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The Daily

Statistics Canada

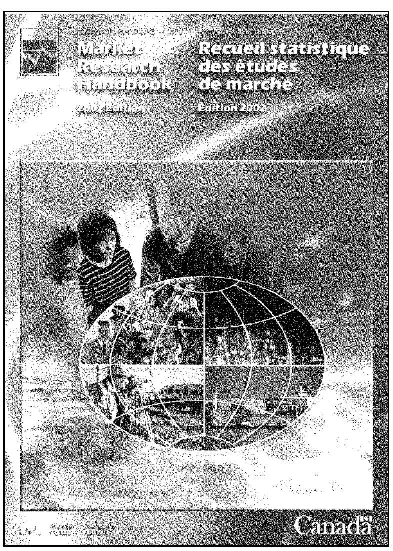
Wednesday, November 13, 2002
Released at 8:30 am Eastern time

MAJOR RELEASES

There are no major releases today.

OTHER RELEASES

(continued on page 2)



Market research handbook

2002 edition

The 2002 edition of the *Market research handbook* is now available. Since 1975, this handbook has been an authoritative source of socio-economic information reflecting key characteristics of local and national markets. By providing accurate and timely statistics on the changing demographics, standards of living, and economic characteristics of Canadian society, this product helps businesses locate target markets, track their market share, and assess their competitive position.

Including the latest data from the 2001 Census and a wide range of other surveys, the 2002 edition incorporates a number of features designed to make it more user-friendly. Features include a user's guide, annotated charts to reveal salient trends, help lines for each of the data sources, and references to CANSIM.

The *Market research handbook* (63-224-XIB, $94; 63-224-XPB, $125) is now available. See *How to order products*. For general information about this publication, see the product description on Statistics Canada's website (*www.statcan.ca*). From the home page, choose *Our products and services*, then click on the banner ad for the *Market research handbook*. For more information, contact the Small Business and Special Surveys Division at 1-877-679-2746.

OTHER RELEASES

Non-residential building construction price indexes
Third quarter 2002

The composite price index (1997=100) for non-residential building construction in the third quarter was 115.4, up 0.3% from the second quarter and 1.6% from the third quarter of 2001, reflecting a healthy non-residential building construction sector.

Edmonton's index rose 0.8% from the second quarter, followed by Calgary (+0.6%), Halifax and Toronto (both +0.4%), and Montréal, Ottawa and Vancouver (all +0.3%).

Compared with the third quarter of 2001, Montréal had the highest change (+2.6%), followed by Calgary (+2.4%), Edmonton (+2.2%), Halifax (+1.5%), Toronto (+1.2%) and Ottawa and Vancouver (both +1.1%).

Non-residential building construction price indexes
(1997=100)

	Third quarter 2002	Third quarter 2001 to third quarter 2002	Second quarter to third quarter 2002
		% change	
Composite	**115.4**	**1.6**	**0.3**
Halifax	107.2	1.5	0.4
Montréal	113.7	2.6	0.3
Ottawa	116.4	1.1	0.3
Toronto	119.4	1.2	0.4
Calgary	116.3	2.4	0.6
Edmonton	115.0	2.2	0.8
Vancouver	107.7	1.1	0.3

Note: Non-residential building construction price indexes provide an indication of changes in construction costs in seven major urban areas (Halifax, Montréal, Ottawa, Toronto, Calgary, Edmonton and Vancouver). Three construction categories — industrial, commercial and institutional buildings — are represented by selected models (a light factory building, an office building, a warehouse, a shopping centre and a school).

Besides the major urban areas and composite indexes, a further breakdown of the changes in costs is available by trade group — structural, architectural, mechanical and electrical — within the building types. These price indexes are derived from surveys of general and special trade group contractors. They report data on various categories of costs (material, labour, equipment, taxes, overhead and profit) relevant to the detailed construction specifications included in the surveys.

Available on CANSIM: tables 327-0039 and 327-0040.

The third quarter 2002 issue of *Capital expenditure price statistics* (62-007-XPB, $24/$79) will be available in December. See *How to order products*.

For more information, or to enquire about the concepts, methods and data quality of this release, contact Louise Chaîné (613 951-9606; fax: 613 951-1539; *infounit@statcan.ca*), Prices Division. ■

Dairy statistics
September 2002 and October 2002 (preliminary)

Monthly dairy statistics for September and October are now available.

Canadians purchased 2.9 million kilolitres of milk and cream during the 2001/02 dairy year. Sales of milk, at 2.7 million kilolitres, have declined slightly from the 2000/01 dairy year. Cream sales, which totalled 225 000 kilolitres, remained buoyant and registered an increase of 4.4%. A dairy year runs from August to July.

Available on CANSIM: tables 003-0007 to 003-0012, 003-0029, 003-0033, 003-0034 and 003-0046.

The third quarter 2002 issue of *The Dairy Review* (23-001-XIB, $27/$89) will be released in November. 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. ■

Telecommunications statistics
Second quarter 2002

After spending many years building networks, broadening their customer base and generating low profits, the wireless segment of the telecommunications industry has significantly improved its financial performance in the first half of 2002.

The quarterly operating profits of this segment reached an all-time high of $309.8 million in the second quarter, topping the $300 million mark, after surpassing $200 million for the first time in the first quarter.

This performance is in sharp contrast with that of the previous three years. Combined operating profits from 1999 to 2001 were $22.6 million, representing a profit margin of less than 1.0%. During that period, the wireless segment sustained operating losses in 6 of 12 quarters, and the quarterly profit margin of the segment exceeded 5.0% only once (in the second quarter of 2001).

The improved financial performance of the wireless segment is largely the result of continued strong growth in subscriptions and revenues. The number of subscribers to wireless services was up 17.5 % from the second quarter of 2001, and revenues rose 14.9%.

The industry has been able to absorb these new customers without significantly increasing its operating costs. These costs were up 4.1% from the second quarter of 2001. Labour and depreciation expenses accounted for a declining share of operating revenues, an indication that the broader customer base is having an impact on the industry's efficiency. Labour expenses represented 11.0% of revenues in the second quarter, compared with 11.9% and 12.0% in the second quarters of 2001 and 2000, respectively. Similarly, depreciation expenses represented 18.4% of revenues in the second quarter of 2002, compared with 19.6% in 2001 and 19.0% in 2000.

While the profits of the wireless segment are rising, those of the wireline segment are declining.

The wireline segment of the industry has steadily generated profit margins ranging from 18% to 22% from 1999 to 2001. This segment remained profitable in the first half of 2002, but the 13.4% profit margin of the second quarter was well below the 19.5% average from 1999 to 2001. It was also the first time that the profit margin of this segment fell below the profit margin generated by the wireless segment.

The decline in revenues is likely responsible for the reduced profitability. Revenues in the second quarter were down 2.3% from the second quarter of 2001. This was the third year-over-year decline in revenues in the last four quarters. The effects of competition on pricing, the loss of lines as a result of increased high-speed Internet penetration, and the apparent substitution of fixed access by wireless access have affected the revenue growth of this segment.

In the second quarter, investments by the industry were down 17.7% from the second quarter of 2001. Both the wireless and wireline segments of the industry reduced their investments. This was the third year-over-year decline of capital expenditures in the last four quarters, suggesting that the industry has sufficient network capacity to meet the current and anticipated level of demand for services.

Note: Operating profits here are defined as operating revenues less operating expenses (including depreciation and amortization) and therefore measure earnings before interest, taxes, non-operating and non-recurring items. This measure is used as an indicator of the operating performance of the industry. These data are not necessarily comparable to different measures of profits published elsewhere.

Information on methods and data quality available in the Integrated Meta Data Base: survey number 2721.

The second quarter 2002 issue of *Quarterly telecommunications statistics*, Vol. 25, no. 2 (56-002-XIE, $21/$40) 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 Heidi Ertl (613-951-1891) or Jo Anne Lambert (613-951-6673), Science, Innovation and Electronic Information Division. ■

NEW PRODUCTS

Market research handbook, 2002
Catalogue number 63-224-XIB ($94).

Market research handbook, 2002
Catalogue number 63-224-XPB ($125).

Update on family and labour studies
Catalogue number 89-001-XIE
(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 -XCB are electronic versions on compact disc.

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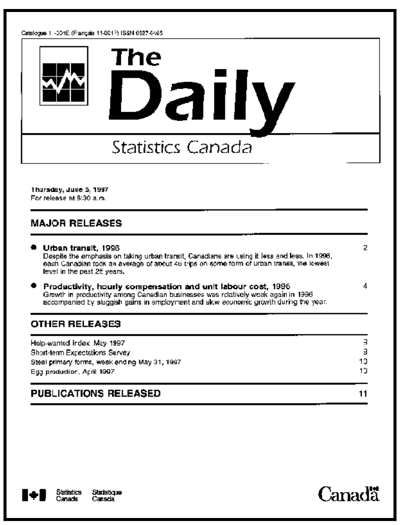
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Statistics Canada

Thursday, June 5, 1997
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MAJOR RELEASES

- **Urban transit, 1996** 2
  Despite the emphasis on taking urban transit, Canadians are using it less and less. In 1996, each Canadian took an average of about 46 trips on some form of urban transit, the lowest level in the past 25 years.
- **Productivity, hourly compensation and unit labour cost, 1996** 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.

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