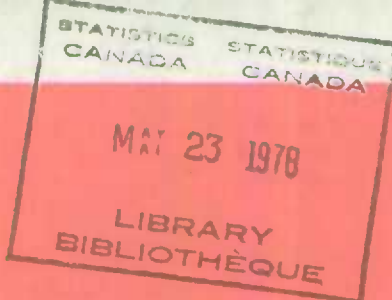


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Weekly Bulletin



Consumer Price Index

From March's 170.8, the Consumer Price Index advanced 0.2% to 171.2 in April. The rise from April 1977 to April 1978 at 8.4% fell from 8.8% in the previous month.

Food prices, up 1.7% were largely responsible for the monthly rise. Increase impact of the food index on total CPI was in large measure dampened, however, by a 0.4% decrease in the index for all-items-excluding-food attributable to provincial sales tax reductions.

Prices for beef cuts, up 8.9%, and prices for many fresh fruits and vegetables were mainly responsible for the 2.0% rise in the food-at-home index. Other notable contributors: chicken, other meats and certain dairy products. Prices for many pork cuts declined.

Tax reductions particularly affected clothing (-2.7%) and transportation (-0.4%) components. Partially offsetting the reductions: increases for tobacco and alcohol products in many provinces, higher postal rates, air fares and automobile labour repair charges. April to April, all-items-excluding-food advanced 6.1%, down from 7.0% in March.

Viewed in terms of goods and services the price level of goods, including food, increased 0.2% and services 0.4%. April to April, goods increased 9.2%, services 7.0%.

Seasonally-adjusted levels advanced 0.4% March to April: 2.0% up in the food index and 0.2% down in all-items-excluding-food. The current annual rate of change based on the seasonally-adjusted movement in the latest three-month period: 8.3%.

For further information, order the April 1978 issue of the Consumer Price Index (62-001, 30¢/\$3).

Coal/Coke Statistics

December coal production decreased 6.9% to 2,792,148 (2 532 994 metric tonnes) from 2,997,806 (2 719 564 metric tonnes) a year earlier. Imports decreased to 987,670 tons (895 999 metric tonnes) from 1,214,403 tons (1 101 688 metric tonnes). Industrial consumers used 2,774,537 tons (2 517 018 metric tonnes) of coal, up 125,172 tons (114 461 metric tonnes), and 442,510 tons (401 428 metric tonnes) of coke, down 43,409 tons (39 380 metric tonnes).

For further information, order the December 1977 issue of Coal and Coke Statistics (45-002, 40¢/\$4).

LATEST MONTHLY STATISTICS

EMPLOYMENT, INCOME

			Previous Month	% Change From Year Ago
Average Weekly Earnings (\$)	Feb.	258.40p	255.55p	6.5
Labour Income (\$ million)	Feb.	9,986.3p	9,877.9p	7.9
Persons with Jobs (million)	Apr.	9.72	9.68	3.5
Unemployed	Apr.	999,000	1,045,000	9.3

INVENTORIES

Department Store (\$ million)	Feb.	1,734.2	1,582.1	1.7
Manufacturers' Owned (\$ million)	Feb.	18,972.8p	18,703.4r	8.2
Wholesale (\$ million)	Feb.	7,784.3	7,613.5	5.6

ORDERS

Manufacturers' New Orders (\$ million)	Feb.	9,439.5p	9,246.5r	9.1
Manufacturers' Unfilled Orders (\$ million)	Feb.	11,154.4p	10,964.1r	9.4

PRICES

Consumer Price Index (1971=100)	Apr.*	171.2	170.8	8.4
Industry Selling Price Index (1971=100)	Mar.	182.6	181.7	6.8
Wholesale Price Index (1935-39=100)	Mar.	587.7	586.7	5.9

CONSTRUCTION

			Year-to-date	
Building Permits (\$ million)	Jan.	497.9	497.9	3.6
Housing Starts — Urban Centres (units)	Mar.	13,781	47,197	33.0

ENERGY

Coal Production (thousand tons)	Dec.*	2,792.1	31,616.2	12.6
Electricity Generation (terawatt hours)	Feb.	30.2	63.5	9.8
Natural Gas Production (billion cu. ft.)	Jan.	345.9p	345.9p	3.9
Petroleum Refining (million barrels)	Mar.*	53.7	163.2	-3.1

FOREIGN TRADE

Exports — Customs Basis (\$ million)	Mar.	3,938	11,511	13.4
Imports — Customs Basis (\$ million)	Mar.	3,511	10,595	6.7

PRODUCTION

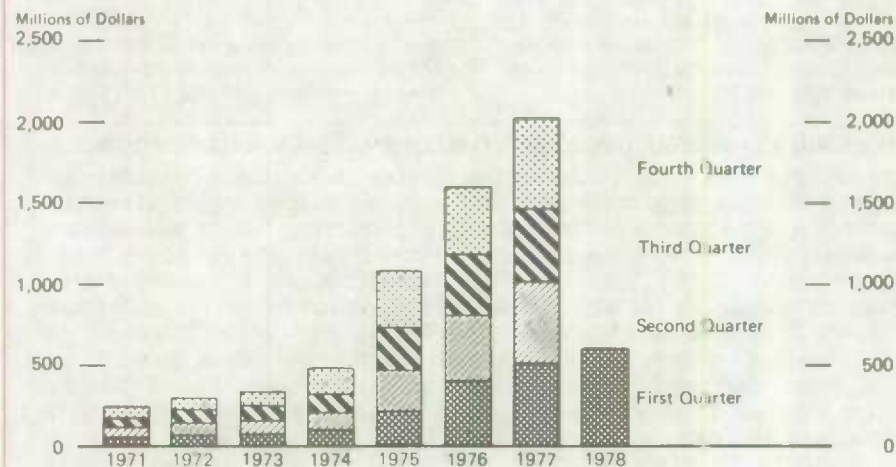
Motor Vehicles (thousand units)	Mar.	291.1	746.5	-7.7
Steel Ingots — thousand tons	Mar.	1,364.3	3,931.2	6.1

SALES

Department Store Sales (\$ million)	Mar.	529.7	1,383.7	6.5
Manufacturers' Shipments (\$ million)	Feb.	9,249.2p	18,243.4	12.5
New Motor Vehicle Sales (\$ million)	Mar.	830.6	2,066.5	2.5
Retail Sales (\$ million)	Feb.	4,526.5	9,014.4	11.2
Wholesale Sales (\$ million)	Mar.*	5,000.9	13,611.5	8.5

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

Canadian Exports of Natural Gas to the United States



Source: Summary of External Trade (65-001)

SURVEY TESTS HEALTH

A health survey starts in the Atlantic provinces May 15, Québec and Ontario June 12, the Prairie provinces and British Columbia July 3. Annually, approximately 38,000 persons in 12,000 households in 78 communities are to be surveyed with households chosen at random by Statistics Canada, co-operating with the Department of Health and Welfare. A questionnaire focussing on exercise, smoking, alcohol use and driving will be left for each person age 15 and over. In one-third of the households a nurse will make physical measurements and tests, including blood pressure, height, weight, skinfold thickness and fitness (heart/lung efficiency). Results of the tests will be mailed to participants, and, if they wish, to family doctors. Participation in the physical and tests is entirely voluntary.

The Canada Health Survey is unique:

- in its contents and design
- in emphasis on lifestyle and positive health
- in range of information collected
- in convenience — measurements/ tests are obtained from people in their homes.

The first results from the Canada Health Survey should be available in 1979, with yearly reports thereafter. For further information, contact Tamara Galko (613-995-1064), Department of National Health and Welfare, Ottawa, Ontario.

Mineral Production

March silver production fell to 4,064,940 troy ounces from 4,784,014 in 1977. Production of refined lead decreased to 19,582 short tons from 20,221. Refined zinc: 46,688 short tons (55,298). Primary copper: 72,949 short tons (77,275). Primary nickel: 24,103 short tons (21,736). Gold: 143,919 troy ounces (151,101).

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

SALES AID EXPANDED, UPDATED TO ILLUMINATE, EVALUATE ECONOMY

Published this week is the 1977-78 *Market Research Handbook*, containing just about the broadest range of Canadian marketing information possible between the covers of a single volume. For the first time, information on federal, provincial and municipal government revenue, expenditure and employment as well as merchandising and services data is included in *Market Research's* 674 pages. *Market Research* this year has 197 tables and provides key data on the nation, provinces and territories, 22 metropolitan areas and a further 38 population centres. The sections in detail: selected economic indicators; government revenue, expenditure and employment; merchandising and services; population characteristics; personal income and expenditure; housing, motor vehicles, household facilities and equipment; metropolitan area data; and Census agglomeration data.

Order *Market Research Handbook, 1977-78* (Catalogue 62-224, Canada, \$9.75; elsewhere, \$11.70). For further information, contact David VanLuven (613-996-9301).

Oil Pipeline Transport

Pipelines received 2,511,000 B/D (399 023 m3D) of crude oil, condensate, pentanes plus and refined petroleum product in February, 3.3% fewer than 2,597,000 B/D (412 689 m3D) received a year earlier. Receipts of domestic petroleum and products: down 2.1% to 2,193,800 B/D (348 617 m3D); imported petroleum and products receipts fell 10.7% to 317,200 B/D (50 406 m3D).

For further information order the February 1978 issue of *Oil Pipe Line Transport* (55-001, 30¢/\$3), or contact G. Kitchen (613-992-4021).

Divorces 1976

Divorces in 1976 totalled 54,207, 7.1% over 1975. The rate of 235.8 per 100,000 population was 6.2% higher. All provinces except Manitoba showed increases in rate. Biggest rate: British Columbia followed closely by Alberta. Detailed tables will be published in the forthcoming publication *Vital Statistics, Volume II, Marriages and Divorces, 1976* (84-205, \$1.05).

For further information, contact D. Nagnur (613-995-0864), *Vital Statistics and Disease Registries Section, Health Division, Statistics Canada, Ottawa K1A 0T6*.

Labour Force Activity, Census '76

Variances in definition due to slightly differently-worded questions result in 1976 Census labour force activity data not being immediately comparable with that of Census '71. Comparability will be available soon.

Users seeking information on measurement of Census '76 data against the Labour Force Survey and Census '71 data should contact Mrs. A. Kempster (613-994-5460), Census Information Services, Statistics Canada, Ottawa K1A 0T7.

Industrial Production Index

The seasonally-adjusted Index of Industrial Production remained at the February level of 126.1 in March. Manufacturing output increased, mining and utilities declined.

For further information, order the March 1978 issue of *Indexes of Real Domestic Product by Industry* (61-005, 40¢/\$4).

Tobacco Products

Cigarettes: April, 5.5 billion (5.4 billion last year). Cigars: 40.2 million (37.9 million).

For further information, order the April 1978 issue of *Production and Disposition of Tobacco Products* (32-022, 15¢/\$1.50).

"Beautiful Statistics"

(A translation from the Norwegian)

"Did you know that Canada is producing about 8 million litres of golden maple syrup each year? Without first checking with Director Aukrust of the Central Bureau of Statistics we have come to the conclusion that this would amount to enough syrup for about 200 million fat Canadian pancakes. We are inundated with statistics... the Canadian Embassy has sent us... the (Canada) Handbook... bristling with information — history, culture, industry, folklore, tourism and naturally masses of statistical tables. But, what a "wrapping". Even the cover reveals fantastic colour photographs in art print. The whole book is full of small photographic works of art... we are left with the feeling that we have "done" Canada, criss-cross fashion. Those who have special interest in Canadian industry would no doubt be able to find an abundant amount of information. The book has been published... with Sandra Smart as editor and it is a fine achievement to have been able to condense 10 million square kilometres inside a book of size similar to an ordinary holiday novel — and to have done it so beautifully."

From a review in the Oslo daily newspaper *Morgenbladet* of the 1977 Canada Handbook (11-203E, 367 pages, \$2.95), March 30, 1978. In his preface to the *Handbook*, Chief Statistician Peter Kirkham writes: "This... the 46th edition... presents a view of life in this country and a summary of recent social, cultural and economic developments. Material... provided by Statistics Canada, other government departments and special contributors (with) illustrations selected from a wide range of government, commercial, Press and private sources."

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Records/Pre-recorded Tapes

Manufacturers produced 6,899,883 phonograph records in March (6,389,605 in 1977). Tapes (8-track cartridges, cassettes): 1,467,345 (1,326,207).

For further information, order the March 1978 issue of *Phonograph Records and Pre-recorded Tapes* (47-004, 15¢/\$1.50).

Telephone Statistics

Thirteen telephone systems' March revenues rose 16.4% to \$347.5 million over 1977. Operating expenses: \$251.0 million, up 15.5%, and net operating revenue rose 8.9% to \$96.5 million. Telephone toll messages: 6.5% to 86.6 million.

For further information, order the March 1978 issue of *Telephone Statistics* (56-002, \$1.50), or contact Patrick Crosby (613-996-9274).

Urban Transit

In March, 56 urban transit systems collected 107,859,763 initial passenger fares. Total distance run: 32,425,921 miles (52 184 461 km) with operating revenues of \$37,743,481.

For further information, contact the Chief (613-996-9271), Surface Transport Section, Transportation and Communications Division, Statistics Canada, Ottawa K1A 0T6.

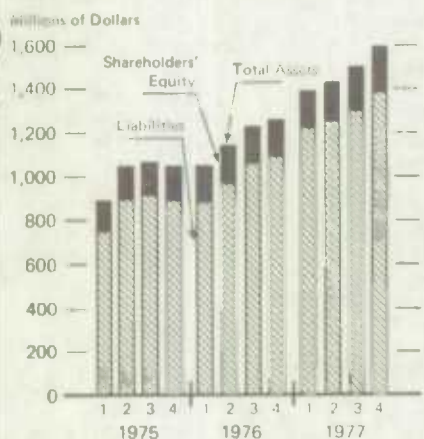
Iron Ore

Mines shipped 1,318,433 short tons of iron ore in March (1,476,892 short tons a year earlier) making the quarter's output 4,859,305 short tons (5,365,108).

For further information, order the March 1978 issue of *Iron Ore* (26-005, 15¢/\$1.50), or contact Art Symons (613-992-0491).

Real Estate Investment Trusts

Quarterly Statements of Estimated Assets, Liabilities and Shareholders' Equity



Source: Financial Institutions, Financial Statistics (61-006)

Farm Cash Receipts

Provincial breakdown of cash receipts from first-quarter farming operations with January-March 1977 in brackets: Prince Edward Island \$25.1 million (\$29.6 million), Nova Scotia \$30.2 million (\$28.1 million), New Brunswick \$25.7 million (\$29.5 million), Québec \$318.7 million (\$278.9 million), Ontario \$747.4 million (\$641.0 million), Manitoba \$244.0 million (\$214.2 million), Saskatchewan \$753.1 million (\$764.7 million), Alberta \$643.3 million (\$570.2 million), British Columbia \$116.5 million (\$103.8).

Canada (less Newfoundland): \$2,904.0 million (\$2,660.0 million a year earlier).

For further information, order the January-March 1978 issue of *Farm Cash Receipts* (21-001, 30¢/\$3), or contact G. Andrusiak (613-994-9876), Agriculture Division, Statistics Canada, Ottawa K1A 0L7.

Livestock, 3rd Quarter 1977

Total cash receipts to farmers from sale of livestock and livestock products during the first nine months of 1977 rose 1.7% to \$3,810 million (53% of farmers' total cash receipts from farming operations) from \$3,745 million for the same months of 1976. Average prices increased for calves, sheep, lambs, dairy products and eggs with lower prices for cattle and hogs.

For further information, order the July-September 1977 issue of *Bulletin of Agricultural Statistics* (21-003, \$1.40/\$5.60).

Refined Petroleum

Refineries produced 53,658,000 barrels of petroleum products in March, down 5.4% from 56,700,000 in 1977. Net sales: 53,314,000 barrels, up 3.3% (51,590,000).

For further information, order the March 1978 issue of *Refined Petroleum Products* (45-004, 40¢/\$4), or contact G.R. Kitchen (613-992-4021), Manufacturing and Primary Industries Division, Statistics Canada, Ottawa K1A 0V6.

Wholesale Trade

Sales, wholesale, March: \$5,000,929,000, down 1.0% from \$5,051,366,000 in 1977. Inventories: \$13,611,471,000, up 8.5% from \$12,545,156,000.

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

Consumer Credit

March consumer credit outstanding: \$25,130 million, up 11.7% from a year earlier. Outstanding balances with percentage changes from a year earlier:

- Chartered banks' personal loans: \$19,243 million, up 15.0%.
- Québec savings banks' personal loans: \$90 million, up 20.0%.
- Life insurance companies' policy loans: \$1,295 million, up 3.6%.
- Sales finance and consumer loan companies' loans: small \$193 million, down 13.1%; large \$1,442 million, down 2.4%; instalment sales paper \$1,059 million, down 3.8%.
- Department, furniture, TV, radio and household appliance stores: \$1,394 million, up 5.8%.
- Trust and Mortgage loan companies' personal loans: \$414 million, up 27.0%.

For further information, order the March 1978 issue of *Consumer Credit* (61-004, 30¢/\$3), or contact Retail Trade Section (613-996-9304, telex 053-3585).

Minding the store . . .

How A Retailer Can Profit From Facts is a free booklet published for smaller retail merchants who are not only missing out on a wealth of information available but whose staff have little or no training in using statistics. Statistics can help in choosing a location, estimating the market, learning about potential customers, comparing costs with those of similar firms, forecasting demand and reaching the right market when advertising. Five case studies are included as well as sections on obtaining statistics, understanding the jargon and using statistics.

Single copies of *How A Retailer Can Profit From Facts* are free and may be ordered from User Advisory Services, Statistics Canada, Ottawa K1A 0T6, or from any of the division's eight regional offices. For further information, contact Ellis Drover, Director, User Advisory Services (613-996-5841) or regional offices.

User Advisory Offices

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

Toll-free access to the regional statistical information service is provided in Charlottetown, Fredericton, Moncton, Saint John and Sydney by calling the operator and asking for ZENITH 22066. 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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