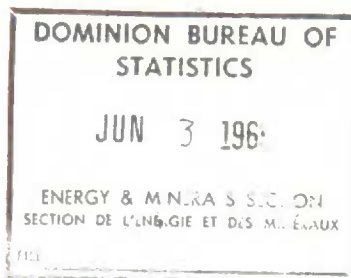




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\$5.00 A YEAR

Catalogue No. 57-002
Vol. 4, No. 26



FOR REVIEW
June 3, 1969

Retail Gasoline Statistics by Metropolitan Area

First Quarter 1969

Retail sales of gasoline in Canada's major metropolitan areas for the first quarter of 1969 were 374.9 million gallons. This amount was dispensed through 7,255 outlets.

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1st qtr 1969

The breakdown by area is as follows:

	Metropolitan Areas								
	Montreal*	Ottawa Hull	Toronto* Hamilton	Winnipeg	Regina	Calgary	Edmonton	Vancouver	Total
<u>Outlets</u>									
Number of branded outlets	2,204	409	2,277	423	133	366	414	928	7,154
Number of other outlets	84	-	17	-	-	-	-	-	101
Totals	2,288	409	2,294	423	133	366	414	928	7,255
<u>Gallonage</u> ('000 gallons)									
Dispensed through branded outlets ...	106,173	20,559	136,475	19,801	7,709	17,716	18,499	45,095	372,027
Dispensed through other outlets	1,984	-	887	-	-	-	-	-	2,871
Total	108,157	20,559	137,362	19,801	7,709	17,716	18,499	45,095	374,898

Note: Due to revisions, the number of service stations of each area does not compare exactly with the previous quarter.
* In Montreal and Toronto-Hamilton branded and other outlets are shown separately.

Using estimated vehicle registration statistics, passenger cars per service station in the eight metropolitan areas averaged 391. The Toronto-Hamilton area and Ottawa-Hull area each has an average of 453 passenger cars per station followed by Vancouver with 408, Winnipeg 401, Regina 365, Calgary 361, Edmonton 338 and Montreal 324.

Population per car in these metropolitan areas is estimated at 3.0. This compares favourably with the Canada figure of 3.4. The city of Vancouver has a population per car of 2.5, followed by Calgary, Toronto-Hamilton, Ottawa-Hull, Regina, Edmonton, Winnipeg and Montreal with the last area registering a ratio of 3.7 persons per car.

During the first quarter of 1969, gasoline sold through retail pump outlets in the metropolitan areas averaged 116 gallons per vehicle. Regina shows an average of 132 gallons; Montreal 129; Toronto-Hamilton 118; Calgary 110; Edmonton 107; Vancouver 103 and Ottawa-Hull 100.

With the exception of Montreal, Ottawa-Hull and Toronto-Hamilton, Metropolitan areas are identical with census metropolitan areas. Estimates of population and number of vehicles for the eight metropolitan areas are as follows:

	Population* 1st June 1968	Passenger cars(1, 2)*	Commercial vehicles(1)*
Montreal	2,744,000	740,700	99,700
Ottawa-Hull	527,000	185,300	19,900
Toronto-Hamilton	2,866,000	1,039,700	123,800
Winnipeg	523,000	169,500	23,300
Regina	137,000	48,600	9,600
Calgary	361,000	132,200	29,000
Edmonton	425,000	140,000	33,100
Vancouver	953,000	378,500	50,100
Canada, total	20,744,000	6,051,800	1,788,500

(1) 1968 registrations.

(2) Taxis included.

* Estimates.

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