

Statistics
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INFORMAT

Weekly Bulletin

Consumer Price Index (CPI)

The Consumer Price Index for Canada advanced 0.3% to 145.6 in February from 145.1 in January. Higher charges for both owned and rented accommodation, as well as increased prices for clothing and transportation were the main contributors to the latest monthly rise.

The food index declined for the third consecutive month, dropping 0.3%, while the index for all-items excluding food advanced 0.7%.

The February decrease in the food index was again spurred by lower meat prices, particularly for beef and pork. Largely as a result of successive declines in the latest three months, the food eaten at home index showed its lowest year-to-year movement in almost four years, standing 6.5% above the February 1975 level.

Generally higher shelter charges for both owned and rented accommodation, coupled with increased electricity and domestic gas rates in many Ontario cities, accounted for much of the 7% rise in the index for all-items excluding food. Higher insurance charges for automobiles, dwellings and household effects also had a notable impact.

Between February 1975 and February 1976, the All-Items Consumer Price Index advanced 9.1%.

During this period, the following component index increases were recorded:

- Transportation, 12.7%; housing, 11.5%; health and personal care, 10.1; recreation, education and reading, 7.2%; food, 7.1%; tobacco and alcohol, 5.8%; and clothing, 5.1%.

On a seasonally-adjusted basis, the all-items index rose 0.3% between January and February. The current annual rate of change in the CPI, based on the seasonally-adjusted movement since three months earlier was 4.5%, down from the 7.2% rate recorded the previous month.

For further information, order the February 1976 issue of *Consumer Price Movements* (62-001, 30¢/\$3).

Telephone Industry Statistics

Canadian telephone systems reported net operating revenue of \$847.0 million in 1975, up 8.3% from \$781.9 million in 1974.

In December, the 13 major telephone companies showed net operating revenue of \$74.9 million, an increase of 34.6% from December 1974. Gross operating revenues rose 25.7% to \$260.0 million while operating expenses increased 22.5% to \$185.1 million.

Construction expenditures of these firms at \$178.4 million in December were up 5.2% from a year earlier.

For further information, order *Communications Service Bulletin* (56-001, \$1.40 per year), Vol. 6, No. 4, *Monthly Telephone Statistics*, December 1975.

LATEST MONTHLY STATISTICS

| | Latest Month | Previous Month | Change from Year Ago % |
|---|--------------|----------------|------------------------|
| EMPLOYMENT, INCOME | | | |
| Average Weekly Earnings (\$) | Dec. 209.28p | 213.09p | 13.8 |
| Labour Income (\$ million) | Dec. 7,398p | 7,526p | 9.0 |
| Persons with Jobs (million) | Jan. 9.15 | 9.40 | 3.5 |
| Unemployed | Jan. 800,000 | 693,000 | 5.4 |
| INVENTORIES | | | |
| Department Store (\$ million) | Dec. 1,338 | 1,668 | 3.2 |
| Manufacturers' Owned (\$ million) | Dec. 15,415p | 15,090r | 5.1 |
| Wholesale (\$ million) | Dec. 6,109 | 5,881 | 2.9 |
| ORDERS | | | |
| Manufacturers' New Orders (\$ million) | Dec. 7,300p | 7,357r | 9.3 |
| Manufacturers' Unfilled Orders (\$ million) | Dec. 9,846p | 9,783r | 4.7 |
| PRICES | | | |
| Consumer Price Index (1971=100) | Feb. 145.6 | 145.1 | 9.1 |
| Industry Selling Price Index (1971=100) | Dec. 157.2 | 156.8 | 6.4 |
| Wholesale Price Index (1935-39=100) | Dec. 501.6 | 500.5r | 3.9 |
| CONSTRUCTION | | | |
| Building Permits (\$ million) | Dec. 830.4p | 10,556 | 13.7 |
| Housing Starts — Urban Centres (units) | Dec. 19,758 | 181,846 | 7.3 |
| ENERGY | | | |
| Coal Production (thousand tons) | Nov. 2,402 | 25,275 | 22.1 |
| Electricity Generation (billion kwh) | Dec. 26.2 | 272.6 | -2.3 |
| Natural Gas Production (billion cu. ft.) | June 265.1 | 1,731.8 | -0.9 |
| Petroleum Refining (million barrels) | Dec. 57.5 | 622.0 | -3.8 |
| FOREIGN TRADE | | | |
| Exports — Customs Basis (\$ million) | Jan. 2,823 | 2,823 | 4.3 |
| Imports — Customs Basis (\$ million) | Jan. 3,026 | 3,026 | 6.9 |
| PRODUCTION | | | |
| Motor Vehicles (thousand units) | Jan. 137.8 | 137.8 | 49.7 |
| Steel (ingots — thousand tons) | Jan. 1,150 | 1,150 | -9.8 |
| SALES | | | |
| Department Store Sales (\$ million) | Dec. 867.5 | 5,776 | 13.9 |
| Manufacturers' Shipments (\$ million) | Dec. 7,237p | 85,101 | 6.0 |
| New Motor Vehicle Sales (\$ million) | Jan. 412.9 | 412.9 | 11.0 |
| Retail Sales (\$ million) | Dec. 5,770 | 50,482 | 13.5 |
| Wholesale Sales (\$ million) | Dec. 3,818 | 45,377 | 5.0 |

Statistics are not seasonally adjusted. p - preliminary. r - revised. * - new this week.

Canada's Gross National Product (GNP)



Source: National Income and Expenditure Accounts (13-001)

All Data Seasonally Adjusted

Farm Cash Receipts

Farmers' cash receipts from farming operations in all provinces except Newfoundland totalled an estimated \$1.67 billion in January, down 11.4% from \$1.89 billion in January 1975.

These estimates include: cash receipts from the sale of farm products; Canadian Wheat Board participation payments on previous years' grain crops; cash advances on farm-stored grains in Western Canada; and deficiency payments made by the Agricultural Stabilization Board. No deduction was made for the cost incurred by farmers in the production of the commodities sold.

Total payments made to farmers in January, by province and with last year's corresponding figures in brackets:

- Saskatchewan, \$813.0 million (\$985.4 million); Alberta, \$359.3 million (\$395.4 million); Ontario, \$202.7 million (\$194.0 million); Manitoba, \$133.6 million (\$180.3 million); Quebec, \$97.8 million (\$77.5 million); British Columbia, \$30.8 million (\$32.7 million); New Brunswick, \$12.0 million (\$7.5 million); Prince Edward Island, \$12.0 million (\$5.2 million), and Nova Scotia, \$10.4 million (\$8.5 million).

For further information, order the January 1976 issue of *Farm Cash Receipts* (21-001, 30¢/\$3), or contact E.S. Boyko (613-994-9876), Agriculture Division, Statistics Canada, Ottawa K1A 0L7.

Restaurant Statistics

Restaurants in Canada had total estimated receipts of \$156.9 million in January, an increase of 12.0% from a year earlier. Sales were up in all provinces.

Restaurant receipts for the latest month, by province and with percentage gains over January 1975 in brackets:

- Ontario, \$58.1 million (11.2%); Quebec, \$49.9 million (9.9%); Alberta, \$15.4 million (19.1%); British Columbia, \$14.0 million (14.0%); Manitoba, \$7.0 million (18.6%); Saskatchewan, \$4.6 million (8.3%); New Brunswick, \$3.6 million (10.6%); Nova Scotia, \$2.7 million (7.4%); Newfoundland, \$987,000 (7.5%); and Prince Edward Island, \$469,000 (68.1%).

Chain restaurants accounted for 15.2% of total sales in the latest month while independent restaurants took the balance.

For further information, order the January 1976 issue of *Restaurant Statistics* (63-011, 15¢/\$1.50).

THESE REPORTS SCHEDULED FOR COMING TWO WEEKS

Consumer Price Indexes for Regional Cities, February

Department Store Sales by Regions, January

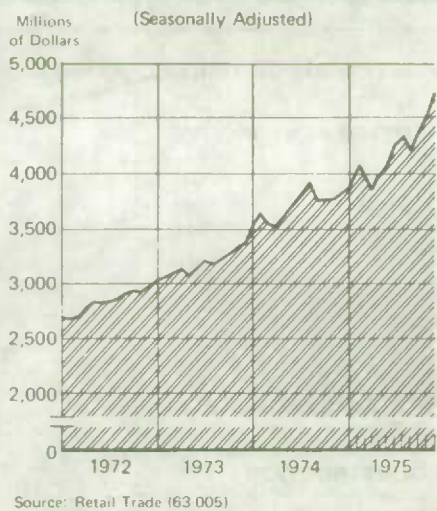
Inventories, Shipments and Orders in Manufacturing Industries, January

Real Domestic Product, January

Retail Trade, January

The Labour Force, February

Retail Trade



Gross National Product (GNP)

Canada's Gross National Product at market prices grew by 2.8% in the fourth quarter of 1975 to reach a level of \$161.9 billion, seasonally adjusted at annual rates. In real terms—after adjustment for price changes—GNP increased by 0.4%, down from 1.0% and 0.8% in the preceding quarters, and well below what might be considered normal by historical standards for a post-recession period.

However, the fourth quarter displayed a number of characteristics typical of early recovery periods as increases in personal expenditure and residential construction supplied most of the real growth and imports grew faster than exports, leading to a deterioration in the trade balance. Heavy liquidation of inventories continued.

Real final domestic demand, which excludes the value of the physical change in inventories and exports of goods and services, was much stronger than real GNP and increased by 1.6% in the quarter.

Wages, salaries and supplementary income rose by a very moderate 1.6%.

Corporation profits before taxes grew by 1.9% to an annual level of \$18.6 billion.

For further information, order *National Income and Expenditure Accounts, Fourth Quarter 1975*, (13-001, \$1.05/\$4.20).

Radio Air-Time Sales

Sales of advertising to national advertisers on AM and FM radio stations totalled \$6.5 million in November, an increase of 18.2% from a year earlier. Agency and other commissions reduced gross national sales to \$5.6 million.

Net local air-time sales were reported at \$13.3 million in the latest month, up 4.3% from November 1974.

For further information, order the *Communications Service Bulletin* (56-001, \$1.40 per year), or contact J.R. Slattery (613-996-9276), Transportation and Communications Division, Statistics Canada, Ottawa K1A 0T6.

Gross National Product, 1975

Gross National Product in 1975 was \$154.8 billion, up 9.9% from the level of the previous year; however, this growth included an increase in prices of over 9.5%. The recession that began in 1974 bottomed out early in 1975, but because the subsequent recovery proved to be relatively weak, the total level of real output in the economy increased by only 0.2% in 1975.

The external sector was one of the major sources of weakness in 1975. Canada's current account deficit increased to \$5.5 billion from \$2.2 billion in 1974. The merchandise trade balance swung from a surplus of \$1.5 billion in 1974 to a deficit of \$0.8 billion in 1975 while the traditional deficit on service transactions worsened by \$1.0 billion.

Investment in inventories changed from an accumulation of \$2.7 billion in 1974 to a decumulation of \$0.8 billion in 1975, all of which took place in business non-farm inventories. There was strong liquidation in both manufacturing and wholesale trade, while retail trade was relatively flat for the year.

Current dollar expenditure on consumer goods and services grew by 14.8% in 1975, but this represented an increase of only 3.7% in real terms.

Total gross fixed capital formation grew to \$37.3 billion, an increase of 13.5%; this was a considerable slowdown from the increases of the previous two years and, in real terms, capital formation grew by only 1.6%.

Labour income rose by 14.0% in 1975 compared with an increase of 16.9% in 1974. There were only marginal increases in employment during 1975 and most of the rise in labour income reflected higher average earnings.

Corporation profits before taxes fell by 2.9% in 1975, the first decline since 1970 and only the second since 1960. It followed four years of substantial profit increases.

Accrued net income of farm operators was unchanged over the year as an 8% increase in gross income was offset by higher operating costs.

Total revenue of all levels of government (excluding inter-government transfers) rose by 7.7% in 1975, the lowest rate of increase in several years. On the other hand, total government expenditures continued the strong growth of the previous year, although at a slightly lower rate, and increased by 20.0%. The government sector as a whole registered a deficit, on a National Accounts basis, of \$4.6 billion in 1975, the first large deficit since the early 1960s.

For further information, order *National Income and Expenditure Accounts, Fourth Quarter 1975* (13-001, \$1.05/\$4.20).

Urban Transit

Urban transit systems carried 102.1 million fare passengers in January and had operating revenues amounting to \$30.2 million. Revenue vehicle-miles run totalled 28.4 million.

For further information, order the January 1976 issue of *Urban Transit* (53-003, 15¢/\$1.50), or contact the Chief (613-996-9276), Surface Transport Section, Transportation and Communications Division, Statistics Canada, Ottawa K1A 0T6.

New Motor Vehicle Sales

Retail sales of new motor vehicles totalled 70,241 units in January, down 4.6% from a year earlier. However, total sales value increased 11.0% to \$412.9 million.

Sales of passenger cars produced in Canada and the United States decreased 8.4% to 41,871 units while those of overseas-manufactured automobiles were up 0.8% to 8,194 units.

Commercial vehicle sales in January rose 2.8% from a year earlier to 20,176 units, included were 19,290 manufactured in Canada and the U.S. (up 2.6%) and 886 manufactured overseas (down 8.2%).

For further information, order the January 1976 issue of *New Motor Vehicle Sales* (63-007, 30¢/\$3), or contact Michael Kwilecki (613-996-9304), Merchandising and Services Division, Statistics Canada, Ottawa K1A 0V6.

NEW . . . NOW AVAILABLE

Market Research Handbook, 1975, marks the beginning of an annual series that will provide a comprehensive overview of market-related statistics within a single volume. It should be a must for businessmen and all those engaged in marketing at the national, provincial, regional or local levels.

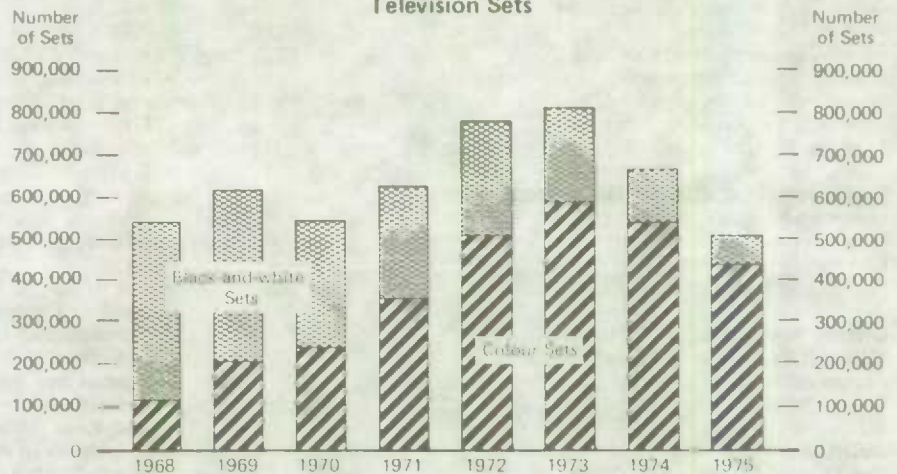
In this new 356-page compendium, the emphasis is placed on bringing together a wide variety of data which collectively should provide the user with basic informational requirements for sound decision-making. The data contained in the handbook will not solve specific marketing problems, but the publication should serve as one of a growing number of tools used by those engaged in the decision-making process.

An innovation in this publication is the extensive manipulation of primary data in order to show growth rates and share of market. The addition of these new data should help the marketing practitioner in assessing the dynamic aspects of marketing topics such as population growth, shopping centre development, income distribution and changes in consumer consumption patterns.

The publication contains an extensive list of source material for those who want additional information. The publications on specific subjects can be ordered from Statistics Canada.

For further information, order *Market Research Handbook, 1975* (63-224, \$3.50), or for further information contact G. Snyder (613-996-9295), Associate Director, Distribution Analysis Section, Merchandising and Services Division, Statistics Canada, Ottawa K1A 0T6.

Manufacturers' Sales of 'Made-in-Canada' Television Sets



Source: Radio and Television Receiving Sets (43 004)

Building Permits

Building permits taken out in Canada in December totalled \$830.4 million, up 61.2% from \$515.0 million a year earlier.

Higher totals were recorded in the latest month for all types of building permits: residential at \$406.0 million (\$196.3 million in December 1974); commercial at \$221.3 million (\$174.3 million); institutional and governmental at \$134.3 million (\$94.7 million); and industrial at \$68.8 million (\$49.8 million).

Provincial totals for building permits taken out in December, with year-earlier figures in brackets:

- Ontario, \$355.3 million (\$229.9 million); Quebec, \$153.9 million (\$92.4 million); Alberta, \$116.1 million (\$68.6 million); British Columbia, \$115.6 million (\$59.8 million); Nova Scotia, \$33.3 million (\$24.5 million); Saskatchewan, \$23.5 million (\$11.7 million); New Brunswick, \$15.2 million (\$10.1 million); Manitoba, \$13.0 million (\$14.3 million); Newfoundland, \$2.5 million (\$1.7 million); and Prince Edward Island, \$1.9 million (\$1.8 million).

Building permits taken out in Canada during 1975 totalled \$10.56 billion, up 13.7% from \$9.28 billion in 1974.

For further information, order the December 1975 issue of *Building Permits* (64-001, 70¢/\$7).

Farm Implement Sales

Sales of farm implements and equipment in January were valued at \$47.4 million (dealers cost), up 32.8% from \$35.7 million in January 1975.

Sales of repair parts for farm equipment rose 20.0% to \$9.6 million in the latest month.

For further information, order the January 1976 issue of *Farm Implement and Equipment Sales* (63-009, 15¢/\$1.50), or contact Y. Lebel (613-996-9307), Merchandising and Services Division, Statistics Canada, Ottawa K1A 0V6.

Housing Starts

New residential construction activity remained at a high level in January with housing starts in Canadian centres of 10 000 population and over rising 74.5% to 12,450 units from 7,133 a year earlier.

Housing starts recorded in the latest month, by province and with January 1975 figures in brackets: Quebec, 4,055 (1,652); Ontario, 3,931 (2,653); British Columbia, 1,780 (1,352); Alberta, 1,376 (687); Nova Scotia, 382 (154); Saskatchewan, 362 (182); Manitoba, 354 (249); New Brunswick, 158 (53); Newfoundland, 47 (134); and Prince Edward Island, 4 (17).

For further information, order the January 1976 issue of *Housing Starts and Completions* (64-002, 40¢/\$4).

Diesel and Natural Gas Engine Sales Survey, 1974

Total diesel engine sales for 1974 amounted to 38,733 units of which 24,515 were sold on the domestic market.

Further information will be contained in *Diesel and Natural Gas Engine Sales Survey 1974* (63-221, \$1.05).

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