

# The Daily

Statistics Canada

Friday, June 12, 1998  
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## MAJOR RELEASES

### Control and sale of alcoholic beverages

1996/97 fiscal year

Canadian wines captured a greater share of the domestic wine market in 1996/97, whereas domestic beers and spirits lost ground to imported products.

Total wine sales increased 4.8% in 1996/97 to 253 million litres, the largest annual increase in 15 years. Canadian wines increased their domestic market share from 45.7% to 46.5%, the first gain in five years. For Canadian wines, the biggest factor was a 27.8% increase in sales of domestic red wine. Over the last four years, sales of Canadian red wine have grown at an annual average rate of 13.9%.

Overall beer sales declined 1.5% to about 2 billion litres in 1996/97, as sales of Canadian beer fell 2.1%. As a result, while Canadian beers still held the vast majority of the domestic market, their share declined 0.5% to 96%. Imported brands of beer made the strongest inroads in Saskatchewan, increasing their volume by 23.2%.

#### Volume of imported alcoholic beverages sold

Fiscal year	% of total sales volume			
	Spirits	Wines	Beer	Total imports
1987/88	20.9	45.9	1.9	7.7
1988/89	21.0	47.6	2.6	8.3
1989/90	21.8	50.0	4.2	9.7
1990/91	22.2	51.6	3.8	9.5
1991/92	23.0	51.2	3.8	9.4
1992/93	23.5	51.3	3.2	9.1
1993/94	23.6	53.7	2.9	8.9
1994/95	24.9	54.2	3.3	9.4
1995/96	27.3	54.3	3.6	9.9
1996/97	27.7	53.5	4.1	11.2

Sales of spirits increased 1.4% to 130 million litres in 1996/97.

In total, 2.4 billion litres of alcoholic beverages were sold in Canada in 1996/97, down 0.7%. Imported products accounted for 11.2% of this total, compared with 9.9% the year before.

#### Note to readers

These statistics on sales of alcoholic beverages by volume should not be equated with data on the consumption of alcoholic beverages. The sales volumes presented in the accompanying tables include sales by liquor authorities and their agents, and sales by wineries and breweries and their outlets that operate under licence from liquor authorities.

Data on consumption of alcoholic beverages would include all these sales statistics, plus data on homemade wine and beer, wine and beer manufactured through the brew-on-premises operations, sales to Canadian residents in duty free shops and any unrecorded transactions.

### Sales of domestic and imported products, in volume terms

1996/97 fiscal year

	Domestic products	Imported products	Domestic products	Imported products
	millions of litres		year-over-year % change	
<b>Canada</b>	<b>2,129.9</b>	<b>252.5</b>	<b>-1.5</b>	<b>6.1</b>
Newfoundland	43.8	2.1	-2.4	2.7
Prince Edward Island	9.6	0.3	8.3	-7.8
Nova Scotia	61.2	4.3	-0.7	7.9
New Brunswick	50.4	1.6	-2.1	-0.9
Quebec	556.1	63.3	-2.4	7.4
Ontario	784.3	102.4	-0.9	4.1
Manitoba	75.2	5.8	-0.9	3.3
Saskatchewan	61.6	2.6	-0.6	5.9
Alberta	185.8	35.9	-1.3	12.3
British Columbia	293.6	33.6	-2.0	4.6
Yukon	4.1	0.2	4.1	6.6
Northwest Territories	4.0	0.3	1.8	-8.4

This report is based on data from liquor authorities and their agents, wineries and breweries and their outlets that operate under licence from the liquor authorities.

#### Alcoholic beverage sales down in most provinces

The volume of alcoholic beverages sold in 1996/97 declined in all regions, except in Prince Edward Island, the Yukon and the Northwest Territories. However, these three exceptions represented less than 1% of total sales.

**Per capita volume of sales of alcoholic beverages**  
Fiscal year ended March 31, 1997

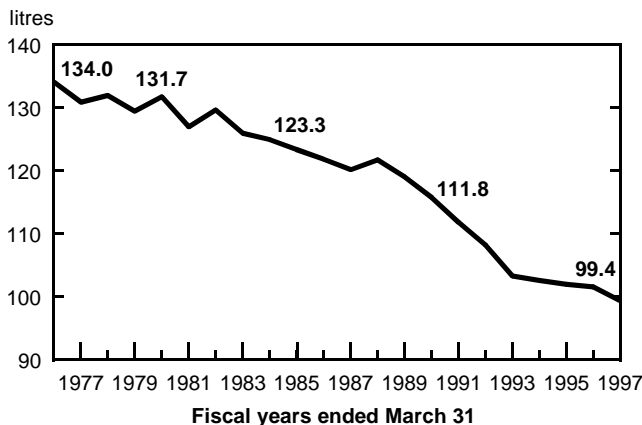
	Spirits	Wines	Beer	Total
	litres			
<b>Canada</b>	<b>5.4</b>	<b>10.6</b>	<b>83.4</b>	<b>99.4</b>
Newfoundland	6.8	3.6	89.5	100.0
Prince Edward Island	6.5	5.5	79.6	91.6
Nova Scotia	6.7	6.0	73.6	86.2
New Brunswick	4.6	5.7	74.2	84.5
Quebec	2.5	12.9	87.8	103.2
Ontario	5.7	9.8	83.0	98.6
Manitoba	7.9	6.6	75.8	90.3
Saskatchewan	7.5	4.4	69.5	81.5
Alberta	7.7	10.1	84.7	102.5
British Columbia	6.8	14.3	84.0	105.2
Yukon	11.9	19.0	151.1	182.0
Northwest Territories	9.5	5.5	81.7	96.7

*Note: Figures may not add to totals due to rounding.*

The largest decline in overall sales occurred in Newfoundland (-2.2%) and New Brunswick (-2.1%). Quebec and Newfoundland recorded the biggest decline in the sales of Canadian alcoholic beverages (-2.4%). The strongest increase in the sales of imported products was 12.3% in Alberta, mostly in beer.

On a per capita basis, the volume of sales for each Canadian aged 15 and over continued its long-term downward trend. In 1996/97, 83.4 litres of beer were sold per capita, 10.6 litres of wine and 5.4 litres of spirits. Per capita sales were highest in the Yukon and lowest in Saskatchewan.

**Per capita volume of sales of alcoholic beverages in Canada**



The Yukon still had the highest per capita sales of beer, wine and spirits.

On a per capita basis, sales totalled \$475 for each Canadian aged 15 and over in 1996/97, a 2.1% increase from the year before.

**Value of sales increased slightly**

The value of sales of beer, wine and spirits in 1996/97 was worth \$11.4 billion, up 3.6% from the previous year. However, the net income of liquor control authorities and revenue from the control of alcoholic beverages by provincial and territorial governments remained unchanged at \$3.3 billion.

Even though beer sales declined in terms of volume in 1996/97, their value rose 2.9% to \$6.1 billion. This increase reflected a 4.5% jump in the average price of Canadian beer, compared with a 1.2% increase in the average price of imported beer.

The value of wine sales climbed 8.5% to almost \$2.3 billion, whereas the value of spirits sold in 1996/97 rose only 1.7%, to just under \$3 billion.

The average price of domestic wine increased 1.6% in 1996/97, compared with a 4.6% jump in the average price of imported wine.

**Available on CANSIM: matrices 2728, 2730 and 2731.**

*The control and sale of alcoholic beverages in Canada, fiscal year ended March 31, 1997 (63-202-XIB) will be available in electronic format in July.*

Data are also available through custom tabulation. For more information on the products and services available from Public Institutions Division, contact Viola Jabbour (613-951-0767), Co-ordinator of marketing and client services.

For further information on this release, contact Richard Sauriol (613-951-1829) or Jean-Francois Carbonneau (613-951-8561), Public Institutions Division. □

**Sales of alcoholic beverages**  
Fiscal years ended March 31

	Value				Volume			
	Spirits	Wine	Beer	Total	Spirits	Wine	Beer	Total
	\$ millions				millions of litres			
1985/86	3,004	1,454	3,761	8,220	165	257	2,067	2,488
1994/95	2,942	1,950	5,840	10,732	127	233	2,015	2,375
1995/96	2,940	2,076	5,965	10,981	128	241	2,031	2,400
1996/97	2,989	2,251	6,139	11,378	130	253	2,000	2,382

**Note:** Figures may not add to totals due to rounding.



## New motor vehicle sales

April 1998

New motor vehicle dealers posted strong sales in April 1998, with 124,826 vehicles sold (seasonally adjusted). Aside from November and December 1997, new vehicle sales in April were the largest since September 1989. With new passenger car sales rising 2.7% in April and new truck sales up 9.4%, sales of new motor vehicles rose 5.9% from March. Trucks include minivans, sport utility vehicles, light and heavy trucks, vans, coaches and buses. (All numbers are seasonally adjusted unless otherwise specified.)

### Note to readers

Passenger cars include those used for personal and commercial purposes (such as taxis or rental cars). Trucks include minivans, sport utility vehicles, light and heavy trucks, vans, coaches and buses.

The Big Three automakers (General Motors, Ford and Chrysler) may sell new motor vehicles here that were manufactured in North America or overseas (imported).

For reasons of confidentiality, data for the Yukon and Northwest Territories are included with British Columbia.

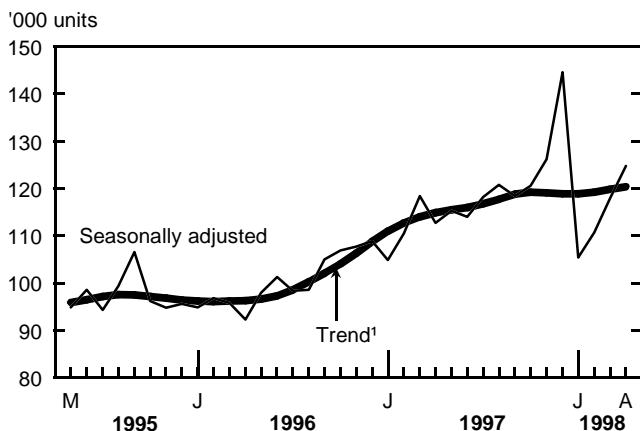
industry suggest that new vehicle sales will increase slightly in May.

In February, March and April 1998, consumers returned to their traditional buying pattern as they purchased more new cars than new trucks. In the four preceding months, however, new trucks sales exceeded the sales of new cars, a phenomenon that had not occurred for over half a century.

April's gain in new car sales compared with March 1998 was entirely due to higher sales of passenger cars made in North America (+3.6%), while imports slipped 0.3%. Automakers other than the Big Three accounted for more than 75% of the increase in new car sales in April.

Comparing April 1997 with April 1998, new car sales outnumbered those of new trucks in six of the provinces (unadjusted). Consumers in all provinces east of Manitoba purchased more new cars than new trucks. Quebec consumers led those in all other provinces in their preference for passenger cars, buying 189 new cars for every 100 new trucks purchased in April. By contrast, consumers in Alberta bought only 53 new cars for every 100 new trucks.

New motor vehicle sales on the move



<sup>1</sup> The short-term trend represents a moving average of the data.

Compared with April 1997, sales of new vehicles advanced 10.8%; new car and truck sales increased 6.6% and 15.6%, respectively. April 1989 marked the last peak in new motor vehicle sales for the 1980s. New motor vehicle sales generally declined from April 1989 to May 1995. Sales became relatively flat until May 1996, when new vehicle sales turned upward for a period of generally increasing sales. Since November 1997, new vehicle sales have been very volatile, in part due to strong dealer incentives and last January's ice storm. As a result, the underlying sales trend has been relatively flat. Sources in the auto

### Available on CANSIM: matrix 64.

The April 1998 issue of *New motor vehicle sales* (63-007-XIB, \$13/\$24) will be available shortly on the Internet. See [www.statcan.ca](http://www.statcan.ca) or *How to order publications*.

For further information on this release, contact Serge Dumouchel (613-951-2210); for analytical information, contact Jason Randall (613-951-5668; [randjas@statcan.ca](mailto:randjas@statcan.ca)), Retail Commodity Section, Distributive Trades Division. □

**New motor vehicle sales**

	April 1997	March 1998 <sup>r</sup>	April 1998 <sup>p</sup>	April 1997 to April 1998	March 1998 to April 1998
seasonally adjusted					
				% change	
<b>New motor vehicles</b>	<b>112,662</b>	<b>117,919</b>	<b>124,826</b>	<b>10.8</b>	<b>5.9</b>
Passenger cars	60,377	62,675	64,391	6.6	2.7
North American <sup>1</sup>	51,964	49,423	51,184	-1.5	3.6
Imports	8,413	13,251	13,207	57.0	-0.3
Big Three automakers	36,012	34,824	35,240	-2.1	1.2
Other automakers	24,365	27,851	29,151	19.6	4.7
Trucks, vans and buses	52,285	55,244	60,435	15.6	9.4
	April 1997	April 1998 <sup>p</sup>	April 1997 to April 1998	Market share	
				April 1997	April 1998
unadjusted					
			% change	%	
<b>New motor vehicles</b>	<b>135,184</b>	<b>140,547</b>	<b>4.0</b>		
Passenger cars	75,402	75,016	-0.5		
North American <sup>1</sup>	65,056	59,043	-9.2	86.3	78.7
Imports	10,346	15,973	54.4	13.7	21.3
Big Three automakers	45,412	39,359	-13.3	60.2	52.5
Other automakers	29,990	35,657	18.9	39.8	47.5
Trucks, vans and buses	59,782	65,531	9.6		
North American <sup>1</sup>	55,744	60,551	8.6	93.2	92.4
Imports	4,038	4,980	23.3	6.8	7.6

<sup>r</sup> Revised figures.

<sup>p</sup> Preliminary figures.

<sup>1</sup> Manufactured or assembled in Canada, the United States or Mexico.



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## OTHER RELEASES

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### Trusteed pension funds

Fourth quarter 1997

The assets of trusteed pension funds represent one of the largest pools of capital in Canada, second only to the financial assets of chartered banks, and are a key source of retirement income. These funds hold about two-thirds of the monies in all employer pension plans. In 1996, the 3.8 million members of the pension plans covered by these funds had assets worth, on average, \$109,000.

By the end of 1997, the market value of the assets of trusteed pension funds had reached \$468 billion. A growing proportion of these assets is invested in stocks (44% in the fourth quarter of 1997), and a somewhat reduced yet still significant percentage is in bonds (37%).

As a result of the increased investment in the stock market, the value of pension fund assets responds to changes in stock prices. After the significant stock market adjustment during 1987, stock prices have been generally climbing and the market value of the funds' assets has increased in step with these market forces. However, during the fourth quarter of 1997, stock prices fell somewhat. This resulted in a 2.1% decline in asset value from the previous quarter, only the second quarterly decrease recorded since June 30, 1994.

The book value of the funds' assets (that is, the price at which they were purchased) was \$393 billion at the end of 1997. The market value exceeded the book value by 19%, again a reflection of the rising prices of stocks. This market-to-book difference topped 20% for the first time in the second quarter of 1997, falling back only moderately in the fourth quarter because of the slight slump in the stock market.

Income tax legislation limits pension funds from investing more than 20% of the book value of their assets outside Canada. At the end of 1997, foreign investment accounted for 16.4% of the funds' portfolios. This proportion, though still well below the allowable 20%, has risen every quarter since the current limit was first proposed in 1990. Before that, pension funds had less than 6% of their assets invested abroad.

At one time, employee and employer contributions were the main source of revenue for trusteed pension funds. In 1982, for example, contributions made up about 50% of the funds' income. Since then, as a result of relatively high interest rates throughout the 1980s, investment income (in the form of interest and dividends) became the single largest source of income.

Because of the steep increases in stock prices in the 1990s, profits from securities transactions

have, since the last quarter of 1996, replaced other investment income (interest and dividends) as the most important source of fund revenue. Profits constituted 43% of the fourth-quarter 1997 income of \$16.1 billion, and, taken together with other investment income, more than three-quarters of this revenue.

**Available on CANSIM: matrix 5749.**

The fourth quarter 1997 issue of *Quarterly estimates of trusteed pension funds* (74-001-XPB, \$19/\$62) will be available in early July. See *How to order publications*.

For further information on this release, contact Client Services (613-951-7355), Income Statistics Division. ■

### Dairy statistics

April and May 1998 (preliminary)

Preliminary dairy statistics are now available for the months of April and May 1998.

These data will be included in the April-June 1998 issue of *The dairy review* (23-001QXPB, \$36/\$119), which will be released in August. See *How to order publications*.

**Available on CANSIM: matrices 3428, 5632-5638, 5650-5661, 5664-5667 and 5673.**

For further information on this release, contact Anna Michalowska (1 800 465-1991; fax: 613-951-3868), Agriculture Division. ■

### Oils and fats

April 1998

Production of all types of deodorized oils in April 1998 totalled 109 378 metric tonnes, a 2.9% decrease from 112 588 tonnes in March 1998. At the end of April 1998, year-to-date production totalled 427 936 tonnes, an 8.5% increase from 394 301 tonnes a year earlier.

April's domestic sales of deodorized oils were as follows: margarine oil, 11 703 tonnes; shortening oil, 30 146 tonnes; and salad oil, 27 908 tonnes.

**Available on CANSIM: matrix 185.**

The April 1998 issue of *Oils and fats* (32-006-XPB, \$7/\$62) will be available shortly. See *How to order publications*.

For further information on this release, contact Peter Zylstra (613-951-3511; [zylspet@statcan.ca](mailto:zylspet@statcan.ca)), Manufacturing, Construction and Energy Division. ■

### **Shipments of rolled steel**

April 1998

Rolled steel shipments for April 1998 totalled 1 246 560 metric tonnes, down 7.0% from 1 340 436 tonnes in March 1998, but up 0.1% from 1 245 519 tonnes in April 1997.

Year-to-date shipments at the end of April 1998 totalled 4 944 692 tonnes, a 3.8% increase from 4 764 521 tonnes the previous year.

**Available on CANSIM: matrices 58 and 122 (series 22-25).**

The April 1998 issue of *Primary iron and steel* (41-001-XPB, \$7/\$62) will be available shortly. See *How to order publications*.

For further information on this release, contact Andy Shinnan (613-951-3515; [shinand@statcan.ca](mailto:shinand@statcan.ca)), Manufacturing, Construction and Energy Division. ■



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## PUBLICATIONS RELEASED

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**Infomat—a weekly review**, June 12, 1998  
**Catalogue number 11-002-XIE**  
(Canada: \$3; outside Canada: US\$3).

**Infomat—a weekly review**, June 12, 1998  
**Catalogue number 11-002-XPE**  
(Canada: \$4/\$145; outside Canada: US\$4/US\$145).

**Asphalt roofing**, April 1998  
**Catalogue number 45-001-XPB**  
(Canada: \$7/\$62; outside Canada: US\$7/US\$62).

**Retail trade**, February 1998  
**Catalogue number 63-005-XPB**  
(Canada: \$21/\$206; outside Canada: US\$21/US\$206).

**Retail trade**, March 1998  
**Catalogue number 63-005-XPB**  
(Canada: \$21/\$206; outside Canada: US\$21/US\$206).

**New motor vehicle sales**, March 1998  
**Catalogue number 63-007-XIB**  
(Canada: \$13/\$124; outside Canada: US\$13/US\$124).

**Exports by country**, January-March 1998  
**Catalogue number 65-003-XMB**  
(Canada: \$62/\$206; outside Canada: US\$62/US\$206).

**Exports by country**, January-March 1998  
**Catalogue number 65-003-XPB**  
(Canada: \$124/\$412; outside Canada: US\$124/US\$412).

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Thursday, June 11, 1998  
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**MAJOR RELEASES**

- **Urban transit, 1995** 2  
Despite the emphasis on taking urban transit, Canadians are using it less and less. In 1995, each Canadian took an average of about 60 trips on some form of urban transit, the lowest level in the past 25 years.
- **Productivity, hourly compensation and unit labour cost, 1996** 4  
Growth in productivity among Canadian businesses was notably weak again in 1996 accompanied by sluggish gains in employment and slow nominal growth during the year.

**OTHER RELEASES**

- **High-wire index, May 1997** 3
- **Short-term Expectations Survey** 3
- **Steel primary forms, week ending May 31, 1997** 10
- **EGG predictor, April 1997** 12

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## RELEASE DATES

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**June 15 to 19, 1998**  
(Release dates are subject to change.)

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<b>Release date</b>	<b>Title</b>	<b>Reference period</b>
16	<b>Monthly Survey of Manufacturing</b>	April 1998
16	<b>Travel between Canada and other countries</b>	April 1998
17	<b>Moving out of low-paid work</b>	1993 to 1995
18	<b>Canadian international merchandise trade</b>	April 1998
19	<b>Consumer Price Index</b>	May 1998
19	<b>Violence committed by strangers</b>	1996

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