



# The Daily

## Statistics Canada

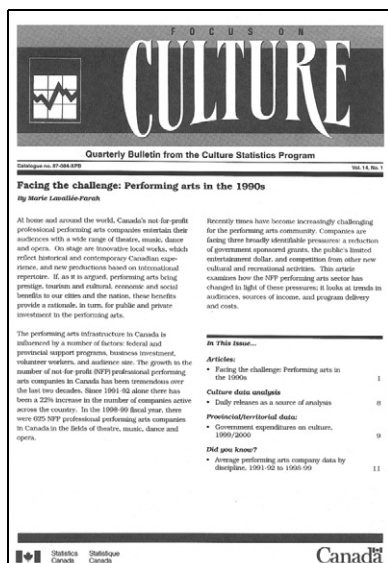
Monday, October 21, 2002

Released at 8:30 a.m. Eastern time

### MAJOR RELEASES

- **Wholesale trade, August 2002** 3  
Wholesale sales rose 1.1% in August, buoyed by strong sales in the automotive and industrial machinery sectors.
- **Radio listening, fall 2001** 7  
In the fall of 2001, Canadians listened to the radio an average of 20.1 hours per week. This listening time is approximately the same as in the three years since 1998, when four consecutive years of decline came to an end.

(continued on page 2)



### Focus on culture

Volume 14, number 1

*Focus on culture*, Statistics Canada's quarterly publication about culture statistics, presents up-to-date analysis of important cultural issues and trends. This issue features the article "Facing the challenge: Performing arts in the 1990s," which examines trends in audiences, income sources, program delivery and expenses for Canada's non-profit theatre, music, dance and opera companies. Challenges faced by this sector include the reduction of government sponsored grants, the public's limited entertainment dollar and competition from other recreational activities. This article suggests that although companies have been able to curtail costs and increase private sector funding, the decline in audience attendance is a challenge that continues to plague the performing arts.

This issue also contains new reconciled tables for the performing arts from 1991/92 to 1998/99, and data for government expenditures on culture from 1995 to 1999.

*Focus on culture*, Vol. 14, no. 1 (87-004-XIE, \$7/\$20; 87-004-XPB, \$9/\$27) is now available. See *How to order products*.

For more information, contact Client Services (1-800-307-3382; fax: 613-951-9040; [cult.tourstats@statcan.ca](mailto:cult.tourstats@statcan.ca)) or Mary Cromie (613-951-6864; fax: 613-951-2909; [mary.cromie@statcan.ca](mailto:mary.cromie@statcan.ca)) Culture, Tourism and the Centre for Education Statistics.



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## **OTHER RELEASES**

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## **NEW PRODUCTS**

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## MAJOR RELEASES

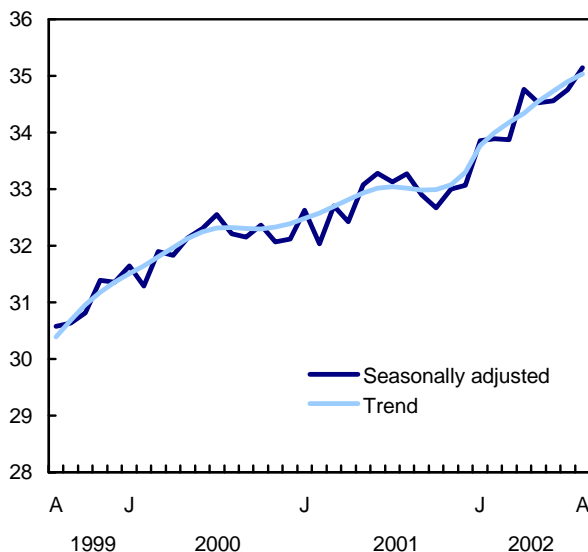
### Wholesale trade

August 2002

Wholesale sales rose 1.1% in August, buoyed by strong sales of motor vehicles, parts and accessories and an increased demand for industrial machinery. Wholesalers sold \$35.1 billion worth of goods and services in August. Since November 2001, the growth of monthly sales has averaged 0.7%, following a period of fairly flat sales from the spring of 2000 to October 2001 (+0.1% on average).

#### Wholesale sales continue to climb

\$ billions



Eight of the 11 sectors recorded an increase in August. The sectors that contributed the most to the increase in terms of value were the automotive sector (+3.4%), industrial machinery (+2.1%) and food products (+1.7%). The increases in these sectors were partly offset by steep declines in the computer sector (-4.0%) and the farm machinery sector (-9.0%).

#### Sales of consumer durable goods up

Robust employment growth since the start of 2002 and low interest rates continued to boost

#### Note to readers

Estimates from the Monthly Wholesale Trade Survey are classified according to the 1980 Standard Industrial Classification (SIC).

Direct comparisons between wholesale trade in Canada and the United States should be undertaken with care. However, to promote a degree of uniformity, the wholesaling of oilseeds and grain and petroleum products has been excluded from the US data.

In addition, unlike the estimates generated in Canada, the monthly estimates of wholesale trade in the United States are classified according to the North American Industry Classification System (NAICS). Under NAICS, some wholesale trade establishments in a number of SIC industries have been re-classified to other industries. For example, computer equipment wholesalers and office supply stores are now classified in retail trade if they sell primarily through storefront locations similar to other retail establishments. Under SIC, they remain within wholesale trade.

wholesale sales of durable goods. Wholesale sales of motor vehicles, parts and accessories rose strongly in August (+3.4%). With this month's increase, the sector was up more than \$150 million from its previous record set in March.

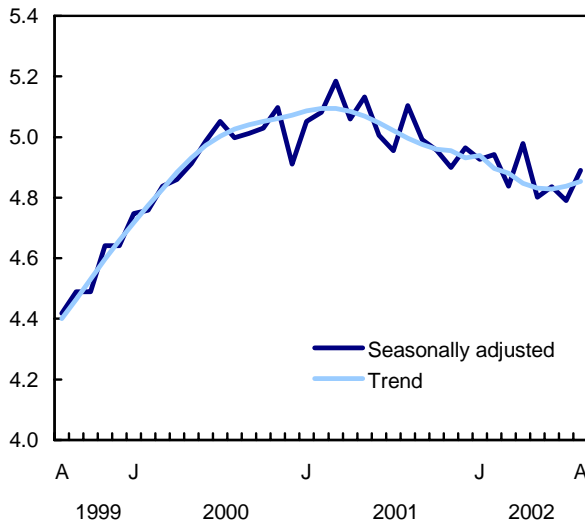
Wholesale sales of household goods also advanced (+2.4%). The strong performance of the housing sector continued to contribute to this increase. Compared with August 2001, the trade group was up 20.3%. Since October 2001, wholesale sales of household goods have experienced an average monthly growth of 1.9%. This strong performance follows a period of weak sales from March to September 2001.

#### Despite increased sales of industrial machinery, the trend continues to show signs of weakness

Industrial machinery wholesalers saw their sales rise 2.1% in August. Despite this increase, the sector was still down 4.2% from August 2001. Sales of industrial machinery have been weak since the start of 2001. Despite the strong performance of the economy since the start of 2002, industrial machinery wholesalers are still finding it hard to boost their sales.

### Sales of industrial machinery continue to generally show signs of weakness

\$ billions



### Wholesalers of computer and electronic equipment see drop in demand

Wholesale sales of computers, packaged software and other electronic equipment declined 4.0% in August. Sales in this sector have shown some weakness in the last few months after rising from October 2001 to April 2002. Prior to this, in the first nine months of 2001, wholesale sales were hard hit.

### Six provinces post an increase in wholesale sales

In August, six provinces contributed to the increase in wholesale sales. The largest gains were reported in Saskatchewan (+5.3%), British Columbia (+2.8%) and Ontario (+2.0%).

Healthy sales in the other products category, especially chemical products and other agricultural supplies, largely explained the growth in Saskatchewan. Despite the rise in August, wholesale sales have been generally flat since the start of 2002. Previously, they followed a downward trend from May 2001 to December 2001.

In British Columbia, increases were seen in the food products sector, the computer, packaged software and other electronic equipment sector, and the lumber and building materials sector. Since November 2001, wholesalers in this province have enjoyed an average growth rate of 0.9%, surpassed only by Ontario (+1.1%).

Ontario wholesalers continued to benefit from the strong performance of its automotive sector, accounting for three-quarters of the sales of this sector in Canada.

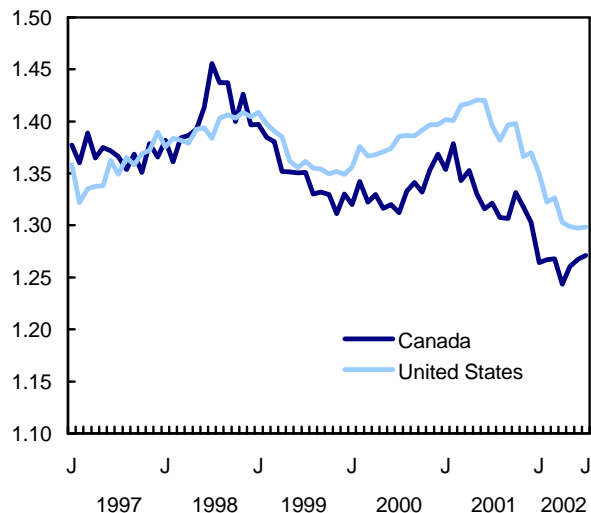
The notable robust sales registered in the Northwest Territories were largely because of increased investment in industrial machinery as a result of mineral prospecting and mine development.

### The inventory-to-sales ratio remains at historic lows

The inventory-to-sales ratio fell from 1.27 in July to 1.26 in August. After reaching a historic low of 1.24 in April, the ratio seems to have levelled off at between 1.26 and 1.27 in recent months. Despite the rise in wholesale inventories in the last five months (+0.3% in August), the ratio continues to be well below the average of 1.33 in 2001.

### Inventory to sales ratio for Canadian wholesalers lower than those of the United States

Ratio



Wholesalers in the United States have also lowered their inventory-to-sales ratio, so ratios on both sides of the border are at historic lows. The latest US data to be published indicate a ratio of 1.30 in July (excluding the wholesaling of oilseeds and grains and petroleum products), compared with 1.27 in July for Canadian wholesalers.

Canadian wholesalers appear to have started bringing down their inventory-to-sales ratio sooner, even though the weakness in wholesale trade began at essentially the same time (spring 2000) for both countries. US wholesalers continued to increase this

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ratio until June 2001; for Canadians, the reduction started in March of that year. Even with the slight increase in the ratio during the last few months, the Canadian wholesale inventory-to-sales ratio remains lower than the US ratio. By starting earlier, Canadian wholesalers were able to decrease their ratio more gradually than their US counterparts.

**Available on CANSIM: Available on CANSIM: tables 081-0001 and 081-0002**

**Definitions, data sources and methods: survey number 2401.**

The August 2002 issue of *Wholesale trade* (63-008-XIB, \$14/\$140) will be available soon. See *How to order products*.

Wholesale trade estimates for September will be released November 21.

For general information or to order data, contact Client Services (1-877-421-3067; 613-951-3549; [wholesaleinfo@statcan.ca](mailto:wholesaleinfo@statcan.ca)). To enquire about concepts, methods or data quality of this release, contact Jean Lebreux (613-951-4907; [jean.lebreux@statcan.ca](mailto:jean.lebreux@statcan.ca)), Distributive Trades Division. □

## Wholesale merchants' sales and inventories

	August 2001	May 2002 <sup>r</sup>	June 2002 <sup>r</sup>	July 2002 <sup>r</sup>	August 2002 <sup>p</sup>	July to August 2002	August 2001 to August 2002
Seasonally adjusted							
	\$ millions					% change	
<b>Sales, all trade groups</b>	<b>33,271</b>	<b>34,523</b>	<b>34,559</b>	<b>34,754</b>	<b>35,141</b>	<b>1.1</b>	<b>5.6</b>
Food products	5,402	5,515	5,580	5,570	5,664	1.7	4.9
Beverage, drug and tobacco products	2,754	2,977	3,003	2,998	3,011	0.4	9.3
Apparel and dry goods	612	620	615	631	626	-0.9	2.2
Household goods	860	995	1,000	1,010	1,035	2.4	20.3
Motor vehicles, parts and accessories	6,292	6,852	6,750	6,785	7,013	3.4	11.4
Metals, hardware, plumbing and heating equipment and supplies	1,977	2,063	2,122	2,130	2,132	0.1	7.8
Lumber and building materials	2,433	2,665	2,763	2,831	2,847	0.6	17.0
Farm machinery, equipment and supplies	661	723	700	676	615	-9.0	-6.9
Industrial and other machinery, equipment and supplies	5,104	4,802	4,836	4,791	4,890	2.1	-4.2
Computers, packaged software and other electronic machinery	2,588	2,778	2,610	2,740	2,632	-4.0	1.7
Other products	4,587	4,533	4,580	4,591	4,677	1.9	2.0
<b>Sales by province and territory</b>							
Newfoundland and Labrador	213	219	228	232	228	-1.5	6.9
Prince Edward Island	53	53	55	55	55	0.4	3.7
Nova Scotia	611	603	603	618	601	-2.7	-1.6
New Brunswick	440	438	448	435	435	0.1	-1.0
Quebec	6,681	7,038	7,120	7,127	7,039	-1.2	5.4
Ontario	16,626	17,378	17,212	17,424	17,769	2.0	6.9
Manitoba	975	1,005	1,043	1,046	991	-5.2	1.6
Saskatchewan	1,005	998	1,042	993	1,046	5.3	4.0
Alberta	3,522	3,449	3,465	3,478	3,527	1.4	0.1
British Columbia	3,118	3,314	3,308	3,310	3,403	2.8	9.1
Yukon	10	10	10	10	9	-3.2	-9.1
Northwest Territories	14	16	23	25	36	43.9	51.8
Nunavut	1	2	2	2	2	-11.3	39.5
<b>Inventories, all trade groups</b>	<b>43,500</b>	<b>43,472</b>	<b>43,734</b>	<b>44,281</b>	<b>44,400</b>	<b>0.3</b>	<b>2.1</b>
Food products	3,201	3,314	3,305	3,337	3,333	-0.1	4.1
Beverage, drug and tobacco products	2,898	3,323	3,340	3,339	3,412	2.2	17.7
Apparel and dry goods	1,295	1,248	1,244	1,260	1,265	0.4	-2.3
Household goods	1,542	1,600	1,613	1,663	1,669	0.4	8.2
Motor vehicles, parts and accessories	6,482	6,355	6,383	6,458	6,461	0.0	-0.3
Metals, hardware, plumbing and heating equipment and supplies	3,606	3,663	3,783	3,829	3,860	0.8	7.1
Lumber and building materials	4,114	4,199	4,239	4,292	4,373	1.9	6.3
Farm machinery, equipment and supplies	1,851	1,890	1,923	1,922	1,911	-0.6	3.2
Industrial and other machinery, equipment and supplies	10,896	10,155	10,207	10,281	10,271	-0.1	-5.7
Computers, packaged software and other electronic machinery	1,903	1,971	1,973	2,069	1,981	-4.2	4.1
Other products	5,713	5,753	5,723	5,832	5,864	0.5	2.6

<sup>r</sup> Revised figures.

<sup>p</sup> Preliminary figures.

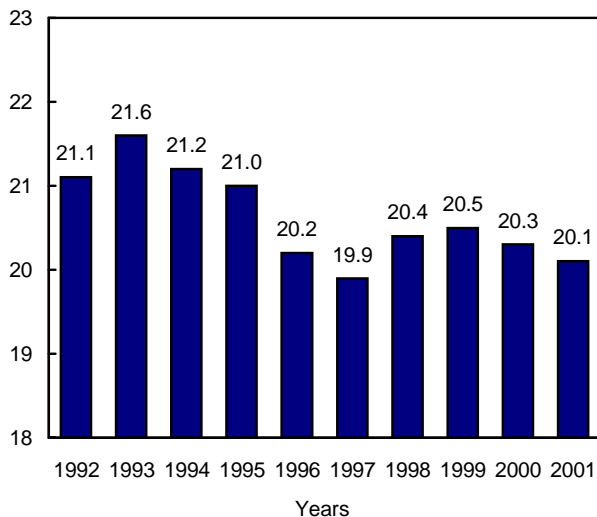
## Radio listening

Fall 2001

Canadians listened to the radio an average of 20.1 hours per week in the fall of 2001 (the average listening time is the total number of hours of listening divided by the total number of persons, regardless of whether or not they listened to the radio). This listening time is approximately the same as in the three years since 1998, when four consecutive years of decline came to an end.

### Listening time is approximately the same as in the previous three years

Hours per week



### Residents of Prince Edward Island listen to radio the most

Overall, the level of listening did not vary greatly from one province to another. The exception was Prince Edward Island, where the average listening time was 23.5 hours per week, up nearly four hours from 2000, putting it in first place.

Quebec anglophones ranked second, after a number of years at the top of the list. They listened to an average of 21.1 hours per week in 2001, down from 22.4 hours in 2000, a second consecutive drop.

The lowest number of listening hours was recorded in British Columbia (19 hours per week), closely followed by New Brunswick.

#### Note to readers

The results in this release are based on a survey of almost 85,000 Canadians aged 12 and older. The data on radio listening covers seven specific days and was collected using a log-type questionnaire over an eight-week period from September 3 to October 28, 2001. Although the return rate (45.8%) is modest by Statistics Canada standards, it is in line with Canadian and international broadcasting industry practice for audience measurement. It is recommended that the data be interpreted with caution.

The radio project of the Culture Statistics Program is a joint endeavour of the Canadian Radio-Television and Telecommunications Commission (CRTC), the Department of Canadian Heritage and Statistics Canada.

The Statistics Canada radio listening data bank integrates files from a variety of sources. The basic listening data are acquired from the BBM Bureau of Measurement and include the demographic characteristics of survey respondents. The information on specific radio station formats is provided by the CRTC.

### Teens listen to the radio the least

Teenagers listened to the radio the least. They spent half as much time listening to the radio as adults, continuing a trend that goes back more than 15 years. The difference was most notable during weekdays from 6:00 am to 7:00 pm, with an average listening time of only 4.7 hours for teens compared with 16.1 hours for adults. On weekends and evenings, levels of listening were similar for teens and adults.

This difference in the habits of adults and teens with respect to listening time is not surprising, given that adults have easier access to the radio than teenagers during weekdays (at the office, for example).

Adult men listened to the radio almost as much as women of the same age, a trend that also goes back several years. However, there were some differences by age group. For women, the level of listening continued to increase with age, but for men the number of hours of listening peaked with the 35 to 49 age group, then declined for older age groups.

For general information, or to order special or standard tables contact Client Services (1-800-307-3382; [cult.tourstats@statcan.ca](mailto:cult.tourstats@statcan.ca)). To enquire about the concepts, methods or data quality of this release, contact Lotfi Chahdi (613-951-3136, fax: 613-951-2909; [lotfi.chahdi@statcan.ca](mailto:lotfi.chahdi@statcan.ca)), Culture, Tourism and the Centre for Education Statistics.

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# Average hours per week of radio listening Fall 2001

	Canada	Nfld.Lab.	P.E.I.	N.S.	N.B.	Que.			Ont.	Man.	Sask.	Alta.	B.C.
						English	French	Total					
<b>Total population</b>	<b>20.1</b>	<b>19.3</b>	<b>23.5</b>	<b>19.4</b>	<b>19.1</b>	<b>21.1</b>	<b>20.6</b>	<b>20.5</b>	<b>20.5</b>	<b>19.7</b>	<b>19.3</b>	<b>20.5</b>	<b>19.0</b>
<b>Men</b>													
18 and over	21.1	19.9	26.0	19.8	19.2	20.9	21.3	21.0	21.3	20.9	21.0	22.8	20.1
18-24	16.5	13.3	18.9	14.7	15.4	17.2	16.5	16.4	16.5	15.9	18.8	18.3	15.8
25-34	21.4	18.6	23.7	21.0	18.8	20.3	22.3	21.7	20.9	19.1	22.6	24.0	21.3
35-49	22.2	18.0	33.1	21.2	21.9	21.1	23.2	22.6	22.4	22.4	22.5	23.7	20.5
50-64	21.7	24.0	20.9	20.0	18.7	22.2	21.4	21.4	22.2	21.9	21.2	23.4	20.6
65 and over	20.8	24.4	27.2	18.6	17.8	21.9	18.9	19.3	22.2	22.3	17.8	21.9	19.7
<b>Women</b>													
18 and over	21.2	20.8	24.6	20.9	21.0	23.0	22.1	22.0	21.6	20.7	20.1	20.6	19.6
18-24	18.0	12.1	25.1	16.2	16.4	17.2	17.5	17.4	18.3	18.4	19.2	19.8	18.0
25-34	19.6	17.4	25.8	17.2	19.1	21.8	19.9	20.1	20.4	19.1	18.7	18.7	17.8
35-49	20.9	20.4	22.7	20.9	22.6	21.9	23.1	22.8	21.0	19.8	19.4	20.8	18.0
50-64	22.8	22.5	27.8	25.3	21.0	23.6	23.5	23.3	22.8	22.5	22.1	21.9	21.9
65 and over	23.5	29.0	20.0	21.8	22.4	27.6	23.2	23.5	24.5	22.7	20.7	21.9	22.5
<b>Teens</b>													
12-17	10.1	8.9	8.8	9.5	8.9	11.6	8.9	9.1	10.8	10.0	9.3	10.4	10.6

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

# Percentage share of radio listening by station format Fall 2001

	Canada	Nfld.Lab.	P.E.I.	N.S.	N.B.	Que.	Ont.	Man.	Sask.	Alta.	B.C.
Adult contemporary	21.4	9.8	37.1	19.3	18.3	28.3	24.5	15.0	24.4	12.4	8.5
Gold/oldies/rock	18.0	3.1	12.6	21.3	13.9	10.8	20.1	15.7	16.9	20.9	25.9
Talk	11.4	19.5	0.1	4.5	1.7	10.9	11.2	16.1	5.3	11.8	15.5
Canadian Broadcasting Corporation	10.9	13.9	12.4	16.0	14.8	8.8	10.1	11.0	10.9	8.6	16.8
Country	10.1	25.4	32.3	31.9	19.1	1.0	7.5	17.9	35.9	21.2	8.5
Contemporary	9.4	-	-	-	-	17.5	6.8	8.1	0.3	10.8	8.5
Album-oriented rock	3.1	8.3	1.9	0.8	6.5	4.7	0.3	5.5	-	6.3	5.2
Middle-of-the-road	3.1	3.1	-	3.8	1.3	2.0	4.5	3.5	2.1	1.5	2.7
US stations	3.1	-	-	0.2	6.6	1.3	5.1	0.6	0.3	0.3	4.5
Sports	2.5	-	-	-	-	6.5	2.0	0.7	-	0.4	0.5
Dance	0.6	-	-	-	-	0.9	0.9	-	-	-	-
Easy listening	0.4	-	-	-	-	-	1.1	-	-	-	-
Other	6.2	17.0	3.6	2.1	17.8	7.1	6.0	6.0	3.8	5.9	3.4
<b>Total listening</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

- Nil or zero.



## OTHER RELEASES

### Monthly Survey of Large Retailers

August 2002

Every major commodity group posted year-over-year gains in August, with sales up 7.9% from August 2001 to \$7.3 billion. Health and personal care products showed the strongest sales increases. They were propelled by sales of toiletries, excluding cosmetics and fragrances (+19.0%) and prescription drugs (+20.2%). (Data in this release have not been seasonally adjusted. All percentages represent year over year changes.)

#### Sales by commodity for the group of large retailers

	Jul. 2002 <sup>r</sup>	Aug. 2001	Aug. 2002 <sup>p</sup>	Aug. 2001 to Aug. 2002
	Unadjusted			
	\$ millions		% change	
<b>Commodities</b>				
Food and beverages	2,259.9	2,244.3	2,411.8	7.5
Clothing, footwear and accessories	1,165.6	1,338.3	1,379.6	3.1
Home furnishings and electronics	1,014.1	980.9	1,063.3	8.4
Health and personal care products	602.0	564.1	655.2	16.1
Housewares	331.3	336.6	354.7	5.3
Sporting and leisure goods	363.2	316.0	345.5	9.3
Hardware and lawn and garden products	355.4	249.1	259.4	4.1
All other goods and services	849.0	810.6	908.4	12.1
<b>Total</b>	<b>6,940.5</b>	<b>6,840.0</b>	<b>7,377.6</b>	<b>7.9</b>

<sup>r</sup> Revised figures.

<sup>p</sup> Preliminary figures.

The home buying market, still buoyed by historically low mortgage rates, sustained strong consumer demand for home furnishings and electronics. Purchases of indoor furniture climbed almost 17.0% from August 2001. Brisk sales of home electronics such as televisions, computers and computer software followed suit with an 8.5% increase.

Sporting and leisure goods sales continued to show strength, rising 9.3% from August 2001. The leisure goods component was especially strong (+14.8%). Consumers continued to snap up prerecorded videotapes, DVDs and compact discs, whose sales jumped 29.1%, the best performance since the beginning of the survey in 1997. Toys and games sales rose 7.4% and books, newspapers and periodicals sales went up 9.5%. The sporting goods component, however, had its second worst showing in 2002 with a modest 2.7% increase from August 2001.

After two consecutive months of very strong year-over-year increases, hardware and lawn and garden product sales grew 4.1% from August 2001. Within this group, sales of plumbing, heating, cooling and electrical equipment and supplies had the largest dollar increase (+11.2%).

Clothing, footwear and accessories sales rose 3.1% from August 2001, following two months of stronger year-over-year increases. However, there were large differences within this commodity group. Men's clothing sales grew the least (+0.8%), and women's clothing sales edged up 2.6%. Customers also increased their purchases of boys' (+9.2%) and girls' clothing (+5.8%).

The all other goods and services category soared 12.1% in August, in large part because of a price increase in tobacco products of about 40.0% from August 2001. Despite of this large price increase, sales of tobacco products and supplies rose only 25.7%.

**Note:** The Monthly Survey of Large Retailers provides a breakdown of sales on the basis of commodities at the national level for a group of about 80 large retailers. Monthly sales data for more than 100 commodities are available. The survey includes large retailers mainly in the food, clothing, home furnishings, electronics, sporting goods and general merchandise sectors. These retailers represent about 38% of total retail sales, excluding recreational and motor vehicle dealers.

**Available on CANSIM: table 080-0009.**

For general information or to order data, contact Client Services (1-877-421-3067; 613-951-3549; [retailinfo@statcan.ca](mailto:retailinfo@statcan.ca)). To inquire about the concepts, methods or data quality of this release, contact Norman Fyfe (613-951-8308; [norman.fyfe@statcan.ca](mailto:norman.fyfe@statcan.ca)), Distributive Trades Division. ■

### Steel wire and specified wire products

August 2002

Shipments of steel wire and specified wire products totalled 65 412 metric tonnes in August, up 2.1% from 64 056 tonnes in August 2001.

Year-to-date shipments at the end of August totalled 518 427 tonnes, up 1.9% from 508 896 tonnes in the same period of 2001.

Production and export market data for selected commodities are also available.

**Available on CANSIM: table 303-0010.**

The August 2002 issue of *Steel wire and specified wire products*, Vol. 57, no. 8 (41-006-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 the dissemination officer (1-866-873-8789; 613-951-9497; [manufact@statcan.ca](mailto:manufact@statcan.ca)), Manufacturing, Construction and Energy Division. ■

## Refined petroleum products

August 2002 (preliminary)

Data on the production, inventories and domestic sales of refined petroleum products are now available for August. Other selected data about these products are also available.

For general information or to order data, contact the dissemination officer (1-866-873-8789; 613-951-9497; [energ@statcan.ca](mailto:energ@statcan.ca)). To enquire about the concepts, methods or data quality of this release, contact Gerry Desjardins (613-951-4368; [desjger@statcan.ca](mailto:desjger@statcan.ca)) or Randall Sheldrick (613-951-4804; [shelran@statcan.ca](mailto:shelran@statcan.ca)), Manufacturing, Construction and Energy Division. ■

## Shipments of rolled steel

August 2002

Rolled steel shipments for August totalled 1 171 232 metric tonnes, down 8.7% from 1 283 271 tonnes in July and 5.8% from 1 243 250 tonnes in August 2001.

Year-to-date shipments at the end of August reached 10 329 250 tonnes, up 7.2% from 9 632 571 tonnes in the same period of 2001.

**Available on CANSIM: table 303-0010.**

The August 2002 issue of *Primary iron and steel*, Vol. 57, no. 8 (41-001-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 the dissemination officer (1-866-873-8789; 613-951-9497; [manufact@statcan.ca](mailto:manufact@statcan.ca)), Manufacturing, Construction and Energy Division. ■

## Steel primary forms

August 2002

Steel primary forms production for August totalled 1 282 066 metric tonnes, up 1.6% from 1 261 270 tonnes in August 2001.

Year-to-date production at the end of August reached 10 831 998 tonnes, up 7.6% from 10 070 895 tonnes in the same period of 2001.

**Available on CANSIM: table 303-0010.**

The August 2002 issue of *Primary iron and steel*, Vol. 57, no. 8 (41-001-XIB, \$5/\$47) is now available. See *How to order products*.

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## National Construction Industry Wage Rate Survey: Atlantic provinces

2002

Data from the National Construction Industry Wage Rate Survey are now available for the Atlantic provinces.

This national survey is conducted on behalf of the Labour Branch of Human Resources Development Canada to establish fair wage schedules for workers on Federal construction projects. The survey is conducted region by region, moving sequentially across the country, excluding Quebec and Yukon, where fair wage rates are established by the provincial and territorial government, respectively. The next segment of the survey will cover the Prairie provinces in 2003.

Hourly wage rates were collected in May and June for construction trades in the Atlantic provinces. The occupations included in each area were selected in consultation with union and employer representatives from the construction industry in each of the four Atlantic provinces. For compulsory occupations, which require a trade licence or registration in an apprenticeship program in order to legally work in the occupation, information was only collected for workers with the requisite licence.

The survey covered establishments in the construction industry with six or more employees working on institutional and commercial projects. These establishments were asked to provide wage rates for employees working full-time hours in selected occupations and to indicate whether the workers were unionized or non-unionized.

The survey found that hourly wage rates in the commercial and institutional construction sector varied across the Atlantic provinces. Construction workers employed by companies in Nova Scotia tended to receive higher pay in most occupations compared with wages paid in the other Atlantic provinces. The overall average of the most frequently paid wage rate for the selected occupations was \$17.52 in Nova Scotia, \$16.47 in New Brunswick, \$15.51 in Newfoundland and Labrador and \$13.55 in Prince Edward Island.

The three most highly-paid construction occupations for which data is available in Nova Scotia were steamfitters and pipefitters, excluding sprinkler system installers (who received \$23.26 an hour as the most frequently paid wage rate), sprinkler system installers (\$22.44) and insulators (\$22.14). The minimum wage for Nova Scotia is \$5.80 an hour.

The three most highly-paid construction occupations for which data is available in New Brunswick were sprinkler system installers (\$23.98), certified refrigeration and air conditioning mechanics (\$21.47) and ironworkers (\$20.69). The minimum wage for New Brunswick is \$5.90 an hour.

The three most highly-paid construction occupations for which data is available in Prince Edward Island were general welders, excluding welders related to plumbing or steamfitting (\$17.55), certified plumbers (\$17.23) and sheet metal workers (\$16.83). The minimum wage for Prince Edward Island is \$6.00 an hour.

The three most highly-paid construction occupations for which data is available in Newfoundland and Labrador were ironworkers (\$19.70), sprinkler system installers (\$19.65) and certified plumbers (\$19.64). The minimum wage for Newfoundland and Labrador is \$6.00 an hour.

Across the Atlantic provinces the lowest paying occupation was flag person. However, wages for this occupation range from \$1.94 to \$3.13 above the minimum wage rate in force for these provinces.

To order aggregate data from the survey, now available in table format, contact Client Services (1-877-679-2746). For more information, or to enquire about the concepts, methods or data quality of this release, contact Joanne Linekar (613-951-2083, [joanne.linekar@statcan.ca](mailto:joanne.linekar@statcan.ca)), Small Business and Special Surveys Division.

For information or requests concerning the fair wage schedules developed from this survey data for workers on federal construction projects, contact Brenda Lester (819-953-3183), Labour Branch, Human Resources Development Canada, or consult the Fair Wages Web site ([http://info.load-otea.hrdc-drhc.gc.ca/fair\\_wages](http://info.load-otea.hrdc-drhc.gc.ca/fair_wages)) ■

## **Farm Environmental Management Survey 2001**

National and provincial estimates for the 2001 Farm Environmental Management Survey are now available.

The survey dealt with issues related to manure storage and its distance from water sources, and manure application; livestock grazing and feeding practices; application of commercial fertilizers and the decision-making process for application; the timing, certification and factors influencing pesticide application; questions dealing with irrigation, toxic waste handling and water testing practices; and finally, questions dealing with the development and implementation of whole farm environmental plans.

Sustainable development and environmental health are priorities of the agriculture sector. Canadian farmers are actively involved in environmental initiatives and are adopting farming practices that minimize risk to air, water and soil, and contribute to the conservation of biodiversity. The 2001 Farm Environmental Management Survey, conducted in March 2002, was carried out on behalf of Agriculture and Agri-Food Canada to measure current farm environmental initiatives and farming practices.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Zoltan Somogyi (613-951-8718) or Michele Lapointe (613-951-0693), Agriculture Division. ■

## **Stocks of frozen poultry meat**

October 1, 2002 (preliminary)

Stocks of frozen poultry meat in cold storage on October 1 totalled 76 972 metric tonnes, down 2.2% from October 1, 2001.

**Available on CANSIM: tables 003-0023 and 003-0024.**

For more information, or to enquire about the concepts, methods or data quality of this release, contact Sandra Gielfeldt (613-951-2505; [Sandy.Gielfeldt@statcan.ca](mailto:Sandy.Gielfeldt@statcan.ca)), Agriculture Division. ■

## **Challenges for the performing arts**

1998/99

The show goes on for more than 600 performing arts companies in Canada, despite financial deficits, dwindling government support and competition for the public's limited entertainment dollar, according to a new study.

The article, "Facing the challenge: Performing arts in the 1990s," published in the latest issue of *Focus*

*on culture*, shows that about 75 companies went out of business or became temporarily inactive every year throughout the 1990s, an indication of a cash crunch in the performing arts industry.

Even so, new companies were still forming and, in 1998/99, there were still 625 companies encompassing the four main disciplines: theatre, music, dance and opera. This was down from a record high of 682 companies in 1997/98.

The fiscal year 1998/99 was a successful year for many companies. On average, operating revenue for each company amounted to \$758,615, up 21% from 1997/98. The increase halted a five-year slide in which operating revenues per company fell at an average annual pace of 3%.

Throughout the 1990s, the survival of most companies depended on continuing to attract funds from a diversity of sources. With declines in government support, earned revenue and public sources became more crucial.

Earned revenue, from ticket sales and other sources, accounted for one-half of the total operating revenues of \$474.1 million in 1998/99, up from 47% in 1991/92.

Private sector donations accounted for 20% of the total in 1998/99, up from only 16%. On the other hand, government grants accounted for only 30% of total operating revenue, down from 36% in 1991/92.

The four disciplines did not all benefit equally from the increase in private sector funding. Such funding for theatre companies almost doubled throughout the 1990s, but increased only 26% for opera companies.

At the same time, opera companies relied on the private sector for 27% of their total budget, whereas

theatre companies relied on it for only 17%. More than one-half (55%) of theatre revenues came from earned revenues, such as ticket sales.

Attempts to increase earnings were hampered by a decline in audience attendance. Total attendance dropped 5% from 1991/92 to 1998/99. Opera companies suffered a 9% drop in attendance, followed by music companies (-7%), theatre (-4%) and dance (-1%).

To keep costs down, many companies cut back on performances. On average, each company offered 67 performances in 1998/99, compared with 78 in 1991/92. Even so, performing arts institutions continued to face costs that rose faster than revenues.

Except for theatre, the 34 largest performing arts companies in Canada registered a deficit in 1998/99, and these companies were responsible for 99% of the reported deficit. Debt management is a huge challenge for these companies.

The article "Facing the challenge: Performing arts in the 1990s" is now available in *Focus on culture*, Vol. 14, no. 1 (87-004-XIE, \$7/\$20; 87-004-XPB, \$9/\$27). See *How to order products*.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Marie Lavallée-Farah (613-951-1571; [marie.lavallee-farah@statcan.ca](mailto:marie.lavallee-farah@statcan.ca)), Culture Statistics Program.

For more information on *Focus on culture*, contact Client Services (1-800-307-3382; [cult.tourstats@statcan.ca](mailto:cult.tourstats@statcan.ca); fax: 613-951-9040) or Mary Cromie (613-951-6864; [mary.cromie@statcan.ca](mailto:mary.cromie@statcan.ca); fax: 613-951-2909), Culture Statistics Program. ■

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**Steel wire and specified wire products**, August 2002,  
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**Focus on culture**, Vol. 14, no. 1  
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**Focus on culture**, Vol. 14, no. 1  
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