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Weekly Bulletin

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## New Motor Vehicle Sales

New motor vehicles sold in April rose 7.6% to 136,990 from April 1977. Automobiles made in the United States and Canada rose 6.8% to 82,147 and Canadian and U.S. commercial vehicles 17.6% to 34,683.

Automobiles from overseas fell 3.5% to 18,857 from 1977 and overseas-made commercial vehicles fell 3.7% to 1,303. Value of the cars rose 12.2% to \$103.4 million and the commercial vehicles were worth \$7.4 million, up 14.4%. Value of U.S. and Canadian cars sold rose 14.4% to \$531.1 million; commercial vehicles rose 28.3% to \$289.2 million.

Sales value of all vehicles increased 18.1% to \$931.0 million, including 303 coaches and buses valued at \$8.4 million.

Seasonally-adjusted sales of automobiles manufactured in Canada and the U.S. fell 1.5% from March to 66,578 and those of cars from overseas rose 3.6% to 16,942. Seasonally-adjusted sales of all commercial vehicles rose 12.2% to 33,056.

For four months of 1978 sales reached 439,005 units (446,991 in 1977), value \$2,997.5 million, up 6.9% from 1977.

For further information, order the April 1978 issue of *New Motor Vehicle Sales* (63-007, 30¢/\$3), or contact M. Kwilecki (613-996-9304), Retail Trade Section, Merchandising and Services Division, Statistics Canada, Ottawa K1A 0V4.

## Unemployment Insurance Statistics

Some 983,000 persons received unemployment insurance benefits in the week of March 12, down 3% from the previous month but 8% more than in 1977. Thirty-six percent of beneficiaries were under 25 and proportions of males/females in this group were about equal.

Total benefits reached \$471 million, up 2% from February and 10% from 1977. First quarter payout totalled \$1,446 million, up 20% (more weeks of benefit paid and a rise in the average weekly payment contributed equally to the increase). Persons applying in March for benefits numbered 207,000, down 2% from the previous month and a year earlier. The first quarter claim load totalled 718,000, up 6% from a year earlier.

For further information, order the March 1978 issue of *Preliminary Unemployment Insurance Statistics* (73-001P, 40¢/\$4), or *Statistical Report on the Operation of the Unemployment Insurance Act* (73-001, Quarterly, 40¢/\$4), or contact George Fincham (613-992-7461), Labour Division, Statistics Canada, Ottawa K1A 0V1.

## LATEST MONTHLY STATISTICS

### EMPLOYMENT, INCOME

			Previous Month	% Change From Year Ago
Average Weekly Earnings (\$)	Mar.	260.90p	260.06	6.6
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)	Mar.	19,197.3	19,136.7	7.7
Wholesale (\$ million)	Mar.	13,611.5	7,784.3	8.5

### ORDERS

Manufacturers' New Orders (\$ million)	Mar.	10,777.6	9,600.6	9.3
Manufacturers' Unfilled Orders (\$ million)	Mar.	11,720.6	11,311.4	12.5

### PRICES

Consumer Price Index (1971=100)	Apr.	171.2	170.8	8.4
Industry Selling Price Index (1971=100)	Apr.*	185.0	182.8	1.2
Wholesale Price Index (1935-39=100)	Mar.	587.7	586.7	5.9

### CONSTRUCTION

Building Permits (\$ million)	Mar.*	940.3p	2,019.9	-6.7
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)	Mar.*	30.7	94.2	11.0
Natural Gas Production (billion cu. ft.)	Feb.	302.0	647.9	2.7
Petroleum Refining (million barrels)	Mar.	53.7	163.2	-3.1

### FOREIGN TRADE

Exports — Customs Basis (\$ million)	Apr.	4,616	16,155	16.4
Imports — Customs Basis (\$ million)	Apr.	4,649	15,272	13.0

### PRODUCTION

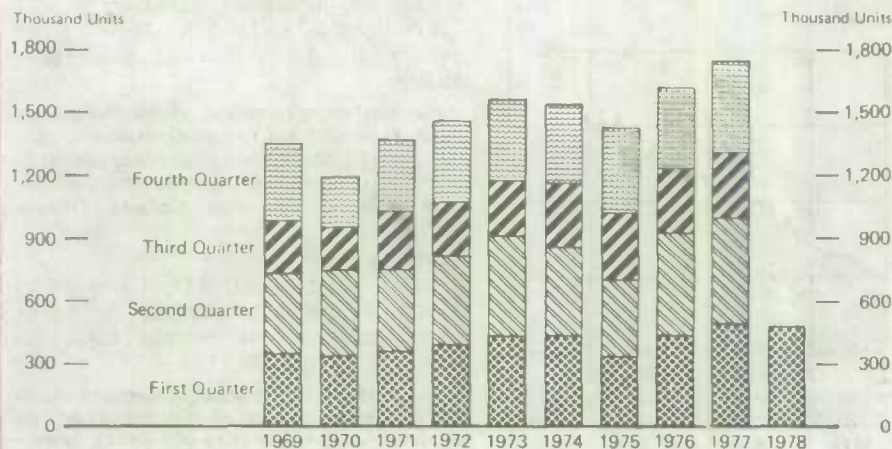
Motor Vehicles (thousand units)	Apr.	169.3	630.3	-2.9
Steel (ingots — thousand tons)	Mar.	1,364.3	3,931.2	6.1

### SALES

Department Store Sales (\$ million)	Apr.*	560.0	1,943.7	6.0
Manufacturers' Shipments (\$ million)	Mar.	10,368.5	28,616.1	10.7
New Motor Vehicle Sales (\$ million)	Apr.	931.0	2,997.5	6.9
Retail Sales (\$ million)	Mar.	5,333.2	14,306.3	12.1
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 Production of Motor Vehicles



Source: Motor Vehicle Shipments (42-002)



### Building Permits, Adjusted

Building permits improved slightly in March to a level of \$972 million from a revised \$961 million in February but still 11.2% lower than in 1977 (\$1,094 million).

Non-residential permits rose to a level of \$406 million (\$378 million in February) but residential permits continued their prolonged drop to a level of \$566 million (\$583 million in February). Decrease in residential construction was caused by a further drop in the level of multiple dwellings — 6,793 compared with 8,523 in February (however, the level of single-detached homes increased — 7,626 in February to 9,058). Translated into annual rates, the March performance suggests an annual total of 190,200 dwellings against 193,800 in February and 226,400 in January.

In the non-residential sector, commercial projects' level rose to \$251 million from \$166 million but new industrial projects' level decreased from \$89 million to \$77 million. Government-sponsored projects: \$78 million against \$123 million in February.

Preliminary returns for April reflect improvements in both residential and non-residential building permits, indicating new authorized dwellings might reach an annual rate of 220,000 units.

For further information, order the March 1978 issue of *Building Permits* (64-001, 70¢/\$7), or contact J.P. Delisle (613-994-9312).

### Department Store Sales

April sales totalled \$560.0 million. Increased 4.9% from a year earlier, sales were up in all regions except Québec, down 0.8% to \$106.2 million.

Department stores by regions, with percentage changes from 1977 in brackets:

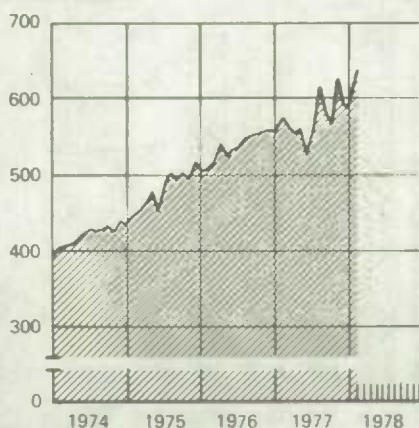
- Ontario, \$207.8 million (4.6%)
- British Columbia, \$89.6 million (16.0%)
- Alberta, \$73.2 million (4.9%)
- Atlantic Provinces, \$34.7 million (1.8%)
- Manitoba, \$32.9 million (3.9%)
- Saskatchewan, \$15.6 million (1.3%)

For further information, order the April 1978 issue of *Department Store Sales by Regions* (63-004, \$1.50 a year).

### Department Store Sales, Canada

(Seasonally Adjusted)

Millions of Dollars



Source: Department Store Sales and Stocks (63-002)

### Balance of Payments, Adjusted

First quarter 1978 saw the current account deficit fall to \$637 million from \$803 million in October-December. (Unadjusted for seasonal variations: \$1,417 million). Estimated capital movements (not seasonally adjusted) led to a net inflow of \$216 million. The balancing item representing net errors and omissions in the recorded estimates of the current and capital accounts equalled a net outflow of \$393 million. Thus, the overall deficit financed by net official monetary movements reached \$1,594 million.

Main quarterly movements were: the seasonally adjusted surplus on merchandise trade widened by \$274 million to \$1,383 million as the value of exports rose at a faster pace than imports; the travel account rose by one third to a deficit of \$471 million; a 50% rise in the net inflow from capital movements in long-term forms to \$673 million from \$441 million in the previous quarter; rises in Canadian new issues abroad and foreign direct investment in Canada and declines in export credits and Canadian government advances to non-residents, which also had the effect of increasing the balance on long-term capital inflows; reduction by non-residents in their holdings of outstanding long-term Canadian bonds and increase in Canadian direct investment abroad, both having the effect of reducing the balance on long-term capital inflows; a swing in short-term capital movements of \$1,560 million to an outflow of \$457 million, which, in addition to entries associated with the Government's foreign currency borrowing from Canadian chartered banks largely reflected a decline in non-resident holdings of Canadian money market paper and Canadian dollar deposit; and official financing of \$1,594 million which reflected a decline in reserve assets of \$750 million even after the absorption into the reserves of \$844 million representing the Canadian dollar equivalent of the U.S. \$750 million borrowed from Canadian chartered banks.

For further information, order the first quarter 1978 issue of *Quarterly Estimates of the Canadian Balance of International Payments, System of National Accounts* (67-001, \$1.05/\$4.20).

### Electric Power

March net generation increased to 30.7 TWh from 27.5 TWh in 1977. Hydro generation: 8.3%; thermal production, 19.8%.

For further information, order the March 1978 issue of *Electric Power Statistics* (57-001, 30¢/\$3), or contact David Madsen (613-992-4021), Manufacturing and Primary Industries Division, Statistics Canada, Ottawa K1A 0T6.

### Iron Ore

Mines shipped 2,033,086 short tons of iron ore in April compared with 4,021,668 a year earlier bringing four months output to 6,892,391 from 9,386,776.

For further information, order the April 1978 issue of *Iron Ore* (26-005, 15¢/\$1.50), or contact Art Symons (613-992-0491), Manufacturing and Primary Industries Division, Statistics Canada, Ottawa K1A 0V6.

### MARKETING: THE TOOLS

Invaluable to foreign and domestic business men and women alike, the 1977-78 *Market Research Handbook* contains 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 VanLoven (613-996-9301), Analysis and Development Section, Merchandising and Services Division, Statistics Canada, Ottawa K1A 0T6.

### Industry Selling Price Index

The Industry Selling Price Index, for manufacturing, rose 1.2% in April to 185.0 from its revised March level of 182.8. The Index stands 7.1% higher than in April 1977 (172.7). The food and beverage industries group rose 1.6% due largely to increases of 3.9% for slaughtering and meat processors, 3.3% for feeds and 3.6% for breweries. Paper and allied industries: a 3.3% increase as pulp and paper mills rose 4.4%. Increases of 3.1% for iron and steel mills and 2.1% for smelting and refining were mainly responsible for a rise of 2.2% in the primary metal industries group index.

For further information, order the April 1978 issue of *Industry Price Indexes* (61-011, \$1.40/\$5.60).

### Radio Broadcasting

Gross national radio air-time sales rose 7.8% to \$5.5 million in February from \$5.1 million in 1977. Agency and other commissions reduced sales to \$4.7 million, up 6.8% from \$4.4 million. Net local air-time sales: 3.1% to \$13.3 million.

Two months gross sales rose 9.6% to \$39.0 million from \$35.6 million and net sales rose 9.6% to \$36.4 million from \$33.3 million in the comparable 1977 period.

For further information, order the February 1978 issue of *Radio Broadcasting* (56-003, 15¢/\$1.50), or contact P.T. Crosby (613-996-9274), Transportation and Communications Division, Statistics Canada, Ottawa K1A 0T6.



### International Travel

April saw 1.8 million United States visitors, down 9.8% from 1977. Residents returning from the U.S. numbered 3.0 million, down 7.4%. Visitors from other than the U.S. rose 8% to 78,100. Residents returning from these countries increased 13.8% to 168,500.

Four months U.S. visitors fell 2.4% to 5.9 million. Residents returning from the U.S. declined 0.7% to 10.5 million. Visitors from other countries increased 6.3% to 213,200; and residents returning totalled 713,000, up 5.6% from 1977.

For further information, order the April 1978 issue of *International Travel* — *Advance Information* (66-002, 15¢/\$1.50), or contact Mike Valiquette (613-995-9847), *International Travel Section, Statistics Canada, Ottawa K1A 0T6*.

### Appliances

Canadian manufacturers' domestic sales of refrigerators rose to 42,530 in April from 39,512 a year earlier. Domestic sales of home and farm freezers increased to 19,477 from 17,956. Washing machines rose to 29,851 (29,243). Conventional washing machine sales reached 4,989 (4,304). Electric clothes dryers: 24,578, up from 22,728.

For further information, order the April issue of *Domestic Washing Machines and Clothes Dryers* (43-002, 15¢/\$1.50), *Domestic Refrigerators and Freezers* (43-001, 15¢/\$1.50), or contact T. Raj Sehdev (613-992-0388), *Manufacturing and Primary Industries Division, Statistics Canada, Ottawa K1A 0V6*.

### Consumer Credit

Credit holders reporting quarterly: \$6,493 million at end of fourth quarter 1977, up 16.0% from a year earlier. (Credit unions and caisses populaires report \$4,627 million, up 19.1%). Other retail stores, other credit-card issuers and public utilities are part of the quarterly total.

Outstanding fourth quarter balances totalled (with monthly reporters) \$31,292 million, up 12.8% from a year earlier.

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).

### Import/Export, Price and Volume

Current weighted price indexes increased strongly in the first quarter over fourth quarter 1977 — 4% for imports and 3% for exports. Against first quarter 1977, increases reached 14% and 8%. Import volume fell 1.7%, a continuing decline from second quarter 1977. Export volume increased 4.4% following a 4% rise in the fourth quarter.

For further information, order the April 1978 issue of *Summary of External Trade* (65-001, 40¢/\$4).

### Farm Implements and Equipment

Sales of farm implements and equipment January-April 1978 rose 1.6% to \$274.3 million from \$270.1 million in 1977. Repair parts: \$51.8 million (\$46.7 million).

For further information, order the April 1978 issue of *Farm Implements and Equipment Sales* (63-009, 15¢/\$1.50).

### Manufacturers' Markets

#### Destination of Shipments

Almost half of all shipments for which manufacturers reported destinations in a special inquiry relating to 1974 were sent outside the province of origin. About 27% of shipments for which data were reported were shown as moving in interprovincial trade and 21% were reported shipped to other countries.

The purpose of the question, asked only once before (1967) of manufacturers, was to produce as comprehensive a picture as possible of the flow of shipments between provinces and to destinations outside Canada. Such data find important applications in provincial economic accounting as well as in market research and other studies. A recently published report summarizing these results also examines certain limitations to the data and apparent changes in patterns of interprovincial shipments of manufacturers since 1967.

The Atlantic provinces and British Columbia showed a relatively low dependence on interprovincial markets and relatively high shipments to other countries compared with the central regions of Canada in the latest data. Each region of origin was its own source of greatest supply but the second greatest supplier of all regions save itself was Ontario. This province alone accounted for more than half of all Canadian shipments.

Of 4,414 manufacturers reporting shipments outside the country, 2,092 were located in Ontario, 1,276 in Québec, 501 in British Columbia, 316 in the Prairie provinces and 229 in the Atlantic provinces. Some additional exports may have been made by manufacturers not reporting or selling through intermediaries.

For further information, order *Destination of Shipments of Manufacturers, 1974* (31-522, \$2.80) or contact H.D. Potter (613-992-9654), *Analysis and Development, Manufacturing and Primary Industries Division, Statistics Canada, Ottawa K1A 0V3*.

### Selected Leisure Activities

Preliminary estimates are now available from the February 1978 Labour Force Survey supplement on Selected Leisure Time Activities: Reading Habits. The survey was oriented towards arts and culture involvement. About 60% reported engaging in some form of physical recreation or exercise. A third were involved with community or volunteer activity. One in three respondents indicated some involvement with each of: museums, public libraries, and art or craft fairs. One in four had attended each of: live theatre, folk/rock/jazz/popular music performances, and art galleries. About one in five reported attending a classical music or dance performance.

The survey was jointly sponsored by the Education, Science and Culture Division of Statistics Canada and the Arts and Culture Branch of the Secretary of State. More detailed statistical information will be available later this summer; a comprehensive study has been commissioned and is expected in the spring of 1979.

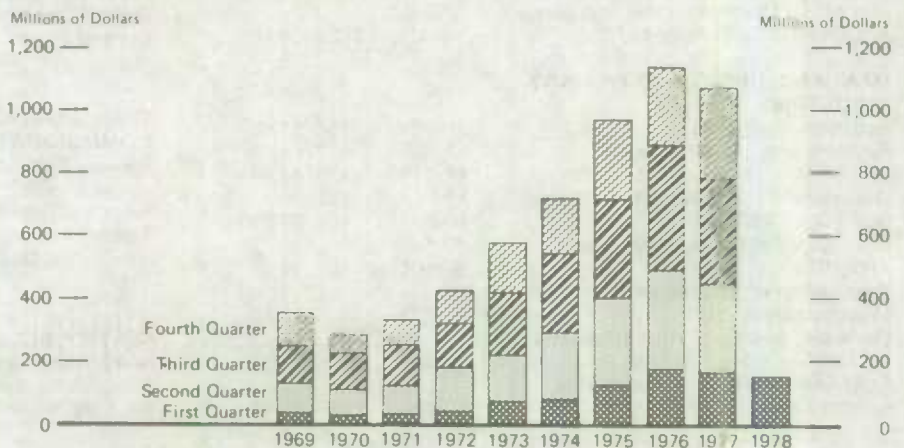
In the meantime, further information may be obtained from Terry Cheney (613-593-6771), *Education, Science and Culture Division, Statistics Canada, Ottawa K1A 0T6*.

### Farm Cash Receipts

Farmers' cash receipts from January-April farming operations totalled \$3,661.2 million compared with \$3,332.7 million in 1977. Receipts from farming operations by province, January-April, with 1977 comparisons in brackets: Prince Edward Island \$33.0 million (\$38.9 million), Nova Scotia \$41.5 million (\$38.6 million), New Brunswick \$35.7 million (\$40.7 million), Québec \$441.5 million (\$385.2 million), Ontario \$993.6 million (\$821.0 million), Manitoba \$315.4 million (\$269.1 million), Saskatchewan \$865.2 million (\$863.4 million), Alberta \$784.9 million (\$740.4 million), British Columbia \$150.4 million (\$135.4 million).

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

### Farm Implement and Equipment Sales\*



\* Valued at dealers' cost and not including repair parts.

Source: *Farm Implement and Equipment Sales* (63-009)





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## These publications released June 2 — 8

	Cata- logue	Price per issue/year		Cata- logue	Price per issue/year
<b>AGRICULTURE</b>					
Farm Cash Receipts, March 1978	21-001	30¢/\$3	Gypsum Products, April 1978	44-003	15¢/\$1.50
Telegraphic Crop Report, Canada, 1978	22-002	\$5.60 for series of 20	Hardboard, April 1978	36-001	15¢/\$1.50
Grain Milling Statistics, March 1978	32-003	30¢/\$3	Mineral Wool, April 1978	44-004	15¢/\$1.50
Stocks of Dairy and Frozen Poultry Products, May 1978	32-009	30¢/\$3	Motor Vehicle Shipments, April 1978	42-002	15¢/\$1.50
Stocks of Fruit and Vegetables, May 1, 1978	32-010	30¢/\$3	Oil Burners and Oil-Fired Hot Water Heaters, April 1978	41-008	15¢/\$1.50
<b>CENSUS</b>					
Families: Families by Family Structure and Family Type, 1976			Oil Filters and Cartridges, April 1978	41-016	15¢/\$1.50
Census of Canada	93-822	\$3	Production and Shipments of Floor Tiles, April 1978	47-001	15¢/\$1.50
Profile Studies, Where Canadians Work, 1971 Census of Canada	99-719	\$1	Production and Shipments of Plastic Bottles, Quarter Ended March 31, 1978	47-006	35¢/\$1.40
<b>CONSTRUCTION</b>					
Building Permits, January 1978	64-001	70¢/\$7	Products Made From Canadian Clays, March 1978	44-005	15¢/\$1.50
Housing Starts and Completions, January 1978	64-002	55¢/\$5.50	Rubber Products Industries, 1976	33-206	70¢
<b>SERVICE BULLETIN</b>					
Construction Statistics — Vol. 1, No. 4, Construction Duration of Apartments by Size of Structure	64-003	/ \$1.40	Salt, April 1978	26-009	15¢/\$1.50
<b>EDUCATION, SCIENCE AND CULTURE</b>					
Tuition and Living Accommodation Costs at Canadian Universities, 1977-78 and 1978-79	81-219	70¢	Salt Mines, 1976	26-214	70¢
<b>SERVICE BULLETIN</b>					
Science Statistics — Vol. 2, No. 4, The Annual Review of Science Statistics	13-003	/ \$1.40	Shipments of Domestic Mobile Homes, March 1978	41-017	35¢/\$1.40
<b>GROSS NATIONAL PRODUCT</b>					
Provincial Economic Accounts, Experimental Data, 1961-1976	13-213	\$1.40	Shipments of Prepared Stock and Poultry Feeds, March 1978	32-004	40¢/\$4
<b>JUSTICE STATISTICS</b>					
Homicide Statistics, 1976	85-209	\$2.10	Soaps and Synthetic Detergents, March 1978	46-003	30¢/\$3
<b>LABOUR</b>					
Employment, Earnings and Hours, February 1978	72-002	70¢/\$7	The Sugar Situation, April 1978	32-013	15¢/\$1.50
Statistical Report on the Operation of the Unemployment Insurance Act, October-December 1977	73-001	\$1.05/\$4.20	<b>SERVICE BULLETINS</b>		
<b>MANUFACTURING AND PRIMARY INDUSTRIES</b>					
Asbestos, April 1978	26-001	15¢/\$1.50	Metals and Minerals — Vol. 5, No. 16, Consumption of Non-metallic minerals, 1976	41-010	/ \$2.80
Builders and Shelf Hardware, April 1978	41-014	15¢/\$1.50	Metals — Vol. 6, No. 1, Consumption of Magnesium Metal, 1977	41-018	/ \$2.80
Cemented Tungsten Carbide Blanks and Tools, April 1978	41-013	15¢/\$1.50	<b>MERCHANDISING AND SERVICES</b>		
Corrugated Boxes and Wrappers, April 1978	36-004	15¢/\$1.50	Sales Financing, March 1978	63-013	30¢/\$3
Destination of Shipments of Manufacturers, 1974	31-522	\$2.80	<b>PRICES</b>		
Domestic and Farm Water Systems, April 1978	41-015	15¢/\$1.50	Construction Price Statistics, May 1978	62-007	40¢/\$4
Fruit and Vegetable Preparations, Quarter Ended March 31, 1978	32-017	35¢/\$1.40	Consumer Prices and Price Indexes, January-March 1978	62-010	\$1.40/\$5.60
			Industry Price Indexes, January 1978	62-011	55¢/\$5.50
			<b>PUBLIC FINANCE</b>		
			Provincial Government Finance, Assets, Liabilities, Sources and Uses of Funds, 1974-75, 1975-76 Preliminary	68-209	\$2.10
			<b>TRANSPORTATION AND COMMUNICATIONS</b>		
			Railway Operating Statistics, January 1978	52-003	30¢/\$3
			Shipping Statistics, February 1978	54-002	30¢/\$3
			Transcontinental and Regional Air Carrier Operations, December 1977	51-001	40¢/\$4
			<b>SERVICE BULLETIN</b>		
			Road Transport — Vol. 7, No. 1, Road Motor Vehicles — Registrations, 1976	53-006	/ \$2.50