



The Daily

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Major releases

- **Retail trade, December 2004**

Retail sales took a hit in December as shoppers reduced their spending in stores by 1.4% from November. Most of the overall drop in December was accounted for by pronounced sales declines at new car dealers and beer, wine and liquor stores.

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- **National Longitudinal Survey of Children and Youth: Home environment, income and child behaviour, 1994/95 to 2002/03**

Analysis of long-term data from the National Longitudinal Survey of Children and Youth found that changes in punitive parenting practices in the home were linked with changes in child behaviour eight years later.

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New products



Major releases

Retail trade

December 2004

Retail sales took a hit in December as shoppers reduced their spending in stores by 1.4% to \$29.2 billion, after essentially no change in November (-0.1%). Nonetheless, December's retail sales were 6.6% higher compared with the same month of 2003.

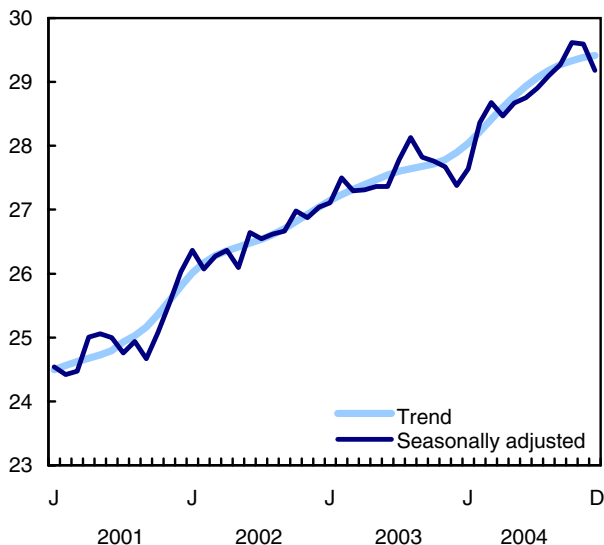
Most of the overall drop in December was accounted for by pronounced sales declines at new car dealers and beer, wine and liquor stores. Also, the increasing popularity of gift cards, which are considered as sales only when they are redeemed, may have played a role in December's weak retail sales.

Once prices are taken into account, constant dollar retail sales fell by 1.5% in December and 0.4% in November.

These poor holiday sales results came on the heels of six months of uninterrupted sales growth. In fact, retailers have seen their monthly sales rise nine times in 2004, after experiencing a period of declines in the last four months of 2003. Previously, retail sales had generally been increasing since the fall of 2001.

Weak holiday sales for most retailers

\$ billions



dealers and gasoline stations pushed sales down in the auto sector. December's decline at new car dealers brought sales to about 1.0% below average levels seen in 2003 and 2002, which were record years in terms of sales activity.

While sales at home centres and hardware stores (+0.1%) remained essentially flat in December, specialized building material and garden stores posted a substantial 7.5% sales decline, which led to the 1.5% loss at the overall building supplies sector. Sales in this sector have plateaued since August, after a period of rapid ascension that began at the start of 2004.

Consumers reduced their spending in general merchandise stores in November (-2.0%) and December (-0.5%), the busiest months of the year. Within this sector, department stores managed to post a weak 0.2% sales gain in December, failing to rebound more strongly from a 2.9% drop in November. Other general merchandise stores continued to suffer sales losses in December (-1.2%). Retailers in the general merchandise sector, which experienced volatile sales throughout 2004, have seen their December sales fall back to essentially the same level as seen at the start of the year.

Rise in last minute gift purchases

Last minute gift purchases in December may have been behind the 2.1% sales gain posted by retailers classified in the miscellaneous category. Music and book stores are well known destinations for last minute shoppers at Christmas. Despite the year-end rebound, sales in this sector have generally been declining since the spring of 2004.

After staying away since the spring, shoppers increased their spending by 3.9% in shoe, clothing accessories and jewellery stores in December, leading to a 1.1% increase for the overall clothing and accessories sector. As for clothing stores, sales advanced marginally in December (+0.2%), reflecting the weak sales gains since the spring. December's impressive sales gain in shoe, clothing accessories and jewellery stores may also reflect increased last minute purchases at jewellery stores.

In December, retailers in the furniture sector regained only a small fraction of their lost sales in November. Sales in the furniture sector rose 0.3% in December, following a 1.9% sales drop in November. Within this sector, furniture stores posted the only sales decline (-1.0%) in December, in addition to a 4.3% drop in November. For their part, home electronics and appliance stores managed to post a 0.6% sales gain in December, after two months of declines. Sales at home electronics and appliance stores rose only marginally

since the beginning of 2004, due to deflationary pressures on goods sold at these stores.

Retail sales down in eight provinces

Retail sales fell in all provinces in December, except in British Columbia (+0.7%) and Newfoundland and Labrador (+0.9%). Consumer spending in retail stores dropped by more than 2.0% in Alberta (-2.1%), Nova Scotia (-2.6%), New Brunswick (-3.0%) and Quebec (-3.7%).

Retailers in British Columbia have been enjoying strong sales increases since the beginning of 2004, while those in Newfoundland and Labrador posted revived growth in the last five months of the year.

The sizable sales drop in Quebec came after a seven-month period of continuous growth. The labour dispute at the Société des alcools du Québec contributed to December's poor retail sales performance in Quebec, but there were also 12 other retail categories, out of a total of 19, where sales fell during the month. For example, the number of new cars and trucks sold in Quebec dropped by 6.3% in December compared with November. Retail sales in Quebec have generally been increasing since the fall of 2001, except for a short period of declines in the last four months of 2003.

Related indicators for January

Total employment remained essentially unchanged for a third consecutive month in January, while housing starts dropped to their lowest level in 12 months. Housing starts fell 13.8% in January after reaching their highest level in 17 years in 2004. The number of new motor vehicles sold in January is expected to fall by about 1% compared with December, according to preliminary results from the automotive industry.

Available on CANSIM: tables 080-0014 to 080-0017 and 076-0005.

Definitions, data sources and methods: survey numbers, including related surveys, 2406 and 2408.

The December 2004 issue of *Retail Trade* (63-005-XIE, \$18/\$166) will soon be available.

Data on retail trade for January 2005 will be released on March 22.

For more information or to order data, contact Client Services (1-877-421-3067; 613-951-3549; retailinfo@statcan.ca). For analytical information, or to enquire about the concepts, methods or data quality of this release, contact Paul Gratton (613-951-3541), Distributive Trades Division.

□

Retail sales

	December 2003	September 2004 ^r	October 2004 ^r	November 2004 ^r	December 2004 ^p	November to December 2004	December 2003 to December 2004
seasonally adjusted							
	\$ millions					% change	
Automotive	8,961	9,730	10,118	10,083	9,887	-2.0	10.3
New car dealers	5,333	5,734	5,895	5,858	5,662	-3.4	6.2
Used and recreational motor vehicle and parts dealers	1,176	1,211	1,261	1,273	1,303	2.3	10.8
Gasoline stations	2,453	2,785	2,961	2,952	2,922	-1.0	19.1
Furniture, home furnishings and electronics stores	1,992	2,058	2,063	2,023	2,030	0.3	1.9
Furniture stores	689	729	746	714	707	-1.0	2.6
Home furnishings stores	352	384	390	387	391	1.1	11.0
Computer and software stores	163	147	147	149	154	3.4	-5.5
Home electronics and appliance stores	788	798	780	773	778	0.6	-1.3
Building and outdoor home supplies stores	1,615	1,819	1,800	1,820	1,792	-1.5	11.0
Home centres and hardware stores	1,251	1,434	1,406	1,430	1,431	0.1	14.4
Specialized building materials and garden stores	364	385	394	390	361	-7.5	-0.7
Food and beverage stores	6,531	6,978	6,952	7,029	6,841	-2.7	4.7
Supermarkets	4,720	5,018	5,008	5,117	5,062	-1.1	7.3
Convenience and specialty food stores	721	743	739	748	756	1.0	4.8
Beer, wine and liquor stores	1,091	1,218	1,204	1,164	1,023	-12.1	-6.2
Pharmacies and personal care stores	1,815	1,931	1,947	1,953	1,907	-2.4	5.1
Clothing and accessories stores	1,635	1,694	1,673	1,674	1,693	1.1	3.5
Clothing stores	1,227	1,292	1,274	1,277	1,279	0.2	4.3
Shoe, clothing accessories and jewellery stores	408	401	399	398	413	3.9	1.2
General merchandise stores	3,319	3,529	3,575	3,503	3,487	-0.5	5.0
Department stores	1,736	1,832	1,848	1,794	1,798	0.2	3.6
Other general merchandise stores	1,584	1,697	1,727	1,709	1,688	-1.2	6.6
Miscellaneous retailers	1,514	1,534	1,494	1,511	1,543	2.1	2.0
Sporting goods, hobby, music and book stores	739	758	724	738	762	3.3	3.2
Miscellaneous store retailers	775	776	770	773	781	1.0	0.8
Total retail sales	27,383	29,273	29,620	29,597	29,180	-1.4	6.6
Total excluding new car dealers, used and recreational motor vehicle and parts dealers	20,874	22,328	22,464	22,466	22,216	-1.1	6.4
Provinces and territories							
Newfoundland and Labrador	479	478	486	491	495	0.9	3.4
Prince Edward Island	112	114	117	115	114	-1.1	2.0
Nova Scotia	833	863	867	860	838	-2.6	0.5
New Brunswick	632	674	669	696	675	-3.0	6.8
Quebec	6,230	6,639	6,719	6,757	6,506	-3.7	4.4
Ontario	10,265	10,834	10,969	10,964	10,906	-0.5	6.3
Manitoba	923	987	1,014	996	984	-1.3	6.6
Saskatchewan	811	849	865	875	868	-0.8	7.1
Alberta	3,290	3,726	3,779	3,765	3,685	-2.1	12.0
British Columbia	3,709	4,010	4,034	3,979	4,008	0.7	8.1
Yukon	34	35	37	36	36	-1.3	4.7
Northwest Territories	46	44	44	45	45	0.6	-1.6
Nunavut	19	19	19	19	20	2.6	3.4

^r Revised figures.

^p Preliminary figures.

Retail sales

	December 2003	November 2004 ^r	December 2004 ^p	December 2003 to December 2004
	Unadjusted			
	\$ millions			% change
Automotive	7,972	9,398	8,771	10.0
New car dealers	4,745	5,440	4,972	4.8
Used and recreational motor vehicle and parts dealers	904	1,178	1,016	12.4
Gasoline stations	2,324	2,780	2,784	19.8
Furniture, home furnishings and electronics stores	2,978	2,210	3,066	3.0
Furniture stores	795	758	822	3.5
Home furnishings stores	458	452	511	11.6
Computer and software stores	185	149	180	-2.7
Home electronics and appliance stores	1,541	851	1,553	0.8
Building and outdoor home supplies stores	1,386	1,808	1,520	9.7
Home centres and hardware stores	1,090	1,437	1,225	12.4
Specialized building materials and garden stores	296	372	295	-0.4
Food and beverage stores	7,413	6,559	8,040	8.5
Supermarkets	5,001	4,796	5,589	11.7
Convenience and specialty food stores	766	681	830	8.3
Beer, wine and liquor stores	1,645	1,082	1,621	-1.4
Pharmacies and personal care stores	2,173	1,950	2,296	5.7
Clothing and accessories stores	2,752	1,828	2,902	5.4
Clothing stores	2,009	1,425	2,123	5.7
Shoe, clothing accessories and jewellery stores	743	403	779	4.9
General merchandise stores	5,261	3,974	5,497	4.5
Department stores	3,077	2,137	3,172	3.1
Other general merchandise stores	2,184	1,836	2,325	6.4
Miscellaneous retailers	2,265	1,542	2,364	4.4
Sporting goods, hobby, music and book stores	1,295	776	1,368	5.6
Miscellaneous store retailers	970	766	996	2.7
Total retail sales	32,200	29,267	34,457	7.0
Total excluding new car dealers, used and recreational motor vehicle and parts dealers	26,552	22,650	28,470	7.2
Provinces and territories				
Newfoundland and Labrador	545	503	580	6.5
Prince Edward Island	130	113	132	1.8
Nova Scotia	992	860	1,010	1.8
New Brunswick	738	692	789	6.9
Quebec	6,856	6,508	7,226	5.4
Ontario	12,426	11,043	13,200	6.2
Manitoba	1,086	985	1,169	7.6
Saskatchewan	956	863	1,024	7.1
Alberta	3,946	3,758	4,419	12.0
British Columbia	4,413	3,851	4,792	8.6
Yukon	38	34	40	4.4
Northwest Territories	52	40	53	0.7
Nunavut	23	19	23	3.8

^r Revised figures.

^p Preliminary figures.

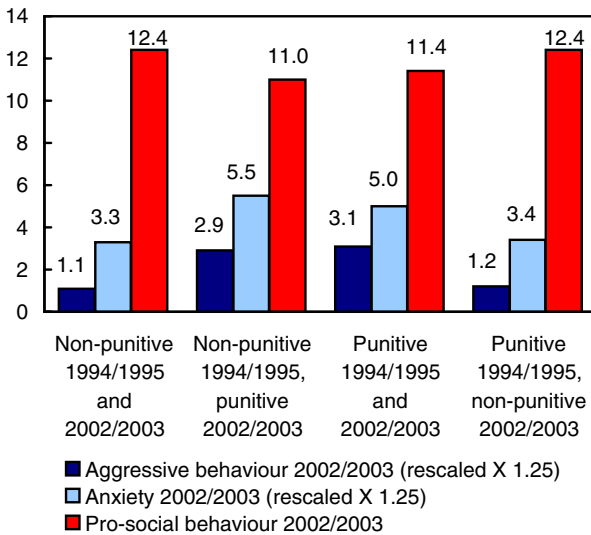
National Longitudinal Survey of Children and Youth: Home environment, income and child behaviour

1994/95 to 2002/03

Analysis of long-term data from the National Longitudinal Survey of Children and Youth found that changes in punitive parenting practices in the home were linked with changes in child behaviour eight years later.

Change in punitive parenting was linked with behaviour

Behaviour score 2002/2003 (Range: 0-20)



Children showed higher levels of aggressive behaviour when their parents were more punitive. They also showed higher levels of anxiety and lower levels of pro-social behaviour, the latter defined as actions that benefit another person with no reward for oneself.

The link between punitive parenting practices and child behaviour was found when children were aged 2 to 5 in 1994/95 and eight years later in 2002/03, when they were aged 10 to 13.

Change in punitive parenting linked to change in aggressive behaviour

Children whose parents' practices changed from punitive to non-punitive eight years later scored just as low in aggressive behaviour as youngsters whose

Note to readers

The National Longitudinal Survey of Children and Youth (NLSCY) is a long-term study by Social Development Canada and Statistics Canada, which follows the development of children from birth to early adulthood. The survey began in 1994/95 with a sample of children under the age of 12. The survey is designed to collect information about factors influencing the social, emotional and behavioural development of children, and to monitor the impact of these factors on their development over time.

This report releases preliminary findings from Cycle 5, collected eight years later, in 2002/03, when the children were aged from 8 to 19. Specifically, it reports on 4,129 children aged 2 to 5 during the first data collection period in 1994/95, who were 10 to 13 during the fifth collection phase in 2002/03. Information was gathered from the parents when the children were aged 2 to 5 and from both parents and the children when they were 10 to 13. This sample represents about 1.5 million children aged 2 to 5 living in Canada in 1994/95.

An analysis of partial non-response, including response rates for key variables, is available on request.

Definitions

Income status: Measured as the ratio of household income to the relevant low-income cut-off level (LICO) for each family. Low-income families are those who devote a larger share of income to the necessities of food, shelter and clothing than the average equivalent family. Households were divided into a low-income group, in which the household fell below the LICO, and a higher-income group, in which the household income fell at or above the LICO.

Child aggressive behaviour: To measure aggressive behaviour in children, the NLSCY asked how often a child behaved or reacted in aggressive ways, such as whether they got into many fights, or how often they bullied or were mean to others.

Punitive parenting style: Punitive parenting for children aged 2 to 5 was measured by asking parents how often they used physical punishment, or yelled at the child and, on the other hand, how often they calmly discussed the problem or described more acceptable behaviour to the child. Children aged 10 to 13 were asked how often parents yelled at them, hit them or threatened to do so.

parenting environment was not punitive at either of those ages. This occurred regardless of the children's level of aggressive behaviour when they were younger.

Similarly, children whose parenting environment changed from non-punitive to punitive had aggressive behaviour scores that were just as high as those whose parenting environment was punitive at both ages.

These findings are consistent with an earlier NLSCY study released in October 2004. It found that changes in punitive parenting practices in the home between the time that children were aged two to three and eight to nine were linked with changes in aggressive behaviour.

The present analysis found the same result two years later for these children, and extended the findings to an older group of children.

Change in punitive parenting linked to change in child anxiety, pro-social behaviour

In addition to a child's aggressive behaviour, changes in punitive parenting practices were linked with changes in child anxiety and pro-social behaviour.

Children whose parenting environment changed from punitive to non-punitive between the time they were aged 2 to 5 and 10 to 13 scored just as low in anxiety at the older ages as those whose parenting environment was not punitive at either time.

On the other hand, children whose parenting environment changed from non-punitive to punitive had anxiety scores that were just as high at age 10 to 13 as those whose parenting environment was punitive at both ages.

The same trends were observed for children's pro-social behaviour. When parenting practices became less punitive, children scored just as high in pro-social behaviour at the age of 10 to 13 as those whose parenting environment was non-punitive at both ages.

Those whose parenting environment became more punitive scored just as low in pro-social behaviour at age 10 to 13 as those living in punitive environments at both ages.

Household income had little bearing on any of these trends.

It should be noted that these findings do not prove that punitive parenting practices caused aggressive behaviour, anxiety, or limited pro-social behaviour in the children. However, they are consistent with other research that suggests a causal role.

Low income associated with aggressive behaviour but not with other behaviour outcomes

Data showed that children who were living in low-income households between the ages of 2 to 5 in 1994/95 scored the same in anxiety and pro-social behaviour eight years later, when they were 10 to 13, as children whose 1994/95 household income was higher.

In contrast, data showed a tendency for children who were in low-income households in 1994/95 to score higher in aggressive behaviour eight years later than children whose 1994/95 household income was higher.

This was true even for children who were low income in 1994/95 but whose income status had improved by 2002/03.

Aggressive behaviour in low-income children associated with home environment

Although the findings indicate that low-income children have a slightly higher probability of aggressive behaviour than other children eight years later, many of them are resilient to this situation and have outcomes that compare with children from other income groups.

Resilient children in this report were defined as those who lived in low-income households in 1994/95 at age 2 to 5, but who scored low in aggressive behaviour in 2002/03 at age 10 to 13.

When these children were compared with those who scored high in aggressive behaviour, important differences were found in their current home environments.

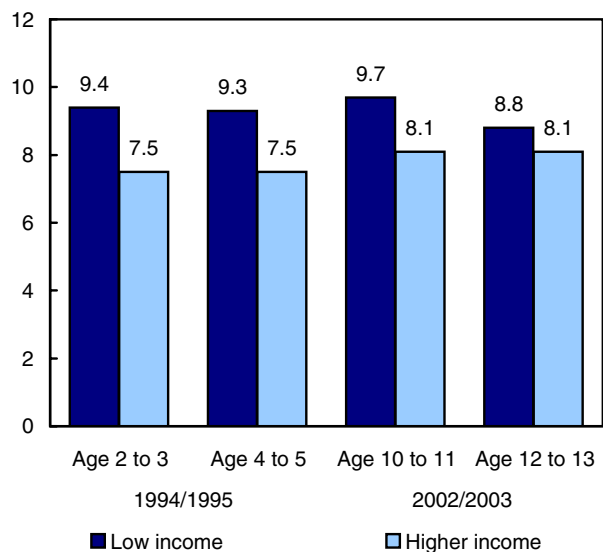
The resilient children were exposed to significantly lower levels of punitive parenting practices than the less resilient children. Furthermore, the resilient children experienced parenting practices that were significantly more nurturing, and their parents monitored their activities more closely.

Low income connected to family dysfunction and parent depression

The NLSCY examined whether children living in low-income households were exposed to higher levels of stressful environmental factors than higher-income children. Factors that have been associated with child behaviour include family dysfunction, maternal depression and punitive parenting practices.

Low income was linked with family dysfunction

Mean family dysfunction score (Range: 0-36)



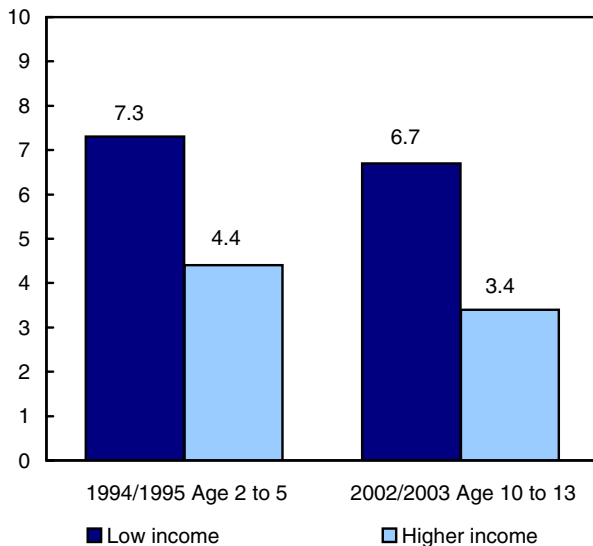
To measure family dysfunction, parents were asked about problems with family functioning, including communication, roles, affective involvement and responsiveness, behaviour control, and problem-solving within the family. Dysfunctional families were those where frequent problems were reported.

NLSCY data show that both family dysfunction and maternal depression were linked with income, but punitive parenting practices were not.

At the age of 2 to 5, low-income children experienced higher levels of family dysfunction than children in households with higher incomes. Eight years later, the link between low income and family dysfunction persisted for children aged 10 to 11, but was no longer significant for those 12 to 13.

Low income was linked with maternal depression

Mean maternal depression score (Range: 0-36)



Similarly, the survey showed an association between depressive symptoms reported by the parent, usually the mother, and income levels.

Parents of children in low-income households scored higher on a measure of depression than did parents of children in higher income households. The link between low income and maternal depression was found at both stages: when the children were aged 2 to 5 and eight years later when they were 10 to 13.

In contrast, the survey found no differences between children in the two income groups in the level of punitive parenting practices reported, at either stage. In other words, children living in low-income households were not subjected to higher levels of punitive parenting practices than children who did not live in low-income homes.

Financial circumstances improved for most low-income children over time

Financial circumstances improved for most children living in low-income households during the eight-year period.

Financial circumstances in 1994/95 and 2002/03

	1994/95	Income category in 2002/03	
		Low income	Higher income
		%	
Children living in a low-income family in 1994/95	26	43	57
Children living in a higher-income family in 1994/95	74	9	91

In 1994/95, just over one-quarter (26%) of children aged 2 to 5 were in households below Statistics Canada's low-income cut-off. However, by 2002/03, when they were 10 to 13, more than one-half (57%) of these children were no longer in low income.

That means that 43% of the children who were in low income in 1994/95 were still there in 2002/03. In contrast, only 9% of the children outside low income in 1994/95 had slipped below the cut-off eight years later.

Other home environment factors associated with behaviour

Dysfunction in the family was associated with anxiety in young children aged 2 to 5. Also at these ages, depression experienced by the parent was associated with higher levels of aggressive behaviour and anxiety in the children.

Eight years later, when the children were 10 to 13, the picture was somewhat different. Children living in families where dysfunction scores were high did not differ from other children in aggressive behaviour, anxiety or pro-social behaviour.

Similarly, children aged 10 to 13 in homes where the parent had high depression scores did not differ from other children in any of these behaviours.

Definitions, data sources and methods: survey number 4450.

For more information about the data collected during the first five cycles of the NLSCY or to enquire about the concepts, methods or data quality of this release, contact Client Services (1-800-461-9050; 613-951-3321; ssd@statcan.ca), Special Surveys Division. ■

Other releases

Profile of Canadian exporters

1993 to 2003

The number of Canadian establishments that export commodities declined for the first time in 2003, while the value of the merchandise they exported also fell, according to the latest version of the Exporter Register.

Some 43,310 establishments were exporters in 2003, down 2.6% from 2002. However, the level was 38% higher than it was in 1993.

These establishments exported \$348 billion in merchandise, a decline of over \$11 billion from 2002. These exports peaked at \$378 billion in 2000. Despite the decrease, total merchandise exports in 2003 were more than double the level in 1993.

The manufacturing sector accounted for less than 15% of the overall drop in the number of exporters. Within the manufacturing sector, this represents a drop of less than 1% in the number of exporters. However, between 2002 and 2003, the value of exports from manufacturing exporters fell almost 7%.

Wholesale and retail trade industries together accounted for 44% of the decline in the number of exporters, yet they accounted for only 13% of the decline in the value of exports in 2003.

The agriculture, forestry, fishing and hunting industry accounted for an additional 18% of the decline in the number of exporters and 8% of the decline in the value of exports.

Despite the overall decline in numbers, more than 2,000 establishments began exporting in 2003. This was the smallest number of new exporters in any year covered by the Exporter Register. However, the value of their exports exceeded \$2 billion.

Establishments exporting more than \$25 million annually continued to account for the majority of

merchandise exports. In 2003, 3.7% of exporting establishments accounted for 81% of the total value of merchandise exports.

Establishments exporting less than \$1 million annually represented 72% of all exporting establishments, yet they accounted for less than 2% of the value of merchandise exports in 2003.

Establishments with fewer than 50 employees in 2003 accounted for 70% of exporters, but only 25% of the total value of merchandise exports. Conversely, only 6% of all exporters employed more than 200 people but these accounted for almost half of all merchandise exports.

The 50 largest exporting enterprises accounted for almost 45% of all merchandise exports in 2003. The share of exports from the 50 largest exporting enterprises has steadily declined since 2000 where it accounted for 50% of all merchandise exports.

Note: The current Canadian Exporter Register incorporates the same main aggregates as the previous versions. These main aggregates consist of the number of establishments whose exports exceeded \$30,000 in at least one year between 1993 and 2003 classified by industry grouping, exporter size, province or territory of residence of the exporter, destination of export and employment size (for 2003 only). This follow-up set of tables includes data for 2003, as well as revisions for the years 1993 to 2002.

For more information on our products and services, contact Anne Couillard (1-800-294-5583; 613-951-6867), or to enquire about the concepts, methods or data quality of this release, contact Phil Armstrong (613-951-6755), International Trade Division. □

Number of exporters by industry grouping.

Industry grouping (North American Industrial Classification System)	Number of exporters (establishments)										
	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003
Agriculture, forestry, fishing hunting	1,884	1,970	2,009	2,059	2,148	2,196	2,172	2,381	2,412	2,448	2,238
Mining, oil and gas extraction	359	350	390	407	426	403	418	448	493	459	505
Utilities	45	50	44	53	57	51	56	65	58	63	52
Construction	484	587	687	831	895	897	1,012	1,072	1,114	1,117	1,059
Manufacturing	15,620	16,672	17,959	18,061	18,832	19,275	19,738	20,294	20,441	20,843	20,690
Wholesale trade	7,095	7,709	8,571	9,689	9,969	9,888	10,004	10,021	10,062	10,030	9,871
Retail trade	1,047	1,347	1,462	1,673	1,640	1,768	2,055	2,105	2,203	2,381	2,035
Transportation and warehousing	895	939	1,124	1,187	1,232	1,432	1,382	1,495	1,421	1,384	1,226
Information and cultural industries	404	490	507	548	544	549	542	557	552	503	477
Finance and insurance	629	690	731	829	873	890	896	938	940	852	807
Business service	1,699	1,992	2,314	2,591	2,819	2,894	2,947	3,116	3,204	3,212	3,255
Other ¹	753	869	994	993	1,053	1,021	1,118	1,166	1,237	1,177	1,095
Total	30,914	33,665	36,792	38,921	40,488	41,264	42,340	43,658	44,137	44,469	43,310

1. Includes service industries such as government and education.

Note: Totals may not add due to rounding.

Specialized design services 2003

Operating revenues for specialized design services industries in 2003 was little changed from the previous year at \$2.2 billion. The operating profit margin fell from 11.8% in 2002 to 10.2% in 2003.

Firms in the graphic design industry, which accounted for 51% of the operating revenues in this group of industries, brought in \$1.1 billion, down 4% from 2002. Interior design services, with a revenue share of 25%, retracted 3% from 2002. Conversely, industrial design (+29%), landscape architecture design (+10%) and other design (+8%) services, which accounted for the remaining one-quarter of total operating revenues of the group, posted increases.

Provision of design services accounted for 46% of the sector's operating revenue in 2003, followed by design consulting (26%) and project management services (11%).

Sales to clients in the business sector generated just over two-thirds of the revenue at 68% while households generated 12%. The other 20% was evenly split between government and foreign clients.

Export accounted for 10% of the revenues, compared with 8% in 2002. Most of the exports (77%) were generated from clients in the United States. Industrial design service firms rely more on exports than the other four industries in the group, with 23% of their revenues coming from exports.

The industry concentration was relatively low as the top 20 largest firms represented only 8.5% of the

total operating revenue in 2003. Of the 20 largest firms, 14 firms specialized in graphic design services. Less than 1% of the firms employed 50 or more employees and non-employers accounted for 65% of the firms — illustrating the importance of small firms in this industry.

Total operating revenues of firms in Ontario fell 3%, while those in British Columbia advanced 7%. Ontario had the largest market share of the revenues at 53%, followed by Quebec (23%), British Columbia (12%) and Alberta (8%).

Operating expenses rose by 2% to \$1.97 billion in 2003, an increase of \$40 million from the previous year. Salaries and wages remained the largest single expense item at 31% of the total industry operating expenses. In 2003, roughly 11,000 workers were employed by firms in this group of industries.

Available on CANSIM: table 360-0002.

Definitions, data sources and methods: survey number 4719.

For more information about the survey, or to enquire about the concepts, methods or data quality of this release, contact Suvi Kanagarajah (613-951-5251; suvi.kanagarajah@statcan.ca), or Konstantine Anastasopoulos (613-951-8354; fax: 613-951-6696; konstantine.anastasopoulos@statcan.ca), Service Industries Division.

Real estate agents, brokers, appraisers and other real estate activities industries 2003

Total revenue for real estate agents, brokers, appraisers and other real estate activities industries reached \$7.9 billion in 2003, up 10.9% from the \$7.1 billion reported the previous year. Saskatchewan, British Columbia and Quebec posted the largest growth in revenue. These industries are largely dominated by the offices of real estate agents and brokers which generate 89% of the total revenue.

Data on the real estate agents, brokers, appraisers and other real estate activities industries are now available for 2003. These data provide information on revenue and expenses at the provincial and territorial level.

Note: The survey's methodology has changed for 2003 and therefore the 1999 to 2002 data have been revised.

Available on CANSIM: table 352-0005.

Definitions, data sources and methods: survey number 4706.

For more information, or to enquire about the concepts, methods and data quality of this release, contact Adib Farhat (613-951-6306; adib.farhat@statcan.ca), Service Industries Division. ■

Construction Union Wage Rate Index January 2005

The Construction Union Wage Rate Index (including supplements) for Canada remained unchanged in January compared with the December level of 129.9 (1992=100). The Composite index increased 1.2% compared with the January 2004 index.

Union wage rates are published for 16 trades in 20 metropolitan areas for both the basic rates and rates including selected supplementary payments. Indexes on a 1992=100 time base are calculated for the same metropolitan areas and are published for those where a majority of trades are covered by current collective agreements.

Available on CANSIM: tables 327-0003 and 327-0004.

Definitions, data sources and methods: survey number 2307.

The first quarter 2005 issue of *Capital Expenditure Price Statistics* (62-007-XPB, \$26/\$85) will be available in June.

For more information, or to enquire about the concepts, methods, and data quality for this release, contact Client Services Unit (613-951-9606; fax: 613-951-1539, infounit@statcan.ca) or Louise Chaîné (613-951-3393), Prices Division. ■

Steel primary forms, weekly data

Week ending February 12, 2005 (preliminary)

Steel primary forms production for the week ending February 12 totalled 318 673 metric tonnes, up 4.1% from 306 038 tonnes a week earlier and up 5.0% from 303 357 tonnes in the same week of 2004.

The year-to-date total as of February 12 was 1 884 098 tonnes, down 0.7% from 1 897 658 tonnes in the same period of 2004.

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. ■

New products

Wholesale Trade, December 2004, Vol. 67, no. 12
Catalogue number 63-008-XIE (\$15/\$150).

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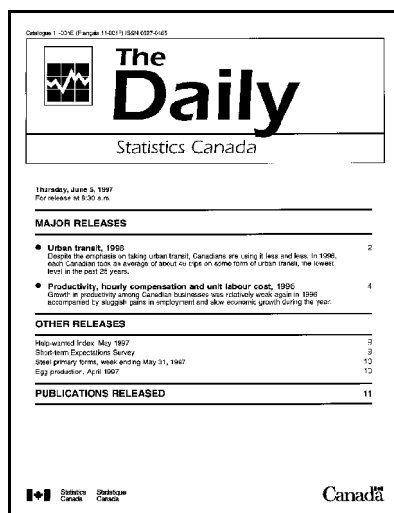
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