

# Statistics Canada

Friday, May 14, 2004

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### **MAJOR RELEASES**

- Monthly Survey of Manufacturing, March 2004 Factory floors were humming in March as manufacturers posted broad-based gains. Shipments soared 3.4% to \$47.7 billion, inventories continued to accumulate and manufacturers' backlog of unfilled orders climbed for the third straight month.
- Film, video and audio-visual distribution, 2002/03
  Canadian films and videos garnered more sales at home and abroad in 2002/03 as total revenues hit another record high for film distributors and video wholesalers.

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### **MAJOR RELEASES**

## Monthly Survey of Manufacturing

Factory floors were humming in March as manufacturers posted broad-based gains. Shipments soared 3.4% to \$47.7 billion, inventories continued to accumulate and manufacturers' backlog of unfilled orders climbed for the third straight month.

March's big boost in shipments, coupled with the small rise in inventories, triggered a sharp drop in the inventory-to-shipment ratio. From February's 1.27, the ratio fell to 1.23 in March, a nine-year low. The ratio is a key measure of the time, in months, that would be required in order to exhaust inventories if shipments were to remain at their current level.

## Provinces and territories post big gains across the board

Healthy gains were reported by all provinces and the territories in March. Ontario led the pack with shipments of \$24.8 billion, up \$799 million (+3.3%). Motor vehicle, fabricated metal products and primary metals manufacturing contributed to the third increase in shipments in the last four months.

Quebec and British Columbia posted increases of \$210 million (+1.9%) and \$145 million (+4.6%) respectively. In Quebec, shipments were \$11.2 billion in March, bolstered by large orders shipped in the primary metals and wood products industries.

### Manufacturing shipments, provinces and territories

February	March	February to
2004 <sup>r</sup>	2004 <sup>p</sup>	March
		2004
seasona	lly adjusted	
\$ millions		% change
46,152	47,708	3.4
236	243	2.9
124	128	2.9
695	754	8.5
1,093	1,166	6.7
11,030	11,240	1.9
23,997	24,796	3.3
974	1,024	5.1
725	796	9.7
4,088	4,226	3.4
3,184	3,329	4.6
1	1	16.1
5	5	6.0
	2004r seasona \$ millions 46,152 236 124 695 1,093 11,030 23,997 974 725 4,088 3,184 1	2004 <sup>r</sup> 2004 <sup>p</sup> seasonally adjusted  \$ millions  46,152 47,708  236 243 124 128 695 754 1,093 1,166 11,030 11,240 23,997 24,796 974 1,024 725 796 4,088 4,226 3,184 3,329 1 1

r Revised data.

### Note to readers

Starting with the January 2004 release, estimates of shipments, inventories and orders have been revised back to January 1999. Although the historical month-to-month movements were preserved, there were adjustments made to the levels of the Monthly Survey of Manufacturing (MSM).

These adjustments were as a result of several factors: the use of new and revised data; updates to the industrial classification (NAICS); the updating of the seasonal adjustment factors; and most significantly, the benchmarking of the MSM to the 2000 and 2001 Annual Survey of Manufactures levels.

The average level of adjustment for shipments from reference year 1999 to 2003 was approximately +5.5%.

For more detailed information on the revision process, please refer to the MSM's concepts, methods and data quality report.

Non-durable goods industries include food, beverage and tobacco products, textile mills, textile product mills, clothing, leather and allied products, paper, printing and related support activities, petroleum and coal products, chemicals and plastic and rubber products.

**Durable goods industries** include wood products, non-metallic mineral products, primary metals, fabricated metal products, machinery, computer and electronic products, electrical equipment, appliance and components, transportation equipment, furniture and related products and miscellaneous manufacturing.

**Unfilled orders** are a stock of orders that will contribute to future shipments assuming that the orders are not cancelled.

New orders are those orders received whether shipped in the current month or not. They are measured as the sum of shipments for the current month plus the change in unfilled orders. Some people interpret new orders as orders that will lead to future demand. This is incorrect since the new orders variable includes orders that have already been shipped. The month-to-month change in new orders may be volatile, particularly if the previous month's change in unfilled orders is closely related to the current month's change.

Not all orders will be translated into Canadian factory shipments because portions of large contracts can be subcontracted out to manufacturers in other countries.

British Columbia reported shipments of \$3.3 billion, the highest level in just over three years. The key contributors were resource-based industries including paper and wood products.

## Despite a solid month, manufacturers' outlook remains uncertain

Several factors have been lingering on the horizon for manufacturers, notwithstanding March's upbeat report. The recent strength of the Canadian dollar and the higher input costs as a result of near-record high

Preliminary data.

crude oil prices have been major hurdles for the bottom line of manufacturers.

In addition, many industries dependent on steel as a key input have raised concerns of a possible shortage of the product and its escalating cost. This follows months of skyrocketing demand for raw steel by China. According to the latest Quarterly Business Conditions Survey for April, uncertainty best described manufacturers' confidence regarding the outlook for the second quarter of 2004.

Despite the foregoing, manufacturers seem to be holding their own. Global demand, particularly by the United States and Asia, has improved significantly over the last few months. Canada's manufacturing sector has reported consecutive gains in shipments for February (+1.1%) and March (+3.4%). In the first quarter of 2004, shipments increased 1.3% compared with the January-to-March period of 2003.

### US factories are also bustling

Along with Canadian manufacturers, the US also enjoyed a stellar month. US shipments soared 3.8% to \$361.3 billion in March, the largest percent increase in shipments since the current series started in 1992. Increases in fabricated metal products, primary metals and petroleum were among the principal contributors.

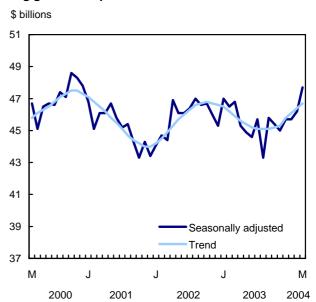
### Widespread gains on the home front

In Canada, 19 of 21 manufacturing industries, accounting for 98% of total shipments, reported increases in March.

Shipments of motor vehicles accelerated 8.2% to \$5.8 billion, outpacing all other industries. Improved incentive packages, coupled with the manufacturing of new product lines and strong demand for various models, contributed to the third boost in motor vehicle production in the last four months.

Also up sharply in March were the primary metals (+5.5%), fabricated metal products (+5.5%) and wood products (+5.2%) industries. Heated global demand and higher industrial prices in the primary metals and wood sectors have so far boosted shipment values in 2004.

### Big gains in shipments



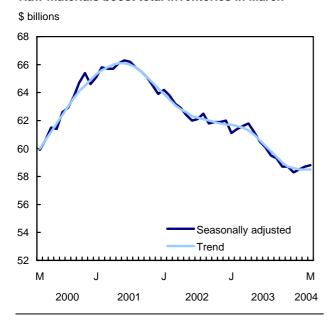
### Rising raw materials build up total inventories

Inventories continued their upswing of recent months, rising 0.3% to \$58.8 billion in March, a six-month high. A 0.8% boost in raw materials (\$25.4 billion) was the main contributor.

In 2003, raw material inventories were cut extensively. Following the recent shipment gains of 2004, manufacturers appear to be cautiously anticipating further opportunities to boost production, and have started to accumulate raw materials. The trend for raw materials has been gradually improving since last autumn.

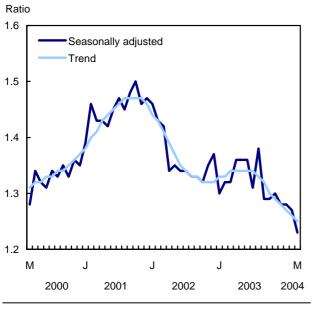
Meanwhile, goods-in-process inventories inched up by 0.2%, as finished products fell back 0.4% to \$20.2 billion. This marked the 10th decline in finished-product inventories in the last 11 months. Despite the recent string of declines in finished products, some manufacturers (17%) still feel their finished-product inventories remain too high, according to the Quarterly Business Conditions Survey for April.

### Raw materials boost total inventories in March



Motor vehicles (+10.5%), petroleum and coal products (+3.2%) and fabricated metal products (+1.7%) manufacturing were the principal industries reporting higher inventories in March.

## The inventory-to-shipment ratio drops to a nine-year low



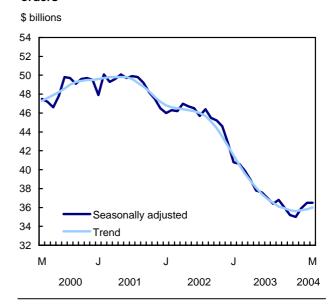
### Manufacturers' unfilled orders on the rise

Unfilled orders increased 0.2% to \$36.5 billion in March, the third monthly rise in a row, and the longest string of consecutive increases since 1999.

Fabricated metal products (+3.8%) and machinery (+2.9%) were the key movers in March, as both industries extended their recent gains of orders by another month. Heavy-duty truck manufacturers' helped boost unfilled orders of motor vehicles by 17.8%. Pent-up demand for large trucks, particularly from the United States, and excellent financing options contributed to the recent gains.

Partly offsetting March's rise was a 4.6% decline in unfilled orders by the aerospace products and parts industry. Orders fell back to \$12.0 billion, following several new contract signings in recent months.

## Manufacturers continue to accumulate unfilled orders



### New orders rise four months straight

Improving demand at home and abroad contributed to manufacturers' fourth consecutive rise in new orders. In March, new orders jumped 2.4% to \$47.8 billion, the highest level since November 2000, just prior to the high-tech crash and the slowdown of the economy in 2001.

Solid increases were reported by the motor vehicle, computer and primary metals industries.

### Available on CANSIM: tables 304-0014 and 304-0015.

## Definitions, data sources and methods: survey number 2101.

The March 2004 issue of the *Monthly Survey of Manufacturing* (31-001-XIE, \$17/\$158) will soon be available.

Data for shipments by province in greater detail than normally published may be available upon request.

Data from the April 2004 Monthly Survey of Manufacturing will be released on June 15, 2004.

For general information or to order data, contact the dissemination officer (1-866-873-8789; 613-951-9497; fax: 613-951-9499; manufact@statcan.ca). To enquire about the concepts, methods or data quality of the release, contact Russell Kowaluk (613-951-0600, kowarus@statcan.ca), Manufacturing, Construction and Energy Division.

### Shipments, inventories and orders in all manufacturing industries

	Shipm	ents	Invento	ories	Unfilled	orders	New or	ders	Inventories-to-shipments ratio
					seaso	onally adj	usted		
	\$ millions	% change	\$ millions	% change	\$ millions	% change	\$ millions	% change	
March 2003 April 2003 May 2003 June 2003 July 2003 August 2003 September 2003 October 2003 November 2003	46,832 45,287 44,879 44,569 45,735 43,290 45,818 45,373 44,993	0.8 -3.3 -0.9 -0.7 2.6 -5.3 5.8 -1.0	61,625 61,789 61,243 60,481 60,129 59,541 59,307 58,748 58,708	0.4 0.3 -0.9 -1.2 -0.6 -1.0 -0.4 -0.9	39,853 38,866 37,811 37,576 37,020 36,433 36,838 35,984 35,204	-1.7 -2.5 -2.7 -0.6 -1.5 -1.6 1.1 -2.3 -2.2	46,126 44,300 43,824 44,335 45,179 42,702 46,223 44,519 44,213	-0.2 -4.0 -1.1 1.2 1.9 -5.5 8.2 -3.7 -0.7	1.32 1.36 1.36 1.31 1.38 1.29 1.29
December 2003 January 2004 February 2004 March 2004	45,678 45,669 46,152 47,708	1.5 -0.0 1.1 3.4	58,301 58,534 58,673 58,828	-0.7 0.4 0.2 0.3	35,020 35,943 36,456 36,522	-0.5 2.6 1.4 0.2	45,493 46,592 46,665 47,774	2.9 2.4 0.2 2.4	1.28 1.28 1.27 1.23

### Manufacturing industries except motor vehicle, parts and accessories

	Shipme	Shipments		Inventories Unfilled orders seasonally adjusted			New orders	
	\$ millions	% change	\$ millions	% change	\$ millions	% change	\$ millions	% change
March 2003	37.918	0.2	58.460	0.4	38.174	-1.7	37,243	-1.1
April 2003	36,760	-3.1	58,565	0.2	37,221	-2.5	35,808	-3.9
May 2003	36,382	-1.0	58,053	-0.9	36,223	-2.7	35,383	-1.2
June 2003	36,263	-0.3	57,338	-1.2	35,984	-0.7	36,024	1.8
July 2003	36,823	1.5	56,984	-0.6	35,446	-1.5	36,285	0.7
August 2003	35,982	-2.3	56,508	-0.8	34,819	-1.8	35,356	-2.6
September 2003	37,482	4.2	56,143	-0.6	35,213	1.1	37.876	7.1
October 2003	37.087	-1.1	55,638	-0.9	34,303	-2.6	36,177	-4.5
November 2003	37.013	-0.2	55,615	-0.0	33,474	-2.4	36,183	0.0
December 2003	37,445	1.2	55,234	-0.7	33,255	-0.7	37,226	2.9
January 2004	37.464	0.1	55,479	0.4	34,143	2.7	38,352	3.0
February 2004	38,085	1.7	55,475	0.0	34,598	1.3	38,540	0.5
March 2004	39,109	2.7	55,457	-0.0	34,549	-0.1	39,060	1.4

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# Film, video and audio-visual distribution

2002/03

Canadian films and videos garnered more sales at home and abroad in 2002/03 as total revenues hit another record high for film distributors and video wholesalers.

Revenues for the industry reached an all-time high of \$3.3 billion, up 8.0% from the previous year.

At movie theatres across the country, Canadian films captured more of the market. Their share enjoyed a relatively large jump from 2% in 2001/02 to just over 3% in 2002/03. This is the first time Canadian movies have crossed the 3% mark since 1994/95.

While the share of revenues of Canadian-content products from the conventional-TV market held steady at 14%, their share of the pay-TV market increased slightly to 22% from 21% in 2001/02.

### Export sales foster growth

Sales to foreign clients rose 26.7% to a new peak of \$259.0 million in 2002/03. (This figure does not include productions distributed directly to foreign clients by producers.) A decade ago, only \$42.6 million in sales came from abroad.

Film, video and audio-visual distribution and videocassette wholesaling by primary market<sup>1</sup>

	1998/99	1999/00	2000/01	2001/02	2002/03
			\$ million		
Revenue					
Domestic distribution	879.1	965.6	1,070.9	1,211.7	1,292.8
Movie theatres	317.9	360.5	390.6	403.1	462.6
Pay-TV	56.9	68.7	81.2	110.5	112.4
Conventional TV	359.1	369.3	409.6	465.5	471.3
Home video	129.5	147.6	165.8	213.0	227.0
Other (educational					
institutions,					
governments,					
etc.)	15.7	19.5	23.7	19.6	19.5
Foreign distribution	185.5	187.3	222.3	204.7	259.0
Total distribution					
revenue	1,064.7	1,152.9	1,293.1	1,416.3	1,551.8
Wholesaling					
videocassettes	1,110.9	1,252.1	1,399.4	1,508.3	1,608.0
Other revenue	75.3	82.5	120.6	112.0	118.7
Total revenue	2,250.9	2,487.5	2,813.1	3,036.6	3,278.4
Expenses					
Licensing costs (rights,					
royalties and other					
fees)	694.4	791.3	806.7	857.0	965.7
Videocassette					
wholesaling costs	586.5	640.3	660.7	776.8	724.6
Salaries and					
benefits	112.4	135.5	144.6	172.0	147.6
Other costs	528.2	648.9	853.9	901.8	1,000.0
Total expenses	1,921.5	2,216.0	2,465.9	2,707.6	2,837.9
Profit (% of total					
revenue)	14.6	10.9	12.3	10.8	13.4

<sup>1.</sup> Figures may not add to total due to rounding.

#### Note to readers

This release presents results from a survey of the 211 film, video and audio-visual distributors and wholesalers in Canada.

What Canadians are able to view at movie theatres and at home on their television screens depends largely on the particular interests and choices of Canadian distributors and video wholesalers.

**Film distributors** are companies engaged primarily in distributing film and video productions to motion picture theatres, television stations and commercial exhibitors. They are the film industry's middlemen, the liaison between producers and the exhibitors. Distributors obtain the rights to market and distribute films and videos.

**Video wholesalers** are companies primarily engaged in the wholesaling of pre-recorded videocassettes, videodiscs and DVDs to retail outlets, which in turn rent or sell these products to the public.

Videos include videocassettes, videodiscs and DVDs.

**Home-video market** refers to the rental or sale of videos for playback on household machines.

**Pay-TV market** refers to the showing of films and videos on pay and specialty channels for which the viewer must pay a special fee either directly or indirectly.

Revenues are in current dollars.

Foreign markets continued to account for most of the sales of Canadian products. Almost 67% of the revenues from the distribution of Canadian productions in 2002/03 came from exports, up from 62% in the previous year and from 45% a decade ago of Canadian film and video productions came from exports.

Domestic sales of Canadian film and video products were stable in 2002/03. Canadian productions accounted for just 9% of all distribution revenues from the domestic market, about the same share as in 2001/02. This was down from 13% share in 1999/2000.

## Films and pre-recorded videos brought in more revenues

Large gains in the movie theatre market contributed significantly to the record revenue for distributors in 2002/03. Specifically, movie theatre revenues increased 14.8% to \$462.6 million. Foreign films, mainly American, still dominated the domestic market, securing 97% of the movie theatre market.

In the pre-recorded-video market, the share of Canadian products was 2%, about the same as in 2001/02. The domestic sales by wholesalers of pre-recorded videocassettes and DVDs stood at \$1.6 billion in 2002/03, up 6.6% from the previous year. This was the highest level ever.

The gain in sales of videos can be attributed to increased average household expenditures on movies for personal viewing. In addition, the percentage

of households with a DVD player has increased remarkably, from 20% in 2001 to 36% in 2002. More than one in every three Canadian households has a DVD player compared with one in five in 2001.

## Canadian and foreign-content share of revenue in the domestic market<sup>1</sup>

	2	2001/02		2	2002/03	
		Foreign content	Total		Foreign content	Total
•			%	1		
Domestic distribution	8.9	91.1	100.0	9.2	90.8	100.0
Movie theatres	2.1	97.9	100.0	3.1	96.9	100.0
Pay-TV	20.7	79.3	100.0	21.7	78.3	100.0
Conventional TV	14.1	85.9	100.0	14.0	86.0	100.0
Home video	2.1	97.9	100.0	3.4	96.6	100.0
Other (educational institutions, governments,						
etc.) Domestic wholesaling	32.7	67.3	100.0	34.8	65.2	100.0
of videocassettes	1.8	98.2	100.0	2.1	97.9	100.0

<sup>1.</sup> Figures may not add to total due to rounding.

## Canadian television productions improve sales and market share

Canadian-content products earned more sales and market share in the domestic pay-TV market in 2002/03, with an increase to 22% from less than 21% in 2001/02. Foreign products acquired 78% of the total pay-TV market of \$112.4 million. In 2002/03, sales of Canadian grown pay-TV releases reached \$23.9 million, up 4.4%.

Sales of Canadian products at the conventional-TV market rose a slight 0.9%, but their market share remained unchanged from the previous year at 14%. Foreign products held the bulk (86%) of the \$471.3 million in sales.

## Bottom line improved as rate of growth in expenses slowed

The rate of growth in expenses slowed for the fourth year in a row, leaving distributors with a higher level of profitability than in 2001/02.

Film and video distributors and video wholesalers reported a total of \$2.8 billion in expenses in 2002/03, up slightly from \$2.7 billion in 2001/02. The result was higher profits, the second increase in five years. In 2002/03, profits represented 13% of total revenues, but still below the 18% achieved in 1997/98.

The rate of growth of costs of advertisement and promotion continued to decline. This, coupled with lower costs of videocassette wholesaling, more than offset increases in licensing fees and royalties.

Licensing and royalty payments showed a 12.7% gain over the previous year. Of the \$965.7 million in total licensing fees and royalties, 12% went to Canadian products, up from 10% the previous year.

### Available on CANSIM: tables 501-0001 to 501-0007.

## Definitions, data sources and methods: survey number 2414.

Selected details from the Film, Video and Audio-Visual Distribution and Videocassette Wholesaling Survey in table format (87F0010XIE, free) are now available online. Data from the survey are also available by province and territory. Researchers can request special tabulations on a cost-recovery basis.

For general information, contact Client Services (1-800-307-3382; *cult.tourstats@statcan.ca*). To order special tables or to enquire about the concepts, methods or data quality of this release, contact Fidel Ifedi (613-951-1569; fax: 613-951-1333; *fidel.ifedi@statcan.ca*), Culture, Tourism and the Centre for Education Statistics.

### OTHER RELEASES

# **Electric Power Generation, Transmission and Distribution**

2002

Electric power producers earned operating revenues of \$50.6 billion in 2002, down 5.5% from 2001. The industry registered a net income of \$3.6 billion in 2002, up 4.4% from 2001, as operating expenses decreased 5.8% to \$41.0 billion reflecting lower cost of purchased electricity. Net electricity generation in Canada increased 2.1% to 581 terawatt hours in 2002.

The 2002 issue of *Electric Power Generation, Transmission and Distribution* (57-202-XIB, \$26) is now available.

Definitions, data sources and methods: survey numbers, including related surveys, 2001, 2182, 2194, 2195 and 2196.

For general information or to order data, contact the dissemination officer (1-886-873-8789; 613-951-9497; energ@statcan.ca). To enquire about the concepts, methods or data quality of this release, contact André Lefebvre (613-951-3560, andré.lefebvre@statcan.ca), Manufacturing, Construction and Energy Division.

### Steel primary forms, weekly data

Week ending May 8, 2004 (preliminary)

Steel primary forms production for the week ending May 8 totalled 316 852 metric tonnes, up 2.5% from 309 151 tonnes a week earlier and 0.6% from 314 937 tonnes in the same week of 2003.

The year-to-date total as of May 8 was 5 699 907 tonnes, up 1.5% from 5 614 325 tonnes in the same period of 2003.

## Definitions, data sources and methods: survey number 2131.

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), Manufacturing, Construction and Energy Division. ■

### **Dairy statistics**

March 2004 (preliminary)

Consumers purchased almost 257 000 kilolitres of milk and cream in March 2004, up 5.5% from March 2003. Sales of milk rose 5%, and cream sales were up 11%.

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

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

The first quarter 2004 issue of *The Dairy Review* (23-001-XIB, \$29/\$96) will soon be available.

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.

### Steel pipe and tubing

March 2004

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

Available on CANSIM: table 303-0003.

Definitions, data sources and methods: survey number 2105.

The March 2004 issue *Production and Shipments* of Steel Pipe and Tubing, Vol. 28, no. 3 (41-011-XIB, \$6/\$51) 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*), Manufacturing, Construction and Energy Division.

### **NEW PRODUCTS**

Production and Shipments of Steel Pipe and Tubing, March 2004, Vol. 28, no. 3 Catalogue number 41-011-XIB (\$6/\$51).

Electric Power Generation, Transmission and Distribution, 2002 Catalogue number 57-202-XIB (\$26).

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 or -XDE are electronic versions on diskette and -XCB or -XCE are electronic versions on compact disc.

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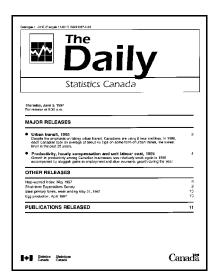
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## RELEASE DATES: MAY 17 TO MAY 21

(Release dates are subject to change.)

Release date	Title	Reference period
17	Study: Why the Earnings of New Immigrants to Canada Have Deteriorated Over Time	1966 to 2000
18	Foreign Direct Investment	2003
18	Alcohol and Drug Use in Early Adolescence	2003/04
19	Canada's International Transactions in Securities	March 2004
19	Leading Indicators	April 2004
19	Travel Between Canada and Other Countries	March 2004
20	Consumer Price Index	April 2004
20	Family Income	2002
21	Annual Estimates of Productivity	2003