



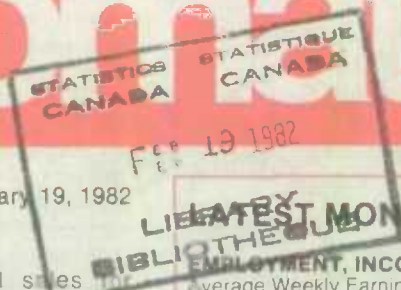
Statistics Canada
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Weekly Bulletin

February 19, 1982



Retail Sales

Seasonally adjusted retail sales for December 1981 were \$8,111.6 million, down 0.2% from the \$8,128.5 million recorded in November. The largest sales decreases were registered for motor vehicle dealers (-10.9%) and book and stationery stores (-6.6%), while the largest gains were posted for specialty shoe stores (11.5%) and family shoe stores (10.6%). All provinces except Ontario (-2.8%) reported increased sales over November, advances ranging from 5.5% for Prince Edward Island to a marginal increase for Alberta.

Total retail trade without seasonal adjustment was \$10,038.1 million, an increase of 10.5% over December 1980. Sales were higher in 24 of the 28 trade groups, with the largest increases in specialty shoe stores (28.4%), 'all other food stores' (22.9%) and service stations (22.9%); the largest sales decrease was in furniture, TV, radio and appliance stores (-12.4%). Sales were up in all provinces, increases ranging from 14.6% for Manitoba to 3.0% for Prince Edward Island. Montreal sales rose 8.8%; Toronto, 14.0%; Winnipeg, 15.5%; and Vancouver, 5.5%.

Revised total retail sales without seasonal adjustment for November 1981 were \$8,235.0 million, up 7.9% from November 1980.

Cumulative Canadian retail sales for January to December 1981 were \$94,537.5 million, an increase of 12.5% over the 1980 total.

For further information, order the December 1981 issue of *Retail Trade* (63-005, \$3.50/\$35), or contact the *Retail Trade Section* (613-996-9304).

Radio Broadcasting

Gross national AM and FM radio air-time sales were \$11.4 million in October 1981, up 9.1% from \$10.5 million in October 1980. Net national sales after deduction of agency and other commissions amounted to \$9.7 million, up 9.1% from \$8.9 million in the previous year.

Net local air-time sales were up 10.3% to \$9.0 million in October from \$26.3 million. Gross radio air-time sales for January-October 1981 were \$378.2 million, up 12.7% from \$335.5 million during the 1980 period. Net sales rose 12.7% to \$353.0 million from \$313.2 million.

MONTHLY STATISTICS

EMPLOYMENT, INCOME

Average Weekly Earnings (\$)	Nov.	369.26p	369.56p	12.1
Labour Income (\$ million)	Nov.	15,986.5p	16,090.4p	13.6
Persons with Jobs (million)	Jan.	10.41	10.66	-0.5
Unemployed	Jan.	1,096,000	987,000	16.0

INVENTORIES

Department Store (\$ million)	Dec.*	2,842.3	3,437.4	13.4
Manufacturers' Owned (\$ million)	Nov.	34,559.0p	34,309.8r	16.5
Wholesale (\$ million)	May	17,091.0	16,923.1	..

ORDERS

Manufacturers' New Orders (\$ million)	Nov.	15,620.2p	16,261.8r	4.8
Manufacturers' Unfilled Orders (\$ million)	Nov.	19,046.2p	19,200.1r	3.0

PRICES

Consumer Price Index (1971=100)	Dec.	248.0	246.9	12.1
Non-food Component (CPI)	Dec.	232.3	230.5	14.0
New House Price Index (1976=100)	Dec.	134.8	134.3	7.8
Raw Materials Price Index (1977=100)	Dec.	187.2p	193.0p	14.0
Industry Selling Price Index (1971=100)	Dec.	279.2p	278.2p	8.0

CONSTRUCTION

Building Permits (\$ million)	Nov.	1,513.8p	16,573.7p	18.5
Housing Starts — Urban Centres (units)	Dec.	14,099	142,441	13.9

ENERGY

Coal Production (thousand metric tonnes)	Nov.	3,545.1	36,032.9	8.5
Electricity Generation (terawatt hours)	Oct.	31.8	308.6	3.6
Natural Gas Production (million cubic metres)	Oct.	8,294.5	79,320.1	-0.6
Petroleum Refining (million cubic metres)	Oct.	7.7p	86.8p	-6.3

FOREIGN TRADE

Exports — Balance of Payments Basis (\$ million)	Dec.	6,890p	84,029p	10.3
Imports — Balance of Payments Basis (\$ million)	Dec.	5,803p	77,522p	13.4

PRODUCTION

Steel (ingots — thousand metric tonnes)	Dec.	1,066.1	14,625.8	-6.7
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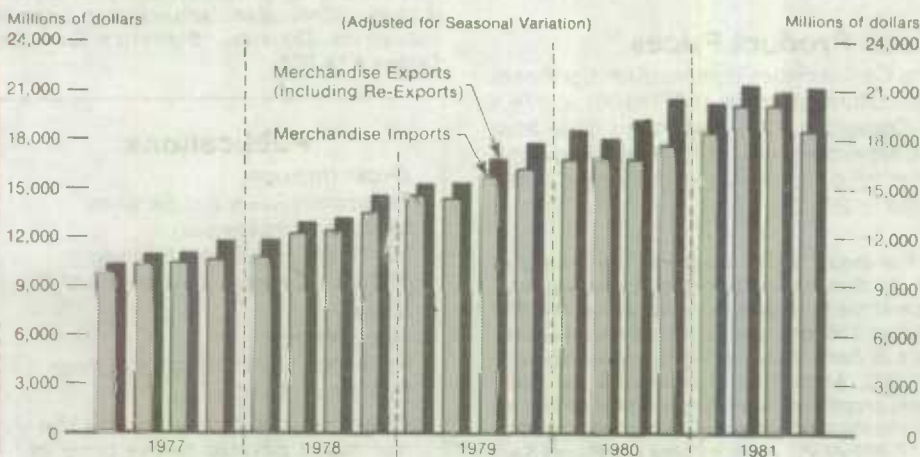
SALES

Department Store Sales (\$ million)	Dec.	1,542.5	10,218.5	9.1
Manufacturers' Shipments (\$ million)	Nov.	15,774.2p	173,242.6p	13.7
New Motor Vehicle Sales (\$ million)	Dec.	694.3	11,905.9	4.6
Retail Sales (\$ million)	Dec.*	10,038.1p	94,537.5p	12.5
Wholesale Sales (\$ million)	May	9,701.6p	44,570.1p	..

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

Canadian Merchandise Exports and Imports*

Quarter-by-Quarter Movements



* Balance of Payments Basis

Source: Statistics Canada, Summary of External Trade (65-001)

Motion Picture Theatres, 1980

Receipts from paid admissions to the 1,037 regular motion picture theatres and the 287 drive-ins operating in Canada during 1980 amounted to \$311.4 million (amusement taxes totalled an extra \$9.9 million). There were 101.0 million paid admissions.

Revenues earned by these theatres in 1980 from all other sources, including concessions and vending machines totalled \$81.5 million. Salaries and wages paid to the 13,817 employees totalled \$71.2 million.

For further information, contact S. Beyer (613-996-9301), Services Section, Merchandising and Services Division, Statistics Canada, Ottawa K1A 0V4.

Motion Picture Production

In 1980, the 243 establishments in the Canadian private sector primarily engaged in motion picture production had total revenue of \$75.0 million. Another 45 establishments primarily engaged in videotape production reported revenues amounting to \$48.9 million. And 63 establishments primarily engaged in motion picture laboratory operations and production services earned revenues of \$50.0 million.

Salaries and wages paid by all of these establishments to their 2,007 employees totalled \$34.4 million.

For further information, contact S. Beyer (613-996-9301), Services Section, Merchandising and Services Division, Statistics Canada, Ottawa K1A 0V4.

Motion Picture Distribution

The 104 motion picture and videotape distribution establishments operating in Canada during 1980 reported revenues totalling \$248.1 million, of which \$245.9 million was derived from the sale and rental of productions. Salaries and wages paid by these establishments to their 693 full-time and 80 part-time employees amounted to \$14.5 million.

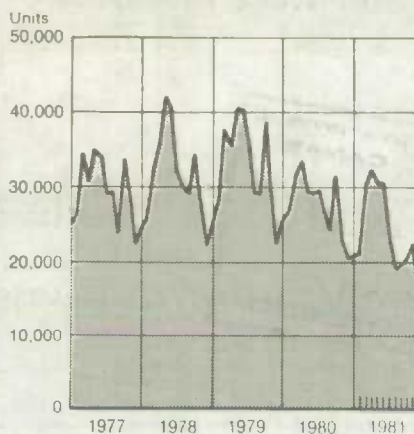
For further information, contact S. Beyer (613-996-9301), Services Section, Merchandising and Services Division, Statistics Canada, Ottawa K1A 0V4.

Farm Product Prices

The Canada index number of farm prices of agricultural products (1971=100) at 276.5 in December 1981 decreased 0.8% from the November level of 278.6 and showed a drop of 6.7% from the December 1980 index of 295.0.

The index, which measures (as closely as can be determined) prices received by producers at the farm gate, is available on CANSIM (matrix 176) or in the publication *Index Numbers of Farm Prices of Agricultural Products* (62-003, \$1.50/\$15). Sub-indexes for livestock, crops and their components and further information are available from Ed Hamilton (613-995-4895), Farm Income and Prices Section, Agriculture Statistics Division, Statistics Canada, Ottawa K1A 0T6.

Sales of New Commercial Vehicles



Source: Statistics Canada, New Motor Vehicle Sales (63-007)

Telephone Statistics

Canada's 13 major telephone systems reported revenues of \$612.6 million in December 1981, up 15.3% from a year earlier. Operating expenses rose 16.6% to \$445.8 million. Net operating revenue at \$166.8 million showed an increase of 11.9% over December 1980. Telephone toll messages were up 3.9% to 117.9 million.

For further information, order the December 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.

Steel Ingot Production

Preliminary estimates show steel ingot production for January 1982 was 1,347,653 short tons (1 222 570 t), down from 1,628,678 short tons (1 477 512 t) a year earlier.

Pig iron production dropped to 885,189 short tons (803 030 t) in the latest month from 1,081,968 short tons (981 545 t) in January 1981.

For further information, order the January 1982 issue of *Steel Ingots and Pig Iron* (41-002, \$1.50/\$15), or contact Gerry W. Barrett (613-992-0388), Manufacturing and Primary Industries Division, Statistics Canada, Ottawa K1A 0T6.

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Department Store Sales

Department stores in Canada had sales totalling \$1,542.5 million in December 1981, an increase of 5.8% over December 1980. Sales were higher in 36 of the 40 departments with the largest increases in repair and services (18.7%), china and glassware (16.7%) and infants' and children's wear and nursery equipment (14.4%). Sales rose in all provinces, advances ranging from 11.3% for Alberta to 2.3% for British Columbia. Sales and percentage changes for metropolitan areas were: Montreal, \$165.3 million, +3.4%; Toronto, \$230.4 million, +6.2%; Winnipeg, \$68.7 million, +8.4%; and Vancouver, \$153.1 million, -0.4%.

Cumulative sales for Canada for January to December 1981 were \$10,218.5 million, an increase of 9.1% over 1980.

The selling value of stocks held in December 1981 at \$2,842.3 million showed an increase of 13.4% over December 1980.

For further information, order the December 1981 issue of *Department Store Sales and Stocks* (63-002, \$2.50/\$25), or contact the Retail Trade Section (613-996-9304), Merchandising and Services Division, Statistics Canada, Ottawa K1A 0V4.

Railway Carloadings

Revenue freight loaded by railways in Canada in December 1981 totalled 19.3 million short tons (17.5 million t), up 9.5% from a year earlier. The carriers received an additional 1.2 million short tons (1.1 million t) from the United States, down 17.4% from December 1980.

Commodities registering notable change in volume loaded during the latest month were: wheat (up 41.4%); iron ore and concentrates (up 40.2%); coal (up 32.9%); and grain, other than wheat (up 56.4%).

Total loadings in Canada for the year 1981 showed a decrease of 2.5% from the 1980 level, while receipts from U.S. connections dropped 5.1%.

For further information, order the December 1981 issue of *Railway Carloadings* (52-001, \$1.50/\$15). For seasonally adjusted revenue freight loadings, contact W.R. Burr (613-995-1976), Transportation and Communications Division, Statistics Canada, Ottawa K1A 0V1.

Railway Operating Statistics

The seven major railways in Canada reported a combined net income from operations of \$21.3 million in August 1981, down 38.2% from the August 1980 level. Operating revenues of \$456.3 million were up 8.0% from the year-earlier figure.

Revenue freight ton-miles dropped 6.7% in August 1981; freight train-miles showed a decrease of 6.7% and freight car-miles were down 8.9%. Average revenue per ton-mile of freight was 2.815 cents compared to 2.459 cents in August 1980. Revenue passenger-miles decreased by 0.3% to 240.3 million.

For further information, order the August issue of *Railway Operating Statistics* (52-003, \$2.50/\$25).

Employment/Earnings

The first estimate of the Canada industrial composite index of employment (1981=100) decreased by 0.4% to 154.7 in November 1981 from 155.3 in October. Employment declined in forestry, manufacturing and trade and either increased or remained unchanged in the remaining industry divisions. Losses were recorded in the Atlantic region, Quebec and Ontario, while the Prairie region and British Columbia showed increases.

Average weekly earnings at the national industrial level advanced by 0.5% to \$369.56 in November from \$367.79 in October. Gains were registered in all industry divisions except forestry. All regions contributed to the overall increase.

Average weekly hours increased in construction but decreased in mining (including milling) and manufacturing. Average hourly earnings rose in mining (including milling), manufacturing and construction.

Detailed information for September and October will be published in the November 1981 issue of Employment, Earnings and Hours (72-002, \$4/\$40), and is also available from R. Ouellette (613-992-5613), Labour Division, Statistics Canada, Ottawa K1A 0T6.

Cigarette Production

Canadian production of cigarettes in January 1982 reached 6.0 billion, up from 5.6 billion a year earlier. Production of cigars increased to 38.1 million in the latest month from 37.7 million in January 1981.

For further information, order the January 1982 issue of Production and Disposition of Tobacco Products (32-022, \$1.50/\$15), or contact Sharon Boyer (613-996-3226), Manufacturing and Primary Industries Division.

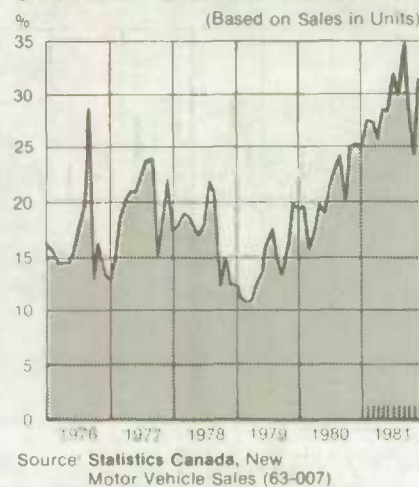
Librarians/Census Data

Representatives of the Canadian Library Committee, l'Association pour l'avancement des sciences et des techniques de la documentation (ASTED), the Canadian Association of Research Libraries, the National Library and the Canadian Government Publishing Centre were invited by Statistics Canada to gather in Ottawa late last year to discuss how best to involve Canadian libraries in the dissemination program for 1981 Census of Population data. The occasion also provided an opportunity for the Bureau to describe 1981 Census products and services, as well as the proposed promotional program.

Discussion centred around what Statistics Canada could do to expand the usage of census publications in libraries. Proposals included a relatively standard core set of census material which would be available in all public libraries, promotional material such as posters and displays, and training.

Any libraries wishing to contribute ideas to the strategy being developed should contact Ellis Drover, Director, User Services Division at (613) 996-5841.

Share of Canadian New Car Market Held by Overseas Manufacturers



Chain/Department Stores

Annual sales of chain organizations in Canada reached \$26.3 billion in 1980, up 11.9% over the 1979 figure of \$23.6 billion. Department store organizations recorded a 10.9% increase in annual sales, to \$9.6 billion in 1980 from \$8.7 billion in 1979.

Results from the annual survey indicate the number of chain organizations in Canada decreased by eight to total 834 in 1980, while the maximum number of chain outlets in operation increased by 845 to 23,408 stores. Department store organizations decreased by one to total 27 firms while the maximum number of outlets increased by 39 to 752 stores.

The report *Retail Chain and Department Stores, 1980* (63-210), incorporates more detailed information covering both the chain and department store sectors: an increased listing of selected localities; more detailed statistics on floor area data covering selected kinds of businesses; and a number of tables on department store organizations classified

Refined Petroleum Products

Preliminary data show net sales in Canada of all refined petroleum products fell 13.3% in December 1981 to 8 296.6 thousand cubic metres from 9 569.1 thousand cubic metres a year earlier. Net sales for the year 1981 at 94 220.1 thousand cubic metres were down 6.3% from the 1980 level of 100 611.7 thousand cubic metres.

Canadian refineries produced 9 090.8 thousand cubic metres of refined petroleum products in the latest month, down 8.8% from 9 965.5 thousand cubic metres in December 1980.

For further information, order the December 1981 issue of Refined Petroleum Products (45-004, \$3.50/\$35), or contact R. Godin (613-996-3139), Manufacturing and Primary Industries Division, Statistics Canada, Ottawa K1A 0T6.

Petroleum/Natural Gas

Canadian production of crude petroleum and equivalent hydrocarbons in November 1981 amounted to 6 523 200 cubic metres, down 13.3% from 7 526 700 cubic metres a year earlier.

Net new production of natural gas amounted to 8 636.4 million cubic metres in the latest month, a decrease of 3.4% from 8 938.5 million cubic metres in November 1980.

For further information, order the November 1981 issue of Crude Petroleum and Natural Gas Production (26-006, \$2.50/\$25), or contact R. Godin (613-996-3139), Manufacturing and Primary Industries Division, Statistics Canada, Ottawa K1A 0T6.

by "major" and "junior" type department stores. The report will be published later this year, however, limited data are now available and may be obtained by contacting the Retail Trade Section (613-996-9304), Merchandising and Services Division, Statistics Canada, Ottawa K1A 0V4.

A Handbook on Canada's Retail Trade In the 1970s

Retail Trade Historical Statistics, 1972-79 brings together for the first time in one volume revised retail trade figures for the years 1972-79 along with timely information to help users get the most from the data — altogether, more than 650 pages of facts and figures:

- Unadjusted monthly figures for Canada, the provinces and territories, and four selected metropolitan areas, by trade group and type of organization.
- Seasonally adjusted monthly totals for each province, and by trade group for Canada.
- Unadjusted and seasonally adjusted current and constant dollars estimates for Canada.

The publication also includes helpful information on kind of business definitions, composition of trade groups, classification of metropolitan areas and comparison of these data with statistics published elsewhere.

Retail Trade Historical Statistics will be of special interest to marketers in government and the private sector, retailers and academics.

Order *Retail Trade Historical Statistics, 1972-79* (63-538, \$25 in Canada, \$30 elsewhere). Further information is available from B. Theriault (613-996-9304), Retail Trade Section, Merchandising and Services Division, Statistics Canada, Ottawa K1A 0V4.



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