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Releases

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Canada

Releases

Control and sale of alcoholic beverages

For the year ending March 31, 2009

Beer and liquor stores and agencies sold $19.4 billion worth of alcoholic beverages during the year ending March 31, 2009, up 3.0% from the previous year.

The growth in dollar value reflected a combination of factors: the increase in sales of imported spirits and beer compared with domestic products, and a 1.0% average increase in alcoholic beverage prices during the fiscal year.

In litres of absolute alcohol, the volume of sales of alcoholic beverages increased 1.6% to 226.4 million litres. A litre of absolute alcohol is a litre of pure alcohol, free of water. The volume of sales of alcoholic beverages in litres of absolute alcohol is calculated by multiplying the sales volume by the percentage of alcohol content.

The net income realized by provincial and territorial liquor authorities, combined with other alcohol-related revenue, such as liquor licenses and permits, reached $5.4 billion in 2009, up 3.6% from the previous year. Saskatchewan, Nunavut and Nova Scotia reported the largest increases.

Beer dominance weakening

Beer stores and agencies sold $8.8 billion worth of beer during the year ending March 31, 2009, up 2.2% from the previous year. Quebec, British Columbia and Alberta were the largest contributors to this growth.

Beer remained by far the most popular alcoholic beverage in terms of both volume and dollar value, although its market share declined.

In 1993, beer peaked at 53% of dollar sales and wine accounted for 18%. By 2009, the market share of beer had declined to 46%, while wine had captured 29%.

In terms of volume, beer stores and agencies sold 2.3 billion litres of beer in 2009, a 0.9% increase from the previous year. On a per capita basis, beer sales have declined 28% from their peak of 115.2 litres in 1976 to 83.5 litres in 2009.

Note to readers

Statistics on sales of alcoholic beverages by volume should not be equated with data on consumption. Sales volumes include only sales by liquor authorities and their agents, and sales by wineries and breweries and outlets that operate under license from the liquor authorities.

Consumption of alcoholic beverages would include all these sales, plus homemade wine and beer, wine and beer manufactured through brew-on-premises operations, sales in duty-free shops and any unrecorded transactions.

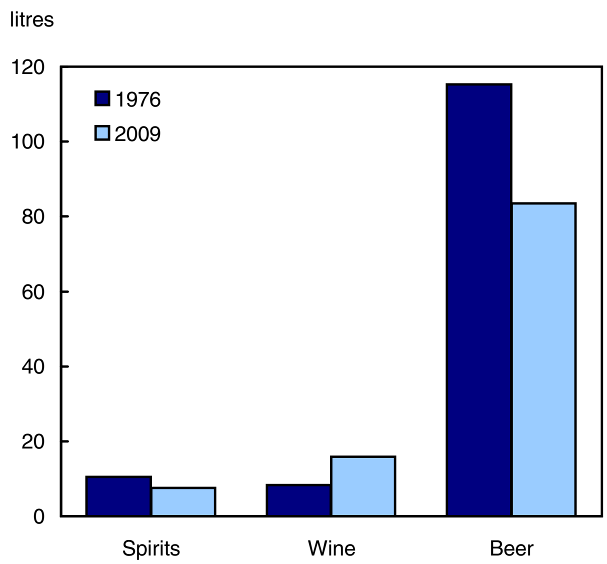
Similarly, statistics on sales of alcoholic beverages by dollar value of sales should not be equated with consumer spending on alcoholic beverages. Sales data refer to the revenues received by liquor authorities, wineries and breweries. These revenues include sales to licensed establishments, such as bars and restaurants.

Therefore, sales data do not reflect the total amount spent by consumers on alcoholic beverages, since the prices paid in licensed establishments are greater than the price paid by those establishments to the liquor authorities.

Per capita data are based on the population aged 15 and over.

The fiscal year period for liquor authorities covers the period April 1 to March 31.

Sales of alcoholic beverages per capita 15 years and over: Volume



The growth in volume of sales of imported beer continued to outpace that of domestic products. The volume of imported beer sold increased 7.8% in 2009, while sales of domestic products remained unchanged.

By volume, imported beer has more than doubled its market share in the last decade. In 2009, imported beer had captured 13.0% of the beer market in Canada, up from 6.0% in 1999.

Red wines boost wine sales

Wineries and liquor stores and agencies sold $5.7 billion worth of wines during the year ending March 31, 2009, up 4.6% from the previous year.

In terms of volume, wine sales reached 441.4 million litres, a 3.8% increase. The growth in sales of domestic wine outpaced the growth of imported wine sales.

Much of the strength in wine sales can be attributed to the rising popularity of red wines. Sales of red wine, which includes both red and rosé wines, accounted for 64% of the total volume of red and white wine sold.

Dollar sales of red wine have more than doubled (+161%) between 2000 and 2009, while white wine dollar sales rose at a much slower pace (+50%) during the same period. Just over 24% of all red wines sold in Canada were domestic wines, compared with almost 39% of white wines.

Vodka increases spirits sales

Liquor stores and agencies sold $4.9 billion worth of spirits during the year ending March 31, 2009, up 2.9% from the previous year. This gain was due mainly to a 5.6% increase in vodka sales.

The volume of sales of spirits decrease 0.2% in 2009 to 210.3 million litres. Canadian products represented 67.5% of these sales, down from 69.0% in 2008.

Although domestic spirits dominated the spirits market, the sales volume of imported spirits increased 4.7% to 68.4 million litres. Sales of Canadian spirits declined 2.4% to 141.9 million litres.

Whisky-type products, such as whisky, scotch and bourbon, were still the largest share, accounting for 27% of all total spirits sales in 2009. Just over 67% of these sales were Canadian products.

Available on CANSIM: tables 183-0006 and 183-0015 to 183-0020.

Definitions, data sources and methods: survey number 1726.

Data tables on sales of alcoholic beverages are available from the *National economic accounts* module of our website.

Data are also available through custom and special tabulation. For more information on products and services, contact Client Services (613-951-0767; *fe-pid-dipinfo@statcan.gc.ca*), Public Sector Statistics Division.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Jo Ann MacMillan (613-951-0171; *joann.macmillan@statcan.gc.ca*), Public Sector Statistics Division.

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Net income of provincial and territorial liquor authorities and revenue from the sales of alcoholic beverages at March 31

	2008	2009	2008 to 2009
	$ thousands		% change
Canada	**5,239,825**	**5,426,005**	**3.6**
Newfoundland and Labrador	118,141	124,262	5.2
Prince Edward Island	27,853	29,050	4.3
Nova Scotia	200,463	214,375	6.9
New Brunswick	146,420	154,334	5.4
Quebec	920,568	973,066	5.7
Ontario	1,854,012	1,883,422	1.6
Manitoba	220,756	230,652	4.5
Saskatchewan	173,630	197,150	13.5
Alberta	678,240	684,468	0.9
British Columbia	866,234	900,135	3.9
Yukon	9,470	10,015	5.8
Northwest Territories	22,327	23,236	4.1
Nunavut	1,711	1,840	7.5

Note: *Data may not add up to totals as a result of rounding.*

Sales of alcoholic beverages at March 31

	2009			
	Beer	Wine	Spirits	Total
	$ thousands			
Canada	**8,821,826**	**5,661,805**	**4,883,987**	**19,367,617**
Newfoundland and Labrador	201,473	47,503	123,441	372,417
Prince Edward Island	38,953	13,984	25,587	78,524
Nova Scotia	290,948	109,791	194,021	594,760
New Brunswick	233,157	72,971	108,446	414,574
Quebec	2,414,741	1,918,645	604,930	4,938,316
Ontario	2,975,242	1,885,088	1,863,853	6,724,183
Manitoba	267,474	119,911	225,566	612,951
Saskatchewan	256,064	70,057	207,146	533,267
Alberta	936,723	484,440	670,479	2,091,641
British Columbia	1,166,622	925,737	829,042	2,921,401
Yukon	16,367	6,543	10,420	33,330
Northwest Territories	20,248	6,836	19,798	46,881
Nunavut	3,815	300	1,257	5,372
	2008 to 2009			
	% change			
Canada	**2.2**	**4.6**	**2.9**	**3.0**
Newfoundland and Labrador	3.0	9.9	5.1	4.6
Prince Edward Island	7.2	6.3	1.7	5.2
Nova Scotia	3.8	6.2	4.9	4.6
New Brunswick	1.2	6.9	5.4	3.3
Quebec	3.6	5.1	3.2	4.1
Ontario	0.2	3.7	1.9	1.6
Manitoba	4.5	5.5	4.0	4.5
Saskatchewan	7.2	6.1	7.5	7.2
Alberta	2.4	1.5	2.3	2.2
British Columbia	2.1	6.2	2.7	3.5
Yukon	1.6	3.1	4.1	2.6
Northwest Territories	2.8	6.0	3.7	3.7
Nunavut	5.8	6.0	5.8	5.8

Note: *Data may not add up to totals as a result of rounding.*

Sales of alcoholic beverages per capita 15 years and over at March 31

	2009			
	Beer	Wine	Spirits	Total
	$			
Canada	**318.3**	**204.3**	**176.2**	**698.7**
Newfoundland and Labrador	468.0	110.3	286.7	865.1
Prince Edward Island	335.4	120.4	220.3	676.1
Nova Scotia	366.6	138.3	244.5	749.4
New Brunswick	369.2	115.5	171.7	656.5
Quebec	370.3	294.2	92.8	757.3
Ontario	277.7	176.0	174.0	627.7
Manitoba	273.8	122.8	230.9	627.5
Saskatchewan	311.8	85.3	252.2	649.3
Alberta	319.2	165.1	228.5	712.8
British Columbia	315.5	250.3	224.2	790.0
Yukon	597.8	239.0	380.6	1,217.4
Northwest Territories and Nunavut	434.6	128.9	380.2	943.6

Note: *Data may not add up to totals as a result of rounding.*

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Study: A portrait of mixed ethnocultural couples

2006

As Canada's population becomes increasingly diverse, there are more opportunities for people to marry or form relationships with someone from a different ethno-cultural background. These relationships could be mixed unions between one visible minority group member and one non-member, or between people who belong to two different visible minority groups.

Mixed unions, including both married and common-law couples, reflect one aspect of the diversity of families. They vary according to characteristics such as generational status of the spouses or partners, their birthplace and their particular visible minority group.

The census enumerated 289,400 mixed unions in 2006, up 33.1% from 2001 and more than five times the 6.0% increase for all couples.

Of the total number of mixed unions, about 247,600 couples were comprised of one person who belonged to a visible minority group and someone who was not a visible minority. These made up 3.3% of all couples in Canada. The remaining 41,800 mixed unions consisted of couples in which both members belonged to a different visible minority group. They accounted for 0.6% of all couples.

In terms of generational status, the proportion of mixed unions rises with the length of time spent in Canada. Among first generation visible minority Canadians (those born outside of Canada), 12% were in mixed union couples. For second generation Canadians who were members of a visible minority group the proportion in a mixed union was 51%. It reached 69% for third generation visible minority Canadians.

There was also variation across specific visible minority groups. Overall, Japanese had the highest proportion marrying or forming partnerships outside of their visible minority group. About 75% of the 29,700 couples in which at least one person was Japanese involved a pairing with a non-Japanese person. They were followed by Latin Americans and Blacks.

Compared with other couples, a slightly higher proportion of mixed unions included children living at home. In addition, about 10% of mixed union couples had at least one child under age two and none older than five years of age in the home, compared with 5.6% of other couples.

This reflects the fact that people in mixed unions were younger and, therefore, more likely to be at their life-cycle stage of having young children at home.

Mixed unions are an urban phenomenon. In 2006, 5.1% of all couples who lived in a census metropolitan area were in mixed unions, compared with 1.4% of couples who lived outside these areas. In Vancouver, 8.5% of couples were in mixed unions, the highest proportion among metropolitan areas.

Note: The study "A portrait of couples in mixed unions" examines the socio-demographic characteristics of mixed union couples in Canada. This study uses data primarily from the 2006 Census of Population conducted by Statistics Canada.

The article "A portrait of couples in mixed unions" is now available in the April 2010 online issue of *Canadian Social Trends*, no. 89 (11-008-X, free), available from the *Key resource* module of our website under *Publications*.

Also in this issue of *Canadian Social Trends* is a second article entitled, "An exploration of cultural activities of Métis in Canada," that examines the participation of Métis in cultural activities. It considers Aboriginal language, involvement in Métis-specific organizations, consumption of traditional foods, spiritual and religious practices, as well as involvement in traditional arts and crafts. Findings are presented by sex, age, and region.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Client Services (613-951-5979; *sasd-dssea@statcan.gc.ca*), Social and Aboriginal Statistics Division. ■

Aircraft movement statistics: Major airports
March 2010

Aircraft take-offs and landings at the 93 Canadian airports with NAV CANADA air traffic control towers and flight service stations increased 3.4% in March compared with March 2009. These airports reported 506,408 movements in March compared with 489,732 movements in March 2009.

Available on CANSIM: tables 401-0007 to 401-0020.

Definitions, data sources and methods: survey number 2715.

The March 2010 issue of *Aircraft Movement Statistics: NAV CANADA Towers and Flight Service Stations (TP 141)* (51-007-X, free) is now available from *Key resource* module of our website under *Publications*. This report is a joint publication of Statistics Canada and Transport Canada.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Client Services (toll-free 1-866-500-8400; *transportationstatistics@statcan.gc.ca*), Transportation Division. ■

Investment in new housing construction
February 2010

Data on the investment in new housing construction (including single dwellings, semi-detached dwellings, row housing, apartments and condominiums) are now available for February.

These series are not offered on CANSIM.

Definitions, data sources and methods: survey number 5155.

For more information, to order data, or to enquire about the concepts, methods or data quality of this release, contact Nicole Charron (613-951-0087; *bdp_information@statcan.gc.ca*), Investment and Capital Stock Division. ■

New products and studies

Canadian Social Trends, Summer 2010, no. 89
Catalogue number 11-008-X (PDF, free; HTML, free)

Aircraft Movement Statistics: NAV CANADA Towers and Flight Service Stations (TP 141), March 2010
Catalogue number 51-007-X (PDF, free; HTML, free)

Canada's International Transactions in Securities, February 2010, Vol. 76, no. 2
Catalogue number 67-002-X (PDF, free; HTML, free)

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

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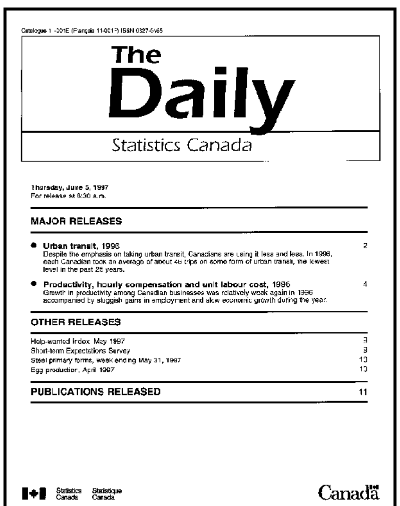
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Thursday, June 5, 1997
For release at 8:30 a.m.

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 46 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.

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