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Weekly Bulletin

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Canadian Composite Leading Indicator

The Canadian Composite Leading Indicator rose 0.33% in March to a level of 137.85. The non-filtered index increased 1.14% to 138.2 after having declined for three consecutive months. The continued upward movement of the filtered index suggests that a return to the recession of 1980 is not imminent.

Indicators of consumer demand improved somewhat in March over their weak behaviour in February due to a recovery in motor vehicle sales. A 7.4% increase in the non-filtered version of the motor vehicle sales data led to a 0.31% rise in the filtered series. Preliminary data for April indicate that sales fell slightly. Expenditure on furniture and appliances slowed for the second consecutive month, rising 2.63% in February and 1.36% in March. The deceleration was due to two large declines in the prices of these goods in February (0.6%) and in March (3.1%) have served to rein in purchases.

The leading indicator of residential construction posted another substantial gain in March (5.44%), marking the seventh consecutive increase in this series. Building permits contributed most to the rise. Housing starts and mortgage loan approvals were weaker causing the non-filtered index to fall 0.4%. The mortgage rate jumped to 18% in May however, and preliminary data indicate that housing starts in urban areas are down about 17% from April.

The recovery noted in the manufacturing sector in February did not continue into March. New orders for durable goods decelerated to post a 0.75% gain, while the non-filtered series fell 5.4%. The same industries that had contributed the most to the recovery in February weakened in March. The ratio of shipments to finished goods inventories rose from 1.48 to 1.49 but the non-filtered series did not change with shipments rising almost as much as inventories. The 0.7% increase in shipments was much smaller than the 2.4% rise in February.

The percentage change in price per unit of labour costs was -0.04, negative for the second consecutive month, suggesting a narrowing of profit margins in manufacturing enterprises. The non-filtered series indicated, however, that unit labour costs

(continued on next page)

LATEST MONTHLY STATISTICS

EMPLOYMENT, INCOME

			Previous Month	% Change From Year Ago
Average Weekly Earnings (\$)	Feb.	339.61p	337.40p	10.6
Labour Income (\$ million)	Feb.	14,128.6p	14,003.6p	13.4
Persons with Jobs (million)	May*	11.03	10.70	3.9
Unemployed	May*	854,000	886,000	-5.5

INVENTORIES

Department Store (\$ million)	Mar.	2,626.3	2,529.2	8.8
Manufacturers' Owned (\$ million)	Mar.	30,604.8p	30,279.5r	10.9
Wholesale (\$ million)	Mar.	14,301.1	13,636.0	11.7

ORDERS

Manufacturers' New Orders (\$ million)	Mar.	16,258.3p	14,731.7r	11.2
Manufacturers' Unfilled Orders (\$ million)	Mar.	19,580.9p	19,382.1r	1.4

PRICES

Consumer Price Index (1971=100)	Apr.	231.1	229.4	12.6
Non-food CPI Component	Apr.	213.1	211.7	12.0
New Home Price Index (1976=100)	Apr.	132.3	130.0	13.7
22-city Composite Wage-Building (1971=100)	Jan.*	253.6p	253.5r	9.7
Industry Selling Price Index (1971=100)	Apr.*	267.0p	265.2r	10.7

CONSTRUCTION

Building Permits (\$ million)	Mar.*	1,259.8p	3,023.8p	11.9
Housing Starts — Urban Centres (units)	Apr.	14,854	37,392	14.8

ENERGY

Coal Production (thousand metric tonnes)	Mar.*	3,675.7	10,341.3	25.2
Electricity Generation (terawatt hours)	Mar.*	34.7	104.0	0.5
Natural Gas Production (million cubic metres)	Jan.	9,733.8	9,733.8	-7.0
Petroleum Refining (million cubic metres)	Mar.	8.8p	26.9p	-8.3

FOREIGN TRADE

Exports — Balance of Payments Basis (\$ million)	Apr.*	7,021p	27,066p	9.5
Imports — Balance of Payments Basis (\$ million)	Apr.*	7,052p	25,373p	8.2

PRODUCTION

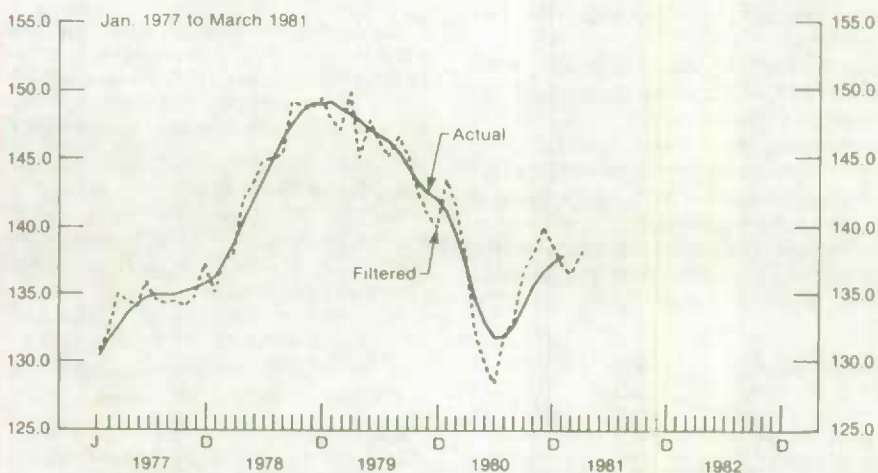
Steel (ingots — thousand metric tonnes)	Apr.	1,446.0	5,623.0	5.6
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SALES

Department Store Sales (\$ million)	Apr.*	793.7	2,695.8	12.9
Manufacturers' Shipments (\$ million)	Mar.	16,059.4p	43,692.4p	9.1
New Motor Vehicle Sales (\$ million)	Apr.	1,312.7	4,155.4	7.8
Retail Sales (\$ million)	Mar.	7,064.0p	19,999.7	14.0
Wholesale Sales (\$ million)	Mar.	7,392.5	19,916.5	10.6

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

The Canadian Composite Leading Index



slackened considerably (down 1.1%), the first significant easing of costs in several months. The average workweek in manufacturing was little changed during the month.

The U.S. leading index continued to decelerate in March, rising 0.59% in spite of the substantial 1.8% increase in the non-filtered series. The U.S. Commerce Department noted, however, that the growth was mainly due to one series that was heavily influenced by petroleum price increases. Excluding the effect of petroleum prices the index of leading indicators grew only marginally. The published index decelerated in April (up 0.4%).

Financial market indicators showed some improvement in March. After three consecutive declines the non-filtered version of the Toronto Stock Index jumped 9.5%. Consequently the filtered series continued to rise, posting a 0.99% gain. The strength was widespread with metals and minerals, paper and forest products and gold contributing most to the increase. The real money supply fell 0.53%, the third consecutive drop.

For further information, order *Current Economic Analysis* (13-004E, Canada: \$2.50/\$25; Other Countries: \$3/\$30), or contact D. Rhoades (613-992-4441), *Current Economic Analysis Staff, Statistics Canada, Ottawa K1A 0T6*.

Local Government Finance,

Preliminary 1979 and Estimates 1980

Total estimated general revenue of local governments in Canada reached \$24,902 million in 1980, an increase of \$1,380 million or 5.9% over the total preliminary general revenue for 1979. Own source revenue increased by \$1,540 million (12.9%) while total transfer payments received decreased by \$160 million (1.4%). The two most important sources of revenue — specific purpose transfers from provincial governments and real property taxes which accounted for 40.4% and 33.3% respectively of total general revenue in 1980 — increased by \$490 million (5.1%) and \$786 million (10.5%) respectively. A decrease of \$642 million (35.2%) occurred in general purpose transfers from provincial governments.

Total estimated general expenditure for 1980 of \$27,079 million resulted in an increase of \$2,893 million or 12% over the corresponding preliminary data for 1979. The most costly functions of expenditure for 1980 were education with 40.8% of total expenditure, transportation and communications (12.1%), protection of persons and property (8.2%), environment (8.1%), debt charges (6.8%) and recreation and culture (6%).

Pending publication of Local Government Finance, Preliminary 1979 and Estimates 1980 (68-203), copies of the principal revenue and expenditure tables which will appear in the publication are available upon request from G.A. Marr (613-995-9897), Chief, Local Government Section, Public Finance Division, Statistics Canada, Ottawa K1A 0T6.

Building Permits

Building permits issued by Canadian municipalities were at a seasonally adjusted level of \$1,601.0 million in March 1981, little changed from the revised February total of \$1,601.4 million but up 36.8% from the year-earlier figure of \$1,170.6 million.

Residential building permits, which had shown strength in February, rose a further 5.8% to \$940.0 million in March, seasonally adjusted, from \$888.4 million, reflecting an increase in the number of new dwellings authorized to 18,367 units (11,018 singles and 7,349 multiples), from 17,772 units in February (10,162 singles and 7,610 multiples). This upward trend was attributable to increased authorizations for housing starts in Quebec, Ontario and Alberta.

Non-residential permits dropped 7.3% to \$661.0 million in March, seasonally adjusted, from \$713.0 million in February. While new industrial projects rose in value to \$206.2 million from \$127.7 million, and publicly-initiated projects increased to \$172.8 million from \$129.4 million, the value of proposed commercial construction was only \$282.1 million compared to \$455.9 million in February (the decline reflected the absence of large building projects in both Alberta and British Columbia).

For further information, order the March 1981 issue of Building Permits (64-001, \$3.50/\$35), or contact J.P. Delisle (613-995-8213), Construction Division, Statistics Canada, Ottawa K1A 0Z7.

Radio Broadcasting

Gross national AM and FM radio air-time sales totalled \$11.3 million in March 1981, an increase of 7.6% from \$10.5 million a year earlier. Net national sales after deduction of agency and other commissions amounted to \$9.6 million, up 7.9% from \$8.9 million.

Net local air-time sales were up 10.7% to \$25.9 million in the latest month from \$23.4 million in March 1980.

Gross radio air-time sales for January-March 1981 were \$93.8 million compared to \$87.2 million in the 1980 period, an increase of 7.6%. Net sales rose 7.3% to \$87.7 million from \$81.7 million.

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

Telephone Statistics

Canada's 13 major telephone systems reported revenues of \$552.7 million in April 1981, up 21.4% from a year earlier. Operating expenses increased 18.6% to \$390.0 million. Net operating revenue at \$162.7 million showed an increase of 28.9% over April 1980. Telephone toll messages increased 11.1% to 117.2 million.

For further information, order the April 1981 issue of Telephone Statistics (56-002, \$1.50/\$15), or contact J.R. Slattery (613-996-9271), Transportation and Communications Division, Statistics Canada, Ottawa K1A 0V1.

International Travel

Preliminary statistics for April 1981 show that Canadian residents returning from visits to both the United States and other countries decreased from the same month in 1980. The number of U.S. residents visiting Canada continued to increase — due to the dramatic growth in short-term entries by automobile — and visitors from other countries also increased.

Statistics for April show that 2.8 million Canadian residents returned from visits to the U.S. (down 1.6% from a year earlier), while the number of Canadians re-entering from trips to countries other than the U.S. decreased by 2.9% to 127,000. Residents of the U.S. entering Canada numbered 3.0 million, an increase of 19.6% from April 1980, primarily due to a 23.5% rise in same-day automobile visits. Visitors from countries other than the U.S. increased by 12.2% to 120,000.

On a year-to-date basis figures were as follows: 9.7 million Canadians returned from visits to the U.S., down 2.7% from 1980; residents returning from other countries decreased by 10.3% to 581,000; 10.3 million U.S. residents entered Canada, up 28.5%; and 302,000 visitors from countries other than the U.S. entered Canada, up 4.8% from January-April 1980.

In the first four months of 1981, long-term Canadian re-entries from the U.S. (including overnight or longer auto and bus traffic and all plane, train and boat re-entries) decreased by 1.8% to 3.3 million. Canadian residents returning from visits to countries other than the U.S. decreased by 10.3% to 581,000. Long-term entries to Canada by U.S. residents increased by 6.3% to 1.7 million, while visitors from other countries (excluding those arriving by land via the U.S. and entering and leaving on the same day) numbered 264,000, 6.2% above 1980.

For further information, order the April 1981 issue of International Travel — Advance Information (66-002, \$1.50/\$15), or contact Paul Paradis (613-995-0847), International Travel Section, Statistics Canada, Ottawa K1A 0Z8.

Index of Farm Production, 1978

Agricultural production in Canada was 2.9% higher in 1978 than in 1977. Crop production increased 6.3% while livestock production decreased by 0.3%. Large increases in production of rapeseed and wheat were responsible for most of the increased agricultural output.

The index of farm production measures the change, through time, in the level of the physical volume of agricultural production. The price weights used in the index are the weighted averages of 1971-1974 prices. The index has a time base of 1971=100. The figures above are the first data to be published since this series was suspended in 1977. Revised and rebased index numbers are available for the years 1951-1978.

For further information, order the 1978 issue of Index of Farm Production (21-203, \$3), or contact Ed Hamilton (613-995-4895), Agriculture Statistics Division, Statistics Canada, Ottawa K1A 0T6.

The Canadian Balance of International Payments

In the first quarter of 1981 the seasonally adjusted current account is estimated to have swung by almost \$1,500 million to a deficit of \$1,074 million from a surplus of \$406 million in the preceding quarter, largely reflecting a drop in the merchandise trade surplus. Unadjusted for seasonal variations the current account in the quarter was in deficit by \$1,719 million. Capital movements — which are not seasonally adjusted — led to a net inflow of \$6,287 million, while the balancing item representing net errors and omissions in the recorded estimates of the current and capital accounts was equivalent to a net outflow of \$4,378 million. After including the effect of a further allocation of Special Drawing Rights of \$210 million, the overall surplus outlined above led to an increase in net official monetary assets of \$400 million.

The main quarterly features were:

- a \$1,013 million drop in the seasonally adjusted trade surplus to \$1,774 million as exports edged down by 1.2% while imports rose by 4.3%. Preliminary indications suggest that in volume terms exports fell over 8% and imports almost 1%, in keeping with a level of economic activity which was less buoyant than in the previous quarter. Among exports, large increases were registered on a seasonally adjusted basis for iron ore, fish, crude petroleum, newsprint, motor vehicle parts (including engines) and coal, with major decreases for passenger automobiles, wheat, copper and trucks. The greatest import rises were for petroleum and coal products, passenger automobiles, trucks, agricultural machinery (including tractors) and rolling mill products, while motor vehicle parts (except engines), coal, raw sugar and crude petroleum fell.
- a rise of over \$450 million to \$2,848 million in the seasonally adjusted non-merchandise trade deficit, mainly caused by a sharp rise in dividend payments from an unusually low level in the previous quarter. The deficit on international travel transactions fell by one-third to \$238 million;
- a reduction of over \$700 million to \$439 million in the net outflow from capital movements in long-term forms. Principal contributors to this change were a rise of almost 50% in Canadian new issues sold to non-residents, a swing of \$450 million to a net inflow from foreign direct investment in Canada, and a sharp fall in the net outflow to finance official export credits. Partly offsetting these movements were a decline in net purchases by non-residents of outstanding Canadian bonds and an increase in the net outflow from sales of Canadian stocks;
- an increase of \$5,450 million to a net inflow of \$6,726 million in short-term

capital transactions. Chiefly accounting for this increase was a sharply higher net inflow of almost \$3,650 million as the net foreign currency positions of residents and non-residents with the chartered banks shifted in response to changes in Canadian banking legislation. In addition there were swings to net inflows in "other short-term capital transactions" and in non-resident holdings of Canadian money market instruments and Canadian dollar deposits, the latter probably influenced by substantially favourable hedged interest rate differentials. The main offsetting transaction was an increase of about \$1,300 million in non-bank holdings of short-term funds abroad;

- a sharp jump of almost \$3,200 million in the net debit balance for errors and omissions. A substantial part of this increase seems to be related to the rearrangement of chartered bank foreign currency financing referred to above which led to the booking of resident deposits in foreign currencies to be shifted from Canada to other countries. The reporting system, while identifying the inflow of these funds from the chartered banks' foreign branches, has so far only identified perhaps just over \$1 billion of the associated outflows from Canada;
- an overall surplus on recorded and unrecorded current and capital account transactions of \$190 million, which, together with the allocation of Special Drawing Rights of \$210 million, led to a \$400 million increase in Canada's net official monetary assets. Reserve assets declined by \$314 million while related liabilities fell by \$714 million as outstanding drawings on standby credits from Canadian and foreign banks were reduced to U.S. \$300 million, all to Canadian banks;
- a noon quarterly average for the Canadian dollar of 83.79 U.S. cents, down almost three-quarters of a United States cent from the previous quarter. Paralleling its U.S. counterpart, however, the Canadian dollar performed strongly against major European currencies.

For further information, contact D.K. McAlistar (613-995-0743), Balance of Payments Division, Statistics Canada, Ottawa K1A 0T6. The main tables can be obtained in machine-readable form from the CANSIM base.

Financial Statistics of Education, 1977-78

Total expenditures on education in Canada reached almost \$17.5 billion for 1977-78. Governments at the federal, provincial and local levels provided more than 90% of the total, miscellaneous revenues accounting for the rest. Despite a drop in full-time enrolment, spending on education jumped

16% in 1977-78 compared to an 11% increase in 1973-74. However, this rise in education spending was less than that for overall government expenditure, when both are expressed as a percentage of Gross Domestic Product.

In 1977-78, one-quarter of the population (six million persons) was studying full-time at an educational institution and approximately one person in 30 active in the labour force worked as a full-time teacher. Education costs averaged \$1,663 for each worker in Canada.

The elementary-secondary level received two-thirds of the total education budget. Provincial governments provided 67% of the funding and municipal governments supplied 26%. An analysis of school board spending and particularly per-pupil expenditures revealed dramatic increases from 1972 to 1977. However, once the effect of inflation was eliminated using the new Elementary-Secondary Education Price Index, the real per-pupil amount had increased only 14% from 1974 to 1977 before decreasing by an estimated 2% in 1978.

The post-secondary level received 27% of the total budget, the largest portion going to universities (64%) and community colleges (24%), and the rest being shared between direct aid to students and departmental expenses. At this level, provincial governments provided three-quarters of the funding, student fees accounted for 9% and the federal government supplied 10% (not including the \$2 billion paid to the provinces under federal-provincial fiscal arrangements).

The most striking feature of post-secondary education in 1977-78 was the decrease in full-time enrolment at Canadian universities, responsible for a deceleration in the annual rate of increase in operating expenditures (18% in 1975-76 compared to 12% for the two following years). An analysis of operating expenditures by function showed that 57% was spent on instruction and 12% on sponsored research. An analysis of the type of expenditure indicated that salaries and wages accounted for 78% of the total.

In contrast to declining university enrolment, the non-university sector of post-secondary education enjoyed the highest annual rate of growth in full-time enrolment since 1973-74 and it was the only educational level in 1977-78 to experience such an increase.

The vocational training sector received 6% of the total budget. Most important were the manpower training programs which are the federal government's principal direct educational responsibility. They represented the second largest federal outlay for education (\$616 million).

For further information, order the publication Financial Statistics of Education, 1977-78 (81-208, \$7), or contact F. Gendron (613-995-9795), Education, Science and Culture Division, Statistics Canada, Ottawa K1A 0T6.

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 proposed new 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 may be taken to indicate what are considered very likely prospects for future publications to be issued 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 *Health and Economic Activity* (catalogue no. 82-539) is being produced by Health Division. This publication provides a time series analysis of the relationship between mortality indicators and various indicators of economic activity during the period 1950-1975.

Business Finance Division will produce preliminary publications in advance of *Corporation Financial Statistics* (catalogue no. 61-207) and *Corporation Taxation Statistics* (catalogue no. 61-208) to provide better service to users. They will be sent without charge to subscribers to the above-mentioned annual publications.

Changes to Publications

Data for the periods 1972 to 1978 will be combined in a catch-up edition of Labour Division's annual publication, *Benefit Periods Established and Terminated Under the Unemployment Insurance Act* (catalogue no. 73-201). Annual publication will resume for the periods thereafter.

The title of the annual publication *Retail Chain Stores* (catalogue no. 63-210) will be changed to *Retail Chain and Department Stores* to reflect additional information on department stores.

Discontinued Publications

The publication *Investment Statistics Service Bulletin* (catalogue no. 61-007), has been discontinued by Construction Division. This service bulletin will be replaced by two catalogued publications: *Investment Statistics — Manufacturing Sub-Industries and Selected Energy-Related Industries* (catalogue no. 61-214) and *Exploration, Development, Capital and Repair Expenditures by Mining and Exploration Companies* (catalogue no. 61-216).

Two quarterly publications *Selected Meat and Meat Preparations* (catalogue no. 32-020) and *Bread and Other Bakery Products* (catalogue no. 32-015) have been cancelled by Manufacturing and Primary Industries Division due to budgetary restraints. Annual data are available in *Slaughtering and Meat Processors* (catalogue no. 32-221) and in *Bakeries* (catalogue no. 32-203), respectively.

Raw Materials Price Index

The preliminary raw materials price index for April 1981 showed five components rising, two falling and one unchanged from the preceding month. The raw materials index excluding coal, crude oil and natural gas rose 0.3% in April to a level 7.8% higher than a year earlier. The total index including coal, oil and natural gas rose 0.2% in April and was up 21.3% from April 1980.

The vegetable products component index fell 3.5% (after a 3.5% drop in March) and stood 18.2% higher than in April 1980. Raw sugar prices continued to decline (down 16% in the month) and were below the year-earlier level. Wheat and other grain prices fell slightly for the third successive month. Fresh vegetable prices fell for the first time since last October (by about 3% as prices for most vegetables except potatoes showed moderate declines), but still showed a year-over-year jump of 75%.

Non-ferrous metals decreased 2.1% in April, the seventh straight monthly decline for this index which stood 6.8% below its

level of a year earlier. The main reason for the decline since October 1980 has been the steady fall in precious metal prices, coupled with lower prices for copper and lead. (Copper prices have steadied in the latest three months, and lead rose in April for the second month in a row, but both remained below their year-earlier levels.) Only aluminum and zinc were higher in April 1981 than in April 1980.

Animal and animal products showed the largest component index increase in April, up 2.4% from March. The rise mostly reflected higher prices for steers (up 6% to about the same levels as in the last few months of 1980). The animal products index was 11.2% higher in April 1981 than in April 1980.

For further information, order the April 1981 issue of *Industry Price Indexes* (62-011, \$3.50/\$35), or contact the Information Unit (613-995-5738), Industrial Prices Section, Prices Division, Statistics Canada, Ottawa K1A 0V5.

Demographic Projections to the Year 2051

A 46-page study entitled *The Future Population and Labour Force of Canada: Projections to the Year 2051* has been prepared for the Economic Council of Canada. Although the projections were designed initially for use in the Council's pension research program, they are of interest in their own right, and of value for other purposes as well. Thus, the methodology underlying the projections, and the historical population and labour force developments in Canada, which represent the background to them, is published as well.

The study is organized as follows. Chapter 2 presents a brief discussion of historical changes in the Canadian population: changes in fertility, mortality, and migration rates are examined, and the effects of these changes on population size, rates of growth, and age distributions are considered. Chapter 3 provides a review of labour force growth, with attention to historical changes in participation rates and age-sex distributions. Chapter 4 describes the methodology and assumptions on which the projections are based. The population projections themselves are discussed in Chapter 5, and the labour force projections in Chapter 6. Some concluding observations are offered in Chapter 7.

The projections were completed in January 1978, and are based on different assumptions than Statistics Canada's 1971 and 1976 projections. An explanation of the differences is provided.

The findings of the study are the personal responsibility of the authors, Frank T. Denton, Christine H. Feaver and Byron G. Spencer, and, as such, have not been endorsed by Members of the Economic Council of Canada. Copies (catalogue No. EC 22-75/1980, \$3.50 in Canada) are available in Canada through authorized bookstore agents and other bookstores, or by mail from Canadian Government Publishing Centre, Supply & Services Canada, Hull, Quebec K1A 0S9.

Postcensal Population Estimates

Canada's population at April 1, 1981 totalled an estimated 24,150,000 persons. Population figures for the provinces and territories were as follows:

- Ontario 8,614,200
- Quebec 6,334,700
- British Columbia 2,701,900
- Alberta 2,153,200
- Manitoba 1,028,800
- Saskatchewan 977,400
- Nova Scotia 856,600
- New Brunswick 709,600
- Newfoundland 584,500
- Prince Edward Island 124,200
- Northwest Territories 43,100
- Yukon 21,800.

To obtain information on population estimates, contact Gertrude Caron (613-995-2213), Demography Division, Statistics Canada, Ottawa K1A 0T6.

Scenario for 1981 Census Products

This article is the third in a five-part series describing present plans for dissemination of the 1981 Census. Those wishing a complete description of the current scenario should contact their local Statistics Canada reference centre.

The tabulations from the 1981 Census will be made available in three forms — print, microfiches and tape — and will be known as the Data Series of products.

Print outputs will consist of catalogued and uncatalogued publications, in three different categories: Provincial, Content (or National) and Profile. The Provincial series of publications is a new series, created so that those interested in data for a particular province and sub-provincial areas on a particular subject do not have to purchase data for all provinces. The Content (or National) series is the traditional one, providing data for Canada and each province by subject, allowing provincial comparisons. The Profile series was inspired by the Popular Census Tract publications of the past, presenting an array of population, housing and other socio-economic data for a specific geographical area. These areas are federal electoral districts, census metropolitan areas, census agglomerations, census sub-divisions with population of 5,000 or more (and a separate set for less than 5,000), as well as census tracts.

Some pre-planned computer print-outs are included in the print category of output, and will be produced where it is anticipated that the level of sales does not justify a regular publication, or where users want combinations of geography and variables not provided in the regular program.

Microfiches will replicate the data series available in print and on tape. The tape output will consist of summary tapes and public use sample tapes. The summary tapes will be produced in format similar to those in 1976, at enumeration area, census sub-division, and census tract levels.

The regular publications will provide less detailed definitions and data quality measures than in 1976. To reduce costs and improve timeliness, this kind of information will be explained in detail in a Reference Series of publications, to be described in the July eight-page *Infomat*.

Canadian Travel Survey

Results from the Canadian Travel Survey for the fourth quarter of 1980 show a total of 23.4 million person-trips by Canadians travelling in Canada, a marginal decrease from the year-earlier period. The total for 1980 was 111.0 million person-trips, down from 114.0 million in 1979.

For further information from the survey, which is conducted by Statistics Canada on behalf of the Canadian Government Office of Tourism and Transport Canada, contact the Travel, Tourism and Recreation Section (613-995-9689), Education, Science and Culture Division, Statistics Canada, Ottawa K1A 0T6.

Jean-Jacques Blais Addresses The Canadian Club

The Honourable Jean-Jacques Blais, Minister of Supply and Services Canada and Minister Responsible for Statistics Canada, spoke at The Canadian Club in Toronto recently.

The Minister spoke of the importance of the current decennial Census, and stated that it is especially significant today because statistics pervade virtually every aspect of modern life. He went on to say that statistical measures have increasingly tended to become the final word in areas in which they were only intended as one indication to be taken in context with a multitude of others.

The Labour Force Survey, for example, was never intended to be the measure of hardship which for many it has become. Similarly, the Consumer Price Index was never meant to be used as the paramount measure of inflation.

Within a relatively short period, statistics — formerly the exclusive preserve of the professionals — have come to affect every one of our lives in real and visible ways. Statistics Canada and other national statistical agencies have moved to centre stage and they have been pushed unwillingly and sometimes unwittingly into the role of social arbiter — a role for which they were never originally intended.

Mr. Blais concluded his remarks by mentioning one of the reasons why he welcomed becoming Minister for Statistics Canada: "I was most anxious to insure that Canada, which has developed a superior statistical system, and is developing a world-wide leadership in telecommunications, marries the development in those two fields. We must ensure that decision-makers at all levels, starting with the family unit, and including the business community and all levels of public administration, benefit fully from properly packaged and intelligently devised statistical data".

The full text of the address is available at all Statistics Canada reference centres.

Symposium on Survey Research Summarized

A Symposium on Survey Research for the 1980s was held in Ottawa on October 21-22, 1980. It was sponsored jointly by the Professional Marketing Research Society and Statistics Canada. The main objective of the Symposium was to improve communications among the government, academic and private sectors of the survey research community in Canada by providing a forum where users and suppliers of survey research services could "talk shop" in a non-adversary environment.

Summaries of some of the papers presented are outlined below:

- **Government Uses of Survey Research in the Eighties** (Peter Hicks, Senior Policy Advisor, Treasury Board Canada, Ottawa)

This paper identifies the stages in the life-cycle of government policies and programs. For each stage, examples are given of how survey research is presently used and likely trends over the next decade are identified.

- **An Overview of Federal Government Survey Research** as reported to Statistics Canada's review and consultation staff, 1974-1980 (T.S. Thompson, Secretary, Federal Statistical Activities Secretariat, Statistics Canada, Ottawa)

This paper provides a summary description of some of the characteristics of the proposals for new surveys submitted to Statistics Canada for review and consultation by other federal government departments. It describes which departments have been involved, gives details of the types of studies proposed and methodologies used, and deals briefly with some of the problems which the review process has uncovered.

- **Implications of Population Change** (Wayne W. McVey, Professor of Sociology, University of Alberta, Edmonton)

This paper examines the effects of fertility, mortality and migration on the age profile of the Canadian population, particularly the effect of fluctuating fertility patterns which have occurred since the second World War. The author analyses the impact on social services and the economy as the shifting requirements of the "Baby Boom" cohorts move through their life cycle.

- **Present and Future Social Needs and the Mechanisms Required to Monitor Them** (Yvan Corbeil, President, CROP Inc., Montreal)

This presentation focuses on the present and future social needs of the public, and tracking these needs by surveys. It is divided into two parts. First, the writer gives some history of the tracking systems. Then, he speaks about the future and his forecasts for the new tracking systems.

- **Comments on the Needs of the User in the Private Sector** (Robert T. Stewart, Group Vice President, Marketing, Scott Paper, Vancouver)

A major packaged goods manufacturer details his firm's assemblage and application of market understanding information, impact information, market tracking, share/volume forecasting and documentation procedure.

- **Development in Data Collection: Cost Versus Quality** (Charles S. Mayer, Professor of Marketing, York University, Toronto)

Increasing costs without a concomitant increase in research budgets are putting severe strains on research quality. Improvements in technology, however, both in the physical domain and in the conceptual domain are sufficient to maintain research productivity at least at its prior level.

• **Alternative Socio-Economic Data Collection Methods in the 1980's: The Concept of a Synthetic Data Base** (Mukund Nargundkar and Anis Ashraf, Statistics Canada, Ottawa)

This paper makes a proposal to create a new type of information bank, the "Synthetic Data Bank". This type of bank would involve linking information from two data banks to create a third. The result would be that much greater use could be made of existing data banks in conjunction with new data collection activities. This would mean a significant reduction in the amount of data to be collected which, in effect, could potentially reduce both data collection costs and response burden. The paper suggests a number of considerations in developing statistical techniques to facilitate the creation of such an information linkage concept. Some of these techniques are to be found in modern literature, others may well have to be developed.

• **Model - Based Market Research in the 1980's** (August P. Hess, Senior Vice-President, Director, Marketing Models, Opinion Research Corporation, Princeton, New Jersey)

This paper discusses some of the changes in market research we should expect in the next decade. Currently, studies are issue oriented: they provide answers to specific questions and marketing issues. The next decade will see research projects with a broader scope: to understand how markets work and why consumers behave as they do. Measurements will be more complex, and multivariate analysis techniques will be used extensively to identify the subtle relationships within the data. Marketing models will be the conceptual framework for these more complex studies. Market analysis identifying consumer responsiveness segments provides a case example of what might be expected from model-based market research studies.

• **Serving the Needs of the User** (Christine Schmidt, Vice-President, Centre de Recherches Contemporaines Limitée, Montréal)

Various research methods are discussed in terms of evaluating government programs and meeting the needs of users in the private sector. A brief evaluation of social trend studies is given, as well as a description of problems associated with consumer research.

• **Comparison Groups and Survey Research** (Ken Watson, President, Ottawa Policy Research Group)

This paper deals with the desirability of designing surveys in such a way that results can be compared to previous existing data. The writer explains why there are practical difficulties in assessing the significance of data collected in a one-time survey where these data stand alone and are not readily comparable to other existing data (i.e., where control group data or other benchmarks do not exist).

The papers can be copied at a nominal fee at any Statistics Canada regional reference centre from the Symposium proceedings.

Report on Firearms Available

Statistics reported under gun control laws that came into effect in the late 1970s are published by the Royal Canadian Mounted Police in its **Annual Firearms Report**.

Data presented in the recently released 1980 report include: the number of restricted weapons registered during 1980; the number of applications refused and revoked; the number of firearms reported lost/stolen or missing, by class, type and by province; the number of firearms reported in pawn shops; reported criminal code firearms and weapon offences, by province; national and provincial firearms acquisition certificate statistics; firearm permits; prohibitions; total firearms and ammunitions business permits issued; and business permits revocation/refusals.

A national registry of all restricted weapons registered in Canada is maintained by the RCMP. Other data on lost/stolen, missing and recovered firearms are obtained from the Canadian Police Information Centre. Statistics on firearms and weapon offences are dependent upon the voluntary reporting of offences by police agencies.

For further information or to order copies of the **Annual Firearms Report**, contact the Firearms Policy Centre, Ministry of the Solicitor-General, 340 Laurier Ave. West, Ottawa K1A 0P8.

Non-loan copies are available for reference purposes only at Statistics Canada reference centres.

Statistics Available on Canadian and International Air Transport

An overview of Canadian air travel is presented in an annual publication from Transport Canada entitled **Air Traffic Review**. Each edition highlights national trends in air travel with respect to passengers, aircraft movements and cargo and is supplemented by discussion of highlights of air travel in the United States, the North Atlantic corridor, and world air traffic.

The 1979 edition presents an historical and forecast overview of the five aggregate demand indicators used by the Canadian Air Transport Association: Enplaned and Deplaned (E-D) Passengers, E & D Cargo, Itinerant Movements, Registered Aircraft and Total Licenced Personnel.

Sources of data in this report include International Air Transport Association (IATA), International Civil Aviation Organization (ICAO), Canadian Government Office of Tourism and Statistics Canada.

For further information or to order copies, contact Statistics and Forecasts (613-996-0836), Policy, Planning and Programming, Air Transport Canada, Ottawa, Ontario K1A 0N5.

Department Store Sales by Regions

Canadian department stores had sales totalling \$793.7 million in April 1981, up 16.0% from a year earlier. Sales were higher in all regions of Canada.

Department store sales by regions for the latest month were as follows, with percentage increases from April 1980 in brackets:

- Ontario, \$278.6 million (15.2%)
- Quebec, \$144.8 million (13.1%)
- British Columbia, \$143.2 million (22.9%)
- Alberta, \$112.5 million (15.5%)
- Atlantic Provinces, \$51.0 million (13.6%)
- Manitoba, \$40.6 million (10.6%)
- Saskatchewan, \$23.0 million (22.4%).

Data users should note that the figures for British Columbia include as well those for the Yukon and the Northwest Territories. See the April 1981 issue of **Department Store Sales by Regions** (63-004, \$1.50/\$15).

Federal Government Employment

Employees of the federal government (including members of the Canadian Armed Forces) and government enterprises numbered 579,516 as of March 1981, an overall increase of 3,856 from March 1980. General government employees increased by 10,783 over the 12 months, while those in government enterprises decreased by 6,927. The major portion of the growth in general government was due to increased employment in the Post Office, National Revenue, and National Defence departments.

Gross payroll (including overtime and retroactive payments) for January-March 1981 was \$3,218.3 million, an increase of \$344.3 million over the corresponding quarter in 1980.

The January-March 1981 issue of the publication **Federal Government Employment** (72-004, \$5/\$20) will be released at a later date. Questions pertaining to the data should be directed to T. Moore (613-995-9894), Public Finance Division, Statistics Canada, Ottawa K1A 0T6.

Statistics Canada Data Available on Cable Television

Some 500,000 people in Ontario can now obtain statistics on economic conditions via their television sets, as the result of an agreement between the Toronto office of Statistics Canada and Rogers Cable TV.

Fifteen pages of data are currently available, four of which are devoted to economic indicators. The Labour Force Survey and the Consumer Price Index are updated as soon as new data are released, while the remainder of the information is updated biweekly.

The statistics are displayed on Rogers' "Government Services Channel" when that channel is not providing distribution of the live coverage of debates from the House of Commons.

The service presently reaches cable subscribers in London, Kitchener, Brantford, Hamilton, Mississauga, Brampton, Newmarket, Oshawa and most of Toronto. Response has been favourable, and Statistics Canada is prepared to expand the service to other cable television operators.

Industry Selling Price Index

The Industry Selling Price for manufacturing (1971=100) increased 0.7% to a preliminary 267.0 in April 1981 from a revised 265.2 in March. The index stood 10.7% above its level of a year earlier, the same increase as registered for March 1981 over March 1980. In the latest month, most major component group indexes showed increases ranging from 0.5% to 1.0%. Relatively large increases were posted for primary metals, metal fabricating industries, transportation equipment industries and chemical and chemical products industries, with a smaller but notable increase in food and beverage industries. A slight decrease was posted by miscellaneous manufacturing industries, the only major group to fall.

The primary metals industries index increased 0.9% in April 1981 to stand 3.4% above its level of a year earlier. Prices rose 2.3% in iron and steel mills due largely to increases of about 7.0% in carbon steel plate, tinplate and heavy structural steel shapes. Steel pipe and tube mills increased 3.0% with most commodities showing increases, in reaction to steel price increases during the first part of 1981. Smelting and refining declined 0.5% due largely to a 3.6% decline in precious metals; increases were posted for zinc and lead, while prices for other base metals remained steady.

The metal fabricating industries group increased 1.1% in April and were up 9.3% over the latest 12 months. The metal stamping and pressing index rose 2.9% as increases were recorded for metal cans.

The increase in transportation equipment industries in April was due mainly to a 1.3% increase by motor vehicle manufacturers, reflecting price changes for both cars and trucks, and a 1.4% increase in motor vehicle parts and accessories due largely to increases for many commodities with high steel content.

The chemical and chemical products industries advanced 1.1% and stood 10.7% above the level of a year earlier. The index for manufacturers of industrial inorganic chemicals rose 1.7% in April, due mainly to an 8.9% rise for sodium hydroxide. Other increases were posted in miscellaneous chemical industries (up 3.4%).

The food and beverage industries index increased 0.4% in April, for a year-to-year rise of 12.3%. Slaughtering and meat processors rose 1.4%, largely reflecting a 3.2% increase in pork and a 1.0% increase in beef (this marked the first price increases for these products since October 1980 and November 1980, respectively). Cane and sugar beet processors dropped 12.6% — due to continued declines in sugar products — and was below its level of a year earlier. The dairy products industry had a 0.7% rise following an increase in the target industrial milk price which resulted in a rise of 1.8% for butter and 1.9% for powdered skim milk.

For further information, order the April 1981 issue of *Industry Price Indexes* (62-011, \$3.50/\$35).

Labour Force Survey

Canada's seasonally adjusted unemployment rate edged up to 7.1% in May 1981 from 7.0% in April; a year earlier the rate was 7.8%. The participation rate increased to 64.8% in May from 64.6% in April, while the employment/population ratio remained unchanged at 60.1%.

Last month, the seasonally adjusted employment level was 10,982,000, up 23,000 from April. The employment level rose for women across all major groups, with the largest increment occurring among those aged 25 years and over (+38,000). Employment declined among men, with the largest decrease among those 25 and over (-27,000). On a provincial basis, employment increased substantially in Ontario (+31,000) but declined in Quebec (-11,000) and British Columbia (-5,000).

Unemployment was at a seasonally adjusted level of 845,000 in May, up 19,000 from April. The increase occurred primarily among men, with the 25 and over age group exhibiting the largest increase (+12,000). Unemployment among women was relatively unchanged from the preceding month. Provincially, the unemployment level increased in Quebec (+20,000), British Columbia (+7,000) and Nova Scotia (+5,000) while showing little change elsewhere.

Seasonally adjusted unemployment rates for the provinces in May were as follows, with April rates in brackets: Newfoundland, 11.9% (12.4%); Prince Edward Island, 10.4% (11.1%); Nova Scotia, 10.0% (8.7%); New Brunswick, 11.0% (11.1%); Quebec, 10.0% (9.4%); Ontario, 6.1% (6.2%); Manitoba, 5.5% (5.9%); Saskatchewan, 4.2% (4.0%); Alberta, 3.5% (3.6%); and British Columbia, 6.6% (6.0%).

Without seasonal adjustment, employment was at a level of 11,026,000 in May 1981, up 414,000 (3.9%) from a year earlier. Over the 12 months, the number of unemployed dropped 50,000 (5.5%) to 854,000 from 904,000. The unemployment rate in May at 7.2% was down from 7.8% in May 1980.

For further information, order the May 1981 issue of *The Labour Force* (71-001, \$3.50/\$35).

Travel to Work Survey

The automobile continued to be the means of travelling to work for almost three-fourths of all commuters in Canada in November 1980, unchanged from the late 1970s. Approximately 15% of commuters used public transportation. However, the number of commuters using public transportation in November 1980 increased by 6% over the same period in 1979, while at the same time the number of commuters using the automobile increased by 4%.

Further information on the surveys for the years 1976 to 1980 will be released in catalogue 87-503, *Travel to Work, 1976-1980*. For further information, contact Janice Iffe (613-995-9689), Travel, Tourism and Recreation Section, Education, Science and Culture Division, Statistics Canada, Ottawa K1A 0T6.

Participation in Swimming

Now available is the report *Participation in Swimming, October 1976*, the fourth in a series of five articles summarizing data on selected sports and exercise activities from the 1976 Survey of Fitness, Physical Recreation and Sport. Articles on skiing, skating and hockey, and jogging or running have previously been released.

The series is available free of charge from Janice Iffe (613-995-9689), Travel, Tourism and Recreation Section, Education, Science and Culture Division, Statistics Canada, Ottawa K1A 0Z5.

New Publication Released

A new publication released recently is *Corporation Financial Statistics, 1979 Preliminary Data on Matched Corporations*.

This publication contains preliminary indications of industry performance for 1979 based on tax returns for 256,545 corporations. For each corporation, data from 1979 has been matched against that of 1978 to produce assets, equity, sales and pre-tax profits for each industry for the two years.

Complete data will not be available until towards the end of 1981 in the annual publication *Corporation Financial Statistics*. Subscribers to this publication will receive the preliminary report (61-207p) free of charge. For further information, contact A. Dorland (613-995-9836), Business Finance Division, Statistics Canada, Ottawa K1A 0T6.

Non-catalogued Publication

Now available is the non-catalogued publication entitled *List of Hospitals with Therapeutic Abortion Committees as Reported by the Provinces in Canada, January 1, 1981*.

For further information, contact S. Wadhwa (613-995-0861), Health Division, Statistics Canada, Ottawa K1A 0T6.

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Inventories, Shipments and Orders in Manufacturing Industries, March 1981	31-001	\$3 50/\$35	\$4.20/\$42
Mineral Wool Including Fibrous Glass Insulation, April 1981	44-004	\$1 50/\$15	\$1.80/\$18
Motor Vehicle Parts and Accessories Manufacturers, 1979	42-210	\$4.50	\$5.40
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