

# Infomat 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 Informat 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: 31.321 million, up 3.8%.
- Baies 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.

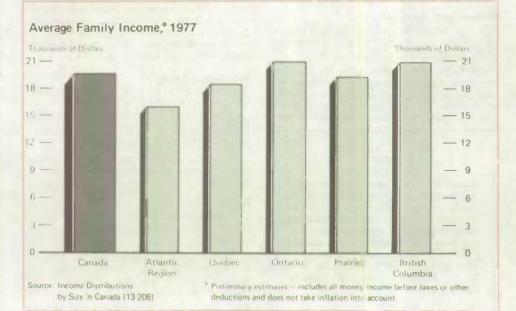
For further information, order the September 1978 issue of Consumer Credit (61-004, 30¢/\$3), or contact Retail Trade Section (613-996-9304, telex 053-3585), Merchandising and Services Division, Statistics Canada, Ottawa K1A 0V4.

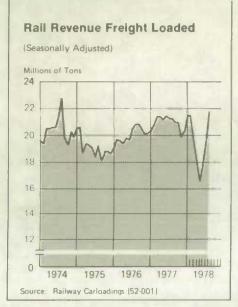
### Sugar Sales

Sugar retineries. October, report 37 494 604 kilograms (192,892,615lbs.) in omestic 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 076.

LATEST MONTHLY STATISTICS		04.0	hange
EALEST MORTHET STATISTICS			Year
EMPLOYMENT, INCOME			0
Average Weekly Earnings (\$) Aug	266 : 7p	266.57r	5.6
Labour Income (\$ million)Aug.	11,058 5p	11,091.7r	8.6
Persons with Jobs (million)	10.28 798.000	10.26 854.000	3.6
UnemployedOct.	790,000	634,000	1.4
Department Store (\$ million)July	2.0008	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.*  PRICES	12.444 7p	12,077.5r	21.5
Consumer Price Index (1971=100)	1775	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. ENERGY	16,480	118,640	-5.7
Coal Production (thousand tons)	2,819	21,723.6	4.0
Electricity Generation (terawatt hours) Aug.	25.4	219.6	6.8
Natural Gas Production (billion cu. ft.)	265.13p	2,296.9p	-3.1
Petroleum Refining (million barrels) Sept. FOREIGN TRADE	49 6	485.3	-0.8
Exports — Customs Basis (\$ million)Sept.	4.5810	37.902p	16.3
Imports — Customs Basis (\$ million) Sept.	3.969p	35,638p	13.7
PRODUCTION	0,00. p	00,000	
Steel (ingots — thousand tons)Oct.	1,412.5	13,396.7	7.6
SALES			
Department Store Sales (\$ million) Aug.	609.5p	4,308.9p	8.6
Manufacturers' Shipments (\$ million)	11,386 (Ip	94,162.0p	16.0
Retail Sales (\$ million)	774.5 6.054 p	7,454.3 49,331.3p	15.5
Wholesale Sales (\$ million)	5.488 1	45.839.1	9.8
		- new this week	
promining.			





### **Mineral Production**

Minerals mined, September (September 1977 in brackets), plus nine-months' output totals:

- Gold, 130,484 troy ounces (131,296) 1,242,390 (1,276,171)
- Silver, 2,539,091 troy ounces (3,149,104)
   28,808,791 (33,289,410)
- Refined lead, 18,845 short tons (15,582)
   155,484 (152,974)
- Refined zinc, 50,320 short tons (47,448)
   380,816 (427,071)
- Primary copper, 35,658 short tons (65,956) — 557,881 (657,703)
- Primary nickel, 6,632 short tons (19,678)
   121,194 (196,331)
- Iron ore, 6,967,017 short tons (6,440,972)
   28,669,317 (41,541,639)

For further information, order the September 1978 issue of Gold Production (26-004, 15¢/\$1.50); Silver, Lead and Zinc Production (26-008, 15¢/\$1.50); Copper and Nickel Production (26-003, 15¢/\$1.50); and Iron Ore (26-005, 15¢/\$1.50), or contact Art Symons (613-992-0491), Manufacturing and Primary Industries Division, Statistics Canada, Ottawa K1A 0V6.

### Stoves and Ranges

Manufacturers' September domestic sales of electric stoves and ranges decreased 7.4% to 42,040 from 45,387 in 1977.

For further information, order the September 1978 issue of Stoves and Furnaces (41-005, 30¢/\$3), or contact J.L. Barnes (613-992-0388), Manufacturing and Primary Industries Division, Statistics Canada, Ottawa K1A 0V6.

### SPECIAL EDITION MARKS CPI REVISION

Subscribers next week should find a supplement featuring background to the Consumer Price Index revision as an insert to Infomat. Should your copy have skipped the enclosure process, the error and absence can be quickly rectified — please notify: Brlan Huggins (613-593-7644), Editor, 3B, R.H. Coats Building, Tunney's Pasture, Ottawa K1A 0T6.

Inventories/Shipments/Orders

Manufacturers' shipments in September: \$11,386.0 million, up 8.3% from revised August's \$10,516.9 million. Shipments for nine months: \$94,162.0 million, up 16.0% from 1977's \$81,157.3 million.

The preliminary value of manufacturers shipments, seasonally adjusted, reached a level of \$11,180.0 million, up 3.7% from August (\$10,781.4 million). Durable goods shipments rose 3.7% to \$5,096.0 million from \$4,916.0 million and non-durable goods shipments 3.7% to \$6,084.0 million from \$5,865.4 million. New orders in all manufacturing industries, seasonally adjusted, reached a level of \$11,698.0 million. up 7.0% from August (\$10,930.4 million). Durable goods new orders rose 10.5% to \$5,550.0 million from \$5,021.5 million, the largest increase coming in the primary metal industries. Non-durable goods new orders rose 4.0% to \$6,148.0 million from \$5,908.9 million. Seasonally-adjusted unfilled orders rose 4.3% to \$12.533.3 million. from revised August's \$12,015.3 million.

Total inventory owned, seasonally adjusted: \$19,922.6 million, up 0.3% from \$19,865.4 million. Total inventory held, seasonally adjusted, rose 0.5% to \$20,984.8 million from \$20,878.7 million with increases of 1.0% and 0.9% in goods in process and finished products and a fractional decrease in raw materials.

The seasonally-adjusted ratio of total inventory owned to shipments was 1.78:1 in September compared to (revised) 1.84:1 for August. The finished products to shipments ratio was 0.61:1, down from (revised) 0.63:1.

For further information, order the September 1978 issue of Inventories, Shipments and Orders in Manufacturing Industries (31-001, 55¢/\$5.50), or contact H.D. Wightman (613-996-7008), Manufacturing and Primary Industries Division, Statistics Canada, Ottawa K1A 0V6.

## **Industrial Production Index**

The seasonally-adjusted Index of Industrial Production advanced 2.8% to 134.0 in September from 130.4 in August, mining, utilities and manufacturing contributing.

For further information, order the September 1978 issue of Indexes of Real Domestic Product by Industry (61-005, 40¢/\$4), or contact R.W. Collins (613-995-0443), Industry Product Division, Ottawa K1A 0T6.

### Wholesale Trade

Sales, wholesale, September: \$5,488,078,000, up 6.4% from \$5,156,439,000 in 1977. Wholesale inventories: \$8,346,407,000, up 14.8% from \$7,267,803,000.

For further information, order the September 1978 issue of Wholesale Trade (63-008, 15¢/\$1.50).

### Eggs

Egg production, September, rose 1.6% to 36.7 million dozen from 36.2 million a year earlier

For further information, order the September 1978 issue of Production of Eggs and Poultry (23-003, 30¢/\$3), or contact J.H. Dickson (613-995-4853), Agriculture Division, Statistics Canada, Ottawa K1A 0L7.

Performing Arts, 1977

If the performing arts in Canada were required to be completely selfsupporting, the performing arts as we know them today would not exist. The arts are part of heritage and patronis have always supported the arts Approximately one-half of the required present-day funding is generated by the operations of the companies themselves and generally this earned revenue - expressed as a percentage of total revenue - increases as the size of the company increases ... Various forms of patronage have existed at different times. Today, both the state and the private sector subsidize the arts. Without this assistance, most of the performing arts could not exist (and) . . . throughout history an artist has not always been able to live by his art alone. The 143 professional performing arts companies surveyed in 1977 are no exception.

In 1977 the survey results show that the 143 companies performed before 7,389,512 persons. Most of these spectators realize that what they see on stage represents only a part of the entire creative process. The performing arts have always been an important component of culture. In Canada, the native people had theatre, music and dance long before the Europeans arrived on our eastern coast. Since then, a great many things have changed yet the performing arts are still with us . . . In order to develop a native culture, a country must develop its own artists and this includes performing their works. For several years public funding bodies have been encouraging companies to include Canadian works in their repertoire. At present only Music falls below an overall average of 50%. In Manitoba, Saskatchewan and Ontario, Theatre also falls below this limit.

Abstracted from *An Overview*, an opening statement to Part I of the three-part publication *Culture Statistics, The Performing Arts, 1977* (87-610, \$1.05).

To order this or any other Statistics Canada publication, please send request to:

Publications Distribution, Room 1405, Main Building, Statistics Canada, Ottawa K1A 0T6

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Please enclose money order of cheque made payable to the order of Receiver General for Canada.

### 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 canadie 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 Newtoundland 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.

mornbers of the managerial, technological, ocial 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) 5,771.000 (6.677.000) households or 96.4% (98.5%) 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 firmsthose 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 atjencies (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
AGRICULTURE Fruit and Vegetable Production, November 1978 Report on Livestock Surveys, Pigs, October 1, 1978	22-003 23-005	40¢/\$3 35¢/\$1.40
BUSINESS FINANCE Cheques Cashed, September 1978	61-001	30¢/\$3
CENSUS Census Tracts: Population and Housing Characteristics, Hamilton, 1976 Census of Canada Census Tracts: Population and Housing Characteristics, Saint John, 1976 Census of Canada	95-806 95-819	\$2.25 \$1.50
CURRENT ECONOMIC ANALYSIS Canadian Statistical Review Annual Supplement to Section 1, 1977 Canadian Statistical Review, 1978	11-206 11-004	\$1.05 N/C
EDUCATION, SCIENCE AND CULTURE Culture Statistics, Performing Arts, 1977 Culture Statistics, Recreational Activities, 1976	87-610 87-501	\$1.05 \$1.40
GROSS NATIONAL PRODUCT National Income and Expenditure Accounts, 1963-1977	13-201	\$210
Estimates of Employees by Province and Industry, August 1978	72-008	40¢/\$4
MANUFACTURING AND PRIMARY INDUSTRIES Asphalt Roofing, September 1978 Breweries, September 1978 Concrete Products, September 1978 Domestic Water Tank Heaters, September 1978 Distilled Beverage Spirits and Industrial Ethyl Alcohol, September	45-001 32-019 44-002 43-008	15¢/\$1.50 15¢/\$1.50 15¢/\$1.50 15¢/\$1.50
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User Advisory	Services
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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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Oils and Fats, August 1978	32-006	30¢/\$3
Papermakers and Other Felts, Quarter Ended September 30, 1978 Production and Sales of Phonograph Records and Pre-recorded Tapes in	47-003	35¢/\$1.40
Canada, September 1978 Raw Hides, Skins and Finished	47-004	15¢/\$1.50
Leather, September 1978 Refined Petroleum Products,	33-001	30¢/\$3
August 1978 Sales of Paints, Varnishes and	45-004	40¢/\$4
Lacquers, September 1978 Specified Chemicals, September	46-001	15¢/\$1.50
1978 Specified Domestic Electrical	46-002	15¢/\$1.50
Appliances, September 1978 Steel Ingots and Pig Iron,	43-003	15¢/\$1.50
October 1978 Steel Wire and Specified Wire	41-002	15¢/\$1.50
Products, September 1978	41-006	15¢/\$1 50
MERCHANDISING AND SERVICES Vending Machine Operators, 1977	63-213	70¢
POPULATION ESTIMATES AND PROJECTIONS Estimates of Population by Sex and		
Age for Canada and the Provinces. June 1, 1977	91-202	70€
PRICES Consumer Prices and Price Indexes. July-September 1978	62-010	N/C
TRANSPORTATION AND COMMUNICATIONS	50.000	
Telephone Statistics, 1977 Shipping Report, Part III,	56-203	\$1.05
Coastwise Shipping, 1977	54-204	\$2.10
SERVICE BULLETIN Aviation Statistics Centre —		

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