



# The Daily

Statistics Canada

Thursday, June 24, 1999

For release at 8:30 a.m.

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## MAJOR RELEASES

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- **Control and sale of alcoholic beverages, 1997/98** 2  
For the first time in a decade, Canadian spirits captured a larger share of the domestic market in the 1997/98 fiscal year, due largely to the popularity of spirit-based coolers. At the same time, domestic beer lost ground to imported beer.

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## OTHER RELEASES

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- Public sector employment, first quarter, 1999 4
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## PUBLICATIONS RELEASED

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## MAJOR RELEASES

### Control and sale of alcoholic beverages

1997/98

For the first time in a decade, Canadian spirits captured a larger share of the domestic market in the 1997/98 fiscal year, due largely to the popularity of spirit-based coolers. At the same time, domestic beer lost ground to imported beer.

Canadians purchased 138.3 million litres of spirits in 1997/98, up 6.3% from the previous year. Sales of Canadian spirits increased 9.9% to 103.5 million litres, while sales of imported spirits fell 3.2% to 34.7 million litres.

The substantial jump in Canadian spirits was largely due to a 80.9% increase in the volume of domestic spirit-based coolers. As a result, Canadian spirits captured 75.0% of the Canadian market in 1997/98, up from 72.4% the year before. It was the first increase since 1988/89 when domestic distillers had 74.0% of the market. Ontario accounted for 64% of all sales of spirit coolers in 1997/98.

#### Sales of coolers by volume

Fiscal years ended March 31

	Spirit coolers		Wine coolers	
	thousands of litres	% change from previous year	thousands of litres	% change from previous year
1993/94	9,691		10,646	
1994/95	9,529	-1.7	9,535	-10.4
1995/96	8,383	-12.0	9,384	-1.6
1996/97	12,092	44.2	10,157	8.2
1997/98	19,184	58.7	11,436	12.6

Canadians also purchased more wine in 1997/98, with sales rising 2.9% to 259.9 million litres. Sales of Canadian wines were up 3.0% to 119.9 million litres in 1997/98, while imported wines rose 2.8% to 140.0 million litres. Sales of both domestic and imported red wines grew 10.3% to 94.9 million litres, while white wines declined 1.8% to 118.8 million litres.

While wine lovers still preferred white wines, red wines kept gaining ground. White wines captured 46% of the total Canadian market in 1997/98, down from 56% in 1993/94. On the other hand, red wine had 37% of the market, up from 26% over the same period.

Overall, Canadians still purchased more beer than any other alcoholic beverage. Beer sales reached 2.0 billion litres in 1997/98, up 1.2% from the

#### Note to users

The statistics on sales of alcoholic beverages by volume should not be equated with data on consumption of alcoholic beverages. The sales volumes include sales by liquor authorities and their agents, and sales by wineries and breweries and their outlets that operate under license from the liquor authorities.

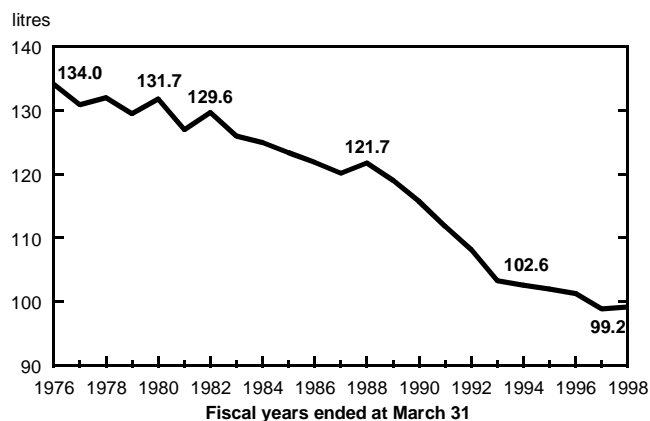
Consumption of alcoholic beverages would include all these sales, plus homemade wine and beer, wine and beer manufactured through brew-on-premises operations, all sales to Canadian residents in duty-free shops and any unrecorded transactions.

previous year. Sales of imported beer increased 12.1% to 91.1 million litres. As a result, the market share of domestic brands fell from 98.1% in 1988/87 to 95.5% in 1997/98.

#### Per capita sales of alcoholic beverages up for first time in 12 years

For the first time in 12 years, per capita sales increased. On average in 1997/98, each Canadian (15 years and over) bought 99.2 litres of alcoholic beverages, consisting of 5.7 litres of spirits, 10.7 litres of wine and 82.8 litres of beer.

#### Total per capita volume of sales for spirits, wine and beer



Per capita sales of spirits remained constant or grew from the previous year in all provinces and territories, except for Prince Edward Island. British

Columbia and Yukon recorded lower wine sales, while all the other regions increased. Average per capita sales for Canada dropped only for beer, due to decreases in five provinces, Yukon and the Northwest Territories.

**Sales by volume of alcoholic beverages per capita (15 years and over)**

Fiscal year ended March 31, 1998

	Spirits	Wines	Beer	Total
	litres			
<b>Canada</b>	<b>5.7</b>	<b>10.7</b>	<b>82.8</b>	<b>99.2</b>
Newfoundland	6.8	3.8	86.0	96.6
Prince Edward Island	6.3	5.7	74.2	86.2
Nova Scotia	6.7	6.5	73.8	86.9
New Brunswick	5.4	5.4	74.8	85.5
Quebec	2.5	13.0	87.5	103.0
Ontario	6.3	10.0	81.0	97.2
Manitoba	8.0	6.9	76.7	91.7
Saskatchewan	7.7	4.6	71.9	84.3
Alberta	7.9	11.1	88.5	107.5
British Columbia	6.9	14.0	82.5	103.5
Yukon	12.6	18.8	146.8	178.3
Northwest Territories	10.0	6.4	78.2	94.6

**Note:** Values may not add to totals due to rounding.

**Value of sales increased**

Sales of spirits, wine and beer in 1997/98 were worth \$11.6 billion, up 3.9% from the previous year. Beer sales were responsible for more than half the total.

**Sales of alcoholic beverages**

Fiscal years ended March 31

	Spirits	Wines	Beer	Total	Spirits	Wines	Beer	Total
	millions of dollars				millions of litres			
1987/88	3,126	1,664	4,417	9,207	162	264	2,128	2,553
1988/89	3,165	1,706	4,714	9,585	160	255	2,119	2,534
1989/90	3,181	1,735	5,015	9,931	154	245	2,112	2,510
1990/91	3,094	1,769	5,231	10,094	145	236	2,082	2,463
1991/92	3,059	1,805	5,430	10,294	137	231	2,045	2,413
1992/93	3,006	1,863	5,556	10,425	129	229	1,973	2,331
1993/94	2,985	1,902	5,636	10,523	127	227	1,986	2,340
1994/95	2,942	1,950	5,840	10,732	127	233	2,015	2,375
1995/96	2,940	2,076	5,965	10,981	128	241	2,031	2,400
1996/97	2,989	2,250	5,958	11,197	130	253	1,987	2,370
1997/98	3,098	2,411	6,127	11,637	138	260	2,011	2,409

**Note:** Values may not add to totals due to rounding.

Even though wine sales increased 2.9% in volume in 1997/98, the value jumped 7.1% to \$2.4 billion. Sales of spirits climbed 3.6% to \$3.1 billion, whereas the value of beer sales rose 2.8% to \$6.1 billion.

The net income of liquor authorities and revenue from the control of alcoholic beverages by provincial and territorial governments increased 3.2% to \$3.4 billion. Liquor authorities earned \$2.7 billion in 1997/98 (+4.3%) while the control revenue, comprised mainly of revenues from the sale of permits and licenses, dropped slightly to \$0.7 billion.

**Available on CANSIM: matrices 2728, 2730 and 2731.**

The publication *The control and sale of alcoholic beverages in Canada, for the fiscal year ending March 31, 1998* (63-202-XIB, \$29) will be available in July. A print-on-demand paper version is available at a higher price. See *How to order publications*.

Data are also available in special tabulations. For more information on products and services, contact Viola Jabbour (613-951-0767), Public Institutions Division.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Richard Sauriol (613-951-1829) or Jean-Francois Carbonneau (613-951-8561), Public Institutions Division.

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## OTHER RELEASES

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### Public sector employment

First quarter, 1999 (preliminary)

The public sector employed an average of just over 2.8 million people during the first quarter of 1999, down 0.6%, or 18,400 jobs, from the same quarter in 1998.

The decline occurred in the public administration workforce, which consists of individuals who work for the federal, provincial/territorial and local governments. On a year-over-year basis, this workforce declined 0.8% to 2.6 million. Employment in government business enterprises increased by 1,200 employees (+0.5%) in the first quarter of 1999 compared with the same quarter in 1998. On average, government business enterprises employed 256,000 between January and March 1999.

These data, as well as data for other public sector employment, wages and salaries are available on CANSIM and through custom tabulation.

**Available on CANSIM: matrices 2720, 2860, 2863, 2864 and 2866.**

For custom tabulations or for general information on the division's products and services, contact Susan Stobert (613-951-4354; fax: 613-951-0661; [jabbvio@statcan.ca](mailto:jabbvio@statcan.ca)), Public Institutions Division.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Alain Paquet (613-951-8565; [paquala@statcan.ca](mailto:paquala@statcan.ca)), Public Institutions Division. ■

### Steel primary forms

Week ending June 19, 1999 (preliminary)

Steel primary forms production for the week ending June 19, 1999 totalled 316 606 tonnes, up 2.5% from the week-earlier 308 860 tonnes and down 1.8% from the year-earlier 322 556 tonnes. The cumulative total at the end of the week was 7 499 333 tonnes, a 2.8% decrease compared with 7 717 562 tonnes for the same period in 1998.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Greg Milsom (613-951-7093; [milsomg@statcan.ca](mailto:milsomg@statcan.ca)), Manufacturing, Construction and Energy Division. ■

### B.C. Resource Management Survey — crops

1998

Data are now available for the 1998 B.C. Resource Management Survey - crops.

For more information, or to enquire about the concepts, methods or data quality for this release, contact Zoltan Somogyi (613-951-8718; [somozol@statcan.ca](mailto:somozol@statcan.ca)), Agriculture Division. ■

## PUBLICATIONS RELEASED

**Construction-type plywood**, April 1999  
Catalogue number **35-001-XIB**  
(Canada: \$5/\$47).

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.

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#### MAJOR RELEASES

- **Urban transit, 1995** 2  
Despite the emphasis on taking urban transit, Canadians are using it less and less. In 1995, each Canadian took an average of about 60 trips on some form of urban transit, the lowest level in the past 25 years.
- **Productivity, hourly compensation and unit labour cost, 1995** 4  
Growth in productivity among Canadian businesses was noticeably weak again in 1995 accompanied by sluggish gains in employment and slow nominal growth during the year.

#### OTHER RELEASES

- **Help-wanted index, May 1997** 3
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