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Weekly Bulletin

A revision of the Consumer Price Index — including the incorporation of 1974 family expenditure patterns as well as the simultaneous release of Canada and City CPIs — has been introduced for the October CPI reference month. The October CPI will be published in *Infomat* December 1.

Consumer Credit

September consumer credit outstanding on the books of selected credit holders reporting monthly: \$27.547 million, up 14.5% from a year earlier. Balances at September's end, with percentage change from a year earlier:

- Chartered banks' personal loans: \$21,287 million, up 16.8%.
- Québec savings banks' personal loans: \$102 million, up 17.2%.
- Life insurance companies' policy loans: \$1,321 million, up 3.8%.
- Sales finance and consumer loan companies' loans: small \$179 million, down 12.7%; large \$1,489 million, up 1.7%.
- Instalment sales paper \$1,125 million, up 1.2%.
- Department, furniture, TV, radio and household appliance stores: \$1,456 million, up 8.9%.
- Trust and mortgage loan companies' personal loans: \$589 million, up 70.2%.

Credit holders reporting quarterly: \$6,808 million at end of second quarter 1978, up 16.5% from a year earlier. (Credit unions and caisses populaires reported \$5,050 million, up 19.4%.) Also included in the quarterly total: other retail stores, other credit-card issuers and public utilities.

Including quarterly reporters, outstanding balances at end of second quarter 1978 totalled \$33,425 million, up 14.0% from a year earlier.

For further information, order the September 1978 issue of *Consumer Credit* (61-004, 30¢/\$3), or contact Retail Trade Section (613-996-9304, telex 053-3585), Merchandising and Services Division, Statistics Canada, Ottawa K1A 0V4.

Sugar Sales

Sugar refineries, October, report 87 494 604 kilograms (192,892,615 lbs.) in domestic sales and 9 124 573 (20,116,242) in export sales.

For further information, contact T.P. Sterling (613-992-8619), Manufacturing and Primary Industries Division, Statistics Canada, Ottawa K1A 0T6.

LATEST MONTHLY STATISTICS

EMPLOYMENT, INCOME

		Previous Month	% Change From Year Ago
Average Weekly Earnings (\$)	Aug. 266.57p	266.57r	5.6
Labour Income (\$ million)	Aug. 11,058.5p	11,091.7r	8.6
Persons with Jobs (million)	Oct. 10.28	10.26	3.6
Unemployed	Oct. 798,000	854,000	1.4

INVENTORIES

Department Store (\$ million)	July 2,000.8	1,901.7	12.7
Manufacturers' Owned (\$ million)	Sept.* 19,721.9p	19,644.2r	9.1
Wholesale (\$ million)	Aug. 8,213.7	8,251.8	11.2

ORDERS

Manufacturers' New Orders (\$ million)	Sept.* 11,753.1p	10,749.2r	23.3
Manufacturers' Unfilled Orders (\$ million)	Sept.* 12,444.7p	12,077.5r	21.5

PRICES

Consumer Price Index (1971=100)	Sept. 177.5	177.8	8.6
Industry Selling Price Index (1971=100)	Sept. 190.6	189.6	8.2
Wholesale Price Index (1935-39=100)	Sept. 618.2	611.0	9.4

CONSTRUCTION

		Year-to-date	
Building Permits (\$ million)	Aug. 1,137.5	8,317.0	0.8
Housing Starts — Urban Centres (units)	Aug. 16,480	118,640	-5.7

ENERGY

Coal Production (thousand tons)	Aug. 2,819.1	21,723.6	4.0
Electricity Generation (terawatt hours)	Aug. 25.4	219.6	6.8
Natural Gas Production (billion cu. ft.)	Aug.* 265.9p	2,296.9p	-3.1
Petroleum Refining (million barrels)	Sept. 49.6	485.3	-0.8

FOREIGN TRADE

Exports — Customs Basis (\$ million)	Sept. 4,581p	37,902p	16.3
Imports — Customs Basis (\$ million)	Sept. 3,969p	35,638p	13.7

PRODUCTION

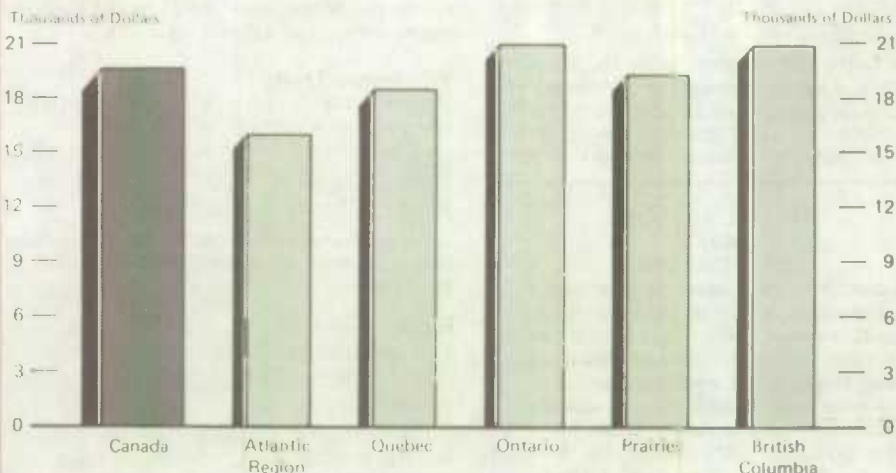
Steel (ingots — thousand tons)	Oct. 1,412.5	13,396.7	7.6
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SALES

Department Store Sales (\$ million)	Aug. 609.9p	4,308.9p	8.6
Manufacturers' Shipments (\$ million)	Sept.* 11,386.0p	94,162.0p	16.0
New Motor Vehicle Sales (\$ million)	Sept. 774.5	7,454.3	15.5
Retail Sales (\$ million)	Sept.* 6,054.7p	49,331.3p	12.1
Wholesale Sales (\$ million)	Sept.* 5,488.1	45,839.1	9.8

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

Average Family Income,* 1977



Source: Income Distributions by Size in Canada (13-206)

* Preliminary estimates — includes all money income before taxes or other deductions and does not take inflation into account.

Source: Railway Carloadings [52-001]

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Recreational Activities, 1976

The October 1976 survey of fitness, physical recreation and sport was conducted for the fitness and amateur sport branch of Health and Welfare Canada. Although almost 93% of the 17,452,000 Canadian residents 14 years and over were physically capable of participating in some activity, only 59% did take part at least once in exercise during the month preceding the survey. Furthermore only 50% participated one or more times in sports or physical recreation activities during the 12 months preceding the survey.

Rates of participation in sports in general varied from a low of 36% in Newfoundland to a high of 55% in British Columbia. Rates for exercise activity participation ranged from 47% in Newfoundland to 63% in British Columbia. Metropolitan areas tended to have slightly higher rates of activity reflecting perhaps better access to facilities. Of those 65 years and over only 10% participated in any sport or physical recreation activity and 37% participated in exercise activities. Men participated in sports to a greater degree than women (54% of men and 46% of women). Difference in participation rates was less marked for exercise activities, 60% of men participating and 58% of women. Participation in sport and physical recreation was only 40% for those earning between \$4,000 and \$6,999 whereas it was 71% for those earning \$20,000 and over. The pattern for exercise is the same.

Members of the managerial, technological, social and cultural occupational group had the highest rate of participation: 68% in sport, 69% in exercise. Lowest rate among those employed was for those in the primary occupations category: 45% participated in sport and 50% participated in exercise. Rate for those who last worked more than five years previous to the survey date was even lower (only 25% took part in sports or physical recreation; 45% in exercise).

For further information, order the 1976 issue of *Culture Statistics (recreation)*, 87-501, \$1.40.

Telephone Statistics, 1977

The telephone industry in 1977 saw an increase in telephones to 14,487,781 (13,885,055 in 1976), a gain of 4.3%. The number increased in all regions. The number of telephones per 100 population was 61.8 (59.6).

In 1977, 89.4% (89.0%) of the telephones had access to direct distance dialing. There were 133 (131) exchanges which served populations of 25,000 in 1977. These exchanges included 71.4% (70.9%) of the telephones and 65.2% (64.6%) of the population. Of Canada's 7,022,000 (6,918,000) households (May 1977) 6,771,000 (6,677,000) households or 96.4% (96.5%) had one or more telephones.

The cost of telephone plant as at December 31 was \$14,532 (\$12,936) million, an increase of \$1,595 (\$1,510) million or 12.3% over the previous year.

For further information, order the 1977 issue of *Telephone Statistics* (56-203, \$1.05).

Impact of budgetary cuts and the use of tax returns on the response burden for businesses

Statistics Canada has now completed an assessment of the effects of 1979-80 expenditure reductions on the requirements for statistical reporting on the part of the business community and for some time has been seeking to reduce the reporting burden on small businesses by using their tax returns to assemble statistical information formerly gathered by direct surveys. Taken in conjunction, the separate developments should provide a useful picture of current and prospective reductions in response burden for the business community.

As regards manufacturing, tax returns have been used in the 1976 and 1977 censuses of manufactures and will be again for the 1978. However, the number of returns has increased from just under 10,000 to 29,000, due in part to an anticipated increase in the number of new manufacturing businesses as well as to additional efforts to identify existing businesses that were surveyed directly.

Cancellations and modifications affect current commodity surveys and energy statistics: a total of 49 commodity survey programs involving 68 surveys has been discontinued and, in energy statistics, annual and quarterly survey programs covering petroleum statistics have been discontinued with a related monthly survey modified. About 500 respondents are affected.

Tax returns have been used extensively in certain transportation surveys, notably for small motor carrier operations (earnings of less than \$100,00 annually). About 6,000 tax returns were used for the first year (1975 tax year) of this program and the 1978 program calls for the use of some 32,000 tax returns. This technique will be used to measure certain water and air transport activities in addition to road transport.

Various transportation survey programs have been cancelled or modified, notably in the road infrastructure survey program. Certain water-transport-shipping statistics programs have also been changed and a quarterly railway transport statistics program ended.

With the introduction of the tax record access program in the mid-1970s an increasing number of firms in the construction industry have been relieved of direct survey enumeration. Last year some 80,000 construction firms—those with gross business incomes of less than \$500,000 a year—were exempted from direct reporting. The construction census universe totals approximately 90,000 firms, with about 10,000 defined as "large". In addition, modifications have been made to the capital and repair expenditures survey program and the elimination of questions on preliminary and forecast estimates for 75 kinds of structure spares about 11,000 respondents.

Tax returns in merchandising and services survey programs began with the 1976 tax year. For the current tax year some 40,000 tax returns will be used to cover recreational, amusement and personal services. Coverage was inadequate due to the nature of the operations and generally low response to direct surveys and substitution of tax returns is expected to substantially increase coverage, improve accuracy and eliminate reporting burden for these services.

A variety of survey programs in the merchandising and services sector have been cancelled, including:

- farm implement and equipment sales (monthly and annual) covering major manufacturers, importers and dealers of farm equipment and machinery. Approximately 350 respondents on an annual basis and 20 manufacturers on a monthly basis are affected
 - sales financing (monthly and annual). About 70 loan and sales finance companies in financing sales of consumer, commercial and industrial goods reported to the annual survey and about half to the monthly survey
 - consumer credit (monthly). Some 250 department and furniture stores, loan and finance companies will be relieved from reporting on a monthly basis and about 2,500 of the same class of respondent will be freed from a similar burden on a quarterly basis
 - advertising agencies (annual). Principal statistics will be published for 1977 for 400 of some 600 questionnaires mailed out. There will be no survey for fiscal year 1979-80
 - construction machinery and equipment sales (annual). 550 manufacturers and distributors are affected
 - diesel and natural gas engine sales (annual). 300 manufacturers and importers were included in this program
 - a survey of consulting engineering services. This resulted from a change in program priorities from 'business' to 'personal' services. Previously conducted on a rotational basis this program has been cancelled. The proposed 1978 survey would have affected some 6,000 firms.
- Surveys modified include:
- an annual survey of the computer services industry. 950 respondents were included in the most recent mailout for this survey
 - a series on merchandising businesses. This program covered alternate annual surveys of wholesale agents and brokers
 - an annual survey of the food and beverage industry. Reporting of revenue by source and by metropolitan and non-metropolitan areas has been eliminated.

These publications released November 18 — 23



	Cata- logue	Price per issue/year	1010761829	Cata- logue	Price per issue/year
AGRICULTURE			Oils and Fats, August 1978	32-006	30¢/\$3
Fruit and Vegetable Production, November 1978	22-003	40¢/\$3	Papermakers and Other Felts, Quarter Ended September 30, 1978	47-003	35¢/\$1.40
Report on Livestock Surveys, Pigs, October 1, 1978	23-005	35¢/\$1.40	Production and Sales of Phonograph Records and Pre-recorded Tapes in Canada, September 1978	47-004	15¢/\$1.50
BUSINESS FINANCE			Raw Hides, Skins and Finished Leather, September 1978	33-001	30¢/\$3
Cheques Cashed, September 1978	61-001	30¢/\$3	Refined Petroleum Products, August 1978	45-004	40¢/\$4
CENSUS			Sales of Paints, Varnishes and Lacquers, September 1978	46-001	15¢/\$1.50
Census Tracts: Population and Housing Characteristics, Hamilton, 1976 Census of Canada	95-806	\$2.25	Specified Chemicals, September 1978	46-002	15¢/\$1.50
Census Tracts: Population and Housing Characteristics, Saint John, 1976 Census of Canada	95-819	\$1.50	Specified Domestic Electrical Appliances, September 1978	43-003	15¢/\$1.50
CURRENT ECONOMIC ANALYSIS			Steel Ingots and Pig Iron, October 1978	41-002	15¢/\$1.50
Canadian Statistical Review Annual Supplement to Section 1, 1977	11-206	\$1.05	Steel Wire and Specified Wire Products, September 1978	41-006	15¢/\$1.50
Canadian Statistical Review, 1978	11-004	N/C	MERCHANDISING AND SERVICES		
EDUCATION, SCIENCE AND CULTURE			Vending Machine Operators, 1977	63-213	70¢
Culture Statistics, Performing Arts, 1977	87-610	\$1.05	POPULATION ESTIMATES AND PROJECTIONS		
Culture Statistics, Recreational Activities, 1976	87-501	\$1.40	Estimates of Population by Sex and Age for Canada and the Provinces, June 1, 1977	91-202	70¢
GROSS NATIONAL PRODUCT			PRICES		
National Income and Expenditure Accounts, 1963-1977	13-201	\$2.10	Consumer Prices and Price Indexes, July-September 1978	62-010	N/C
LABOUR			TRANSPORTATION AND COMMUNICATIONS		
Estimates of Employees by Province and Industry, August 1978	72-008	40¢/\$4	Telephone Statistics, 1977	56-203	\$1.05
MANUFACTURING AND PRIMARY INDUSTRIES			Shipping Report, Part III, Coastwise Shipping, 1977	54-204	\$2.10
Asphalt Roofing, September 1978	45-001	15¢/\$1.50	SERVICE BULLETIN		
Breweries, September 1978	32-019	15¢/\$1.50	Aviation Statistics Centre — Vol. 10, No. 9, Canadian Air Transport Industry	51-004	/\$4.20
Concrete Products, September 1978	44-002	15¢/\$1.50			
Domestic Water Tank Heaters, September 1978	43-008	15¢/\$1.50			
Distilled Beverage Spirits and Industrial Ethyl Alcohol, September 1978	32-021	15¢/\$1.50			

User Advisory Services

When amplification of summaries would be helpful, additional information can often be obtained from the regional User Advisory Services staff of Statistics Canada or from its Central Inquiries Service, Ottawa (613-992-4734).

Toll free access to statistical information within the New Brunswick, Prince Edward Island and Nova Scotia region is available by direct dialing the User Advisory Services Halifax office, 1-800-565-7192. Throughout Saskatchewan, the Regina office can be reached by dialing 1-800-667-3524. Throughout Alberta, the Edmonton office can be reached by dialing 1-800-222-6400.

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