



Infommat

A Weekly Review

Thursday, April 13, 1995

OVERVIEW

Sales of motor vehicles continue to slide

In February, sales of cars built overseas continued to slide, pulling down total new motor vehicle sales. However, sales of North-American built cars rose.

House prices fall yet again

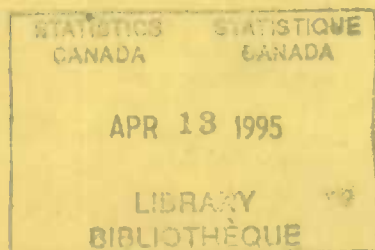
In February, for the eighth consecutive month, new house prices dropped again compared with the year before.

Labour market changes little in March

Labour market conditions were little changed in March as the unemployment rate edged up one-tenth of a percentage point to 9.7%.

Population grows in 1994

The growth of Canada's population in 1994 was due principally to international migration.



Sales of motor vehicles continue to slide

In February, sales of cars built overseas continued to slide, pulling down total new motor vehicle sales 0.6% to 101,158. This follows a 4.9% decline in January. However, sales of North-American built cars rose.

Sales of cars built overseas fell 11.4% in February, on the heels of a 14.3% drop in January. Despite a 14.0% increase in December, imported car sales have been generally declining for the past three years. February's sales were 32.5% lower than the year before.

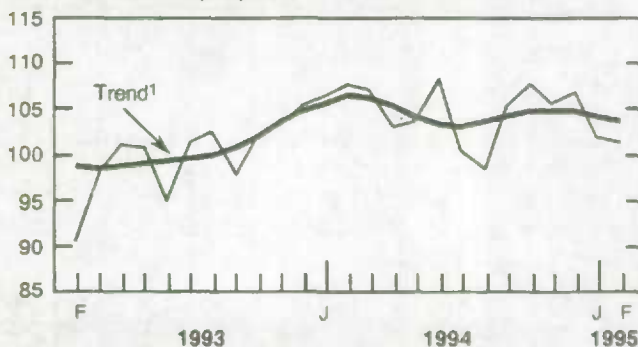
Recent declines in imported cars may reflect higher prices caused by the strong yen and a low dollar. The yen rose 2.2% relative to the Canadian dollar in January and an additional 0.7% in February. In addition, more models that used to be imported are now manufactured in North America.

Cars manufactured in Japan sold for an average price of \$20,564, 15.6% higher than in February 1994. The average North American car cost \$20,169, 13.6% more than the previous year. Average prices reflect both price increases and consumers' choices of size, model and options.

(continued on page 2)

New motor vehicle sales

'000 units, seasonally adjusted



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



... Sales of motor vehicles continue to slide

Consumers purchased more North American-built cars in February (1.7%), but not enough to offset a 6.8% decline in January. Sales of North American cars were 5.1% below the February 1994 level.

The Big Three automotive companies accounted for nearly 69% of car sales in February. Another 15% of cars sold were made in North America by other manufacturers.

Truck sales were little changed from December's and January's levels. Sales rose 0.2% in February and 0.5% in January. The Big Three sold 86% of all new trucks.

House prices fall yet again

In February, the new housing price index stood at 135.4, a drop of 0.4% from February 1994. This was the eighth consecutive month when house prices dropped compared with the year before. The index was down 0.3% from January 1995.

In 4 of the 21 cities surveyed, contractors reported stable or offsetting new home selling prices resulting in no monthly changes in their total city indexes. In the seven cities showing monthly price increases, the largest was recorded for Regina (1.6%). No other monthly increase was larger than 0.4%. Of the nine cities registering monthly declines, the largest was for London (-2.5%).

On a year-over-year basis, 12 cities increased and 8 decreased their house prices. The largest increases were posted in Regina (2.7%) and Winnipeg (2.6%), while prices dropped the most in Victoria (-7.0%) and Vancouver (-4.0%).

The house only index dropped 0.3% compared with last year and fell 0.2% from last month. Similarly, the land only index declined from both

Note to users

Sales of mini-vans, sport utility vehicles, heavy trucks and buses are recorded as truck sales.

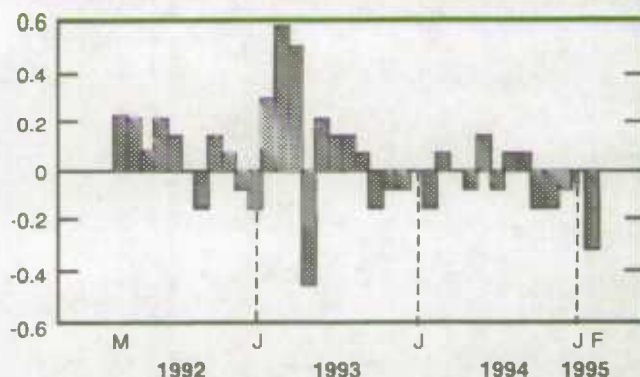
Beginning this month, an improved method of seasonal adjustment has been applied to the data series. Data from January 1992 have been readjusted using this method. The unadjusted data are not affected by these changes.

All data except average prices are seasonally adjusted.

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

New housing price index

% change, previous month



last year and last month: -0.3% and -0.2% respectively.

For further information, order Construction price statistics (catalogue 62-007) or contact Prices Division at (613) 951-3350.

Labour market changes little in March

Labour market conditions were little changed in March, as the unemployment rate edged up one tenth of a percentage point to 9.7%. Overall employment has shown no significant movement since November 1994.

Full-time employment grew at a brisk pace through most of 1994, with monthly gains averaging 41,000 jobs. However, this pace has slowed since November 1994, with monthly increases averaging only 12,000. In contrast, part-time employment followed a downward trend throughout 1994 and was, as of March, 38,000 below last November's level.

Note to users

Labour force historical review on CD-ROM, a new product, presents monthly and annual average estimates from the Labour Force Survey between 1976 and 1994. New software called IVISION Browser allows you to easily change the dimensions of the data, quickly create charts and maps, print, or transfer data to other software.

The disc contains 42 tables corresponding to the publication Labour force annual averages (71-529). It also includes methodological notes and analysis of the Canadian labour market between 1976 and 1994.

To order Labour force historical review on CD-ROM (\$395) contact your nearest Statistics Canada Regional Reference Centre.

(continued on page 3)

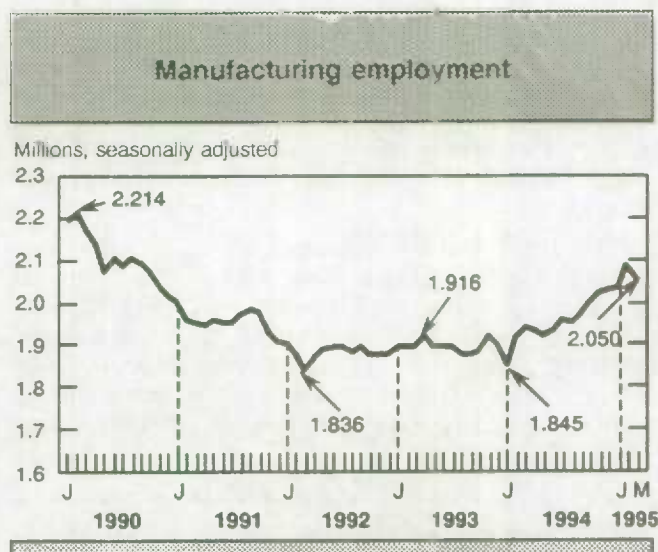
... Labour market changes little in March

For the first time in seven months, employment in manufacturing declined (-36,000), after February's unusually large increase of 53,000. Manufacturing employment has been growing strongly, adding 205,000 jobs since the beginning of 1994.

Employment in the services sector increased by 52,000, in the wake of a 57,000 drop the month before. This returns employment in this sector to about its November level. Since then, losses in public administration and trade have offset gains in other service industries.

Provinces at a glance

Employment jumped by 29,000 in British Columbia, ending a nine-month pause in employment growth. Employment was also up in Alberta (11,000), bringing year-over-year gains to 58,000. Following a decline in January, employment in New Brunswick increased by 5,000 and returned to its November level. For the third straight month, employment fell in Ontario for a total loss of 41,000 in 1995. This contrasts with the strong growth



observed earlier in 1994. Other provinces did not experience significant changes in employment.

For further information, order *The labour force* (catalogue 71-001) or contact *Household Surveys Division* at (613) 951-4720. (See also "Current trends" on page 8.)

PROVINCIAL PERSPECTIVES

Labour force survey, March 1995

Seasonally adjusted

	Labour force		Employment		Unemployment	
	'000	% change, previous month	'000	% change, previous month	'000	Rate (%)
Canada	14,932	0.1	13,488	0.1	1,444	9.7
Newfoundland	245	-0.8	201	0.5	44	18.0
Prince Edward Island	68	0.0	57	0.0	11	15.7
Nova Scotia	437	1.2	381	0.5	56	12.8
New Brunswick	354	-0.8	316	1.6	38	10.7
Quebec	3,631	0.1	3,197	-0.5	434	12.0
Ontario	5,713	-0.5	5,213	-0.5	500	8.8
Manitoba	562	-0.2	521	0.4	41	7.3
Saskatchewan	494	-0.4	463	-0.2	31	6.3
Alberta	1,497	0.9	1,381	0.8	116	7.7
British Columbia	1,939	1.6	1,765	1.7	174	9.0

Population grows in 1994

In January 1995, Canada's population reached 29.4 million, after growing by 1.1% over the previous year. The year 1994 was characterized by international as well as high interprovincial migration.

In 1994, Canada received slightly more than 217,000 immigrants, a decline of 37,000 from the previous year and the first such drop since 1985. In addition, 1994 was a year of high residential mobility among Canadians as more than 370,000 persons changed their province of residence during the year. Such high mobility has not been seen since 1981.

Population of Canada, the provinces and territories

	January 1, 1994	January 1, 1995	January 1, 1994 to January 1, 1995
	'000		% change
Canada	29,094.4	29,409.9	1.1
Newfoundland	583.5	579.5	-0.7
Prince Edward Island	133.8	135.5	1.3
Nova Scotia	934.6	938.3	0.4
New Brunswick	757.9	760.6	0.4
Quebec	7,258.4	7,300.0	0.6
Ontario	10,862.4	11,004.8	1.3
Manitoba	1,127.1	1,132.8	0.5
Saskatchewan	1,013.3	1,017.2	0.4
Alberta	2,702.6	2,726.9	0.9
British Columbia	3,626.8	3,719.4	2.5
Yukon	30.0	30.1	0.4
Northwest Territories	63.9	65.0	1.6

While the number of births and the number of non-permanent residents continued a decline that began in 1990, the number of deaths continued to rise slowly, resulting from an ageing population.

In Ontario, a 1.3% growth rate over the previous year brought the population to 11 million by January 1995. Since 1983, Ontario's population has grown by one million every six years. The growth in 1994 is principally attributable to international migration, which contributed more than 50% of total growth. And for the first time since 1988, Ontario emerged a winner in its migratory exchanges with the other provinces.

In 1994, British Columbia's population grew at twice the national rate, a result of both international and interprovincial migration. Its share of total immigration (22%) exceeded its 1993 share (18%). As for interprovincial migration, British Columbia came out a winner in its exchanges with all other provinces, registering a net gain of 38,500 persons in the process. The natural increase (difference between births and deaths) was the lowest among all provinces.

All other provinces and territories recorded growing populations except Newfoundland. Ontario now accounts for 37.4% of the total population of Canada, followed by Quebec (24.8%) and British Columbia (12.6%).

To obtain the above estimates, order Quarterly demographic statistics (catalogue 91-002). For more information on this article, contact your nearest Statistics Canada Regional Reference Centre.

PUBLICATIONS RELEASED FROM APRIL 7 TO 12, 1995

Division/title of publication	Period	Catalogue number	Price: Issue/Subscription		
			Canada (Cdn.\$)	United States	Other countries
DEMOGRAPHY					
Annual demographic statistics	1994	91-213	60	72	84
EDUCATION, CULTURE AND TOURISM					
Travel-log	Vol. 14, no. 2	87-003	10/40	12/48	14/56
HOUSEHOLD SURVEYS					
Labour force information	March 1995	71-001P	10/100	12/120	14/140
INDUSTRIAL ORGANIZATION AND FINANCE					
Financial statistics for enterprises	1994	61-219P	55	66	77
Leisure and personal services	1990-1992	63-233	33	40	47
Quarterly financial statistics for enterprises	4 th quart. 1994	61-008	25/100	30/120	35/140
INDUSTRY					
Energy statistics handbook	April 1995	57-601	330	400	460
Factory sales of electric storage batteries	February 1995	43-005	6/60	8/72	9/84
Industrial chemicals and synthetic resins	February 1995	46-002	6/60	8/72	9/84
Oils and fats	February 1995	32-006	6/60	8/72	9/84
Production and shipments of steel pipe and tubing	February 1995	41-011	6/60	8/72	9/84
Pulpwood and wood residue statistics	February 1995	25-001	7/70	9/84	10/98
Specified domestic electrical appliances	February 1995	43-003	6/60	8/72	9/84
Steel wire and specified wire products	February 1995	41-006	6/60	8/72	9/84
Wholesale trade	January 1995	63-008	16/160	20/192	23/224
LABOUR					
Estimates of labour income	Oct.-Dec. 1994	72-005	24/96	29/116	34/135
Unemployment insurance statistics	January 1995	73-001	16/160	20/192	23/224
Quarterly estimates of trustee pension funds	3 rd quart. 1994	74-001	15/60	18/72	21/84
PRICES					
Industry price indexes	February 1995	62-011	20/200	24/240	28/280
SERVICES, SCIENCE AND TECHNOLOGY					
Software development and computer service industry	1993-1994	63-222	28	34	40
Telephone statistics	January 1995	56-002	9/90	11/108	13/126
Traveller accommodation statistics	1992-1993	63-204	24	29	34
TRANSPORTATION					
Oil pipeline transport	January 1995	55-001	11/110	14/132	16/154
Railway carloadings	February 1995	52-001	10/100	12/120	14/140

NEW FROM STATISTICS CANADA

Annual demographic statistics 1994

Whether you're an analyst, researcher, planner, decision-maker or just interested in the evolution of the Canadian population, here is an indispensable reference document.

This compendium is the only source containing, in one volume, all the most recent data on 1994 demographic evolution at national, provincial and sub-provincial levels. It provides information on population, census families, private households, vital statistics, and migration.

The 1994 edition of Annual demographic statistics (catalogue 91-213, \$60) is now available. For further information, contact Lise Champagne at (613) 951-2320, fax:(613) 951-2307, the Internet: Riorrob@Statcan.Ca, Demography Division.

Public-use microdata file on individuals on CD-ROM

1991 Census

The Public-use microdata file on individuals on CD-ROM is based on a 3% sample (810,000) of unaggregated anonymous records from the 1991 Census database.

This product comes with two basic tools. A full retrieval program lets you search the documentation by word or subject, identifying your results with coloured text. An extract program lets you select data variables by geographic area. The data can then be processed using SAS, SPSS or similar software.

The file contains data for the provinces, territories and selected census metropolitan areas. All census variables are included, giving you quick access to comprehensive social and economic data.

The CD-ROM of Public-use microdata file on individuals (95M0007XCB) is now available. The CD-ROM of Public-use microdata file on families was released earlier. A third product on household and housing will be available shortly. Each Public-use microdata file on CD-ROM costs \$1,000. You can purchase the three products as a set for \$1,500.

For further information, or to order, contact your nearest Statistics Canada Regional Reference Centre.

Quarterly financial statistics for enterprises

Fourth quarter 1994

Quarterly Financial Statistics for Enterprises presents quarterly balance sheet and income statement results for Canadian enterprises for the most recent five quarters. Data from 22 non-financial and 8 financial industries, as well as the sector totals are provided. A statement about changes in financial position and selected seasonally adjusted items with percentage changes are also available.

Each quarter, an analysis of the trends and causes of the recent financial performance is presented. Also featured in this issue is an article based on analytical studies using the quarterly financial statistics. This quarter, the feature is entitled *Do small firms face higher financing costs?*

The fourth quarter 1994 issue of Quarterly financial statistics for enterprises (catalogue 61-008, \$25/\$100) is now available. For further information, contact Gail Campbell at (613) 951-9843 or fax (613) 951-0319, Industrial Organization and Finance Division.

Travel-log

Spring 1995

The main article in the Spring 1995 issue of Travel-log, Statistics Canada's quarterly tourism newsletter, profiles business trips made to Canada from the United States.

Each quarter, Travel-log examines international travel trends and the travel price index. It also features the latest tourism indicators, as well information about Statistics Canada's products and services related to tourism.

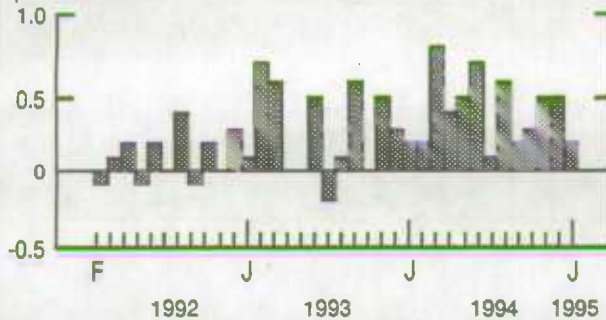
The Spring 1995 (vol. 14, no.2) issue of Travel-log (87-003, \$10/\$40) is now available. See "How to order publications".

For further information on this release, contact Monique Beyrouiti (613-951-1673, fax: 613-951-2909), Education, Culture and Tourism Division.

CURRENT TRENDS

Gross domestic product

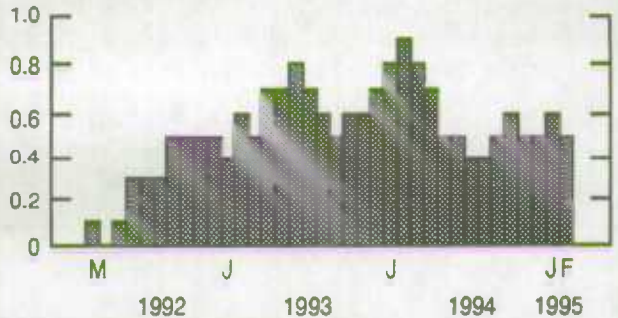
% change,
previous month



Real gross domestic product at factor cost grew 0.2% in January.

Composite index

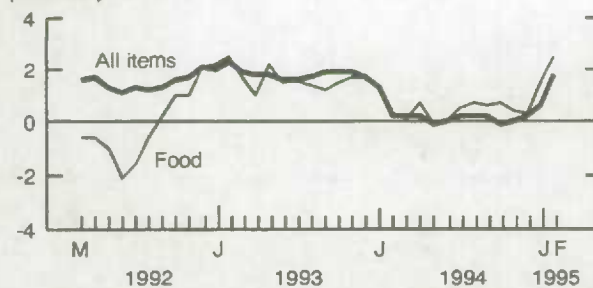
% change,
previous month



In February 1995, the composite index continued to grow moderately, up 0.5% from the month before.

Consumer price index

% change,
previous year



Consumers paid 1.8% more for goods and services in February 1995 than the year before. Food prices rose by 2.5%.

Unemployment rate

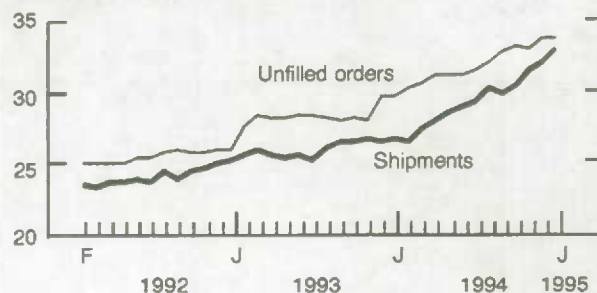
%



In March, the unemployment rate increased 0.1 percentage points to 9.7%.

Manufacturing

\$ billions



Manufacturers' shipments jumped 3.0% in January to \$33.1 billion. The level of unfilled orders grew by 0.5% to \$33.9 billion.

Merchandise trade

\$ billions



The value of merchandise exports surged 6.2% in January, to \$22.5 billion. Imports grew more than 5% to \$20.1 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)	January	546.4	0.2%	5.1%
Composite index (1981 = 100)	February	173.4	0.5%	6.9%
Operating profits of enterprises (\$ billion)	3rd quarter	20.2	11.4%	48.5%
DOMESTIC DEMAND				
Retail trade (\$ billion)	January	17.9	0.8%	7.1%
New motor vehicle sales ('000 units)	February*	101.2	-0.6%	-6.0%
LABOUR				
Employment (millions)	March*	13.5	0.1%	2.3%
Unemployment rate (%)	March*	9.7	0.1 [†]	-0.9 [†]
Participation rate (%)	March*	65.1	0.0 [†]	-0.1 [†]
Labour income (\$ billion)	January	34.8	-0.3%	4.2%
Average weekly earnings (\$)	December	572.69	0.3%	2.5%
INTERNATIONAL TRADE				
Merchandise exports (\$ billion)	January	22.5	6.2%	41.8%
Merchandise imports (\$ billion)	January	20.1	5.4%	33.4%
Merchandise trade balance (all figures in \$ billion)	December	2.1	-0.2	1.5
MANUFACTURING				
Shipments (\$ billion)	January	33.1	3.0%	24.5%
New orders (\$ billion)	January	33.3	1.5%	24.6%
Unfilled orders (\$ billion)	January	33.9	0.5%	14.1%
Inventory/ shipments ratio	January	1.22	-0.02	-0.15
Capacity utilization (%)	4th quarter	84.8	0.9 [†]	4.6 [†]
PRICES				
Consumer price index (1986 = 100)	February	132.7	0.5%	1.8%
Industrial product price index (1986 = 100)	February	126.3	0.2%	8.8%
Raw materials price index (1986 = 100)	February	131.8	0.8%	17.2%
New housing price index (1986 = 100)	February*	135.4	-0.3%	-0.4%

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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