



INFO·M·A·T

A WEEKLY REVIEW

Friday, January 18, 1991

OVERVIEW

■ Downturn in Manufacturing Shipments

Seasonally adjusted manufacturing shipments dropped 3.0% to \$24.1 billion in November, more than offsetting the gain posted in October.

■ Unemployment Rate at Three-Year High

In December, the unemployment rate rose to 9.3, the highest level in over three years.

■ New Motor Vehicle Sales Continue to Decline

Sales of all new motor vehicles declined by 1.9% in November, maintaining the declining trend evident since the end of 1988.

■ Slight Decrease in Number of Foreign Visitors

In November, the seasonally adjusted volume of travel to Canada on trips of one or more nights decreased by 0.4%, after a sharp increase in October.

■ Farm Product Price Index Drops Further

The Farm Product Price Index for Canada fell by 0.9% in November, the fourth decline in five months.

Downturn in Manufacturing Shipments

Seasonally adjusted manufacturing shipments dropped 3.0% to \$24.1 billion in November, more than offsetting the gain posted in October. Eighteen of the 22 industry groupings registered declines, but transportation equipment manufacturers and paper and allied products industries accounted for most of the decrease.

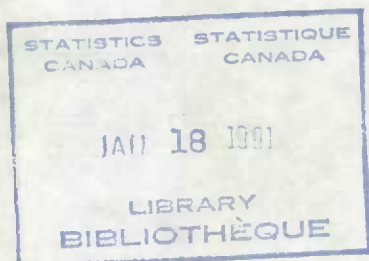
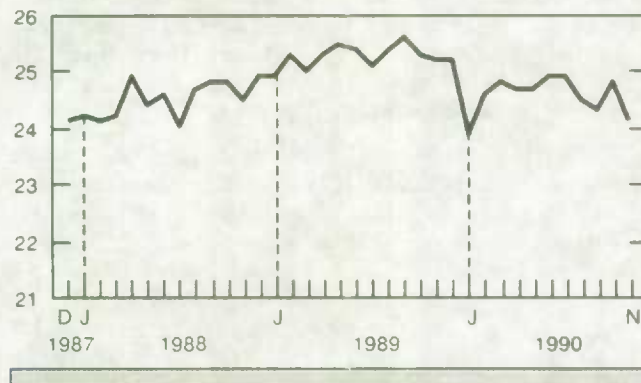
New orders fell 2.8% to \$23.8 billion, a fourth drop in five months. Unfilled orders decreased by 0.9% to \$27.0 billion, the fourth decline in a row. Increases in machinery and fabricated metal products industries were more than offset by declines in primary metal and transportation equipment industries.

Inventories declined by 0.2% to \$37.3 billion. Decreases were noted in tobacco, fabricated metals and transportation equipment industries, while inventories increased for refined petroleum and coal industries.

(continued on page 2)

Manufacturers' Shipments

Billions of dollars, seasonally adjusted



... Downturn in Manufacturing Shipments

The sharp decline in shipments, together with the small decline in inventories resulted in a jump in the inventories to shipments ratio from 1.50 in October to 1.55 in November.

Unemployment Rate at Three-Year High

In December, the seasonally adjusted unemployment rate stood at 9.3, up from 9.1 in November and from the nine-year low of 7.2 posted in March and April. The unemployment rate for people aged 15 to 24 years rose sharply to 14.6 from 14.0 in November. It was at a 16-year low of 10.6 in March.

Employment fell by 0.5% to 12.4 million persons. As in the two previous months, the significant decline in employment was concentrated in full-time employment, while part-time employment maintained a generally rising trend. The decline in employment was sharper for men than for women. Employment for men has been generally declining since September 1989, while for women, the declining trend started in August 1990.

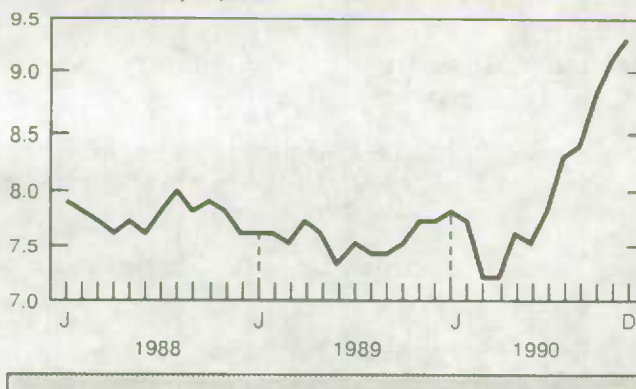
The level of employment fell in Quebec, Ontario, Manitoba and British Columbia. There was little or no change in the other provinces.

Unemployment rose by 2.8% to 1.3 million persons. Since March, unemployment has risen by 306,000 persons, a cumulative rise of 31.3%.

For further information, order *Monthly Survey of Manufacturing* (catalogue number 31-001), or contact Industry Division at (613) 951-9497.

Unemployment Rate

Percent, seasonally adjusted



For further information, order *The Labour Force* (catalogue number 71-001) or contact Household Surveys Division at (613) 951-4720.

New Motor Vehicle Sales Continue to Decline

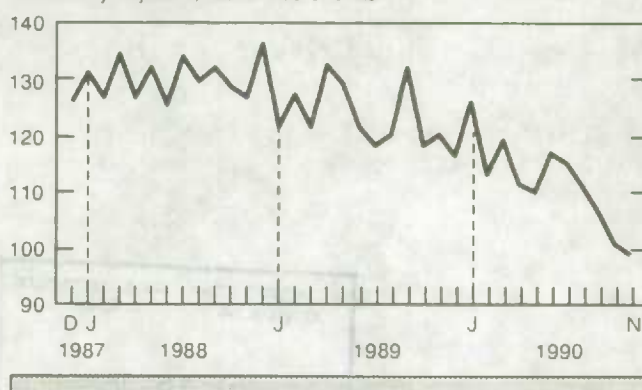
In November, sales of all new motor vehicles declined by 1.9%, the fifth consecutive decline. Since July, new motor vehicle sales have declined a monthly average of 3.2%. Between December 1988 and June 1990, motor vehicle sales had fluctuated but registered an average decline of 0.7%.

Sales of passenger cars continued to decline. Since July, sales of both North American manufactured passenger cars and cars manufactured overseas registered an average monthly drop of 3.2%. Between December 1988 and June 1990, sales of North American cars had fluctuated widely, but registered an average monthly decline of 1.1%. Over the same period, sales of overseas cars had also fluctuated, but increased, on average, by 0.4% per month.

Commercial vehicle sales fell by 1.5% in November, slower than the average decline in the previous three months (5.5%).

Sales of New Motor Vehicles

Seasonally adjusted, thousands of units



For further information, order *New Motor Vehicle Sales* (catalogue number 63-007) or contact Industry Division at (613) 951-3552.

Slight Decline of Number of Foreign Visitors

In November, the seasonally adjusted volume of travel to Canada on trips of one or more nights decreased by 0.4%, after a sharp increase in October. A 0.8% increase in the number of residents of the United States on overnight trips to Canada was more than offset by a 5.3% decline in the number of travellers from other countries.

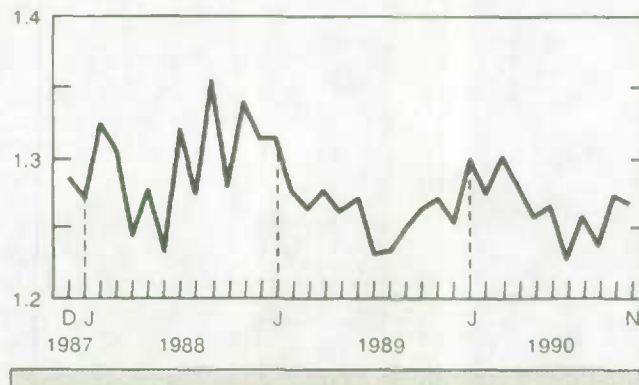
Trips of one or more nights by Canadians out of the country continued to increase, as travel to the United States rose 4.6%. Overnight trips to countries other than the U.S. fell 2.1%, continuing the downward trend started in August.

The total number of trips to Canada (nearly two-thirds of which are trips where travellers from the United States enter and leave Canada in the same day) increased by 1.3%, a second consecutive gain.

The total volume of travel by Canadians out of the country (three-quarters of which is constituted of same day-trips to the United States) increased by 8.4% in November and was 24.2% higher than in May.

Foreign Visitors

Millions, seasonally adjusted



For further information, order *International Travel - Advance Information* (catalogue 66-001P) or contact Education, Culture and Tourism Division at (613) 951-8933.

Farm Product Price Index Drops Further

The Farm Product Price Index for Canada fell by 0.9% in November, the fourth decline in five months. Larger than expected world cereal harvests and weak export demand for both food and feed grains continued to exert downward pressure on prices.

The crops index fell by 0.8% and the decline affected all of its components. The cereals component decreased by 0.9% to its lowest level since July 1987, mainly due to lower wheat prices in most provinces and to lower corn prices in Ontario. The oilseeds component fell 0.7% as a result of lower prices for soybeans and flax. This was the sixth consecutive monthly decrease after six monthly increases. The potatoes component declined by 3.9%, continuing the declining trend started in April. It was at its lowest level since September 1988.

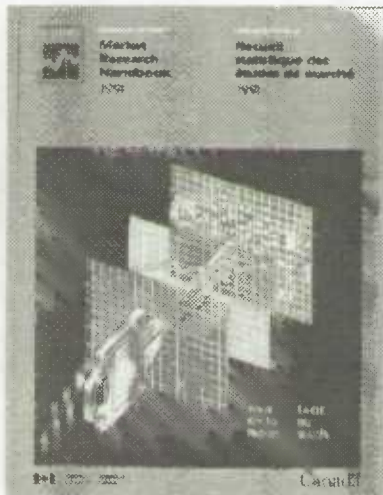
The livestock and animal products index decreased by 0.8%. The hogs component fell by 5.7%, the fourth decrease in five months and a cumulative drop of 17.9% from the peak in June. The component for cattle and calves increased by 0.2%, a second increase after a sharp decline in September. The eggs component rose by 0.6%, reflecting a seasonal adjustment in prices implemented by the Canadian Egg Marketing Agency.

The index for all products declined in every province except for Newfoundland and New Brunswick. The largest declines were registered in Prince Edward Island (-1.8%), British Columbia (-1.6%), and Saskatchewan (-1.5%).

For further information, order *Farm Product Price Index* (catalogue number 62-003) or contact Agriculture Division at (613) 951-2436.

NEW FROM STATISTICS CANADA

Market Research Handbook 1991



The *Market Research Handbook* has consistently been one of Statistics Canada's best sellers since it became an annual publication in 1977. It is the most comprehensive statistical source of information on Canadian consumers and businesses, an indispensable tool for researchers and analysts.

Extensive economic statistics include the latest data available on the national economy, small business and Canada - U.S. trade. The handbook also contains detailed data on labour force characteristics, incomes and expenditure, manufacturing, residential construction, and household facilities for 25 metropolitan areas which accounted for 60% of Canada's population in the 1986 Census, as well as similar, but less detailed data for 20 census agglomerations. Finally, the *Market Research Handbook* includes projections for such important economic indicators as prices, the labour force, unemployment and investment, as well as population projections by age, sex and province and the number of families and households to the year 2011.

For further information, order the Market Research Handbook (catalogue number 63-224) or contact Industry Division at (613) 951-9682.

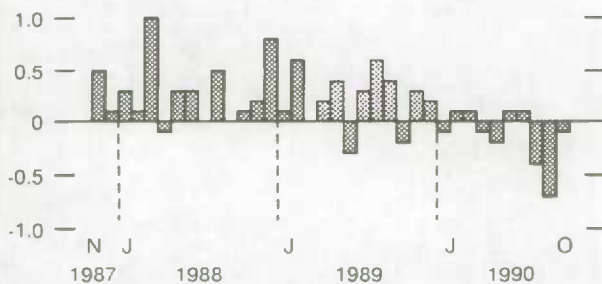
PUBLICATIONS RELEASED FROM JANUARY 11 TO 17, 1991

Division/Publication title	Period	Catalogue Number	Price: Issue/Subscription		
			Canada (\$Cdn.)	United States	Other Countries
			\$US		
AGRICULTURE					
The Dairy Review	October 1990	23-001	12.20/122	14.60/146	17.10/171
DEMOGRAPHY					
Postcensal Annual Estimates of Population for Census Divisions and Census Metropolitan Areas	June 1, 1990	91-211	17	20	24
Quarterly Demographic Statistics	July - September 1990	91-002	7.50/30	9/36	10.50/42
EDUCATION, CULTURE, AND TOURISM					
Education Statistics - Bulletin - Full-time Education Staff in Trade and Vocational Programs in Canada	1985-86 to 1987-88	81-002	4.90/49	5.90/59	6.90/69
INDUSTRY					
Coal and Coke Statistics	October 1990	45-002	10/100	12/120	14/140
Factory Sales of Electric Storage Batteries	November 1990	43-005	5/50	6/60	7/70
Footwear Statistics	November 1990	33-002	5/50	6/60	7/70
Gas Utilities	September 1990	55-002	12.70/127	15.20/152	17.80/178
Industrial Chemicals and Synthetic Resins	November 1990	46-002	5/50	6/60	7/70
Market Research Handbook	1991	63-224	94	113	132
New Motor Vehicle Sales	March 1990	63-007	14.40/144	17.30/173	20.20/202
Particle, Waterboard and Fibreboard	November 1990	36-003	5/50	6/60	7/70
Pulpwood and Wood Residue Statistics	November 1990	25-001	6.10/61	7.30/73	8.50/85
Quarries and Sand Pits	1988	26-225	22	26	31
Retail Trade	October 1990	63-005	14.40/144	17.30/173	20.20/202
Rigid Insulating Board (Wood Fibre Products)	November 1990	36-002	5/50	6/60	7/70
Steel Wire and Specified Wire Products	November 1990	41-006	5/50	6/60	7/70
INDUSTRY MEASURES AND ANALYSIS					
Gross Domestic Product by Industry	October 1990	15-001	12.70/127	15.20/152	17.80/178
INVESTMENT AND CAPITAL STOCK					
Capacity Utilization Rates in Canadian Manufacturing Industries	Third Quarter 1990	31-003	11/44	13.25/53	15.50/62
LABOUR					
Unemployment Insurance Statistics	October 1990	73-001	14.70/147	17.60/176	20.60/206
PRICES					
Consumer Prices and Price Indexes	July-September 1990	62-010	18/72	21.50/86	25.25/101
SERVICES, SCIENCE, AND TECHNOLOGY					
Communications - Service Bulletin - Telecommunication Statistics	Second Quarter 1990	56-001	8.20/49	9.85/59	11.50/69

CURRENT TRENDS*

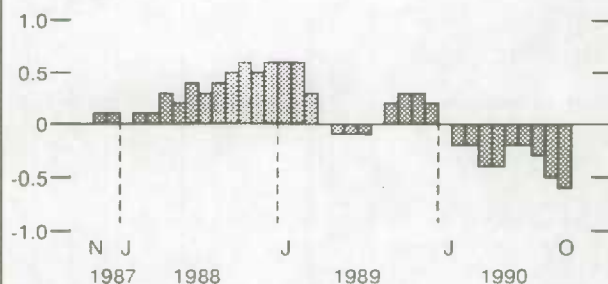
Gross Domestic Product

% change, previous month



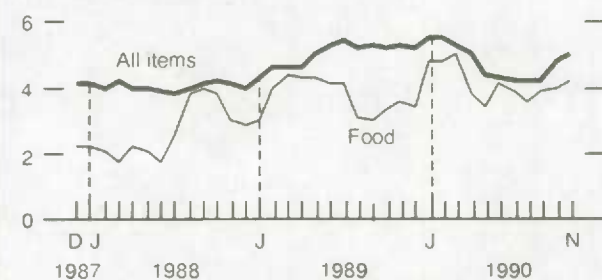
Composite Leading Indicator

% change, previous month



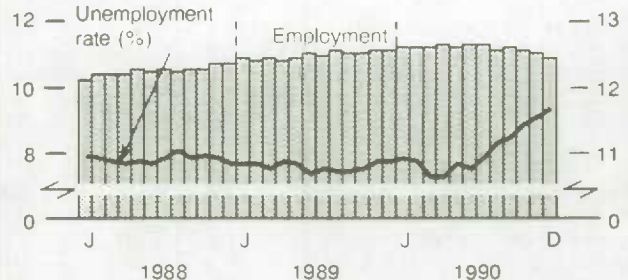
Consumer Price Index

% change, previous year



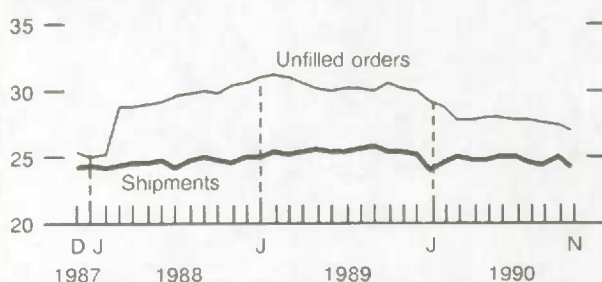
Unemployment Rate and Employment

%



Manufacturing

Billions of dollars



Merchandise Trade

Billions of dollars



*All series are seasonally adjusted except the consumer price index.

LATEST MONTHLY STATISTICS

	Period	Level	Change Previous Period	Change Previous Year
GENERAL				
Gross Domestic Product (\$ billion, 1986)	October	506	-0.1%	-0.7%
Composite Leading Indicator (1981 = 100)	October	141.7	-0.6%	-2.5%
Profits of Industrial Corporations (\$ billion)	3rd Q	5.2	13.6%	-29.5%
DOMESTIC DEMAND				
Retail Trade (\$ billion)	October	16.1	-0.3%	-0.5%
New Motor Vehicle Sales ('000 units)	November*	99	-1.9%	-18.1%
LABOUR				
Employment (millions)	December*	12.4	-0.5%	-0.9%
Unemployment Rate (%)	December*	9.3	0.2	1.6
Participation Rate (%)	December*	66.7	-0.2	-0.4
Labour Income (\$ billion)	October	32.3	0.7%	6.7%
Average Weekly Earnings (\$)	October	522.80	0.6%	5.2%
INTERNATIONAL TRADE				
Merchandise Exports (\$ billion)	October	12.7	4.7%	9.0%
Merchandise Imports (\$ billion)	October	11.9	9.1%	2.4%
Merchandise Trade Balance (\$ billion)	October	0.8	-0.4	0.8
MANUFACTURING				
Shipments (\$ billion)	November*	24.1	-3.0%	-4.5%
New Orders (\$ billion)	November*	23.8	-2.8%	-4.3%
Unfilled Orders (\$ billion)	November*	27.0	-0.9%	-10.6%
Inventory/ Shipments Ratio	November*	1.55	0.05	0.04
Capacity Utilization (%)	3rd Quarter	78.0	-1.1	-5.5
PRICES				
Consumer Price Index (1986 = 100)	November	121.9	0.6%	5.0%
Industrial Product Price Index (1986 = 100)	November	110.6	0.1%	1.7%
Raw Materials Price Index (1986 = 100)	November	131.5	3.1%	24.2%
New Housing Price Index (1986 = 100)	November	136.5	-1.2%	-5.5%

Note: All series are seasonally adjusted with the exception of average weekly earnings and the price indexes.

* New this week.

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A Weekly Review

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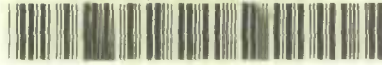
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