



# The Daily

## Statistics Canada

**Friday, January 14, 2005**

Released at 8:30 a.m. Eastern time

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### Major releases

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- **New motor vehicle sales, November 2004** 2  
Weak sales of passenger cars led to a 3.1% drop in new motor vehicle sales in November, partly erasing the strong 7.6% gain in October.
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#### E-STAT: The ultimate interactive learning resource

The 2004 edition of *E-STAT*, Statistics Canada's interactive learning tool, contains a new mapping tool as part of a host of improvements for the education community.

Clicking on *Search map 2001* on the *E-STAT* sidebar allows students, teachers and educators to find their neighbourhood on the map, then create a thematic map to illustrate a characteristic such as occupation or language.

In addition, *E-STAT* now contains more than 2,000 CANSIM tables, accounting for over 25 million time series, updated in July. This edition includes software enhancements and new output options, as well as new tables. *E-STAT* also includes census data and articles.

*E-STAT* (10F0174XIE, free) is available online. For more information, visit the *E-STAT* Web site (<http://estat.statcan.ca>), or contact the education representative in your region. The *E-STAT* team can also be reached directly (1-800-465-1222; [e-stat@statcan.ca](mailto:e-stat@statcan.ca)), Dissemination Division.



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## Major releases

## New motor vehicle sales

November 2004

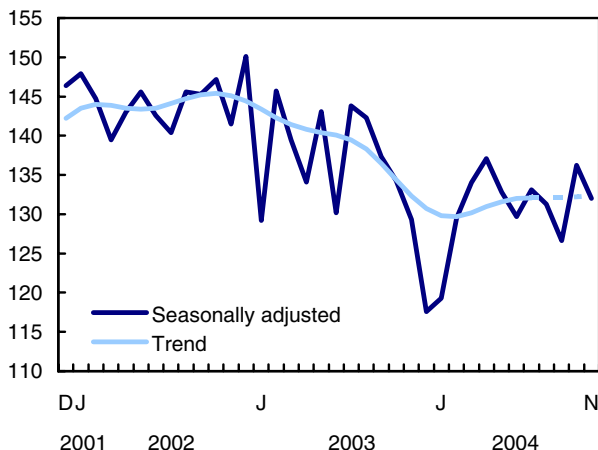
Weak sales of passenger cars in November were mainly responsible for a 3.1% drop in overall sales of new vehicles compared with October. In all, 131,978 new motor vehicles were sold in November. This was down some 4,250 units from October when sales advanced 7.6%, the second strongest increase in 2004.

Preliminary figures from the auto industry indicate that the number of new motor vehicles sold in December fell again, by approximately 2%. With December's drop, total sales for 2004 are estimated to be roughly 3.2% lower than in 2003.

With sales dropping in November, the number of new vehicles sold was 3.7% below last April's peak which capped a series of increases in the first four months of 2004. Previously, sales had gone through a period of major declines throughout the second half of 2003. In the first half of 2003, sales showed sizable fluctuations while at the same time trending downward.

## Sales declined in November, after sky-rocketing in October

'000 units



*The last few trend points could be subject to revisions when more data are added. This is indicated by the dashed line.*

## Passenger car sales fell faster than truck sales

While both categories of vehicles registered sales declines in November, the decrease for passenger cars was almost twice that for trucks.

### Note to readers

*All data in this release are seasonally adjusted. Seasonally adjusted provincial data back to January 1991 are available on CANSIM.*

**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 and buses.

**North American-built new motor vehicles** include vehicles manufactured or assembled in Canada, the United States or Mexico. All other new motor vehicles are considered to have been manufactured overseas.

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

*The New Motor Vehicle Sales Survey is compiled on the basis of figures obtained from motor vehicle manufacturers and importers. These results may vary from those obtained directly from auto dealers, due to possible differences in record keeping.*

In November, 67,271 new passenger cars were purchased. This was 4.4% less than in October, which saw the largest advance (+9.6%) of 2004. November's drop was almost entirely attributable to sales of North American-built passenger cars, which fell 5.9% compared with a drop of only 0.6% for overseas-built cars.

The number of trucks sold in November stood at 64,707 units, down 1.8% from October when sales rose 5.6%. Trucks include minivans, sport-utility vehicles, light and heavy trucks, vans and buses.

Cumulative sales for the first 11 months of 2004 exhibited a similar pattern, with car sales falling (-6.7%) three times faster than truck sales (-2.0%) compared with the same period in 2003. Sales of both passenger cars and trucks increased at the start of 2004, following a period of steep declines that became more pronounced in the second half of 2003. This downward movement first appeared in sales of passenger cars, which began to decline in the fall of 2002. For truck sales, the weakness began to appear in mid-2003.

## Quebec came out ahead

In November, sales declined in all provinces except Quebec, which registered a second consecutive gain. In most other provinces, November's drop followed good sales in October, except for Prince Edward Island which registered a second consecutive decline.

In Quebec, where one-quarter of national sales took place in November, sales have fluctuated since

the spring while maintaining a relatively stable trend. Previously, they had posted a series of increases that began at the start of the year and peaked in April, following a period of major declines throughout the second half of 2003.

The Atlantic provinces reported the steepest sales declines in November. Most of the Western provinces reported declines below the national average (-3.1%), except Manitoba (-5.0%), which along with Ontario (-4.3%) were the only other provinces to post above-average declines.

**Available on CANSIM: tables 079-0001 and 079-0002.**

**Definitions, data sources and methods: survey number 2402.**

The November 2004 issue of *New Motor Vehicle Sales* (63-007-XIE, \$14/\$133) will soon be available.

Data on new motor vehicle sales for December 2004 will be released on February 14, 2005.

For general information or to order data, contact Client Services (1-877-421-3067; 613-951-3549; [retailinfo@statcan.ca](mailto:retailinfo@statcan.ca)). To enquire about the concepts, methods or data quality of this release, contact Clérance Kimanyi (613-951-6363), Distributive Trades Division

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## New motor vehicle sales

	November 2003	October 2004 <sup>r</sup>	November 2004 <sup>p</sup>	November 2003 to November 2004	October to November 2004
seasonally adjusted					
	number of vehicles			% change	
<b>New motor vehicles</b>	<b>129,341</b>	<b>136,231</b>	<b>131,978</b>	<b>2.0</b>	<b>-3.1</b>
Passenger cars	69,007	70,332	67,271	-2.5	-4.4
North American <sup>1</sup>	49,376	50,256	47,306	-4.2	-5.9
Overseas	19,631	20,076	19,965	1.7	-0.6
Trucks, vans and buses	60,334	65,899	64,707	7.2	-1.8
<b>New motor vehicles</b>					
Newfoundland and Labrador	2,101	2,353	1,973	-6.1	-16.1
Prince Edward Island	377	403	360	-4.5	-10.7
Nova Scotia	3,858	3,987	3,596	-6.8	-9.8
New Brunswick	2,869	3,324	2,825	-1.5	-15.0
Quebec	33,565	33,918	34,204	1.9	0.8
Ontario	48,772	51,967	49,736	2.0	-4.3
Manitoba	3,660	3,841	3,649	-0.3	-5.0
Saskatchewan	3,110	3,462	3,371	8.4	-2.6
Alberta	15,867	17,357	17,043	7.4	-1.8
British Columbia <sup>2</sup>	15,161	15,618	15,223	0.4	-2.5
	November 2003	October 2004	November 2004 <sup>p</sup>	November 2003 to November 2004	
Unadjusted					
	number of vehicles			% change	
<b>New motor vehicles</b>	<b>115,126</b>	<b>123,552</b>	<b>120,295</b>	<b>4.5</b>	
Passenger cars	60,556	63,898	60,462	-0.2	
North American <sup>1</sup>	44,653	44,405	43,188	-3.3	
Overseas	15,903	19,493	17,274	8.6	
Trucks, vans and buses	54,570	59,654	59,833	9.6	
<b>New motor vehicles</b>					
Newfoundland and Labrador	1,480	1,785	1,444	-2.4	
Prince Edward Island	300	373	299	-0.3	
Nova Scotia	3,127	3,429	2,879	-7.9	
New Brunswick	2,378	2,710	2,251	-5.3	
Quebec	26,567	29,481	28,610	7.7	
Ontario	45,155	48,196	46,838	3.7	
Manitoba	3,295	3,555	3,370	2.3	
Saskatchewan	2,823	3,283	3,160	11.9	
Alberta	15,612	16,677	17,150	9.9	
British Columbia <sup>2</sup>	14,389	14,063	14,294	-0.7	

<sup>r</sup> Revised figures.

<sup>p</sup> Preliminary figures.

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

2. Includes Yukon, the Northwest Territories and Nunavut.

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## Other releases

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### Dairy statistics

November 2004 (preliminary)

Dairy farmers sold 609 400 kilolitres of milk and cream to dairies in November 2004, down 0.4% from November 2003. Fluid milk sales stood at 243 500 kilolitres and industrial milk sales totalled 365 900 kilolitres. Industrial milk is used to manufacture butter, cheese, yogurt, ice cream, milk powders and concentrates.

**Definitions, data sources and methods: survey numbers, including related surveys, 3430, 3431 and 3432.**

The fourth quarter 2004 issue of *The Dairy Review* (23-001-XIB, \$29/\$96) will be available in February.

For more information, contact Anna Michalowska (613-951-2442 or toll free 1-800-465-1991; fax: 613-951-3868), Agriculture Division. ■

### Potato production

2004 (revised)

Revisions to two provincial estimates of area and production resulted in minor revisions to the 2004 estimate of potato production. Quebec's area was increased by 700 acres (300 hectares) while Alberta's decreased by 1,000 acres (400 hectares) to establish the Canadian potato area planted at 432,700 acres (175 300 hectares).

These changes decrease the Canadian production by less than 0.1%. Canada's 2004 production is now estimated to be 113,997,000 hundredweights (5 170 900 tonnes).

**Available on CANSIM: table 001-0014.**

**Definitions, data sources and methods: survey numbers, including related surveys, 3401, 3407, 3446 and 3465.**

*Canadian Potato Production*, Vol. 2, no. 3 (22-008-XIE, free) is now available online. From the *Our products and services* page, choose *Free publications* then *Agriculture*.

For additional information, call (1-800-465-1991). To enquire about the concepts, methods or data quality of this release, contact Barbara McLaughlin (902-893-7251; [barbara.mclaughlin@statcan.ca](mailto:barbara.mclaughlin@statcan.ca)), Agriculture Division. ■

### Domestic and international shipping

2003 (preliminary)

Canadian ports handled 442.7 million metric tonnes of cargo in 2003, an 8.4% increase from 2002. Growth in both the domestic and international sectors contributed to the advance.

**Definitions, data sources and methods: survey numbers, including related surveys, 2751 and 2791.**

For more information, or to enquire about the concepts, methods or data quality of this release, contact Gwen Cromwell (613-951-2439) or the Dissemination Unit (1-866-500-8400; fax: 613-951-0009; [transportationstatistics@statcan.ca](mailto:transportationstatistics@statcan.ca)), Transportation Division. ■

### Steel primary forms, weekly data

Week ending January 8, 2005 (preliminary)

Steel primary forms production for the week ending January 8 totalled 288 100 metric tonnes, up 4.8% from 274 809 tonnes a week earlier and down 8.0% from 313 109 tonnes in the same week of 2004.

The year-to-date total as of January 8 was 327 358 tonnes, down 24.6% from 434 146 tonnes in the same period of 2004.

**Definitions, data sources and methods: survey number 2131.**

For more information, or to enquire about the concepts, methods or data quality of this release, contact the dissemination officer (1-866-873-8789; 613-951-9497; [manufact@statcan.ca](mailto:manufact@statcan.ca)), Manufacturing, Construction and Energy Division. ■

## New products

**Canadian Potato Production**, January 2005, Vol. 2,  
no. 3  
**Catalogue number 22-008-XIE**  
(free).

**All prices are in Canadian dollars and exclude sales tax. Additional shipping charges apply for delivery outside Canada.**

Catalogue numbers with an -XWE, -XIB or an -XIE extension are Internet versions; those with -XMB or -XME are microfiche; -XPB or -XPE are paper versions; -XDB or -XDE are electronic versions on diskette and -XCB or -XCE are electronic versions on compact disc.

### How to order products

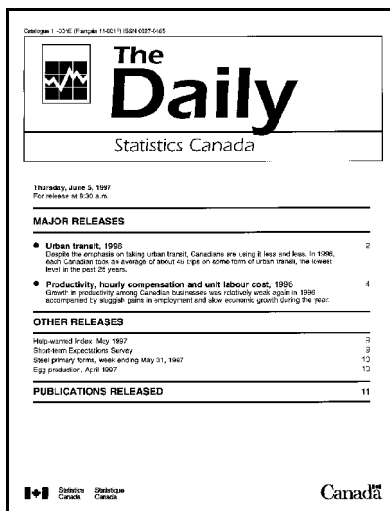
**To order by phone, please refer to:**

- The title
  - The catalogue number
  - The volume number
  - The issue number
  - Your credit card number.
- From Canada and the United States, call: **1-800-267-6677**  
From other countries, call: **1-613-951-7277**  
To fax your order, call: **1-877-287-4369**  
For address changes or account inquiries, call: **1-800-700-1033**

**To order by mail, write to:** Statistics Canada, Circulation Management, Dissemination Division, Ottawa, K1A 0T6.  
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**To order by Internet, write to:** [infostats@statcan.ca](mailto:infostats@statcan.ca) or download an electronic version by accessing Statistics Canada's website ([www.statcan.ca](http://www.statcan.ca)). From the *Our products and services* page, under *Browse our Internet publications*, choose *For sale*.

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



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**Release dates: January 17 to 21**

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(Release dates are subject to change.)

<b>Release date</b>	<b>Title</b>	<b>Reference period</b>
17	<b>Investment in non-residential building construction</b>	Fourth quarter 2004
18	<b>Leading Indicators</b>	December 2004
18	<b>University degrees, diplomas and certificates awarded</b>	2001
19	<b>Consumer Price Index</b>	December 2004
19	<b>Canada's international transactions in securities</b>	November 2004
20	<b>Monthly Survey of Manufacturing</b>	November 2004
20	<b>Travel between Canada and other countries</b>	November 2004
21	<b>Wholesale trade</b>	November 2004