



The Daily

Statistics Canada

Thursday, April 24, 2008

Released at 8:30 a.m. Eastern time

Releases

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| Online sales increased at a double-digit pace for the sixth consecutive year in 2007. Total private and public sector Internet sales hit an estimated \$62.7 billion, up 26% from 2006. | |
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New products

Earnings, income and shelter costs

2006 Census

On May 1, 2008, Statistics Canada will release a detailed analysis of data from the 2006 Census on earnings and income.

This analysis will be presented in an online document, titled *Earnings and Incomes of Canadians Over the Past Quarter Century, 2006 Census*, which will be available on our website at 8:30 a.m. Eastern time, on May 1.

The first part of this report examines changes in "earnings" during the past 25 years, that is, income from employment (wages and salaries), as well as net income from self-employment. The second part explores "family earnings," in other words, income from employment received by all members of an economic family.

The third and final part of the report examines "family income," which refers to income from all sources, including wages and salaries, government transfer payments, investments and retirement pensions.

In addition, the analysis explores trends in low income rates and in incomes for recent immigrants.

Also available will be several tables containing 2006 Census data on shelter costs. Supplementing the 2006 Census data on dwelling characteristics released in September 2007, shelter cost information will provide a more detailed picture of housing in Canada. An analytical report on housing and shelter costs will be released on June 4, 2008.

For more information, contact Media Relations (613-951-4636), Communications and Library Services Division.



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Releases

Electronic commerce and technology

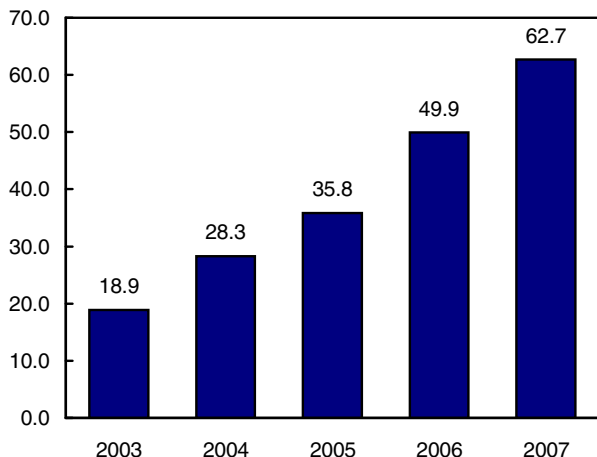
2007

Online sales increased at a double-digit pace for the sixth consecutive year in 2007. Total private and public sector Internet sales hit an estimated \$62.7 billion, up 26% from 2006.

Despite the continued strong growth, e-commerce still represents a relatively small fraction of total economic activity. In 2007, online sales of private sector firms accounted for just under 2% of total operating revenue, although this was still an increase from less than 1% five years earlier.

Internet sales with or without online payment

\$ billions



While online sales increased, the proportion of private sector companies that sold goods and services online remained stable at about 8%. In the public sector, some 16% of organizations reported e-commerce sales.

Private sector businesses dominate online sales

Private sector businesses dominated online sales in 2007. E-commerce by private sector firms increased 25% to \$58.2 billion, while public sector e-commerce rose 30% to almost \$4.5 billion.

Note to readers

The 2007 Survey of Electronic Commerce and Technology covered over 19,000 enterprises across the economy, except for local governments. The enterprise is the organizational unit of a business that directs and controls the resources relating to its domestic organization. Internet transactions that occur between two companies or establishments within the same enterprise are therefore excluded.

The sample was stratified at the two digit or sector level of the North American Industry Classification System (NAICS, 2007) and by employment size category. For analytical purposes, enterprises are classified as either private sector firms or public sector organizations.

Electronic commerce is defined as sales over the Internet, with or without online payment. Included is the value of orders received where the commitment to purchase is made via the Internet. Sales using electronic data interchange over proprietary networks and transactions conducted on automatic teller machines are excluded.

The value of financial instruments transacted on the Internet such as loans and stocks are not considered e-commerce sales, but the service charges received for conducting these transactions over the Internet are included.

CANSIM table 358-0010, "Enterprises that sell over the Internet," has been revised for 2006, based on more accurate information received for the 2007 reference year.

In the private sector, business-to-business sales accounted for 62% of online sales in 2007, down from 68% in 2006. The proportion of online business-to-consumer sales climbed from 32% to 38%.

It is estimated that customers outside Canada generated almost one out of every five dollars (19%) in online sales in the private sector, similar to the last two years.

Enterprises more likely to purchase than to sell online

Firms remained more likely in 2007 to purchase than to sell goods and services online, with just under one-half (48%) of private sector firms purchasing goods and services online compared with only 8% selling online.

The proportion of private sector firms purchasing goods and services online has been increasing steadily since this survey began, while the proportion of firms selling online has remained stable.

In 2007, an estimated 82% of public sector organizations made purchases online, compared with 16% who reported selling online.

Selling or purchasing over the Internet

| | 2003 | 2004 | 2005 | 2006 | 2007 |
|---|--|------|------|------|------|
| | % of enterprises that use the Internet to sell or purchase | | | | |
| Sale of goods or services online | | | | | |
| Private sector | 7 | 7 | 7 | 8 | 8 |
| Public sector | 17 | 14 | 15 | 16 | 16 |
| Purchase of goods or services online | | | | | |
| Private sector | 37 | 42 | 43 | 45 | 48 |
| Public sector | 68 | 77 | 82 | 80 | 82 |

Among sectors, prevalence of online sales differs from value of online sales

Public organizations in the education services sector reported the highest prevalence of online sales, at almost 39%. As well, just over one-quarter (27%) of firms in the information and cultural industries sector, and 24% of firms in the arts, entertainment and recreational industries sector sold goods or services online.

Four sectors continued to account for the majority of the value of online sales: wholesale trade (17%), transportation and warehousing (16%), manufacturing (15%) and retail trade (10%).

The proportion of online business-to-business sales and online business-to-consumer sales also varied by sector. Firms in the retail trade, accommodation and food services, educational services, and arts, entertainment and recreational sectors sold mainly to consumers.

Wireless popularity increasing among information and communications technologies

Over three-quarters (77%) of private sector firms reported using wireless communications in 2007, up from 51% just seven years earlier, when this survey began.

Information and communications technologies commonly used in the private sector include Internet and e-mail. About 87% of private sector firms used the Internet in 2007, up slightly from 2006, while 81% used e-mail. However, less than half (41%) of private sector firms reported having a website.

Although a website facilitates online sales, it also supports off-line sales by providing information about goods and services. Information provision was the most common website function reported by private sector firms.

Use of information and communications technologies (ICTs)

| | 2003 | 2004 | 2005 | 2006 | 2007 |
|--------------------------------|---|------|------|------|------|
| | % of enterprises that reported using ICTs | | | | |
| E-mail | | | | | |
| Private sector | 74 | 77 | 76 | 78 | 81 |
| Public sector | 100 | 100 | 100 | 100 | 100 |
| Wireless communications | | | | | |
| Private sector | 57 | 57 | 60 | 74 | 77 |
| Public sector | 74 | 77 | 82 | 91 | 91 |
| Internet | | | | | |
| Private sector | 78 | 82 | 82 | 83 | 87 |
| Public sector | 100 | 100 | 100 | 100 | 100 |
| Having a website | | | | | |
| Private sector | 34 | 37 | 38 | 40 | 41 |
| Public sector | 93 | 92 | 95 | 94 | 93 |

Internet benefit: Improved coordination between suppliers and customers

In the private sector, over one-third (36%) of firms reported using Internet-based systems during 2007 to better coordinate with their suppliers and customers. Lowering costs and reaching new customers were also commonly reported benefits of conducting business over the Internet.

Better coordination was also most commonly reported by the public sector (59%). Almost one-half (48%) of public sector organizations also reported cost reduction as a potential benefit.

Perceived benefits of enterprises conducting business over the Internet

| | 2003 | 2004 | 2005 | 2006 | 2007 |
|--|--|------|------|------|------|
| | % of enterprises reporting perceived benefits of conducting business over the Internet | | | | |
| Lower costs | | | | | |
| Private sector | 26 | 26 | 26 | 27 | 30 |
| Public sector | 50 | 43 | 44 | 46 | 48 |
| Reaching new customers | | | | | |
| Private sector | 33 | 32 | 31 | 36 | 36 |
| Public sector | 35 | 30 | 35 | 42 | 46 |
| Better coordination with suppliers, customers or partners | | | | | |
| Private sector | 21 | 29 | 31 | 35 | 36 |
| Public sector | 36 | 39 | 49 | 51 | 59 |
| Reduced time to market | | | | | |
| Private sector | 17 | 18 | 19 | 20 | 19 |
| Public sector | 26 | 20 | 22 | 22 | 20 |
| No benefits | | | | | |
| Private sector | 11 | 11 | 11 | 8 | 10 |
| Public sector | 4 | 3 | 3 | 4 | 2 |

"Open source" software rising in popularity

"Open source" software is rising in popularity, according to survey data. Open source software is software for which the underlying source code is readily

available for modification by any interested person or firm.

In 2007, an estimated 17% of private sector firms reported using open source software, up from about 10% just two years earlier, when this practice was first measured.

As in previous years, about one-half of organizations in the public sector reported using open source software in 2007.

An advantage of open source software is flexibility, allowing users to customize or modify the software to their specific needs. In 2007, 3% of private firms and 13% of public organizations reported customizing open source software.

Available on CANSIM: tables 358-0007 to 358-0011, 358-0015, 358-0016, 358-0121 and 358-0139.

Definitions, data sources and methods: survey number 4225.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Sylvain Ouellet (613-951-2779; sylvain.ouellet2@statcan.ca) or Mark Fakhri (613-951-6285; mark.fakhri@statcan.ca), Science, Innovation and Electronic Information Division. ■

Hog inventories

First quarter 2008

Hog inventories are falling and farmers are leaving the industry, in the wake of high feed costs and soft slaughter prices, according to new data from the April 2008 Hog Survey.

Data show that the hog industry in Canada is in a state of transition, as the feed costs and slaughter prices, which have been prevalent in the hog market for some time, have squeezed profit margins to the limit.

As of April 1, 2008, Canada had almost one-fifth fewer (-19.3%) hog farmers than in April 2007. Of those still in business, a number had closed their barns or reduced their breeding herd, or both.

Farmers had an estimated 13.0 million hogs on their farms on April 1, down 1.7 million, or 11.7%, from the same date in 2007. This was the largest year-over-year drop in three decades, and the fifth consecutive quarterly decline in total hog inventories.

The number of sows fell 4.6% during this 12-month period.

With rising feed costs, many hog producers are shifting mainly to farrowing operations from the more traditional farrow-finish operations. This has led producers to export their hogs, mostly weaners, at a strong pace, principally to the United States.

Farmers exported an estimated 2.9 million hogs during the first three months of 2008, a 25.9% increase

over the same period a year earlier. At the same time, the domestic slaughter of hogs in Canada slipped 1.1% compared with the first three months of 2007.

On February 25, 2008, the Government of Canada announced a cull breeding swine program aimed at reducing the size of the breeding herd. Further reductions in the hog breeding herd are anticipated across the country once the program is implemented.

Note: Revisions have been incorporated back to July 2007.

Available on CANSIM: table 003-0004, 003-0087 to 003-0090, 003-0092 and 003-0093.

Definitions, data sources and methods: survey number 3460.

The first quarter 2008 issue of *Hog Statistics*, Vol. 7, no. 2 (23-010-XWE, free), is now available on our website. From the *Publication* page, choose *Free Internet publications*, then *Agriculture*.

For more information, contact Client Services (toll-free 1-800-465-1991). To enquire about the concepts, methods or data quality of this release, contact Yukman Cheung (613-951-9180; yukman.cheung@statcan.ca), Agriculture Division.

Hog inventories at April 1, 2008

| | 2008 | 2007 to 2008 | 2008 | 2007 to 2008 | 2008 | 2007 to 2008 | 2008 | 2007 to 2008 |
|------------------|------------------|--------------------|--------------------|--------------------|-----------------------|--------------------|------------------|--------------------|
| | Breeding | | Market hogs | | | | Total hogs | |
| | | | Under 20 kilograms | | 20 kilograms and over | | | |
| | thousand head | % change | thousand head | % change | thousand head | % change | thousand head | % change |
| Canada | 1,498 | -4.6 | 4,295 | -9.6 | 7,207 | -14.3 | 13,000 | -11.7 |
| Atlantic | 28 | -10.8 | 74 | -19.6 | 133 | -30.7 | 234 | -25.5 |
| Quebec | 391 | -2.9 | 1,240 | -5.0 | 2,220 | -9.3 | 3,850 | -7.3 |
| Ontario | 385 | -7.9 | 1,076 | -14.4 | 1,879 | -13.6 | 3,340 | -13.2 |
| East | 804 | -5.7 | 2,389 | -9.9 | 4,231 | -12.1 | 7,424 | -10.8 |
| Manitoba | 368 | -1.4 | 1,052 | -5.3 | 1,240 | -13.7 | 2,660 | -8.9 |
| Saskatchewan | 131 | -3.3 | 294 | -7.8 | 690 | -22.1 | 1,115 | -16.8 |
| Alberta | 178 | -7.1 | 517 | -15.4 | 985 | -19.1 | 1,680 | -16.8 |
| British Columbia | 18 | -3.8 | 42 | -25.2 | 61 | 10.4 | 121 | -6.9 |
| West | 694 | -3.3 | 1,905 | -9.1 | 2,976 | -17.2 | 5,576 | -13.0 |

Note: Figures may not add up to totals due to rounding.

Crushing statistics

March 2008

Oilseed processors crushed a monthly record of 374 283 metric tonnes of canola in March. Oil production totalled 157 355 metric tonnes in March, while meal production amounted to 228 661 metric tonnes.

The amount of canola crushed since the beginning of the crop year also reached a record, at 2 811 169 metric tonnes. The previous August-to-March high had been 2 394 274 metric tonnes in 2006/2007.

Available on CANSIM: table 001-0005.

Definitions, data sources and methods: survey number 3404.

The March 2008 issue of *Cereals and Oilseeds Review* (22-007-XIB, free) will be available in May.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Client Services (toll-free 1-800-465-1991; agriculture@statcan.ca), Agriculture Division. ■

Deliveries of major grains

March 2008

Data on March major grain deliveries are now available.

Available on CANSIM: table 001-0001.

Definitions, data sources and methods: survey numbers, including related surveys, 3403, 3404 and 3443.

The March 2008 issue of *Cereals and Oilseeds Review* (22-007-XIB, free) will be available in May.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Client Services (toll-free 1-800-465-1991; agriculture@statcan.ca), Agriculture Division. ■

Cereals and oilseeds review

February 2008

Data from the February issue of *Cereals and Oilseeds Review* are now available. February's issue contains an overview of March's market conditions.

Definitions, data sources and methods: survey numbers, including related surveys, 3401, 3403, 3404, 3443, 3464, 3476 and 5046.

The February 2008 issue of *Cereals and Oilseeds Review*, Vol. 31, no. 2 (22-007-XIB, 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 1-800-465-1991; agriculture@statcan.ca), Agriculture Division. ■

New products

Cereals and Oilseeds Review, February 2008, Vol. 31, no. 2

Catalogue number 22-007-XIB
(free).

Hog Statistics, first quarter 2008, Vol. 7, no. 2

Catalogue number 23-010-XWE
(free).

Inter-corporate Ownership, first quarter 2008

Catalogue number 61-517-XCB (\$375/\$1,065).

Retail Trade, February 2008, Vol. 80, no. 2

Catalogue number 63-005-XWE
(free).

Employment, Earnings and Hours, January 2008, Vol. 86, no. 1

Catalogue number 72-002-XIB
(free).

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|  | |
| <small>Thursday, June 5, 1997 For release at 9:30 a.m.</small> | |
| MAJOR RELEASES | |
| <ul style="list-style-type: none"> Urban transit, 1995 Despite the emphasis on taking urban transit, Canadians are using it less and less. In 1996, each Canadian took an average of about 25 trips on some form of urban transit, the lowest level in the past 25 years. | 2 |
| <ul style="list-style-type: none"> Productivity, hourly compensation and unit labour cost, 1995 Growth in productivity among Canadian businesses also noticeably weak again in 1996 accompanied by sluggish gains in employment and slow economic growth during the year. | 4 |
| OTHER RELEASES | |
| <ul style="list-style-type: none"> Maplewood Index, May 1997 | 3 |
| <ul style="list-style-type: none"> Short-term Expectations Survey | 9 |
| <ul style="list-style-type: none"> Steel primary forms, week ending May 31, 1997 | 12 |
| <ul style="list-style-type: none"> Egg production, Apr. 1997 | 12 |
| PUBLICATIONS RELEASED | 11 |
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Statistics Canada's official release bulletin

Catalogue 11-001-XIE.

Published each working day by the Communications and library Services Division, Statistics Canada, 10G, R.H. Coats Building, 100 Tunney's Pasture Driveway, Ottawa, Ontario K1A 0T6.

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