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Infomat

A Weekly Review

Friday, February 10, 1995

OVERVIEW

More motor vehicles sold in 1994

Consumers purchased more new motor vehicles in 1994 than during the previous two years. The upswing follows five years of declines.

Help-wanted index unchanged

Newspaper advertising for help wanted remained unchanged between December and January.

Value of building permits up in 1994

In 1994, for the first time in five years, the total value of building permits increased. December's rise was consistent with the year's trend.

Wages and salaries increase in November

Wages and salaries increased in November, due to moderate growth in average weekly earnings.

Earnings gap between men and women stable

In 1993, the earnings ratio between women and men was virtually unchanged from the preceding year. This follows sizeable increases between 1989 and 1992.

Sales of alcoholic beverages fall

Canadians bought less beer, wine and spirits in 1992/93, the fifth straight year when sales of alcoholic beverages dropped.

More motor vehicles sold in 1994

Consumers purchased more new motor vehicles in 1994 than during the previous two years. The upswing follows five years of declines. Rising truck sales accounted for most of the increase.

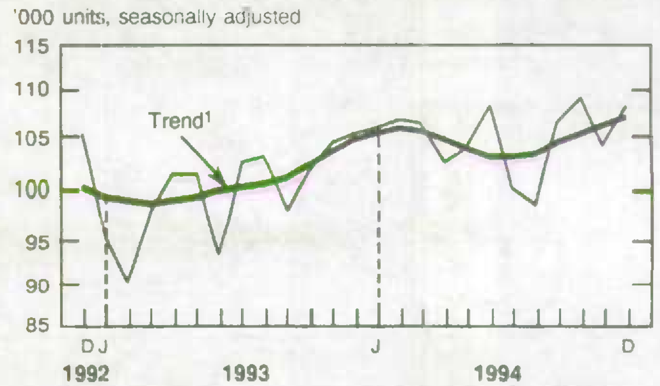
Dealers sold 1.26 million new motor vehicles in 1994, up 5.6% from 1993, but nearly 20% below the peak of 1.57 million in 1988. With a large stock of old cars still on the road, industry analysts expect sales to further rise within the next three years.

Consumers are turning away from cars and buying more mini-vans, pick-up trucks and sport utility vehicles. Truck sales, which have been on the rise for the past three years, accounted for 86% of the sales increase in 1994. Dealers sold 511,390 new trucks, the highest level ever recorded.

Despite consumers' preference for trucks, sales of passenger cars (748,666) rose for the first time since the 1985 peak of 1.1 million units. This increase, however, was not enough to offset the drop during 1993.

(continued on page 2)

New motor vehicle sales



[1] The short-term trend represents a moving average of the data.

... More motor vehicles sold in 1994

The advance in sales came entirely from North-American assembled or manufactured cars. Sales of cars built overseas were less than half the peak of 364,163 cars recorded in 1987. As Japanese firms build more cars in North America, sales of imported Japanese cars fell rapidly in 1993 and 1994.

Cars built in North America by manufacturers other than the Big Three have increased their market share in Canada from 8% of all cars sold in 1992 to 15% in 1994. Conversely, pure imports (excludes imports by the Big Three) have lost market share. During the same period, the Big Three auto makers (North-American made and imported) strengthened their market share, rising from 62% in 1992 to 66% in 1994.

Note to users

Monthly data for 1994 have been revised. Annual figures are based on unadjusted data, while all monthly figures are seasonally adjusted.

In December 1994, dealers sold 3.9% more new motor vehicles than in November. Sales remained slightly below October's peak, but above average for 1994. Despite rising interest rates, vehicle sales have fluctuated around a climbing trend for the last six months of the year. Competitive finance and leasing packages offered by manufacturers and their dealers may have lessened the impact of higher interest rates.

For further information, order New motor vehicle sales *(catalogue 63-007) or contact Industry Division at (613) 951-9824.*

Help-wanted index unchanged

Newspaper advertising for help wanted remained unchanged in January. After reaching a peak of 215 in March 1989, the index fell to 85 in September 1993. Since then, it has recovered to 102, a gain of 20%.

The index is compiled from help-wanted ads published in 22 newspapers in 20 major metropolitan areas. It reflects, in these labour markets, employers' intents to hire new workers. However, since not all jobs are filled through help-wanted ads, the index represents only a portion of all hirings.

Compared with January 1994, the index advanced in all regions except British Columbia (-4%). The strongest gains occurred in Ontario (28%) and the Atlantic provinces (16%).

Regionally, between December and January, the index recorded the following changes:

Atlantic provinces: down 1% to 103
Quebec: up 2% to 102
Ontario: up 4% to 111
Prairies: up 1% to 96
British Columbia: unchanged at 82.

For further information, contact Labour Division at (613) 951-4045.

Help-wanted Index

Note to users

All 1994 data have been revised. This is standard procedure when data for a complete calendar year become available. All data in this article have been seasonally adjusted.

Value of building permits up in 1994

In 1994, the total value of building permits climbed 7.5% to $27,512 million, the first annual increase in five years. Both residential and non-residential sectors contributed to the advance. December posted the largest monthly jump (13.5%) led by an upswing in the residential sector. The non-residential sector continued its steady climb.

The non-residential sector was generally on the rise in 1994, mirrored by a buoyant and confident business sector, and ending four years of decline.

(continued on page 3)

... Value of building permits up in 1994

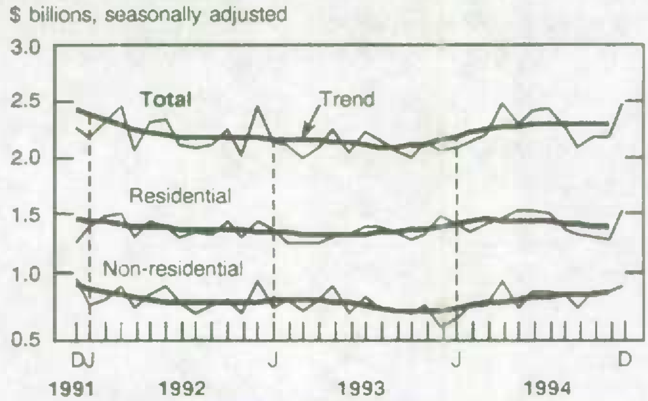
Total planned projects rose 9.4% above the 1993 level (to $10,019 million) as increases in industrial and commercial intentions more than offset a drop in institutional projects. In December, construction intentions advanced for the third straight month (5.1%) due to increases in institutional and commercial planned activities.

Planned housing construction reached $17,493 million in 1994 a level significantly higher than in the last three years but still below the 1989 peak of $21,706 million. Despite a 6.5% gain over 1993, residential intentions have declined considerably in the second half of 1994, mainly because of falling multi-family intentions. In December, after five straight monthly declines, planned residential projects jumped 19.2% on the strength of both single- and multi-family units; the lion's share came from Ontario, where the level reached was not seen since November 1991.

The unadjusted number of dwelling units issued in 1994 reached 156,900, down 1.0% from the previous year. The increase in single-family dwellings (3.4%) was more than offset by a drop in multi-family projects (6.4%). All regions except Ontario recorded decreases. The falling trend during the second half of 1994 augurs further declines in housing starts for early 1995.

During 1994, the total value of building permits rose in all provinces, with Ontario (12.7%) and Quebec (9.2%) leading the way. Ontario's growth was attributable to a substantial jump in single-family dwellings (15.8%), while Quebec's advance was accounted for most by non-residential building intentions (18.4%). In December, the most significant hikes occurred in Ontario and Quebec.

Value of building permits issued



Note to users

Unless otherwise stated, all data are seasonally adjusted. The Building and demolitions monthly survey convers 2,400 municipalities representing 93% of the population. It provides an early indication of building activity. The value of planned construction activities excludes engineering projects and land. The annual rate is a monthly figure that has been seasonally adjusted and multiplied by 12 to reflect annual levels.

Ontario's growth was strong in the residential sector, while Quebec's was notable in the non-residential sector.

For further information, order Building permits *(catalogue 64-001) or contact Investment and Capital Stock Division at (613) 951-9683.*

PROVINCIAL PERSPECTIVES

Building permits, December 1994

Unadjusted data (Adjusted data not available by province)

Province/Territory	Total ($ millions)	Total % change, previous year	Residential ($ millions)	Residential % change, previous year	Non-residential ($ millions)	Non-residential % change, previous year
Canada	**1,731.6**	**21.7**	**939.6**	**3.9**	**792.1**	**52.7**
Newfoundland	11.8	38.8	2.6	-57.3	9.2	292.9
Prince Edward Island	4.8	7.0	1.5	-51.6	3.3	133.2
Nova Scotia	35.3	8.8	18.2	-28.6	17.1	146.7
New Brunswick	28.8	32.3	5.6	-19.7	23.2	56.8
Quebec	359.5	41.5	129.8	-4.6	229.7	94.6
Ontario	715.5	43.8	427.8	45.8	287.8	41.0
Manitoba	29.2	18.0	7.6	-27.1	21.6	51.0
Saskatchewan	22.1	49.9	6.8	-35.9	15.3	274.2
Alberta	142.5	-14.3	86,1	-22.9	56.4	3.4
British Columbia	378.4	-4.0	250.8	-15.8	127.6	32.5
Yukon	2.8	-16.5	1.9	31.3	0.9	-53.6
Northwest Territories	0.8	27.5	0.7	35.9	0.1	-18.9

Wages and salaries increase in November

After virtually no growth in October, wages and salaries increased 0.5% in November to $30.3 billion due to moderate growth in average weekly earnings.

November's advance was led by finance, insurance and real estate, and health and social services where wages and salaries rose 2.0% and 1.2% respectively. Across Canada, Ontario, Manitoba and Saskatchewan registered the strongest growth, with an approximately 1.0% growth in their wages and salaries. Employer contributions climbed 1.0%, contributing to the moderate growth in labour income.

On a year-over-year basis, November's wages and salaries were 3.9% above November 1993's level. All provinces and territories except Prince Edward Island recorded growth compared with the year before.

For further information, order Estimates of labour income *(catalogue 72-005) or contact Labour Division at (613) 951-4090.*

Note to users

Labour income consists of wages and salaries (88%) plus supplementary labour income (12%). Wages and salaries include bonuses, gratuities, taxable allowances and retroactive wage payments. Supplementary labour income comprises employer contributions to employee welfare, pension, worker's compensation and unemployment insurance plans. Labour income accounts for 57% of gross domestic product. All data in this article have been seasonally adjusted.

Wages and salaries, November 1994
Seasonally adjusted

Province/ Territory	Wages and salaries ($ millions)	% change, previous month	% change, previous year
Canada	**30,335**	**0.5**	**3.9**
Newfoundland	395	-1.3	2.6
Prince Edward Island	89	-6.8	-4.6
Nova Scotia	745	0.5	2.4
New Brunswick	585	-2.3	0.3
Quebec	6,752	-0.4	2.0
Ontario	12,707	1.2	4.7
Manitoba	1,011	1.0	4.7
Saskatchewan	771	1.2	3.1
Alberta	2,971	0.7	4.4
British Columbia	4,095	0.5	4.8
Yukon and Northwest Territories/Abroad	177	-2.2	0.2

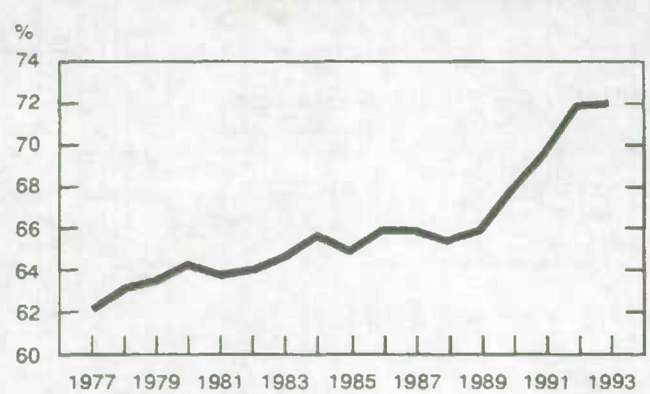
Earnings gap between men and women stable

In 1993, women who worked full time all year earned on average 72 cents for each dollar earned by their male counterparts, a ratio virtually unchanged from the year before. Between 1989 and 1992, women's wages relative to men's had increased substantially. Keeping in line with historical trends, the earnings gap in 1993 was widest between married men and women and was almost non-existent for singles. In terms of age groups, the wage gap was smallest for youths (15 to 24 years).

A number of factors have influenced the long-term rise in the female-to-male earnings ratio. Most notably, the number of women in higher-paying occupations (eg. managerial professions) has been increasing and the number in some lower-paying jobs (eg. clerical occupations) decreasing.

While the female-to-male earnings ratio is highest for youths (91%), this group's share of total earnings has been declining. Twenty years ago, women between 15 and 24 years had a 20.6% share of aggregate female earnings. By 1993, this proportion had dropped to 5.5%. As for young men, their share had declined from 7.4% to 3.6% over the same period. Several factors may be responsible for this phenomenon: youths constitute a declining portion of the population; fewer are finding full-time

Female-to-male earnings ratios for full-year full-time workers



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... Earnings gap between men and women stable

jobs; more are staying in school; and the earnings of youths are not keeping pace with those of older workers.

While the number of full-year full-time workers has increased slightly from 1992, it was still 421,000 lower than during the 1989 peak, reflecting the labour market's continued weakness. Along with an 8.5% rise in part-time or part-year workers, the 4.7% drop in full-timers (mostly men) caused average family income between 1989 and 1993 to fall. As the drop in full-time men was counterbalanced by more part-timers, the number of male earners totalled 8.0 million, close to the 1989 high. In contrast, the small decline in full-time women workers was more than offset by the growth in part-timers so the number of total female earners reached a record 6.8 million in 1993.

Since January 1994, labour market conditions have improved. Employment growth throughout the year was strong and all of it was in full-time work (467,000). Youths, however, did not share in 1994's recovering job market.

Over the last 20 years, overall growth in the number of full-year full-time earners has occurred together with gains in average female earnings. This has led to a substantial increase in the proportion of total earnings received by women, from 17.3% in 1973 to 32.8% in 1993.

For further information, order Earnings of men and women, *1993 (catalogue 13-217) or contact Household Surveys Division at (613) 951-4633.*

Sales of alcoholic beverages fall

Canadians bought less alcoholic beverages in 1992/93, the fifth consecutive year of falling sales. Factors behind the decline included the recession, higher prices, changes in drinking habits, brew-on-premises outlets, and cross-border shopping.

The biggest drop was in the volume of spirits sold (-5.8%), followed by beer (-3.6%) and wine (-0.9%). Beer accounted for almost 85% of all alcoholic beverages sold; wine for just under 10%, and spirits the remaining 5%. Although the volume of alcoholic beverages sold declined to 2.3 billion litres from 2.4 billion in 1991/92, the value of sales in 1992/93 grew about 1% to $10.4 billion. Just over half of this total came from the sale of beer with 28.8% from spirits and 17.9% from wines.

The value of per capita sales of alcoholic beverages (to those 15 years and over) averaged $462 across Canada, a 0.1% increase from the previous year. In terms of volume, spirit sales fell 6.6% to 5.7 litres per person, beer sales dropped 4.6% to 87.5 litres, and wine sales were down 2.9% to 10.1 litres.

The total net income of liquor authorities and provincial-territorial revenue from the control and sale of alcoholic beverages grew to $3.1 billion, a marginal $50 million increase from 1991/92.

Over the last 10 years, sales of domestic alcoholic beverages have been falling more rapidly than sales of imports. Despite this trend, domestic spirits and beer are still sold in much larger volumes than imported brands.

Per capita sales of alcoholic beverages (to persons 15 years and over)

Fiscal years ended March 31	Spirits	Wine	Beer
		litres	
1982/83	9.6	11.8	104.5
1983/84	8.8	11.8	106.3
1984/85	8.3	12.2	102.8
1985/86	8.1	12.5	101.2
1986/87	7.8	12.2	100.1
1987/88	7.7	12.5	101.3
1988/89	7.5	12.0	99.5
1989/90	7.0	11.4	97.3
1990/91	6.5	10.8	94.5
1991/92	6.1	10.4	91.7
1992/93	5.7	10.1	87.5

In 1992/93, Canadian companies exported 80.9 million litres of spirits worldwide (based on litres of absolute alcohol) compared with domestic sales of only 46.1 million litres. Unlike domestic sales, exports of spirits grew 10.6% in volume from 1991/92 to 1992/93. Canada's major export market is the United States (85.9%) followed by Japan (5.8%) and the United Kingdom (4.0%).

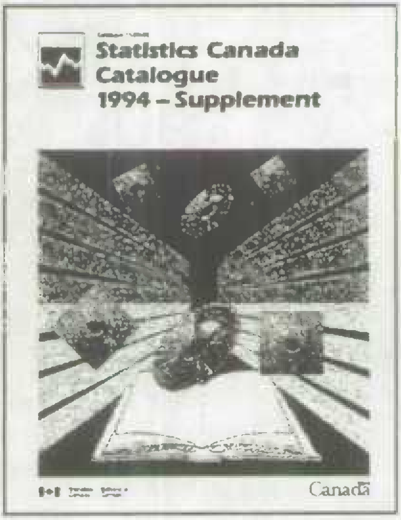
Canada exports almost no wine but imports just over half of all wine sold in the country. The largest sources of imported wine are France (34.1%), the United States (21.7%) and Italy (13.6%).

For further information, order The control and sale of alcoholic beverages in Canada *(catalogue 63-202) or contact Public Institutions Division at (613) 951-1834.*

PUBLICATIONS RELEASED FROM FEBRUARY 3 TO 9, 1995

Division/title of publication	Period	Catalogue number	Price: Issue/Subscription		
			Canada (Cdn.$)	United States	Other countries
				US$	
AGRICULTURE					
Cereals and oilseeds review	November 1994	22-007	15/144	18/173	21/202
BALANCE OF PAYMENTS					
Canada's international transactions in securities	November 1994	67-002	17/170	21/204	24/238
HEALTH					
Deaths	1992	84-211	15	18	21
HOUSEHOLD SURVEYS					
Earnings of men and women	1993	13-217	27	33	38
Historical labour force statistics	1994	71-201	74	89	104
INDUSTRY					
Asphalt roofing	December 1994	45-001	6/60	8/72	9/84
Cement	December 1994	44-001	6/60	8/72	9/84
Coal and coke statistics	November 1994	45-002	11/110	14/132	16/154
Electric lamps (light bulbs and tubes)	December 1994	43-009	6/60	8/72	9/84
Electric power statistics	1993	57-206	29	35	41
Electric power statistics	November 1994	57-001	11/110	14/132	16/154
Factory sales of electric storage batteries	December 1994	43-005	6/60	8/72	9/84
Gypsum products	December 1994	44-003	6/60	8/72	9/84
New motor vehicle sales	November 1994	63-007	16/160	20/192	23/224
Oil pipeline transport	November 1994	55-001	11/110	14/132	16/154
Production and inventories of process cheese and instant skim milk powder	December 1994	32-024	6/60	8/72	9/84
Production of selected biscuits	July-Dec. 1994	32-026	8/16	10/20	12/23
Refined petroleum products	October 1994	45-004	20/200	24/240	28/280
Rigid insulating board	December 1994	36-002	6/60	8/72	9/84
The sugar situation	December 1994	32-013	6/60	8/72	9/84
Wholesale trade	November 1994	63-008	16/160	20/192	23/224
INDUSTRY MEASURE AND ANALYSIS					
Gross domestic product by industry	November 1994	15-001	14/140	17/168	20/196
LIBRARY SERVICES					
Statistics Canada catalogue	1994 supplement	11-204E	5	6	7
NATIONAL ACCOUNTS AND ENVIRONMENT					
National income and expenditure accounts	third quarter 1994	13-001	35/140	42/168	49/196
TRANSPORTATION					
Railway carloadings	November 1994	52-001	10/100	12/120	14/140

NEW FROM STATISTICS CANADA



Statistics Canada catalogue

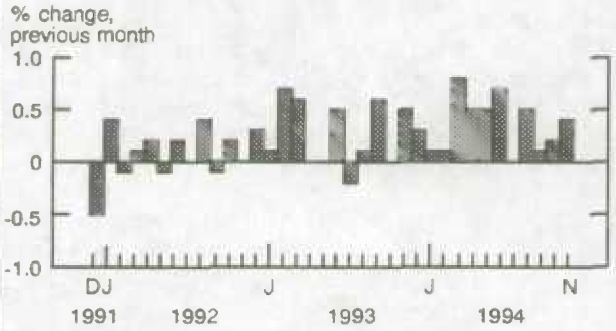
1994 supplement

The Statistics Canada catalogue, 1994 supplement describes new publications produced by Statistics Canada between January and December 1994. This edition also includes a list of discontinued titles, suspended publications and title changes during this period, information on ordering publications, a list of retail distributors, as well as a table of publication discount packages and special offers.

The Statistics Canada catalogue, 1994 supplement *(catalogue 11-204SE, $5) is now available. For further information on this release, contact Fay Hjartarson at (613) 951-0953, fax: (613) 951-0939, Statistics Canada Library (the Internet: hjartfay@statcan.ca).*

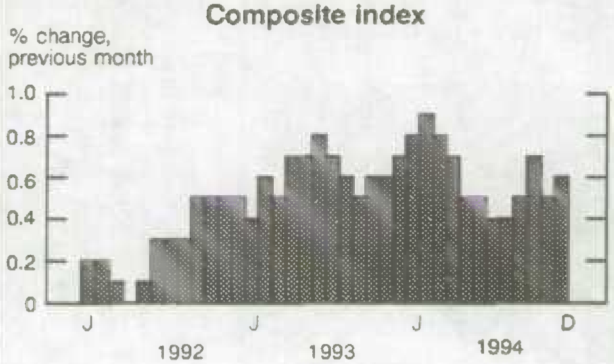
CURRENT TRENDS

Gross domestic product



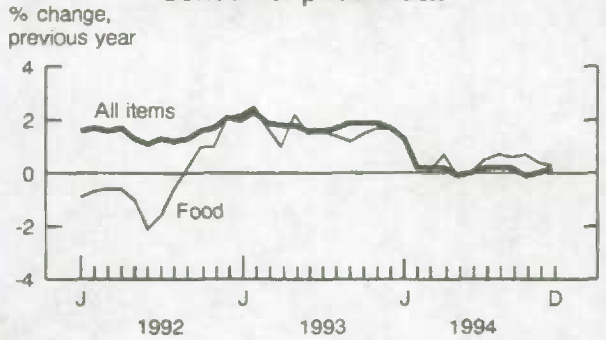
Real gross domestic product at factor cost grew 0.4% in November.

Composite index



The 0.6% growth of the composite index in December was about the same as the average posted since September.

Consumer price index



Consumers paid 0.2% more for goods and services in December 1994 than the year before. Food prices rose by 0.3%.

Unemployment rate

In December, the unemployment rate remained unchanged at 9.6%.

Manufacturing

Manufacturers' shipments jumped 4.0% in November to $31.5 billion. The level of unfilled orders dipped slightly (-0.2%) to $33.3 billion.

Merchandise trade

The value of merchandise exports increased by $633 million in November, to $20.2 billion. Imports rose by $656 million, to $18.1 billion.

Note: *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)	November	538.5	0.4%	4.2%
Composite index (1981 = 100)	December	171.7	0.6%	7.6%
Operating profits of enterprises ($ billion)	3rd quarter	20.2	11.4%	48.5%
DOMESTIC DEMAND				
Retail trade ($ billion)	November	17.6	-0.3%	6.8%
New motor vehicle sales ('000 units)	December*	108.2	3.9%	2.7%
LABOUR				
Employment (millions)	December	12.8	0.0%	2.9%
Unemployment rate (%)	December	9.6	0.0†	-1.6†
Participation rate (%)	December	64.9	-0.1†	-0.2†
Labour income ($ billion)	November*	34.7	0.5%	4.1%
Average weekly earnings ($)	November	571.88	0.6%	2.3%
INTERNATIONAL TRADE				
Merchandise exports ($ billion)	November	20.2	3.2%	27.0%
Merchandise imports ($ billion)	November	18.1	3.8%	18.8%
Merchandise trade balance (all figures in $ billion)	November	2.1	0.0	1.4
MANUFACTURING				
Shipments ($ billion)	November	31.5	4.0%	18.5%
New orders ($ billion)	November	31.4	2.5%	18.7%
Unfilled orders ($ billion)	November	33.3	-0.2%	19.0%
Inventory/ shipments ratio	November	1.24	-0.04	-0.12
Capacity utilization (%)	3rd quarter	82.9	1.6	5.3
PRICES				
Consumer price index (1986 = 100)	December	131.6	0.2%	0.2%
Industrial product price index (1986 = 100)	December	123.3	0.8%	7.7%
Raw materials price index (1986 = 100)	December	125.4	0.5%	15.3%
New housing price index (1986 = 100)	November	135.9	-0.1%	-0.3%

Note: *All series are seasonally adjusted with the exception of the price indexes.*
* *new this week*
† *percentage point*

I•N•F•O•M•A•T

A weekly review

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