



# The Daily

Statistics Canada

**Monday, June 25, 2007**

Released at 8:30 a.m. Eastern time

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## Releases

### International trade in culture goods

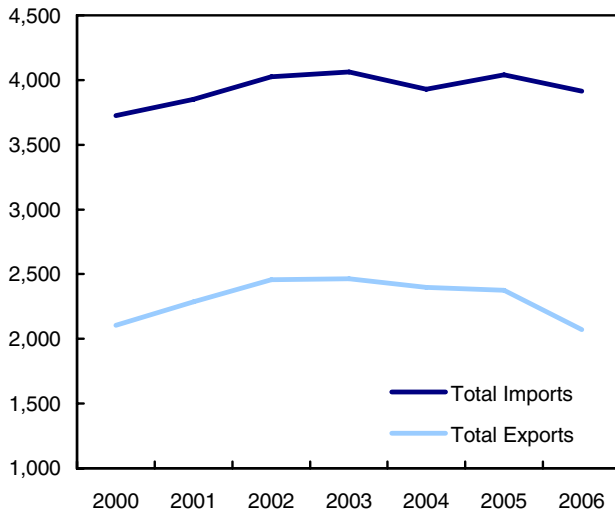
2006

Canada's imports and exports of culture goods declined in 2006. The trade deficit widened to its largest level since 1999, as imports, especially from Canada's largest trading partners – the United States and China – continued to surpass exports.

Canada imported \$3.9 billion worth of culture goods from the world, a 3.2% decline from 2005. At the same time, exports fell 12.7% to \$2.1 billion, the third consecutive decline.

#### Culture goods trade deficit rose in 2006 as exports dropped more than imports

\$ millions



As a result, Canada's trade deficit in culture goods expanded from \$1.7 billion in 2005 to \$1.8 billion in 2006, the largest deficit since 1999.

The trade deficit with the United States, Canada's largest trading partner, expanded by \$236 million to nearly \$1.2 billion. This was the result of a 12.4% fall in exports, which far exceeded a 0.9% decline in imports.

Since 2001, China has held second place in terms of imports of culture goods. China is also currently the second largest contributor to Canada's trade imbalance, as imports from China are more than 20 times larger than Canada's culture exports.

#### Note to readers

The international trade data on culture goods are obtained from the International Trade Division at Statistics Canada. Trade data are regrouped into culture categories according to the Canadian Framework of Culture Statistics. Therefore, the categories of culture goods presented here are not necessarily compatible with the International Trade Division's publications.

These estimates include culture goods such as books, compact discs, films and paintings. Culture services, intangibles such as performances and broadcasts, are not included in these estimates. Royalty payments associated with the final sale of certain shipments of culture products are embedded in the value of the goods.

Valuations are on a customs basis in current dollars. This method measures the changes in the country's stock of material resources that result from the physical movement of merchandise into or out of Canada. When goods are imported into, or exported from Canada, declarations must be filed with the Canada Border Services Agency. These declarations provide information such as the description and value of goods, the province of origin and the country or US state of destination for exports, as well as the port of clearance, the country or US state of origin for imports and the mode of transport.

Exports from Canada do not necessarily represent "Canadian content." Data limitations do not allow for this characteristic to be measured. Similarly, imports are not necessarily "foreign content." The country of origin of mass-produced goods is an indication of where manufacturing occurs, and not necessarily of the creation or production of "masters".

Imports coming from Canada (mainly returns) are excluded from the total import value.

The project is co-funded by the Department of Canadian Heritage.

#### Three-quarters of culture imports are writing and published works

Writing and published works represented nearly three-quarters (73%) of all the culture goods imported into Canada in 2006.

Imports of books, newspapers and periodicals and other printed matter grew \$25.8 million in 2006 to \$2.8 billion. Items such as technical, scientific and professional books, text books for school, art and pictorial books, journals, periodicals and cards are included in this culture category.

The second largest contributor to culture imports was the film and video category (7.3%). Imports in this culture category declined by almost \$75 million from 2005. The price of items in the video category, mainly DVDs, has been decreasing since 2000.

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## Books, film and advertising material represent over half of culture exports

Three commodity groups accounted for more than half of Canada's total exports of culture goods: books, which represented 19%, film (18%), and advertising material (nearly 16%).

Canada's exports of culture goods fell for the third consecutive year. Gains in exports within the other visual arts, architecture and heritage categories were not strong enough to offset declines in other categories, such as video, other printed materials, advertising and photography.

The Canadian dollar has been depreciating against the Euro and the UK pound sterling, making Canadian exports more attractive to the European Union and the United Kingdom. However, 90% of Canadian culture goods exports go to the United States. The drop in the American dollar relative to the Canadian dollar has consequently made Canada's exports less attractive to its largest trading partner.

### Top trading partners: US, China, France, UK

Canada's top two-way trading partners (imports plus exports) in culture goods for 2006 were the United States, China, France and the United Kingdom.

In 2006, the United States was still Canada's largest trading partner by far, accounting for 90% of all exported culture goods and 78% of all imports.

Canadians imported mainly books and newspapers from the United States. For every \$10 of culture goods Canadians imported from the United States, \$7.61 were spent on writing and published works, \$0.85 on film and video, and \$0.58 on advertising. The remainder was spread among sound recordings, photography and original art.

Canada's exports to the United States were more diversified. For every \$10 of culture goods the United States bought from Canada, \$3.80 were spent on books, newspapers and periodicals and other printed

material, \$2.68 on film and video, and \$1.67 on advertising. Photography, sound recordings and visual arts accounted for the rest.

For the last six years, imports of culture goods from China have been the second largest, after the United States. In 2006, imports from China increased 5.9% to \$295 million, while exports to China rose 3.9% to \$13.8 million. Almost half of Canada's imports of culture goods from China were printed books.

In 2006, exports to the United Kingdom dropped by almost \$31 million from 2005. The value of exports of video, other printed material, newspapers and periodicals, and photography recorded the largest decline. Exports of culture goods to the United Kingdom nevertheless remained the second largest for the seventh consecutive year. Canada exported mainly books and videos to the United Kingdom.

Exports to France were the third largest, books accounting for 60% of them.

### Definitions, data sources and methods: survey number 5088.

Detailed and summary data tables for the culture goods trade, by culture category and subcategory, along with cross-tabulations of trade between Canada and selected countries in table format (87-007-XWE, free) are now available on our website from the *Publications* module. These tables have been created based on the *Canadian Framework for Culture Statistics* (81-595-MIE2004021, free). The *Culture Goods Trade Data User Guide* (81-595-MIE2006040, free) is also available.

Data users can also request custom tabulations on a cost-recovery basis.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Client Services (toll-free 1-800-307-3382; 613-951-5418; fax: 613-951-1333; [culture@statcan.ca](mailto:culture@statcan.ca)), Culture, Tourism and the Centre for Education Statistics. ■

## Study: Investment and long-term growth in labour productivity

1961 to 2005

Investment in capital, rather than gains in worker skills or technological change, was the most important factor in the growth in labour productivity in the business sector during the past four decades, according to a new study.

Between 1961 and 2005, labour productivity, one of the key indicators of an economy's health, rose at an annual rate of 2.1%. This study assessed the contribution of three main components of this growth.

These components are: gains that originate from changes in capital intensity (the amount of capital per hour worked); gains from changes in labour composition (involving more highly educated or more experienced workers); and growth in multifactor productivity, which is generally everything that cannot be accounted for by labour and capital.

The study found that during this 45-year period, increases in capital intensity were the most important factor, contributing about 55% of growth in labour productivity. (In 2005 alone, capital intensity accounted for about three-quarters of the growth.)

Multifactor productivity, the second most important factor, accounted for about one-quarter of the growth in labour productivity during this period. Growth in this area is often associated with technological change, organizational change or economies of scale.

The remainder, about 20%, came from changes in the composition of labour. A positive labour composition effect reflects the increase in the average educational attainment and experience levels of workers.

Labour productivity is a measure of the real gross domestic product (GDP) per hour worked. Over time, it serves to improve the population's standard of living and business competitiveness.

Productivity gains are important because they are closely connected with changes in real wages over the long run.

### Substantial changes in structure of capital and labour

Two key factors in the growth of labour productivity – the composition of capital and the types of labour – have both changed during the past four decades.

In terms of capital, there has been a long-term shift towards machinery and equipment, and away from structure capital, land and inventories in the business sector. In the machinery and equipment category, information and communications technologies (ICT) have increased the most.

#### Note to readers

*This release is based on the report "Investment and long-term productivity growth in the Canadian business sector" as well as on a new industry database on productivity, released today.*

*This paper has three main objectives. Firstly, it provides a comprehensive overview of trends in labour productivity growth in the Canadian business sector over the last four decades.*

*Secondly, it examines the contribution of investment in tangible assets, human capital and multifactor productivity growth to these trends.*

*Thirdly, it analyses the industrial sources of aggregate growth in productivity, focusing on the contribution that goods and services sectors make to aggregate productivity growth.*

*There is a continued interest among analysts in the role that new economy industries and natural resource industries (old economy) play in Canada's economic growth. Consequently, this paper also examines the relative contribution these two sectors make to aggregate productivity growth.*

*The residual portion of labour productivity growth that is not accounted for by increased capital intensity and skills upgrading is called growth in multifactor productivity.*

*Multifactor productivity measures at Statistics Canada are derived from a growth accounting framework that allows analysts to isolate the effects on labour productivity growth of increases in capital intensity and skills upgrading.*

*The data released today reflects a new industry database that, for the first time, provides a series for output, labour and capital in the new North American Industry Classification System back to 1961. The Canadian Productivity Accounts has developed these series using similar methods to backcast each series so that they would be consistent with the methods used by the System of National Accounts. Additional improvements have been made to both the labour and capital estimates in the productivity accounts. For more information on the industry productivity database, consult the Canadian System of National Accounts module of our website.*

Between 1961 and 2005, non-ICT capital services increased at an annual rate of 3.9%, while ICT capital services rose at an annual rate of 14.5%. These ICT services increased dramatically as the price of ICT capital declined relative to other forms of capital. Canadian businesses have made large investments in ICTs to take advantage of this dramatic decline in prices.

At the same time, the composition of Canada's labour force has changed markedly. There have also been dramatic changes in the education qualifications of the labour force. The proportion of workers with only a high school education has declined steadily, while the percentage with postsecondary degrees has risen.

The share of labour compensation of workers with university degrees increased from 7.1% to 23.5% between 1961 and 2003. In contrast, the share of labour compensation of workers with primary or secondary education declined from 89.2% to 31.8% during that period.

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### Contribution of capital intensity has increased markedly over time

In general, the study found that the contribution of capital intensity to the growth in labour productivity increased markedly over time.

During the 1960s and early 1970s, ICTs accounted for only a small portion of the contribution that the growth in capital services made to the growth in labour productivity. However, during the 1990s and into the turn of the millennium, ICTs accounted for about 60% of the total contribution of capital to labour productivity growth.

A large increase in capital intensity was mainly responsible for the improvement in labour productivity growth in 2005.

The increase in labour productivity in 2005 was the strongest since 2000.

The impact of capital intensity accounted for more than three-quarters of the acceleration in labour productivity growth in 2005. The remainder, about 20%, came from the increase in multifactor productivity growth. The rate of growth in capital intensity almost tripled from 0.6% on average between 2000 and 2004 to 1.6% in 2005.

In contrast, improvements in the labour force due to higher levels of education and greater experience were virtually unchanged between the period from 2000 to 2004 and in 2005.

Since 2000, growth in labour productivity has in fact slowed considerably from the gains recorded between 1989 and 2000, particularly in the mining and manufacturing sectors. This slowdown in labour productivity growth largely reflects a decline in growth of multifactor productivity.

### Capital intensity dominant in natural resources industries

The economy consists of industries that range from highly capital intensive to more labour intensive.

In terms of economic output, capital accumulation has been the dominant source of growth in the two natural resources industries (mining and oil and gas extraction). It has also been important in the finance, insurance and real estate industries.

Labour input has been the most important contributor to growth in economic output in professional services as well as in education and health care services industries, both of which are labour-intensive. But even in those, capital is an important source of output growth.

In terms of labour productivity, the contributions of the various components to growth have differed substantially across industries.

In some industries, the deepening of capital was the dominant contributor to labour productivity growth. However, in these industries, there was no consistent pattern as to whether multifactor productivity growth makes higher or even positive contributions to labour productivity growth.

Increasing the quality of the labour force was important in most industries, though less important than the growth in multifactor productivity in most industries.

As well, there is less variability across industries in the contribution of skill upgrading than there is in either capital deepening or in multifactor productivity growth. The growth in the knowledge economy is being felt across all industries.

### Available on CANSIM: tables 383-0021 and 383-0022.

The research paper "Investment and productivity growth in the Canadian business sector: 1961 to 2002", as part of *The Canadian Productivity Review* (15-206-XIE2007006, free), is now available from the *Publications* module of our website.

The industry productivity database used in the research paper is available in Tables 383-0021 and 383-0022 on CANSIM. Table 383-0021 provides a series for multifactor productivity, value-added, capital input and labour input in the aggregate business sector and major sub-sectors. Table 383-0022 provides series on multifactor productivity, gross output, value-added, capital, labour and intermediate inputs at a detailed industry level.

More studies related to productivity are available online (<http://www.statcan.ca/english/studies/economic.htm>).

For more information, or to enquire about the concepts, methods or data quality of this release, contact John Baldwin (613-951-8588) or Wulong Gu (613-951-0754), Micro-economic Analysis Division.

□

### Sources of labour productivity growth in the business sector

	1961 to 2005	1961 to 1973	1973 to 1979	1979 to 1989	1989 to 2000	2000 to 2005
	% average annual growth					
Real gross domestic product	3.8	5.6	4.1	3.3	3.0	2.5
Hours Worked	1.7	2.0	2.0	1.9	1.2	1.4
Labour productivity	2.1	3.6	2.0	1.3	1.8	1.0
<b>Sources of labour productivity growth</b>						
Contribution of capital intensity	1.1	1.4	1.6	1.0	0.9	0.8
Contribution of labour composition	0.4	0.7	0.2	0.4	0.4	0.4
Multifactor productivity	0.5	1.5	0.2	-0.1	0.5	-0.1

**Note:** Contribution is the product of the variable and its share in nominal gross domestic product. Numbers may not add up due to rounding.

### Sources of labour productivity growth by industry, 1961 to 2005

	Labour productivity growth	Contribution to labour productivity growth		
		Capital intensity	Labour composition	Multifactor productivity
		% average annual growth		
Goods-producing industries	2.7	1.2	0.5	1.0
Services-producing industries	1.8	1.3	0.4	0.1
Agriculture, forestry, fishing and hunting	3.6	1.3	0.3	2.0
Mining and oil and gas extraction	0.8	2.3	0.2	-1.6
Utilities	2.2	0.9	0.1	1.1
Construction	1.2	0.4	0.3	0.5
Manufacturing	3.0	0.8	0.4	1.7
Wholesale trade	2.7	0.5	0.4	1.9
Retail trade	2.6	0.6	0.4	1.5
Transportation and warehousing	2.5	0.6	0.3	1.5
Information and cultural industries	3.6	1.4	0.3	1.9
Finance, insurance, real estate and renting and leasing	1.0	1.9	0.2	-1.1
Professional, scientific and technical services	0.8	2.9	0.3	-2.3
Other services	0.5	1.9	0.3	-1.7

**Note:** Labour productivity is measured as the real gross domestic product (GDP) per hour worked. Contribution is the product of the variable and its share in nominal GDP. Numbers may not add up due to rounding.



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## Study: Trade and the industrial specialization of Canadian manufacturing regions

1974 to 1999

Canada's manufacturing sector more than doubled its level of export intensity – that is, exports as a proportion of total manufacturing output – between 1974 and 1999.

However, this growing integration into the global markets through trade has not been accompanied by an increase in the industrial specialization of manufacturing economies in the various regions of the country, according to a new study. This is particularly true of the post-1990 free-trade era.

This study examines how trade has influenced the level and change in industrial specialization experienced by regional manufacturing economies during this 25-year period. It has long been thought that increased trade might lead to greater industrial specialization (the degree to which employment in particular places is concentrated in specific industries). Higher levels of industrial specialization are associated with greater vulnerability to economic shocks resulting from the loss of a key industry.

In 1974, exports accounted for only 18% of total manufacturing output. By 1999, this proportion had more than doubled to 43%.

The study found that across Canada's various regions, higher levels of export intensity were positively associated with higher levels of industrial specialization. However, subsequent increases in export intensity during the 1990s were not strongly associated with further increases in specialization.

As a result, the relationship between specialization and export intensity weakens over time. Regions that were more dependent on world markets through trade were less likely to be specialized in a small number of industries. This is related to shifts in trade intensity that see sectors heavily reliant on foreign markets becoming less so over time, and vice versa, while, at the same time, there are few associated changes in industry specialization.

Over the period studied, the regions in which the association between export intensity and specialization was highest were manufacturing regions that tend to be more closely tied to their natural resource bases. These regions tended to be rural or located in Western Canada and Atlantic Canada.

The research paper "The ebb and flow of comparative advantage: Trade and the industrial specialization of Canadian manufacturing regions, 1974 to 1999", as part of the *Economic Analysis Research Paper Series* (11F0027MIE2007044, free), is now available from the *Publications* module of our website.

More studies related to economic geography and international trade are available online (<http://www.statcan.ca/english/studies/economic.htm>).

For more information, or to enquire about the concepts, methods or data quality of this release, contact Mark Brown (613-951-7292), Micro-economic Analysis Division. ■

## Aircraft movement statistics

May 2007 (preliminary)

Aircraft take-offs and landings at the 42 Canadian airports with NAV CANADA air traffic control towers were up 17.1% in May over May 2006. This marks the 12th consecutive increase in year-over-year monthly comparisons.

Take-offs and landings reached 468,802 movements in May compared with 400,425 movements in May 2006. The variations ranged from an increase of 161.9% for Windsor to an 8.0% decline for St. John's. Overall, 34 airports reported increases in aircraft movements.

Itinerant movements (flights from one airport to another) rose 10.9% (+30,785 movements) in May from May 2006. Local movements (flights that remain in the vicinity of the airport) increased by 31.7% (+68,377 movements) in May from May 2006.

**Available on CANSIM: table 401-0005.**

**Definitions, data sources and methods: survey number 2715.**

The May 2007 issue of *Aircraft Movement Statistics*, Vol. 6, no. 5 (51F0001PWE, free), is now available from the *Publications* module of our website.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Kathie Davidson (613-951-0141; fax: 613-951-0010; [aviationstatistics@statcan.ca](mailto:aviationstatistics@statcan.ca)), Transportation Division. ■

## Sawmills

April 2007

Monthly lumber production by sawmills declined 2.1% to 6 583.5 thousand cubic metres in April.

Sawmills shipped 6 914.3 thousand cubic metres of lumber in April, an increase of 5.1% from March. Compared with April 2006, lumber shipments fell 7.0%.

Between March and April, stocks edged down 1.9% to 9 167.2 thousand cubic metres.

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**Available on CANSIM: table 303-0009.**

**Definitions, data sources and methods: survey number 2134.**

The April 2007 issue of *Sawmills*, Vol. 61, no. 4 (35-003-XWE, free) is now available from the *Publications* module of our website.

To order data, to obtain more information, or to enquire about the concepts, methods or data quality of this release, contact the dissemination officer (toll-free 1-866-873-8789; 613-951-9497; [manufact@statcan.ca](mailto:manufact@statcan.ca)), Manufacturing, Construction and Energy Division. ■

### **Canadian Internet Use Survey 2005**

The public use microdata file from the 2005 Canadian Internet Use Survey (CIUS) is now available. This file contains information collected from more than 30,000 respondents aged 18 and over residing in private households in the provinces.

The public use microdata file provides information about the extent to which individual Canadians use the Internet, as well as the scope of their Internet use. The survey content includes the location of use (e.g., at home or at work), the frequency and intensity of use, the specific uses of the Internet from the home, the purchase of products and services (electronic commerce), and other issues related to Internet use (such as concerns over privacy). This content is supplemented by information on socio-economic characteristics (e.g., age, income and education) and some sub-provincial geographic detail.

**Definitions, data sources and methods: survey number 4432.**

The *Canadian Internet Use Survey: Public Use Microdata File, 2005*, is available on CD-ROM (56M0003XCB, \$2,350), along with complete

documentation including a user guide and a codebook. See *How to order products*.

Results from the 2005 CIUS were released in *The Daily* on August 15, 2006 and in *The Daily* on November 1, 2006. These releases also featured CANSIM tables and summary tables.

To obtain a copy of the CD-ROM, for more information on related products and services, or to enquire about the concepts, methods or data quality of this release, contact Larry McKeown (toll-free 1-800-263-1136; 613-951-2582; fax: 613-951-0009; [larry.mckeown@statcan.ca](mailto:larry.mckeown@statcan.ca)), Science, Innovation and Electronic Information Division. ■

### **Industry productivity database**

A new experimental industry productivity database is now available. The database provides, for the first time, a series for multifactor productivity output and inputs that include capital (K), labour (L), energy (E), materials (M) and purchased services (S) in the new North American Industry Classification system back to 1961. The Canadian Productivity Accounts has developed this KLEMS database using similar methods to backcast each series so that they would be consistent with the methods used by the System of National Accounts.

**Available on CANSIM: tables 383-0021 to 383-0022.**

Table 383-0021 provides a series for multifactor productivity, value-added, capital input and labour input in the aggregate business sector and major sub-sectors. Table 383-0022 provides series on multifactor productivity, gross output, value-added, capital, labour and intermediate inputs at a detailed industry level. For more information on the industry productivity database, consult the *Canadian System of National Accounts* module of our website.

For more information, or to enquire about the concepts, methods or data quality of this release, contact John Baldwin (613-951-8588) or Wulong Gu (613-951-0754), Micro-economic Analysis Division. ■



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## New products

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**Economic Analysis Research Paper Series : "The Ebb and Flow of Comparative Advantage: Trade and the Industrial Specialization of Canadian Manufacturing Regions, 1974 to 1999"**, no. 44  
Catalogue number 11F0027MIE2007044  
(free).

**Latest Developments in the Canadian Economic Accounts**  
Catalogue number 13-605-XIE  
(free).

**The Canadian Productivity Review : "Investment and Long-term Productivity Growth in the Canadian Business Sector, 1961 to 2002"**, no. 6  
Catalogue number 15-206-XIE2007006  
(free).

**Sawmills**, April 2007, Vol. 61, no. 4  
Catalogue number 35-003-XWE  
(free).

**Aircraft Movement Statistics, Monthly**, May 2007,  
Vol. 6, no. 5  
Catalogue number 51F0001PWE  
(free).

**Canadian Internet Use Survey - Public Use Microdata File, 2005**  
Catalogue number 56M0003XCB (\$2350).

**Culture Goods Trade: Data Tables, 2006**  
Catalogue number 87-007-XWE  
(free).

**All prices are in Canadian dollars and exclude sales tax. Additional shipping charges apply for delivery outside Canada.**

Catalogue numbers with an -XWE, -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; -XCB or -XCE are electronic versions on compact disc; -XVB or -XVE are electronic versions on DVD and -XBB or -XBE a database.

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Statistics Canada

Thursday, June 5, 1997  
For release at 8:30 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 six 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 and industry work force in 1996 accompanied by sluggish gains in employment and slow economic growth during the year.

**OTHER RELEASES**

- Map-based Index, May 1997 3
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- Steel primary forms, week ending May 31, 1997 12
- Egg production, Apr 8, 1997 12

**PUBLICATIONS RELEASED** 11



### Statistics Canada's official release bulletin

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