Catalogue 11-002-XPE (Français 11-002-XPF) ISSN 0380 9537

Infomat

A Weekly Review

Friday, February 14, 1997

OVERVIEW

- **Labour market sees little change**

  Labour market conditions showed little change in January. The level of employment was virtually unchanged, and the unemployment rate held at 9.7%.

- **Growing popularity of trucks pushes up vehicle sales**

  New motor vehicle sales rose in 1996, reflecting the growing popularity of trucks and strong sales growth in the Prairies.

- **Number of help-wanted advertisements continues to rise**

  In January, the number of help-wanted advertisements in newspapers rose for the fourth month in a row.

- **Labour income increases across sectors**

  In November, employees' wages and salaries rose strongly, for the fourth consecutive monthly increase. The increase was widespread across the sectors.

- **New housing prices continue to ease**

  New housing prices continued the downward movement seen over the last 2 ½ years, but the rate of decline has slowed. In December 1996, prices dropped 0.9% compared with December 1995.

- **Farmers face higher costs in fourth quarter**

  Despite a large drop in interest costs, farmers found it more expensive to do business in the fourth quarter of 1996 than in the same quarter of 1995.

- **Listening to the radio still popular**

  Radio has generally been holding its own in popularity among Canadians over the past five years, despite competition from other forms of entertainment.

Labour market sees little change

Labour market conditions changed little in January 1997. The estimated level of employment was virtually unchanged, and the unemployment rate held at 9.7%. Total employment had been rising since September 1996, with gains totalling 91,000 (+0.7%).

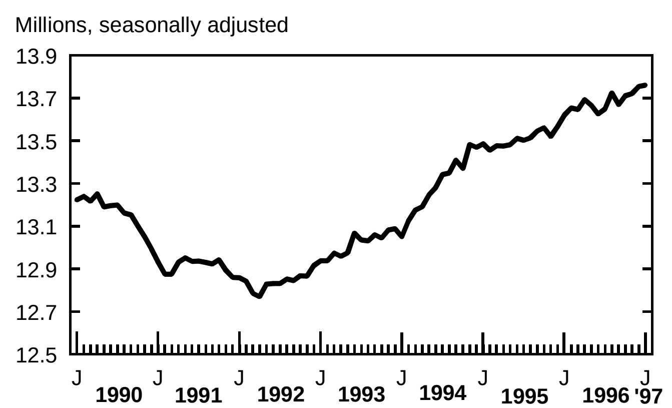
The number of full-time jobs increased by 32,000 in January, while part-time employment fell 27,000. These changes were primarily among adult women, who gained 42,000 full-time and lost 22,000 part-time jobs.

Since September 1996, 80,000 of the 91,000 jobs added were full-time. These gains were concentrated among adults, as full-time employment was up 51,000 for men and 30,000 for women. The number of part-time jobs climbed for women (+19,000) and declined for men (-14,000). Youth employment levels have shown little movement. The labour force participation rate for youth, which has continued to fluctuate monthly, rose 0.4 percentage points in January, pushing the youth unemployment rate up to 17.0% (+0.6 percentage points).

In January, employment was little changed in the goods-producing sector. The estimated level of employment in construction climbed 19,000, continuing the upswing that began in May 1996. Employment in utilities was down (-11,000), continuing the slow downward trend seen in this industry since May 1992. The estimated

(continued on page 2)

Employment



... Labour market sees little change

level of employment in manufacturing was little changed after declining by 42,000 in the previous three months. Despite these recent decreases, the number of manufacturing jobs has grown by 66,000 (+3.2%) since December 1995. Service sector employment remained virtually unchanged, with only two components showing any significant change: transportation, storage and communications posted a gain of 19,000 and public administration fell 18,000.

Strong gains in self-employment in January were offset by a drop in the number of private employees. Public employment remained stable. Growth in self-employment has been driving the increase in employment in recent months and accounts for all of the gains since last September.

In January, employment rose in Newfoundland (+4,000), Nova Scotia (+3,000), New Brunswick (+4,000), and Manitoba (+4,000). Employment fell in Prince Edward Island (-1,000) and Alberta (-7,000). Since October, employment has shown little change in Quebec, Ontario and Saskatchewan. In British Columbia, employment was little changed in January, following gains in the three preceding months.

Available on CANSIM: matrices 3450–3471 and 3483–3502 and table 00799999.

Labour force information *for the week ending January 18, 1997 (paper version: 71-001-PPB, $10/$100; fax version: 71-001-PFB, $300 annually) is now available. The January 1997 issue of* ***The labour force*** *(71-001-XPB, $23/$230) will be available shortly. For further information, contact Deborah Sunter (613-951-4740) or Vincent Ferrao (613-951-4750), Household Surveys Division. (See also “Current Trends” on p. 9.)*

Labour Force Survey, January 1997
Seasonally adjusted

	Labour force		Employment		Unemployment	
	thousands	% change, previous month	thousands	% change, previous month	thousands	Rate (%)
Canada	**15,239.8**	**0.0**	**13,758.8**	**0.0**	**1,480.9**	**9.7**
Newfoundland	241.1	2.0	192.0	2.0	49.1	20.4
Prince Edward Island	70.8	-1.3	59.3	-1.7	11.5	16.2
Nova Scotia	447.7	0.9	389.6	0.8	58.1	13.0
New Brunswick	358.7	1.1	312.0	1.4	46.7	13.0
Quebec	3,661.4	0.4	3,213.2	0.3	448.1	12.2
Ontario	5,851.2	-0.2	5,322.1	-0.1	529.1	9.0
Manitoba	582.2	0.4	540.6	0.8	41.6	7.1
Saskatchewan	492.6	0.2	461.8	-0.2	30.8	6.3
Alberta	1,532.5	0.1	1,427.5	-0.5	105.0	6.9
British Columbia	2,001.5	-0.9	1,840.7	-0.1	160.9	8.0

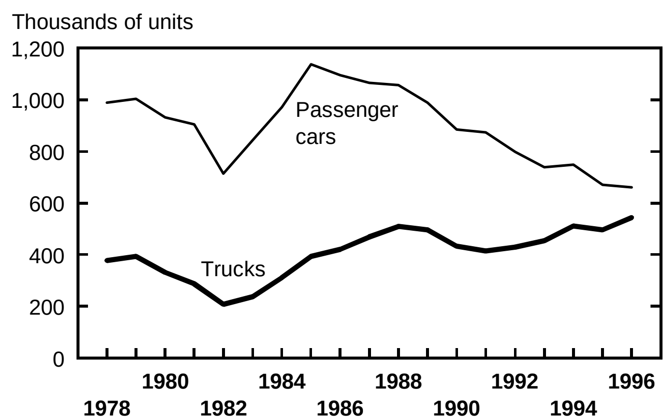
Growing popularity of trucks pushes up vehicle sales

In December 1996, monthly new motor vehicle sales rose 5.1% over November, the fifth consecutive monthly increase. After relatively flat sales in the first half of 1996, growth in the latter half of the year pushed annual sales up 3.3% over the 1995 level. Despite this increase, sales for 1996 remained below the 1994 level.

The increase in annual sales reflects the growing popularity of trucks and strong sales growth in the Prairies. The annual gain was entirely due to a 9.6% increase in truck sales. Truck sales include light and heavy trucks, minivans, sport utility vehicles, vans and buses. Car sales declined for a second year (-1.4%).

In 1996, sales of new vehicles increased in most provinces. The Prairie provinces (Manitoba, Saskatchewan and Alberta) recorded the strongest growth (+11.7%). Over the same period, car sales remained stable—a decline in Alberta offset gains in Manitoba and Saskatchewan. Newfoundland, British Columbia and Prince Edward Island were the only provinces to report declines in vehicle sales.

Truck sales on the rise



(continued on page 3)

... Growing popularity of trucks pushes up vehicle sales

Truck sales rose in all provinces except Newfoundland (-1.5%). Despite a decline in car sales at the national level, consumers in Nova Scotia, Quebec, Manitoba and Saskatchewan purchased more cars in 1996. The popularity of trucks (especially minivans and sport utility vehicles) was observed throughout 1996, as truck sales reached a new record: 543,790 trucks sold. There has been an upward trend in truck sales for the past few years, while car sales have moved in the opposite direction.

While the growth in truck sales is evident in most provinces, their popularity is most evident in the West. Annual sales of trucks in the Prairies jumped 20.3% from 1995. In 1996, 62% of new vehicles sold in the Prairies were trucks, compared with 51% in British Columbia and 43% in Ontario. Trucks were much less popular east of Ontario, with the exception of New Brunswick where 47% of vehicles sold were trucks. The proportion of trucks sold drops to 39% in the other three Atlantic provinces and only 34% in Quebec.

Note to readers

Unadjusted data have been revised back to January 1996. Seasonally adjusted estimates have been revised back to January 1993.

New motor vehicle dealers sold 112,520 (seasonally adjusted) new vehicles in December, the highest level since September 1991. On the strength of truck sales, total sales rose 5.1% from November. Truck sales jumped 11.6%, while car sales declined slightly (-0.4%).

Available on CANSIM: matrix 64.

*The December 1996 issue of **New motor vehicle sales** (63-007-XPB, $16/$160) will be available shortly. For further information, contact Serge Dumouchel (613-951-2210), Industry Division.*

Annual new motor vehicle sales, 1996
Unadjusted

	Number of vehicles sold			% change from 1995		
	Total	Cars	Trucks	Total	Cars	Trucks
Canada	**1,204,557**	**660,769**	**543,788**	**3.3**	**-1.4**	**9.6**
Newfoundland	16,199	9,752	6,447	-5.3	-7.7	-1.5
Prince Edward Island	4,120	2,478	1,642	-2.4	-5.2	2.1
Nova Scotia	33,334	20,486	12,848	3.1	1.0	6.6
New Brunswick	30,288	15,919	14,369	0.6	-5.7	8.8
Quebec	305,341	201,011	104,330	4.2	1.9	8.9
Ontario	460,688	261,466	199,222	1.7	-2.4	7.8
Manitoba	41,276	17,289	23,987	15.9	2.9	27.5
Saskatchewan	35,853	13,044	22,809	16.0	6.0	22.6
Alberta	133,762	49,202	84,560	9.4	-2.5	17.8
British Columbia*	143,696	70,122	73,574	-3.0	-6.5	0.7

* *Including the Yukon and Northwest Territories.*

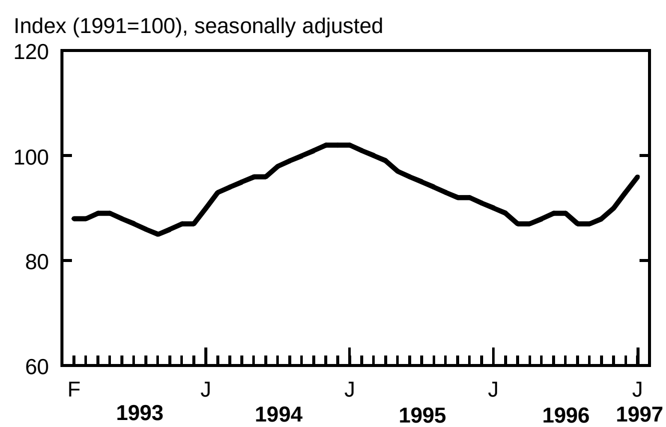
Number of help-wanted advertisements continues to rise

In January, the number of help-wanted advertisements in newspapers rose for a fourth consecutive month. The Help-wanted Index rose 3% in January to 96 (1991=100), its highest level since June 1995. Nine provinces recorded increases, led by Manitoba and Alberta. After a relatively flat period between February and September 1996, the index has begun to show some strength. This was confirmed by the growth in payroll employment seen in October and November.

In the Prairies, the number of help-wanted ads rose in all three provinces: The index jumped 7% to 109. Since August 1996, the indexes in both Alberta and Manitoba have risen 16%.

In Ontario, the index advanced 2% to 101, bringing growth since August to 11%. The index in Quebec grew 1% to 85. Since October 1996, there has been little change in the index. British

Help-wanted index



(continued on page 4)

Note to readers

The Help-wanted Index is compiled from the number of help-wanted ads published in 22 newspapers in 20 major metropolitan areas. The index is a measure of companies' intentions to hire new workers. These indexes have been seasonally adjusted and smoothed to ease month-to-month comparisons.

Columbia posted its fifth straight increase (+3%), to stand at 71. Since August 1996, the index has grown 11%.

The Atlantic provinces index advanced 3% to 103, with Newfoundland, Nova Scotia and New Brunswick posting gains.

Available on CANSIM: matrix 105 (levels 8–10).

For further information, contact Michael Scrim (613-951-4090; fax: 613-951-4087; Internet: labour@statcan.ca), Labour Division.

Help-wanted index, January 1997
(1991=100), seasonally adjusted

	Level	% change, previous year	% change, previous month
Canada	**96**	**5**	**3**
Atlantic provinces	103	1	3
Newfoundland	81	8	1
Prince Edward Island	142	-15	-4
Nova Scotia	102	9	2
New Brunswick	106	-9	3
Quebec	85	-10	1
Ontario	101	6	2
Prairie provinces	109	27	7
Manitoba	122	17	8
Saskatchewan	109	21	2
Alberta	103	21	8
British Columbia	71	1	3

Labour income increases across sectors

In November, employees' wages and salaries rose strongly (+0.7%), the fourth consecutive monthly increase. Gains in average earnings and employment contributed to the advance. Overall wages and salaries for the first 11 months of 1996 were 2.6% higher than in the same period in 1995.

The November increase was widespread across the sectors. After a slight decline in October, wages and salaries in manufacturing rose by 2.2%; growth was due to increases in employment, average weekly hours worked and average weekly earnings. Construction and trade recorded strong gains for the second straight month.

Wages and salaries, November 1996
Seasonally adjusted

	Wages and salaries, $ millions	% change, previous month	% change, previous year
Canada	**31,672.5**	**0.7**	**3.5**
Newfoundland	402.8	1.5	1.5
Prince Edward Island	120.6	-2.7	1.0
Nova Scotia	733.6	0.3	3.8
New Brunswick	634.5	1.2	1.9
Quebec	6,932.9	0.2	1.4
Ontario	13,160.8	0.9	3.5
Manitoba	1,060.3	0.5	4.7
Saskatchewan	826.4	0.1	4.1
Alberta	3,211.8	0.7	6.1
British Columbia	4,372.6	0.2	4.7
Yukon and Northwest Territories/Abroad	206.9	1.4	5.4

Note to readers

Labour income consists of wages and salaries (87%), plus supplementary labour income (13%). Wages and salaries include items such as bonuses, gratuities, taxable allowances and retroactive wage payments. Supplementary labour income is employers' contributions to employee welfare, pension, workers' compensation and employment insurance plans. Labour income accounts for about 54% of gross domestic product.

The federal administration work force fell in November, largely due to the privatization of air navigation services previously performed by Transport Canada. These employees were transferred to a not-for-profit corporation, NAV CANADA. As a result, wages and salaries in federal administration dropped 3.0% in November, while growth of 1.0% was recorded in transportation, storage, communications and other utilities.

Available on CANSIM: matrices 1791 and 1792.

For further information, contact Jean Lambert (613-951-4051; fax: 613-951-3618), National Accounts and Environment Division.

New housing prices continue to ease

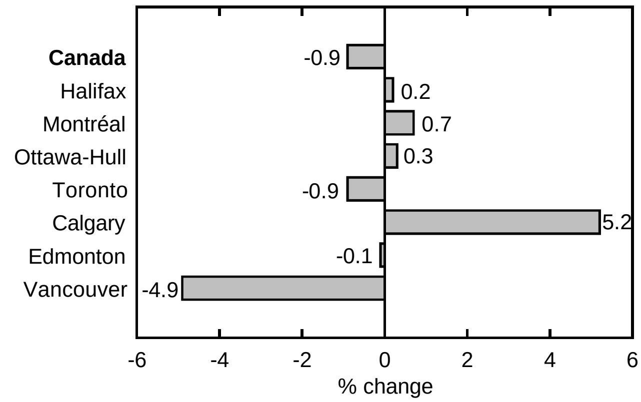
The downward movement in the new housing price index experienced over the last 2 1/2 years has continued to ease. Between December 1995 and December 1996, the composite index decreased 0.9%, a rate less than the 1.6% and 1.0% annual declines reported in October and November 1996. On a monthly basis, the composite index rose 0.1% in December 1996, following a monthly increase of 0.3% in November.

In December, builders generally reported increased construction costs, which were counterbalanced by improving but competitive market conditions. This situation discouraged large price increases in most of the surveyed cities.

Housing construction intentions, measured by the value of residential building permits, were up 18.0% in 1996 compared with the year before, when permits had dropped 24.7% from 1994. The outlook for future housing construction appears encouraging.

According to the Canada Mortgage and Housing Corporation, housing starts were also up by 12.4% compared with 1995. The Canadian Real Estate Association reported that 1996 saw the highest level of resale activity since 1992. This record-breaking activity was attributed to favourable housing prices, pent-up demand, historically low interest rates and improving economic conditions, all of which have raised consumer confidence and motivation.

New housing price indexes
December 1995 to December 1996



Available on CANSIM: matrix 2032.

The fourth quarter 1996 issue of ***Construction price statistics*** *(62-007-XPB, $23/$76) will be available in March. For further information, contact Sandra Shadlock (613-951-9606; fax: 613-951-2848; Internet: shadsan@statcan.ca), Prices Division.*

Farmers face higher costs in fourth quarter

Between the third and fourth quarters of 1996 farmers got a substantial break on farm input prices. Declining prices for feed and seed and lower interest costs drove input prices down 2.4%, the largest quarterly drop in the Farm Input Price Index since it began in 1961. Despite a 19.4% drop in interest costs, it still cost farmers 2.3% more to do business in the fourth quarter of 1996 than in the same quarter of 1995. The year-over-year increase was down significantly from the 5.0% rise recorded in the third quarter of 1996.

Eastern Canadian farmers saw larger price increases for the fifth straight quarter. Higher prices for seed and feed drove their input prices up 3.2% compared with the same period a year earlier. Western producers faced an overall year-over-year increase of 1.6%, as seed and pesticide prices rose.

Compared with the third quarter of 1996, farmers paid less for feed (-11.5%), weanling pigs (-4.2%), and poultry chicks (-7.3%), which contributed most to the 6.9% decrease in animal production. Lower prices for fertilizers helped push the crop production index down 3.8%. With lower costs for non-mortgage loans, farmers continued to pay less for interest (-7.0%). However, prices did rise in the remaining input categories in the fourth quarter. Higher prices for heating fuel caused supplies and services to increase 1.3%, while higher prices for diesel fuel and automobiles pushed machinery and motor vehicles up 1.7%.

Nationwide, the jump in prices for inputs into animal production (+4.8%) contributed most to the year-over-year increase. Producers paid more for weanling pigs, broiler chicks and prepared feed, but profited from lower cattle prices. Farmers again faced price increases for inputs into crop production (+4.5%). Grains and oilseeds rose and farmers paid more for phosphoric fertilizers.

Higher prices for heating fuel and custom work contributed most to a 4.7% annual increase in supplies and services. Farmers also faced higher prices for building and fencing and for petroleum products, which pushed the index for machinery and motor vehicles up 4.3% from the fourth quarter of 1995. The index for non-mortgage interest dropped 28.3% compared with a year earlier, while the index for mortgage interest fell 2.4%.

Farmers in the East faced price increases in all input categories surveyed in the fourth quarter except for interest, which fell as a result of lower costs for non-mortgage loans (-27.9%). In the West, where the overall annual price increase was much less, farmers experienced price increases in six of the seven input categories. They also benefited from lower costs for non-mortgage loans, which tumbled 28.7% compared with the same period a year earlier.

Available on CANSIM: matrices 550–582 (level 7) and 2050–2063.

The fourth quarter 1996 issue of ***Farm input price indexes*** *(62-004-XPB, $24/$80) will be available shortly. For further information, contact Sandra Shadlock (613-951-9606; fax: 613-951-2848; Internet: shadsan@statcan.ca), Prices Division.*

Listening to the radio still popular

Radio has been holding its own in popularity among Canadians over the past five years, despite competition from other forms of entertainment. Canadians listened to the radio an average of 21.0 hours a week in the fall of 1995, only 30 minutes less than in the fall of 1991. Average listening time has fluctuated only slightly from year to year. By comparison, in the fall of 1995, viewers spent 23.2 hours a week on average in front of the television, 30 minutes more than in the previous year. This halted an eight-year trend of modest declines in TV viewing.

Since 1991, radio has changed substantially. Between 1991 and 1995, the market share of talk shows rose 15%, while easy listening formats plunged 70%. At the same time, country music captured an additional 9% of market share.

Quebecers have led all Canadians in the time they have spent listening to their radios since Statistics Canada started recording provincial breakdowns in 1986. Radio listening has been fairly constant over the past five years in most provinces, except British Columbia, where the lowest listening levels in Canada were recorded.

Women and men aged 18 and over listened to about the same amount of radio in a week on average: 22.2 hours versus 21.8. Radio was far less popular among teenagers aged 12 to 17, who reported listening to 11.0 hours a week. But after school hours, teen audience levels slightly surpassed those of adults.

Although music formats have consistently captured the largest share of listeners since 1986, their share has been declining in recent years. The adult contemporary and rock format is still the most popular format, accounting for more than a third of the listening market in 1995. Adult contemporary and rock is a combination of adult contemporary, gold, oldies and rock stations.

The country music format garnered the next largest market and the increasingly popular talk format claimed third place. The Canadian Broadcasting Corporation (CBC), a separate format because of its non-commercial nature and its unique programming variety, was fourth with almost 10% of the total audience.

Listening levels, particularly for the CBC, the adult contemporary and rock format and country music format, were heavily influenced by education and occupation. The CBC attracted less than 5% of listeners with only grade-school education. But more than a quarter of university graduates (27%) and a fifth (21%) of senior managers and professionals said they listened to the CBC. Country music and talk formats were popular among homemakers and retirees, and those who reported grade-school education or less. Adult contemporary and rock was preferred by all age groups and both sexes, with the exception of men and women over the age of 65. Current data show that FM stations lead all age and sex groups in popularity.

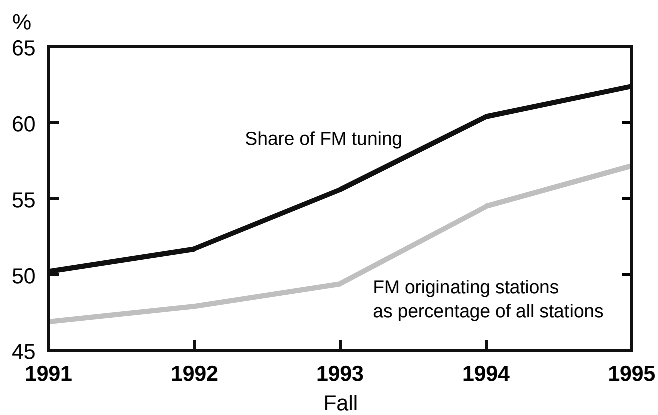
Note to readers

This release is based on a survey of 81,470 Canadians aged 12 and over, representing a population of about 25.4 million. They were asked to fill out a diary-type questionnaire for seven specific days within an eight-week period from September to October 1995. While the response rate of 50.1% is modest by Statistics Canada's standards, it is in line with Canadian and international broadcasting industry practice for audience measurement. Appropriate care in interpretation is recommended.

The radio project of the Culture Statistics Program is a joint venture involving the Marketing Analysis Division of the Canadian Radio-television and Telecommunications Commission (CRTC), the Broadcasting Policy Branch of Canadian Heritage and the Culture Subdivision of Statistics Canada.

The Statistics Canada radio listening data bank integrates files from different sources. The underlying listening data were acquired from BBM Bureau of Measurement and include the demographic characteristics of the survey's respondents. The CRTC provides the information on the formats of specific stations.

FM stations are increasingly popular



In 1995, Canada had 817 originating radio stations. "Originating" applies to stations broadcasting from a specific location and providing at least 50% of their own programming.

For further information, contact Lotfi Chahdi (613-951-3136; fax: 613-951-9040), Culture, Tourism and the Centre for Education Statistics.

(continued on page 7)

... Listening to the radio still popular

Share of radio listening

	Fall 1991	Fall 1992	Fall 1993	Fall 1994	Fall 1995	Fall 1991 to 1995
	%					% change
Music formats	**73.7**	**73.7**	**71.6**	**71.3**	**70.1**	**-4.9**
Adult-contemporary/gold/oldies/rock	35.9	36.5	30.5	34.4	33.7	-6.1
Middle-of-the-road	7.2	7.3	7.1	6.9	6.9	-4.2
Country	12.3	13.3	14.3	13.7	13.4	8.9
Album-oriented rock	10.6	10.0	10.3	5.6	6.1	-42.5
Contemporary	4.4	4.2	3.0	4.9	4.8	9.1
Easy listening	3.3	2.4	2.5	1.1	1.0	-69.7
Dance	..	..	3.9	4.7	4.2	..
Other formats	**26.3**	**26.3**	**28.4**	**28.7**	**29.9**	**13.7**
CBC	10.0	9.3	9.5	9.2	9.7	-3.0
Talk	10.4	10.4	8.6	12.1	12.0	15.4
Sports	..	..	3.2	0.5	0.5	..
U.S. stations	3.6	3.6	3.1	3.2	3.1	-13.9
Other	2.2	3.2	3.4	3.7	4.6	109.1
Total	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	

.. Figures not available.

New from Statistics Canada

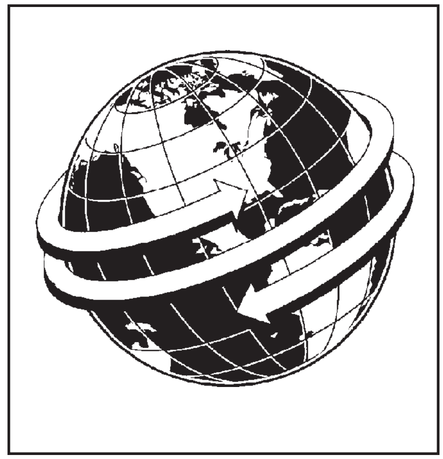
1996 Labour force historical review on CD-ROM

Does the labour market have an impact on your business? Thousands of cross-classified data series, from 1976 to 1996, are available at the click of a mouse on the ***1996 Labour force historical review on CD-ROM***. Monthly and annual average series are available for a wide range of subjects, including labour force status by industry, occupation, education, and family characteristics; unemployment by duration and reason for leaving last job; trends in the labour markets of census metropolitan areas. The easy-to-use software puts you in the driver's seat, letting you choose the data most appropriate for your needs. Quick graphics and mapping features let you discover patterns in the data quickly.

*The **1996 Labour force historical review on CD-ROM** (71F0004XCB, Canada: $195, United States and other countries: US$195) is now available. LAN and bulk prices are available upon request. To order, contact the Statistics Canada Regional Reference Centre nearest you or our Internet order desk (order@statcan.ca). For further information, contact Nathalie Caron (613-951-4168) or refer to our Internet site (www.statcan.ca) and select Electronic Marketplace, Products and Services, CD-ROMs.*

New from Statistics Canada

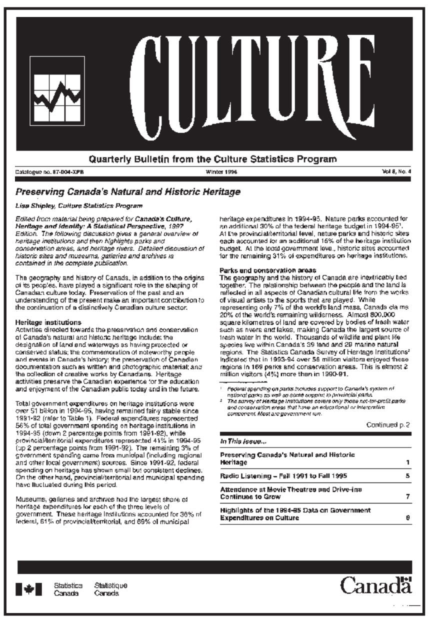
Canadian international merchandise trade database on the Web



The ***Canadian international merchandise trade database*** is now available on Statistics Canada's web site (www.statcan.ca). It gives you easy and timely access to Canadian trade commodity data (at the H.S. 8- and 10-digit level) the minute they are officially released. You can monitor import and export activity, calculate trends and spot market potential in the international economy—all from your desktop.

The cost is $3.00 per commodity and country, with no charge for breakdowns by province, U.S. state, year or month. You pay only for the retrievals you want and all costs are displayed up front, with your payment processed automatically online.

Bookmark this database to maintain your connection to the world of trade. If you don't have Internet access, call 1 800 263-1136 to find out about subscribing to the ***Canadian international merchandise trade database*** *through Statistics Canada's premier Datapac service, Statscan Online.*



CULTURE

Quarterly Bulletin from the Culture Statistics Program

Catalogue no. 87-004-XPB | Winter 1996 | Vol 8, No. 4

Preserving Canada's Natural and Historic Heritage

Lisa Shipley, Culture Statistics Program

Edited from material being prepared for ***Canada's Culture, Heritage and Identity: A Statistical Perspective****, 1997 Edition. The following discussion gives a general overview of heritage institutions and then highlights parks and conservation areas, and heritage rivers. Detailed discussion of historic sites and museums, galleries and archives is contained in the complete publication.*

The geography and history of Canada, in addition to the origins of its peoples, have played a significant role in the shaping of Canadian culture today. Preservation of the past and an understanding of the present make an important contribution to the continuation of a distinctively Canadian culture sector.

Heritage institutions

Activities directed towards the preservation and conservation of Canada's natural and historic heritage include: the designation of land and waterways as having protected or conserved status; the commemoration of noteworthy people and events in Canada's history; the preservation of Canadian documentation such as written and photographic material; and the collection of creative works by Canadians. Heritage activities preserve the Canadian experience for the education and enjoyment of the Canadian public today and in the future.

Total government expenditures on heritage institutions were over $1 billion in 1994-95, having remained fairly stable since 1991-92 (refer to Table 1). Federal expenditures represented 56% of total government spending on heritage institutions in 1994-95 (down 2 percentage points from 1991-92), while provincial/territorial expenditures represented 41% in 1994-95 (up 2 percentage points from 1991-92). The remaining 3% of government spending came from municipal (including regional and other local government) sources. Since 1991-92, federal spending on heritage has shown small but consistent declines. On the other hand, provincial/territorial and municipal spending have fluctuated during this period.

Museums, galleries and archives had the largest share of heritage expenditures for each of the three levels of government. These heritage institutions accounted for 36% of federal, 61% of provincial/territorial, and 69% of municipal heritage expenditures in 1994-95. Nature parks accounted for an additional 30% of the federal heritage budget in 1994-95[1]. At the provincial/territorial level, nature parks and historic sites each accounted for an additional 15% of the heritage institution budget. At the local government level, historic sites accounted for the remaining 31% of expenditures on heritage institutions.

Parks and conservation areas

The geography and the history of Canada are inextricably tied together. The relationship between the people and the land is reflected in all aspects of Canadian cultural life from the works of visual artists to the sports that are played. While representing only 7% of the world's land mass, Canada claims 20% of the world's remaining wilderness. Almost 800,000 square kilometres of land are covered by bodies of fresh water such as rivers and lakes, making Canada the largest source of fresh water in the world. Thousands of wildlife and plant life species live within Canada's 39 land and 29 marine natural regions. The Statistics Canada Survey of Heritage Institutions[2] indicated that in 1993-94 over 56 million visitors enjoyed these regions in 169 parks and conservation areas. This is almost 2 million visitors (4%) more than in 1990-91.

[1] *Federal spending on parks includes support to Canada's system of national parks as well as some support to provincial parks.*

[2] *The survey of Heritage Institutions covers only those not-for-profit parks and conservation areas that have an educational or interpretive component. Most are government run.*

Continued p. 2

In This Issue...

Statistics Canada Statistique Canada

Canada

Focus on culture

Winter 1996

The Winter 1996 issue of ***Focus on culture***, Statistics Canada's quarterly bulletin on culture, is now available. The lead article looks at the preservation and conservation of Canada's natural and historic heritage, especially through Canada's expanding system of parks and marine conservation areas. Also highlighted is a new initiative aimed at the conservation and responsible use of Canada's important rivers.

A second article discusses the continuing importance of radio in our daily lives. The relative dominance of certain formats in different parts of the country and various demographic differences in radio listening habits are highlighted.

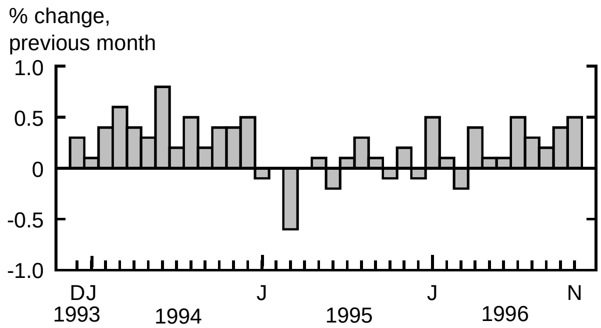
The sustained growth of attendance at movie theatres and drive-ins is the focus of the third article. Attendance at movie theatres reached 81.1 million in 1994–95, having grown in each of the three previous years. While movie theatres also showed increased profits in that year, drive-ins, despite an even greater jump in attendance, reported a decline in profits in 1994–95.

A final item in this issue highlights a few key numbers from the 1994–95 data on government expenditures on culture. For example, the federal government pumped $2.88 billion into the cultural sector (accounting for nearly half of all government spending on culture), up 1.6% from 1993–94. Provincial and territorial governments spent a total of $1.82 billion on culture, down 4.8% from the previous year.

The Winter 1996 issue (Vol. 8, no. 4) issue of ***Focus on culture*** *(87-004-XPB, $8/$26) is now available. For further information, contact Mary Cromie (613-951-6864), Culture Statistics Program.*

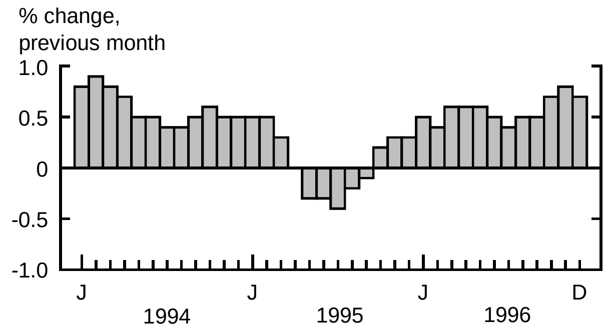
Current trends

Gross domestic product



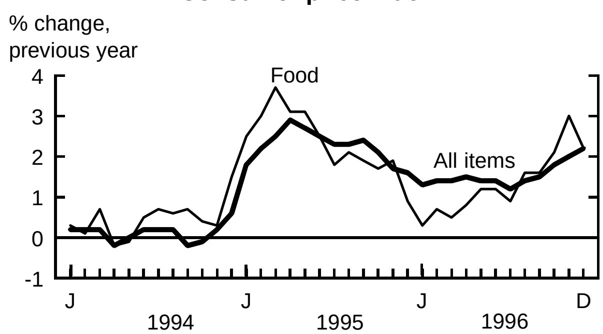
Real gross domestic product at factor cost increased 0.5% between October and November.

Composite index



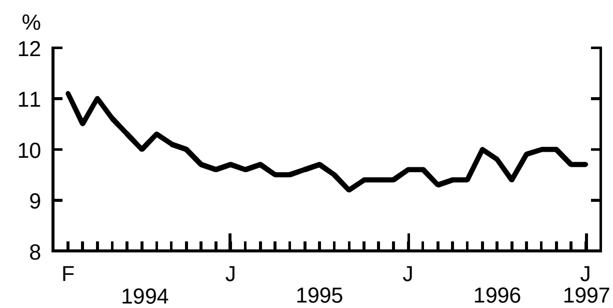
The composite index grew by 0.7% in December.

Consumer price index



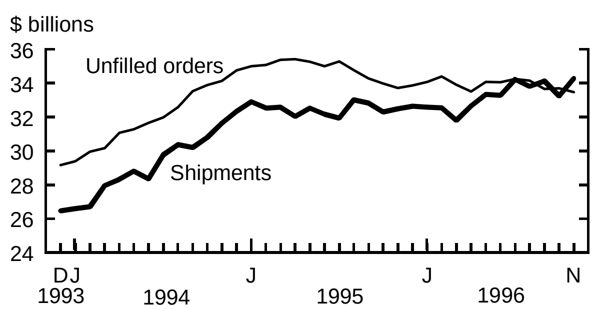
Consumers paid 2.2% more for goods and services in December 1996 than the year before. Food prices also rose by 2.2%.

Unemployment rate



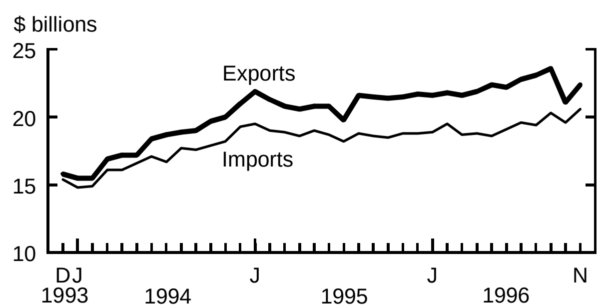
In January, the unemployment rate held at 9.7%.

Manufacturing



Manufacturers' shipments increased 3.0% in November to $34.3 billion. The level of unfilled orders fell 0.9% to $33.5 billion.

Merchandise trade



In November, the value of merchandise exports rose 5.7% from October to $22.4 billion. Imports increased 4.7% to $20.6 billion.

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

Latest monthly statistics

	Period	Level	Change, previous period	Change, previous year
GENERAL				
Gross domestic product ($ billion, 1986)	November	559.3	0.5%	2.9%
Composite index (1981=100)	December	184.4	0.7%	6.8%
Operating profits of enterprises ($ billion)	Q3 1996	24.4	7.5%	3.8%
Capacity utilization (%)	Q3 1996	83.8	1.3†	0.8†
DOMESTIC DEMAND				
Retail trade ($ billion)	November	18.4	0.9%	4.5%
New motor vehicle sales (thousand of units)	December*	112.5	5.1%	15.3%
LABOUR				
Employment (millions)	January*	13.8	0.0%	1.0%
Unemployment rate (%)	January*	9.7	0.0†	0.1†
Participation rate (%)	January*	64.7	-0.1†	-0.2†
Labour income ($ billion)	November	36.5	0.8%	3.6%
Average weekly earnings ($)	November	594.61	0.1%	3.1%
INTERNATIONAL TRADE				
Merchandise exports ($ billion)	November	22.4	5.7%	4.1%
Merchandise imports ($ billion)	November	20.6	4.7%	9.2%
Merchandise trade balance (all figures in $ billion)	November	1.8	0.3	-0.8
MANUFACTURING				
Shipments ($ billion)	November	34.3	3.0%	5.5%
New orders ($ billion)	November	34.0	1.9%	5.4%
Unfilled orders ($ billion)	November	33.5	-0.9%	-0.7%
Inventory/shipments ratio	November	1.33	-0.03	-0.08
PRICES				
Consumer price index (1986=100)	December	136.8	0.0%	2.2%
Industrial product price index (1986=100)	December	129.6	0.4%	-0.5%
Raw materials price index (1986=100)	December	139.1	1.3%	7.5%
New housing price index (1986=100)	December*	131.9	0.1%	-0.9%

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, 10-N, R.H. Coats Bldg., Ottawa, Ontario, K1A 0T6.

Editor: Barbara Riggs (613) 951-1197
Head of Official Release: Andrée Hébert (613) 951-1088

Catalogue: 11-002E. Price: Canada: $4.00 per issue, $140.00 per year; United States: US$5.00 per issue, US$168.00 per year; Other countries: US$5.00 per issue, US$196.00. Canadian customers please add 7% GST.

To subscribe: Send money order or cheque payable to the Receiver General of Canada/Publication, Statistics Canada, Ottawa, Ontario K1A 0T6. To order by telephone dial: 1 800 267-6677 from Canada and the United States or (613) 951-7277 from all other countries.

Publications released from February 7 to 13, 1997

Division/Title of publication	Period	Catalogue number	Price: Issue/Subscription Canada (C$)	United States (US$)	Other countries (US$)
CANADIAN CENTRE FOR JUSTICE STATISTICS					
A guide for the diagnostic evaluation of police record-keeping systems					
Microfiche version		85-540-GME	25	25	25
Paper version		85-540-GPE	32	32	32
Juristat: Street prostitution in Canada	Vol. 17, no. 2	85-002-XPE	10/90	12/108	14/126
Juristat: Sentencing in adult courts	Vol. 17, no. 1	85-002-XPE	10/90	12/108	14/126
CULTURE TOURISM AND THE CENTRE FOR EDUCATION STATISTICS					
Focus on culture	Winter 1996	87-004-XPB	8/26	10/32	12/37
DEMOGRAPHY					
Quarterly demographic statistics	July-September 1996	91-002-XPB	10/32	12/39	14/45
HOUSEHOLD SURVEYS					
Historical labour force statistics	1996	71-201-XPB	110	132	154
Household facilities by income and other characteristics	1996	13-218-XPB	35	42	49
INDUSTRY					
Asphalt roofing	December1996	45-001-XPB	6/60	8/72	9/84
Cement	December 1996	44-001-XPB	6/60	8/72	9/84
Food industries	1994	32-250-XPB	38	46	54
Footwear statistics	Q4 1996	33-002-XPB	8/24	9/29	11/34
Production and shipments of steel pipe and tubing	December 1996	41-011-XPB	6/60	8/72	9/84
Shipments of solid fuel burning heating products	Q4 1996	25-002-XPB	8/24	9/29	11/34
Steel wire and specified wire products	December 1996	41-006-XPB	6/60	8/72	9/84
The sugar situation	Q4 1996	32-013QXPB	12/39	15/47	17/55
INVESTMENTS AND CAPITAL STOCK					
Building permits					
Microfiche version	December 1996	64-001-XMB	25/135	30/162	35/189
Paper version	December 1996	64-001-XPB	24/240	29/288	34/336

How to order publications

To order Infomat or other publications by phone:

Please refer to the • Title • Catalogue number • Volume number • Issue number • Your VISA or MasterCard number.

In Canada and the United States call: **1 800 267-6677**
From other countries call: **(613) 951-7277**
Or fax your order to us: **(613) 951-1584**

To order a publication by mail, write to: Sales and Service, Marketing Division, Statistics Canada, Ottawa, K1A 0T6.
Include a cheque or money order payable to Receiver General of Canada/Publications. Canadian customers, add 7% GST.

Statistics Canada Regional Reference Centres provide a full range of the Agency's products and services.
For the reference centre nearest you, check the blue pages of your telephone directory under Statistics Canada.

Authorized agents and bookstores also carry Statistics Canada's catalogued publications.

For address changes: Please refer to your customer account number.

Regional Reference Centres

Statistics Canada's Regional Reference Centres offer a full range of the Agency's products and services. Each reference centre is equipped with a library and a sales counter where users can consult or purchase publications, diskettes and CD-ROM discs, microfiche, maps and more.

Each centre has facilities to retrieve information from CANSIM and E-STAT, Statistics Canada's data retrieval systems. A telephone inquiry service is available with toll-free access for those who are located outside local calling areas. Many other valuable services — from seminars to consultations — are also offered. For information, contact your nearest Regional Reference Centre.

Newfoundland and Labrador, Nova Scotia, Prince Edward Island and New Brunswick
Advisory Services
Statistics Canada
3rd floor
1770 Market Street
Halifax, Nova Scotia
B3J 3M3

Local calls: (902) 426-5331
Toll free: 1-800-263-1136
Fax: 1-902-426-9538

Quebec
Advisory Services
Statistics Canada
Suite 412, East Tower
Guy Favreau Complex
200 René Lévesque Blvd. W.
Montréal, Québec
H2Z 1X4

Local calls: (514) 283-5725
Toll free: 1-800-361-2831
Fax: 1-514-283-9350

National Capital Region
Statistical Reference Centre (NCR)
Statistics Canada
Lobby, R.H. Coats Building
Holland Avenue
Tunney's Pasture
Ottawa, Ontario
K1A 0T6

Local calls: (613) 951-8116
If outside the local calling area, please dial the toll free number for your province.
Fax: 1-613-951-0581

Ontario
Advisory Services
Statistics Canada
10th Floor
Arthur Meighen Building
25 St. Clair Avenue East
Toronto, Ontario
M4T 1M4

Local calls: (416) 973-6586
Toll free: 1-800-263-1136
Fax: 1-416-973-7475

Manitoba
Advisory Services
Statistics Canada
Suite 300, MacDonald Building
344 Edmonton Street
Winnipeg, Manitoba
R3B 3L9

Local calls: (204) 983-4020
Toll free: 1-800-661-7828
Fax: 1-204-983-7543

Saskatchewan
Advisory Services
Statistics Canada
Avord Tower, 9th Floor
2002 Victoria Avenue
Regina, Saskatchewan
S4P 0R7

Local calls: (306) 780-5405
Toll free: 1-800-667-7164
Fax: 1-306-780-5403

Southern Alberta
Advisory Services
Statistics Canada
Discovery Place, Room 201
3553-31 Street N.W.
Calgary, Alberta
T2L 2K7

Local calls: (403) 292-6717
Toll free: 1-800-882-5616
Fax: 1-403-292-4958

Alberta and the Northwest Territories
Advisory Services
Statistics Canada
8th Floor, Park Square
10001 Bellamy Hill
Edmonton, Alberta
T5J 3B6

Local calls: (403) 495-3027
Toll free: 1-800-563-7828
Fax: 1-403-495-5318

British Columbia and the Yukon
Advisory Services
Statistics Canada
Library Square Tower, Suite 600
300 West Georgia Street
Vancouver, B.C. V6B 6C7

Local calls: (604) 666-3691
Toll free: 1-800-663-1551
Fax: 1-604-666-4863

Telecommunications Device for the Hearing Impaired
Toll free: 1-800-363-7629

Subject Index January 6, 1996 to June 28, 1996

Balance of International Payments (current account)

Reference period:	Issue date:
1995/4th quarter 1995	March 8
1st quarter 1996	June 7

Building Permits

Reference period:	Issue date:
November 1995	January 12
1995/December 1995	February 9
January 1996	March 8
February 1996	April 4
1st quarter 1996/March 1996	May 10
April 1996	June 7

Business Conditions Survey, manufacturing industries

Reference period:	Issue date:
January 1996	February 9
April 1996	May 10

Capacity Utilization Rates

Reference period:	Issue date:
4th quarter 1995	March 15
1st quarter 1996	June 14

Composite Index

Reference period:	Issue date:
December 1995	January 19
January 1996	February 16
February 1996	March 15
March 1996	April 26
April 1996	May 24
May 1996	June 28

Consumer Price Index

Reference period:	Issue date:
December 1995	January 26
January 1996	February 23
February 1996	March 22
March 1996	April 26
April 1996	May 24
May 1996	June 21

Employment, Earnings and Hours

Reference period:	Issue date:
October 1995	January 5
November 1995	February 2
1995	March 1
January 1996	March 29
February 1996	May 3
March 1996	May 31

Financial Statistics for Enterprises

Reference period:	Issue date:
1995/4th quarter 1995	March 1
1st quarter 1996	May 31

Gross Domestic Product

Reference period:	Issue date:
October 1995	January 5
November 1995	February 2
1995/4th quarter 1995	March 8
December 1995	March 8
January 1996	April 4
February 1996	May 3
1995 (Provincial)	May 17
March 1996	June 7
1st quarter 1996	June 7

Help-Wanted Index

Reference period:	Issue date:
December 1995	January 12
January 1996	February 9
February 1996	March 15
March 1996	April 12
April 1996	May 10
May 1996	June 14

Industrial Product Price Index

Reference period:	Issue date:
November 1995	January 12
December 1995/1995	February 2
January 1996	March 1
February 1996	March 29
March 1996	May 3
April 1996	May 31
May 1996	June 28

Labour Force Survey

Reference period:	Issue date:
December 1995/1995	January 12
January 1996	February 16
February 1996	March 15
March 1996	April 12
April 1996	May 17
May 1996	June 14

Manufacturing Survey

Reference period:	Issue date:
November 1995	January 19
December 1995	February 23
January 1996	March 22
February 1996	April 19
March 1996	May 17
April 1996	June 28

Merchandise Trade, International

Reference period:	Issue date:
October 1995	January 5
November 1995	February 9
December 1995	March 1
January 1996	April 4
February 1996	April 26
March 1996	May 24
April 1996	June 21

Subject Index January 6, 1996 to June 28, 1996 – Continued

New Housing Price Index

Reference period:	Issue date:
November 1995	January 19
December 1995	February 16
January 1996	March 15
February 1996	April 12
March 1996	May 17
April 1996	June 14

New Motor Vehicle Sales

Reference period:	Issue date:
November 1995	January 19
1995	February 16
January 1996	March 15
February 1996	April 19
March 1996/1st quarter 1996	May 17
April 1996	June 14

Raw Materials Price Index

Reference period:	Issue date:
November 1995	January 12
December 1995/1995	February 2
January 1996	March 1
February 1996	March 29
March 1996	May 3
April 1996	May 31
May 1996	June 28

Retail Trade

Reference period:	Issue date:
October 1995	January 5
November 1995	January 26
1995/December 1995	February 23
January 1996	March 22
February 1996	April 26
March 1996	May 24
April 1996	June 21

Securities Transactions, International

Reference period:	Issue date:
October 1995	January 5
November 1995	January 26
1995/December 1995	March 1
January 1996	March 29
February 1996	April 26
March 1996	May 24
April 1996	June 28

Travel, International

Reference period:	Issue date:
November 1995	January 19
1995/December 1995	February 23
1995/4th quarter 1995 (travel account)	March 8
January 1996	March 22
February 1996	April 19
March 1996	May 17

Travel, International – continued

1995 (plane travel)	May 31
1st quarter (travel account)	June 7
1994 (international air travel)	June 7
April 1996	June 21

Unemployment Insurance

Reference period:	Issue date:
October 1995	January 12
November 1995	February 2
1995/December 1995	March 8
February 1996	May 3
March 1996	May 31
April 1996	June 28

Wages and Salaries

Reference period:	Issue date:
October 1995	January 12
November 1995	February 9
January 1996	April 12

Wholesale Trade

Reference period:	Issue date:
October 1995	January 5
November 1995	January 26
1995/December 1995	February 23
January 1996	March 22
February 1996	April 26
March 1996	May 24
April 1996	June 28

Miscellaneous

Title:	Issue date:
Cancer statistics, 1996	February 16
Defined benefit pension plans, 1994	June 14
Department store sales, 1995	February 2
Dual-earner families, 1994	June 14
Family diversity, 1995	June 21
Farm input price index	May 10
Foreign control of corporate Canada (CALURA), 1994	May 3
Government spending on culture, 1993-94	April 19
Home renovation expenditures, 1995	June 21
Income after tax, 1994	April 4
Innovation in manufacturing enterprises	April 12
Life events: How families change, 1993	April 19
National net worth, 1995	March 29
Non-standard employment, 1994	April 4
Ontario and Quebec: Demographic similarities and differences, 1991	January 26
Productivity, hourly compensation and unit labour cost, 1995	May 10
Technology adoption in industries	January 26
Tuberculosis, 1994	March 29
Youth smoking survey, 1994	January 19