



The Daily

Statistics Canada

Wednesday, May 9, 2001

For release at 8:30 a.m.

MAJOR RELEASES

There are no major releases today.

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NEW PRODUCTS

Health care in Canada 2001

Health care in Canada 2001, a new publication that examines Canada's health care system, is now available. Jointly released by the Canadian Institute for Health Information (CIHI) and Statistics Canada, the publication includes reports on providers of health care, outcomes of care in hospitals and the cost of health care. The report is available on the CIHI Web site (www.cihi.ca).

A companion report, *How healthy are Canadians?*, examined differences between men and women on attitudes and behaviours toward health. It was released jointly on April 26 as a special issue of the Statistics Canada publication *Health reports*, Volume 12, number 3 (82-003-XIE, free; 82-003-XPE, \$20/\$58).

For more information, contact Beverley Webster (613-241-7860; bwebster@cihi.ca), CIHI or Kathryn Wilkins (613-951-1769; kathryn.wilkins@statcan.ca), Health Statistics Division, Statistics Canada.



OTHER RELEASES

Help-wanted Index

April 2001

The Help-wanted Index (1996=100) was unchanged in April at 168, after edging down over the previous five months. New Brunswick (-4.5%) and Manitoba (-2.9%) recorded the largest monthly declines while Alberta (4.0%) and Saskatchewan (2.1%) reported the largest increases.

Help-wanted Index

(1996=100)

	April 2000	March 2001	April 2001	April 2000 to April 2001	March to April 2001
Seasonally adjusted and smoothed					
				% change	
Canada	170	168	168	-1.2	0.0
Newfoundland	191	203	199	4.2	-2.0
Prince Edward Island	227	246	239	5.3	-2.8
Nova Scotia	167	162	165	-1.2	1.9
New Brunswick	191	179	171	-10.5	-4.5
Quebec	161	162	159	-1.2	-1.9
Ontario	189	188	186	-1.6	-1.1
Manitoba	166	175	170	2.4	-2.9
Saskatchewan	137	141	144	5.1	2.1
Alberta	161	176	183	13.7	4.0
British Columbia	145	135	132	-9.0	-2.2

Note: The historical revision of the Help Wanted Index has been implemented this month. This revision includes the period from January 1998 to date. The help-wanted index is compiled from the number of help-wanted ads published in 22 newspapers in 20 major metropolitan areas and is considered an indicator of labour demand measuring companies' intentions to hire new workers. These indices have been seasonally adjusted and smoothed to ease month-to-month comparisons.

Available on CANSIM: table 2770002 and matrix 105 (levels 8, 9 and 10).

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

For more information, or to enquire about the concepts, methods or data quality of this release, contact Gilles Groleau or Jean Leduc (613-951-4090; fax: 613-951-4087; labour@statcan.ca), Labour Statistics Division. ■

Industrial chemicals and synthetic resins

March 2001

Chemical firms produced 220 046 metric tonnes of polyethylene synthetic resins in March, a 6.6% decrease from 235 516 tonnes in March 2000.

Year-to-date production to the end of March was 629 495 tonnes, down 5.1% from 663 127 tonnes produced in the same period of 2000.

Data are also available on production of 3 other types of synthetic resins and 24 industrial chemicals.

Available on CANSIM: table 3030014 and matrix 951.

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

The March 2001 issue of *Industrial chemicals and synthetic resins*, Vol. 44, no. 3 (46-002-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 Mireille Paquette (613-951-1058; mireille.paquette@statcan.ca), Manufacturing, Construction and Energy Division. ■

Pipeline transportation of crude oil and refined petroleum products

February 2001

Net receipts of crude oil and equivalent hydrocarbons totalled 12 776 098 cubic metres in February, up 1.3% from February 2000. Year-to-date receipts to the end of February 2001 were 26 888 079 cubic metres, up 4.8% over the same period of 2000. Net receipts of liquefied petroleum gases and refined petroleum products were 6 662 901 cubic metres in February, down 0.4% from February 2000. Year-to-date receipts decreased 0.5% to 13 493 225 cubic metres.

Pipeline exports of crude oil totalled 5 893 071 cubic metres, up 6.2% compared with February 2000, and pipeline imports were 2 173 269 cubic metres, an increase of 13.5%. Year-to-date exports totalled 12 145 332 cubic metres, up 4.2% from 2000. Year-to-date imports were 4 536 236 cubic metres, a rise of 17.6%.

February deliveries of crude oil by pipeline to Canadian refineries totalled 5 805 144 cubic metres,

down 0.2% from February 2000. Deliveries of liquefied petroleum gases and refined petroleum products totalled 406 892 cubic metres in February, down 33.7% from February 2000. Year-to-date deliveries of crude oil to refineries totalled 12 028 895 cubic metres, up 3.3% from the same period in 2000.

Available on CANSIM: tables 1330001-1330005 and matrices 181 and 591-595.

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

The February 2001 issue of *Pipeline transportation of crude oil and refined petroleum products*, Vol. 51, no. 2 (55-001-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 Eleonore Harding (613-951-5708; hardele@statcan.ca), Manufacturing, Construction and Energy Division. ■

Survey of Adventure Travel Operators 1999

The adventure travel industry boomed during the 1990s, as adventure-seekers signed up to do everything from whale-watching to hot-air ballooning, rafting and sea kayaking.

Between 1993, when the Survey of Adventure Travel Operators was last conducted, and 1999, the number of adventure travel operations doubled from 669 to 1,336, and their sales more than doubled. Revenues in 1999 reached an estimated \$362.0 million, up 119% over 1993.

Fifty-two percent of these revenues came from sales of guided adventures, and 22% from sales of self-guided adventures with equipment rentals. The remaining revenues were generated by merchandise and meal sales, among other things.

In 1999, operators in British Columbia, Alberta, Saskatchewan and Manitoba had the lion's share of revenues, 61%. Ontario and Quebec operators took in 28%.

These data came from the Survey of Adventure Travel Operators, conducted by Statistics Canada on behalf of the Canadian Tourism Commission from October 2000 to January 2001.

Adventure travel is defined as an outdoor leisure activity that generally takes place in an unusual, exotic, remote or wilderness setting, involves some form of unconventional means of transportation and tends to be associated with high or low levels of physical activity. It includes scuba diving, trail riding, canoeing, mountaineering, dog sledding, snowshoeing, spelunking and hang gliding.

The industry reported gross profits of just over \$40 million in 1999, up 32.1% from 1993. However, because of rising costs, the sector's average gross profit margin was only 11.1%, down from 18.3% in 1993.

The adventure travel sector consists mainly of small companies. Those generating less than \$50,000 in revenue comprised 48% of the industry in 1999, but generated only \$11.5 million in revenue, or about 3% of the total. Those making over \$500,000 represented only 7% of all operators, but generated an estimated \$248.6 million, or 69% of total revenues.

The adventure travel industry is mainly seasonal; in 1999, only about 20% of operators reported running year-round.

Adventure travel accounted for 4 million traveller-days in 1999. Fifty-four percent of travellers were male and aged from 20 to 44. Fifty-seven percent came from the domestic market. Canadian adventure operators provided over 1.7 million traveller-days to foreigners in 1999. Half of all foreign travellers came from the United States.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Norman Fyfe (613-951-9028; fax: 613-951-1572), Small Business and Special Surveys Division. ■

NEW PRODUCTS

Supply and disposition of crude oil and natural gas,
January 2001
Catalogue number 26-006-XPB (\$19/\$186).

Industrial chemicals and synthetic resins, Vol. 44,
no. 3, March 2001
Catalogue number 46-002-XIB (\$5/\$47).

**Pipeline transportation of crude oil and refined
petroleum products, Vol. 51, no. 2, February 2001**
Catalogue number 55-001-XIB (\$9/\$86).

Building permits, March 2001
Catalogue number 64-001-XIE (\$14/\$145).

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