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Weekly Bulletin

November 27, 1981

Unemployment Insurance

Payments made to unemployment insurance claimants in September 1981 amounted to \$350 million, an increase of 12% from August and 23% more than the \$284 million disbursed in September 1980. Benefits for the first nine months of 1981 reached \$3,642 million, up 8% from \$3,377 million in the same period of 1980. The largest percentage increases in the year-to-date figures occurred in the Prairie provinces, where each province reported a rise of about 18%.

For the week ended September 19, claimants qualifying for unemployment insurance benefits totalled 550,000, down 5% from August and 1% from September 1980. Average weekly insurable earnings for regular beneficiaries with no earnings reported was \$222; males averaged \$247 and females, \$191. A year earlier, the overall amount was \$206.

Claims submitted by persons applying for benefits in September numbered 257,000, up 40% from August and 37% higher than in September 1980. (The increases are considerably above those usual for this time of year.) Claims for 1981 to date totalled 1,936,000, about the same as in the first nine months of 1980.

For further information, order the July-September 1981 issue of Statistical Report on the Operation of the Unemployment Insurance Act (73-001, \$6/\$24), or contact George Fincham (613-995-8445), Labour Division, Statistics Canada, Ottawa K1A 0V1.

International Travel

Preliminary estimates for the first nine months of 1981 show that Canada earned \$3,165 million from international travel, up 11.4% from 1980. During the same period, Canadians travelling abroad increased their payments by 6.8% to \$3,949 million, leaving the international travel account with a deficit of \$784 million compared to \$857 million in 1980.

In the third quarter of 1981, Canada had an estimated surplus of \$446 million on international travel, up from the surplus of \$314 million recorded in the 1980 period. A strong gain in receipts from the United States to a total of \$1,165 million was the

(continued on next page)

LATEST MONTHLY STATISTICS

EMPLOYMENT, INCOME

			Previous Month	% Change From Year Ago
Average Weekly Earnings (\$)	Aug *	358.22p	355.32p	12.2
Labour Income (\$ million)	Aug	15,481.3p	15,482.3p	13.5
Persons with Jobs (million)	Oct	10.99	11.03	1.6
Unemployed	Oct	891,000	891,000	17.4

INVENTORIES

Department Store (\$ million)	Sept	2,775.9	2,983.1	16.9
Manufacturers' Owned (\$ million)	Aug	32,346.7p	31,622.1r	14.9
Wholesale (\$ million)	May	17,091.0	16,923.1	...

ORDERS

Manufacturers' New Orders (\$ million)	Aug	14,258.3p	15,485.2r	10.8
Manufacturers' Unfilled Orders (\$ million)	Aug	19,280.4p	19,565.1r	6.6

PRICES

Consumer Price Index (1971=100)	Oct	244.8	242.4	12.7
Non-food Component (CPI)	Oct	227.8	224.9	13.7
New House Price Index (1976=100)	Sept	134.7	135.0	12.1
22-city Composite Wage, Building (1971=100)	July	273.3p	273.3p	8.3
Industry Selling Price Index (1971=100)	Sept	276.9p	276.1r	9.9

CONSTRUCTION

Building Permits (\$ million)	Aug	1,297.3p	12,141.3p	29.9
Housing Starts — Urban Centres (units)	Sept	13,272	110,536	26.1

ENERGY

Coal Production (thousand metric tonnes)	Aug	2,894.7	25,831.8	9.6
Electricity Generation (terawatt hours)	Aug	28.7	248.2	3.5
Natural Gas Production (million cubic metres)	July	7,187.1	56,997.0	-1.4
Petroleum Refining (million cubic metres)	Sept	8.1p	78.1p	-6.6

FOREIGN TRADE

Exports — Balance of Payments Basis (\$ million)	Sept	6,931p	61,805p	7.2
Imports — Balance of Payments Basis (\$ million)	Sept	6,479p	58,440p	13.5

PRODUCTION

Steel (ingots — thousand metric tonnes)	Sept	970.7	11,623.2	-1.0
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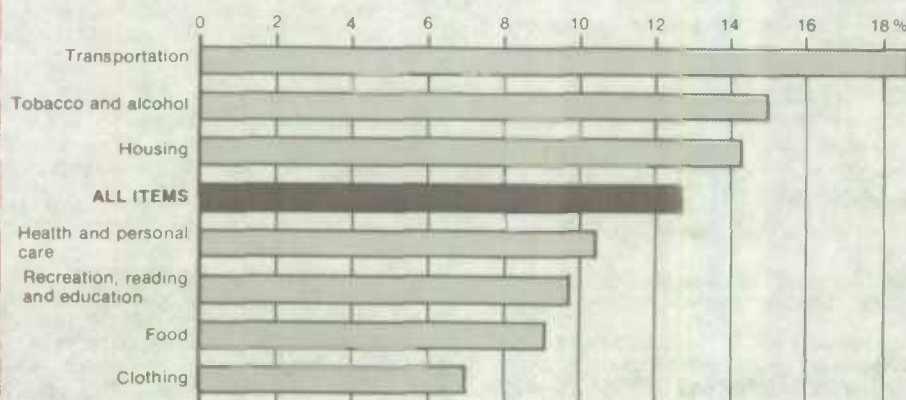
SALES

Department Store Sales (\$ million)	Sept	848.4	6,747.3	10.7
Manufacturers' Shipments (\$ million)	Sept *	16,367.9p	140,816.9p	15.4
New Motor Vehicle Sales (\$ million)	Sept	877.8	9,254.2	7.2
Retail Sales (\$ million)	Sept	7,809.9p	68,007.2p	13.9
Wholesale Sales (\$ million)	May	9,701.6p	44,570.1p	...

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

Percentage Change in the Consumer Price Index and its Major Components

October 1980 to October 1981



Source: Statistics Canada, Consumer Prices and Price Indexes (62-010)

main contributor to this improvement; receipts from all other countries totalled an estimated \$623 million. Payments by Canadians abroad were estimated at \$820 million in the U.S. and \$522 million in all other countries.

For further information, order the July-September 1981 issue of *Travel Between Canada and Other Countries* (66-001, \$7.50/\$30), or contact Paul L. Paradis (613-995-0847), International Travel Section, Statistics Canada, Ottawa K1A 0T6.

Key Economic Series

Key Economic Series data for December are expected to be released according to the following schedule. Under certain circumstances peculiar to each series, the release date might be changed.

November 27 - December 4: Gross National Product, 3rd Quarter 1981;

November 27 - December 4: Industrial Corporations' Financial Statistics (Preliminary Data); 3rd Quarter 1981;

November 27 - December 4: Building Permits, September 1981;

November 27 - December 4: Gross Domestic Product by Industries, September 1981;

December 3: Preliminary Statement of Canadian Trade, October 1981;

December 4: Labour Force Survey, November 1981;

December 4 - 8: Industry Selling Price Index, October 1981;

December 4 - 11: Canadian Composite Leading Index, September 1981;

December 7 - 14: Labour Income, September 1981;

December 8: Quarterly Estimates of the Canadian Balance of International Payments, 3rd Quarter 1981;

December 8 - 15: Wholesale Trade, October 1981;

December 10 - 15: Farm Cash Receipts, January-October 1981;

December 10 - 17: Employment, Earnings and Hours, September 1981;

December 11 - 18: Retail Trade, October 1981;

December 16 - 21: Inventories, Shipments and Orders, October 1981;

December 16 - 23: Gross Domestic Product by Industries, October 1981;

December 17: The Consumer Price Index, November 1981;

December 18 - 23: Industrial Production, October 1981;

December 24 - 31: Unemployment Insurance, October 1981;

December 24 - 31: Housing Starts in Centres of 10,000 Population and Over, November 1981;

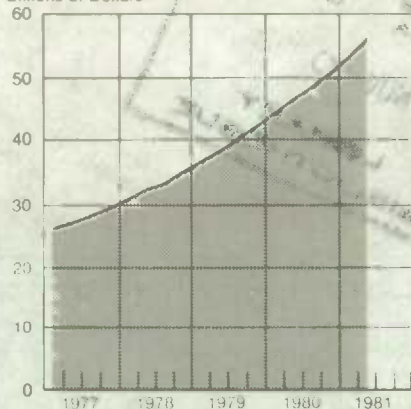
December 29 - January 6: Building Permits, October 1981.

The January 1982 schedule of Key Economic Series will appear in the *Statistics Canada Daily* and on *CANSIM* on December 29, 1981. For further information, contact Jack Kerr (613-992-1548), Production Engineering Section, Statistics Canada, Ottawa K1A 0T6.

Trusted Pension Funds

Quarterly Estimates of Assets Held

Billions of Dollars



Source: Statistics Canada, Quarterly Estimates of Trusted Pension Funds (74-001)

One-person Households

A dramatic increase has taken place over recent decades in the number of Canadians living alone, and the trend is likely to continue.

Of the total number of households in 1976, a surprising 16.8% consisted of one person, contrasted with only 7.4% in 1951.

And in terms of population over the same period, 1.2 million Canadians or 5.2% of the population lived in one-person households in 1976, contrasted with roughly 250,000 Canadians or 1.8% of the population in 1951.

Living alone in Canada: Demographic and economic perspectives, 1951-1976 (catalogue 98-811, \$6 in Canada, \$7.20 elsewhere), is a study that details the dramatic increase in the number of one-person households in this country. Based on census data over a 25-year period, the study was prepared by Brian R. Harrison, a research analyst with Statistics Canada until earlier this year when he joined the Department of Communications.

The study points out that more than two-thirds of the rise in the number of Canadians living alone is accounted for by the under-35 and 65 and over age groups. But it also notes that only one-quarter of the "tremendous" growth in one-person households between 1961 and 1976 is attributable to population increases.

Why the increase?

Therefore, the study asks, what are the crucial factors that have caused this striking increase in one-person households?

The tendency of families to become more "nuclear" in nature, the greater prevalence of higher incomes which enable people to acquire the privacy and autonomy that come from living alone, the decline in the fertility of Canadian women that diminished the availability of kin, and the rapid expansion of the housing supply between 1951 and 1976 all contributed, the study concludes, to the "remarkable increase" in one-person households.

Assuming that the housing supply conti-

Inter-corporate Ownership

Released recently is the new edition of *Inter-corporate Ownership, 1980* which contains a completely new section on non-resident ownership.

The publication, with more than 2,000 pages, tracks the ownership of the largest 60,000 Canadian corporations and covers every major takeover or other substantial change up to the end of 1980. Ultimate control is determined through a study of holdings by individual and corporate shareholders, the effects of options, insider holdings, convertible shares and interlocking directorships.

The new section on non-resident ownership summarizes the percentage distribution of both direct and ultimate non-resident ownership for each foreign country. An alphabetical list of all foreign-controlled corporations takes in even those without inter-corporate ownership.

Inclusion of a Standard Industrial Classification (SIC) and provincial residence for each active Canadian corporation permits study by industrial sector.

The information collected is based primarily on non-confidential returns filed by 120,000 Canadian corporations under the Corporations and Labour Unions Returns Act (CALURA).

Some findings of *Inter-corporate Ownership* are:

- One of every three corporations in Canada reporting under CALURA is owned directly or indirectly by foreign interests;
- Twenty-two thousand firms have direct foreign ownership; however, when ultimate ownership is considered, the number rises to 39,000;
- Of the companies with at least 5% foreign ownership, American interests control almost one-half, or 10,000 corporations; the United Kingdom 2,300; West Germany 1,100; and the U.S.S.R. controls 11 corporations.

For further information, order *Inter-corporate Ownership* (61-517, Canada: \$35; Other Countries: \$42), or contact Ross Vani (613-995-9804), Corporations Section, Corporations and Labour Unions Returns Act Subdivision, Business Finance Division, Statistics Canada, Ottawa K1A 0T6.

nues to expand, that the population of elderly Canadians will, as recent projections indicate, rise markedly, and that real income remains constant or rises, the study suggests that further increases are "very likely".

In the event that the increase does continue over the years to come, the study says, housing planners and providers of social services will have to react, particularly to the special needs of the elderly in one-person households.

Further information: Sylvia Wargon, Chief, Family and Social Section, Housing and Social Characteristics Group, 4-B2, Jean Talon Bldg. Ottawa K1A 0T6. Phone: (613-995-7946).

Manufacturing in Canada

Preliminary estimates show the value of new orders received by all Canadian manufacturing industries was at a seasonally adjusted level of \$15,679.4 million in September 1981, down a fractional 0.1% from the revised August level of \$15,696.5 million. New orders received in durable goods industries showed a slight 0.1% improvement in September to \$6,611.3 million from \$6,606.4 million in August, but the level remained well short of the July 1981 estimate of \$7,744.9 million. New orders in non-durable goods industries declined 0.2% to \$9,068.1 million in September from \$9,090.1 million in August.

Canadian manufacturers' shipments in September 1981, seasonally adjusted, were estimated at \$15,568.5 million, 2.2% lower than the revised August value of \$15,915.3 million. Led by a sharp drop in shipments in the transportation group, declines were noted in 13 of the 20 major groups of manufacturing industries. Shipments in wood industries recovered somewhat, reflecting the re-opening of some of the British Columbia sawmills which had been shut down in August by strikes.

An increase of almost \$100 million in unfilled orders in machinery industries led the orders backlog in all manufacturing to a 0.6% increase to \$19,505.5 million in September from \$19,394.6 million at the end of August. Unfilled orders for durable goods increased 0.7% to \$17,119.4 million from \$17,005.3 million. Non-durable goods industries unfilled orders were virtually unchanged at \$2,386.1 million in September compared to \$2,389.3 million in August.

The seasonally adjusted value of total inventory owned by manufacturers increased 1.2% to \$32,772.3 million in September from \$32,398.8 million as revised for August, with increased levels of total inventory owned in 16 of the 20 major industry groups. Total inventory held, seasonally adjusted, increased 1.1% in September to \$34,450.8 million from \$34,067.5 million (revised) for August, with increases in the value of raw materials of 0.4%, in goods in process of 1.6% and in finished products of 1.7%.

The seasonally adjusted ratio of total inventory owned to shipments at the end of September increased sharply to 2.11:1 from 2.04:1 (revised) in August. The finished products to shipments ratio in September was 0.69:1, up from the revised August ratio of 0.67:1.

Not adjusted for seasonal variation, manufacturers' shipments in September 1981 were estimated at \$16,367.9 million. Cumulative shipments for the first nine months of 1981 were estimated at \$140,816.9 million, up 15.4% from the January-September 1980 value of \$122,008.4 million.

For further information, order the September 1981 issue of *Inventories, Shipments and Orders in Manufacturing Industries* (31-001, \$3.50/\$35).

Quarterly Estimates of Income and Expenditures of Trusted Pension Funds



Source: Statistics Canada, Quarterly Estimates of Trusted Pension Funds (74-001)

Survey Sampling Workshop

The Federal Statistical Activities Secretariat of Statistics Canada will be conducting a three-day workshop on basic survey sampling in Ottawa on January 18-20, 1982.

The workshop will cover the basic elements of sample design, types of probability and non-probability sampling schemes, and methods for determining sample size, weighting the data and handling non-response.

The registration fee is \$110 and attendance is limited to 30 persons.

For further information, contact Wayne Smith by phoning (613-992-4734), or write Central Inquiries Service, Lobby, R.H. Coats Bldg., Tunney's Pasture, Ottawa, Ontario K1A 0T6.

COLA Clauses Studied

Major Wage Settlements with COLA Clauses - Estimating Wage Increases at Selected Inflation Rates, 1978-1980, a discussion paper prepared by the Economic Analysis Branch of Labour Canada, estimates increases related to COLA payments in major wage settlements, using selected price index projections.

The paper outlines the method of evaluation and quantification of the effects of COLA clauses. Section II of the report reviews the growing incidence of COLA clauses in collective agreements covering 500 or more employees in all industries, excluding construction. Section III elaborates on the method. This section illustrates the impact of COLA clauses on relative wage levels (i.e., low, mid and high wage rates) within a bargaining unit. Lastly, a measure of COLA responsiveness is introduced and compared with related elasticity measures.

The paper contains a great deal of statistical information in the form of tables and graphs. A typical COLA clause is presented in one of the appendices.

Free copies of the paper may be obtained by phoning (819-994-2238), or writing to Communication Services Directorate, Labour Canada, Ottawa, Ontario K1A 0J2. Copies are available, for reference only, at Statistics Canada reference centres.

Travel/Tourism Digest

Still available are copies of the first biennial issue of the statistical digest *Travel, Tourism and Outdoor Recreation, 1978-79*. Based primarily on Statistics Canada sources with other key data included, information is presented for Canada and the provinces.

The report covers eight main topics: domestic travel by residents of Canada; the automobile and travel to work; travel between Canada and the United States; travel between Canada and overseas countries; recreation participation; tourism plant; influences on travel and recreation and the impact of travel and recreation.

Featured selections in this issue include information on the new Canadian Travel Survey with some tourism region data, the United States National Travel Survey, gasoline sales of road vehicles, indices of effective prices for international travellers, measures of real domestic product for some tourism-related industries and a tourism attractions index prepared in the private sector.

For further information, order the 1978-79 issue of *Travel, Tourism and Outdoor Recreation* (87-401, Canada: \$8; Other Countries: \$9.60), or contact Bob Chadwick (613-995-9689), Travel, Tourism and Recreation Section, Education, Science and Culture Division, Statistics Canada, Ottawa K1A 0Z5.

Publications Board Decisions

As a first step in developing any new publications to be released from Statistics Canada, each proposal must be reviewed and approved by a committee known as the Statistics Canada Publications Board.

Approval from this board gives the sponsoring division of Statistics Canada the authorization to proceed with the publication.

However, approval does not guarantee that the proposal will not later be cancelled or postponed.

The selection of recent Publications Board approvals listed below are likely prospects for future publication by Statistics Canada.

In addition to proposals for new publications, proposals for cancellations of, or changes to existing Statistics Canada publications must be approved by the Publications Board.

New Publications

An occasional publication entitled *Investment Statistics: Manufacturing Sub-Industries, 1960 to 1977* (catalogue no. 61-518) is being produced by Construction Division. It provides historical investment statistics from 1960 to 1977 for current issues of the annual publication, *Capital and Repair Expenditures, Manufacturing Sub-Industries, Canada* (catalogue no. 61-214).

An occasional publication entitled *Earnings of Men and Women: Selected Years 1967 to 1979* (catalogue no. 13-577) is being produced by Consumer Income and Expenditure Division. It presents earnings distributions of males and females by selected socio-economic characteristics.

Two non-catalogued research papers entitled *A Comparison of Labour Force Trends in Canada and Selected Industrialized Countries, 1970-80* and *Recent Migrants to Alberta and British Columbia*

are being produced by the Economic Characteristics Staff. These publications constitute nos. 30 and 31, respectively, of the Labour Force Survey Research Papers.

An occasional publication entitled *An Analysis of Hospital Expenditures in Canada* (catalogue no. 83-522E) is being produced by Health Division. This publication examines the cost of medical services by principal categories of diseases treated in hospitals, and by age group of medical services users.

Changes to Publications

The annual publication *Index of Farm Production* (catalogue no. 21-203) will increase from eight to 16 pages, starting with the 1980 publication. This is to accommodate additional tables and graphics and an expanded methodology section.

The title and contents of the monthly publication *Indexes of Real Domestic Product by Industry* (catalogue no. 61-005) are being modified. Starting with the July/August 1981 issue: gross domestic product estimates will be published in constant dollars on an annual and quarterly basis; only major groupings will be published in both constant dollars and in an index form on a monthly basis; all industry detail will be published in an index form. The new title will be *Gross Domestic Product by Industry* (the catalogue number will remain unchanged).

Discontinued Publication

The quarterly publication *Canadian Travel Survey, Canadians Traveling in Canada* (catalogue no. 87-002) has been discontinued due to shortage of resources. The last issue was for October-December 1978. Quarterly data for 1979 and 1980 will be included in a forthcoming new occasional publication, *Canadian Travel Survey* (catalogue no. 87-504).

ring and Primary Industries Division, Statistics Canada, Ottawa K1A 0T6.

Ontario Focal Point

Gustave Szabo, manager, Surveys and Advisory Services, has also been appointed interim management co-ordinator of the Central Statistical Services, Ontario Ministry of Treasury and Economics. Mr. Szabo replaces Orville Schnick who recently retired from the Ontario civil service.

New Division Created

A Research and Analysis Division has been created in the Social Statistics Field with Dr. Paul Reed as director.

The role of the division is to conduct research as well as to stimulate support and integrate analytic work throughout the Social Statistics Field. An important responsibility is to facilitate the use of an extensive social data file.

UN Statistical Pocketbook

The fifth in a series of annual compilations of basic international statistics has been released by the United Nations. The purpose of the Pocketbook is to supply adequate basic data to increase international public awareness of national development efforts.

The data were selected from international statistical information compiled regularly by the statistical office of the United Nations, the statistical services of the specialized agencies and other international organizations. Part of the Pocketbook presents frequently consulted statistical indicators on each of 155 countries, while another part contains demographic, economic and social statistics for the world as a whole and for continents.

The Pocketbook generally covers the years 1970 and 1979. The aim is to present, over the period covered, time series that are as comparable as the available statistics permit.

Copies of the *United Nations Statistical Pocketbook (World Statistics in Brief)* may be purchased for \$2.50 from the Sales Section, United Nations, New York, New York 10017.

Conference Board Study

Provincial Differences: A Challenge to Compensation and Relocation Policies contains the findings of a Conference Board of Canada study into recent trends in wage and salary differences, living cost differences, and taxation differences among the provinces of Canada. The study clarifies the extent to which changes in labour market conditions, provincial taxation and living costs affect current compensation and relocation administration.

The study analyzes trends in compensation for 14 benchmark occupations in 10 major cities and upon differences in living costs throughout the 1970s. The cities are St. John's, Charlottetown, Saint John, Halifax, Montreal, Toronto, Winnipeg, Regina, Calgary and Vancouver. The report includes data on minimum wage rates, average hourly rates, population trends, personal income tax, disposition of income, and rates of pay and living costs relative to Toronto. The issues in measuring living costs, as well as an outline of the methodology used, are given in an appendix.

The report is available at \$30. Write to The Conference Board of Canada, Suite 100, 25 McArthur Road, Ottawa, Ontario K1L 6R3, or telephone (613-746-1261).

Cigarettes/Cigars

Canadian production of cigarettes for the month of October 1981 was 6.7 billion, up from 6.5 billion a year earlier.

Production of cigars increased to 48.0 million in the latest month from 44.3 million in October 1980.

For further information, order the October 1981 issue of *Production and Disposition of Tobacco Products* (32-022, \$1.50/\$15), or contact G. Elliot (613-996-3226), Manufactu-

New CANSIM Feature

CANSIM users now have a choice of specifying either a metric or imperial unit of measure. Series which are convertible will contain a "C" before the termination indicator in the **CANSIM Series Directory**.

The new Add Conversion (AC) operation will enable the source to input metric values to a series which had previously been entered as imperial units. The Add Conversion card specifies the conversion reference date, a conversion code, metric scalar factor and number of decimals.

For further details, contact the CANSIM Division, 9th Floor, Coats Bldg., Ottawa K1A 0T6 (613-995-0575) or any Statistics Canada regional office.

Canadian Computer Industry

The Evans Research Corporation's annual market research report, **Corporate Strategies for the Canadian Computer Industry: 1981**, is a 200-page analysis of corporate strategies of 24 major computer companies in Canada.

Analysis covers:

- Current market position, including competitive strengths and weaknesses, growth from 1976 to 1980, and revenues by product-line and by geographical breakdown;
- Current corporate, product-line and marketing strategies;
- Expected corporate, product-line and marketing strategies through 1985.

The report also predicts market trends and technological changes through 1985 and presents a statistical forecast of Canadian revenues from 1981 through 1985 for selected market segments.

For further information, phone (416-621-8814) or write to Evans Research Corporation, 1 Eva Road, Suite 309, Etobicoke, Ontario M9C 4Z5.

Gun Control Report

The first report resulting from a three-year study of the government's new gun control provisions is available from the federal Ministry of the Solicitor General. Entitled **Evaluation of the Canadian Gun Control Legislation, First Progress Report**, it highlights the findings after one year of data collection.

Statistics originate from: the RCMP and Statistics Canada; provincial data sources such as chief provincial/territorial firearms officers, directors of prosecution/chief provincial attorneys, hospital medical records institutes, and hunter safety coordinators; and local data sources such as business inspectors, police officers, defence lawyers, judges and firearms businesses.

Copies of the report may be obtained free either English or French from the Communications Division, Solicitor General Canada, Ottawa, Ontario K1A 0P8. Copies are available for reference only at Statistics Canada reference centres.

Canadian Energy Supply and Demand

Canadian Energy — Supply and Demand, 1980-2000, the recent report of the National Energy Board, appraises the supply of oil, natural gas and other forms of energy in relation to domestic demand and economic supply and demand balances for hydrocarbons and electricity in Canada. The report examines the extent to which total Canadian energy demand could be met by indigenous supplies over the period to the year 2000, after providing for authorized exports.

This report deals with all energy forms to the end of the century. The 426-page report is divided into four parts:

- Part I consists of background information, summary and conclusions, and an overview of energy issues;
- Part II includes a discussion of techniques used in forecasting demand, as well as the economic, demographic, and energy price assumptions. It also examines the forecasts of total primary Canadian energy demand, by sector;
- Part III looks at domestic supply capability and deals with reserves and productive capacity of Canadian crude oil, supply of Canadian natural gas from both conventional and other sources, natural gas liquids supply, electricity supply, and supply of energy from coal;
- Part IV covers long-term export authorizations and energy balances.

A copy of the report is available free from the National Energy Board, Telephone (613-593-6936), or write to the National Energy Board, Room 1002, 473 Albert St., Ottawa, Ontario K1A 0E5. Copies are available for reference purposes only at Statistics Canada reference centres.

Telidon Field Trials

Statistics Canada is participating in Telidon field trials across Canada to assess the interactive graphic display system's application to data dissemination. Each Statistics Canada regional office has a Telidon user terminal and you are encouraged to drop by and examine the system. For further information, call your local Statistics Canada regional office. See below for addresses and telephone numbers.

ST. JOHN'S

Statistics Canada,
3rd Floor,
Viking Building,
Crosbie Road,
St. John's, Newfoundland
A1B 3P2
737-4073

HALIFAX

Statistics Canada,
3rd Floor, 1256 Barrington St.,
Halifax, Nova Scotia.
B3J 1Y6
426-5331

MONTREAL

Statistics Canada,
7th Floor,
Alexis Nihon Plaza,
1500 Atwater Avenue,
Montreal, Quebec.
H3Z 1Y2
283-5725

OTTAWA

Central Inquiries,
Statistics Canada,
Lobby, R.H. Coats Building,
Ottawa, Ontario.
K1A 0T6
992-4734

TORONTO

Statistics Canada,
10th Floor,
25 St. Clair Avenue East,
Toronto, Ontario.
M4T 1M4
966-6586

WINNIPEG

Statistics Canada,
Room 602,
General Post Office,
266 Graham Avenue,
Winnipeg, Manitoba.
R3C 0K4
949-4020

REGINA

Statistics Canada,
530 Midtown Centre,
Regina, Saskatchewan.
S4P 2B6
359-5405

EDMONTON

Statistics Canada,
Suite 215, 11010-101 St.,
Edmonton, Alberta.
T5H 4C5
420-3027

VANCOUVER

Statistics Canada,
Main Floor,
1145 Robson Street,
Vancouver, British Columbia
V6E 3W8
666-3695

Market Research Handbook

Still available are a limited number of copies of the *Market Research Handbook*, 1981, a publication that provides the most comprehensive array of Canadian marketing information available in a single volume. The 751-page Handbook can be used for analysis of market areas of all sizes ranging from local or regional to national in scope.

The publication brings together a wide selection of the data most needed by market specialists for sound decision-making. Although it cannot be expected to contain all the data required to solve every specific marketing problem, it provides an excellent source of general marketing statistics and offers directions on where to look for more detailed information.

In order that trends can be identified, the Handbook includes data for previous years tabulated with the most recent statistics. Where possible, projections of population growth and school enrolment are included. An index of major subjects is provided to assist in locating specific data. Definitions of terms and special notes allow users to make accurate interpretations of tabulated data.

Priced at \$25 a copy in Canada and \$30 elsewhere, the *Market Research Handbook*, 1981 (catalogue number 63-224) can be ordered from any of Statistics Canada's regional reference centres or from Publication Sales and Services, Statistics Canada, Ottawa K1A 0V7. Cheques should be made payable to the Receiver General for Canada.

Radio Broadcasting

Gross national AM and FM radio air-time sales were \$10.4 million in July 1981, an increase of 15.7% from \$9.0 million in July 1980. Net national sales after deduction of agency and other commissions amounted to \$8.8 million, up 15.8% from \$7.6 million in the previous year.

Net local air-time sales were up 18.8% to \$26.0 million in July from \$21.9 million.

Gross radio air-time sales for January to July 1981 were \$256.8 million, up 13.3% from \$226.6 million in the 1980 period. Net sales rose 13.1% to \$239.4 million from \$211.7 million.

For further information, order the July 1981 issue of *Radio Broadcasting* (56-003, \$1.50/\$15), or contact J.R. Slaterry (613-996-9271), *Transportation and Communications Division*, Statistics Canada, Ottawa K1A 0V1.

Productivity Measures

Revised estimates of output per man-hour for all commercial industries show a decline of 0.8% in 1980, following an increase of 0.5% in 1979. Unit labour cost rose 10.5% in 1980, the largest increase recorded since 1975.

Output per man-hour in manufacturing declined 1.9% in 1980, the first decline registered since 1975. Unit labour cost increased 12.4% in 1980, the largest increase since 1975.

Revised data for productivity and unit labour cost for the years 1971-1980 are available from CANSIM (matrices 601 to 622 and 1106 to 1117); from the forthcoming publication Aggregate Productivity Measures, 1946-1980 (catalogue 14-201, \$6) or on request from the Input-Output Division. For further information, contact M. Larose (613-995-8261), Input-Output Division, Statistics Canada, Ottawa K1A 0V7.

Wholesale Trade

Wholesale merchants' sales in September 1981 increased by 7.6% from the August 1981 level. Increased sales were recorded in seven provinces, gains ranging from 1.4% for Newfoundland to 19.1% for British Columbia. The largest sales decrease was in Prince Edward Island (-17.3%).

Wholesale inventories in September showed an increase of 1.1% from the previous month.

For further information, order the September 1981 issue of *Wholesale Trade* (63-008, \$1.50/\$15), or contact the Wholesale Trade Section (613-996-9307), *Merchandising and Services Division*, Statistics Canada, Ottawa K1A 0V4.

Vending Machine Operators

Total sales through 119,316 vending machines as reported by 584 vending machine operators for 1980 reached \$371.8 million, up 12.9% over 1979.

A breakdown of vending machine sales for 1980 follows, with percentage change in dollar volume from 1979 in brackets:

- Cigarette machines (29,974 units), \$140.7 million (+3.0%)
- Coffee machines (17,850 units), \$76.4 million (+22.3%)
- Soft drink machines (21,040 units), \$57.8 million (+11.3%)
- Packaged confectionery, pastry and snack machines (11,270 units), \$37.5 million (+21.3%)
- Packaged milk and juice machines (2,899 units), \$14.8 million (+17.0%).

Further information will be contained in the publication *Vending Machine Operators*, 1980 (63-213, \$4.50), or contact the Retail Trade Section (613-996-9304 or Telex 053-5585), *Merchandising and Services Division*, Statistics Canada, Ottawa K1A 0V4.

Current Economic Analysis

Current Economic Analysis (13-004E, \$2.50/\$25) is a monthly publication which provides, in a manner easily accessible to the public, an integrated commentary on the most recent data releases covering leading economic indicators, consumption, employment, output, investment, finance, prices, external trade, etc. Included is a news summary of major domestic and international developments contributing to the economic outlook and extensive tables and charts containing analytically useful transformations of the basic source data. Because of this emphasis on analytical transformations of the data, the publication is not meant to serve as a compendium of source data on the macro-economy. Users requiring such a compendium are urged to consult the *Canadian Statistical Review*.

From time to time, feature articles will appear covering methodological issues such as dating business cycles and constructing leading indexes and presenting in-depth studies on the current behavior of specific economic sectors.

For further information, contact D. Rhoades (613-992-4441), *Current Economic Analysis Staff*, Statistics Canada, Ottawa K1A 0T6.

Estimates of Employees

Monthly summary data are released on a regular basis in the *Statistics Canada Daily*, while detailed monthly information is published in catalogue no. 72-008, *Estimates of Employees by Province and Industry*.

For further information contact G. Mahoney (613-995-6868), *Labour Division*, Statistics Canada, Ottawa K1A 0V2.

Catalogued Publications

Order through:

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Statistics Canada, Ottawa K1A 0V7.

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Correctional Services

Correctional Services in Canada, 1978/79 — 1979/80 is a report which describes correctional services in the federal sector and in each province and territory. Information is provided on probation and parole services, special services and programs and expenditures. Under special services, the report discusses special programs for native and female offenders, education, training, employment, health care, the chaplaincy and procedures for handling inmate complaints and grievances.

Some highlights of the findings reported in *Correctional Services in Canada* are:

- in 1979-80, total federal spending on correctional services increased 1.3% over the previous year while provincial expenditures increased 10.3%;
- per capita cost of federal correctional services was \$15.56 in 1979-80 and ranged from \$9.06 (New Brunswick) to \$22.09 (British Columbia) for provincial services (with the exception of the Yukon and Northwest Territories);
- the average daily inmate count has remained stable over the past three fiscal years at approximately 23,000;
- admissions to federal institutions decreased slightly to 4,623 in 1979-80 from 4,663 the previous year; provincial remand admissions (persons awaiting trial or sentence) increased moderately except in New Brunswick, Ontario and the Yukon where decreases occurred; total sentenced admissions to provincial institutions remained relatively stable over the two-year period;
- on an average day, 6,758 individuals were on parole or under mandatory supervision in 1979-80; the average probation supervision count increased to approximately 57,000 in 1979-80 from 52,000 in the previous year;
- at the end of March 1980, one-half of all federal inmates were between 20 and 30 years of age;
- Quebec was identified as the province of residence for 29% of all federal inmates, 24% were from Ontario;
- the number of escapes from federal and provincial institutions rose to 739 in 1979-80 from 674 in the previous year;
- the total number of inmate deaths declined to 70 from 78 over the two-year period and suicides decreased to 22 from 35.

A copy of *Correctional Services in Canada, 1978/79 — 1979/80* is available from the Canadian Centre for Justice Statistics (613-995-0855), 19th Floor, R.H. Coats Building, Statistics Canada, Ottawa K1A 0T6.

Newspapers/Periodicals

What role do newspapers and periodicals play in Canadian family life?

According to a 1978 Statistics Canada report *Family Expenditures in Canada* (catalogue 62-550), the average Canadian family spent \$50.90 per year on daily and non-daily newspapers. Low income families (\$12,000 and under) spent more than half as much on newspapers as families with three times the income.

A family with an income of less than \$12,000 spent about \$42 on daily and non-daily newspapers, and spent between \$10 and \$19 on each of the following activities: records and tapes, movies, or theatre and concerts. And although a family earning \$35,000 and over spent between four and six times as much as the less privileged family on these other recreational activities, it did not spend even twice as much on newspapers (about \$71). The lower income family has to restrict the amount or frequency of some types of recreation, but it seems to insist upon having the printed information found in newspapers.

For books and pamphlets, the disparity between these two income groups was even greater. The range was from \$15 for families with income under \$12,000 to \$101 (almost seven times greater) for families with income three times greater (\$35,000 and over).

A new Statistics Canada publication released this week, *Culture Statistics:*

Canada Handbook

The *Canada Handbook* 1980-81 edition is an illustrated volume that paints a broad picture of life in this country — the book's 352 pages provide a detailed portrait of the lifestyle of Canadians, from education to agriculture, technical progress to multiculturalism, from the national balance of payments to leisure. More than 250 photographs and illustrations, most of them in color, accompany the text.

Available through government and retail book stores, the publication is priced at \$6. Copies may be ordered from Publication Sales and Services, Statistics Canada, Ottawa K1A 0V7, or the Canadian Government Publishing Centre, Department of Supply and Services, Hull, Quebec K1A 0S9. Orders should be accompanied by a cheque or money order payable to the Receiver General for Canada.

Newspapers and Periodicals, 1980 (87-625, \$4.50), provides a summary of the major changes in circulation and advertising revenues for newspapers and periodicals that took place in 1980.

Copies of the report are available through Publication Sales and Services.

The Role of Leading Indicators in the Statistical System

Policy-makers and decision-makers in both the government and private sectors are making increased and more sophisticated uses of quarterly national accounts and of other macro-economic frameworks in order to evaluate the current performance of the economy and to detect its underlying trends. However, by the time users have access to the elaborate frameworks which allow them to analyze the economy in a relatively disciplined fashion, events with consequences for the near and medium term future may have already taken place. The first quantitative manifestation of current economic developments often occurs in a group of indicators that lead cyclical movements in the economy and that can be assembled rapidly as events unfold. Consequently it is not surprising that "leading indicators" have long played a role in assessing current economic conditions. In the last decade the increased severity of recessions worldwide has disabused most analysts of the notion that the business cycle is dead and has rekindled interest in the leading indicator approach to economic analysis. Since the early 1970s the number of organizations, both in Canada and elsewhere, that have developed indicator systems to monitor economic developments is quite impressive. All of this activity has stimulated inquiries into the nature of the work being carried out and into possible directions of evolution of indicator systems.

These inquiries have led Statistics Canada to develop a set of theoretical guidelines that are useful in constructing, evaluating, or in guiding the evolution of leading indicator systems. Also, technical advances in data smoothing have been utilized so that the number of false signals emitted by the leading index has been minimized while preserving the maximum amount of lead time. A paper on these topics will shortly be published in a forthcoming issue of the new publication *Current Economic Analysis* (catalogue number 13-004E). Within the limits of this note we can only be suggestive and indicate that a leading indicator system should be structured as much as possible like the framework (eg. the quarterly national accounts) that it is intended to complement, and it must contain a broad enough range of component indicators to enable the system to warn of cyclical changes that may be generated by any of a large variety of causal mechanisms. Although the current version of Statistics Canada's leading indicator system does not incorporate all the implications of the theoretical guidelines, along with the guidelines, it constitutes a useful addition to the indicator systems in Canada, and will become increasingly more so as the system evolves in accordance with the theoretical principles underlying its development.



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These publications released November 20 — 26

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Culture Statistics, Newspapers and Periodicals, 1980	87-625	\$4.50	\$5.40
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