



The Daily

Statistics Canada

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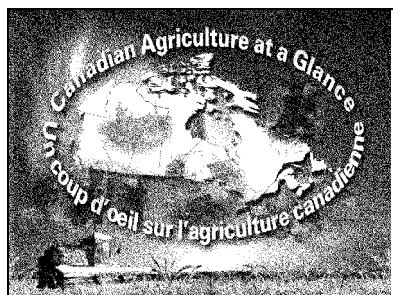
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Canadian agriculture at a glance

Canadian agriculture at a glance, a lively and educational book released today by the Census of Agriculture, brings to life many aspects of Canada's agriculture sector in over 40 short, readable articles.

Full-colour maps, photographs, charts and graphs add visual interest to over 300 pages of wide-ranging subjects. Titles such as "Would you like fries with that?", "The revolution in tillage", "What is value added anyway?", "Try the alternative way," "The ups and downs of Canadian wheat prices," and "The foods we eat: a recipe for change" are meant to whet the appetite of non-agricultural readers.

For others more familiar with agriculture, the book has its own value-added components. Features on issues confronting the sector and explanations of the factors that shape agriculture in Canada add valuable analytical depth. Many authors have blended census numbers with numerous data sources for a new perspective on familiar subjects. Half the articles are by authors outside Statistics Canada.

Canadian agriculture at a glance (96-325-XPB, \$49), the final product in the 1996 Census of Agriculture series of publications, is now available. See *How to order publications*.

For more information, contact Lynda Kemp (613-951-3841; fax: 613-951-1680; lynda.kemp@statcan.ca, Agriculture Division).



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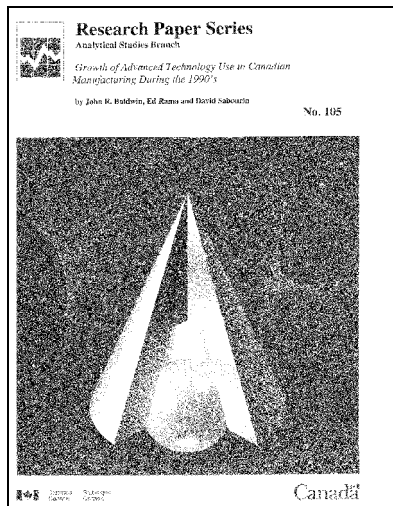
Canada

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Growth of advanced technology use in Canadian manufacturing during the 1990s

A new paper, *Growth of advanced technology use in Canadian manufacturing during the 1990's*, examines growth in the use of advanced technology by Canadian manufacturing establishments over the last decade. The study is based on the results of three Statistics Canada surveys conducted in 1989, 1993 and 1998.

Four types of advanced technologies were examined: design and engineering, processing and fabrication, network communications, and integration and control. Differences were found in growth rates between foreign- and domestic-owned plants, and across plant sizes.

The analytical report, *Growth of advanced technology use in Canadian manufacturing during the 1990's* (11F0019MPE, no. 105), is now available. To order, contact Louise Laurin (613-951-4676) or access the Statistics Canada web site (www.statcan.ca).

For more information, or to enquire about the concepts, methods or data quality of this release, contact John Baldwin (613-951-8588) or David Sabourin (613-951-3735), Micro-Economic Analysis Division.

MAJOR RELEASES

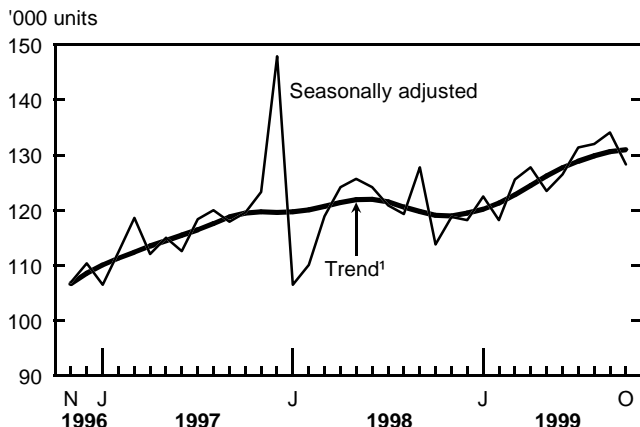
New motor vehicle sales

October 1999

A decline in the number of trucks sold caused a 4.3% drop in total new motor vehicle sales in October. Manufacturers reported sales of 128,311 vehicles in October, down 5,804 units from September. This decrease followed four consecutive advances. (All figures are seasonally adjusted unless otherwise indicated.)

New motor vehicle sales have been robust since the fall of 1998. Sales had been relatively stable earlier in 1998, punctuated by some large monthly fluctuations. Indications from the auto industry point to an increase in new motor vehicle sales in November.

Despite a decrease in October, new motor vehicle sales maintain an upward movement



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

Despite the decline in October, new motor vehicle sales for the first 10 months of 1999 were 6.6% higher compared with the same period in 1998. During this same 10-month period, cumulative passenger car sales rose 7.8%, while truck sales climbed 5.3%. This strong performance of cumulative new motor vehicle sales as a whole was reflected in all provinces except the three Prairie provinces.

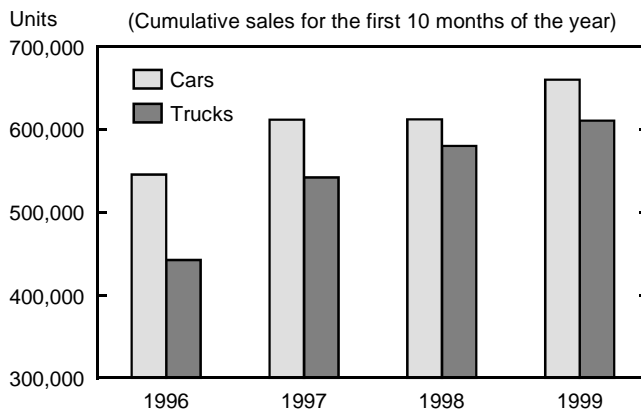
Note to readers

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.

North American-built new motor vehicles include vehicles manufactured or assembled in Canada, the United States or Mexico. All other new motor vehicles are considered imports (manufactured overseas).

For reasons of confidentiality, data for Yukon, the Northwest Territories and Nunavut have been included with the data for British Columbia.

New motor vehicle cumulative sales in 1999 outdid those of previous years for the same period



Truck sales down

Truck sales fell to 59,449 units in October, down 9.1% from September. This was the largest decline since October 1998, when a 12.4% sales decline resulted primarily from a reduction in promotional incentives. The October 1999 decrease had more to do with structural factors. With 1999 models selling out early and demand for trucks increasing, supply may not have been able to keep pace with demand. Despite the October slump, truck sales have generally been rising since the start of 1999, following a period of declining sales during most of 1998.

In October, sales of North American-built passenger cars pushed up the number of new cars sold to 68,861 units, a slight increase (+0.2%) from September. Though small, this increase was the

fifth advance in as many months. New passenger car sales have been moving upward since the fall of 1998, after a period of relative stability that started in the second half of 1997.

Sales of North American-built passenger cars increased 1.5% in October, completely offsetting the September decline. Following an 8.9% jump in September, the number of overseas-built passenger cars sold fell 3.8% in October.

Provincial sales

Unadjusted for seasonality, new motor vehicle sales were up 10.0% in October compared with the same month in 1998. The number of vehicles sold increased in all provinces except Manitoba and Saskatchewan.

New Brunswick posted the largest gain (+20.0%) over the same one-year period, followed by Prince Edward Island (+16.2%), Ontario (+15.6%) and Nova Scotia (+12.1%). There were also advances in Quebec (+8.4%), the region formed by British Columbia, Yukon, the Northwest Territories and Nunavut (+5.9%), Alberta (+2.7%) and Newfoundland (+0.8%).

Declines in Manitoba (-5.0%) and Saskatchewan (-2.9%) were primarily due to slow truck sales in October. The two provinces had the largest decreases (-15.1% and -11.5% respectively) in truck sales compared with the same month a year earlier. Newfoundland's small gain was also attributable to a decline in truck sales (-10.0%).

Available on CANSIM: matrix 64.

The October 1999 issue of *New motor vehicle sales* (63-007-XIB, \$13/\$124) will be available at a later date. See *How to order publications*.

For data or general information, contact the Client Services Unit (613-951-3549; 1 877 421-3067; retailinfo@statcan.ca), Retail Trade Section, Distributive Trades Division. For analytical information, or to enquire about the concepts, methods and data quality of this release, contact Cl rance Kimanyi (613-951-6363; kimacle@statcan.ca), Distributive Trades Division. □

New motor vehicle sales

	Oct. 1998	Sept. 1999 ^r	Oct. 1999 ^p	Oct. 1998 to Oct. 1999	Sept. to Oct. 1999
seasonally adjusted					
				% change	
New motor vehicles	113,840	134,115	128,311	12.7	-4.3
Passenger cars	57,299	68,720	68,861	20.2	0.2
North American ¹	44,218	52,203	52,977	19.8	1.5
Overseas	13,081	16,517	15,885	21.4	-3.8
Trucks, vans and buses	56,541	65,394	59,449	5.1	-9.1
Market share					
	Oct. 1998	Oct. 1999 ^p	Oct. 1998 to Oct. 1999	Oct. 1998	Oct. 1999
unadjusted					
			% change	%	
New motor vehicles	109,398	120,347	10.0		
Passenger cars	54,104	63,804	17.9		
North American ¹	41,210	48,606	17.9	76.2	76.2
Overseas	12,894	15,198	17.9	23.8	23.8
Trucks, vans and buses	55,294	56,543	2.3		
North American ¹	49,243	50,050	1.6	89.1	88.5
Overseas	6,051	6,493	7.3	10.9	11.5

^r Revised figures.

^p Preliminary figures.

¹ Manufactured or assembled in Canada, the United States or Mexico.



Growth of advanced technology use in manufacturing

1989 to 1998

Canadian manufacturing plants have more than doubled their use of advanced technologies such as computer-based networks and knowledge-based software during the past five years, according to a new analytical study.

Earlier studies have suggested that Canada has been lagging in its use of these more sophisticated technologies. In fact, Canadian firms were indeed slow to adopt such technologies during the first half of the 1990s, according to this new study. However, this situation was likely due to recessionary pressures on the economy.

During the second half of the 1990s, the rates of growth increased substantially. These gains were particularly large for computer-based network communications technologies that link various parts of the production process within factories.

The adoption of advanced technologies is important because it has an impact on factors such as productivity. Earlier Statistics Canada studies have shown links between the use of advanced technology and superior firm performance. During the 1980s, for example, firms using advanced technologies gained market share at the expense of those that did not use them.

Firms that used advanced technologies paid higher wages to their employees and achieved greater labour productivity. More importantly, their productivity gains and wage growth increased at a faster rate during the 1980s than for companies that did not use technology.

Gains largest in computer-based network communications group

Gains in the adoption of technology during the 1990s were particularly large for computer-based network communications technologies. One out of every two manufacturing plants used advanced networking technologies by 1998, up considerably from one out of every five at the beginning of the decade.

Growth occurred in both internal and external communications systems. Use of both local area networks and networks linking companies was equally rapid.

During the 1980s, these communications technologies were most closely linked to growth in plant productivity and wages. While the recession of the early 1990s led to a temporary hiatus in their

Note to readers

Data for this study came from three separate surveys: the 1989 Survey of Manufacturing Technology, the 1993 Survey of Innovation and Advanced Technology and the 1998 Survey of Advanced Technology in Canadian Manufacturing.

All three surveys investigated the incidence of use of a set of advanced technologies. These technologies are classified into four functional groups: design and engineering, processing and fabrication, network communications, and integration and control.

adoption, the application of these technologies has grown during the recent expansion period.

Other advanced technologies that grew rapidly during the late 1990s were integration and control technologies, such as computers used for control on the factory floor and knowledge-based software systems.

The technology revolution has also extended itself to the plant floor. In 1998, about twice as many plants as in 1993 were using advanced technologies in processing and assembly (44% vs. 25%), as well as in integration and control (49% vs. 24%).

Technology gains have varied with plant size, ownership and industry

Gains in the use of advanced technology during the past decade have not been uniform across the entire manufacturing sector. Rather, they have depended on various factors, such as the size of a plant, its ownership and the particular industry.

For example, in 1998, the incidence of advanced technology among small plants (those with fewer than 50 employees) was about half that among large plants (those with 250 or more workers).

This ratio has remained virtually unchanged throughout the decade, with one exception. Small plants have actually fallen further behind large plants in communications technologies, the area with the fastest growth.

In 1998, foreign-owned plants overall were generally much farther ahead of domestically-controlled plants in adopting advanced technologies. Domestic industries lost considerable ground during the recessionary period early in the decade. While they rebounded during the last half of the 1990s, they failed to close the gap.

However, when size was taken into account, there were some substantial variations. In terms of larger firms, growth rates during the decade have been higher for domestically-controlled plants than for foreign-controlled plants.

Consequently, by 1998, there was generally no difference in the adoption of technologies between domestic and foreign plants in the large-size classes. However, the gap between the two continued in the smaller and middle-size plants.

Advanced technology use continued to be much higher in a core set of research-and-development intensive industries, and much lower in many of the consumer-oriented industries. The intensive users of advanced technologies include electrical and electronic products, primary metals, and transportation. These technologies have made less headway into industries such as clothing, leather, furniture, textiles and wood.

The Analytical Studies Branch research paper no. 105, *Growth of advanced technology use in Canadian manufacturing during the 1990's* (11F0019MPE), is now available. Copies can be obtained by contacting Louise Laurin (613-951-4676) or by visiting Statistics Canada's Web site (www.statcan.ca).

For more information, or to enquire about the concepts, methods or data quality of this release, contact John Baldwin (613-951-8588) or David Sabourin (613-951-3735), Micro-Economics Analysis Division. ■

OTHER RELEASES

Financial and taxation statistics for enterprises 1997

The publication *Financial and taxation statistics for enterprises* provides a comprehensive statistical portrait of the financial performance of business enterprises in Canada between 1993 and 1997.

It analyzes 62 industrial groupings on the basis of factors such as total operating revenues, operating profits and return on capital employed. In addition, there are data on corporate income taxes paid to federal, provincial and territorial governments.

Total operating revenues of Canadian enterprises have improved every year since the recession at the beginning of the 1990s. Between 1993 and 1997, operating revenues grew at an annual average rate of 7.4%. More than three quarters of the 62 industrial groupings reported revenue increases. The combination of rising consumer confidence and a climate of low interest rates not only sustained the domestic economic recovery but also translated it into better overall financial results for corporations — despite the pressure of low commodity prices.

Total operating profits, on the other hand, grew by a faster annual average rate of 17.2%, reaching \$133.1 billion in 1997. This was almost double the level in 1993. Operating profits outpaced revenue growth largely because of the extensive cost-cutting efforts undertaken by corporations. In 1997, almost every industry reported increased operating profits except the engineering, technical and scientific services industry. Chartered banks led the growth, with operating profits jumping 26.9% to \$17 billion in 1997.

In 1997, return on capital employed declined marginally to 6.7% from 6.8% a year earlier. However, this level was much higher than a decade-low return of 3.9% in 1992, during the trough of the recession. The return on capital employed has moved in about the same direction as the real growth in gross domestic product. The slightly lower return in 1997 was mainly due to a decline in the return reported by non-financial industries, which fell to 6.5%. On the other hand, the return for the financial industries increased to 7.1%.

Corporate income taxes grew at an annual average rate of 16.6% between 1993 and 1997, as the economic recovery gathered momentum following the recession. In 1997, corporations paid \$25.3 billion in income taxes to the federal, provincial and territorial governments. About \$9 billion, or more than one-third of this total,

was paid by five industrial groups alone: petroleum and natural gas, motor vehicles and parts, chartered banks, food, and real estate developers and operators.

In terms of enterprise size, about 75% of Canadian enterprises were classed as small, with annual operating revenue less than \$5 million, while about 5% were classed as large, with operating revenue exceeding \$75 million per year. The large enterprises, however, generated about 60% of total operating revenues and almost 80% of the total operating profits for all enterprises in 1997.

Key performance data of Canadian enterprises 1993-1997

	1993	1997	Average annual change (1993-1997)
	\$ billions		%
All industries¹			
Key financial data			
Operating revenue	1,256.6	1,673.7	7.4
Operating profits	70.6	133.1	17.2
Total assets	2,359.5	3,087.5	7.0
Corporate income taxes paid	13.7	25.3	16.6
	%		
Selected financial ratios			
Operating profit margin	5.6	8.0	
Return on equity	4.0	9.0	
Return on capital employed	4.9	6.7	
Distribution by size of enterprises			
No. of enterprises			
Small	75.8	74.9	
Medium	20.3	19.8	
Large	3.9	5.3	
Operating revenue			
Small	21.2	19.7	
Medium	22.1	19.9	
Large	56.7	60.3	
Operating profits			
Small	11.2	9.4	
Medium	15.7	11.0	
Large	73.1	79.5	

¹ Data excludes the investment and holding companies industry.

Note: Data exclude the "investment and holding companies" industry, to eliminate possible double counting of data. The chartered banks industry includes

other deposit-accepting intermediaries not elsewhere specified. A 10-year time series of the key performance indicators (such as operating revenue, operating profits and return on capital employed) of 63 industrial groupings are included in this publication for the first time. Data by more detailed industrial classification, about 151 industrial groupings, are also available.

Available on CANSIM: matrices 4100-4167.

The publication *Financial and taxation statistics for enterprises* (61-219-XPB, \$57) will be available shortly. See *How to order publications*.

For more information on financial performance data, contact Wai-yong Yong (613-951-0861; fax: 613-951-0318; yongwai@statcan.ca). For more information, or to enquire about the concepts, methods and data quality of this release, contact Paula Helmer (613-951-9852; fax: 613-951-0318; helmpau@statcan.ca), Industrial Organization and Finance Division. ■

Steel primary forms

October 1999

Steel primary forms production for October totalled 1 326 249 tonnes, up 17.8% from 1 125 701 tonnes in October 1998.

Year-to-date production reached 13 462 033 tonnes, up 0.7% from 13 367 741 tonnes produced during the same period a year earlier.

Available on CANSIM: matrix 58 (level 2, series 3).

For more information, or to enquire about the concepts, methods or data quality of this release, contact Andy Shinnan (613-951-3515; shinand@statcan.ca), Manufacturing, Construction and Energy Division. ■

Shipments of rolled steel

October 1999

Rolled steel shipments for October totalled 1 246 752 tonnes, down 5.3% from 1 317 120 tonnes in September but up 9.0% from 1 144 009 tonnes in October 1998.

Year-to-date shipments at the end of October totalled 12 480 984 tonnes, up 5.3% from 11 850 008 tonnes compared with the same period in 1998.

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

For more information, or to enquire about the concepts, methods or data quality of this release, contact Andy Shinnan (613-951-3515; shinand@statcan.ca), Manufacturing, Construction and Energy Division. ■

Technical reports – Coverage

1996 Census

Released today is *Coverage*, the third of the 1996 Census Technical Reports. These reports provide detailed information on the quality of the 1996 Census data. They explain the theoretical framework and definitions used to gather the data, and describe any unusual circumstances that could affect data quality. Also discussed are data capture, edit and imputation, and historical comparability of the data.

This report deals with coverage errors that occurred when persons, households, dwellings, or families were missed by the 1996 Census or enumerated in error. The report is available as a print publication (92-370-XPB, \$15) or as a free downloadable publication (92-370-XIE) on Statistics Canada's Web site (www.statcan.ca). See *How to order publications*.

For more information, or to enquire about the concepts, methods or data quality for this release, contact your nearest Statistics Canada Regional Reference Centre. ■

Dairy statistics

October and November 1999 (preliminary)

Dairy statistics for October and November are now available.

These data will be included in the October-December 1999 issue of *The dairy review* (23-001-XPB, \$36/\$119; 23-001-XIB, \$27/\$89), which will be released in February. See *How to order publications*.

For more information, or to enquire about the concepts, methods and data quality for this release, contact Anna Michalowska (613-951-2442; 1 800 465-1991; fax: 613-951-3868), Agriculture Division. ■

PUBLICATIONS RELEASED

Primary iron and steel, October 1999
Catalogue number 41-001-XIB
(Canada: \$5/\$47).

Coverage, 1996 Census technical reports
Catalogue number 92-370-XIE
(Free).

Coverage, 1996 Census technical reports
Catalogue number 92-370-XPB
(Canada: \$15; outside Canada: US\$15).

Canadian agriculture at a glance, December 1999
Catalogue number 96-325-XPB
(Canada: \$49; outside Canada: US\$49).

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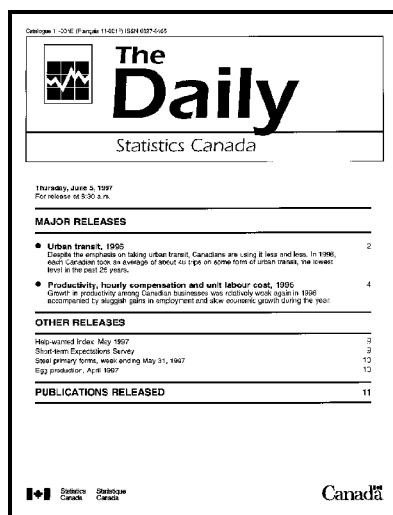
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Editor: Dan Smythe (613-951-1103, smytdan@statcan.ca)

Head of Official Release: Chantal Prévost (613-951-1088), prevcha@statcan.ca

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