



The Daily

Statistics Canada

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A New Corporate Identity for the 1990s

Statistics Canada, the largest publishing house in the country, has adopted a new corporate look that will provide a distinct and more recognizable visual identity for its products and services.

Beginning today, users, respondents and the public alike will come to recognize Statistics Canada's products by the new graphic symbol appearing on them. The graphic symbol illustrates change over time, the very essence of statistical information.

This symbol will appear on publication covers, information documents and other communication materials.

The new corporate look also entails uniform design standards for products. The Agency expects additional benefits from this - a streamlining of the publication process. This, in turn, will reduce costs.

Thursday, March 15, 1990

For release at 10:00 a.m.

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- **Unemployment Insurance Statistics - Number of Contributors and Their Contributions, 1988** 2
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MAJOR RELEASES

Focus on Culture

Spring 1990

The Spring issue of *Focus on Culture* features articles based on surveys of periodical publishers, book publishers and performing arts companies in Canada.

Highlights

- The number of periodicals published in Canada was 1,594 in 1987-88, a 37% increase over 1984-85. The highest increase in circulation of all periodicals in 1987-88 was registered by special interest periodicals, especially those that contain information on business and finance. Business-content periodicals had three million copies in circulation per typical issue and 38 million copies annually, up 24% over 1986-87 levels.
- Almost 7,300 book titles were published in Canada in 1987-88. More than half of these were in the tradebook category (usually titles of a literary nature). Reprints of book titles reached 4,500. In total, book publishers had more than 49,000 titles available in print.
- An analysis of 10 years of data for Canadian orchestras shows that ticket sales are playing an increasing role in total company revenues. Correspondingly, income from public grants and private donations has, over the decade, come to assume a slightly smaller proportion of revenue.

The Spring issue (Volume 2, Number 1) of *Focus on Culture* (87-004, \$6/\$24) is now available. See "How to Order Publications".

For more information on this release, contact Renée Langlois (613-951-1566), Education, Culture and Tourism Division. ■

Unemployment Insurance

Statistics – Number of Contributors and Their Contributions, 1988

Highlights

- In 1988, 12.9 million persons contributed to unemployment insurance sometime during the year, up 2.9% over the previous year. Between 1987 and 1988, the number of male contributors increased 2.0% to 7.1 million and the number of female contributors advanced 4.1% to 5.8 million.
- Employee contributions to unemployment insurance in 1988 amounted to \$4,908 million, a 9.2% increase over 1987. In 1988, males contributed \$3,082 million and females \$1,826 million.

The number of persons making unemployment insurance contributions and their contributions for the year 1988 are now available on CANSIM. The data can be obtained by accessing matrices 5718 and 5719. Data are also available on insurable earnings and work earnings in matrices 5729 and 5730.

The data will be published in the 1990 edition of the *Annual Supplement to Unemployment Insurance Statistics* (73-202S), available in June. In this report the data are shown by sex and province, covering the years 1978 to 1988.

For more information contact André Picard (613-951-4045) or Horst Stiebert (613-951-4044), Labour Division. ■

DATA AVAILABILITY ANNOUNCEMENTS

Steel Primary Forms (Steel Ingots)

Week Ending March 10, 1990

Preliminary estimates indicate that Canadian steel primary forms production for the week ending March 10, 1990 totalled 272 365 tonnes, a decrease of 1.8% from the preceding week's total of 277 363 tonnes and down 11.2% from the year-earlier level of 306 570 tonnes. The cumulative total in 1990 was 2 642 757 tonnes, a decrease of 12.9% from 3 032 537 tonnes for the same period in 1989.

For further information on this release, contact Greg Milsom (613-951-9827), Industry Division. ■

Footwear Statistics

January 1990

Canadian manufacturers produced 2,695,957 pairs of footwear in January 1990, an increase of 11.0% over the 2,427,908 pairs produced a year earlier.

Available on CANSIM: matrix 8.

The January 1990 issue of *Footwear Statistics* (33-002, \$4.70/\$47) will be available at a later date. See "How to Order Publications".

For further information on this release, contact Don Grant (613-951-5998), Industry Division. ■

Stocks of Frozen Poultry Products

March 1, 1990

Preliminary cold storage of frozen poultry products at March 1st, 1990 and revised figures for February 1st, 1990 are now available.

Available on CANSIM: matrices 5675-5677.

To order *Production and Stocks of Eggs and Poultry* (\$115/year), a statistical bulletin, contact Guy Gervais (613-951-2453).

For further information on this release contact Ruth McMillan (613-951-2549), Livestock and Animal Products Section, Agriculture Division. ■

Soft Drinks

February 1990

Data on soft drinks for February 1990 are now available.

Available on CANSIM: matrix 196.

The publication *Monthly Production of Soft Drinks* (32-001, \$2.60/\$26) will be released at a later date. See "How to Order Publications".

For further information on this release, contact Brian Preston (613-951-3511), Industry Division. ■



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The Daily, March 15, 1990

PUBLICATIONS RELEASED

Cereals and Oilseeds Review, December 1989.

Catalogue number 22-007

(Canada: \$13.10/\$131; Other Countries: \$15.70/\$157).

Canada's Mineral Production, 1989

(Preliminary Estimates).

Catalogue number 26-202

(Canada: \$21; Other Countries: \$25).

Oils and Fats, January 1990.

Catalogue number 32-006

(Canada: \$4.70/\$47; Other Countries: \$5.60/\$56).

Factory Sales of Electric Storage Batteries, January 1990.

Catalogue number 43-005

(Canada: \$4.70/\$47; Other Countries: \$5.60/\$56).

Consumer Price Index, February 1990.

Catalogue number 62-001

(Canada: \$8.90/\$89; Other Countries: \$10.70/\$107).
(Available Friday, March 16, 1990 at 7 a.m.).

Focus on Culture, Spring 1990

Catalogue number 87-004

(Canada: \$6/\$24; Other Countries: \$7.20/\$28.80).

How to Order Publications

Statistics Canada publications may be purchased by mail order from Publication Sales, Room 1710, Main Building, Statistics Canada, Ottawa K1A 0T6 or phone 613-951-7277.

Please enclose cheque or money order payable to the Receiver General for Canada/Publications and provide full information on publications required (catalogue number, title, issue).

Publications may also be ordered through Statistics Canada's offices in St. John's, Halifax, Montreal, Ottawa, Toronto, Winnipeg, Regina, Edmonton, Calgary and Vancouver, or from authorized bookstore agents or other booksellers.

A national toll-free telephone order service is now in operation at Statistics Canada. The toll-free line (1-800-267-6677) can be used by Canadian customers for the ordering of Statistics Canada products and services.

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