



The Daily

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NEW PRODUCTS



MAJOR RELEASES

Control and sale of alcoholic beverages

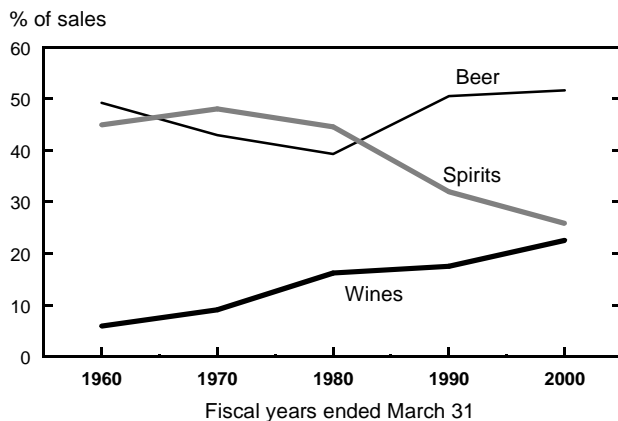
1999/2000

While beer lovers are developing a growing taste for the imported product, domestic beer is still the first choice of Canadians among all categories of alcoholic beverages.

In 1999/2000, sales of beer, wine and spirits by liquor authorities, wineries and breweries totalled \$13.0 billion, up 5.2% from 1998/99. Beer was still the most popular of the three types of alcoholic beverages, capturing 51.6% of sales; spirits and wine accounted for 25.9% and 22.5%, respectively.

More than 2.5 billion litres of alcoholic beverages were purchased in 1999/2000; by volume, the proportions were 82.6% beer, 11.3% wine and 6.1% spirits.

Market share by value



Net income of liquor authorities and revenue from the control of alcoholic beverages by provincial and territorial governments rose 3.5% to \$3.7 billion for the 1999/2000 fiscal year. Of that amount, \$3.0 billion came from sales by liquor authorities, while the remaining \$0.7 billion came from the control revenue, mainly from the sale of permits and licenses.

Market share for imported beer up sharply

In 1999/2000, imported beers increased their market share by 25% to capture 8.9% of the beer market in Canada. This gain meant a sixth straight year of declining market share for domestic beer products.

Note to readers

Statistics on sales of alcoholic beverages by volume should not be equated with data on consumption. 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 includes all these sales plus homemade wine and beer, wine and beer manufactured in brew-on-premises operations, all sales to Canadian residents in duty-free shops and any unrecorded transactions.

By volume, sales of imported beer increased 21.0% to 150.2 million litres. This represented sales of \$597.5 million, up 29.2%.

Total beer sales were \$6.7 billion in 1999/2000, up 3.4% from 1998/99. By volume, 2.1 billion litres were sold, up 1.4%.

Red wine increasingly in demand

Consumers bought 287.6 million litres of wine in 1999/2000, up 5.5% from 1998/99. These sales amounted to just over \$2.9 billion, an increase of 11.1% over the previous year.

Wine lovers continued to switch from white to red. Red wine sales by volume climbed 13.8% compared with 1998/99, marking a seventh consecutive year of double-digit growth. As a result, in 1999/2000 red wine's market share by volume rose to 49% compared with 51% for white wine, an increase of 4.1% from 1998/99.

Quebec alone accounted for 41.7% of Canada's red wine sales by volume, followed by Ontario (32.6%) and British Columbia (13.6%). Ontario led white wine sales with 41.1%, followed by Quebec (28.6%) and British Columbia (13.5%).

The strongest increases in red wine sales volume were observed in Ontario (+17.3%), Nova Scotia (+15.8%), Prince Edward Island (+14.9%) and Quebec (+14.6%). For white wine, the largest sales gains were in Newfoundland (+12.6%), New Brunswick (+10.6%), Ontario (+9.1%) and Manitoba (+7.4%).

Sales of other types of wines, such as sparkling and fortified wines and aperitifs, declined 8.3% in 1999/2000.

Continued growing demand for imported wines

Imported wines continued to dominate the Canadian market, despite prices rising by 21.1% since 1995/96. Just over 62% of the volume of white and red wines

purchased in Canada is imported, but 70% of red wine comes from abroad.

Backed by sustained demand and rising prices, sales of imported wine rose sharply (+14.0%) in 1999/2000 to \$2.0 billion, almost three times the growth rate for Canadian wine, whose sales rose 5.4% to \$0.9 billion.

More than 161.4 million litres of imported wine were sold in 1999/2000, up 7.5% from 1998/99. Sales of Canadian wine grew 3.2% to 126.2 million litres.

Coolers still popular

Sales of spirit- and wine-based coolers totalled \$225.1 million in 1999/2000, up 8.1% from 1998/99. Of the 41 million litres of these types of coolers sold, 67.0% was spirit-based.

In 1999/2000, the volume of spirit-based cooler sales rose 10.4%; sales of wine-based coolers rose 6.9%. Almost all coolers (95.5%) were produced in Canada, accounting for 6.7% of domestic spirit revenues and 6.4% of wine revenues in 1999/2000.

Ontario consumers purchased 46.7% of the wine- and spirit-based coolers sold in Canada, followed by those in Alberta (18.1%), British Columbia (16.2%), New Brunswick (3.8%) and Saskatchewan (3.3%).

Another good year for sales of imported spirits

The volume of spirit sales rose 5.3% to 155.4 million litres in 1999/2000. These sales were worth \$3.4 billion, up 4.1% from 1998/99.

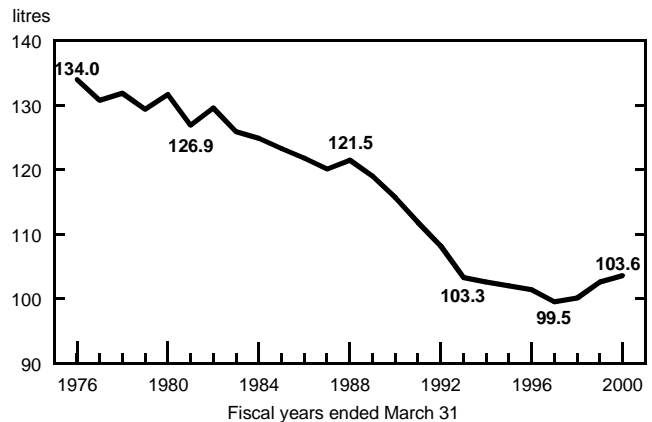
While domestic producers dominated the spirits market, the sales volume of imported spirits increased 10.1% to 40.1 million litres, while sales of Canadian spirits rose 3.7% to 115.4 million litres. In dollar terms, sales of imported spirits grew 8.9% to \$1.1 billion in 1999/2000, a much larger increase than that of Canadian spirits (+1.9%).

The largest increases in the value of spirit sales in 1999/2000 were in Ontario (+5.9%), Prince Edward Island (+5.3%), Nova Scotia (+5.2) and New Brunswick (+4.5%). Among imported products, Canadians tended to favour liqueurs, while their domestic preference was whisky, followed by rum and vodka.

Per-capita sales up for third straight year

Per-capita sales of alcoholic beverages increased for the third straight year. Each person aged 15 and over bought an average of 103.6 litres of alcoholic beverages in 1999/2000, compared with 102.6 litres the year before. On average, each person bought 6.3 litres of spirits, 11.7 litres of wine and 85.6 litres of beer.

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



There were notable regional differences in sales of the three types of alcoholic beverages. In 1999/2000, Quebec consumers bought 41.7% of all the red wine sold in Canada, which represented 8.3 litres per person. Quebec also posted the highest per-capita sales of white wine, 5.9 litres.

Newfoundland recorded the lowest per-capita wine volumes: 1.2 litres for red wine and 2.0 litres for white wine.

Per-capita sales of domestic beer were highest in Yukon (144.1 litres), while per-capita sales of imported beer were highest in Alberta (8.95 litres).

Sales by volume of alcoholic beverages per capita Fiscal year ended March 31, 2000

	Spirits	Wines litres	Beer	Total
Canada	6.3	11.7	85.5	103.6
Newfoundland	7.3	4.7	93.6	105.5
Prince Edward Island	7.5	6.3	77.3	91.1
Nova Scotia	7.8	7.3	79.5	94.6
New Brunswick	6.0	6.5	80.5	93.1
Quebec	2.7	15.3	95.3	113.3
Ontario	7.4	10.6	83.2	101.2
Manitoba	8.5	7.7	76.2	92.3
Saskatchewan	8.2	4.8	74.7	87.7
Alberta	7.9	12.1	89.6	109.6
British Columbia	7.3	13.9	77.8	99.3
Yukon	12.5	17.4	146.7	176.6
Northwest Territories and Nunavut ¹	9.5	7.4	79.5	96.5

¹ The per-capita volumes for Northwest Territories and Nunavut are combined because the distribution centre in Nunavut is not representative of all sales.

Yukon ranked first in per-capita sales of liqueurs (1.3 litres) and overall spirit sales (12.5 litres). The Northwest Territories and Nunavut combined recorded the highest per-capita rate for vodka (2.7 litres) and Manitoba had the highest the strongest per-capita

whisky sales (3.1 litres). Newfoundland ranked first in per-capita sales of rum (3.8 litres), and Quebec led for gin (0.4 litres) and brandy (0.3 litres).

Increased revenue from the control and sale of alcoholic beverages

From 1994/95 to 1999/2000, governments collected more than \$21 billion dollars from the control and sale of alcoholic beverages, a rise of 16.5%. Quebec posted the largest increase, 29.6%, while Yukon recorded a decrease of 27.8%.

Growth of provincial and territorial government revenue from liquor authorities

	1980-1985	1985-1990	1990-1995	1995-2000
	% change			
Canada	68.0	19.8	8.1	16.5
Newfoundland	74.9	9.8	-4.1	17.8
Prince Edward Island	65.1	14.9	-2.8	10.2
Nova Scotia	60.7	16.0	-2.6	23.8
New Brunswick	53.6	22.1	-1.3	20.2
Quebec	85.6	10.0	-0.6	29.6
Ontario	61.6	29.5	4.4	21.1
Manitoba	89.5	7.3	-2.1	9.4
Saskatchewan	74.7	4.0	1.1	5.6
Alberta	73.3	26.6	12.9	7.6
British Columbia	58.1	13.9	36.5	6.5
Yukon	44.3	35.1	-17.6	-27.8
Northwest Territories and Nunavut	52.4	38.1	21.5	4.3

Available on CANSIM: tables 1830005 and 1830006 and matrices 2728, 2730 and 2731.

*The control and sale of alcoholic beverages in Canada for the fiscal year ending March 31, 2000 (63-202-XIB, \$29) will be available in July. A print-on-demand version is available at a higher price. See *How to order products*. Data are also available in special tabulations.*

For more information on products and services, contact Joanne Rice (613-951-0767), Public Institutions Division. For more information, or to enquire about the concepts, methods or data quality of this release, contact Jean-François Carbonneau (613-951-8561) or Jean-Marc de Beaumont (613-951-1829), Public Institutions Division.

Sales of alcoholic beverages

Fiscal year ended March 31

	Spirits	Wines	Beer	Total	Spirits	Wines	Beer	Total
	\$ millions				Millions of litres			
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	5,432	10,319	127	226	1,986	2,339
1994/95	2,942	1,950	5,507	10,399	127	232	2,015	2,374
1995/96	2,940	2,076	5,640	10,655	128	240	2,033	2,401
1996/97	2,989	2,251	5,743	10,982	130	253	2,003	2,385
1997/98	3,098	2,411	6,204	11,714	138	260	2,033	2,431
1998/99	3,236	2,638	6,501	12,375	148	273	2,074	2,494
1999/2000	3,367	2,931	6,723	13,022	155	288	2,103	2,546

OTHER RELEASES

Help-wanted Index

June 2001

The Help-wanted Index (1996=100) fell 1.8% in June to 161. This continues a general downward trend that began in November 2000. British Columbia (-3.1%) registered the largest drop, which was that province's ninth consecutive monthly decline. Six of the 10 provinces recorded decreases.

Help-wanted Index

(1996=100)

	June 2000	May 2001	June 2001	June 2000 to June 2001	May to June 2001
	Seasonally adjusted and smoothed			% change	
Canada	172	164	161	-6.4	-1.8
Newfoundland	196	198	192	-2.0	-3.0
Prince Edward Island	234	239	242	3.4	1.3
Nova Scotia	166	167	165	-0.6	-1.2
New Brunswick	191	168	168	-12.0	0.0
Quebec	164	156	154	-6.1	-1.3
Ontario	190	179	174	-8.4	-2.8
Manitoba	169	165	162	-4.1	-1.8
Saskatchewan	137	145	145	5.8	0.0
Alberta	165	184	186	12.7	1.1
British Columbia	145	130	126	-13.1	-3.1

Note: 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).

For more information, or to enquire about the concepts, methods or data quality of this release, contact Gilles Groleau or Jean Leduc (1-866-873-8788; 613-951-4090; fax: 613-951-4087; labour@statcan.ca), Labour Statistics Division. ■

Farm product prices

May 2001

Monthly farm product prices for January to May are now available.

For more information, or to enquire about the concepts, methods or data quality of this release, contact

Bernie Rosien (613-951-2441; fax: 613-951-3868), Agriculture Division. ■

Civil aviation operating statistics

April 2001

Air Canada reported a 2% decrease in its total passenger-kilometres (seasonally adjusted) in April.

Available on CANSIM: table 4010001 and matrix 385 (series 1 to 6).

The April operational data on civil aviation for Air Canada will appear in the July 2001 issue of the *Aviation service bulletin* (51-004-XIB, \$8/\$82). A print-on-demand service is also available. See *How to order products*.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Robert Lund (613-951-0125) or Lisa Di Piétro (613-951-0146), Transportation Division. ■

Aircraft movement statistics

January 2001

The number of take-offs and landings at the 98 Canadian airports with Nav Canada air traffic control towers and flight service stations totalled 451,603 in January. This represents an increase of 5.5% from January 2000.

Statistics for the 111 Canadian airports without air traffic control towers are also available.

The January 2001 monthly report is available on the Transport Canada's Web site at this URL: www.tc.gc.ca/pol/en/report/tp141e/tp141.htm. For more information concerning Transport Canada's Web site, contact Michel Villeneuve (613-990-3825; villenm@tc.gc.ca) or Sheila Rajani (613-993-9822; rajani@tc.gc.ca).

For more information, or to enquire about the concepts, methods or data quality of this release, contact Jim Hines (613-951-0134; fax: 613-951-0010; aviationstatistics@statcan.ca) Transportation Division. ■

Survey of the taxi and limousine service industry

1999 (preliminary)

The taxi and limousine services industry generated operating revenue of \$1,064 million in 1999, a

slight increase of 1.3% from \$1,050 million in 1998. Taxi and limousine associations and companies, as well as self-employed drivers, saw revenue and operating margins increase in 1999. The estimated 1,569 taxi and limousine associations and companies generated \$342 million in operating revenue in 1999, up 2% from 1998. Their operating margin also rose 40% to \$23 million in 1999 from \$16 million in 1998. By comparison, the estimated 26,941 self-employed taxi and limousine drivers earned \$722 million in 1999, an increase of 1% over 1998. The operating margin of self-employed drivers also increased by 4% from 1998 (\$194 million) to 1999 (\$201 million).

Available on CANSIM: table 4070001 and matrices 10195-10237.

To obtain data, please contact Robert Larocque, Transportation Division (613-951-2486, laroque@statcan.ca).

For more information, or to enquire about the concepts, methods or data quality of this release, please contact Robert Masse (613-951-0365, massrob@statcan.ca), Transportation Division. ■

NEW PRODUCTS

Road motor vehicles, fuel sales, 1999
Catalogue number 53-218-XIE (\$21).

Labour force information, week ending June 16, 2001
Catalogue number 71-001-PIB (\$8/\$78).
Available at 7 am Friday, July 6

Labour force information, week ending June 16, 2001
Catalogue number 71-001-PPB (\$11/\$103).
Available at 7 am Friday, July 6

Annual estimates of employment, earnings and hours, 1991–2000
Catalogue number 72F0023XIB (\$115).

Annual estimates of employment, earnings and hours, 1991–2000
Catalogue number 72F0023XCB (\$150).

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.

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