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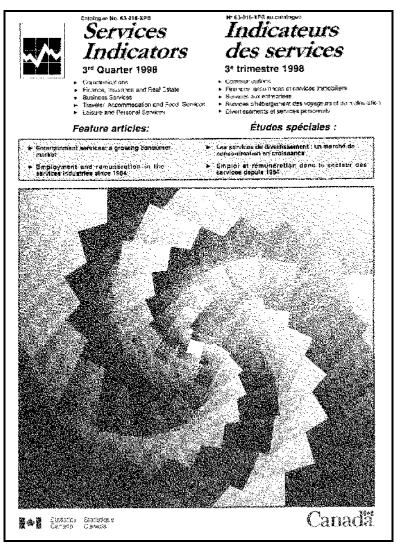
MAJOR RELEASES

(continued on following page)



Services indicators
Third quarter 1998

Services indicators is a quarterly publication that profiles Canada's services industries. In addition to feature articles, it contains 34 updated tables and nearly 100 charts showing the output of various services industries, as well as financial, employment, and remuneration data covering the past eight quarters.

This issue of *Services indicators* features an article titled "Entertainment services: A growing consumer market" that explores consumer spending on entertainment services by private households in Canada. It also features the article "Employment and remuneration in the services industries since 1984", which offers a descriptive historical overview of changes in full- and part-time employment, self-employment and average wages and salaries.

The third quarter 1998 issue of *Services indicators* (63-016-XPB, $35/$116 or 63-016-XIB, $26/$87) is now available. See *How to order publications.*

For more information, contact Don Little (613-951-6739; *littdon@statcan.ca*), Services Division.

OTHER RELEASES

PUBLICATIONS RELEASED

RELEASE DATES: January 18 to 22, 1999

MAJOR RELEASES

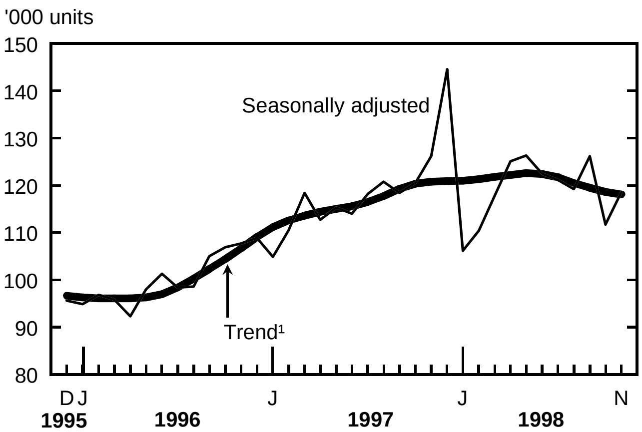
New motor vehicle sales

November 1998

New motor vehicle sales rebounded in November, increasing 6.2% from October to 118,609 units on the strength of new car sales. However, November's increase was not enough to make up for the 11.5% decline in sales in October. November sales were 6.0% below the same period a year earlier. (All numbers are seasonally adjusted unless otherwise specified).

New motor vehicle sales have been generally declining since the spring of 1998. The decline in sales may be due to several factors, such as the level of consumer confidence in the economy. Consumers may also be growing accustomed to strong manufacturer and dealer incentives, making it more challenging to lure consumers into new vehicle showrooms. Sales of new motor vehicles advanced steadily from the summer of 1996 to the fall of 1997 followed by a pause until the spring of 1998.

New motor vehicle sales rebound in November



¹ The short-term trend represents a moving average of the data.

> ***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 manufacturers are General Motors, Ford and Chrysler. The Big Three may sell new motor vehicles manufactured in North America as well as overseas (imported).*
>
> *For reasons of confidentiality, the Yukon and Northwest Territories are included with British Columbia.*

Sales of new cars rebound while new truck sales stall

New car sales shot up 14.0% in November after declining 10.8% in October. Consumers purchased 64,047 new cars in November - the best monthly sales level since April 1998. Sales were 3.5% higher in November compared with the same period last year. Sales of new cars have generally been flat since the summer of 1998 after rising from the beginning of the year. Sales advanced steadily from the spring of 1996, followed by a pause from the spring of 1997 to the start of 1998.

Sales of new cars manufactured in North America increased 17.0% in November. This followed a 14.4% decline in October. Sales remained 1.5% below the November 1997 level. Sales of cars manufactured in North America increased steadily from the spring of 1996 to the spring of 1997, but have been declining since.

New cars manufactured overseas posted a 4.2% increase in sales in November. Sales were 28.0% higher than the same month last year while cumulative year-to-date sales were 41.3% higher than the same period last year. Sales of overseas manufactured cars have generally advanced steadily since the fall of 1996, following a period of steady sales declines from the summer of 1992.

Sales of new trucks fell 1.7% in November to 54,562 units. This followed a 12.1% decline in October. Sales in November 1998 were 15.1% lower than the same period last year. New truck sales advanced from the fall of 1996 to the end of 1997 but have generally been falling since. Declining new truck sales in 1998 are in stark contrast to the strong sales gains during the latter half of 1997.

November sales down in most provinces

Most provinces posted year-over-year declines in new motor vehicle sales for the second month in a row, particularly in the Western provinces (unadjusted for seasonality). In addition to a lack of strong incentives in November, the continued slump in commodity prices may have contributed to the declines in year-over-year new motor vehicle sales. Saskatchewan (-23.7%), Alberta (-20.6%), Manitoba (-16.2%) and British Columbia (-10.5%) all recorded double-digit decreases in new motor vehicle sales. Only Newfoundland (+5.5%) and Quebec (+1.2%) posted gains.

Available on CANSIM: matrix 64

The November 1998 issue of *New motor vehicle sales* (Internet version: 63-007-XIB, $13/$124) will be available shortly. See *How to order to publications*.

For data or general information, contact the Client Services Unit (613-951-3549; 1-877 421-3067; *retailinfo@statcan.ca*), Retail Trade Section, Distributive Trades Division. For analytical information, or to enquire about the concepts, methods and data quality of this release, contact Greg Peterson (613-951-3592; *petegre@statcan.ca*).

New motor vehicle sales

	Nov. 1997	Oct. 1998[r]	Nov. 1998[p]	Nov. 1997 to Nov. 1998	Oct. to Nov. 1998
	seasonally adjusted				
				% change	
New motor vehicles	**126,160**	**111,697**	**118,609**	**-6.0**	**6.2**
Passenger cars	61,875	56,164	64,047	3.5	14.0
North American[1]	51,325	43,197	50,541	-1.5	17.0
Overseas	10,551	12,967	13,506	28.0	4.2
Big Three automakers	37,687	30,622	34,860	-7.5	13.8
Other automakers	24,188	25,542	29,187	20.7	14.3
Trucks, vans and buses	64,285	55,533	54,562	-15.1	-1.7

	Nov. 1997	Nov. 1998[p]	Nov. 1997 to Nov. 1998	Market share Nov. 1997	Market share Nov. 1998
	unadjusted				
			% change	%	
New motor vehicles	**112,385**	**106,440**	**-5.3**		
Passenger cars	52,300	54,693	4.6		
North American[1]	43,607	43,207	-0.9	83.4	79.0
Overseas	8,693	11,486	32.1	16.6	21.0
Big Three automakers	31,240	29,521	-5.5	59.7	54.0
Other automakers	21,060	25,172	19.5	40.3	46.0
Trucks, vans and buses	60,085	51,747	-13.9		
North American[1]	54,489	46,847	-14.0	90.7	90.5
Overseas	5,596	4,900	-12.4	9.3	9.5

r *Revised figures.*
p *Preliminary figures.*
1 *Manufactured or assembled in Canada, the United States or Mexico.*

■

Entertainment services: a growing consumer market

1986 to 1996

Almost half of consumer spending on entertainment services in 1996 went toward cablevision, solidifying cable TV's position as the largest component of the entertainment services market.

Overall in 1996, Canadians spent $5.8 billion on entertainment services, up 49.4% in real terms from 1986. (Figures have been adjusted for inflation). While people are still going to the cinema, live staged performances and live sports events, their spending on home entertainment services has grown more rapidly.

Spending on cablevision rentals reached almost $2.8 billion in 1996, a whopping 79.7% increase from a decade earlier. As a result, cablevision rentals accounted for 48% of the consumer entertainment services market in 1996, up from about 40% in 1986.

Rentals of videotapes and videodiscs accounted for another 17% of the market in 1996. Although this share was virtually unchanged from a decade ago, spending increased 54% to just over $1 billion, primarily because the proportion of households renting videotapes increased from 42% in 1986 to 61% in 1996.

Overall, compared with a decade ago, consumers spent more on live stage performances and less on going to movies and live sports events.

On the whole, entertainment services accounted for 1.1% of the average Canadian household's budget in 1996, up from 0.7% a decade earlier. On average, households spent $533 on entertainment services in 1996, up from $439 in 1986, due mostly to increases in spending on cablevision.

Households with children accounted for almost half of the entertainment services market. Couples without children comprised 22%, and one-person households another 15%.

Note to readers

This report is based on the article "Entertainment services - a growing consumer market" in the third quarter 1998 edition of the quarterly publication Services indicators*, available today.*

Entertainment services reflect household expenditures on rental of cablevision, videotapes and videodiscs, video games and satellite services, admission to movie theatres, admission to live staged performances and live sports events, and admission to other activities and venues such as ice shows and fairs.

The spending data in this article came from 10,417 households that responded to the 1996 Family Expenditure Survey (FAMEX) in the 10 provinces, as well as from FAMEX surveys in 1992 and 1986.

For comparative purposes, 1986 and 1992 expenditure amounts have been converted into 1996 dollars, using a series of consumer price indices.

Cablevision: expanding choices, wider coverage

In 1986, cablevision companies had penetrated about 57% of all households in Canada. Ten years later, this penetration had increased to 69%. On average, households spent $254 on cablevision in 1996, compared with only $174 a decade earlier.

During the decade, cablevision providers gained new customers by vastly expanding the services they provided, while widening the geographic coverage of their services. The growth in cablevision occurred despite sharp price increases. Between 1986 and 1996, the cost of renting cablevision rose 66.9%.

Couples, both with and without children, comprised 61% of the cablevision market in 1996, while lone-parent households made up another 7%. People living alone were least likely to rent cablevision services. These households made up just 18% of the cablevision services market, although they accounted for 23% of all households.

Videotape rentals: substantial expansion

In 1996, households spent an average of $92 on videotape rentals, compared with $74 a decade earlier. This increase was most likely an indirect result of the boom in video cassette recorders (VCR). In 1986, 35% of households owned a VCR. By 1996, this proportion had increased to 84%.

Not surprisingly, renting videotapes has been most popular among couples with children. In 1996, four-fifths of such households rented videotapes, spending $138 on average.

Couples with children accounted for $507 million, or half the consumer market for videotape rentals, although they made up only one-third of all households.

A new entertainment service: video game rentals

Video game rentals have only recently become a common home entertainment activity. Overall in 1996, households spent an average of $8 on video games, with about one in every 10 households doing so.

Even so, this translated into a consumer market of $87 million in 1996, representing 1.5% of the entertainment services market. Households with children made up three-quarters of the video game rental market.

Movies: Attendance up, spending down

Spending on movies accounted for only 11% of the entire entertainment services market in 1996, down from 17% a decade earlier. Consumers spent $627 million going to the movies in 1996, a 4.2% decline in real terms from 1986.

This decline occurred even though the proportion of households in which someone paid to see a movie increased from 52% in 1986 to 56% in 1996. In addition, attendance at cinemas and drive-ins reached a 14-year high of 91.8 million in 1996/97, up 4% from the previous year, the fifth straight annual increase.

On average, those households in which someone went to a movie spent $103 on movie admissions in 1996, down from $142 in 1986. Lower average admission prices in the early and mid-1990s may have contributed to the decline in spending. During the early 1990s, cinemas introduced more discount admissions, such as 'cheap Tuesdays', children's matinees and other evening specials.

Households with children accounted for 52% of the consumer market for movies in 1996, although they made up only 41% of all households.

Live staged performances losing market share

Since 1986, the consumer market for live staged performances, such as concerts and the theatre, has increased 8.2% in real terms to $670 million. Nevertheless, their share of the entertainment services market declined from 16% to about 12% between 1986 and 1996.

Live performances also lost ground in the proportion of households that comprised their audience. In 1986, 39% of all households reported spending some money on live performances. By 1996, that had dropped to 36%. The highest-income households accounted for much of the consumer market for live performances.

Live sports events losing popularity

Between 1986 and 1996, the consumer market for live sports events declined 3.7% to $401 million, partly because the proportion of households buying tickets to live sports events fell from 27% to 22%.

In 1996, households with children represented 53% of the live sports market. While lone-parent households spent an average of just $22 on live sports, couples with children spent $53. Although they are more numerous, households without children made up only one-third of the live sports market.

The third quarter 1998 issue of *Services indicators* (63-016-XPB, $35/$116 or 63-016-XIB, $26/$87) is now available. See *How to order publications*.

For more information, or to enquire about the concepts, methods and data quality of this release, contact Louise Earl (613-951-2880), Labour and Household Surveys Analysis Division. For more information on *Services indicators*, contact Don Little (613-951-6739; *littdon@statcan.ca*), Services Division. □

Share of the entertainment services consumer market
1986-96

	1986		1996	
	Consumer market (in 1996 $)[1]	Share of entertainment consumer service market	Consumer market (in 1996 $)[1]	Share of entertainment consumer service market
	'000s	%	'000s	%
Entertainment services	**3,884,872**	**100**	**5,805,874**	**100**
Rental of cablevision	1,539,790	39.6	2,766,884	47.6
Rental of videotapes and videodiscs	654,853	16.9	1,008,290	17.4
Rental of video games	..	..	86,621	1.5
Admission to movie theatres	654,853	16.9	627,101	10.8
Attendance at live staged performances	619,456	15.9	670,012	11.5
Attendance at live sports events	415,920	10.7	401,083	6.9
Admission to other activities and venues	..	..	184,512	3.2
Rental of satellite services	..	..	61,371	1.1

1 *The consumer market was calculated by multiplying the average expenditure per household by the estimated number of households. The estimated number of households includes only full-year households.*

.. *Figures not available.*

■

OTHER RELEASES

Oils and fats
November 1998

Production of all types of deodorized oils in November 1998 totalled 111 092 tonnes, a decrease of 0.9 % from 112 048 tonnes in October 1998. At the end of November, year-to-date production totalled 1 142 520 tonnes, a 0.6 % decrease from 1 149 921 tonnes a year earlier.

The domestic sales of deodorized margarine oil totalled 8 529 tonnes, while sales of deodorized shortening oil totalled 29 566 tonnes and sales of deodorized salad oil totalled 33 421 tonnes in November 1998.

Available on CANSIM: matrix 185.

The November 1998 issue of *Oils and fats* (32-006-XIB, $5/$47) is now available on the internet. See *How to order publications*.

For more information, or to enquire about the methods, concepts, and data quality of this release, contact Peter Zylstra (613-951-3511, *zylspet@statcan.ca*), Manufacturing, Construction and Energy Division. ■

Dairy statistics
November and December 1998 (preliminary)

Preliminary dairy statistics for November and December 1998 are now available. These data will be included in the October-December 1998 issue of *The dairy review* (23-001QXPB, $36/$119; 23-001QXIB, $27/$89) which will be released in February 1999. See *How to order publications*.

For further information, or to enquire about the methods, concepts, and data quality of this release, contact Anna Michalowska (1-800-465-1991; fax: 613-951-3868), Agriculture Division. ■

PUBLICATIONS RELEASED

Infomat - A weekly review(internet version)
Catalogue number 11-002-XIE
(Canada: $3/$109; outside Canada: US$3/US$109).

Infomat - A weekly review
Catalogue number 11-002-XPE
(Canada: $4/$145; outside Canada: US$4/US$145).

National economic and financial accounts, Quarterly estimates third quarter 1998
Catalogue number 13-001-XPB
(Canada: $44/$145; outside Canada: US$44/US$145).

Canada's mineral production, Preliminary estimates, 1997
Catalogue number 26-202-XIB
(Canada: $19; outside Canada: US$19).

Metal mines, 1996
Catalogue number 26-223-XIB
(Canada: $23; outside Canada: US$23).

Quarriers and sand pits, 1996
Catalogue number 26-225-XIB
(Canada: $19; outside Canada: US$19).

Oils and fats, November 1998
Catalogue number 32-006-XIB
(Canada: $5/$47; outside Canada: US$5/US$47).

Services indicators, third quarter 1998
Catalogue number 63-016-XIB
(Canada: $26/$87; outside Canada: US$26/US$87).

Services indicators, third quarter 1998
Catalogue number 63-016-XPB
(Canada: $35/$116; outside Canada: US$35/US$116).

Canada's balance of international payments, Third quarter 1998
Catalogue number 67-001-XPB
(Canada: $38/$124; outside Canada: US$38/US$124).

Canada's balance of international payments, Third quarter 1998
Catalogue number 67-001-XIB
(Canada: $29/$93; outside Canada: US$29/US$93).

Canada's international transactions in securities, October 1998
Catalogue number 67-002-XPB
(Canada: $18/$176; outside Canada: US$18/US$176).

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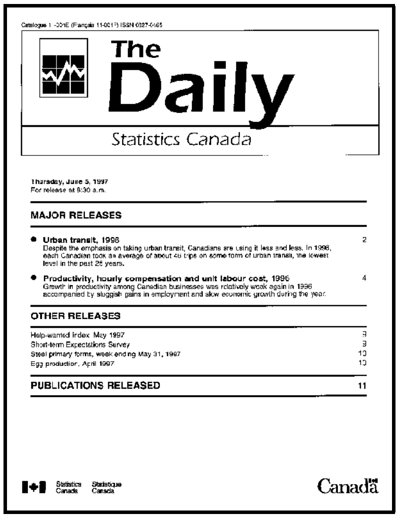
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MAJOR RELEASES

- **Urban transit, 1996** 2
  Despite the emphasis on taking urban transit, Canadians are using it less and less. In 1996, each Canadian took an average of about 48 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 relatively weak again in 1996 accompanied by sluggish gains in employment and slow economic growth during the year.

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Egg production, April 1997	10

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RELEASE DATES

January 18 to 22, 1999

(Release dates are subject to change.)

Release date	Title	Reference period
18	**Innovation in dynamic service industries**	1996
19	**Monthly survey of manufacturing**	November 1998
19	**Travel between Canada and other countries**	November 1998
20	**Consumer price index**	December 1998
20	**Wholesale trade**	November 1998
21	**Canadian international merchandise trade**	November 1998
21	**Composite index**	December 1998
22	**Retail trade**	November 1998