



The Daily

Statistics Canada

Thursday, January 25, 2001

For release at 8:30 a.m.

MAJOR RELEASES

- **Television viewing, fall 1999**
 Estimates of television viewing reached a two-decade low in the fall of 1999; viewers in almost every province spent less time in front of their TV set. They watched television for an average of 21.6 hours per week, well below the peak of 23.5 hours set in 1988.

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- **Government expenditures on culture, 1998/99**
 Estimated total government spending on culture increased in the fiscal year 1998/99, halting four consecutive annual declines. The three levels of government spent an estimated total of \$5.7 billion on everything from libraries and museums to nature parks and broadcasting. In constant dollars, spending was up 2.3 % from 1997/98.

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MAJOR RELEASES

Television viewing

Fall 1999

Estimates of television viewing reached a two-decade low in the fall of 1999; viewers in almost every province spent less time in front of their TV set.

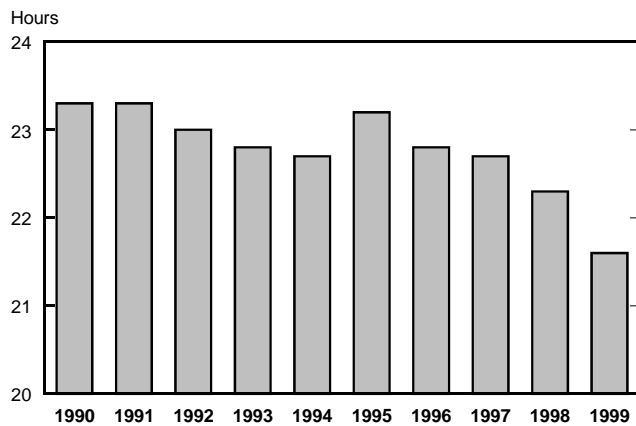
Canadians watched television for an average of 21.6 hours per week, almost one hour less than in 1998, and well below the peak of 23.5 hours set in 1988.

Viewing declined in all provinces except Newfoundland and British Columbia, which posted small increases. Demographically, all age/sex groups watched less.

Some of these declines may be attributed to the fact that overall attendance at movies increased for the seventh year in a row in 1998/99, hitting a 38-year high of 112.8 million visits, a 12% increase from the previous year. Canadians are also logging onto the Internet in growing numbers. In 1999, about 42% of households contained at least one regular user, up from 36% in 1998.

Viewers spent two-thirds of their viewing time watching foreign-produced — largely American-produced — programs. The most popular programming was the combined category of drama and comedy, followed by news and public affairs.

Television viewing reached a two-decade low in the fall of 1999



Television viewing more popular in Quebec and Newfoundland

Residents of Quebec have long been the leaders in television viewing time. In the fall of 1999, they

Note to readers

The Culture Statistics Program's Television Project is a joint undertaking of the Market Analysis Division at the Canadian Radio-television and Telecommunications Commission (CRTC), the Broadcasting Services Policy Branch at Canadian Heritage, and Statistics Canada.

Statistics Canada's databank on television viewing is made up of files from a number of sources. Basic viewing data are acquired from the Bureau of Broadcast Measurement (BBM). They include the demographics of survey respondents and the schedules of most television stations whose signal is picked up in Canada.

CRTC staff prepare a file that codes the characteristics of each program broadcast during the survey period. The major characteristics are: content (such as news, public affairs, drama, or religious programming); language; country of origin; and percentage of Canadian content. The final databank, which is retained by Statistics Canada, also indicates the network affiliation and geographic location of each television station.

Basic survey data have been collected by BBM from a sample of Canadians aged two and over. Viewing data for each viewer cover seven consecutive days and were collected using a diary-type questionnaire over four weeks from October 21 to November 24, 1999.

Another organization, Nielsen Media Research, also produces data on television viewing. This firm uses electronic meters to collect data on a year-round basis, and the results of this alternate methodology may produce averages that vary from the basic results produced by BBM.

reported watching for an average of 24.7 hours per week. Television is even more popular among French-speaking Quebecers. Their weekly viewing time averaged an estimated 25.5 hours, about five hours more than English-speaking Quebecers and four hours more than the Canadian population as a whole.

Quebec viewing was, however, down from 1998, while Newfoundland posted a slight increase. Altogether, residents of the two provinces reported spending almost the same average number of hours per week watching television in the fall of 1999. Alberta posted the lowest average viewing time, 19.6 hours per week.

Young people spending less time watching television

Like the overall population, each age/sex group reported a decrease in average viewing time. However, the size of the decline varied widely from one demographic segment of the population to another.

Average hours per week of television viewing

	Fall 1990	Fall 1998	Fall 1999	Fall 1998 to fall 1999	Fall 1990 to fall 1999
					% change
Total population	23.1	22.3	21.6	-3.1	-6.5
Children 2-11	19.2	16.6	15.5	-6.6	-19.3
Teens 12-17	16.9	15.9	15.5	-2.5	-8.3
Men 18-24	16.3	14.3	13.8	-3.6	-18.1
Men 25+	23.3	22.3	21.7	-2.8	-7.4
Women 18-24	20.8	17.6	17.6	-	-18.2
Women 25+	27.3	27.4	26.4	-3.8	-3.4

- Nil or zero

Of all age/sex groups, men aged 18 to 24 spent the least time watching television, followed by children and teenagers. During the 1990s, the sharpest declines in viewing time were reported by children and young adults (men and women 18 to 24). Women 25 and over had the smallest decrease. These variations widened the gap in average viewing hours between the youngest and oldest groups.

Foreign drama and comedy are the most popular programs

Canadians spent 62% of their viewing time watching foreign (largely American) programs, the same proportion as in 1998. However, there were differences between the two language groups; francophones spent 66% of their viewing time watching Canadian programs, compared with 28% of anglophones.

Distribution of television viewing time, francophones 2 years and older Fall 1999

Type of program	All television stations		
	Canadian programs	Foreign programs	Total
	%		
News and public affairs	28.0	1.2	29.2
Documentary	1.4	0.9	2.3
Instruction:			
Academic	2.3	0.3	2.6
Social/recreational	0.5	0.5	1.0
Religion	0.3	--	0.3
Sports	3.6	1.1	4.7
Variety and games	12.7	2.1	14.8
Music and dance	0.5	0.3	0.8
Comedy	2.2	5.3	7.4
Drama	14.4	16.4	30.8
Other/unknown			
VCR	-	3.9	3.9
Other	--	2.3	2.3
Total	65.9	34.1	100.0

- Nil or zero

-- Amount too small to be expressed.

Note: Figures may not add to totals due to rounding.

Of all types of programming, the most popular in the fall of 1999 was the category of drama and comedy

combined (40%), followed by news and public affairs (23%). These programming preferences were much the same among both anglophones and francophones. Where the two groups differed substantially, however, was in program content (Canadian or foreign).

In drama and comedy, 90% of anglophones' viewing time was spent watching foreign programs, compared with 57% for francophones.

In news and public affairs programming, 80% of viewing time was spent watching Canadian shows. The proportion was even higher among francophones: 96% of their news and public affairs viewing time was devoted to Canadian productions.

Distribution of television viewing time, anglophones 2 years and older Fall 1999

Type of program	All television stations		
	Canadian programs	Foreign programs	Total
	%		
News and public affairs	14.7	5.8	20.5
Documentary	0.7	2.6	3.3
Instruction:			
Academic	0.8	1.4	2.2
Social/recreational	0.3	0.8	1.1
Religion	0.1	0.1	0.3
Sports	5.7	4.0	9.7
Variety and games	1.2	9.6	10.8
Music and dance	0.9	0.5	1.4
Comedy	0.5	12.1	12.6
Drama	3.4	25.4	28.9
Other/unknown			
VCR	-	5.7	5.7
Other	--	3.6	3.6
Total	28.4	71.6	100.0

- Nil or zero

-- Amount too small to be expressed.

Note: Figures may not add to totals due to rounding.

This difference in viewing hours between the two language groups may be partly because francophones do not have access in their language to the range of foreign programs available to anglophones on American channels.

Pay TV and specialty services gain popularity at the expense of conventional stations

Increasing access to pay television and specialty services, as well as a wider range of available services, has undoubtedly contributed to the fragmentation of conventional stations' audience. The share held by American conventional stations dropped from 19% in 1990 to 12% in 1999. Part of this decline is attributable to American specialty services, whose audience share climbed from just 1% in 1990 to nearly 8% in 1999.

While Canadian conventional stations remained the most popular, their audience share also shrank steadily, from 69% in 1990 to 55% in 1999.

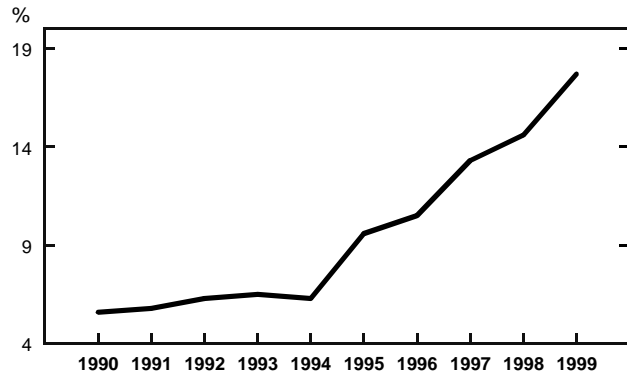
Canadian pay television and specialty services have come out the winners in this shift in viewing patterns. Their audience has grown dramatically, expanding from 6% of total Canadian viewing at the beginning of the decade to about 18% in the fall of 1999.

Competition between conventional television stations and the new alternative broadcasting services varied in intensity among different segments of the population. The alternative services were not as popular in the francophone market as in the anglophone market. However, in the first place American conventional stations were generally less successful with the French-speaking population. They accounted for only 3% of francophones' total viewing hours, while Canadian conventional television stations accounted for the largest portion of francophones' viewing time. Nevertheless, in the francophone market Canadian stations were hard hit by the competition, as their audience share dropped from 86% in 1990 to 76% in 1999.

This domination of the francophone market by Canadian conventional television stations becomes quite apparent at the provincial level. In Quebec, where the majority of the population is French-speaking, Canadian conventional television stations had an audience share of 74%, compared with 84% in 1990.

In the anglophone market, strong competition not only from American stations but also from Canadian pay television and specialty services has cut into the audience share of Canadian conventional television stations; it fell from 62% in 1990 to 48% in 1999.

Viewing of Canadian pay television and speciality services continues to grow



Since there has been a change in the processing of BBM survey data (the basic data used in this analysis), these results are not entirely comparable with data published previously by Statistics Canada.

A summary of the changes is available in the document *Television viewing — Changes to the processing of BBM*, which is available free on Statistics Canada's Web site (www.statcan.ca). From the home page, choose *Concepts, definitions and methods*, then *Documents on data quality and methodology*, then *Documents on methodology*. For more information, or to enquire about the concepts, methods or data quality of this release, contact Lotfi Chahdi (613-951-3136; fax: 613-951-9040, chahlot@statcan.ca), Culture, Tourism and the Centre for Education Statistics. □

Average hours per week of television viewing, by province, and age/sex groups
Fall 1999

	Canada	Nfld.	P.E.I.	N.S.	N.B.	Que.			Ont.	Man.	Sask.	Alta.	B.C.
						English	French	Total					
Total population	21.6	24.5	20.7	22.1	22.9	20.7	25.5	24.7	20.5	20.3	20.8	19.6	20.7
Men													
18+	20.9	23.2	20.0	21.5	21.8	19.7	24.1	23.4	19.6	19.7	20.0	19.3	21.3
18-24	13.8	12.8	7.9	13.6	13.1	14.6	13.9	14.0	13.6	11.1	13.9	14.0	14.8
25-34	17.5	20.6	17.3	20.6	19.9	15.1	19.1	18.6	16.6	16.1	18.4	16.5	17.6
35-49	18.6	23.6	18.8	19.4	18.6	17.6	21.9	21.2	17.1	17.2	16.8	17.6	18.9
50-59	22.4	24.5	22.5	23.4	24.8	19.9	26.1	25.0	21.3	21.0	22.8	20.0	21.2
60+	31.5	29.8	28.3	28.7	31.1	29.8	39.0	36.9	29.0	31.1	27.7	30.6	32.3
Women													
18+	25.5	29.0	24.8	25.7	26.7	24.4	30.6	29.5	24.2	24.4	24.5	23.1	23.6
18-24	17.6	26.6	19.8	16.9	18.3	14.4	19.7	19.1	16.5	16.5	17.6	15.8	17.7
25-34	21.0	26.1	22.5	23.2	24.7	18.1	25.2	23.7	19.2	21.7	22.7	20.7	19.4
35-49	22.4	27.2	23.0	23.7	24.2	21.8	27.2	26.3	20.9	20.6	20.6	20.7	21.0
50-59	27.6	28.0	24.3	26.1	27.3	25.1	32.2	30.8	28.6	26.5	24.3	24.1	21.9
60+	35.5	36.5	30.8	32.9	34.0	34.7	43.9	42.0	33.2	32.9	33.1	33.5	33.9
Teens													
12-17	15.5	16.3	13.0	16.8	17.5	15.4	16.9	16.7	15.3	14.2	15.5	15.0	14.5
Children													
2-11	15.5	19.0	15.9	15.3	17.0	13.4	19.0	18.2	14.9	15.1	16.1	13.7	13.1

Note: For Quebec, language classification is based on the language spoken at home. The total column includes those respondents who did not reply to this question or who indicated a language other than English or French.



Government expenditures on culture

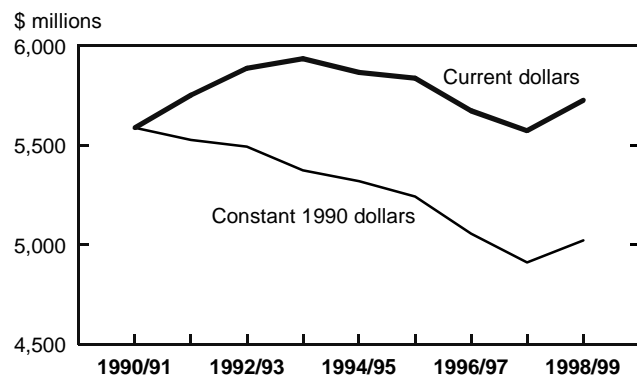
1998/99

The estimated total government spending on culture increased in the fiscal year 1998/99, halting four consecutive years of decline.

The three levels of government spent an estimated total of \$5.7 billion on everything from libraries and museums to nature parks and broadcasting. In constant dollars, spending was up 2.3% from 1997/98, the first real increase since 1990/91. In current dollars, spending was up 2.7%.

Remaining data in this release are in current dollars, with no adjustment for inflation.

Total government expenditures on culture



Spending by the federal and provincial/territorial governments increased, while municipal spending fell. This reversed the trends during much of the 1990s, when municipalities increased their cultural spending while other levels were reporting declines.

Per-capita government expenditures on culture 1998/99

	Federal	Provincial/territorial	Municipal ¹
	\$		
Canada	93²	62	45
Newfoundland	74	66	20
Prince Edward Island	123	74	11
Nova Scotia	99	72	34
New Brunswick	65	52	25
Quebec	126	89	30
Ontario	98	43	47
Manitoba	59	75	46
Saskatchewan	43	68	60
Alberta	45	45	52
British Columbia	38	71	69
Yukon	467	347	17
Northwest Territories	457	146	25

¹ Municipal spending is on a calendar-year basis.

² Also includes unallocated expenditures.

Note to readers

The survey of government expenditures on culture is a census of all 29 federal and 180 provincial/territorial departments and agencies with culture-related expenses. This release includes results for the financial year April 1, 1998 to March 31, 1999. Municipal data are based on a sample of municipalities for the financial year from January 1 to December 31, 1998.

There are three main categories of spending on culture: operating expenditures, capital expenditures, and grants and contributions. **Operating expenditures** include costs to run cultural departments and agencies. **Capital expenditures** are those associated with the construction and acquisition of building, machinery, equipment and land. **Grants and contributions** represent financial assistance to artists and organizations in the culture sector. Government cultural spending is primarily financed through government appropriations but also includes revenues generated from other sources such as advertising.

For historical comparability, certain figures prior to 1998/99 have been revised.

Unless otherwise stated, all values are in current dollars, with no adjustment for inflation. Where adjustment for inflation has been made (with amounts expressed in constant dollars), the implicit price index for government current expenditures on goods and services has been used.

The federal government spent \$2.8 billion on culture in 1998/99, up 5.9% in current dollars. The provinces and territories spent \$1.9 billion, a 9.0% increase. Municipal spending fell 7.9% to \$1.4 billion.

Municipalities spent \$45 per capita in 1998, equal to the amount spent at the beginning of the decade. During this same period, however, federal outlays fell \$11 to \$93 per capita, and provincial/territorial spending declined \$2 to \$62.

Federal spending increase halts declines that began in early 1990s

The 5.9% increase in federal cultural outlays in 1998/99 halted declines that began in 1991/92. Although spending rose in 1994/95 and 1995/96, these increases resulted primarily from severance payments associated with the downsizing of federal cultural departments and agencies. All three categories of federal spending — operating expenditures, capital expenditures and grants — were up in 1998/99.

The \$2.1 billion allocated to departmental and operational budgets in 1998/99 represented about 73% of the total federal cultural budget. After declining at an annual average rate of around 1.5% over the last seven years, operational budgets increased 2.2% in 1998/99, but were still 8.0% less than peak spending in 1990/91.

The largest percentage increases in federal operational budgets occurred in Prince Edward Island

(+20.6%), New Brunswick (+11.9%) and Quebec (+11.4%), owing largely to increased spending on broadcasting. In six provinces and territories, federal operational budgets fell; the greatest declines were in Nova Scotia (-7.2%) and Newfoundland (-5.5%). This was mainly the result of decreased operational spending on heritage related activities.

In terms of departmental operational spending by cultural activity, broadcasting accounted for nearly two-thirds of the total federal operational budget. A 2.9% increase in this area was mainly because of spending growth in Quebec. Heritage activities, which consume about one-quarter of the total federal culture operational budget, also increased (+ 2.6%) in 1998/99. Spending in Quebec contributed significantly to the increase.

Federal grants, contributions and other transfers to artists and cultural organizations increased 15.3% to \$513.2 million in 1998/99. This was the third consecutive year of growth following three straight annual declines. Grants and contributions accounted for nearly one-fifth of the total federal cultural budget in 1998/99. The sectors benefiting most from the increase were heritage activities, performing arts and broadcasting. Increases in grants and contributions occurred in all provinces and territories, except Prince Edward Island and the Northwest Territories.

Capital spending was \$259.1 million, or 9%, of total federal cultural outlays. After declining in the previous three years, capital spending was up 20.8% in 1998/99. Capital expenditures by their nature tend to show wide variations owing to the size of individual projects. A significant portion of the increase in capital outlays came from spending on nature parks in British Columbia, and from spending in the broadcasting sector in Quebec and Ontario, where most of the federal broadcasting production facilities are located.

First increase in six years in provincial/territorial cultural spending

Total cultural spending by the provinces and territories increased in 1998/99, after five consecutive yearly declines during which spending fell at an estimated annual average rate of 2.6%. The \$1.9 billion spent in 1998/99 was still 4.5% lower than the peak in 1992/93.

Most of the changes in provincial/territorial spending during the 1990s can be attributed to spending patterns in Ontario, Quebec and Alberta. Spending in all other provinces and territories has remained relatively stable or showed only minor fluctuations during this period.

The largest item in provincial/territorial cultural spending in 1998/99 was \$673.0 million on department operating budgets, a 2.6% increase from 1997/98. The increase was owing mostly to higher spending in the heritage sector in Ontario, Alberta and New Brunswick.

The second largest item was \$668.6 million spent on libraries through both operating and capital grants and transfers, up 4.2% after several years of declines. This increase recouped about one-third of losses since the peak of 1993/94. Quebec, Ontario, Alberta and British Columbia were largely responsible for the change. About one-quarter of provincial/territorial spending on libraries took the form of transfers to municipal governments.

The largest percentage change in provincial/territorial spending came in operating grants, contributions and transfers to artists and cultural organizations, excluding libraries. The total of \$398.7 million was up 27.9% from 1997/98 and followed five years of decline. Ontario and Quebec were again the major contributors to the changes.

Capital grants and contributions for the construction and expansion of cultural facilities grew for the third consecutive year. The \$89.7 million reported in 1998/99 was up 26.6% from the preceding year. Quebec's contributions to broadcasting facilities, performing arts organizations, and the film and video industry figured prominently in the increase. However, the expiration of a federal-provincial program for developing heritage resources in Newfoundland contributed to the 6.6% decline in capital grants to the heritage sector.

Provincial/territorial capital spending rose 13.5% to \$55.5 million in 1998/99. However, this represented only 3% of their total cultural budgets.

First major decline in municipal cultural spending in 14 years

The 7.9% drop to \$1.4 billion in municipal cultural spending in 1998 was the first large decline in 14 years. Libraries dominate municipal cultural expenditures, representing about four-fifths of the total. In 1998, library operating budgets fell for the first time in 14 years, declining 4.3%. The reductions in library budgets contributed significantly to the 1998 reduction in overall cultural spending by municipalities in most of the provinces and territories.

Quebec municipalities reported the largest decline in cultural expenditures (-19.3%), followed by Ontario (-9.3%). Municipal spending increased in Alberta (+11.1%), Saskatchewan (+6.6%) and Nova Scotia (+4.9%). These increases were mainly the result of greater outlays on libraries and heritage activities.

In terms of capital spending, municipalities allocated \$64.1 million to capital projects for libraries in 1998, about half the \$122.6 million they spent the year before. This 1997 total was, in turn, almost twice the level in 1996, which was about \$64.1 million.

Government expenditures on culture

	1990/91	1993/94	1995/96	1997/98	1998/99	1997/98 to 1998/99 % change
	\$ millions					
Federal	2,893	2,832	2,923	2,668	2,825	5.9
Provincial/territorial	1,778	1,939	1,801	1,730	1,886	9.0
Municipal ¹	1,237	1,413	1,420	1,479	1,362	-7.9
All levels ² (current dollars)	5,587	5,833	5,836	5,573	5,725	2.7
All levels ² (1990 constant dollars)	5,587	5,373	5,241	4,910	5,021	2.3

¹ Municipal spending is on a calendar-year basis; for example, 1998/99 represents the period from January 1 to December 31, 1998.

² These totals exclude inter-governmental transfers, therefore they cannot be derived by adding the three figures above.

Selected data from the Government Expenditures on Culture Survey are now available in table format in *Government expenditures on culture, 1998/99* (87F0001XPB, \$50). Data from this survey are also available by province and territory. Special tabulations are available on a cost-recovery basis.

For more information, or to enquire about the concepts, methods or data quality of this release, or to order standard or special tabulations, contact Norman Verma (613-951-6863; fax: 613-951-9040; vermnor@statcan.ca), Culture Statistics Program. ■

OTHER RELEASES

Steel primary forms

Week ending January 20, 2001 (preliminary)

Steel primary forms production for the week ending January 20 totalled 276 543 metric tonnes, up 1.2% from 273 241 tonnes a week earlier and down 10.7% from 309 689 tonnes in the same week of 2000. The year-to-date total at the end of the reference week was 770 521 tonnes, a 19.1% decrease compared with 951 707 tonnes for the same period in 2000.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Jean-Marie Houle (613-951-4925; houlejm@statcan.ca), Manufacturing, Construction and Energy Division. ■

Construction type plywood

November 2000

Canadian firms produced 123 737 cubic metres of construction-type plywood in November, down 2.8% from the 127 354 cubic metres produced during November 1999.

Year-to-date production totalled 1 423 594 cubic metres, an increase of 0.9% from the 1 410 732 cubic metres produced during the same period in 1999.

Available on CANSIM: matrix 122 (level 1).

The November 2000 issue of *Construction type plywood* (35-001-XIB, \$5/\$47) is now available. See *How to order products*.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Gilles Simard (613-951-3516; simales@statcan.ca), Manufacturing, Construction and Energy Division. ■

Sawmills and planing mills

November 2000

Sawmills produced 5 865.7 thousand cubic metres of lumber and ties in November, a 0.1% decrease from 5 873.4 thousand cubic metres in November 1999.

Year-to-date production was 63 910.8 thousand cubic metres, up 0.8% from 63 398.7 thousand cubic metres produced during the same period of 1999.

Available on CANSIM: matrices 53 and 122 (series 2).

The November 2000 issue of *Sawmills and planing mills* (35-003-XIB, \$9/\$86) is now available. See *How to order products*.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Gilles Simard (613-951-3516; simales@statcan.ca), Manufacturing, Construction, and Energy Division. ■

1997 geography catalogue

1996 Census

The *1997 Geography catalogue, 1996 Census (geography products: geographic reference products)*, formerly available in paper format, is now available in PDF format.

This catalogue provides information about the geographic products and services produced by Statistics Canada. It contains short descriptions of the products and services, including information on price, medium and catalogue numbers.

The *1997 Geography catalogue, 1996 Census (geography products: geographic reference products)*, (92-374-XIE, free) is now available on Statistics Canada's Web site (www.statcan.ca). From the *Products and services* page, choose *Free publications*.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Alex Nadeau (613-951-4309; geohelp@statcan.ca), Geography Division. ■

NEW PRODUCTS

Monthly Survey of Manufacturing, November 2000
Catalogue number **31-001-XPB** (\$20/\$196).

Construction type plywood, November 2000
Catalogue number **35-001-XIB** (\$5/\$47).

Sawmills and planing mills, November 2000
Catalogue number **35-003-XIB** (\$9/\$86).

Retail trade, November 2000
Catalogue number **63-005-XIB** (\$16/\$155).

Imports by commodity, November 2000
Catalogue number **65-007-XMB** (\$37/\$361).

Imports by commodity, November 2000
Catalogue number **65-007-XPB** (\$78/\$773).

Government expenditures on culture, 1998/99
Catalogue number **87F0001XPB** (\$50).

1997 geography catalogue, 1996 Census (geography products: geographic reference products), 1997
Catalogue number **92-374-XIE**
(Free).

All prices are in Canadian dollars and exclude sales tax. Additional shipping charges apply for delivery outside Canada.

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Statistics Canada

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



MAJOR RELEASES

- **Urban transit, 1995** 2
Despite the emphasis on taking urban transit, Canadians are getting it less and less. In 1995, about 10 million took an average of about 10 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 relatively weak again in 1995 accompanied by sluggish gains in employment and slow economic growth during the year.

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Statistics Canada's official release bulletin

Catalogue 11-001E.

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Editor: Tom Vradenburg (613-951-1103, vradtom@statcan.ca)

Head of Official Release: Madeleine Simard (613-951-1088), simamad@statcan.ca

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