



# Infomat

A Weekly Review

JAN 15 1999

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Friday, January 15, 1999

## OVERVIEW

### ◆ Best annual job growth this decade in 1998

Robust job growth in 1998, especially in the second half, lifted employment last year by 449,000 (+3.2%). That was the best annual job growth so far this decade.

### ◆ Tourism spending still shows strong growth

In the third quarter of 1998, tourism spending in Canada continued to grow strongly. Spending by foreigners visiting the country was again the main source of growth.

### ◆ Industrial prices unchanged

Industrial product prices in November remained unchanged from October, as exchange rate effects diminished.

### ◆ Significant drop in raw material prices

In November, manufacturers paid significantly less for their raw materials, chiefly because of lower prices for crude oil, hogs, and iron and steel scrap.

### ◆ Investment income continued to decline in 1997

Investment income declined in 1997, as did the number of taxfilers who reported receiving it.

### ◆ Another strong year for film, video and audio-visual production industry

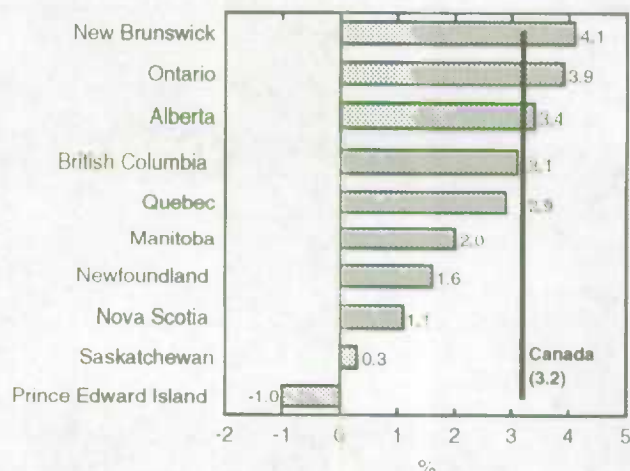
Canada's independent film, video and audio-visual production industry had another strong year in 1996/97, as it surpassed records for total revenue, production revenue and exports set the previous year.

## Best annual job growth this decade in 1998

**R**obust job growth in 1998, especially in the second half, lifted employment last year by 449,000 (+3.2%). That was the best annual job growth so far this decade. Full-time employment grew at a 2.7% pace, while the number of part-time jobs grew at about twice that pace (+5.3%). The strong job market attracted more people to the labour force. As a result, the participation rate rose to 65.6% by year-end—the first significant annual increase this decade. Meanwhile, the country's employment rate last year jumped to 60.4%—the highest since 1991. In December, overall labour market conditions changed little compared with November. The unemployment rate remained at its nine-year low of 8.0% and employment edged up (+24,000).

Despite little change in December, the labour market strengthened for youths in 1998. Youth employment grew by 143,000 (+7.0%)—the best showing in 20 years—with gains seen in both full time (+5.6%) and part time (+8.7%). The unemployment rate for youths ended the year down 1.4 percentage points at 14.4%, but that was still more than twice the rate of adult men (7.0%) and adult women (6.6%).

Employment growth by province,  
December 1997 to December 1998



Available also on the StatCan INTERNET  
and the INTRANET mirror site /  
Disponible aussi sur le site INTERNET et  
INTRANET (anglais) de StatCan

(continued on page 2)



Statistics  
Canada

Statistique  
Canada

Canada

### ... Best annual job growth this decade in 1998

Among adults, a small employment increase in December (+21,000) brought the gain over the year to 307,000 (+2.5%), slightly slower than the job growth in 1997 (+350,000, +3.0%). In contrast with 1997, when men led the way, the employment growth in 1998 was far stronger for women (+3.7%) than for men (+1.6%). For women, nearly two-thirds of the 1998 gains were full time; for men, all of the increase was in full-time jobs.

In December, the private sector added 67,000 paid employees. The private sector's strong job growth lately has more than offset the losses incurred last summer, bringing the sector's job growth for the year to 296,000 (+3.1%). Self-employment edged down in December; however, solid growth in the five months before December brought the gain in 1998 to 118,000 (+4.8%), continuing this decade's upward trend. The public sector shed 28,000 employees in December. Still, the sector's job growth in 1998 totalled 35,000 (+1.7%), a contrast to the previous three year's job losses.

The only industries showing significant employment gains in December were health and social services (+18,000) and transportation, storage and communications (+15,000). In 1998, job growth in health and social services totalled 65,000 (+4.4%), nearly double the pace of 1997. December's increase in transportation, storage and communications almost offset the loss in November. Moreover, it left employment up by 31,000 (+3.3%) in 1998. However, that was considerably less than the 77,000 (+9.1%) gain observed the previous year. Public administration was the only industry with an employment loss in December (-15,000), leaving the number of jobs in this industry slightly lower on the year. The employment figures were little changed in the other industries in December.

There was robust job growth during 1998 in several industries. Business and personal services continued its long-term upward trend and gained 194,000 jobs (+6.5%), an improvement over 1997's growth of 140,000 (+5.0%). After three years of weakness, employment in construction grew by 71,000 (+9.4%), with most of the increase in self-employment. Employment also increased considerably in trade (+80,000, +3.3%); two-thirds of the increase was in retailing.

#### Note to readers

Beginning with the January estimates, three important changes will affect the Labour Force Survey. First, the industry data will no longer be based on the 1980 Standard Industrial Classification, instead the North American Industry Classification System (NAICS) will be used. Second, occupation data will be based on the 1991 Standard Occupational Classification, not that of 1980. Third, the definition of public sector will be modified. The data resulting from these and other changes will not be comparable to previously published data. For more information on the changes to the survey, consult the Statistics Canada web site ([www.statcan.ca](http://www.statcan.ca)), or contact Marc Lévesque (613-951-2793), Households Surveys Division.

Turning to the provinces, only New Brunswick and Newfoundland showed any significant change in employment in December. In New Brunswick, employment rose by 4,000, the fifth monthly increase in a row. The recent strength more than offset job losses earlier in the year, bringing job growth in 1998 to 13,000 (+4.1%). In Newfoundland, employment fell by 3,000 in December, leaving the number of jobs up slightly on the year. An increase in labour force participation during 1998 pushed the province's unemployment rate up. There was little employment change in 1998 in the other Atlantic provinces.

Quebec ended the year with 96,000 more jobs (+2.9%), thanks to growth in business and personal services, manufacturing and construction. The unemployment rate closed the year at 9.9%—the lowest rate since 1990. In Ontario, employment grew strongly last year (+213,000, +3.9%), mainly in the service sector; construction and agriculture also contributed significantly. This robust job growth pushed the unemployment rate down to 6.9%—the lowest since the start of the decade.

In Manitoba last year, employment climbed by 11,000 (+2.0%). All the growth was in services. Still, the unemployment rate was little changed on the year because the job growth was accompanied by higher labour force participation. Labour force participation

**Labour Force Survey, December 1998<sup>1</sup>**  
Seasonally adjusted

	Labour force		Employment		Unemployment	
	'000	% change, previous month	'000	% change, previous month	'000	rate (%)
<b>Canada</b>	<b>15,837.0</b>	<b>0.2</b>	<b>14,564.2</b>	<b>0.2</b>	<b>1,272.8</b>	<b>8.0</b>
Newfoundland	245.2	-1.2	199.4	-1.7	45.9	18.7
Prince Edward Island	71.0	0.9	60.2	-0.5	10.9	15.4
Nova Scotia	449.4	-0.9	401.8	-0.5	47.6	10.6
New Brunswick	380.5	1.3	336.2	1.1	44.3	11.6
Quebec	3,771.4	0.4	3,398.4	0.4	373.0	9.9
Ontario	6,129.9	0.3	5,707.0	0.3	423.0	6.9
Manitoba	588.2	0.7	553.5	0.2	34.7	5.9
Saskatchewan	513.0	0.0	480.9	-0.3	32.1	6.3
Alberta	1,625.6	-0.2	1,532.4	0.3	93.2	5.7
British Columbia	2,062.6	-0.1	1,894.5	-0.4	168.2	8.2

<sup>1</sup> Data are for both sexes aged 15 and over.

(continued on page 3)



### ... Best annual job growth this decade in 1998

also rose in Saskatchewan, where employment in 1998 was virtually unchanged. As a result, the province's unemployment rate rose last year.

In Alberta, despite job losses in primary industries (possibly reflecting oil price weakness), overall employment continued growing in 1998 (+51,000, +3.4%). And the growth was widespread in several industries. Even so, because the number of unemployed also grew, the unemployment rate remained almost unchanged on the year. Last year, employment in British Columbia

strengthened (+57,000, +3.1%), growing in trade and in community, business and personal services. Jobs were lost in manufacturing, primary industries and in construction.

**Available on CANSIM: matrices 3450-3502 and table 00799999.**

**Labour force information, for the week ending December 12, 1998 (71-001-PPB, \$11/\$103) is now available. For further information, contact Deborah Sunter (613-951-4740) or Vincent Ferrao (613-951-4750), Household Surveys Division. See also "Current trends" on page 8.**

## Tourism spending still shows strong growth

In the third quarter of 1998, tourism expenditures in Canada reached \$17.3 billion, up 6.5% from the same quarter of 1997. This continues the strong growth that began in the fourth quarter of 1997. Once again, spending by foreign visitors was the driving force behind the growth, as it has been for 18 of the last 20 quarters.

Overall, the strength in tourism spending in the country was spread across the major expenditure categories, with the most notable gains in hotel and motel accommodation (+8.9%) and in the meals and alcohol provided by these premises (+9.8%). Spending on transportation also continued to grow, but at a slightly slower pace than in the first half of 1998. In particular, spending on air transport did not show the sustained growth it did in previous quarters, which may be an effect of the pilots' strike in early September.

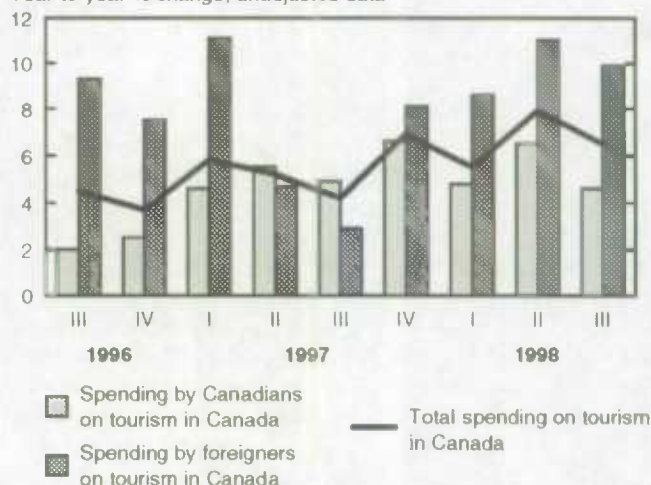
For a fourth consecutive quarter, spending by foreign tourists rose at a faster pace than that of Canadian tourists in the country. The foreigners' tourism expenditures reached \$6.2 billion in the third quarter, up 9.9% from the same quarter of 1997. This represented about 36 cents of every tourism dollar spent in Canada

### Note to readers

Three of the major categories of spending relate to transportation, accommodation, and food and beverage services. The data in this article are not adjusted for seasonality or inflation.

### Spending on tourism in Canada

Year-to-year % change, unadjusted data



### Tourism spending in Canada

Unadjusted for seasonality

	Third quarter 1997	Third quarter 1998	Third quarter 1997 to third quarter 1998
	\$ millions at current prices		% change
<b>Total tourism spending</b>	16.2	17.3	6.5
Foreigners	5.6	6.2	9.9
Canadians	10.6	11.1	4.6
<b>Transportation</b>	5.9	6.2	4.5
Foreigners	1.5	1.6	4.7
Canadians	4.4	4.6	4.4
<b>Accommodation</b>	2.5	2.7	8.7
Foreigners	1.2	1.3	11.1
Canadians	1.3	1.4	6.4
<b>Food and beverage services</b>	2.7	3.0	9.0
Foreigners	1.2	1.4	13.6
Canadians	1.5	1.6	5.3

—the largest share since 1986. The foreigners' tourism spending rose markedly in all the major categories, with the biggest gains in food and beverages and in accommodation. In the first nine months of 1998, spending by foreign visitors was up by more than 10%—double the pace of 1997.

The major factor behind the third quarter's spending surge was a significant inflow of visitors from the United States. Continuing to benefit from the cheaper Canadian dollar, Americans made 6.5% more same-day visits and 10.7% more overnight trips than they did in the third quarter of 1997. The higher spending by American visitors helped to offset a sharp spending decline by tourists from other parts of the world. The number of tourists from the Asia/Pacific region plummeted again in the third quarter (-20% from Q3 1997), making it the fifth consecutive double-digit decrease. The number of visitors from Europe, in particular those from France, Germany and the United Kingdom, dropped 4.9% in the quarter, despite the appreciation of their currencies against the Canadian dollar.

(continued on page 4)

### ... Tourism spending still shows strong growth

Canadians spent \$11.1 billion in the third quarter on tourism in Canada, a 4.6% increase from the year-earlier quarter. The domestic tourism spending rose in all the major categories. This situation was helped along by the generally favourable economic conditions at home and by the fact that Canadians made fewer trips outside the country. For instance, the number of Canadians visiting the United States fell 21% from the third quarter of 1997. The drop in value of the Canadian dollar against the U.S. dollar has made a trip south of the border much more expensive. By contrast, the number of trips that Canadians made to countries other than the United States increased by 4.1%.

In the third quarter, employment generated by tourism activities reached 538,000, up 1.5% from the same period a year earlier.

However, when adjusted for variations caused by seasonal factors, employment in tourism activities was down 0.2% from the second quarter of 1998—the first decline after two years of consecutive quarterly growth. For a second consecutive quarter, job growth in the business sector outpaced job growth in the tourism industry.

#### **Available on CANSIM: matrices 1835-1854**

*The third quarter 1998 issue of National tourism indicators (13-009-XPB, \$21/\$70) is now available. To order, contact Client Services (613-951-3640; fax: 613-951-3618). For further analytical information, contact Katharine Kemp (613-951-3814) or Jacques Delisle (613-951-3796), Income and Expenditure Accounts Division.*

## Industrial prices unchanged

Industrial product prices in November remained unchanged from October and stood 0.3% above their level of a year earlier. November's Industrial Product Price Index was 120.3 (1992=100). Price increases for motor vehicles and newsprint paper were offset by decreases for petroleum products, pork and primary metal products. Exchange rate effects diminished in November. Ignoring these effects on export prices quoted in U.S. dollars, industrial prices would have edged down 0.1% from October, while the 12-month change would have been -2.4%.

Fresh and frozen pork prices continued to slide, falling 6.8% from their October level; prices have tumbled 42.3% since peaking in May 1997. Oversupply, largely due to the loss of Asian markets, remains the major reason for the price collapse. At the retail level (as measured by the Consumer Price Index), fresh and frozen pork prices declined 2.5% in November, and were down 14.8% compared with the May 1997 peak. Prices of hogs for slaughter dropped 36.3% in November; compared with November 1997, prices were down 55.6%. (See the chart on the next page.)

The overall price level for motor vehicles was up 0.3% in November, mainly due to the exchange rate and to adjustments in buyer incentive programs. For automobiles sold in Canada, the price level was up a slight 0.2% and stood 1.2% higher than a year earlier. Domestic truck prices remained unchanged from October, but were 2.0% higher than in November 1997.

Prices for newsprint paper increased 2.1% and stood 9.5% higher than in November 1997. Shortages caused by a recent strike, which ended in early November, continued to boost newsprint prices.

Refined petroleum product prices decreased 1.2% from October and were 17.2% lower than in November 1997. The drop was due to lower prices for gasoline and fuel oils (-16.8%). Retail gasoline prices (as measured by the CPI) declined 1.0% in November and were down 7.1% compared with a year earlier. By comparison, crude oil prices fell 7.8% in November and stood 30.1% lower than in November 1997.

#### **Note to readers**

*The Industrial Product Price Index (IPPI) reflects the prices that producers in Canada receive as goods leave their plants. It does not reflect what consumers pay. Unlike the Consumer Price Index (CPI), the IPPI excludes indirect taxes and all costs (including transportation, wholesale and retail costs) occurring between the time when a good leaves a plant and when a final user takes possession.*

*Canadian producers export many goods. They often quote their prices—particularly for motor vehicles, pulp, paper, and wood products—in foreign currencies. Accordingly, a 1.0% change in the value of the Canadian dollar against the U.S. dollar changes the IPPI by an estimated 0.25%.*

Prices for primary aluminum products fell 2.8%, partly due to an increase in world inventories. Cobalt prices slid 18.3% in November to the lowest level since January 1994, in large part due to inventory sales. Cobalt prices were 34.4% lower than in November 1997.

In the United States, manufacturers' prices dipped 0.2% in November after October's increase. In Japan, Canada's second largest export market, domestic wholesale prices dropped 2.2% in November compared with a year earlier. The European Union is an even larger export market for Canada than Japan, with the four European G7 members dominating it. For these countries, the most recent figures for the 12-month change in industrial prices were +0.1% in the UK (November), -1.3% in Italy (November), -1.6% in Germany (November) and -1.8% in France (October).

#### **Available on CANSIM: matrices 1870-1878.**

*The November 1998 issue of Industry price indexes (62-011-XPB, \$22/\$217) will be available at the end of the month. For further information, contact the Client Services Unit (613-951-3350; fax: 613-951-1539; infounit@statcan.ca), Prices Division.*



## Significant drop in raw material prices

In November, manufacturers paid significantly less for their raw materials. Overall prices fell 2.5% from their October level, mainly due to lower prices for crude oil, hogs, and iron and steel scrap. Higher prices for vegetable products and non-ferrous metals partly offset the overall decline.

If the volatile mineral fuels category (of which 90% is crude oil) were excluded, raw material prices for November would have declined just 0.9% from October. Compared with November 1997, manufacturers paid 14.9% less for raw materials; excluding mineral fuels, prices were down 9.3%.

Crude oil prices fell 7.8% from October and were down 30.1% from November 1997. The ongoing oversupply of crude oil, combined with weak Asian demand, has kept prices down. Among the other mineral fuels, coal prices fell 5.3% and natural gas prices remained unchanged compared with October. However, Canadian export pipeline capacity is expected to expand by 40% by the year 2003, which may strengthen prices in Canada.

In the animals and animal products group, prices declined 3.1% from October. A further collapse in hog prices (-36.3%) was partly offset by higher prices for cattle and fish. Compared with November 1997, prices for this major group were down 9.9%. Important contributors to the lower prices were hogs for slaughter (-55.6%) and chickens (-6.9%). Besides weak demand from the Asian market, prices for hogs have sunk so low because of a vast oversupply that slaughterhouses are apparently having difficulty handling. This may be one of the reasons why retail pork prices in Canada have declined less than prices at the producer level.

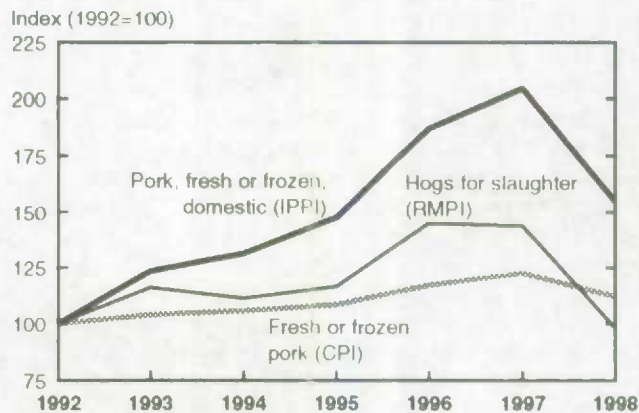
Vegetable product prices increased 2.2% from October to November. The major contributors to this gain were coffee, unrefined sugar, raw tobacco and canola. Compared with 12 months earlier, vegetable product prices were down 11.0%, most notably because of lower prices for corn (-25.3%), unrefined sugar (-20.3%) and wheat (-7.4%). In November, wheat prices were up for a second consecutive month for a number of reasons: prospective winter wheat losses in the United States (winter wheat accounts for almost 75% of total U.S. wheat production), rain in Australia, concern over drought in Argentina, and grain aid to Russia.

The non-ferrous metals' group edged up 0.7% in November. Higher prices were noted for nickel concentrates and for other non-ferrous refined metals. These increases were greatly offset by lower prices for lead concentrates, copper concentrates, and aluminum materials. Compared with November 1997, non-ferrous metal prices were down 9.3%, as prices deflated for nickel concentrates (-24.2%), aluminum materials (-15.7%), zinc

### Note to readers

The Raw Materials Price Index (RMPI) reflects prices that manufacturers paid for key raw materials, including some that were not produced in Canada. Prices for many of these commodities are set in world markets.

### Pork prices



concentrates (-13.0%), and copper concentrates (-12.2%). Despite the price increases for nickel in November, the decline in the manufacturing of stainless steel, the major use of nickel, has played an important role in lowering the metal's price. As for copper, the ongoing rise in inventories coupled with weak Asian demand has lowered prices.

Wood prices fell 0.5% in November compared to October. The drop was led by pulpwood prices (-3.4%). Compared with 12 months earlier, wood prices were down 9.1%, due to lower prices for logs and pulpwood. Pulpwood prices should remain relatively stable, since the global supply/demand situation remains reasonably strong for pulp. Turning to ferrous materials, prices were down 3.2% from October to November. Lower prices for iron and steel scrap were marginally offset by higher prices for iron ore. Compared with November 1997, ferrous material prices were down 9.8%. An abundant supply of iron and steel scrap in the marketplace has kept prices from increasing.

**Available on CANSIM: matrices 1879.**

The November 1998 issue of *Industry price indexes* (62-011-XPB, \$22/\$217) will be available at the end of this month. For further information, contact the Client Services Unit (613-951-3350; fax (613-951-1539; [infounit@statcan.ca](mailto:infounit@statcan.ca)). Prices Division.

## Investment income continued to decline in 1997

Investment income declined in 1997, as did the number of taxfilers who reported it on their personal income tax returns. Just over 7.5 million Canadians, representing 36% of all taxfilers, reported \$26 billion in investment income in 1997. The number of people who reported investment income declined 5.6% from 1996, while income from investment sources fell 10.2%. (All values have been adjusted for inflation.)

This situation has prevailed throughout most of the 1990s. The only increases occurred in 1995 and 1996. This downward trend in investment income and in the number of taxfilers reporting it can largely be attributed to a decline in the number of savers, as well as to a decrease in interest income itself. In particular, 69% of the taxfilers reporting investment income in 1997 were savers, compared with 76% in 1996. Similarly, in 1997, savers earned 36% of the total investment income reported that year, as opposed to 44% of total investment income in 1996. The number of savers declined in every province in 1997, with Quebec reporting the largest decrease from the year before (-15.3%).

### Investment income by census metropolitan area, 1997

	Taxfilers who reported investment income	Ratio of investment income to total income
	%	
St. John's	26.7	6.0
Kitchener	36.9	9.2
Halifax	33.0	8.7
London	39.3	9.7
Saint John	31.6	8.6
Windsor	36.8	8.1
Chicoutimi-Jonquière	28.5	6.4
Sudbury	35.1	7.2
Quebec City	34.8	8.3
Thunder Bay	40.9	7.4
Sherbrooke	33.6	9.2
Winnipeg	40.2	9.3
Trois-Rivières	34.2	8.3
Regina	41.0	8.4
Montreal	34.5	10.4
Saskatoon	38.0	8.7
Ottawa-Hull	36.3	8.1
Calgary	37.2	9.7
Oshawa	34.0	6.8
Edmonton	36.6	9.9
Toronto	38.3	10.2
Vancouver	41.7	12.1
Hamilton	38.4	9.0
Victoria	43.7	13.7
St. Catharines-Niagara	40.5	9.5

### Note to readers

A **saver** is a taxfiler who reported interest income but no dividend income from Canadian corporations. An **investor** is a taxfiler who reported dividend income received from taxable Canadian corporations. An investor may also have received interest income. **Investment income** refers to the interest and dividend income received by savers and/or investors from investments in non-tax-sheltered vehicles. For example, income earned from investments in registered retirement savings plans and in registered retirement income funds is excluded. A **reporter of investment income** refers to both savers and investors.

As the number of savers has been declining throughout the decade, the number of investors has been steadily increasing. Investors' income, meanwhile, has shown more volatility. In 1991, 1.4 million investors reported that they received \$17.1 billion from investments. This income then swung to a low of \$13.6 billion in 1994, even as the number of investors rose. In 1997, investors' income rebounded to \$16.6 billion, while the number of investors climbed to 2.3 million. Every province reported an increase in the number of investors in 1997, with the largest increase in Manitoba (+40.8%).

Part of this transition from saving to investing can be attributed to the low interest rates in the past few years. Savers, disgruntled with low rates, have been switching to other investment vehicles or have been spending rather than saving their income. After all, the cost of buying something today is the forgone interest, which has been decreasing throughout the decade. Accordingly, some savers may have become investors or may have stopped saving their money in the past few years.

In Saskatchewan, 42% of all taxfilers reported investment income in 1997—the highest proportion among the provinces. This is partly attributable to the fact that Saskatchewan had the oldest average age of taxfilers that year (45.6). Older taxfilers tend to report more investment income: the average age of a person reporting investment income in Canada in 1997 was 52. The highest ratio of investment income to total income occurred in British Columbia, where investment income accounted for 11.5% of the total income of those taxfilers who reported investment income in 1997.

*Data on Canadian Savers (17C0009), Investors (17C0007), Investment income (17C0008) and Taxfilers (17C0010) are available for Canada, the provinces and territories (including the new northern territory of Nunavut), cities, towns, census metropolitan areas, census divisions, areas as small as forward sortation areas (the first three characters of the postal code), and letter carrier routes. For further information, contact Client Services (613-951-9720; fax: 613-951-4745; [saadinfo@statcan.ca](mailto:saadinfo@statcan.ca)), Small Area and Administrative Data Division.*



## Another strong year for film, video and audio-visual production industry

Canada's independent film, video and audio-visual production industry had another year of strong growth in 1996/97. In fact, the industry surpassed records for total revenue, production revenue and exports set the previous year. Total revenues advanced 4.8% to \$1.3 billion, growth that was driven almost entirely by a 10% increase in production revenues, which hit \$967 million. And after doubling in 1995/96, exports vaulted a further 12.7% in 1996/97 to \$361.5 million. As in previous years, television programming led the exports, accounting for almost two-thirds of the total. About 15% of export revenues came from distributors of theatrical features.

Employment in the industry also showed strong growth in 1996/97. There were 18,742 persons employed in Canada's independent film, video and audio-visual production industry that year, with 20% of the positions being full time. The industry's wage bill (including benefits) was \$283 million, an 8.9% increase from 1995/96 and up 44% from 1992/93.

The 10% increase in production revenues was equivalent to about \$88 million. Half of this growth was due to higher sales related to television (conventional, specialty and pay TV), while one-fourth was due to higher revenues from theatrical films. Advertising accounted for a further 13%.

Once again, Ontario led the other provinces in independent film and video production. Ontario-based producers accounted for 63% of production revenues earned in 1996/97, up from 57% the year before. Ontario is home to 10 of the 20 largest producers. In terms of the export market, Ontario-based companies earned 81% of export revenues. During the past five years, Ontario has never earned less than two-thirds of the export revenues in any given year. The province's strength in exports can be attributed to the concentration of large producers specialising in television production. About 64% of Ontario exports originated from television sales.

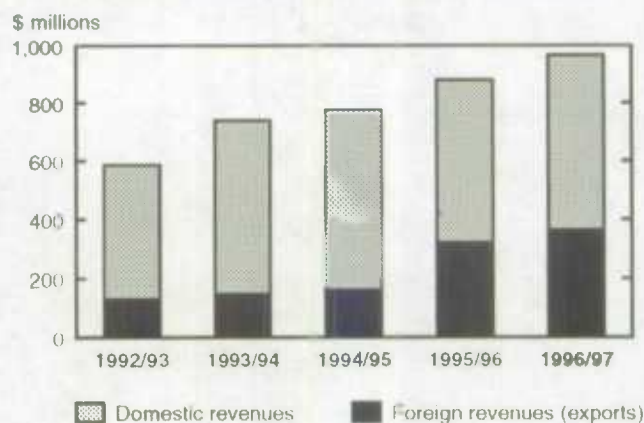
Companies based in Quebec, the country's second largest source of film, video and audio-visual products, earned 25% of all production revenues and 22% of total revenues in 1996/97. However, they earned only 15% of export revenues. This may be related to the size of their television producers and to their concentration on French-language productions. About 95% of

### Note to readers

This article is drawn from results of a 1996/97 survey of 625 film, video and audio-visual production companies and 192 motion picture laboratories and post-production companies in the Canadian film and video industry. The data do not include location shootings in Canada by foreign film producers, production data from the National Film Board, or in-house productions by television stations.

Foreign sales consist of revenues received from foreign clients for current and previous years' productions, including license fees and royalties, outright sales and rentals, contracts, sponsors' payments and remittances from distributors after their expenses. Sales to foreign markets through Canadian distributors are not included in foreign sales.

### Revenue growth in film and video production industry



Quebec independent television productions were in French that year.

Growth was also strong in Atlantic Canada, Saskatchewan and Manitoba. But these areas still accounted for only 3.8% of independent Canadian production. (Although many other areas of Canada are also popular with foreign-based companies shooting feature films and television series, this activity was not covered by the survey, which included only Canada-based companies.)

The post-production industry, an important complement to production, also grew in 1996/97. Operating revenues increased 4.1% to \$503.6 million, topping half a billion dollars for the first time. The major revenue sources in post-production in 1996/97 were film processing (\$139 million), duplication and transcoding (\$113 million), and dubbing and subtitling (\$56 million). Although post-production employment dropped 25.2% from 1995/96, it was still well above levels of previous years. The industry employed 3,725 workers in 1996/97, of which more than two-thirds were full-time. Salaries, wages, benefits, and freelancer fees surpassed \$131.8 million. The regional distribution of the post-production industry is similar to that of film production: Ontario and Quebec dominate.

For further information, or to order tables, contact Michael Pedersen (613-951-3305, fax: 613-951-9040, [pedemic@statcan.ca](mailto:pedemic@statcan.ca)), Culture Statistics Program.

### Film, video and audio-visual production

	1992/93	1995/96	1996/97	1995/96 to 1996/97
	\$ millions		% change	
Production revenue	586.4	879.2	967.0	10.0
Exports	132.0	320.8	361.5	12.7
Domestic	454.4	558.4	605.5	8.4
Non-production revenue	111.0	347.0	318.1	-8.3
<b>Total revenues</b>	<b>697.4</b>	<b>1,226.2</b>	<b>1,285.1</b>	<b>4.8</b>
Total operating expenses	637.0	1,166.3	1,199.2	2.8
Profit	60.4	59.9	85.9	43.4
Profit as a % of total revenues	8.7	4.9	6.7	36.7

## New from Statistics Canada



### Travel-log Winter 1999

The feature article in the Winter 1999 issue of *Travel-log*, Statistics Canada's quarterly tourism newsletter, is titled "Drop in Asian tourists offset by a record number of Americans travelling to Canada". This article examines travel to and from Canada up to and including the first quarter of 1998. Two other articles—"Nova Scotia tourism benefits from Titanic Connection" and "Canada's travel account deficit (1980-1997): Cause for concern?"—round out the issue.

Each quarter, *Travel-log* also examines the trends in the Travel Price Index, profiles the latest travel indicators and looks at the characteristics of international travellers.

The Winter 1999 (Vol. 18, no. 1) issue of *Travel-log* (paper: 87-003-XPB, \$13/\$42; Internet: 87-003-XIB, \$10/\$32) is now available. For further information, contact Monique Beyrouiti (613-951-1673, fax: 613-951-2909, [beyrmon@statcan.ca](mailto:beyrmon@statcan.ca)), Culture, Tourism and the Centre for Education Statistics.

### Health reports Winter 1998

The Winter 1998 issue of *Health reports* features the following articles: "Childhood asthma," "Attitudes toward smoking," "Which workers smoke?" "Work stress and health," and "Variations in angioplasty and bypass surgery".

Each quarter, *Health reports* provides comprehensive and timely analysis of national and provincial health information, as well as the vital statistics derived from surveys and administrative data. It is designed to reach a broad audience that includes health professionals, researchers, policy makers, educators and students.

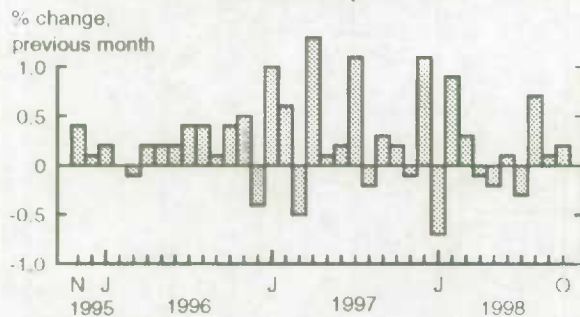
The Winter 1998 (Vol. 10, no. 3) issue of *Health reports* (paper: 82-003-XPB, \$35/\$116; Internet: 82-003-XIE, \$26/\$87) is now available. For further information, contact Mary Sue Devereaux (613-951-4381), Health Statistics Division.





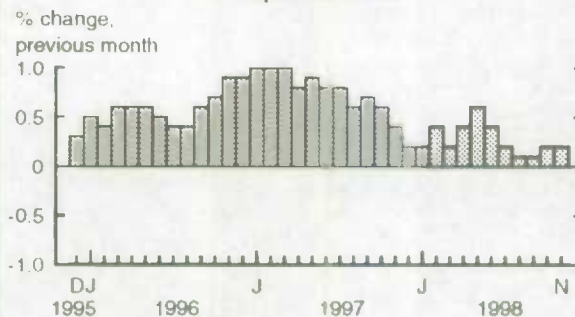
## Current trends

### Gross domestic product



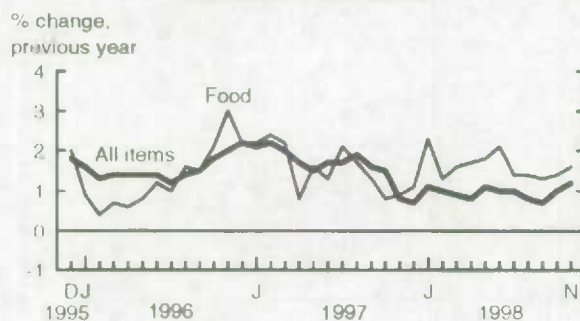
Economic activity edged up 0.2% in October, doubling September's 0.1% pace.

### Composite Index



In November, the leading indicator grew 0.2%, maintaining the marginal growth it has shown since June.

### Consumer Price Index



Consumers paid 1.2% more for goods and services in November 1998 than they did a year earlier. Food prices rose 1.6%.

### Unemployment rate



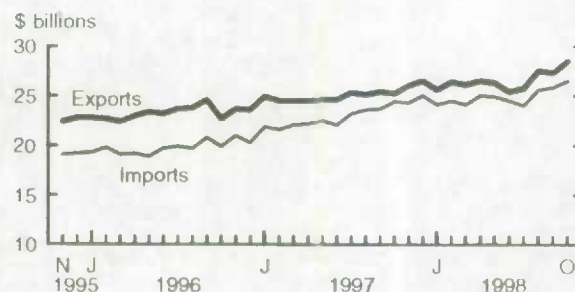
In December, the unemployment rate remained unchanged at 8.0%.

### Manufacturing



Manufacturers' shipments rose 2.1% in October to \$38.3 billion. The level of unfilled orders jumped 2.6% to \$49.1 billion.

### Merchandise trade



In October, the value of merchandise exports jumped 4.2% from September to \$28.5 billion. Imports advanced 2.9% to \$26.5 billion.

**Note:** All series are seasonally adjusted except the Consumer Price Index.

## Latest statistics

	Period	Level	Change, previous period	Change, previous year
<b>GENERAL</b>				
Gross domestic product (\$ billion, 1992)	October	720.5	0.2%	2.0%
Composite Index (1981=100)	November	208.6	0.2%	3.5%
Operating profits of enterprises (\$ billion)	Q3 1998	25.6	3.7%	-9.1%
Capacity utilization (%)	Q3 1998	83.5	-0.6†	-1.2†
<b>DOMESTIC DEMAND</b>				
Retail trade (\$ billion)	October	20.6	-1.7%	2.5%
New motor vehicle sales (thousand of units)	October	111.9	-10.9%	-7.2%
<b>LABOUR</b>				
Employment (millions)	December*	14.56	0.2%	3.2%
Unemployment rate (%)	December*	8.0	0.0†	-0.6†
Participation rate (%)	December*	65.6	0.0†	0.8†
Labour income (\$ billion)	October*	39.2	0.7%	3.6%
Average weekly earnings (\$)	October	608.44	0.6%	2.0%
<b>INTERNATIONAL TRADE</b>				
Merchandise exports (\$ billion)	October	28.5	4.2%	13.0%
Merchandise imports (\$ billion)	October	26.5	2.9%	8.6%
Merchandise trade balance (all figures in \$ billion)	October	2.0	0.5	1.2
<b>MANUFACTURING</b>				
Shipments (\$ billion)	October	38.3	2.1%	3.9%
New orders (\$ billion)	October	39.5	4.1%	3.1%
Unfilled orders (\$ billion)	October	49.1	2.6%	18.5%
Inventory/shipments ratio	October	1.31	-0.03	0.02
<b>PRICES</b>				
Consumer Price Index (1992=100)	November	109.0	0.0%	1.2%
Industrial Product Price Index (1992=100)	November	120.3	0.0%	0.3%
Raw Materials Price Index (1992=100)	November	105.2	-2.5%	-14.9%
New Housing Price Index (1992=100)	November*	100.2	0.0%	0.7%

*Note: All series are seasonally adjusted with the exception of the price indexes.*

\* new this week

† percentage point

## Infomat

### A weekly review

Published by the Communications Division, Statistics Canada, 10th floor,  
R.H. Coats Bldg., Ottawa, Ontario, K1A 0T6.

Editor: Tim Prichard (613) 951-1197; prictim@statcan.ca  
Head of Official Release: Chantal Prévost (613) 951-1088; prevcha@statcan.ca

Price per issue: paper version, \$4; Internet version, \$3. Annual subscription:  
paper version, \$145; Internet version, \$109. Prices outside Canada are the same,  
but are in U.S. dollars. All prices exclude sales tax.

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## Publications released from January 7 to 13, 1999

Division/Title of publication	Period	Catalogue number	Price: Issue/Subscription	
			Canada (C\$)	Outside Canada (US\$)
<b>AGRICULTURE</b>				
Agriculture economic statistics	November 1998	21-603-UPF	26/52	26/52
<b>CULTURE, TOURISM AND THE CENTRE FOR EDUCATION STATISTICS</b>				
Travel-log	Winter 1999			
Internet		87-003-XIB	10/32	10/32
Paper		87-003-XPB	13/42	13/42
<b>DISTRIBUTIVE TRADES</b>				
Retail trade	October 1998	63-005-XPB	21/206	21/206
<b>HEALTH STATISTICS</b>				
Health reports (Vol. 10, no. 3)	Winter 1998			
Internet		82-003-XIE	26/87	26/87
Paper		82-003-XPB	35/116	35/116
<b>HOUSEHOLD SURVEYS</b>				
Labour force information, week ending Dec. 12, 1998	December 1998	71-001-PPB	11/103	11/103
<b>INTERNATIONAL TRADE</b>				
Canadian international merchandise trade	October 1998			
Internet		65-001-XIB	14/141	14/141
Paper		65-001-XPB	19/188	19/188
<b>MANUFACTURING, CONSTRUCTION AND ENERGY</b>				
Cement	November 1998	44-001-XIB	5/47	5/47
Coal and coke statistics	October 1998	45-002-XPB	12/114	12/114
Electric lamps (light bulbs and tubes)	November 1998	43-009-XIB	5/47	5/47
Electric power statistics	October 1998	57-001-XPB	12/114	12/114
Energy statistics handbook	December 1998			
Diskette		57-601-XIE	284	284
Paper		57-601-UPB	387	387
Gas utilities	September 1998	55-002-XPB	17/165	17/165
Production and disposition of tobacco products	November 1998	32-022-XPB	7/62	7/62
Pulpwood and wood residue statistics	October 1998	25-001-XIB	6/55	6/55
Refined petroleum products	September 1998	45-004-XPB	21/206	21/206
Sawnmills and planing mills	October 1998	35-003-XPB	12/114	12/114
<b>TRANSPORTATION</b>				
Canadian civil aviation	1997	51-206-XIB	31	31

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