



Quarterly Bulletin from the Culture Statistics Program

Catalogue no. 87-004-XIE

Vol. 12, No. 1

Earnings of Selected Culture Workers: what the 1996 Census can tell us

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The incomes of culture workers have long been an issue of concern to culture organizations and lobby groups. Using the 1996 Census, we can look at the average earnings of some 500 different occupations including some selected culture occupations. Of all the occupational categories used by the Census, selected culture occupations as found in Table 1 are all in the bottom half. In fact, artisans and craftspersons were found among the 25 lowest paying occupations in Canada in 1995 while painters, sculptors and other visual artists, as well as musicians and singers were found in the bottom 35. No culture occupations (as identified by the Canadian Framework for Culture Statistics) were found in the country's 25 highest paying occupations (which make on average \$80,200).

The ranking of artisans and craftspersons falls even lower if we look at only those who work full-year, full-time; the rank drops to among the bottom 10 lowest paying occupations. Similarly, the placement of full-year, full-time painters, sculptors and other visual artists moved down into the bottom 15 lowest paying occupations. On the other hand, full-time full-year musicians and singers increased their ranking, to place in the bottom 50. For persons working part-time, it is unfortunate that we do not have any information on the total number of hours that they worked or their hourly wage rates. It may be in reality that when some of these persons do work, their income is at a higher per unit level than these figures would suggest.

Women's average earnings were less than men's in all eight of the occupations studied although in many cases not by as large a factor as for the population as a whole. The largest disparity was found in artisans and craftspersons where on average, females earned only 60% of what their male counterparts earned in 1995. It is probable however, that different age and work patterns account for much of the disparity. In fact, if we look at the proportion of workers who worked full-year, full-time, the proportion of males consistently surpassed that of females. In some occupations such as musicians and singers fully 91% of females reported working other than full-year, full-time. This can be compared with a low of 47% found among graphic designers and illustrating artists. Even when over 50% of

the males working in a particular occupation are part-time, their average salaries still exceed those of their female colleagues.

Only librarians and writers among the selected culture occupations that are found in Table 1 surpassed the average employment income of all Canadian earners.

Average earnings tended to be higher for those in the 45 to 64 age group, with the exception of actors, dancers, and artisans (who on average earned more in the 25 to 44 age group). Culture workers, therefore, were likely to have their earnings peak around the same time as those of other earners in the labour force.

In general throughout the economy, higher earnings are attributable to higher education levels. Overall, the average income of all earners who have a university education versus some university rises quite substantially. In fact, it is a difference of 63% more income on average. However, this relationship does not appear to apply for these culture occupations. Labour Force Survey data show that culture workers on average have attained higher education levels than all workers but this does not translate into higher earnings. With the exception of librarians and to a lesser extent, musicians, among the eight occupations there is little rise in average earnings associated with having a university degree. In fact, painters, sculptors and other visual artists exhibit virtually no difference in average incomes across education levels (there is a difference of about \$700 between those with some high school and those who have completed a university education).

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Table 1
Average Earnings of Select Culture Workers and All Canadian Workers, by Selected Characteristics, 1995

Characteristic	All Earners		Musicians and Singers		Librarians ¹		Painters, Sculptors and other Visual Artists		Artisans and Craftspersons	
	Average earnings	Prop. of earners	Average earnings	Prop. of earners	Average earnings	Prop. of earners	Average earnings	Prop. of earners	Average earnings	Prop. of earners
	\$	%	\$	%	\$	%	\$	%	\$	%
Age group										
15 to 24	8,200	17	4,800	18	7,300	3	6,300	6	6,600	10
25 to 44	28,600	52	14,500	53	28,500	48	12,700	47	11,800	51
45 to 64	33,800	29	15,200	24	34,600	46	14,700	37	10,500	35
65 plus	20,400	2	8,700	5	13,800	3	8,500	10	5,900	4
Education										
Less than grade 9	19,400	6	-	-	-	-	-	-	10,000	7
Less than high school	18,600	18	8,700	12	14,500	4	12,400	9	10,500	20
High school graduate	22,800	15	10,900	9	19,200	6	14,000	9	10,500	15
Less than university	25,800	44	12,000	42	21,100	25	12,100	49	10,700	47
University degree	42,000	17	15,100	36	36,000	64	13,100	30	11,200	11
Work activity										
Full-time, full year	37,600	50	23,700	14	41,000	54	18,200	34	16,900	33
Other	15,300	50	10,800	86	17,700	46	9,700	66	7,500	67
Sex										
Female	20,200	46	10,500	54	29,600	82	9,800	52	8,400	65
Male	31,900	54	15,100	46	33,100	18	15,800	48	14,600	35
Total	26,500	100	12,600	100	30,200	100	12,600	100	10,600	100
Work activity by sex										
Not full-time, full-year										
Female (%)		57		91		49		73		74
Male (%)		44		80		34		58		55
Characteristic	Actors		Dancers		Writers		Graphic Designers and Illustrating Artists			
	Average earnings	Prop. of earners	Average earnings	Prop. of earners	Average earnings	Prop. of earners	Average earnings	Prop. of earners		
	\$	%	\$	%	\$	%	\$	%		
Age group										
15 to 24	7,200	25	5,800	37	10,000	5	11,400	12		
25 to 44	21,700	50	16,000	44	28,300	56	26,500	69		
45 to 64	20,200	19	17,000	15	32,200	33	28,900	18		
65 plus	9,500	6	-	-	17,200	6	-	-		
Education										
Less than grade 9	-	-	-	-	-	-	-	0		
Less than high school	10,300	15	7,800	21	23,500	3	21,200	5		
High school graduate	18,000	9	13,400	15	25,600	4	26,300	7		
Less than university	18,200	48	13,000	48	27,300	31	25,000	66		
University degree	18,500	27	13,200	15	28,600	62	25,600	21		
Work activity										
Full-time, full year	31,800	12	25,100	15	40,400	48	31,900	57		
Other	15,100	88	9,600	85	16,500	52	15,900	43		
Sex										
Female	15,200	43	11,500	87	25,300	53	22,000	43		
Male	18,400	57	14,900	13	30,900	47	27,200	57		
Total	17,000	100	11,900	100	27,900	100	25,000	100		
Work activity by sex										
Not full-time, full-year										
Female (%)		88		85		58		47		
Male (%)		89		81		46		41		

- estimates are too small to be reliable.

Earnings are rounded to the nearest hundredth.

¹ The Census relies on the concept of self-identification. It would appear, therefore, that some individuals have classified themselves as librarians when they should have identified themselves as library technicians with corresponding lower levels of education and income.

Source: 1996 Census of Population - "Canadian Income and Earnings for 1990 and 1995", Dimensions Series, CD-ROM.

Definitions:

Average earnings (employment income): the sum of the wages and salaries and net self-employment income from the operation of a farm, business or professional practice owned and operated by the respondent. Self-employment income is calculated after business expenses but as with wages and salaries, before income tax is deducted. Royalties are included.

Highest level of schooling: the highest grade or year of elementary or secondary school attended, or the highest year of university or other non-university study completed.

Less than grade 9: includes those who never attended school or attended kindergarten only.

Full-time, full-year: persons 15 and over who worked 49-52 weeks on a full-time basis in the reference year, for pay or in self-employment.

Definitions of Occupation Classifications**F011 - Librarians**

Occupations in this unit group are primarily concerned with developing, organizing and maintaining library collections and providing advisory services for library users. Librarians who are supervisors or library consultants are included in this group.

F021 - Writers

This group includes persons primarily concerned with researching and writing books, scripts, plays, essays, speeches, manuals, specifications and other non-journalistic articles for publication or presentation. Writers may specialize in a particular subject, type of publication or type of writing. Free-lance writers are classified in this unit group. Journalists are classified in a separate group.

F033 - Musicians and Singers

These occupations are primarily concerned with performing instrumental or vocal music. As well, music teachers, other than those in educational institutions, are included in this unit group. They may teach in conservatories, academies and private homes.

F034 – Dancers

These occupations are primarily concerned with performing dances. Also included are dance teachers other than those in post-secondary, secondary or elementary schools.

Excluded from this group are choreographers.

F035 - Actors

Actors are primarily concerned with acting in productions for stage, motion picture, television, radio or other settings to entertain audiences. Acting teachers, other than those who teach in educational institutions, are also included in this unit group.

F036 - Painters, Sculptors and Other Visual Artists

Occupations in this unit group are primarily concerned with creating original artistic works using methods such as painting, drawing, sculpting, or etching. This unit group also includes art instructors and teachers who teach in art schools other than primary, secondary or post-secondary schools.

F141 - Graphic Designers and Illustrating Artists

Persons classed in this unit group include those who conceptualize and produce graphic designs, visual images and illustrations to effectively communicate information for use in brochures, packaging, advertising, film, posters and signs. Also included in this group are supervisors of graphic designers.

F144 - Artisans and Craftspersons

Occupations in this unit group are primarily concerned with using manual and artistic skills in designing and making various craft objects, such as jewellery, ornamental objects, pottery, stained glass, rugs and woven fabrics. Makers of handcrafted stringed musical instruments, hand bookbinders, and craft teachers are also included in this unit group.

the timely dissemination of our most recently released data.

A second publication in the program is entitled *Canadian Culture in Perspective: A Statistical Overview*. It is produced every two to three years. The next edition is due out in summer 2000. This publication provides a broad perspective of the changing cultural landscape in Canada. Data from all the CSP surveys, as well as from other internal and external sources are brought together into one comprehensive product that presents the most complete picture possible of the health and vitality of culture in Canada. The broad outlook permits the reader to understand the face of cultural activities and industries as a whole, tracing common themes, and trends over time. The publication appeals to many of our readers of *Focus on Culture*, but goes further in depth and breadth and is particularly valuable as an educational tool. It provides a benchmark against which the data released in the *Statistics Canada Daily* and presented in *Focus*, are put in context.

And speaking of the *Daily*, that is the official release vehicle for Statistics Canada. Both data and publications must be announced in the *Daily* before they are made available to the public in any form. Often analysis of our newly released data is presented in some detail, with source information for more in-depth facts. The *Daily* is published each working day and can be found on the Internet on the Statistics Canada website at <http://www.statcan.ca>. A subscription is free and can prove to be a really valuable source of data on not just culture, but related subject matter areas as well.

Not only the *Daily* is found on the Statistics Canada website, but also an extensive selection of free data on all aspects of Canada's economy, land, people and government. In terms of culture data, there is information on the publishing, sound recording, film and video, and broadcasting industries, as well as on museums and other heritage institutions, and on leisure activities (including sports). To access these data tables, please search on the STC website under "Canadian Statistics", then "The People", and under that heading "Culture, leisure and travel".

When data from each of our surveys are processed and are ready to be released, not only is an entry prepared

A Data Source for Every Need

Regular readers of *Focus on Culture* will be aware of the objectives of the publication. That is, it seeks to interest a broad range of readers, reporting on research of general interest as well as appealing to specific market segments. We also introduce initiatives of the Culture Statistics Program (CSP) - new research being undertaken, data gaps being filled, the establishment of a topical working group or the new integration of data from several sources. The quarterly aspect of *Focus* permits

for the *Daily*, but detailed tables are produced that give both data for the new survey year, and also historic comparative data. These tables are available from the appropriate survey project manager (as listed on page 8) at a cost of CDN \$50. In order to help you better plan your upcoming data needs, we have included in this issue (below) a schedule of dates for the program data releases over the next year. You will notice that some of our surveys are on a biennial basis, while others are annual.

Two other sources of both data and contextual information are the *Canada Year Book* and *Canada, a Portrait*. Both provide stimulating text and the yearbook also includes a number of tables and charts. These departmental flagship publications (also available on CD-ROM) are updated every two years.

They can be found in most public libraries and in the libraries of universities and high schools.

In addition to the above means of gaining access to culture data, special data requests are always an option. These are customized tables that meet a client's particular need and are costed based on the time required to complete the work. Special research projects (surveys or statistical analytical work) can also be undertaken on a cost-recovery basis. Due to the extensive nature of this work, very often a consortium of interested parties combines to spread out the cost. Inquiries about such special work can be directed to a relevant survey manager or to either of the section chiefs (again, please refer to p. 8).

Provincial/Territorial Data

Most often in our analysis of data trends, we look at the national picture only, and do not highlight particular provincial or territorial patterns. In order to place more provincial culture data in front of our users, we are planning to present selected provincial trend data in each issue of *Focus on Culture*. This time, we have chosen to include indicators on the performing arts sector and heritage institutions as well as some data on government expenditures on culture. Our next issue will feature data on several of the culture industries.

□

Release Dates for Culture Statistics Program Surveys

Surveys	Reference Year 1994-95	Reference Year 1995-96	Reference Year 1996-97	Reference Year 1997-98	Reference Year 1998-99
Sound Recording Project					
- record companies	no survey	May 5, 1998	no survey	November 2000	no survey
- music publishing	no survey	no survey	no survey	no survey	July 2001
Motion Picture Theatres	July 10, 1996	September 29, 1997	August 24, 1998	August 24, 1999	August 2000
Film and Video Distributors	July 29, 1996	no survey	no survey	February 3, 2000	August 2000
Film and Video Production	October 30, 1996	March 27, 1998	December 1, 1998	April 3, 2000	August 2000
Laboratory and Post-Production Services	November 26, 1996	March 27, 1998	December 1, 1998	April 3, 2000	August 2000
Government Expenditures	August 12, 1996	September 25, 1997	September 24, 1998	October 13, 1999	September 2000
Book Publishing	May 7, 1997	no survey	July 9, 1998	no survey	July 2000
Periodical Publishing	September 6, 1996	no survey	September 14, 1998	no survey	September 2000
Television Viewing	August 23, 1995	July 25, 1996	February 5, 1998	January 29, 1999	December 24, 1999
Radio Listening	August 23, 1995	January 30, 1997	February 5, 1998	September 8, 1998	July 22, 1999
Performing Arts	January 16, 1997	no survey	March 4, 1999	no survey	October 2000
Heritage Institutions	no survey	March 9, 1998	no survey	March 30, 2000	no survey

This schedule was prepared to let our readers know about the most recent data available for each area, and when they can expect updated information.

Table 1

Heritage Institutions (Excluding Nature Parks) - Number, Attendance, and Operating Revenues by Province or Territory, 1991-92 to 1993-94, 1995-96 and 1997-98

	1991-92	1992-93	1993-94	1995-96	1997-98
Newfoundland					
- Number of institutions	69	70	82	83	87
- Attendance ('000)	979	1,066	1,065	1,017	700
- Operating revenues (\$'000)	6,114	6,301	6,302	5,952	6,079
Prince Edward Island					
- Number of institutions	16	16	17	15	15
- Attendance ('000)	135	133	146	136	136
- Operating revenues (\$'000)	2,778	2,781	2,678	2,141	1,916
Nova Scotia					
- Number of institutions	151	151	161	181	177
- Attendance ('000)	2,943	2,862	2,844	2,519	2,714
- Operating revenues (\$'000)	28,250	28,550	29,109	29,251	35,224
New Brunswick					
- Number of institutions	85	83	94	120	115
- Attendance ('000)	964	944	1,042	1,115	1,135
- Operating revenues (\$'000)	15,826	16,521	16,829	16,657	16,886
Quebec					
- Number of institutions	370	374	360	363	365
- Attendance ('000)	14,219	14,976	14,616	13,746	14,442
- Operating revenues (\$'000)	233,810	253,609	244,702	267,875	279,694
Ontario					
- Number of institutions	521	532	526	524	525
- Attendance ('000)	17,611	16,561	16,925	16,994	17,009
- Operating revenues (\$'000)	377,535	366,698	363,923	383,134	403,407
Manitoba					
- Number of institutions	154	152	155	190	188
- Attendance ('000)	2,378	2,510	2,383	2,554	2,257
- Operating revenues (\$'000)	23,645	25,047	24,600	25,767	27,580
Saskatchewan					
- Number of institutions	227	228	225	282	271
- Attendance ('000)	1,805	1,825	1,910	2,106	1,951
- Operating revenues (\$'000)	19,394	21,711	22,485	30,393	32,023
Alberta					
- Number of institutions	194	195	191	236	229
- Attendance ('000)	5,215	5,215	5,485	5,597	5,704
- Operating revenues (\$'000)	65,405	65,583	67,047	73,509	83,670
British Columbia					
- Number of institutions	293	298	292	378	367
- Attendance ('000)	8,028	7,982	8,288	8,457	7,565
- Operating revenues (\$'000)	79,416	81,223	84,111	115,856	117,279
Yukon					
- Number of institutions	10	11	11	12	12
- Attendance ('000)	137	184	179	202	154
- Operating revenues (\$'000)	4,161	4,959	4,792	5,787	5,504
Northwest Territories					
- Number of institutions	8	8	8	6	6
- Attendance ('000)	49	49	46	40	55
- Operating revenues (\$'000)	2,976	3,138	3,369	2,721	3,755
Canada					
- Number of institutions	2,098	2,118	2,122	2,390	2,357
- Attendance ('000)	54,464	54,308	54,928	54,482	53,825
- Operating revenues (\$'000)	859,310	876,121	869,947	959,045	1,013,018

Table 2

Number of Nature Parks, Attendance, and Operating Revenues by Province or Territory, 1991-92 to 1993-94, 1995-96 and 1997-98¹

	1991-92	1992-93	1993-94	1995-96	1997-98 ¹
Newfoundland					
- Number of institutions	9	8	8	7	8
- Attendance ('000)	1,159	1,262	1,466	918	678
- Operating revenues (\$'000)	8,790	8,232	8,374	8,054	8,064
Prince Edward Island					
- Number of institutions	1	1	1	1	1
- Attendance ('000)	x	x	x	x	x
- Operating revenues (\$'000)	x	x	x	x	x
Nova Scotia					
- Number of institutions	2	2	2	3	3
- Attendance ('000)	x	x	x	x	x
- Operating revenues (\$'000)	x	x	x	x	x
New Brunswick					
- Number of institutions	4	4	4	4	3
- Attendance ('000)	384	394	430	668	490
- Operating revenues (\$'000)	6,265	6,408	6,822	7,537	8,035
Quebec					
- Number of institutions	23	24	24	23	22
- Attendance ('000)	5,256	5,270	5,456	5,857	4,560
- Operating revenues (\$'000)	24,282	24,801	24,941	25,002	18,889
Ontario					
- Number of institutions	58	58	58	55	55
- Attendance ('000)	7,756	6,820	8,666	8,026	7,909
- Operating revenues (\$'000)	52,687	51,348	52,431	44,938	61,322
Manitoba					
- Number of institutions	11	11	11	13	13
- Attendance ('000)	3,342	2,846	2,944	2,408	2,805
- Operating revenues (\$'000)	15,111	14,647	14,717	9,544	10,350
Saskatchewan					
- Number of institutions	13	13	13	18	16
- Attendance ('000)	1,102	1,085	974	1,871	2,006
- Operating revenues (\$'000)	10,708	10,877	11,083	11,341	12,972
Alberta					
- Number of institutions	27	26	26	22	22
- Attendance ('000)	16,541	16,363	17,042	13,424	14,237
- Operating revenues (\$'000)	74,326	74,974	73,616	51,367	50,482
British Columbia					
- Number of institutions	18	17	18	22	16
- Attendance ('000)	15,921	16,520	16,667	22,698	26,267
- Operating revenues (\$'000)	38,845	41,707	87,240	88,066	96,155
Yukon					
- Number of institutions	1	1	1	1	1
- Attendance ('000)	x	x	x	x	x
- Operating revenues (\$'000)	x	x	x	x	x
Northwest Territories					
- Number of institutions	3	3	3	3	3
- Attendance ('000)	12	9	11	8	5
- Operating revenues (\$'000)	4,298	4,758	4,735	3,315	4,990
Canada					
- Number of institutions	170	168	169	172	163
- Attendance ('000)	54,372	53,866	56,307	58,483	60,239
- Operating revenues (\$'000)	249,359	251,304	297,836	261,344	282,930

¹ The data for some parks have been reported together, giving the appearance of a reduced number of parks.
x confidential to meet secrecy requirements of the Statistics Act.

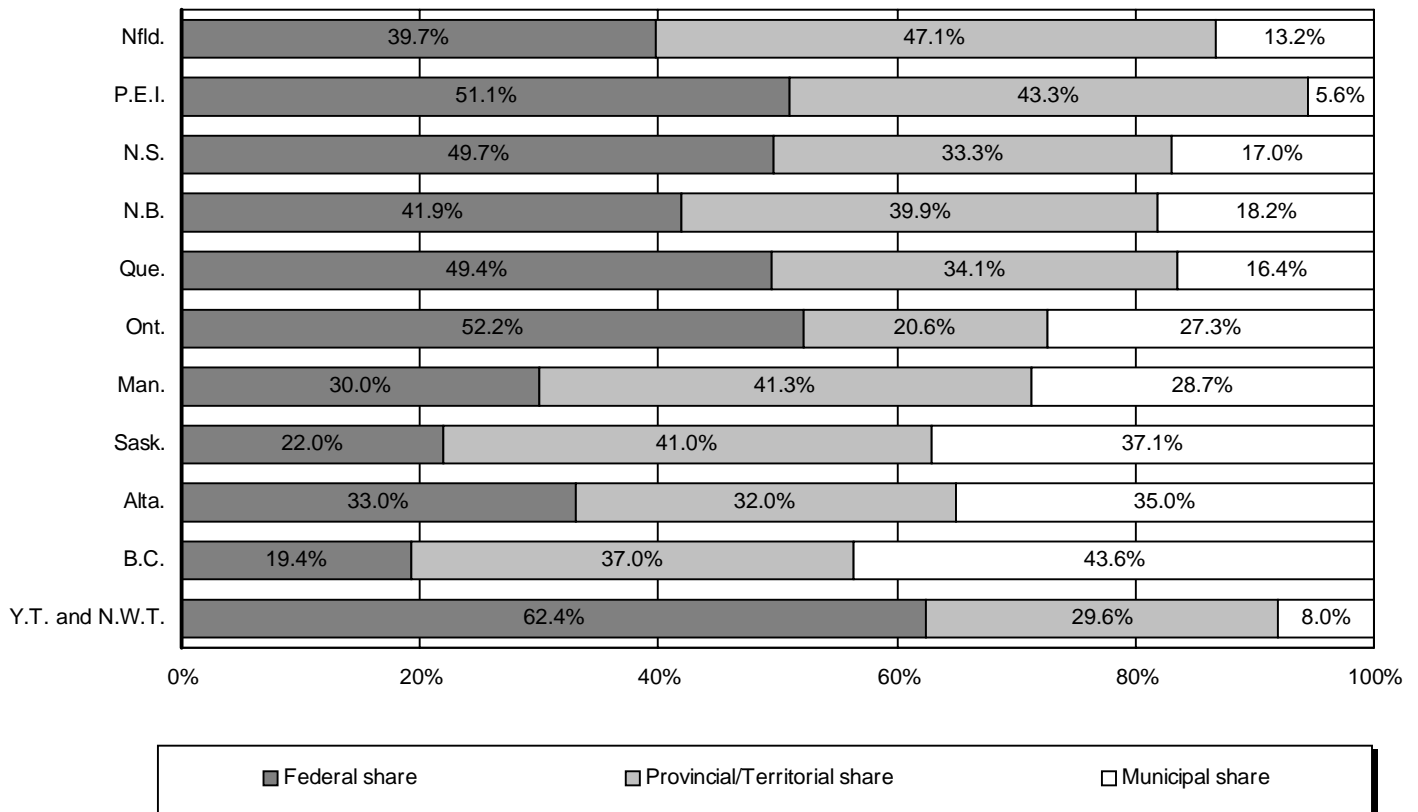
Table 3

Canada's Not-for-Profit Performing Arts Companies - Number of Performances, Attendance, Revenue and Expenditures, 1996-97

Province/Territory	Number of companies	Total performances	Total attendance	Total revenue	Total earned revenue	Total unearned revenue	Total expenditures
Newfoundland	7	444	77,492	2,241,484	851,217	1,390,267	2,273,739
Prince Edward Island	4	337	133,854	2,494,192	1,994,187	500,005	2,242,534
Nova Scotia	15	964	302,184	9,004,054	3,474,072	5,529,982	8,886,314
New Brunswick	6	554	160,900	3,133,884	1,392,654	1,741,230	3,186,594
Quebec	248	12,122	3,992,326	107,769,947	49,318,474	58,451,473	108,899,663
Ontario	181	12,794	4,914,380	174,972,782	91,496,218	83,476,564	175,046,843
Manitoba	19	2,074	649,876	25,712,835	12,751,115	12,961,720	25,536,335
Saskatchewan	13	651	203,955	4,925,623	1,825,753	3,099,870	4,871,415
Alberta	40	4,744	1,181,632	43,997,767	19,771,579	24,226,188	42,769,278
British Columbia	67	5,548	1,580,984	44,296,429	18,943,727	25,352,702	45,505,130
Yukon	2	51	4,137	172,665	36,842	135,823	158,927
Canada	602	40,283	13,201,720	418,721,662	201,855,838	216,865,824	419,376,772

Figure 1

Distribution of Total Government Expenditures on Culture in each Province or Territory, by Source, 1997-98



PUBLICATIONS

87-211-XPB	Canada's Culture, Heritage and Identity: A Statistical Perspective 1997 Edition	\$31.00
87-211-XIB	Canada's Culture, Heritage and Identity: A Statistical Perspective 1997 Edition (Internet)	\$23.00

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How to Find Out More.....

We hope you find this bulletin both informative and useful.
Please write, fax or phone us with your comments and suggestions:

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Subscription Information

All prices exclude sales tax

This product, Catalogue no. 87-004-XPB, is published quarterly as a standard printed publication at a price of CDN \$9.00 per issue and CDN \$27.00 for a one-year subscription. ISSN 0843-7548

The following additional shipping charges apply for delivery outside Canada:

	Single issue	Annual subscription
United States	CDN \$ 6.00	CDN \$ 24.00
Other countries	CDN \$ 10.00	CDN \$ 40.00

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ISSN 1481-1030

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