

# The Daily

## Statistics Canada

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### Major Releases

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#### New Motor Vehicle Sales, September 1986 2

- New motor vehicle sales increased by 7.1% over the September 1985 level

#### Business Conditions Survey, October 1986 5

- Manufacturers continued to show increasing concern about the level of orders and a slight dampening of optimism about prospects for production

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Department Store Sales by Province and Metropolitan Area, 8  
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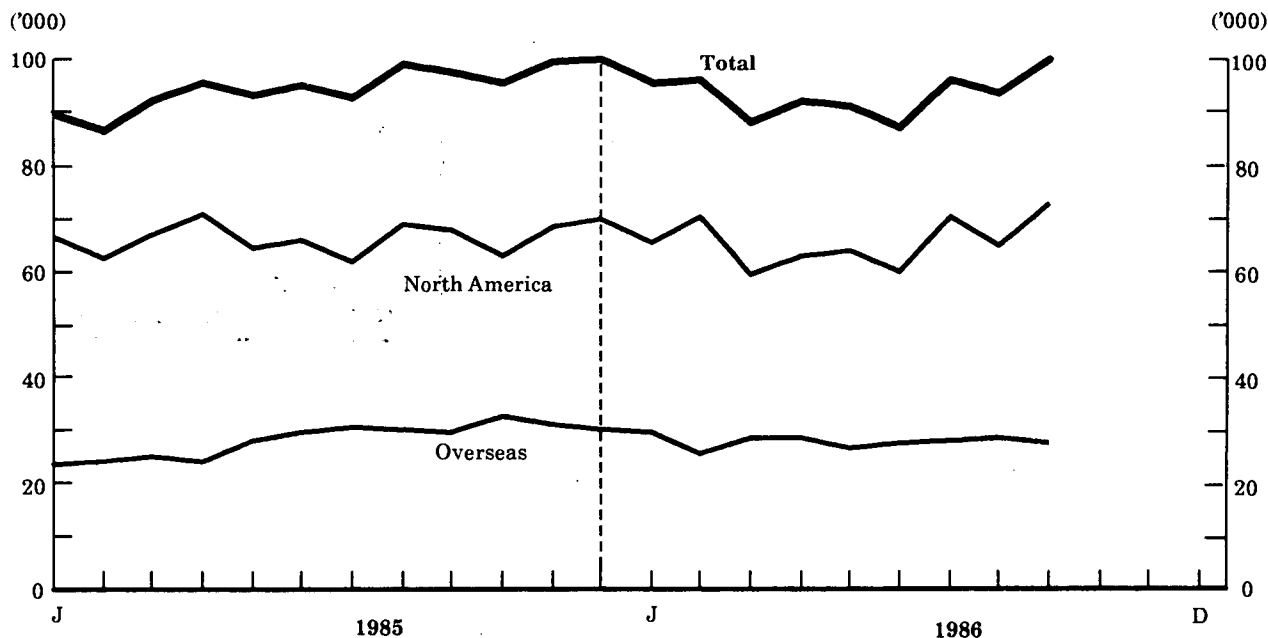
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## Major Releases

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### Monthly Sales of New Passenger Cars by Origin, Canada, Seasonally Adjusted, in Units, 1985-1986



### New Motor Vehicle Sales

September 1986

#### Highlights

##### Seasonally Adjusted Sales

- Adjusted for seasonal fluctuations and the number of trading days, preliminary estimates indicate that sales of all new motor vehicles totalled 136,348 units in September 1986, an increase of 4.8% over the revised August level of 130,103 units. The September increase was due to a 6.8% gain in the sales of passenger cars, which more than offset a 0.3% decline in commercial vehicle sales.
- The 4.8% increase in sales in September 1986, which follows a decline of 4.2% in August and a sharp increase of 13.0% in July, extended the trend of fluctuating sales observed since the beginning of 1986.

- On an origin basis, sales of North American-built passenger cars increased by 11.2% in September 1986 to reach 72,665 units, while sales of imported passenger cars declined by 3.4% to 27,596 units. The decline in imported car sales followed three consecutive monthly gains.

##### Unadjusted Sales

- Sales of all new motor vehicles totalled 118,233 units in September 1986, up 7.1% from the September 1985 level of 110,420 units. Passenger car sales rose 7.2% to 86,769 units, while commercial vehicle sales recorded a gain of 6.8% to 31,464 units. The increase in passenger car sales comprised an increase of 12.1% for North American-built passenger cars and a decline of 3.2% for imported passenger cars. The decline in imported passenger cars was attributable to a 49.5% decrease in the (continued on page 3)

sales of South Korean-built passenger cars, which was offset in large measure by sales increases of 21.7% for Japanese cars and 19.2% for other imported cars.

- In terms of market share, North American manufacturers held 70.9% of the Canadian passenger car market in September 1986 (based on unit sales), compared to a 67.8% share recorded in September 1985. Japanese manufacturers held a market share of 18.6%, up from the 16.3% share held a year earlier. Manufacturers from "other countries" (including South Korea) held 10.5% of the market in September 1986, their lowest market share since April 1985. South Korea, the largest component of the "other countries" category, held 5.2% of the market in September 1986, compared to an 11.1% share the same month a year earlier.
- New motor vehicle sales (in units) increased in all provinces from September 1985, with the exception of Prince Edward

Island (-10.5%) and Nova Scotia (-1.2%). The increases ranged from 23.1% in British Columbia to 0.7% in Alberta.

- For the first nine months of 1986, total new vehicle sales increased by 1.7% over the same period last year to reach 1,178,082 units, comprising a 9.4% increase for commercial vehicles but a decline of 0.9% for passenger cars. With respect to passenger cars, sales of imported vehicles were up 0.9% to 251,492 units, while domestic car sales declined by 1.6% to 606,083 units.  
(see table on page 4)

Available on CANSIM: matrix 64.

Order the September 1986 issue of *New Motor Vehicle Sales* (63-007, \$8/\$80), available the first week of December. Contact: Maurice Massaad (613-990-9682), Retail Trade Section, Industry Division.

**New Motor Vehicle Sales Unadjusted - Canada**  
September 1986

	September 1986	Change 1986/85	Jan.-Sept. 1986	Change 1986/1985
	Units	%	Units	%
<b>Total new motor vehicles</b>	<b>118,233</b>	<b>7.1</b>	<b>1,178,082</b>	<b>1.7</b>
<b>Passenger cars by origin:</b>				
North America	61,519	12.1	606,083	-1.6
Japan	16,104	21.7	147,773	3.4
Other countries (including South Korea)	9,146	-28.8	103,719	-2.4
(South Korea)	(4,537)	(-49.5)	(57,620)	(0.1)
<b>Total</b>	<b>86,769</b>	<b>7.2</b>	<b>857,575</b>	<b>-0.9</b>
<b>Commercial Vehicles by Origin:</b>				
North America	26,412	5.6	281,943	9.4
Overseas	5,052	12.9	38,564	9.2
<b>Total</b>	<b>31,464</b>	<b>6.8</b>	<b>320,507</b>	<b>9.4</b>
	Value \$000	%	Value \$000	%
<b>Total new motor vehicles</b>	<b>1,710,432</b>	<b>17.6</b>	<b>16,683,889</b>	<b>12.3</b>
<b>Passenger cars by origin:</b>				
North America	799,687	20.3	7,796,332	6.4
Japan	240,547	54.4	2,022,950	23.0
Other countries (including South Korea)	151,615	-4.4	1,537,832	14.4
(South Korea)	(38,742)	(-49.8)	(490,508)	(2.7)
<b>Total</b>	<b>1,191,849</b>	<b>21.7</b>	<b>11,357,114</b>	<b>10.1</b>
<b>Commercial vehicles by origin:</b>				
North America	449,858	5.6	4,811,455	16.0
Overseas	68,725	38.4	515,320	32.1
<b>Total</b>	<b>518,583</b>	<b>9.1</b>	<b>5,326,775</b>	<b>17.4</b>

## Business Conditions Survey, Canadian Manufacturing Industries

October 1986

The seasonally adjusted results of the October 1986 Business Conditions Survey extended the trend of concerned views regarding the levels of new orders in manufacturing industries, a trend first observed in the second quarter of this year. Consistent with this concern, a slight dampening of optimism was observed regarding expectations for production in the fourth quarter of 1986.

- A sharp increase in the proportion of manufacturers who indicated declining **orders received** was reflected in a marked drop in the balance of opinion from +4 in July 1986 to -8 in the October survey. Apart from the balance of +4 recorded in July 1986 there has been a general downward trend from a balance of +9 in October 1985 to the -8, already noted for October 1986.
- The last three surveys show a slight downward trend in manufacturers' expectations for the **volume of production** over the next three months, from +5 in April 1986 to +2 in October.

- After adjusting for their size, the proportion of manufacturers reporting a higher than normal **backlog of unfilled orders** was 15 percentage points less than the proportion indicating a lower than normal backlog. The negative balance of -15 compares with negative balances of -5 in April and -9 in July 1986, but is still less pronounced than the seven negative balances recorded consecutively in the October 1981 to April 1983 period (see chart 2).
- About one-quarter of manufacturers continued to express the opinion that **finished product inventory on hand** was too high. The 25% proportion has remained stable over the last three surveys, but was six percentage points higher than in the July, October 1985 and January 1986 surveys.

Data users should note the July 1986 results have been revised to include responses received after the first release of these results. (see table on page 6 and charts on page 7)

Available on CANSIM (raw data only): matrices 2843-2845.

Contact: M. Labonté (613-991-3554), Shipments, Inventories and Orders Section, Industry Division.

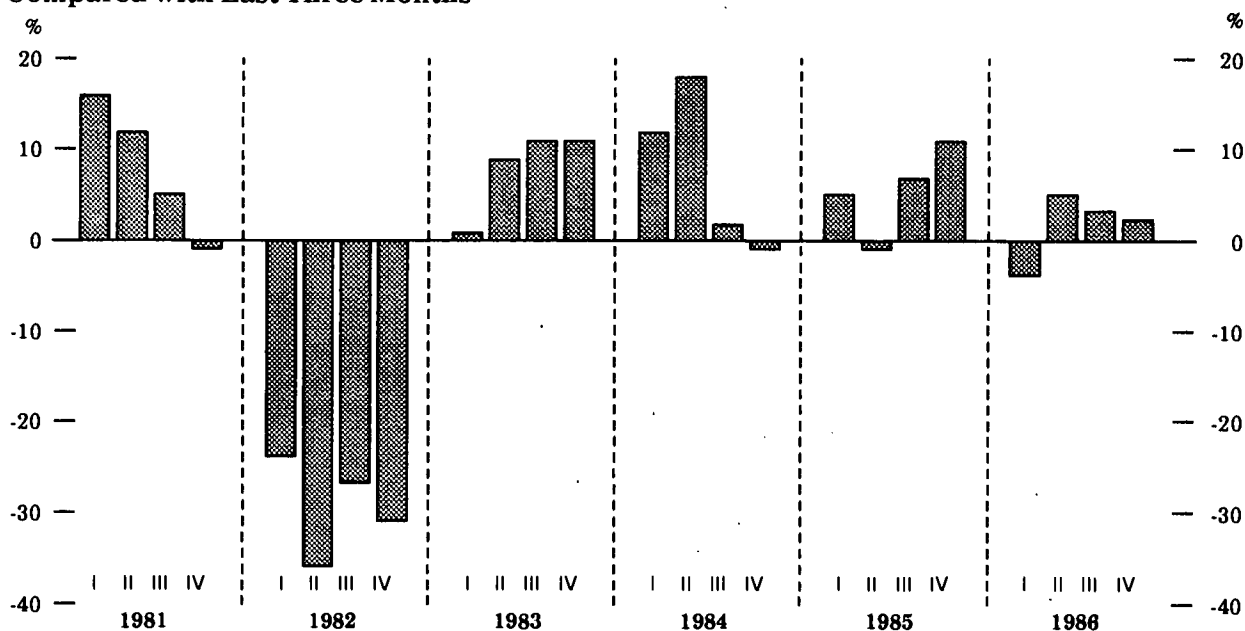
**Business Conditions Survey, Canadian Manufacturing Industries**  
October 1986

All manufacturing industries	October 1985	January 1986	April 1986	July 1986	October 1986
<b>Volume of production during next three months compared with last three months will be:</b>					
About the same (s.a.)	49	44	47	45	44
Higher (s.a.)	31	26	29	29	29
Lower (s.a.)	20	30	24	26	27
Balance (s.a.)	+11	-4	+5	+3	+2
Balance (raw)	+8	-10	+25	-10	-1
<b>Orders received are:</b>					
About the same (s.a.)	53	62	61	60	52
Rising (s.a.)	28	22	19	22	20
Declining (s.a.)	19	16	20	18	28
Balance (s.a.)	+9	+6	-1	+4	-8
Balance (raw)	+5	+4	+7	+2	-12
<b>Present backlog of unfilled orders is:</b>					
About normal (s.a.)	70	70	69	73	57
Higher than normal (s.a.)	12	14	13	9	14
Lower than normal (s.a.)	18	16	18	18	29
Balance (s.a.)	-6	-2	-5	-9	-15
Balance (raw)	-6	-5	-5	-6	-17
<b>Finished product inventory on hand is:</b>					
About right (s.a.)	76	76	69	71	73
Too low (s.a.)	5	5	5	4	3
Too high <sup>1</sup>	19	19	26	25	24
Balance (s.a.)	-14	-14	-21	-21	-21
Balance (raw)	-12	-15	-22	-21	-19
<b>Sources of production difficulties:</b>					
Working capital shortage (raw)	3	3	4	4	3
Skilled labour shortage (raw)	4	4	5	5	4
Unskilled labour shortage (raw)	1	0	0	0	1
Raw material shortage (raw)	3	3	4	4	5
Other difficulties (raw)	4	2	2	2	3
No difficulties (raw)	85	88	87	87	85

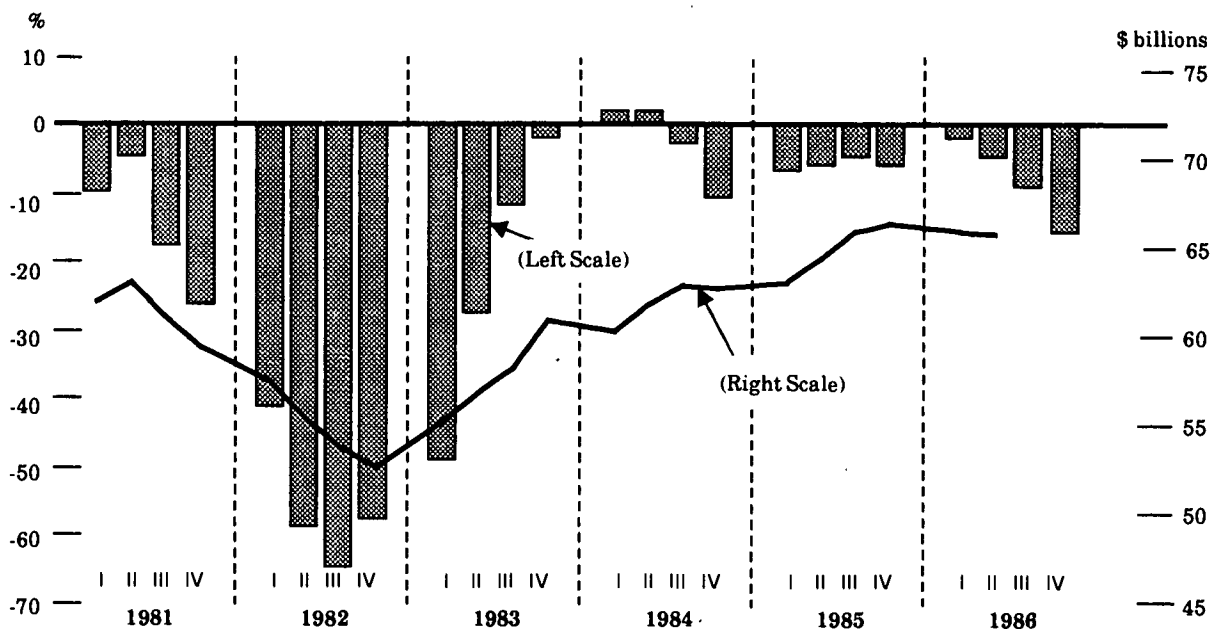
<sup>1</sup> No evident seasonality.

**Note:** Individual responses to the Business Conditions Survey are weighted by the value of the respondent's shipments reported to the annual Census of Manufactures. The proportions, therefore, reflect the magnitude of the individual manufacturer's contribution to the total. The balance is the difference between the proportion associated with the positive-type response (e.g. higher volume of production) and the proportion related to the negative-type response (e.g. lower volume of production). Both the raw data (raw) and seasonally adjusted (s.a.) data are given for the balance. The seasonally adjusted value for the neutral components (e.g. expected production about the same) is calculated by subtracting the sum of the seasonally adjusted values of the other two components from 100.

**Chart 1**  
**Balance of Opinion for Expected Volume of Production During Next Three Months Compared with Last Three Months**



**Chart 2**  
**Comparison Between Balance of Opinion For Present Backlog of Unfilled Orders (Left Scale) and The Real Gross Domestic Product At Factor Cost in 1981 Prices (Right Scale) For All Manufacturing Industries, Adjusted For Seasonal Variation**



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## Data Availability Announcements

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### Department Store Sales by Province and Metropolitan Area September 1986

#### Highlights

- Department stores in Canada reported sales totalling \$1,021 million in 1986, up 5.8% over the September 1985 level of \$965 million.
- Cumulative sales for the period January to September 1986 totalled \$8,282 million, up 6.0% over the corresponding period in 1985.
- Department store sales during September 1986, for the provinces and the 10 metropolitan areas surveyed, were as follows (with the percentage change from September 1985 in parentheses):

#### Province

- Newfoundland, \$11.9 million (5.4%);
- Prince Edward Island, \$5.4 million (7.4%);
- Nova Scotia, \$31.8 million (9.1%);
- New Brunswick, \$20.3 million (3.6%);
- Quebec, \$194.3 million (8.3%);
- Ontario, \$384.6 million (9.6%);
- Manitoba, \$50.4 million (-0.4%);
- Saskatchewan, \$30.5 million (-0.3%);
- Alberta, \$131.1 million (-2.7%);
- British Columbia, \$160.4 million (4.6%).

#### Metropolitan Area

- Calgary, \$50.3 million (-3.5%);
- Edmonton, \$59.2 million (-2.2%);
- Halifax-Dartmouth, \$18.5 million (9.6%);
- Hamilton, \$26.8 million (1.0%);
- Montreal, \$118.4 million (9.6%);
- Ottawa-Hull, \$44.5 million (3.8%);
- Quebec City, \$25.9 million (1.6%);
- Toronto, \$163.8 million (11.7%);
- Vancouver, \$98.2 million (5.6%);
- Winnipeg, \$45.5 million (-1.0%).

Order the September 1986 issue of *Department Store Monthly Sales, by Province and Selected Metropolitan Area* (63-004, \$2/\$20), available the fourth week of November. Contact: Lina Di Piéto (613-991-3551), Retail Trade Section, Industry Division.

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## Publications Released

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**Production and Inventories of  
Process Cheese and Instant  
Skim Milk Powder, September 1986**  
Catalogue number 32-024  
(Canada: \$4/\$40; Other Countries: \$5/\$50)

**Footwear Statistics,  
August 1986**  
Catalogue number 33-002  
(Canada: \$4/\$40; Other Countries: \$5/\$50)

**Production, Shipments and Stocks  
on Hand of Sawmills in British  
Columbia, August 1986**  
Catalogue number 35-003  
(Canada: \$6/\$60; Other Countries: \$7/\$70)

**Factory Sales of Electric  
Storage Batteries, August 1986**  
Catalogue number 43-005  
(Canada: \$4/\$40; Other Countries: \$5/\$50)

**Electric Lamps (Light Bulbs  
and Tubes), September 1986**  
Catalogue number 43-009  
(Canada: \$4/\$40; Other Countries: \$5/\$50)

**Cement, September 1986**  
Catalogue number 44-001  
(Canada: \$4/\$40; Other Countries: \$5/\$50)

**Railway Carloadings, 7-day  
Period Ending October 21, 1986**  
Catalogue number 52-005  
(Canada: \$75; Other Countries: \$100)

**Department Store Sales  
and Stocks, July 1986**  
Catalogue number 63-002  
(Canada: \$13/\$130; Other Countries: \$14/\$140)

**Merchandising Inventories,  
July 1986 Catalogue number 63-014**  
(Canada: \$12/\$120; Other Countries: \$13/\$130)

**Local Government Finance, 1983**  
Catalogue number 68-204  
(Canada: \$20; Other Countries: \$21)

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