

Statistics Canada

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MAJOR RELEASES

- Labour productivity, hourly compensation and unit labour cost, first
 quarter 2003
 Labour productivity in the business sector fell slightly in the first quarter, the third consecutive
 decline, as the growth in hours worked outpaced gains in economic output.
- New motor vehicle sales, April 2003 In April, the number of new motor vehicles sold declined for a second consecutive month. Sales fell 3.8% from March and reached the level they were at before the exceptional growth in the fall of 2001.

OTHER RELEASES

- Steel pipe and tubing, April 2003

 Dairy statistics, April 2003

 Food consumption, 2002

 Rural and urban educational attainment: Patterns and trends, 1981 to 1996

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MAJOR RELEASES

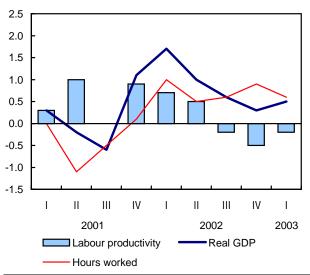
Labour productivity, hourly compensation and unit labour cost

First quarter 2003

In spite of a slight strengthening in economic activities, business sector productivity fell a slight 0.2% in the first quarter compared with the fourth quarter of 2002. This was the third consecutive decline after six quarters in which labour productivity either increased or remained stable. This represents the longest series of declines since the recession in the early 1990s.

Productivity in business sector declined for the third consecutive quarter

Quarterly % change



Since the third quarter of 2002, the growth in hours worked in the business sector has outpaced the output growth, causing these three consecutive quarterly declines in productivity. Hours worked have maintained a steady increase since the second quarter of 2002. Over the same period, output growth slowed, but then increased slightly in the first quarter of 2003.

Similar growth in output but a divergence in productivity performance in Canada and the United States

In the first quarter, production grew at the same rate in Canadian and American businesses. This 0.5%

Note to readers

With this release, the detailed data on productivity and other related variables are revised going back to the first quarter of 1999. The revised productivity estimates incorporate the 1999-to-2002 revisions to the National Economic and Financial Accounts that were released May 30. An article outlining these revisions can be found in the electronic document Canadian Economic Accounts Quarterly Review (13-010-XIE, free).

The quarterly productivity estimates provide a preliminary indication of recent productivity trends in the Canadian economy. These data are produced on the basis of preliminary gross domestic product (GDP) estimates, which are eventually revised when additional and more precise information on the National Accounts becomes available. This revision cycle lasts four years. The revisions that are published today therefore go back to 1999

In this release, the use of the term 'productivity' refers to labour productivity. Calculations of the productivity growth rate and its related variables are based on index numbers rounded to one decimal place.

Labour productivity is the ratio of output to labour input (hours worked). Quarterly estimates of productivity are derived from a Fisher chained index of the GDP, or of the value added, in the business sector. Economic performance as measured by labour productivity must be interpreted carefully, since these estimates reflect changes in other factors of production in addition to the growth in productive efficiency.

Labour compensation includes all payments in cash or in kind made by domestic producers to persons as remuneration for work. This includes salaries and supplementary labour income of paid workers, plus an imputed labour income of self-employed workers.

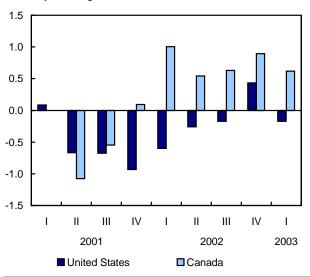
Unit labour cost is the labour cost per unit of output. It is calculated as the ratio of labour compensation to real value added. It is also the equivalent of the ratio of labour compensation per hour worked to labour productivity. The unit labour cost will increase when hourly compensation rises faster than labour productivity.

quarterly increase put an end to the gradual deceleration that started in the first quarter of 2002 in Canada and the third quarter of 2002 in the United States. Consumer spending and residential capital investments were largely responsible for the production growth in the two countries.

The performance of the Canadian job market, however, has been much better than the sluggish American job market over the last two years. Hours worked in Canada increased 0.6%, the sixth consecutive quarterly increase. This rate was about equal to the average seen over the past year (+0.7%).

Hours worked in Canada have maintained their pace over the last five quarters

Quarterly % change



In contrast, hours worked in American businesses declined 0.6% in the first quarter, after increasing slightly (+0.4%) in the fourth quarter of 2002. Apart from this fourth-quarter increase, hours worked have declined in the United States since the second quarter of 2001.

As a result of falling output growth but continued growth in the hours worked, Canada's growth in productivity remained anemic in the first quarter. Meanwhile, in the United States, productivity growth was up 0.6%, primarily because of a decrease in hours worked. The difference between Canadian and American productivity growth rates for the first quarter is attributable to differences in labour market performance, since the production growth rate was identical in both countries.

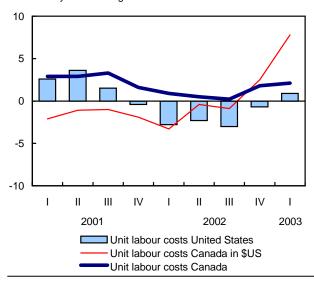
Unit labour cost increases dramatically in Canada because of the appreciation of the exchange rate

From one year to the next, the first-quarter growth in hourly remuneration in the business sector has continued to increase moderately in Canada and the United States. While growth of hourly compensation slowed slightly in Canada in the first quarter, it continued at the same pace as in the previous quarter in the United States.

The year-over-year increase in unit labour costs picked up in the last two quarters; before that, it had been decelerating gradually since the third quarter of 2001. In the United States, the unit labour costs increased in the first quarter of 2003, interrupting a series of five consecutive declines.

The appreciation of the Canadian dollar resulted in widening of labour costs in United States's favour

Year-over-year % change



When expressed in US dollars, Canadian unit labour costs increased much more dramatically in the first quarter. As a consequence of the 5.3% increase in the value of the Canadian dollar in the first quarter compared with the first quarter of 2002, US businesses saw their unit costs decline relative to their Canadian competitors in the first quarter. Measured in American dollars, unit labour costs rose dramatically by 7.8% in Canada, compared with only 0.9% in the United States in the first quarter on an annual basis.

With the exception of 2002, recent revisions in Canada havereduced the Canada-US productivity gap

The data published today have incorporated the revisions of gross domestic product in Canada for the last four years. Additional revisions to US data will be published in September. In the last four years, the United States have revised their preliminary productivity estimates downward substantially, while Canada has revised its estimates upward (see the September 13, 2002 issue of *The Daily*).

Once again this year, Canadian data were generally revised upward. The 1999–2002 revisions have had the effect of increasing Canada's productivity growth rate for 2000 and 2001 and reducing it for 2002; the growth rate for 1999 was not affected.

Comparison of annual labour productivity growth in the business sector before and after revision

	Canad	Canada			
	Before revision	After revision			
	anr	annual % change			
1987–2001 1995–2000 1996–2001 1999 2000 2001 2002	1.4 1.8 2.0 2.9 2.1 0.8 2.2	1.5 2.0 2.3 2.9 3.1 1.2 1.8	1.8 2.7 2.3 2.6 3.0 1.1 4.8		

Source: US data are fron the Bureau of labor Statistics, Productivity and Costs — First quarter 2003, published in NEWS, June 4.

In 2000, the productivity growth rate in Canada was revised upward, increasing from 2.1% to 3.1%. This revision leaves Canada's productivity growth slightly higher than the growth rate in the United States (3.0%) for the same year. The Canadian rate was also revised upward in 2001, resulting in a reduction in the gap from -0.3 percentage points in favour of the United States to +0.1 percentage points in favour of Canada..

In contrast, productivity growth in Canada for 2002 has been revised down from 2.2% to 1.8%, increasing the gap with US businesses from 2.6 to 3.0 percentage points. While these revised data suggest that Canada has trailed the United States in productivity and unit labour cost performance in 2002, this result should be treated with caution because of the nature of the revisions that have been occurring.

During the second part of the 1990s, the two countries experienced strong economic growth, partly because of the information and communications

technology revolution. The impact of Canadian revisions over this period is therefore of interest.

The impact of the revisions depends on the time period under study. The average annual growth rate from 1996 to 2001 in Canada has been revised up from 2.0% to 2.3% and is now the same as the rate in the United States. However, from 1995 to 2000, Canada's revisions move the annual average productivity growth rate up from 1.8% to 2.0% compared with 2.7% in the United States. Finally, over the entire period from 1987 to 2001, the average annual gap in favour of the United States remains, but is revised down from 0.4 to 0.3 percentage points. Estimates of recent short-run changes are more volatile than estimates of changes over a longer time horizon. A more comprehensive examination of long-term differences in Canada–US productivity rates will be released in early July.

Available on CANSIM: table 383-0008.

Definitions, data sources and methods: survey number 1402.

A technical note on quarterly estimates of labour productivity is available on request. To order a copy, send an e-mail message to productivity.measures@statcan.ca.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Jean-Pierre Maynard (613-951-3654; Fax: 613-951-3292; maynard@statcan.ca), Micro-Economic Analysis Division.

Business sector: Labour productivity and related variables for Canada and the United States

	First quarter 2001	Second quarter 2001	Third quarter 2001	Fourth quarter 2001	First quarter 2002	Second quarter 2002	Third quarter 2002	Fourth quarter 2002	First quarter 2003
		% change from previous quarter, seasonally adjusted							
Canada									
Labour Productivity Real GDP Hours worked Hourly compensation Unit labour cost Exchange rate ¹ Unit labour cost in US\$	0.3 0.3 0.0 1.2 0.9 0.1 0.7	1.0 -0.2 -1.1 1.3 0.3 0.9 -0.6	0.0 -0.6 -0.5 0.8 0.9 0.3	0.9 1.1 0.1 0.6 -0.4 2.2 -2.5	0.7 1.7 1.0 0.9 0.2 0.9 -0.7	0.5 1.0 0.5 0.3 -0.2 -2.5 2.4	-0.2 0.6 0.6 0.4 0.6 0.6 0.0	-0.5 0.3 0.9 0.6 1.2 0.4 0.8	-0.2 0.5 0.6 0.3 0.5 -3.8 4.4
United States									
Labour Productivity Real GDP Hours worked Hourly compensation Unit labour cost	-0.3 -0.2 0.1 0.7 1.1	-0.1 -0.7 -0.7 0.1 0.2	0.4 -0.2 -0.7 0.2 -0.3	1.9 0.9 -0.9 0.4 -1.5	2.0 1.4 -0.6 0.7 -1.2	0.5 0.1 -0.3 1.1 0.6	1.4 1.3 -0.2 0.5 -0.9	0.1 0.4 0.4 0.9 0.8	0.6 0.5 -0.2 1.0 0.3
	First quarter 2001	Second quarter 2001	Third quarter 2001	Fourth quarter 2001	First quarter 2002	Second quarter 2002	Third quarter 2002	Fourth quarter 2002	First quarter 2003
		% c	hange from s	same quartei	of previous	year, seasor	ally adjusted	t	
Canada									
Labour Productivity Real GDP Hours worked Hourly compensation Unit labour cost Unit labour cost in US\$	0.6 3.1 2.4 3.5 2.9 -2.1	1.3 1.8 0.5 4.2 2.9 -1.1	0.7 -0.2 -0.9 4.1 3.3 -1.0	2.2 0.7 -1.5 4.0 1.6 -1.9	2.7 2.1 -0.5 3.6 0.9 -3.3	2.2 3.2 1.1 2.6 0.5 -0.4	2.0 4.4 2.3 2.2 0.2 -0.9	0.5 3.6 3.1 2.2 1.8 2.5	-0.4 2.4 2.7 1.7 2.1 7.8
United States									
Labour Productivity Real GDP Hours worked Hourly compensation Unit labour cost	1.9 1.4 -0.5 4.5 2.6	0.2 -0.7 -0.9 3.9 3.6	0.5 -1.0 -1.5 2.0 1.5	1.9 -0.3 -2.2 1.5 -0.4	4.3 1.4 -2.8 1.4 -2.8	4.8 2.3 -2.5 2.4 -2.3	5.9 3.8 -1.9 2.7 -3.0	4.0 3.4 -0.6 3.3 -0.7	2.6 2.4 -0.2 3.5 0.9

The exchange rate corresponds to the US dollar value expressed in canadian dollars.
Source: US data are from Bureau of Labor Statistics, Productivity and costs - First quarter 2003 published in NEWS, June 4.

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New motor vehicle sales

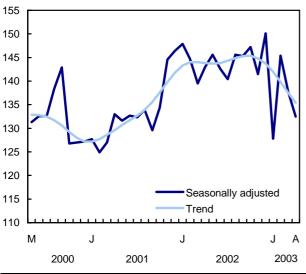
April 2003

In April, the number of new motor vehicle sold declined for a second consecutive month. Sales fell 3.8% from March and reached the level they were at before the exceptional growth in the fall of 2001

Dealerships sold 132,464 new vehicles in April, down 5,279 units from March. This was primarily the result of a weak demand for passenger cars, which accounted for three-quarters of the drop. April's decline in sales occurred despite available incentives. A number of factors may have, at least in part, shaken consumer confidence, including the impact of the SARS outbreak and uncertainty due to the war in Irag.

New motor vehicle sales decline for the second month in a row

'000 units



The trend in new motor vehicle sales seems to have been following a downward movement in the past few months, despite sizable month-to-month fluctuations. However, based on preliminary figures from the auto industry, it is estimated that the number of new motor vehicles sold rebounded more than 8% in May, recovering much of the ground lost in March and April. Passenger cars and trucks both contributed to the increase. These fluctuations make it difficult to interpret the current direction of sales for passenger cars and

Note to readers

All data in this release are seasonally adjusted unless otherwise indicated. Seasonally adjusted provincial data from January 1991 are available on CANSIM.

Passenger cars include those used for personal and commercial purposes, such as taxis or rental cars. **Trucks** include minivans, sport-utility vehicles, light and heavy trucks, vans and buses.

North American-built new motor vehicles include vehicles manufactured or assembled in Canada, the United States or Mexico. All other new motor vehicles are considered to have been manufactured overseas.

For reasons of confidentiality, data for Yukon, the Northwest Territories and Nunavut are included with those for British Columbia

trucks. Trucks include minivans, sport-utility vehicles, light and heavy trucks, vans and buses.

New motor vehicles sales have remained at a high level throughout 2002. Previously, sales went through a period of sustained growth during most of 2001.

Passenger car sales decline more than truck sales

Dealer promotions in April were not enough to prevent a slump in overall sales, with passenger car sales falling by at least twice the rate of truck sales.

In April, passenger car sales totalled 71,474 units, down 5.2% from March, when sales had also declined (-5.5%). Sales in April were at the lowest monthly level since April 2001, when 71,145 vehicles were sold. This slump was mostly attributable to weak sales of overseas-built cars, which dropped 9.3%; sales of North American-built cars dropped only 3.3%. For the latter category, available incentives may have moderated the decline.

New passenger car sales have been following a downward movement in the past few months. Previously, sales remained at a high level throughout most of 2002, following an upward movement that started early in 2001.

The number of new trucks sold in April totalled 60,989 units. This was down 2.2% from March, when sales had also declined (-5.1%). This second consecutive drop brings new truck sales to their second lowest level in the past 18 months, after January 2003.

In recent months, new truck sales have been following a downward movement, after moving upward since the summer of 2002. Previously, sales had remained generally stable for the first half of 2002.

Newfoundland and Labrador stands apart

New motor vehicle sales declined in April in all provinces for the second month in a row, except Newfoundland and Labrador.

Newfoundland and Labrador had the only upswing in sales in April (+2.5%) from March, when sales had dropped 5.8%. New motor vehicle sales in Newfoundland and Labrador have remained generally stable since the fall of 2001. Previously, sales had followed an upward trend since the start of 2001.

New motor vehicle sales in April decreased in all the other provinces, falling by more than the national average in Ontario (-5.4%), Prince Edward Island (-5.6%) and Saskatchewan (-11.5%).

Available on CANSIM: tables 079-0001 and 079-0002.

Definitions, data sources and methods: survey number 2402.

The April 2003 issue of *New motor vehicle sales* (63-007-XIB, \$13/\$124) will be available soon. See *How to order products*.

For general information or to order data, contact Client Services (1-877-421-3067; 613-951-3549; retailinfo@statcan.ca). To enquire about the concepts, methods or data quality of this release, contact Clérance Kimanyi (613-951-6363; clerance.kimanyi@statcan.ca), Distributive Trades Division.

	April 2002	March 2003 ^r	April 2003 ^p	April 2002	March		
	2002	2003	2003 ^p	2002 to	to April		
				April 2003	2003		
		Se	easonally adjusted				
	N	umber of vehicles		% change			
New motor vehicles	143 028	137 743	132 464	-7.4	-3.8		
Passenger cars	77 596	75 406	71 474	-7.9	-5.2		
North American ¹	54 465	51 676	49 952	-8.3	-3.3		
Overseas	23 131	23 731	21 522	-7.0	-9.3		
Trucks, vans and buses	65 432	62 337	60 989	-6.8	-2.2		
New motor vehicles	0.070	4.050	0.000	0.4	0.0		
Newfoundland and Labrador Prince Edward Island	2 073 411	1 959 394	2 008 372	-3.1 -9.5	2.5 -5.6		
Nova Scotia	3 935	3 728	3 654	-9.5 -7.1	-3.0 -2.0		
New Brunswick	3 473	3 064	2 967	-14.6	-3.2		
Quebec	34 892	35 539	34 589	-0.9	-2.7		
Ontario	57 918	55 449	52 480	-9.4	-5.4		
Manitoba	4 101	3 789	3 761	-8.3	-0.7		
Saskatchewan	3 473	3 484	3 082	-11.3	-11.5		
Alberta	16 849	15 912	15 586	-7.5	-2.0		
British Columbia ²	15 903	14 425	13 964	-12.2	-3.2		
	April 2002	March 2003	April 2003 ^p	April 2002 to April 2003			
	N	umber of vehicles		% change			
New motor vehicles	167,558	148,922	152,967	-8.7			
Passenger cars	95,304	79,385	86,793	-8.9			
North American ¹	66,005	55,863	59,729	-9.5			
Overseas	29,299	23,522	27,064	-7.6			
Trucks, vans and buses	72,254	69,537	66,174	-8.4			
New motor vehicles							
Newfoundland and Labrador	2,715	2,185	2,742	1.0			
Prince Edward Island	471 5 179	365	415	-11.9			
Nova Scotia New Brunswick	5,178 4,570	4,002 3,559	4,826 3,707	-6.8 -18.9			
New Brunswick Quebec	4,570 45,661	3,559 39,456	43,846	-18.9 -4.0			
Ontario	64,663	59,863	57,409	-11.2			
Manitoba	4,548	3,927	4,107	-9.7			
Saskatchewan	3,912	3,686	3,457	-11.6			
Alberta	18,742	16,654	17,415	-7.1			
British Columbia ²	17,098	15,225	15,043	-12.0			

Revised figures.

Preliminary figures.

Manufactured or assembled in Canada, the United States or Mexico.
Includes Yukon, the Northwest Territories and Nunavut.

OTHER RELEASES

Steel pipe and tubing

April 2003

Data on production and shipments of steel pipe and tubing are now available for April.

Available on CANSIM: table 303-0003.

Definitions, data sources and methods: survey number 2105.

The April 2003 issue *Production and shipments of steel pipe and tubing*, Vol. 27, no. 4 (41-011-XIB,\$5/\$47) is now available. See *How to order products*.

For more information, to enquire about the concepts. methods or data quality this release, contact the dissemination officer (1-866-873-8789; 613-951-9497; manufact@statcan.ca), Manufacturing, Construction and Energy Division.

Dairy statistics

April 2003 (preliminary)

Canadian dairy farmers sold over 626 000 kilolitres of milk and cream to dairies in April, down 1% from April 2002.

Definitions, data sources and methods: survey numbers, including related surveys, 3430, 3431 and 3432.

The April–June 2003 issue of *The dairy review* (23-001-XIB, \$27/\$89) will be available in August. See *How to order products*.

For more information, to order data, 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.

Food consumption

2002

Canadians are including more cereal products, low-fat milk, cream and poultry in their diets, according to data on the amount of food consumed. New experimental data, based on estimates of food available for consumption, have been adjusted to account for retail, household, cooking and plate loss.

Canadians are eating more pasta, bakery products and cereal-based snacks. This hefty demand has resulted in the consumption of grain-based products reaching 65.6 kilograms per person in 2002, up substantially from 53.3 kilograms per person a decade ago.

Lower-fat milks still appear to be the popular choice among consumers over higher-fat milk. Canadians are drinking 26.7 fewer litres per person of higher-fat milk than they did 30 years ago. Lower-fat varieties such as 1% and skim milk continue to grab higher market shares.

However, Canadians have not abandoned higher-fat products entirely. Cream continues to show a surge in popularity, as consumption in 2002 reached 5.3 litres per person, up just over 1 litre per person from a decade ago. This growth is in line with the increasing consumption of coffee in recent years, especially from food service establishments.

Red meat consumption totalled 27.1 kilograms per person in 2002, down from 27.6 kilograms in 2001. This decrease is due mainly to declining beef and pork consumption. Beef consumption fell 2.2% to 13.3 kilograms per person. Pork consumption, at just over 12.0 kilograms per person in 2002, dropped 2.5% from 2001. A surge in exports, fuelled by strong demand for Canadian pork in the United States and Japan, offset increased supplies.

In 2002. poultry consumption reached 13.6 kilograms per person. up 23.5% from a decade ago. Each Canadian consumed more than 11.0 kilograms of chicken. The ongoing popularity of easy-to-prepare and ready-to-eat chicken products with time conscious consumers has contributed to the overall increased intake of chicken. Despite the growth in chicken consumption, beef remains the most popular choice of meat for Canadians.

According to new waste-adjusted nutrient consumption data available up to 2001, Canadians are consuming more of most nutrients. Energy consumed jumped 16.7% from 1991 to 2001 as consumption of cereals (primarily wheat-based products), along with oils and fats, rose sharply. Carbohydrates consumed escalated 15.3%, while fat intake climbed 22.5%. Protein levels, with meat remaining the major source, have also risen since the mid-1990s.

Available on CANSIM: tables 002-0010, 002-0011 and 002-0019.

Definitions, data sources and methods: survey numbers, including related surveys, 3407, 3430 and 3475.

More detailed information will be available from the *Canada food stats CD-ROM* (23F0001XCB, \$75/\$120), available soon. This is an easy-to-use system that provides access to a broad spectrum of data, preformatted reports and articles on food and the food industry.

Food Statistics, Vol. 2, no. 1 (21-020-XIE, free) is now available on Statistics Canada's website. From the Our products and services page, under Browse our Internet publications, choose Free, then Agriculture. Food consumption in Canada, Part I (32-229-XIB, \$26) will also 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 Conrad Ogrodnik (1-800-465-1991; 613-951-2860; fax: 613-951-3868), Agriculture Division.

Rural and urban educational attainment: Patterns and trends

1981 to 1996

Educational attainment improved steadily in Canada from 1981 to 1996, but the gap between Canada's urban and rural regions persisted, according to a new analysis bulletin.

Using census data, the bulletin found a mixed pattern of educational attainment. On average, rural regions did not close their educational gap with the more urbanized regions during the 15-year period.

However, within both rural and urban areas, the disparities decreased among census divisions, which are equivalent to counties and regional municipalities. Thus, the most disadvantaged census divisions were less disadvantaged, relatively, at the end of the 15-year period.

In terms of the share of the population with less than Grade 9 education, the rural-urban gap closed considerably. But by 1996, individuals with only primary level education were more concentrated in rural areas.

The share of the population with some post-secondary education increased in all regions. Again, the gap between urban and rural persisted but, importantly, the relative concentration in urban areas did not increase. Thus, rural areas were able to increase at the same pace as urban areas over the 15-year period.

Across census divisions, educational attainment showed a marked pattern. First, higher levels of educational attainment remain associated with cities.

More generally, an educational divide exists in Canada. That is, higher educational attainment was found in the southern and western regions of Canada, and a lower level of educational attainment was found in northern and eastern regions of Canada.

The role and potential of educational enhancement strategies for communities and regions, and in particular for rural and remote regions, is a thorny issue. On the one hand, education has a crucial role to play in community development. On the other hand, some areas face several challenges in enhancing their level of human capital.

The Rural and small town Canada analysis bulletin, Vol. 4, no. 5, titled Rural and urban educational attainment: An investigation of patterns and trends, 1981–1996 (21-006-XIE, free) is now available on Statistics Canada's website (www.statcan.ca). From the Our products and services page, under Browse our Internet publications, choose Free, then Population and demography.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Alessandro Alasia (613-951-1204; alessandro.alasia@statcan.ca), Agriculture Division. ■

NEW PRODUCTS

Rural and small town Canada analysis bulletin, 1981–1996, Vol. 4, no. 5 Catalogue number 21-006-XIE (free).

Food statistics, 2002, Vol. 2, no. 1 Catalogue number 21-020-XIE (free).

Production and shipments of steel pipe and tubing, April 2003, Vol. 27, no. 4

Catalogue number 41-011-XIB (\$5/\$47).

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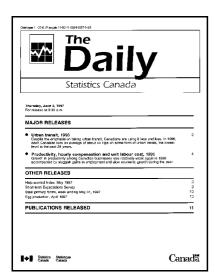
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