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# INFORMAT

## Weekly Bulletin

### Consumer Credit

Consumer credit outstanding on the books of selected credit holders reporting monthly reached \$21,781 million at the end of January, an increase of 16.3% from a year earlier.

Outstanding balances held by these credit grantors in the latest month, with percentage changes from January 31, 1976:

- Chartered banks' personal loans, \$16,243 million (22.5%).
- Sales finance and consumer loan companies'
  - large loans, \$1,437 million (-3.8%).
  - small loans, \$230 million (-6.9%).
  - instalment sales paper, \$1,137 million (0.6%).
- Life insurance companies' policy loans, \$1,216 million (5.7%).
- Department stores and furniture, television, radio and household appliance stores, \$1,396 million (3.4%).
- Quebec savings banks' personal loans, \$72 million (24.1%).

Credit holders reporting quarterly had combined outstanding balances of \$5,760 million at the end of 1976. Largest of these credit holders, credit unions and caisses populaires, reported balances outstanding of \$3,820 million, up 17.8%. Including quarterly reporters, consumer credit outstanding at the end of 1976 amounted to \$27,611 million, up 16.2% from the end of 1975.

For further information, order the January 1977 issue of *Consumer Credit* (61-004, 30¢/\$3), or contact the Retail Trade Section (613-996-9304 or Telex 053-3585), Merchandising and Services Division, Statistics Canada, Ottawa K1A 0V6.

### Provincial Government Employment

Canada's provincial and territorial governments (excluding British Columbia) employed a total of 336,461 persons (full-time and other) in general government services during the last pay period of December, an increase of 5,522 (1.7%) from a year earlier.

Gross payrolls for the fourth quarter of 1976 amounted to \$1,194.0 million, up 18.0% from \$1,011.7 million in October-December 1975.

For further information, order *Provincial Government Employment, Fourth Quarter 1976* (72-007, \$1.05/\$4.20), or contact T.D. Harris (613-995-0676), Public Finance Division, Statistics Canada, Ottawa K1A 0T6.

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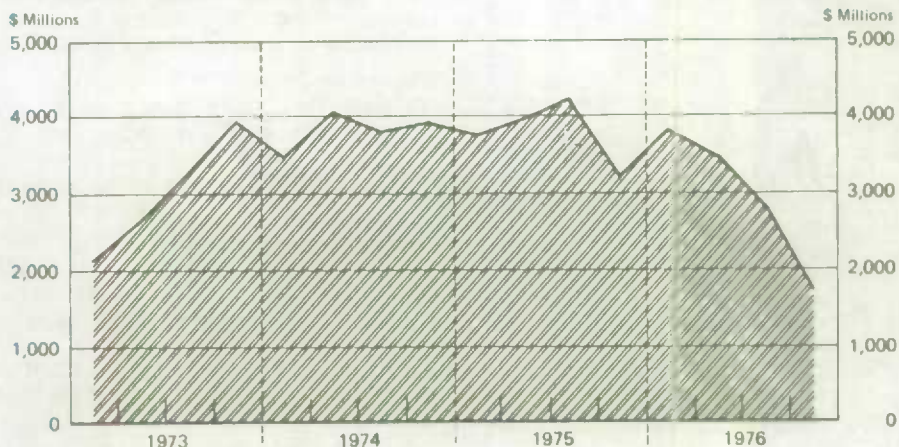
### LATEST MONTHLY STATISTICS

		Latest Month	Previous Month	Change From Year Ago %
<b>EMPLOYMENT, INCOME</b>				
Average Weekly Earnings (\$)	Dec.	235.26p	236.77p	11.8
Labour Income (\$ million)	Dec.	9,153.2p	9,041.7p	16.6
Persons with Jobs (million)	Feb.	9.29	9.26	1.2
Unemployed	Feb.	932,000	889,000	16.5
<b>INVENTORIES</b>				
Department Store (\$ million)	Dec.	1,634	2,118	21.1
Manufacturers' Owned (\$ million)	Dec.	16,739p	16,544r	6.3
Wholesale (\$ million)	Jan.*	7,137	7,144	14.5
<b>ORDERS</b>				
Manufacturers' New Orders (\$ million)	Dec.	8,330p	8,608r	12.7
Manufacturers' Unfilled Orders (\$ million)	Dec.	9,290p	9,285r	-8.7
<b>PRICES</b>				
Consumer Price Index (1971=100)	Feb.	155.4	154.0	6.7
Industry Selling Price Index (1971=100)	Jan.	166.1	165.1r	4.9
Wholesale Price Index (1935-39=100)	Jan.	533.0	526.5r	5.6
<b>CONSTRUCTION</b>				
Building Permits (\$ million)	Dec.	775.5p	12,096.3	14.1
Housing Starts — Urban Centres (units)	Dec.	17,658	209,762	15.4
<b>ENERGY</b>				
Coal Production (thousand tons)	Dec.	2,998	28,083	0.9
Electricity Generation (terawatt hours)	Dec.	29.5	293.4	7.6
Natural Gas Production (billion cu. ft.)	Oct.	294.3	2,834.4	0.3
Petroleum Refining (million barrels)	Jan.	58.3	58.3	7.4
<b>FOREIGN TRADE</b>				
Exports — Customs Basis (\$ million)	Feb.*	3,162	6,272	8.0
Imports — Customs Basis (\$ million)	Feb.*	3,186	6,189	4.9
<b>PRODUCTION</b>				
Motor Vehicles (thousand units)	Jan.	144.8	144.8	5.1
Steel (ingots — thousand tons)	Feb.*	1,160	2,379	4.0
<b>SALES</b>				
Department Store Sales (\$ million)	Jan.	430.2	430.2	9.5
Manufacturers' Shipments (\$ million)	Dec.	8,325p	98,166	12.1
New Motor Vehicle Sales (\$ million)	Jan.	598.3	598.3	42.3
Retail Sales (\$ million)	Jan.	4,243	4,243	9.5
Wholesale Sales (\$ million)	Jan.*	3,665	3,665	5.8

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

### Accrued Net Income of Farm Operators from Farm Production

Data Seasonally Adjusted at Annual Rates



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



### Canada's Foreign Trade in Automotive Products, 1976

Canada's deficit in automotive trade with the United States was almost halved in 1976 to \$1 billion from \$1,917 million in 1975, and stood well below that of \$1,218 million for 1974. The negative balances for these three years were the highest recorded, though, as the annual deficit did not approach the \$1 billion level in any other year since 1965.

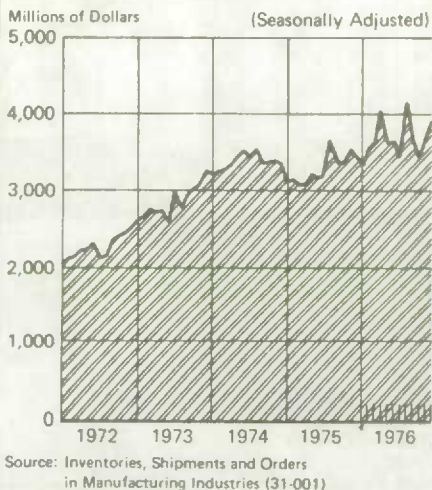
Both exports and imports of motor vehicles and parts reached record levels in 1976. The value of shipments to the United States (as measured by import statistics of that country) advanced by one-third to \$7,879 million, following a 9% increase in 1975. Imports rose 13.5% to \$8,879 million in 1976, after a larger increase of 17.5% in the preceding year.

Both exports and imports, after seasonal adjustment, rose during the first three quarters of 1976. Largely on account of the industrial dispute involving the Ford Motor Company, exports of automotive goods fell more than 10% in the final quarter, while imports declined more moderately. From a quarterly deficit topping \$550 million in October-December 1975, the deficit dropped sharply in the first quarter of 1976 and continued to moderate in the following two periods. The deficit then rebounded to well over \$400 million in the final quarter of the year.

One-half of the \$1,976 million gain in exports was attributable to motor vehicles. The sharp recovery in 1976 in automobile and light truck sales in the United States contributed to Canadian export gains of 20% and 44%, respectively, for cars and trucks. Shipments of automotive parts rose 44% to \$2,942 million, while tire exports increased \$95 million to \$163 million, on account of the lengthy strike in the U.S. rubber industry in 1976.

Continually-rising imports of vehicle parts, up 21% from 1975 to \$5,474 million, accounted for about 90% of the \$1,059 million increase in total automotive imports

### Manufacturers' New Orders for Durable Goods



from the United States. Car imports rose 6% to \$2,320 million, and truck imports increased 3% to \$970 million. The relatively-small increase in vehicle imports was associated with a modest rate of growth of retail sales of new vehicles in Canada in 1976. In unit terms, passenger cars sold declined from the record high level of 1975. Tires were the only category of automotive goods imports which fell in 1976 — due to the production disruption noted above — by one-third.

In summary, the parts deficit of \$2,532 million in 1976 was partly offset by surpluses of \$1,110 million for cars, \$374 million for trucks and \$48 million for tires. In contrast, cars constituted in the two preceding years the only category recording a surplus.

In trade in automotive products with overseas countries, Canadian exports of motor vehicles and parts stood at \$591 million in 1976, up marginally from the previous year. Following a slight decline in 1975, automotive imports rose 21% to \$846 million in 1976. The deficit in automotive trade more than doubled to \$255 million from the unusually-low level of \$112 million in 1975. But the 1976 deficit was still lower than that of any other year since 1970.

For further information, contact H.W. Iwasaki (613-992-2663), External Trade Division, Statistics Canada, Ottawa K1A 0T6.

### Wholesale Trade

Wholesale merchants' sales in January were estimated at \$3,665.4 million, up 5.8% from January 1976.

In the consumer goods trades, sales of household electrical appliances rose 14.3% from the corresponding month last year. In the industrial goods trades, one of the most notable items was an increase of 24.4% in sales of industrial and transportation equipment and supplies.

Wholesale inventories were valued at \$7,137.3 million in January, up 14.5% from January 1976.

For further information, order the January 1977 issue of *Wholesale Trade* (63-008, 15¢/\$1.50).

### Vital Statistics, 1976

There were an estimated 364,630 births to Canadian residents in 1976, up 1.7% from 358,621 in 1975. The estimated birth rate was 15.8 per 1,000 population in 1976 compared with 15.7 in 1975.

An estimated 198,020 marriages took place in Canada during 1976, an increase of 0.2% from 197,585 in 1975. The rate per 1,000 population declined to 8.6 from 8.7.

The number of deaths increased 0.1% to 166,490 in 1976 from 166,365 in 1975 but the death rate declined to 7.2 per 1,000 population from 7.3.

For further information, order *Vital Statistics, October-December 1976* (84-001, 35¢/\$1.40), or contact D. Nagnur (613-995-0864), Vital Statistics and Disease Registries Section, Health Division, Statistics Canada, Ottawa K1A 0T6.

### Report on Job Vacancies

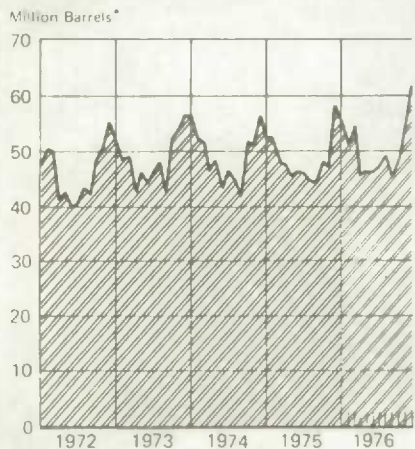
Preliminary estimates for the three-month period ended February 28 show a decrease in the average number of vacant jobs from the three months ended November 30, 1976. Vacancies for full-time, part-time and casual jobs decreased 21% to 37,300 from 47,200. The number of vacancies this year is 17% lower than during the corresponding period in 1976.

Vacancies for full-time jobs decreased 21% from the preceding period to 33,000 while the number of longer-term vacancies — jobs unfilled for more than four weeks — dropped 23% to 12,000.

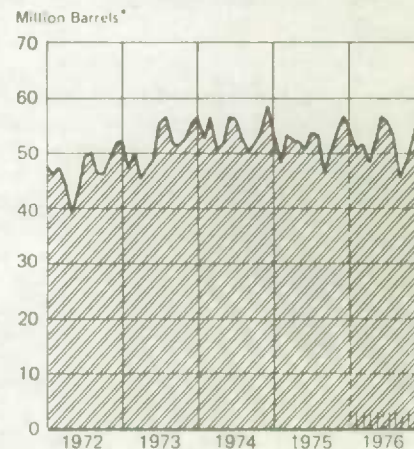
For every 1,000 existing jobs in the three-month period ended February 28, four were vacant, a decrease of two from the preceding period. The comparable rate a year earlier was five vacancies per 1,000 jobs. The highest rates were observed in Alberta (nine per 1,000) and Saskatchewan (six per 1,000) while the lowest rate was recorded in Nova Scotia (two per 1,000).

For further information, contact J.A. Boucek (613-992-2006), Labour Division, Statistics Canada, Ottawa K1A 0V1.

### Net Sales in Canada of Refined Petroleum Products



### Refinery Production in Canada of Petroleum Products





## Inventories, Shipments and Orders in Manufacturing Industries

Manufacturers' seasonally-adjusted new orders in January were estimated at \$9,615 million, up 7.1% from \$8,461.0 million (revised) in December. New orders for durable goods rose 13.0% to \$4,271.7 million; estimated new orders values were sharply higher in the primary metals, metal fabricating, transportation equipment and electrical products industries. New orders for non-durable goods were up 2.3% to \$4,789.8 million.

The backlog of unfilled orders in all manufacturing industries in January, seasonally adjusted, was estimated at \$9,348.5 million, up 1.9% from the previous month.

Total inventory owned by manufacturers, seasonally adjusted, was fractionally higher at \$16,769.6 million.

The seasonally-adjusted ratio of total inventory owned — to shipments declined to 1.89:1 in January from 1.94:1 (revised) in December while the finished products — to shipments ratio dropped to 0.64:1 from 0.67:1.

Manufacturers' shipments in January, seasonally adjusted, were estimated at \$8,888.4 million, an increase of 2.9% from December.

Not adjusted for seasonal variation, manufacturers' shipments in January at an estimated \$8,146.5 million showed an increase of 13.3% from a year earlier. Revised data place manufacturers' 1976 shipments at an estimated \$98,152.5 million, up 12.0% from \$87,597.7 million in 1975.

For further information, order the January 1977 issue of *Inventories, Shipments and Orders in Manufacturing Industries* (31-001, 55¢/\$5.50).

## Radio Air-Time Sales

Gross national AM and FM radio air-time sales totalled \$8.4 million in October, up 29.2% from a year earlier. Agency and other commissions left net national sales at \$7.1 million.

Net local air-time sales were reported at \$16.1 million in the latest month, an increase of 17.5% from October 1975.

For further information, order the *Communications Service Bulletin* (56-001, \$1.40 per year), or contact P.T. Crosby (613-996-9274), *Transportation and Communication Division, Statistics Canada, Ottawa K1A 0T6*.

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**New Market Handbook Available**  
*Market Research Handbook, 1976* has been created by merchandising specialists at Statistics Canada to meet a wide variety of needs of businessmen, marketers and other decision-makers.

The 537-page handbook, 181 pages longer than the 1975 edition, is filled with extensive and highly-detailed tables spanning many years. Here are some of the subjects covered:

- **The Economy:** GNP; industrial output; imports and exports by categories; industry selling price indexes and consumer price indexes with breakdowns for all components, etc.
- **Merchandising & Services:** Receipts for retailers and wholesalers by types of business — movie theatres; laundries and dry cleaners; advertising firms; funeral homes; restaurants; computing services; vending machine firms; organizations marketing alcoholic beverages, motor vehicles, etc.
- **Population Characteristics:** Population by province, sex, urban and rural areas; marital status; births; deaths; marriages; households; labour force; student enrolment, etc.
- **Personal Income and Expenditure:** Personal income; per capita GNP; numbers of tax-payers by income groups; farm cash receipts; average and median incomes; sources of incomes; distribution of families by areas; distribution of consumer debt; patterns of expenditure, etc.

Large companies will certainly want to purchase this handbook. So too should small firms, for it is an inexpensive way to accumulate valuable information for proper business planning.

*Order Market Research Handbook, 1976 (Catalogue 63-224. Price, Canada, \$7.50; other countries, \$9.00). For further information, contact D. VanLuvan (613-996-9301), Distribution Analysis Section, Merchandising and Services Division, Statistics Canada, Ottawa K1A 0T6.*

## Index of Industrial Production

(1971=100)

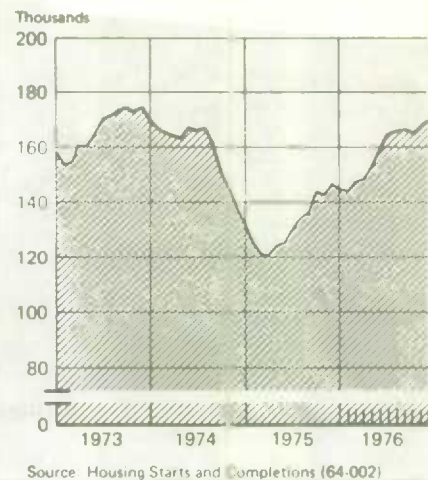
The seasonally-adjusted index of industrial production increased 0.2% to 121.5 in January from 121.2 in December.

Manufacturing output rose 0.6% in the latest month; non-durables manufacturing was up 1.2% while durables manufacturing showed no change from December. Mining production decreased 2.1% while output of electric power, gas and water utilities increased 0.5%.

For further information, order the January 1977 issue of *Indexes of Real Domestic Product by Industry (including the index of industrial production)*, (61-005, 40¢/\$4).

## Dwelling Units Under Construction

(in centres 10,000 population and over)



## Consumer Price Indexes for Regional Cities

Between January and February, consumer price indexes rose in all 14 regional cities with increases ranging from 0.4% in St. John's, Nfld. to 1.4% in Thunder Bay.

Rising food prices — notably for fresh fruits and vegetables, coffee, and selected meat items as well as restaurant meals — contributed substantially to the latest advances. Other important contributions also came from higher housing charges, and, to a lesser extent, from price increases for new cars, personal care services, alcoholic beverages and selected clothing items.

Between February 1976 and February 1977, consumer price indexes rose in all regional cities with increases recorded as follows: Vancouver, 9.1%; Regina, 8.7%; Edmonton, 7.9%; Winnipeg, 7.6%; Quebec City, 7.5%; Calgary, 7.2%; Montreal, 7.0%; Ottawa, 7.0%; Saskatoon, 6.8%; Saint John, 6.4%; Toronto, 6.4%; St. John's, 6.3%; Thunder Bay, 5.9%; and Halifax, 5.7%.

For further information, order the February 1977 issue of *Consumer Price Indexes for Regional Cities* (62-009, 30¢/\$3).

## THESE REPORTS SCHEDULED FOR COMING TWO WEEKS

Building Permits, January  
Department Store Sales by Regions, February  
Employment, Earnings and Hours, January  
Estimates of Labour Income, January  
Housing Starts and Completions, January  
New Motor Vehicle Sales, February



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## AGRICULTURE

Coarse Grains Review, November 1976	22-001	\$1.05/\$4.20
Production of Eggs and Poultry, January 1977	23-003	30¢/\$3
Report on Livestock Surveys — Cattle, Sheep, January 1, 1977	23-004	70¢
Stocks of Dairy and Frozen Poultry Products, February 1977	32-009	30¢/\$3

## BUSINESS FINANCE

Corporation Financial Statistics, 1974	61-207	\$2.80
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## EDUCATION, SCIENCE AND CULTURE

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Educational Staff in Community Colleges, 1974-75	81-227	70¢

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Exports by Countries, January-December 1976	65-003	\$2.10/\$8.40
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## INDUSTRY PRODUCT

Indexes of Real Domestic Product by Industry (Including the Index of Industrial Production), December 1976	61-005	40¢/\$4
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## LABOUR

Advance Unemployment Insurance Statistics, December 1976	73-001-p	N/C
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## LABOUR FORCE SURVEY

Labour Force Information for the Week Ended February 19, 1977	71-001-p	N/C
The Labour Force, February 1977	71-001	55¢/\$5.50

## MANUFACTURING AND PRIMARY INDUSTRIES

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Breweries, January 1977	32-019	15¢/\$1.50
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Crude Petroleum and Natural Gas Production, November 1976	26-006	30¢/\$3
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Factory Sales of Electric Storage Batteries, January 1977	43-005	15¢/\$1.50
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Fish Freezings and Stocks, December 1976

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Specified Domestic Electrical Appliances, January 1977	46-002	15¢/\$1.50
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Stoves and Furnaces, January 1977	41-006	15¢/\$1.50
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## MERCHANDISING AND SERVICES

Market Research Handbook, 1976	63-224	\$7.50
Motion Picture Theatres and Film Distributors, 1975	63-207	70¢
Retail Trade — Business Location Statistics: Size of Business, 1971 Census of Canada	97-705	\$1.40

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Consumer Price Indexes for Regional Cities, February 1977	62-009	30¢/\$3
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