



The Daily

Statistics Canada

Wednesday, February 14, 2007

Released at 8:30 a.m. Eastern time

Releases

New motor vehicle sales, December 2006

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Surging sales in December helped make 2006 the second best year ever for new motor vehicle dealers.

(continued on page 2)

2006 Census: Geographic products and Census dictionary

Three geographic products and the census dictionary (geography definitions only) are available today. The geographic products are: *2006 Boundary Files*, *Correspondence Files* and a redesigned *GeoSearch2006*.

The *2006 Boundary Files*, available in electronic format, contain the boundaries for four geographic areas — dissemination blocks, dissemination areas, census tracts and federal electoral districts. They provide a framework for mapping and spatial analysis.

There are two types of boundary files: digital and cartographic. The files are available in three formats: ArcInfo®, Geography Markup Language and MapInfo®. An updated reference guide is available.

Clients can use the *Correspondence Files* to determine how two specific geographic areas (dissemination areas and dissemination blocks) correspond to each other for the 2001 and 2006 Censuses. A reference guide is available.

Geosearch2006 is an interactive mapping application that makes it easy to find a place in Canada, see it on a map and get basic geographic data and, soon to be available, demographic data for that place. Users can zoom on the map or search by place name, street name, street intersection or postal code.

Geosearch2006 contains a new function that includes links to current Census Reference Maps and to the Community Profiles module, as well as a thematic mapping option for selected census topics.

The geography section of the *2006 Census Dictionary* contains terms related to geographic concepts, products and services. The dictionary will be available on the Internet as a phased release.

The *2006 Boundary Files* (92-163-XWE, 92-168-XWE, 92-169-XWE, 92-171-XWE), available at various prices, and the updated *Boundary Files, Reference Guide* (92-160-GIE, free) are now available in electronic format.

The *Correspondence Files* (92-156-XBB, free) and their guide (92-156-GWE, free) are available today. *Geosearch2006* (92-197-XWE, free) is now available from the *Publications* module of our website.

For more information on these geographic products, or on other geographic products, please contact Geo-Help (613-951-3889; geohelp@statcan.ca), Geography Division.

For more information on the *2006 Census Dictionary* (92-566-XWE), contact the National Contact Centre (toll-free 1-800-263-1136; infostats@statcan.ca).

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Releases

New motor vehicle sales

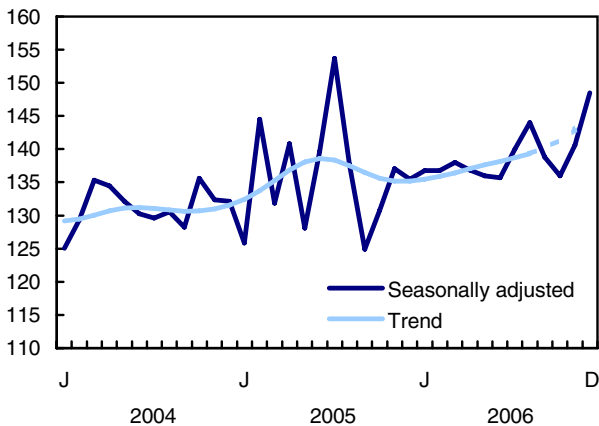
December 2006

Surging sales in December helped make 2006 the second best year ever for new motor vehicle dealers.

New motor vehicle sales increased 5.6% in December. Strong demand for both passenger cars and trucks brought sales to 148,452 vehicles, the highest sales level since the peak in July 2005.

New motor vehicle sales increase for a second consecutive month

Thousands of units



Note: The last few points could be subject to revisions when more data are added. This is indicated by the dashed line.

The gain in December helped to push total sales for 2006 to 1,666,327 vehicles, the second highest annual sales level on record. New motor vehicle sales rose 2.2% in 2006, following the 3.5% gain in 2005. New motor vehicle sales had declined in 2004 and 2003, after reaching a peak of 1.7 million units in 2002. Previously, annual sales had not declined since 1995.

Despite fluctuations, sales of new motor vehicles were strong in the second half of 2006, up 3.4% from the first half. Sales in the early months of 2006 were relatively stable before surging in July and August with the return of "employee pricing" and other incentive programs. Sales in 2005 were extremely volatile, as they were heavily influenced by the introduction and later removal of major promotions and incentive programs.

Preliminary sales data from the automotive industry indicate that sales declined approximately 4% in January, due entirely to lower demand for passenger cars.

Note to readers

At the end of each calendar year, seasonally adjusted monthly figures are revised to equal the sum of the unadjusted estimates. Revised seasonally adjusted figures are presented this month for September to November 2006. The complete revision of seasonally adjusted data for the 2006 calendar year will be released in April. All annual comparisons in this release use the sum of unadjusted monthly estimates.

All data referring to December are seasonally adjusted.

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.

The New Motor Vehicle Sales Survey is compiled on the basis of figures obtained from motor vehicle manufacturers and importers. These results may vary from those obtained directly from auto dealers, due to possible differences in record keeping.

Truck sales reach all-time high in 2006

Throughout 2006, continued demand for trucks (which include minivans, sport-utility vehicles, light and heavy trucks, vans and buses) drove truck sales 2.3% higher than in 2005. Truck sales reached a record high of 803,166 vehicles in 2006. This was the second consecutive annual increase for trucks, after increasing 4.0% in 2005.

Passenger car sales also saw an increase in 2006, rising 2.1% to 863,161 vehicles. This advance was entirely attributed to overseas-built passenger cars, which surged ahead 7.2%, to the highest annual sales level ever recorded for overseas-built cars. Sales of North American-built passenger cars remained relatively flat in 2006, edging down 0.3%. Sales of North American-built passenger cars have experienced declines in three of the last four years.

Both car and truck sales strong in December

Truck sales increased for a third consecutive month in December, climbing 6.4%. Consumer preference for trucks remained strong in the second half of the year with sales increasing in five of the last six months. In the first half of 2006, truck sales were relatively flat following a period of instability in 2005.

Passenger car sales advanced 4.8% in December. This advance, combined with the 5.7% gain in

November, more than offset the 7.3% plunge in October. North American-built passenger cars rose 6.5% in December, reaching 50,754 vehicles, the highest unit sales since April 2005. Sales of overseas-built passenger cars edged up 1.4%, partially recovering from the 1.7% decline in November.

Strength in the West

The number of new motor vehicles sold increased in eight provinces in December, with British Columbia (+11.1%), Alberta (+10.8%) and Manitoba (+6.1%) experiencing the largest gains. Sales in Alberta reached 22,079 vehicles, the highest number of units ever recorded for the province. For British Columbia and Alberta, December gains more than offset the declines in November. The increase in Manitoba marks the fourth consecutive monthly increase and the highest unit sales since the peak reached in July 2005.

Nova Scotia (-5.6%) and Prince Edward Island (-2.1%) were the only provinces to register declines in December. Sales in Nova Scotia have been on a slight upward trend since the end of 2005, while sales in Prince Edward Island have remained relatively flat during the same period.

Alberta leads annual gains

Overall, seven provinces posted annual gains in new motor vehicle sales in 2006. Alberta led the way

with an 11.9% increase, the third consecutive annual increase for the province. British Columbia (+4.3%), Nova Scotia (+3.4%) and New Brunswick (+3.4%) also posted annual sales gains in 2006 which exceeded the national average (+2.2%).

Newfoundland and Labrador (-2.9%), Manitoba (-1.2%) and Quebec (-0.9%) were the only provinces to experience annual declines in 2006.

A more detailed look at new motor vehicle sales in 2006 will be released in the spring.

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

Definitions, data sources and methods: survey number 2402.

The December 2006 issue of *New Motor Vehicle Sales* (63-007-XIE, free) will be available soon.

Data on new motor vehicle sales for January will be released on March 14.

For general information or to order data, contact Client Services (toll-free 1-877-421-3067; 613-951-3549; retailinfo@statcan.ca). To enquire about the concepts, methods or data quality of this release, contact Ashley Ker (613-951-2252), Distributive Trades Division.

□

New motor vehicle sales

	December 2005	November 2006 ^r	December 2006 ^p	December 2005 to December 2006	November to December 2006
Seasonally adjusted					
	number of vehicles			% change	
New motor vehicles	135,492	140,601	148,452	9.6	5.6
Passenger cars	69,677	72,156	75,597	8.5	4.8
North American ¹	47,547	47,658	50,754	6.7	6.5
Overseas	22,131	24,498	24,843	12.3	1.4
Trucks, vans and buses	65,815	68,445	72,855	10.7	6.4
Provinces and territories					
Newfoundland and Labrador	2,122	2,126	2,192	3.3	3.1
Prince Edward Island	360	422	413	14.7	-2.1
Nova Scotia	3,801	4,262	4,024	5.9	-5.6
New Brunswick	2,819	3,283	3,302	17.1	0.6
Quebec	33,504	34,681	36,625	9.3	5.6
Ontario	51,241	52,852	54,681	6.7	3.5
Manitoba	3,907	3,981	4,225	8.1	6.1
Saskatchewan	3,178	3,444	3,542	11.5	2.8
Alberta	19,326	19,919	22,079	14.2	10.8
British Columbia ²	15,234	15,631	17,368	14.0	11.1
	December 2005	November 2006	December 2006 ^p	December 2005 to December 2006	
Unadjusted					
	number of vehicles			% change	
New motor vehicles	121,408	127,732	131,157	8.0	
Passenger cars	57,722	63,756	62,549	8.4	
North American ¹	40,646	41,464	44,495	9.5	
Overseas	17,076	22,292	18,054	5.7	
Trucks, vans and buses	63,686	63,976	68,608	7.7	
Provinces and territories					
Newfoundland and Labrador	1,433	1,783	1,566	9.3	
Prince Edward Island	301	365	348	15.6	
Nova Scotia	3,222	3,542	3,383	5.0	
New Brunswick	2,294	2,767	2,695	17.5	
Quebec	25,164	29,630	26,812	6.5	
Ontario	47,889	49,707	49,781	4.0	
Manitoba	3,616	3,486	4,039	11.7	
Saskatchewan	3,294	3,136	3,607	9.5	
Alberta	18,795	19,007	21,587	14.9	
British Columbia ²	15,400	14,309	17,339	12.6	

^r revised

^p preliminary

1. Manufactured or assembled in Canada, the United States or Mexico.

2. Includes Yukon, the Northwest Territories and Nunavut.

Business Conditions Survey: Traveller accommodation industries

First quarter 2007

According to the recent results from the Business Conditions Survey for the Traveller Accommodation industries, the expectation of Canadian hotel operators' improved slightly from the previous quarter. Increases were recorded in the anticipated occupancy rates, average daily room rates, room nights booked, number of business travellers and number of hours worked.

The number of corporate travellers is expected to decrease as registered by 22% of the hotel managers while 17% anticipated an increase. More hotel managers (29%) expected less room nights booked than those expecting an increase (26%).

Slightly more hoteliers (28%) anticipated the occupancy rate to increase than those expecting a decline (27%). As has been the case for the past seven quarters, hoteliers continued to anticipate higher average daily room rates. For the first quarter of 2007, 41% of respondents indicated higher room rates, while 16% anticipated a decline.

Abnormal weather and/or natural disasters are more of a concern than they have ever been in the past as reported by 14% of the hoteliers. As well, Canada's reputation as a desired tourist destination continues to be a business impediment. The shortage of labour was less of a concern this quarter than it was in the previous three quarters. A shortage of unskilled labour as a major impediment was cited by 28% of the hoteliers and 25% noted a shortage of skilled labour. In comparison, 36% of the hotel managers

noted that a shortage of unskilled labour was a concern in the previous quarter. According to the most recent Labour Force Survey, there were 24,000 more jobs in the accommodation and food services industries in January 2007.

The survey of around 1,500 businesses, mostly hotels, was conducted in January to assess their outlook about key indicators compared to the same period last year. Some of these key indicators include bookings, occupancy rates, room rates and hours worked by employees.

Note: The Business Conditions Survey for the Traveller Accommodation Industries is made possible with the support of industry partners, the Canadian Tourism Commission and the Ontario Ministry of Tourism. Results are based on survey questionnaires sent to traveller accommodation providers and are weighted by their operating revenues. Consequently, the larger businesses have a correspondingly larger impact on the results than smaller businesses.

Available on CANSIM: tables 351-0004 and 351-0005.

Definitions, data sources and methods: survey number 5050.

For more information, to enquire about the concepts, methods or data quality of this release, or to obtain the survey background paper, contact Veronica Utovac (613-951-0813; fax: 613-951-6696; veronica.utovac@statcan.ca), Service Industries Division. □

Traveller accommodation industries

	Second quarter 2005	Third quarter 2005	Fourth quarter 2005	First quarter 2006	Second quarter 2006	Third quarter 2006	Fourth quarter 2006	First quarter 2007
Number of room nights booked will be:								
About the same (%)	49	47	48	48	48	46	50	45
Higher (%)	31	31	27	30	32	26	18	26
Lower (%)	20	23	25	22	20	28	32	29
Balance of opinion	10	8	3	8	12	-2	-14	-3
Occupancy rate will be:								
About the same (%)	51	46	50	48	46	44	51	45
Higher (%)	30	32	25	31	35	29	20	28
Lower (%)	20	23	25	22	20	27	29	27
Balance of opinion	10	9	0	9	15	2	-8	1
Number of corporate/commercial travellers will be:								
About the same (%)	59	57	57	55	56	55	56	60
Higher (%)	23	22	22	24	27	17	15	17
Lower (%)	18	21	21	21	18	27	28	22
Balance of opinion	4	2	1	3	9	-10	-13	-5
Average daily room rate will be:								
About the same (%)	46	44	46	53	44	43	40	44
Higher (%)	39	39	35	34	45	40	40	41
Lower (%)	15	18	19	13	12	18	21	16
Balance of opinion	24	21	16	21	34	22	19	25
Total number of hours worked by employees:								
About the same (%)	63	62	56	59	54	58	59	61
Higher (%)	19	20	20	19	31	25	16	18
Lower (%)	17	18	24	22	15	17	26	21
Balance of opinion	2	2	-4	-3	16	8	-10	-3
	First quarter 2005	Second quarter 2005	Third quarter 2005	Fourth quarter 2005	First quarter 2006	Second quarter 2006	Third quarter 2006	Fourth quarter 2006
	%							
Business impediments								
Shortage of unskilled labour	15	21	22	24	32	34	36	28
Excess room supply	25	26	21	23	22	22	19	26
Shortage of skilled labour	21	23	23	21	24	31	29	25
Lack of attractions or complementary facilities in the vicinity	19	16	13	16	12	22	23	25
Canada's reputation as a desired tourist destination	9	11	8	11	11	12	15	19
General economic conditions	32	19	21	20	20	27	22	18
Abnormal weather and/or natural disasters	12	11	4	9	4	4	3	14
Access to financing	8	8	7	6	4	8	7	6
Public health and safety concerns	3	2	2	2	2	3	2	2
Third-party distribution channels (global distribution systems)	1	2	1	1	1	1	1	2
No difficulties at this time	30	32	38	31	30	26	23	26

Note: Due to rounding, components may not add to total.

Construction Union Wage Rate Index
January 2007

The Construction Union Wage Rate Index (including supplements) for Canada remained unchanged in January compared to the December level of 138.0 (1992=100). The composite index increased 1.9% compared with the January 2006 index (135.4).

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 2007 issue of *Capital Expenditure Price Statistics* (62-007-XIE, free) 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, prices-prix@statcan.ca), or Louise Chainé (613-951-3393), Prices Division. ■

Domestic travel 2005 (preliminary)

A set of tables containing data on domestic travel from the 2005 Travel Survey of Residents of Canada is now available.

This survey, which started in 2005, provides estimates of domestic travel that are more in line with international guidelines recommended by the World Tourism Organization.

A domestic visit is one that originates and occurs within Canada, is less than 365 days in duration, ends during the reference period, and is outside the respondent's "usual" environment.

Canadian residents made 207.0 million visits within the country during 2005. Same-day visits accounted for 58.3% of the total, while the remainder were nights away from home. The vast majority (92.0%) of visits made by Canadians in 2005 occurred within their province of residence.

The main trip purpose for domestic travel in 2005 was to visit friends and relatives, followed by pleasure.

Also released today are revised data for the third quarter of 2005, the summer season. The number of visits made by Canadians during that period accounted for 31.1% of all their visits within the country during the year.

Note: Up to the fourth quarter of 2004, estimates on domestic travel were provided by the Canadian Travel Survey (CTS). The Travel Survey of Residents of Canada estimates cannot be compared with those from the CTS. The document "Communications for the Travel Survey of Residents of Canada" provides information about differences between these two surveys. To obtain a copy, click on the survey number below.

Definitions, data sources and methods: survey number 3810.

For general information or to obtain data, contact Client Services (613-951-9169; 1-800-307-3382; fax: 613-951-2909; cult.tourstats@statcan.ca).

To enquire about the concepts, methods or data quality of this release, contact Annie Gilbert (613-951-4483; fax: 613-951-2909; annie.gilbert@statcan.ca), Culture Tourism, and the Centre for Education Statistics. ■

Wool disposition and farm value 2005

The quantity, price and farm value of purchased wool and wool for home use are now available for 2005 by province and for Canada.

The farm value of wool purchased in 2005 was \$1.2 million, down 35% from \$1.9 million in 2004. This downward trend was due to a combination of weaker prices and a decrease in the quantity purchased.

Ontario represented 30% of the value while Alberta accounted for 28%.

Available on CANSIM: table 003-0016.

Definitions, data sources and methods: survey number 3460.

The publication *Sheep Statistics*, Vol. 6, no. 1 (23-011-XIE, free) will soon be available.

For general information or to order data, call (toll-free 1-800-465-1991). To enquire about the concepts, methods or data quality of this release, contact Bernadette Alain (902-893-7251; bernadette.alain@statcan.ca), Agriculture Division. ■

New products

Foreign and Domestic Investment in Canada, 2004 to 2006
Catalogue number 61-232-XWE
(free).

Imports by Commodity, December 2006, Vol. 63, no. 12
Catalogue number 65-007-XCB (\$40/\$387).

Imports by Commodity, December 2006, Vol. 63, no. 12
Catalogue number 65-007-XPB (\$84/\$828).

Correspondence Files, Reference Guide, Census year 2006
Catalogue number 92-156-GWE
(free).

Correspondence Files, Census year 2006
Catalogue number 92-156-XBB
(free).

Boundary Files, Reference Guide, Census year 2006
Catalogue number 92-160-GWE
(free).

Dissemination Block Boundary Files: Canada, Census year 2006
Catalogue number 92-163-XWE2006001 (\$12,000).

Dissemination Block Boundary Files: Newfoundland and Labrador, Census year 2006
Catalogue number 92-163-XWE2006002 (\$365).

Dissemination Block Boundary Files: Prince Edward Island, Census year 2006
Catalogue number 92-163-XWE2006003 (\$120).

Dissemination Block Boundary Files: Nova Scotia, Census year 2006
Catalogue number 92-163-XWE2006004 (\$365).

Dissemination Block Boundary Files: New Brunswick, Census year 2006
Catalogue number 92-163-XWE2006005 (\$365).

Dissemination Block Boundary Files: Quebec, Census year 2006
Catalogue number 92-163-XWE2006006 (\$2,820).

Dissemination Block Boundary Files: Ontario, Census year 2006
Catalogue number 92-163-XWE2006007 (\$4,290).

Dissemination Block Boundary Files: Manitoba, Census year 2006
Catalogue number 92-163-XWE2006008 (\$610).

Dissemination Block Boundary Files: Saskatchewan, Census year 2006
Catalogue number 92-163-XWE2006009 (\$735).

Dissemination Block Boundary Files: Alberta, Census year 2006
Catalogue number 92-163-XWE2006010 (\$1,285).

Dissemination Block Boundary Files: British Columbia, Census year 2006
Catalogue number 92-163-XWE2006011 (\$1,775).

Dissemination Block Boundary Files: Yukon Territory, Census year 2006
Catalogue number 92-163-XWE2006012 (\$120).

Dissemination Block Boundary Files: Northwest Territories, Census year 2006
Catalogue number 92-163-XWE2006013 (\$120).

Dissemination Block Boundary Files: Nunavut, Census year 2006
Catalogue number 92-163-XWE2006014 (\$120).

Census Tract Boundary Files, Census year 2006
Catalogue number 92-168-XWE (\$1,000).

Dissemination Area Boundary Files: Canada, Census year 2006
Catalogue number 92-169-XWE2006001 (\$10,900).

Dissemination Area Boundary Files: Newfoundland and Labrador, Census year 2006
Catalogue number 92-169-XWE2006002 (\$335).

Dissemination Area Boundary Files: Prince Edward Island, Census year 2006
Catalogue number 92-169-XWE2006003 (\$110).

Dissemination Area Boundary Files: Nova Scotia, Census year 2006
Catalogue number 92-169-XWE2006004 (\$335).

Dissemination Area Boundary Files: New Brunswick, Census year 2006
Catalogue number 92-169-XWE2006005 (\$335).

Dissemination Area Boundary Files: Quebec, Census year 2006
Catalogue number 92-169-XWE2006006 (\$2,565).

Dissemination Area Boundary Files: Ontario, Census year 2006
Catalogue number 92-169-XWE2006007 (\$3,900).

Dissemination Area Boundary Files: Manitoba, Census year 2006
Catalogue number 92-169-XWE2006008 (\$555).

Dissemination Area Boundary Files: Saskatchewan, Census year 2006
Catalogue number 92-169-XWE2006009 (\$665).

Dissemination Area Boundary Files: Alberta, Census year 2006
Catalogue number 92-169-XWE2006010 (\$1,170).

Dissemination Area Boundary Files: British Columbia, Census year 2006
Catalogue number 92-169-XWE2006011 (\$1,615).

Dissemination Area Boundary Files: Yukon Territory, Census year 2006
Catalogue number 92-169-XWE2006012 (\$110).

Dissemination Area Boundary Files: Northwest Territories, Census year 2006
Catalogue number 92-169-XWE2006013 (\$110).

Dissemination Area Boundary Files: Nunavut, Census year 2006
Catalogue number 92-169-XWE2006014 (\$110).

Federal Electoral District Boundary Files, Census year 2006
Catalogue number 92-171-XWE (\$110).

GeoSearch2006, Census year 2006
Catalogue number 92-197-XWE (free).

2006 Census Dictionary, Census year 2006
Catalogue number 92-566-XWE (free).

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Catalogue 11-001-XIE (F) (English) 11-001-XIE(11-001-0007-0-01)



Statistics Canada

Thursday, June 3, 1997
For release at 9:30 a.m.



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 20 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.

OTHER RELEASES

- **Help-wanted index, May 1997** 3
- **Short-term Expectations Survey** 2
- **Steel primary forms, week ending May 31, 1997** 12
- **Egg production, Apr. 1997** 12

PUBLICATIONS RELEASED 11

 Statistics Canada / Statistique Canada 

Statistics Canada's official release bulletin

Catalogue 11-001-XIE.

Published each working day by the Communications Division, Statistics Canada, 10-G, R.H. Coats Bldg., Tunney's Pasture, Ottawa, Ontario K1A 0T6.

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