800-267-6677**
From other countries call:	**1-613-951-7277**
To fax your order:	**1-800-889-9734**
Address changes or account inquiries:	**1-800-700-1033**
Internet:	**order@statcan.ca**

To order a publication by mail write: Statistics Canada, Circulation Management, Operations and Integration Division, Ottawa, K1A 0T6.

Include a cheque or money order payable to **Receiver General of Canada/Publications**. Canadian customers add 7% GST and applicable PST.

Authorized agents and bookstores also carry Statistics Canada's catalogued publications.



Catalogue 11-001E (Français 11-001F) ISSN 0827-0465

The Daily

Statistics Canada

Thursday, June 5, 1997
For release at 8:30 a.m.

MAJOR RELEASES

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

OTHER RELEASES

Help-wanted Index, May 1997	9
Short-term Expectations Survey	9
Steel primary forms, week ending May 31, 1997	10
Egg production, April 1997	10

PUBLICATIONS RELEASED 11

Statistics Canada Statistique Canada

Canada

Statistics Canada's official release bulletin

Catalogue 11-001E.

Published each working day by the Communications Division, Statistics Canada,
10-H, R.H. Coats Bldg., Tunney's Pasture, Ottawa, Ontario K1A 0T6.

To access *The Daily* on the Internet, visit our site at *http://www.statcan.ca*. To receive *The Daily* each morning by E-mail, send an E-mail message to listproc@statcan.ca. Leave the subject line blank. In the body of the message, type "subscribe daily firstname lastname".

Editor: Duncan Currie (613-951-1103, currdun@statcan.ca)
Head of Official Release: Chantal Prévost (613-951-1088, prevcha@statcan.ca)

REGIONAL REFERENCE CENTRES

Statistics Canada's Regional Reference Centres offer a full range of the Agency's products and services. Each reference centre is equipped with a library and sales counter where you can consult or purchase publications, diskettes, CD-ROM discs, microfiche, maps and more.

Each centre has facilities to retrieve information from CANSIM and E-STAT, Statistics Canada's data retrieval systems. A telephone inquiry service is available with toll-free access for those located outside local calling areas. Many other valuable services—from seminars to consultations—are also offered. For information, contact your nearest Regional Reference Centre.

Newfoundland and Labrador, Nova Scotia, Prince Edward Island and New Brunswick
Advisory Services
Statistics Canada
1741 Brunswick Street
2nd Floor, Box 11
Halifax, Nova Scotia
B3J 3X8

Local calls: (902) 426-5331
Toll free: 1-800-263-1136
Fax: 1-902-426-9538

Quebec
Advisory Services
Statistics Canada
4th Floor, East Tower
Guy Favreau Complex
200 René Lévesque Blvd. W.
Montréal, Québec
H2Z 1X4

Local calls: (514) 283-5725
Toll free: 1-800-263-1136
Fax: 1-514-283-9350

National Capital Region
Statistical Reference Centre (NCR)
Statistics Canada
Lobby, R.H. Coats Building
Holland Avenue
Tunney's Pasture
Ottawa, Ontario
K1A 0T6

If outside the local calling area, please dial the toll free number for your province.
Local calls: (613) 951-8116
Fax: 1-613-951-0581

Ontario
Advisory Services
Statistics Canada
10th Floor
Arthur Meighen Building
25 St. Clair Avenue East
Toronto, Ontario
M4T 1M4

Local calls: (416) 973-6586
Toll free: 1-800-263-1136
Fax: 1-416-973-7475

Manitoba
Advisory Services
Statistics Canada
Via Rail Building, Suite 200
123 Main Street
Winnipeg, Manitoba
R3C 4V9

Local calls: (204) 983-4020
Toll free: 1-800-263-1136
Fax: 1-204-983-7543

Saskatchewan
Advisory Services
Statistics Canada
Park Plaza, Suite 440
2365 Albert Street
Regina, Saskatchewan
S4P 4K1

Local calls: (306) 780-5405
Toll free: 1-800-263-1136
Fax: 1-306-780-5403

Southern Alberta
Advisory Services
Statistics Canada
Discovery Place, Room 201
3553-31 Street N.W.
Calgary, Alberta
T2L 2K7

Local calls: (403) 292-6717
Toll free: 1-800-263-1136
Fax: 1-403-292-4958

Northern Alberta and the Northwest Territories
Advisory Services
Statistics Canada
8th Floor, Park Square
10001 Bellamy Hill
Edmonton, Alberta
T5J 3B6

Local calls: (403) 495-3027
Toll free: 1-800-263-1136
Fax: 1-403-495-5318

British Columbia and the Yukon
Advisory Services
Statistics Canada
Library Square Tower, Suite 600
300 West Georgia Street
Vancouver, B.C.
V6B 6C7

Local calls: (604) 666-3691
Toll free: 1-800-263-1136
Fax: 1-604-666-4863

Telecommunications Device for the Hearing Impaired
Toll free: 1-800-363-7629