

## OVERVIEW

The total value of private sector sales over the Internet, with or without payment on-line, jumped 73.4% in 2000. However, the proportion of businesses selling on-line declined from 1999 to 2000, from 10% to 6%.

### ... Passenger cars behind decline in new vehicle sales

Except for Saskatchewan, all provinces registered lower new motor vehicle sales in February. In Saskatchewan, sales advanced 0.3%, the fourth straight monthly increase. Sales there, which have declined since the summer of 2000, appear to be stabilizing.

Prince Edward Island (-18.9%) and Nova Scotia (-12.9%) recorded the largest declines in sales. Four other provinces reported

decreases larger than the national average: Newfoundland (-8.8%), Manitoba (-8.5%), Alberta (-6.2%) and New Brunswick (-6.0%).

*The February 2001 issue of New motor vehicle sales (Internet: 63-007-XIB, \$13/\$124) will be available soon. For data or general information, contact Client Services (1 877 421-3067; 613-951-3549; retailinfo@statcan.ca). For analytical information, contact Clérance Kimanyi (613) 951-6363; kimacle@statcan.ca), Distributive Trades Division.*

## Population growth remains below 1%

As of July 1, 2000, Canada had a population of 30,750,000, up 0.8% over July 1, 1999. In absolute numbers, this was an increase of 256,700 in 1999/2000, compared with 245,500 in the previous year. Thus, population growth increased slightly, but it remained below 1% for the third consecutive year.

The slight increase in growth was due entirely to a higher number of immigrants. An estimated 205,000 immigrants arrived in Canada between July 1, 1999 and June 30, 2000, compared with 173,000 in 1998/99.

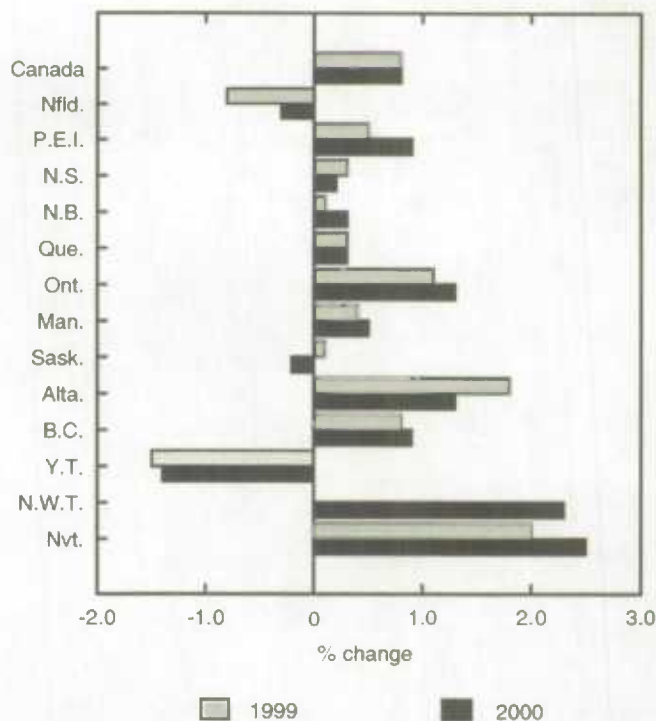
Of the 32,000 additional immigrants that Canada accepted in 1999/2000, 25,000 settled in Ontario, which largely explains Ontario's growth of 1.3%, the highest provincial rate. Ontario, which has 38% of the country's population, attracted nearly 57% of the immigrants in 1999/2000, compared with 53% in 1998/99.

Alberta, whose growth rate was the highest in 1998/99, moved to second place in 1999/2000, as net interprovincial migration fell by more than half, from a net inflow of 25,000 to less than 12,000. Among the other provinces, only Newfoundland and Saskatchewan saw their population decline.

Among census metropolitan areas, Calgary recorded the most rapid growth (+2.5%). It led all others in both its rate of natural increase (+0.7%) and its net interprovincial migration (+1.3%).

In 1998/99, the predominantly urban regions had the highest growth (+1.1%), followed by intermediate regions (+0.9%) and rural metro-adjacent regions (+0.7%). Net international migration is the key factor in the growth of the predominantly urban regions. These regions also have a high natural increase, second only to the northern regions. On the other hand, rural non-metro-adjacent and northern regions registered lower population numbers. Since their natural increases no longer offset their losses through migratory exchanges, their populations are declining.

Annual population growth rate as of July 1



*The publication Annual demographic statistics (Internet: 91-213-XIB, \$56, without CD-ROM; paper: 91-213-XPB, \$125, including CD-ROM) is now available. For more information, contact François Nault (613-951-9582), Demography Division.*



## Ex-smokers narrowly outnumber smokers

Canada had more ex-smokers than smokers during the period from February to June 2000, according to data from the Canadian Tobacco Use Monitoring Survey. About 5.9 million people, representing 24% of the population aged 15 and over, smoked either daily or occasionally. However, another 26% of the population, or about 6 million people, had quit. Twenty-six percent of men were smokers, which was slightly higher than the proportion of women, 22%.

Young adults aged 20 to 24 still had the highest smoking rates of any age group. An estimated 35% of men and 30% of women in this age group reported that they smoked. Teenagers aged 15 to 19 had the second highest smoking rates, with 26%. This is somewhat higher than the level of 22% among teens during the early 1990s, but the rate has been stable since the middle of that decade.

Cigarette consumption is lower in provinces with higher cigarette taxes and prices. Smokers consumed an average of between 14.0 and 15.5 cigarettes a day in British Columbia,

### Note to readers

*The Canadian Tobacco Use Monitoring Survey, conducted by Statistics Canada on behalf of Health Canada, provides timely, reliable and continual data on tobacco use and related issues. The survey's primary objective is to track changes in smoking status and consumption, especially for populations most at risk, such as people aged 15 to 24. The wave conducted from February to June 2000 collected data from about 10,500 respondents.*

Alberta, Saskatchewan, Manitoba and Newfoundland, all provinces which had fairly high taxes and prices. In the remaining provinces, consumption varied between 17.5 and 18.0 cigarettes a day.

For more information about the survey, contact Anne Zaborski (613-954-0152; [anne\\_zaborski@hc-sc.gc.ca](mailto:anne_zaborski@hc-sc.gc.ca)), Tobacco Control Program, Health Canada, or visit the program's Web site ([www.hc-sc.gc.ca/hppb/tobacco/ctums\\_splash.html](http://www.hc-sc.gc.ca/hppb/tobacco/ctums_splash.html)). For analytical information about this article, contact Eddy Ross (613-951-3240; [rossedd@statcan.ca](mailto:rossedd@statcan.ca)), Special Surveys Division, Statistics Canada.

## Strong growth in aquaculture industry

Aquaculture sales soared past the \$600 million mark in 1999 in the wake of increases in both production and prices of fish products, as well as a modest growth in exports.

The aquaculture industry generated revenues of \$611.4 million, a 17.6% gain from 1998 and slightly higher than that year's growth rate of 16.3%. Finfish, mostly salmon, accounted for \$560.2 million in sales, 91.6% of the total, while molluscs accounted for \$44.8 million, or 7.3% of total sales. Finfish sales increased 18.5% from 1998, compared with 20.8% for molluscs.

Aquaculture exports increased 5.2% to \$385.5 million in 1999. About 96.5% of finfish exports go to the United States each year; France, Japan and Taiwan take the remainder. Exports expanded substantially during the 1990s, more than doubling between 1992 and 1999, driven by salmon exports to the United States.

Sales increased in all seven provinces that have aquaculture operations. New Brunswick and British Columbia alone accounted for 84.7% of all aquaculture revenues in 1999. Farmers in British Columbia, who account for almost half the national production,

recorded a 13.5% increase in sales compared with 1998. In New Brunswick, aquaculture operations recovered from disease problems with a 20.5% increase in sales. Prince Edward Island accounted for about half the national revenue from molluscs.

While revenues were up, production costs increased even more. At the national level, product expenses—the cost of products and services purchased from other businesses, excluding capital and labour costs—totalled \$426.9 million, up 24.0%. Feed costs accounted for 40.6% of total product expenses. Producers paid out \$82.1 million in salaries and wages, up 16.8%.

In total, aquaculture farmers produced a gross output—including sales, subsidies and growth in inventories—of \$697.4 million, up 23.5%. Inventories of goods more than doubled to \$56.1 million in 1999 as the industry expanded. As a result, the gross value-added by the industry to the Canadian economy—the difference between gross output and total product expenses—reached \$272.0 million, up 21.9% from 1998.

Data will be available soon in *Livestock statistics—update* (paper: 23-603-UPE, \$45/\$149) or *Agriculture economics statistics* (paper: 21-603-UPE, \$26/\$52). For more information, contact Tony Dupuis (1 800 465-1991; 613-951-2511; [tony.dupuis@statcan.ca](mailto:tony.dupuis@statcan.ca)), Agriculture Division.

## E-commerce up sharply, but fewer businesses selling over the Internet

The total value of private sector sales over the Internet, with or without on-line payment, rose dramatically in 2000. Canadian businesses received \$7.2 billion in customer orders over the Internet, up 73.4% over 1999. Despite this substantial advance, e-commerce sales still accounted for only 0.4% of total operating revenue, up slightly from 0.2% in 1999.

However, only 6% of businesses sold goods and services on-line in 2000, down from 10% in 1999. Among the businesses participating in the survey in both 1999 and 2000, for every two businesses that started selling over the Internet in 2000 there were five that stopped doing so. The value of 1999 sales for those firms that were no longer selling on-line was not much more than half the value of sales for new on-line sellers.

E-commerce sales were highest in manufacturing, at \$1.3 billion; most of the sales came from transportation equipment manufacturers. Enterprises in the wholesale trade sector sold \$1.0 billion worth of goods and services over the Internet; machinery, equipment and supplies wholesalers accounted for most of the sales. For their part, retailers attracted \$890 million in on-line sales; motor vehicle and parts dealers and food retailers accounted for over two-thirds of those sales.

### Note to readers

Data in this article are from the Survey of Electronic Commerce and Technology, 2000. The survey covers the entire economy, except for construction, local governments, production of crops and animals, and fishing, hunting and trapping. The survey sample consisted of about 21,000 businesses.

Electronic commerce consists of sales over the Internet, with or without on-line payment. Included are the value of orders received over the Internet, extranets and electronic data exchange (EDI) on the Internet, as well as service charges received for conducting transactions over the Internet. Excluded from electronic commerce are sales via EDI over proprietary networks and other electronic networks, transactions utilizing automatic teller machines and financial transactions conducted over the Internet.

Overall, 20% of sales over the Internet were to consumers. The arts, entertainment and recreation sector and the accommodation and food services sector made respectively 88% and 73% of their on-line sales directly to consumers, the highest proportions. However, consumers accounted for only 49% of Internet sales by retail enterprises. As well, 17% of e-commerce sales were to customers (businesses or households) outside Canada.

### Internet sales, 2000

	Enterprises that use the Internet to sell goods or services		Internet sales with or without on-line payment \$ millions	Internet sales as a share of total operating revenue %	Internet sales to consumers %	Internet sales to clients outside Canada %
	%	Annual change in % points				
<b>All private sector</b>	<b>6.4</b>	<b>-3.7</b>	<b>7,245.6</b>	<b>0.4</b>	<b>20.0</b>	<b>16.6</b>
Forestry, logging and support activities	1.6	0.5	..	..	0.0	21.1
Mining and oil and gas extraction	0.4	-6.7	x	x	0.0	2.7
Utilities	4.6	-4.6	x	x	0.0	0.0
Manufacturing	8.2	-6.7	1,304.8	0.2	3.1	23.1
Wholesale trade	13.5	-0.1	1,041.2	0.3	26.8	13.6
Retail trade	8.7	-2.2	889.9	0.4	48.5	3.2
Transportation and warehousing	2.0	-8.2	990.2	1.5	17.5	22.6
Information and cultural services	18.9	-1.2	273.9	0.5	27.7	..
Finance and insurance	7.3	-7.4	634.5	0.3	19.2	11.4
Real estate and rental and leasing	4.8	-4.7	137.0	0.4	61.2	17.0
Professional, scientific and technical services	7.2	-4.4	334.6	0.6	14.4	56.4
Management of companies and enterprises	1.4	-6.6	7.2	..	52.7	34.0
Administration and support, waste management and remediation services	6.4	-10.9	63.5	0.1	18.7	7.4
Educational services (private sector)	15.6	-1.7	71.4	2.6	54.5	15.2
Health care and social assistance (private sector)	1.3	-1.8	3.1	..	25.8	0.6
Arts, entertainment and recreation	5.3	-4.8	10.5	0.2	88.3	52.1
Accommodation and food services	5.1	-2.8	175.3	0.6	72.5	50.2
Other services (except public administration)	3.5	-0.2	x	x	1.6	0.0

.. Figures not available.

x Confidential data.

(continued on page 5)



### ... E-commerce up sharply, but fewer businesses selling over the Internet

While the proportion of businesses selling on-line was lower, the proportion of those purchasing goods and services over the Internet was higher, rising from 14% in 1999 to 18% in 2000. The proportion of businesses purchasing over the Internet advanced in all sectors, except for holding companies and businesses in forestry, logging and support activities. The information and cultural services industry registered the highest proportion (53%).

Among businesses that did not buy or sell over the Internet, 56% believed that their goods or services did not lend themselves to this type of transaction. Thirty-six percent preferred to maintain their current business model, 14% felt that security was a concern,

and 12% felt that the cost of development and maintenance was too high.

While the value of sales over the Internet was small, 63% of businesses used the Internet in 2000, up from 53% in 1999. Of the businesses that used the Internet, 43% did so to access databases of suppliers, 23% did so for education and training, and 16% did so to access databases of customers.

With respect to e-mail, 60% of private sector enterprises used it in 2000, compared with 53% in 1999. Besides e-mail, 12% of enterprises had an intranet and 4% had an extranet. In addition, 25% of enterprises had a Web site, up from 22% in 1999.

For more information, contact Greg Peterson (613-951-3592; [greg.peterson@statcan.ca](mailto:greg.peterson@statcan.ca)), Science, Innovation and Electronic Information Division.

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## New from Statistics Canada

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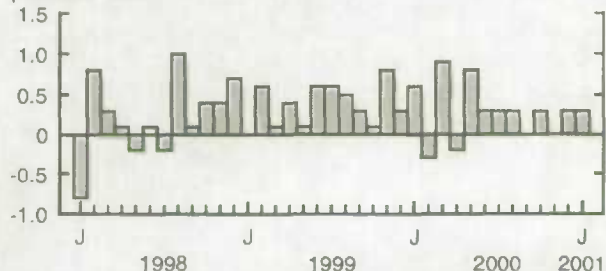
CANSIM II offers the same authoritative data, but with major improvements over its predecessor. These include: multi-dimensional access to make finding information easier than ever; a new user-friendly format with improved labels, terminology and footnotes; and exhaustive data not previously found in CANSIM on a wide range of topics. You can search for data by theme, keyword, table number or series number. CANSIM II contains more than 1.3 million individual data time series. Data are updated on the day that new values for these series are released.

*Real-time access to the time-saving, flexible databank CANSIM II is now available on-line at <http://cansim2.statcan.ca>. For more information, contact Louis Boucher (613-951-8906; [louis.boucher@statcan.ca](mailto:louis.boucher@statcan.ca)), Dissemination Division.*

## Current trends

### Gross domestic product

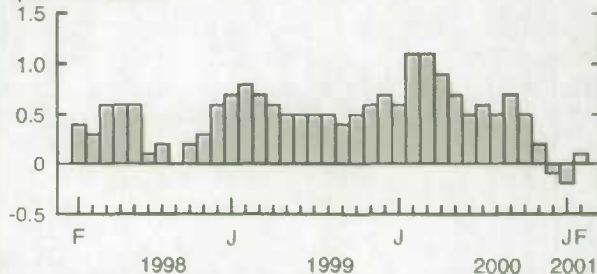
% change,  
previous month



Gross domestic product rose 0.3% in January, the same pace as in December.

### Composite Index

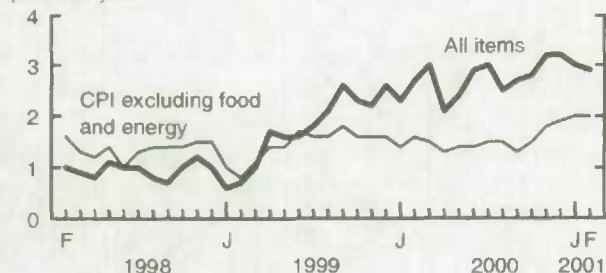
% change,  
previous month



The leading indicator posted a 0.1% growth in February due to a firming in housing and services.

### Consumer Price Index

% change,  
previous year



Consumer prices for goods and services were 2.9% higher in February 2001 than they were a year earlier. Excluding food and energy, prices rose 2.0%.

### Unemployment rate

%



In March, the unemployment rate edged up 0.1 percentage points to 7.0%, as more people entered the labour force in search of work.

### Manufacturing

\$ billions



Manufacturers' shipments edged up 0.3% in January to \$45.0 billion. The backlog of unfilled orders dropped 2.3% to \$48.6 billion.

### Merchandise trade

\$ billions



In January, the value of merchandise exports declined 0.4% to \$36.7 billion. Imports fell at a faster pace, declining 2.9% to \$30.1 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 (\$ billions, 1992)	January	799.8	0.3%	3.2%
Composite Index (1992=100)	February	167.1	0.1%	5.5%
Operating profits of enterprises (\$ billions)	Q4 2000	54.0	2.2%	13.9%
Capacity utilization (%)	Q4 2000	85.4	-0.2†	0.7†
<b>DOMESTIC DEMAND</b>				
Retail trade (\$ billion)	January	23.8	0.6%	5.4%
Department store sales (\$ billions)	February	1.62	-1.1%	8.9%
New motor vehicle sales (thousands of units)	February*	125.6	-4.0%	-3.5%
Wholesale trade (\$ billion)	January	32.3	0.8%	3.0%
<b>LABOUR</b>				
Employment (millions)	March	15.07	0.2%	1.6%
Unemployment rate (%)	March	7.0	0.1†	0.2†
Participation rate (%)	March	66.1	0.1†	0.2†
Average weekly earnings (\$)¹	January	659.46	0.1%	1.9%
Help-wanted Index (1996=100)	March	168	-1.8%	-1.8%
<b>INTERNATIONAL TRADE</b>				
Merchandise exports (\$ billions)	February*	35.1	-4.5%	8.5%
Merchandise imports (\$ billions)	February*	29.3	-2.8%	1.9%
Merchandise trade balance (all figures in \$ billions)	February*	5.9	-0.8	2.2
<b>MANUFACTURING</b>				
Shipments (\$ billions)¹	February*	43.3	-3.6%	-0.3%
New orders (\$ billions)¹	February*	45.3	5.6%	5.6%
Unfilled orders (\$ billions)¹	February*	50.4	4.1%	7.0%
Inventory/shipments ratio¹	February*	1.51	0.07	0.14
<b>PRICES</b>				
Consumer Price Index (1992=100)	February	115.2	0.4%	2.9%
Industrial Product Price Index (1992=100)	February	129.3	0.5%	2.6%
Raw Materials Price Index (1992=100)	February	146.5	1.5%	4.7%
New Housing Price Index (1992=100)	February	104.9	0.3%	2.4%

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

\* new this week

† percentage point

¹ These estimates are now based on the North American Industry Classification (NAICS). They are not comparable to the previously published estimates based on the Standard Industrial Classification (SIC) of 1980.

## Infomat

### A weekly review

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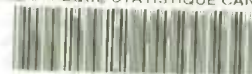
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