



The Daily

Statistics Canada

Thursday, April 12, 2001

For release at 8:30 a.m.

MAJOR RELEASES

- **Quarterly Retail Commodity Survey, year 2000 and fourth quarter 2000** 3
Consumers spent roughly the same amount in 2000 in retail stores on motor vehicles, parts and services as they did on food, clothing and footwear combined. In the fourth quarter of 2000, consumers spent \$74.9 billion in retail stores, an increase of 4.6% over the fourth quarter of 1999.

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CANSIM II

Statistics Canada's prime source for disseminating a wealth of up-to-date socio-economic data has a dynamic new version — CANSIM II. Since 1969, CANSIM (the Canadian Socio-economic Information Management database) has been a point of access for tracking trends in virtually every aspect of Canadian life, from demographics to manufacturing to international trade.

CANSIM II offers the same authoritative data, but with major improvements over its predecessor. These include: multi-dimensional access to make finding information easier than ever; a new user-friendly format with improved labels, terminology and footnotes; and exhaustive data not previously found in CANSIM on a wide range of topics. You can search for data by theme, keyword, table number or series number.

CANSIM II contains more than 1.3 million individual data time series. Data are updated on the day that new values for these series are released.

For an introductory period, *Daily* releases will refer both to CANSIM matrix numbers and to the new CANSIM II table numbers. The two systems provide access to the same data, but differ in presentation, flexibility and ease of use.

Real-time access to this time-saving, flexible databank is now available on-line at <http://cansim2.statcan.ca>. For more information, contact Louis Boucher (613-951-8906; louis.boucher@statcan.ca).



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MAJOR RELEASES

Quarterly Retail Commodity Survey

Year 2000 and fourth quarter 2000 (preliminary)

Consumers spent roughly the same amount in 2000 in retail stores on motor vehicles, parts and services as they did on food, clothing and footwear combined.

Out of every \$100 of retail spending, shoppers purchased \$28.85 worth of motor vehicles, parts and services, compared with \$18.98 spent on food and \$9.34 on clothing and footwear.

Automotive fuels, oils and additives grabbed the next largest share (\$7.92) followed by home furnishings and electronics (\$7.74). Alcohol and tobacco (\$5.53) surpassed prescription and over-the-counter drugs (\$4.22).

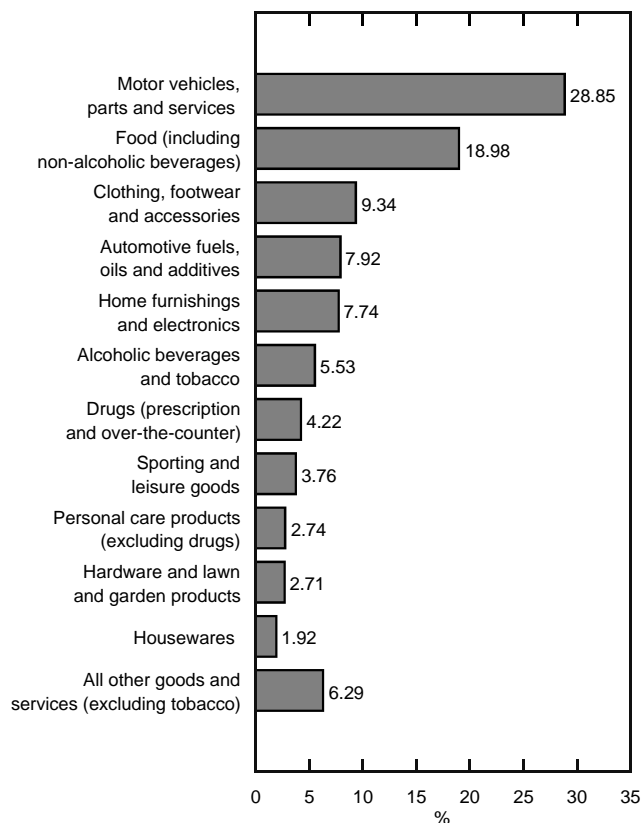
Note to readers

The Quarterly Retail Commodity Survey provides quarterly estimates, at the national level, of the goods and services sold at various types of retail stores. It works in conjunction with the Monthly Retail Trade Survey, which provides total sales estimates by type of retail store.

All commodity sales estimates mentioned in this release are derived from purchases at retail stores and from no other source. The Quarterly Retail Commodity Survey and the Monthly Retail Trade Survey follow the 1980 Standard Industrial Classification. Under this classification, stores primarily engaged in selling computer hardware and software, office equipment or building and lumber supplies are classified as wholesale trade.

Quarterly Retail Commodity Survey data have not been adjusted for seasonality.

Commodity shares, 2000



automotive fuels, oils and additives recorded the largest year-over-year sales increase. This was followed by home furnishings and electronics and health and personal care products.

Annual sales, all retail stores

Commodities	1999	2000	1999 to 2000
	\$ millions		% change
Food and beverages	59,734	61,768	3.4
Health and personal care products	18,196	19,332	6.2
Clothing, footwear and accessories	25,265	25,953	2.7
Home furnishings and electronics	19,659	21,504	9.4
Motor vehicles, parts and services	76,252	80,171	5.1
Automotive fuels, oils and additives	17,625	22,020	24.9
All other goods and services	44,756	47,171	5.4
Total	261,487	277,919	6.3

Higher gasoline prices in 2000 contributed to the large sales increase for automotive fuels, oils and additives. Year-over-year sales jumped 25% to \$22.0 billion.

Home furnishings and electronics saw the second highest sales increase in 2000 compared with 1999 (9%), recording sales of \$21.5 billion. Sales of all home furnishings and electronics sub-categories were up over 1999. The largest gain was for the sales of electronics, which advanced 12%. This includes telephones, computer hardware and software, and televisions and audio/video equipment; all of these contributed to the increase. The second largest gain was for indoor furniture, up 11%. The smallest sales increases were for appliances, up 7%, and other home

Consumer spending in retail stores was \$277.9 billion in 2000, up 6.3% compared with 1999. Of all the major commodity groups,

furnishings, up 6%. (Other home furnishings includes such items as floor coverings, draperies, bedding and artwork.)

Health and personal care products registered the third highest year-over-year sales increase. Sales of these items registered \$19.3 billion, up 6% in 2000 over 1999. Most of this increase can be attributed to the sales of prescription drugs, which were up 10% over last year.

Half of all annual toy purchases bought in the fourth quarter

As a result of Christmas shopping, the fourth quarter captures the largest share of all annual purchases. While sales for most commodities are the highest in the fourth quarter, a few are worth noting. For example, of all the toys, games and hobby supplies sold in 2000, 49% were sold in the fourth quarter. As well, a large proportion of all jewellery and watches (39%) and men's clothing (37%) were sold in the fourth quarter. This pattern is similar to that observed in 1999.

There are a few exceptions to this pattern, however, the most notable being lawn and garden equipment and supplies; roughly 45% of all such purchases occurred in the second quarter of 2000. Consumers were also more likely to buy a motor vehicle or recreational vehicle in the second quarter. This pattern is similar to that seen in 1999.

Consumers prefer general merchandise stores for their Christmas shopping

Consumers tended to prefer one-stop shopping at general merchandise stores for their Christmas shopping. In the fourth quarter of 2000, general merchandise stores gained market share for many popular Christmas gift items such as: candy, confectionery and snack foods; bicycles; small electrical appliances; hand and power tools; and toys.

For example, general merchandise stores held 24% of the market share for candy, confectionery and snack foods in the third quarter, and 31% in the fourth quarter, mostly at the expense of food stores.

Fourth quarter sales up

Consumers spent \$74.9 billion in retail stores in the fourth quarter of 2000, an increase of 4.6% over the fourth quarter of 1999. (Quarterly data have not been adjusted for seasonality).

Quarterly sales, all retail stores

	Fourth quarter 1999 ^r	Third quarter 2000 ^r	Fourth quarter 2000 ^p	Fourth quarter 1999 to fourth quarter 2000
unadjusted				
	\$ millions			% change
Commodities				
Food and beverages	15,943	15,992	16,465	3.3
Health and personal care products	5,040	4,827	5,350	6.2
Clothing, footwear and accessories	8,256	6,516	8,642	4.7
Home furnishings and electronics	6,437	5,444	6,890	7.0
Motor vehicles, parts and services	18,497	21,196	18,542	0.2
Automotive fuels, oils and additives	4,909	5,934	5,866	19.5
All other goods and services	12,478	12,212	13,100	5.0
Total	71,560	72,121	74,854	4.6

^r Revised data
^p Preliminary data.

Similar to the pattern of annual increases, automotive fuels, oils and additives led in the fourth quarter, rising 19.5% over the fourth quarter of 1999. This was followed by sales of home furnishings and electronics which rose 7.0%, and health and personal care products which were up 6.2%.

Shoppers spent \$6.9 billion on home furnishings and electronics in the fourth quarter of 2000. Within this category, televisions and audio/video equipment were the most popular items, accounting for 21% of the total. This was followed by the other indoor furniture category (17%) and artwork and other home decorating products (11%). (Other indoor furniture excludes mattresses, foundations and nursery furniture.)

Sales of health and personal care products totalled \$5.4 billion in the fourth quarter. Of this total, consumers spent the majority on prescription and over-the-counter drugs. Prescription drugs accounted for roughly 43% of the total and over-the-counter medicine, vitamins and supplements represented a further 17%. Toiletries and personal care products was the next largest category. Consumers spent 24% on toiletries and another 12% on cosmetics and fragrances. The remaining 5% was spent on prescription and non-prescription eyewear.

Of the \$5.4 billion spent on health and personal care products in the fourth quarter, 56% was purchased from drug stores. The general merchandise sector

captured 19% of the market and food stores another 18%, up from 17% in the fourth quarter of 1999.

Health and personal care products made up 80% of all the products sold by drug stores in the fourth quarter. Food and beverages (mostly candy, snack foods and non-alcoholic beverages) were second at 6%. Combined sales of housewares, stationery and tobacco totalled another 6%.

With the release of CANSIM II, users can now obtain the same data as is presented in CANSIM in a table format that is easier to use and more clearly presented.

For more information, contact the Client Services Unit (1-877-421-3067; 613-951-3549; retailinfo@statcan.ca), Distributive Trades Division. For analytical information, or to enquire about the concepts, methods or data quality of this release, contact Leslie Kiss (613-951-3556), Distributive Trades Division.

Available on CANSIM: table 800010, matrix 2396.

Commodity share of sales within store types

Fourth quarter 2000

	Food stores	Drug stores	Clothing and shoe stores	Household furniture, appliance and household furnishing stores	General merchandise and automotive parts, accessories and service stores	Other retail stores	All retail stores
%							
Commodities							
Food and beverages	77.5	6.2	0.1	0.0	10.4	7.9	22.0
Health and personal care products	6.1	79.8	1.4	0.1	6.7	1.1	7.1
Clothing, footwear and accessories	0.4	0.6	92.0	0.0	18.8	4.1	11.5
Home furnishings and electronics	0.4	4.5	1.6	86.0	14.9	1.3	9.2
Motor vehicles, parts and services	0.1	0.0	0.0	0.5	21.0	49.6	24.8
Automotive fuels, oils and additives	1.8	0.0	0.0	0.0	1.7	17.2	7.8
All other goods and services	13.7	8.8	4.9	13.4	26.4	18.8	17.5
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Commodity share of sales across store types

Fourth quarter 2000

	Food stores	Drug stores	Clothing and shoe stores	Household furniture, appliance and household furnishing stores	General merchandise and automotive parts, accessories and service stores	Other retail stores	All retail stores
%							
Commodities							
Food and beverages	74.3	1.4	0.0	0.0	9.3	15.0	100.0
Health and personal care products	18.0	55.5	1.3	0.0	18.5	6.6	100.0
Clothing, footwear and accessories	0.8	0.3	51.9	0.0	32.3	14.7	100.0
Home furnishings and electronics	1.0	2.4	1.1	57.5	32.2	5.8	100.0
Motor vehicles, parts and services	0.1	0.0	0.0	0.1	16.8	83.0	100.0
Automotive fuels, oils and additives	4.8	0.0	0.0	0.0	4.3	90.9	100.0
All other goods and services	16.5	2.5	1.8	4.7	29.9	44.5	100.0
Total	21.1	5.0	6.5	6.2	19.8	41.5	100.0

OTHER RELEASES

Steel primary forms

Week ending April 7, 2001 (preliminary)

Steel primary forms production for the week ending April 7 totalled 262 345 metric tonnes, down 7.0% from 282 153 tonnes a week earlier and down 11.5% from 296 531 tonnes in the same period of 2000. The year-to-date total at the end of the reference week was 3 829 447 tonnes, a 15.2% decrease compared with 4 514 491 tonnes for the same period in 2000.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Julie Mayer (613-951-5370; julie.mayer@statcan.ca), Manufacturing, Construction and Energy Division. ■

Monthly railway carloadings

January 2001

Statistics on monthly railway carloadings for the month of January 2001 are now available.

The freight loaded by railways in Canada during January 2001 totalled 20.7 million metric tonnes (excluding intermodal traffic), an increase of 5.3% from January 2000. The intermodal tonnage, made up of containers on flatcars and trailers on flatcars, was 1.8 million tonnes, up 13.9% from January 2000.

Available on CANSIM: table 4040002, matrices 1418, 1419 and 1430.

With the release of CANSIM II, users can now obtain the same data as is presented in CANSIM in a table format that is easier to use and more clearly presented.

The January 2001 issue of *Railway carloadings (monthly)* (52-001-XIE, \$8/\$77) 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 J.R. Larocque (613-951-2486; fax: 613-951-0009; laroque@statcan.ca), Transportation Division. ■

Canadian Vehicle Survey

Third quarter 2000

The Canadian Vehicle Survey measures the activity of all on-road vehicles registered in Canada with the exception of some vehicles such as motorcycles, construction equipment and road maintenance equipment.

Vehicles covered in the survey travelled an estimated 83.4 billion kilometres. Among them, vehicles

weighing less than 4 500 kilograms (and not used as a bus) travelled 76.6 billion kilometres, or 92% of the total during the quarter.

Estimates of total vehicle-kilometres are available by province and territory. Estimates of passenger-kilometres are available by province only.

The third quarter 2000 *The Canadian Vehicle Survey* (53F0004XIE, free) is now available on Statistics Canada's Web site (www.statcan.ca). On the *Products and services* page, choose *Free publications*, then *Transport and warehousing*.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Wendy Christoff (613-951-2498; chriwen@statcan.ca). To obtain data, contact Jean-Robert Larocque (613-951-2486; laroque@statcan.ca), Transportation Division. ■

Telecommunications statistics

1998

Operating revenues for the telecommunications industry (NAICS 5133) were \$28.5 billion and operating expenses were \$24.7 billion in 1998 (1997 revenue and expense figures are not comparable because of accounting changes in the industry). Operating profits were \$3.8 billion, or 13.5% of operating revenues. This is a decline from the \$4.2 billion, or 18.3% of revenues, reported for 1997. Of the NAICS telecommunications industries, the wired telephone industry and satellite/other telecommunications industries showed operating profits in 1998, whereas the wireless industry (cellular phone, paging and radio communications companies) and reselling telecommunications industries posted operating losses.

Telecommunications continues to be an important employer. In 1998, 95,500 persons were employed in this sector — 83,300 full-time workers and 12,100 part-time workers. Labour payments were just over \$5.4 billion. Average employee remuneration (based on year-end, full-time equivalent estimates) was just under \$60,000, while revenue per employee was approximately \$314,000. Revenue per employee was highest in the satellite industry, which also posted the highest average full-time wages, salaries and benefits, followed by wireless providers, resellers and then wired carriers.

The telecommunications industry continued its high level of capital expenditures in 1998, totalling \$6.4 billion. Construction expenditures

increased 14.4% from 1997 and machinery and equipment expenditures increased 10.5%.

There were 24.6 million voice-grade access paths to the public switched telephone network (PSTN), comprising 19.3 million voice-grade access lines and 5.4 million active mobile (wireless) telephone channels (subscribers). Most of the growth in PSTN access in 1998 came from mobile services, which increased 25.5% over the 1997. Growth in mobile services can be attributed to digital rather than analogue services, which increased three-fold from the end of 1997, reaching 1.4 million subscribers at the end of 1998.

The annual publication *Telecommunications in Canada* (56-203-XIE, \$32), will be available soon. See *How to order products*.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Haig McCarrell (613-951-5948), or Michael Lynch (613-951-2201), Science, Innovation and Electronic Information Division. ■

Dairy statistics

February 2001 and March 2001 (preliminary)

Monthly dairy statistics for February 2001 and March 2001 are now available.

The January–March 2001 issue of *The dairy review* (23-001-XIB, \$27/\$89; 23-001-XPB, \$36/\$119) will be available in May. See *How to order products*.

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

NEW PRODUCTS

Infomat — A weekly review, April 12, 2001
Catalogue number 11-002-XIE (\$3/\$109).

Infomat — A weekly review, April 12, 2001
Catalogue number 11-002-XPE (\$4/\$145).

Supply and disposition of crude oil and natural gas,
 December 2000
Catalogue number 26-006-XPB (\$19/\$186).

Railway carloading (monthly), January 2001
Catalogue number 52-001-XIE (\$8/\$77).

Transportation and distribution, December 2000
Catalogue number 55-002-XIB (\$13/\$125).

Canadian Vehicle Survey, Third quarter 2000
Catalogue number 53F0004XIE
 (Free).

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

Catalogue numbers with an -XIB or an -XIE extension are Internet versions; those with -XMB or -XME are microfiche; -XPB or -XPE are paper versions; -XDB are electronic versions on diskette and -XCD are electronic versions on compact disc.

How to order products

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Thursday, June 3, 1997
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MAJOR RELEASES

- **Urban transit, 1995** 2
Changes in expenditures on taking urban transit; Canadians are riding 8.1 less and less. In 1996, each Canadian took an average of 800.4 trips on some form of urban transit, the lowest level in the past 22 years.
- **Productivity, hourly compensation and unit labour cost, 1995** 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** 3
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The Daily, April 12, 2001

RELEASE DATES: APRIL 17 TO 20

(Release dates are subject to change.)

Release date	Title	Reference period
17	New motor vehicle sales	February 2001
18	Canadian international merchandise trade	February 2001
18	Travel between Canada and other countries	February 2001
19	Monthly Survey of Manufacturing	February 2001
20	Consumer Price Index	March 2001
20	Wholesale trade	February 2001
