



The Daily

Statistics Canada

Tuesday, December 9, 1997

For release at 8:30 a.m.

MAJOR RELEASES

- **New motor vehicle sales, October 1997**

Driven by truck sales, which include minivans and sport utility vehicles, new motor vehicle sales increased 1.9% in October. For the first time in over 50 years, the number of new trucks sold exceeded new passenger car sales.

3
- **Formation of first common law unions, 1995**

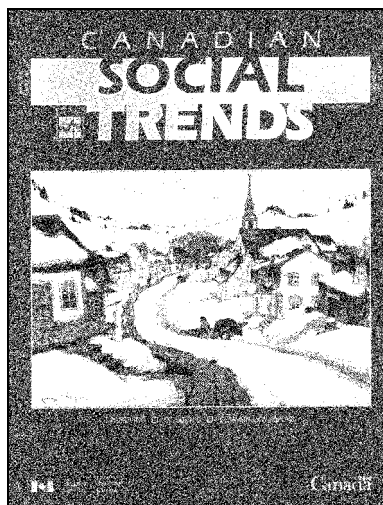
The majority of Canadians now live common law in their first conjugal relationship. Between 1990 and 1995, 57% of people who entered their first union chose to live together rather than marry.

6

OTHER RELEASES

- Railway carloadings, seven-day period ending November 21, 1997

7
- (continued on following page)*



Canadian social trends

1997

The winter 1997 issue of *Canadian social trends* features the following articles: "Canada's caregivers", "Moving in together: The formation of first common-law unions", "I feel overqualified for my job...", "St. John's: Canada's oldest city", and "The social context of school for young children".

Each quarter, *Canadian social trends* integrates data from many sources to examine emerging social trends and issues. It also features the latest social indicators, as well as information about Statistics Canada's products and services.

The winter 1997 issue of *Canadian social trends* (11-008-XPE, \$11/\$36) is now available. See *How to order publications*.

For further information, contact Susan Crompton (613-951-2556), Housing, Family and Social Statistics Division.



OTHER RELEASES – concluded

Industrial chemicals and synthetic resins, October 1997 7

PUBLICATIONS RELEASED 8

REGIONAL REFERENCE CENTRES 9

StatCan: CANSIM directory disc

December 1997

The *StatCan: CANSIM directory disc* serves as a guide to the data contained in the CANSIM time series database. On-line access to this database is available worldwide through a number of distributors.

The *StatCan: CANSIM directory disc* makes finding data easy. You can search the directory by keyword or by topic. The disc also contains the Statistical data documentation system, a database about the surveys and statistical programs used at Statistics Canada. A thesaurus of terms and an instructional module called *About Statistics Canada data*, which contains additional information on the data and services available, are also included.

The December 1997 edition of the *CANSIM time series directory* (10F0005XCB) is now available on CD-ROM. An annual subscription, which includes four quarterly issues, is priced at \$103 in Canada and US\$103 in other countries.

For further information, contact your nearest Statistics Canada Regional Reference Centre.

MAJOR RELEASES

New motor vehicle sales

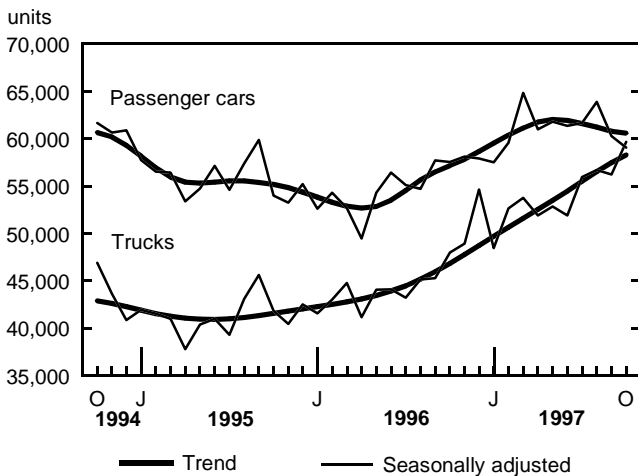
October 1997

Driven by truck sales, which include minivans and sport utility vehicles, new motor vehicle sales increased 1.9% in October, following a 3.4% decline in September (seasonally adjusted). With the October advance, new motor vehicle sales reached 118,705 units.

New motor vehicle sales have generally increased since April 1996, following a year of relatively flat sales. Sales of new trucks rose over this period. Passenger car sales, on the other hand, started to decline in September 1997, following 16 months of generally increasing sales.

New truck sales rose 6.1% between September and October to 59,671 units, while sales of passenger cars slipped to 59,034 units (-2.0%). A drop (-5.7%) in new cars sold by the Big Three (General Motors, Ford and Chrysler) was responsible for the decline. For the first time in over 50 years (February 1946), new truck sales accounted for more than half of all new motor vehicles sold in Canada.

Trucks overtake cars



On a year-over-year basis, dealers sold more new motor vehicles (+12.5) in October than during the same period a year earlier. New truck sales increased 24.4%, significantly outpacing new passenger car sales (+2.6%).

Note to readers

The number of new motor vehicles (passenger cars and trucks) sold is based on seasonally adjusted data.

Data on the average amount spent on new vehicles are derived from unadjusted figures. The average price of light trucks is estimated from data reported by companies who primarily sell light vehicles and excludes figures reported by heavy truck and bus companies.

Consumers pay more for new cars and light trucks

Consumers spent an average of \$23,574 (before taxes) on passenger cars in October, up 5.7% from October 1996 and 34.0% from October 1992. Data on average spending on new vehicles are derived from unadjusted figures (current dollars) and reflect consumers' choices of model and options, industry changes to features that are standard on a vehicle, and changes in vehicle prices.

Approximately four out of five cars sold in October were built in North America and fetched an average price of \$22,547, up 6.1% from October 1996. The average price of cars built overseas dropped 3.3% to \$28,482, mainly on the strength of reductions in the average price of cars built in Japan (-2.8%).

In October, the average price paid by consumers for light trucks totalled \$30,030 (before taxes), an increase of 3.9% from a year earlier and up 45.2% since October 1992. The estimates of light trucks are based on data that exclude vehicles sold by manufacturers who primarily sell heavy trucks, coaches and buses.

Average prices of North American light trucks advanced 4.5% to \$29,830 between October 1996 and October 1997. Light trucks built overseas sold for \$32,158 per truck, down 5.3% compared with the same period in 1996.

Early indications

Auto industry sources point to a month-to-month increase for new motor vehicle sales in November.

Available on CANSIM: matrix 64.

The October issue of *New motor vehicle sales* (63-007-XPB, \$17/\$165) will be available shortly. See *How to order publications*.

For analytical information, contact Jason Randall (613-951-5668; Internet: randjas@statcan.ca), Retail

Trade Section, Distributive Trades Division. For further information, contact Serge Dumouchel (613-951-2210).

New motor vehicle sales

	Oct. 1996	Sept. 1997 ^r	Oct. 1997 ^p	Oct. 1996 to Oct. 1997	Sept. 1997 to Oct. 1997
seasonally adjusted					
				% change	
New motor vehicles	105,507	116,489	118,705	12.5	1.9
Passenger cars	57,547	60,269	59,034	2.6	-2.0
North American ¹	50,472	50,917	49,534	-1.9	-2.7
Imports	7,076	9,352	9,500	34.3	1.6
Big Three automakers	33,718	36,319	34,231	1.5	-5.7
Other automakers	23,829	23,950	24,803	4.1	3.6
Trucks, vans and buses	47,960	56,220	59,671	24.4	6.1
	Oct. 1996	Oct. 1997 ^p	Oct. 1996 to Oct. 1997	Market share	
				Oct. 1996	Oct. 1997
unadjusted					
				%	
New motor vehicles	108,552	118,395	9.1		
Passenger cars	59,399	58,036	-2.3		
North American ¹	51,868	47,989	-7.5	87.3	82.7
Imports	7,531	10,047	33.4	12.7	17.3
Big Three automakers	33,921	31,726	-6.5	57.1	54.7
Other automakers	25,478	26,310	3.3	42.9	45.3
Trucks, vans and buses	49,153	60,359	22.8		
North American ¹	46,193	55,359	19.8	94.0	91.7
Imports	2,960	5,000	68.9	6.0	8.3

^r Revised figures.

^p Preliminary figures.

¹ Manufactured or assembled in Canada, the United States or Mexico.



Formation of first common law unions

1995

The majority of Canadians now live common law in their first conjugal relationship. Between 1990 and 1995, 57% of people who entered their first union chose to live together rather than marry. The probability of living common law was significantly higher for women born between 1971 and 1980, and for women employed in a paid job. The probability of entering a first common-law union was also higher for women living in Quebec whose mother tongue was French, and for women who had already had a child.

Being younger, francophone or employed increases likelihood a woman will live common law

Women born in the 1970s, those with a paid job, those whose mother tongue is French, or those who have had a child are more likely to choose a non-marital relationship when they enter their first conjugal union.

Younger women were those most likely to live in a first union outside marriage. Women born between 1971 and 1980 — that is, those aged 15 to 24 at the time of the 1995 General Social Survey (GSS) — were 30% more likely to live common law than women born in the 1960s (those aged 25 to 34 at the time of the GSS).

The likelihood of women in older age groups living common law in their first relationship was much lower, since they generally began their conjugal life before common-law unions became a widely accepted practice.

In addition, the chances of choosing a common-law union as the first union were greater for women living in Quebec whose mother tongue was French, as opposed to women who were not francophone or were francophones outside Quebec. Women who held a paid job were twice as likely to opt for a common-law union than women who did not have paid employment.

The marital history of their parents also exerted a major influence on the type of first union that daughters

Note to readers

This release is based on an article "Moving in together: The formation of first common-law unions" in the Winter 1997 edition of Canadian social trends.

Most of the data were drawn from the 1995 General Social Survey on family and social support. The data were collected from nearly 11,000 respondents aged 15 years and over living in private households in the 10 provinces. Almost 2,500 of these respondents reported that their first conjugal union was a cohabitation outside marriage.

An analytical technique called "event history analysis" was applied to the data, allowing researchers to measure the net effect of different factors on an individual's likelihood of experiencing a common-law relationship as their first conjugal union. Most of the discussion centres on the dynamics of union formation for women.

chose. The probability for women entering a first common-law union was 75% higher if their parents had separated or divorced (before they were 15 years old) than if their parents had remained married.

Women with children more likely to enter a first common-law union

Women who had a child before their first conjugal union had a 50% greater chance of entering a common-law relationship than women without children. This result is consistent with recent research in the United States, which found that the birth of a child decreases the likelihood of entering a first marriage, but increases the likelihood of entering a first common-law union.

The level of educational attainment did not significantly affect the likelihood of entering a first common-law union. Women who had finished high school had no greater propensity to live common-law than women without secondary school qualifications, or those with postsecondary diplomas or degrees.

For further information on this release, contact Susan Crompton (613-951-2556; fax: 613-951-0387), Housing and Family Social Statistics Division. ■

OTHER RELEASES

Railway carloadings

Seven-day period ending November 21, 1997

Carloadings of freight (excluding intermodal traffic) during the seven-day period ending November 21, 1997, increased 9.2% to 5.0 million tonnes compared with the same period of last year. The number of cars loaded advanced 8.3%.

Intermodal traffic (piggyback) tonnage totalled 315 000 tonnes, down 12.2% from the same period of last year. The year-to-date figures show an increase of 8.5%.

Total traffic (carloadings of freight and intermodal traffic) increased 7.6% during the period. This brought the year-to-date total to 236 million tonnes, up 6.7% from the same period in 1996.

All year-to-date figures have been revised.

For further information on this release, contact Angus MacLean (613-951-2528; fax: 613-951-0009), Railway Transport Unit, Transportation Division. ■

Industrial chemicals and synthetic resins

October 1997

Chemical firms produced 180 005 tonnes of polyethylene synthetic resins in October, down 1.0% from 181 778 tonnes in October 1996.

Year-to-date production totalled 1 803 146 metric tonnes, down 1.4% from 1 828 455 metric tonnes in 1996.

Data are also available on production of 3 other types of synthetic resins and 24 industrial chemicals.

Available on CANSIM: matrix 951.

The October 1997 issue of *Industrial chemicals and synthetic resins* (46-002-XPB, \$7/62) will be available shortly. See *How to order publications*.

For further information on this release, contact Suzette DesRosiers (613-951-9836; Internet: desrosi@statcan.ca), Manufacturing, Construction and Energy Division. ■

PUBLICATIONS RELEASED

Canadian social trends, Winter 1997
Catalogue number 11-008-XPE
(Canada: \$11/\$36; outside Canada: US\$11/US\$36).

All prices exclude sales tax.

How to order publications

Simplify your data search with the *Statistics Canada Catalogue* (11-204-XPE, \$16; outside Canada: US\$16).

Its keyword index will guide you to statistics on Canada's social and economic activity.

Order 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:

1-613-951-7277

To fax your order:

1-800-889-9734

Address changes or account inquiries:

1-800-700-1033

Internet:

order@statcan.ca

To order a publication by mail write: Statistics Canada, Circulation Management, Operations and Integration Division, Ottawa, K1A 0T6.

Include a cheque or money order payable to **Receiver General of Canada/Publications**. Canadian customers add 7% GST and applicable PST.

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

Statistics Canada's official release bulletin

Catalogue 11-001E.

Published each working day by the Communications Division, Statistics Canada, 10-H, R.H. Coats Bldg., Tunney's Pasture, Ottawa, Ontario K1A 0T6.

To access *The Daily* on the Internet, visit our site at <http://www.statcan.ca>. To receive *The Daily* each morning by E-mail, send an E-mail message to listproc@statcan.ca. Leave the subject line blank. In the body of the message, type "subscribe daily firstname lastname".

Editor: Duncan Currie (613-951-1103, currdun@statcan.ca)

Head of Official Release: Chantal Prévost (613-951-1088, prevcha@statcan.ca)

Published by authority of the Minister responsible for Statistics Canada. © Minister of Industry, 1997. Citation in newsprint, magazine, radio, and television reporting is permitted subject to the requirement that Statistics Canada is acknowledged as the source. Any other reproduction is permitted subject to the requirement that Statistics Canada is acknowledged as the source on all copies as follows: Statistics Canada, *The Daily*, catalogue 11-001E, along with date and page references.

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 sales counter where you can consult or purchase publications, diskettes, 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 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
1770 Market Street
3rd Floor
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
4th Floor, East Tower
Guy Favreau Complex
200 René Lévesque Blvd. W.
Montréal, Québec
H2Z 1X4
Local calls: (514) 283-5725
Toll free: 1-800-263-1136
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

If outside the local calling area,
please dial the toll free number for
your province.

Local calls: (613) 951-8116
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
Via Rail Building, Suite 200
123 Main Street
Winnipeg, Manitoba
R3C 4V9
Local calls: (204) 983-4020
Toll free: 1-800-263-1136
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: 1-800-263-1136
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: 1-800-263-1136
Fax: 1-403-292-4958

Northern 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: 1-800-263-1136
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: 1-800-263-1136
Fax: 1-604-666-4863

Telecommunications Device for the Hearing Impaired

Toll free: 1-800-363-7629