



# The Daily

Statistics Canada

**Monday, September 10, 2007**

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## Releases

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<b>Study: Canada's immigrant labour market, 2006</b>	2
<p>Very recent immigrants who have been in Canada five years or less, that is, who landed between 2001 and 2006, had the most difficulty integrating into the labour market, even though they were more likely than the Canadian-born population to have a university education. In 2006, the national unemployment rate for these immigrants was 11.5%, more than double the rate of 4.9% for the Canadian-born population.</p>	
<b>Study: Government revenue attributable to tourism, 2000 to 2006</b>	5
<p>Taxes on products, such as the goods and services tax and provincial sales taxes, comprise the single largest source of government revenue from tourism, according to a new study. In total, tourism generated an estimated \$19.4 billion in revenue for all three levels of government in Canada in 2006.</p>	
Study: Culture occupations across the Canadian rural-urban divide	8
Farm product prices, July 2007	8
Canada's international trade in services, 2006	9

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## New products

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## Releases

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### Study: Canada's immigrant labour market

2006

Very recent immigrants who have been in Canada five years or less, that is, who landed between 2001 and 2006, had the most difficulty integrating into the labour market, even though they were more likely than the Canadian-born population to have a university education. In 2006, the national unemployment rate for these immigrants was 11.5%, more than double the rate of 4.9% for the Canadian-born population.

The situation improved for immigrants who had been in Canada between 5 and 10 years, that is, those who landed between 1996 and 2001. Their unemployment rate was 7.3%.

As expected, the longer immigrants remained in Canada, the better they fared in the labour market, and the more the gap narrowed between them and Canadian-born workers, according to new data on immigrants from the Labour Force Survey.

This new report shows that for the most part, established immigrants, those in the country for more than 10 years, had labour market outcomes in 2006 that most closely resembled those of Canadian-born workers. This is likely a reflection of their integration into the Canadian labour market over time.

The report focused on the labour market in Canada for immigrants in the core working age group, 25 to 54, in comparison with Canadian-born workers.

It pointed to the fact that many newcomers may need time to adjust to their new life in Canada and break into the workforce.

The data support previous reports that have shown that newly landed immigrants face many barriers to finding a job. For example, respondents to the Longitudinal Survey of Immigrants to Canada cited lack of Canadian work experience, lack of recognition of foreign credentials and language barriers as the most severe impediments to labour force integration for recent immigrants to Canada.

#### Immigrants benefit from high labour demand in Alberta

Immigrants in strong labour markets, such as Alberta's hot economy, tended to have relatively strong labour market outcomes, the report found. Immigrants in both Alberta and Manitoba benefited from strong

#### Note to readers

To better understand the labour market experiences of immigrants, the Labour Force Survey (LFS) began collecting information in January 2006 that specifically identified working-age immigrants, those aged 15 and over, in the survey population.

Five questions were added to the survey to identify immigrants and determine when they landed in Canada, and the country in which they were born and received their highest level of education. These questions were added as a result of a partnership with Human Resources and Skills Development Canada, and Citizenship and Immigration Canada.

The LFS is now able to provide regular information on the immigrant labour market. This information will enable various levels of government, the media and the public to know, in a timely manner, how well immigrants are performing in the labour market and how well the Canadian labour market utilizes the skills its immigrants bring.

Immigration is becoming increasingly important to Canada's economic well-being. Roughly two-thirds of Canada's population growth comes from net international migration. Population projections show that net immigration may become the only source of population growth by about 2030 and could account for virtually all net labour force growth by 2011.

provincial labour markets in 2006, and had some of the best labour market outcomes of all immigrants in the country.

The unemployment rate among very recent immigrants living in Alberta (those who became landed immigrants to Canada between 2001 and 2006) was 5.8% in 2006; less than half the national average for this group. This rate was, however, more than double the unemployment rate for Canadian-born Albertans (2.6% in 2006).

Immigrants in Quebec experienced substantially higher unemployment rates in 2006 than Canadian-born Quebecers, no matter when they landed.

#### Higher jobless rates for immigrants regardless of education

Immigrants aged 25 to 54 were more likely to have a university education than Canadian-born men and women in 2006. While 36% of immigrants in this age group had at least a bachelor's degree, the proportion was only 22% among those born in Canada.

However, while unemployment rates for Canadian-born workers were lower for people with progressively higher levels of education, rates for very recent immigrants remained high regardless of their level of education.

The unemployment rate in 2006 among the very recently landed who had bachelor's degrees was 11.4%, four times the rate of only 2.9% for Canadian-born workers who were university-educated.

Similarly, the unemployment rate for those very recent newcomers who had a graduate degree was 12.4%, compared with only 2.4% for their Canadian-born counterparts.

Immigrants who had been in Canada longer also had lower employment rates and higher unemployment rates than the Canadian born with the same education. However, the more time immigrants had been landed in Canada, the more closely their unemployment and employment rates resembled those of the Canadian born.

### **Unemployment rate highest among newest immigrants in Montréal**

Very recent core-working-age immigrants (those who had been in Canada for five years or less) had much higher unemployment rates than their Canadian-born counterparts in all three of Canada's largest census metropolitan areas (CMAs) in 2006, especially in Montréal.

This group of very recent immigrants in Montréal had an unemployment rate of 18.1% in 2006, three times as high as the rate of 5.9% among Canadian-born Montréalers.

Similarly, very recent immigrants in Toronto and Vancouver also faced unemployment rates that were close to three times the rates experienced by the Canadian born in their cities. In Toronto, the unemployment rate for core-working-age very recent immigrants was 11.0%, while it was 4.0% among Canadian-born Torontonians. In Vancouver, the rate was 9.6% for these very recent immigrants, compared with 3.3% among the Canadian born in Vancouver.

Again, these higher unemployment rates reflect the difficulties encountered by very recent immigrants in the initial phases of their settlement in Canada.

Calgary's hot labour market benefited immigrants and Canadian-born workers alike in 2006. Canadian-born workers aged 25 to 54 in Calgary had the highest employment rate (89.3%) among the eight mid-sized CMAs selected for this study.

The strong demand for labour in 2006 was particularly apparent among the city's immigrants who had been in the country for five years or less. Their employment rate was 73.6%—still below that of their Canadian-born counterparts in Calgary, but higher than that of very recent immigrants in the seven other mid-sized CMAs, as well as Montréal, Toronto and Vancouver.

### **Immigrant women struggle in the labour market**

The report showed that labour market outcomes were better for immigrant men than their female counterparts, and that young immigrant women in particular have struggled.

Immigrant women in the core-working-age group of 25 to 54 had higher unemployment rates and lower employment rates than both immigrant men and Canadian-born women, regardless of how long they had been in Canada.

For example, the unemployment rate among women who had been in Canada for five years or less was 13.0% in 2006, somewhat higher than 10.3% among men in the same group.

In contrast, among Canadian-born workers, the unemployment rate for men was 5.2%, and for women, just 4.6%.

Young immigrants (aged 15 to 24), especially women, had much more difficulty in the labour market than their Canadian-born counterparts.

On the whole, immigrant youths who had been in Canada for five years or less had an unemployment rate of 17.2% in 2006, well above the rate of 11.2% for their Canadian-born counterparts.

The unemployment rate for very recent immigrant women aged 15 to 24 was 19.9%, twice the rate of 9.8% among young Canadian-born women.

### **Immigrants more likely to work in manufacturing industries**

Immigrants were more likely to work in manufacturing industries than Canadian-born workers, as well as in professional, scientific and technical services. They were also more likely to be employed in accommodation and food service industries than those born in Canada.

In 2006, 19.6% of immigrants who had been in the country for five years or less worked in the manufacturing industry, compared with 13.0% of Canadian-born workers. Furthermore, weakness in manufacturing since the end of 2002 may have resulted in job losses among immigrants, particularly in Central Canada, where declines in factory employment have been the most pronounced.

Among Canadian-born workers, the biggest employer in 2006 was the retail and wholesale trade industry, with a 13.8% share. It was also the second-largest employer of immigrants, regardless of time since landing.

In terms of occupations, new immigrants who landed since 2001 were more likely to be working in sales and service jobs than Canadian-born workers.

Occupations in the natural and applied sciences were also more common among newly-landed immigrants than among Canadian-born workers.

**Definitions, data sources and methods: survey number 3701.**

A more detailed summary, "The Canadian Immigrant Labour Market in 2006: First Results from Canada's Labour Force Survey", as part of *The Immigrant Labour Force Analysis Series* (71-606-XWE2007001, free), is

now available online. From the *Publications* module of our website, under *Free Internet publications*, choose *Labour*.

For general information or to order data, contact Client Services (toll-free 1-866-873-8788; 613-951-4090; [labour@statcan.ca](mailto:labour@statcan.ca)). To enquire about the concepts, methods or data quality of this release, contact Danielle Zietsma (613-951-4243) or Jason Gilmore (613-951-7118), Labour Statistics Division. ■

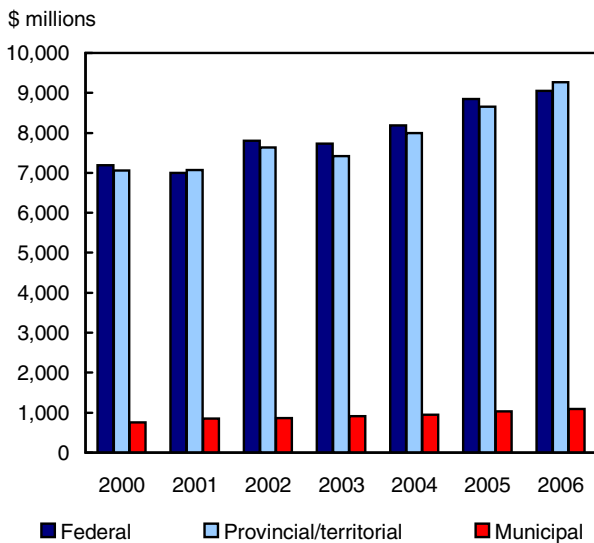
## Study: Government revenue attributable to tourism

2000 to 2006

Taxes on products, such as the goods and services tax (GST) and provincial sales taxes, comprise the single largest source of government revenue from tourism, according to a new study.

In total, tourism generated an estimated \$19.4 billion in revenue for all three levels of government in Canada in 2006, up from just over \$15.0 billion in 2000.

### Government revenue attributable to tourism, 2000 to 2006



In 2006, taxes on products accounted for 51% of the federal government's revenue from tourism. For the provincial and territorial governments, the proportion was 61%, the study found.

Income taxes, such as those on employment income and business profits, were the second most important source of revenue from tourism for both the federal and provincial/territorial governments. Property taxes were the main source of revenue for municipalities.

Taxes on products generated \$10.3 billion for the three levels of government combined, over half of the revenue attributable to tourism in 2006. Income taxes generated another \$4.5 billion, close to one-quarter of the revenue from tourism.

Other taxes on production (e.g., property taxes) generated \$2.3 billion, while contributions to social insurance plans amounted to \$1.9 billion. Government sales of goods and services to tourists (e.g., park entrance fees) added another \$400 million.

#### Note to readers

This new research study aims to fill an information gap on government revenue generated by tourism. When a tourist pays for a room in a hotel, for instance, this generates GST, PST and room tax to the various levels of government. In addition, income taxes are generated on the earnings of hotel employees, on the profits of the business, as well as property taxes. Governments also obtain revenue directly from tourists, for example, through museum admission fees and park entrance fees.

This study provides details on the revenue tourism generates for government, how much of it goes to each level of government, and how much comes from the various sources, both tax and non-tax. These data are not directly available in either the Canadian Tourism Satellite Account, or the National Tourism Indicators.

This study improves the timeliness of estimates of government revenue attributable to tourism, compared with a similar report released in 2003 based on results for 1998.

It provides preliminary estimates for 2006, nine months after the reference year. In the previous study, the lag between the reference year and publication was almost five years.

In addition, it provides the first time series of annual estimates of government revenue attributable to tourism, covering a period of seven years, 2000 to 2006.

In terms of the various sources of government revenue included or considered in-scope, this new study provides the same level of coverage (about 85% of revenue from all sources) as the previous one.

This study was funded by the Canadian Tourism Commission.

### Government revenue from tourism increases faster than tourist spending

The increase in revenue that tourism generated for governments between 2000 and 2006 outpaced the gain in spending on tourism by both Canadian and international travellers.

The tourism revenues of governments rose at an annual average rate of 4.5% during this period, while spending by tourists increased at an average rate of 3.8%.

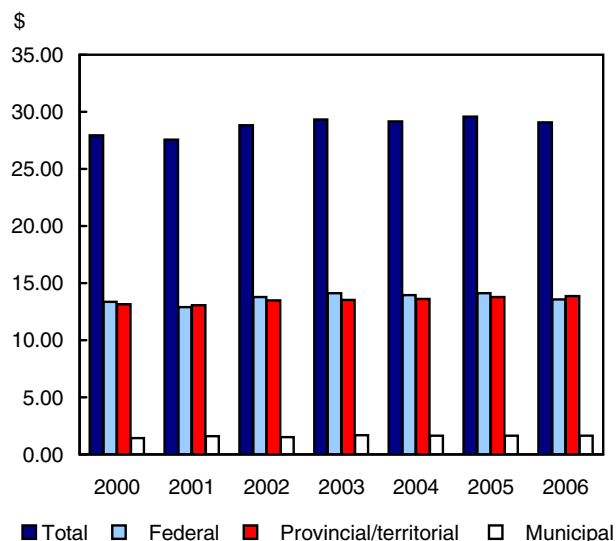
This increase stemmed in part from the introduction of the air travellers security charge in 2002, as well as increased tax revenues from products purchased by tourists, like alcohol and tobacco, vehicle fuel, and recreational and camping equipment.

Government revenue from tourism slipped in only two of the seven years covered by this study. The declines occurred in 2001, when the 9/11 terrorist attacks dominated the tourism landscape, and in 2003, when the issue was the severe acute respiratory syndrome (SARS) outbreak.

According to Statistics Canada's most recent release of the National Tourism Indicators, Canadian and international tourists combined spent \$66.8 billion in Canada in 2006.

For every \$100 of this spending, the study found that governments raised \$29.10 in 2006, up from \$27.90 in 2000. The federal government raised \$13.60, the provincial and territorial governments took in \$13.90, while municipal governments received \$1.60.

**Government revenue per \$100 of tourism spending, 2000 to 2006**



The federal government took in \$9.1 billion from tourism in 2006. Taxes on products, mainly the GST, were its single most important source of tourism revenue, raising \$4.6 billion.

The provincial and territorial governments collectively raised \$9.3 billion. Again, taxes on products, mainly provincial sales taxes, were the largest source of revenue, bringing in \$5.7 billion.

The municipal governments received a much smaller \$1.1 billion. Almost all of this came from other taxes on production, mostly property taxes.

The one-percentage point reduction in the goods and services tax that took effect July 1, 2006, slowed the growth of tourism revenue at the federal level to 2.4% in 2006. This was less than half the growth rate of 7.1% for the provinces and territories, and the rate of 5.6% for municipalities.

**Tourism accounting for higher share of government revenues**

The study found that tourism accounted for 3.9% of government revenue in 2006. This reflected the relatively high taxes on many goods and services bought by tourists, such as fuel, alcohol, and entertainment in casinos. At the same time, tourism accounted for 3.8% of all jobs in the economy and 2.0% of Canada's gross domestic product (GDP).

Moreover, tourism's share of government revenue was higher in 2006 than it was in 2000, unlike its share of overall GDP and jobs.

In 2002, tourism accounted for 4.0% of government revenue. This contribution slipped a quarter of a percentage point in 2003, the year of the SARS outbreak, and since then it has been growing.

Between 2005 and 2006, government revenue from tourism rose by 4.8% (in nominal terms). All levels of government registered higher tourism revenues, with the federal and provincial/territorial governments taking the lion's share.

The research paper, "Government revenue attributable to tourism, 2000 to 2006", as part of the *Income and Expenditure Accounts Technical Series* (13-604-MIE2007057, free), is now available from the *Publications* module of our website. A printed version (13-604-MPB2007057, free) is also available. See *How to order products*.

For more information, or to enquire about the concepts, methods or data quality of this release, contact the information officer (613-951-3640; [iead-info-dcrd@statcan.ca](mailto:iead-info-dcrd@statcan.ca)), Income and Expenditure Accounts Division.

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**Summary indicators**

	2000	2001	2002	2003	2004	2005	2006
Government revenue attributable to tourism (\$ billions)	15.0	14.9	16.3	16.1	17.1	18.5	19.4
year-over-year growth (%)		-0.6	9.3	-1.5	6.6	8.1	4.8
as a share of government revenue in scope (%)	3.77	3.79	4.00	3.76	3.79	3.87	3.91
per \$100 dollars of tourism spending (\$)	27.90	27.60	28.80	29.30	29.20	29.60	29.10
Gross domestic product at basic prices (\$ billions)	999.9	1,032.2	1,068.8	1,128.8	1,201.0	1,280.7	1,349.1
Tourism gross domestic product at basic prices (\$ billions)	22.4	22.5	23.3	22.4	24.0	25.7	27.4
Tourism's share of GDP at basic prices (%)	2.24	2.18	2.18	1.98	2.00	2.01	2.03
Total employment (thousands of jobs)	15,052	15,204	15,583	15,913	16,193	16,459	16,756
Employment generated by tourism (thousands of jobs)	610	608	611	612	616	622	634
Jobs attributable to tourism (%)	4.05	4.00	3.92	3.85	3.80	3.78	3.78



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## Study: Culture occupations across the Canadian rural-urban divide

Canada's largest cities are the country's arts and culture hubs, with the size of an area's cultural workforce depending largely on the area's total workforce. Despite this reality, a number of rural areas and small cities, particularly in British Columbia, Nunavut and Quebec, show unusually high proportions of cultural workers, according to a new study.

The study, "Towards a Geography of Culture: Culture Occupations Across the Canadian Urban-Rural Divide," used 2001 Census data. The *Canadian Framework for Culture Statistics* was used to define the culture sector in the workforce and to examine the proportion of cultural workers in the overall workforce in Canadian cities and rural areas, as well as the diversity of cultural occupations in those areas. While certain rural areas boasted a high proportion of cultural employment, those occupations tended to be specialized, the study found, with the largest cities showing the biggest variety of cultural occupations.

Relative to its overall workforce, the highest proportion of cultural workers was found in British Columbia's Capital Regional District, near Victoria. Of the four rural British Columbia areas that had very high shares of visual arts and design workers, three were on Vancouver Island, with the nearby Sunshine Coast completing the cultural "supercluster."

Another supercluster exists in the vicinity of Montréal, including two small cities and three rural areas with high cultural employment. Montréal had both the highest proportion of cultural workers among Canadian cities and the most diverse cultural workforce, with a large number of occupations in literary arts, performance arts, culture management, and technical as well as culture-related manufacturing occupations.

Nunavut, and particularly its Baffin Island region, had a high proportion of visual arts and design employment, the result of the production of Inuit carvings, tapestries, weavings and other artwork made for shipment elsewhere. In a few other rural areas, particularly in Quebec, cultural employment was dominated by manufacturing, with a limited range of manufactured culture products shipped to larger markets in Canada and abroad.

Among small cities that showed higher-than-average cultural employment, some, like Owen Sound, Ontario, and Magog, Quebec, also relied on shipments of manufactured culture products elsewhere. Others featured a greater presence of cultural venues, such as libraries, museums and theatres. Small-city clusters tend to have a more diverse cultural workforce than rural areas, implying

that the range of cultural goods and services available for local consumption is greater.

For rural regions and small cities with high cultural employment, exports or proximity to a large urban centre were important, since local markets were generally too small to support the industry; Stratford, Ontario, for example, attracts audiences from nearby Toronto, Hamilton and Detroit to its theatre festival. In Canada's largest cities, on the other hand, cultural employment levels depended strongly on changes in the overall workforce size, indicating the importance of local demand.

### Definitions, data sources and methods: survey number 3901.

The research paper, "Towards a Geography of Culture: Culture Occupations Across the Canadian Urban-Rural Divide", as part of the *Culture, Tourism and the Centre for Education Statistics - Research Papers* (81-595-MIE2007053, 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 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. ■

## Farm product prices

July 2007

Prices received by farmers in July for grains, oilseeds, specialty crops, potatoes, cattle, hogs, poultry, eggs and dairy products are now available.

The Saskatchewan non-board wheat price in July was \$148.46 per metric tonne, down 1% from June, but up 58% from July 2006 when the price was \$94.25.

The July slaughter calves price in Quebec was \$120.80 per hundredweight, down 1% from June, and down 16% from the July 2006 price of \$143.69.

Farm commodity prices are now available in CANSIM. Over 35 commodities are available by province, some series going back 20 years.

**Available on CANSIM: table 002-0043.**

### Definitions, data sources and methods: survey number 3436.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Nickeisha Patterson (613-951-3249; fax:



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613-951-3868; [nickeisha.patterson@statcan.ca](mailto:nickeisha.patterson@statcan.ca)),  
Agriculture Division. ■

## Canada's international trade in services 2006

In 2006, the services trade deficit increased \$3.0 billion to reach \$15.2 billion, the largest deficit ever. Record deficits were registered for travel and transportation services.

In 2005, the most recent year with complete detailed information, services were largely in deficit with the United States, and, in a lesser measure with Europe and Asia.

Data on international trade in services for 2006 are now available.

Detailed data by country, geographical and economic areas for commercial services, travel, transportation and government services are now available up to 2005. Imports and exports of commercial services by affiliation and by industrial sector based

on the North American Industrial Classification System have also been updated up to 2005.

**Note:** Trade in services covers transactions in travel, transportation, a range of business and professional services referred to as commercial services, and government services.

**Available on CANSIM: tables 376-0031 to 376-0033, 376-0036 and 376-0062.**

**Definitions, data sources and methods: survey number 1536.**

The 2006 issue of *Canada's International Trade in Services* (67-203-XWE, free) will be available in the fall.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Denis Caron (613-951-1861; [denis.caron@statcan.ca](mailto:denis.caron@statcan.ca)) or François Lavoie (613-951-5416; [francois.lavoie@statcan.ca](mailto:francois.lavoie@statcan.ca)), Balance of Payments Division. ■

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## New products

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**Income and Expenditure Accounts Technical Series: "Government Revenue Attributable to Tourism, 2000 to 2006"**, no. 57  
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**Income and Expenditure Accounts Technical Series: "Government Revenue Attributable to Tourism, 2000 to 2006"**, no. 57  
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**The Immigrant Labour Force Analysis Series: "The Canadian Immigrant Labour Market in 2006: First Results from Canada's Labour Force Survey"**, no. 1  
**Catalogue number 71-606-XWE2007001**  
(free).

**Culture, Tourism and the Centre for Education Statistics - Research Papers: "Towards a Geography of Culture: Culture Occupations Across the Canadian Urban-Rural Divide"**, 2001, no. 53  
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Statistics Canada

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**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 weak again in 1996, accompanied by sluggish gains in employment and slow economic growth during the year.

**OTHER RELEASES**

- Map-based Index, May 1997 3
- Short-term Expectations Survey 9
- Steel primary forms, week ending May 31, 1997 12
- Egg production, Apr 8, 1997 12

**PUBLICATIONS RELEASED** 11



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