

The Daily

Statistics Canada

Thursday, December 11, 1986

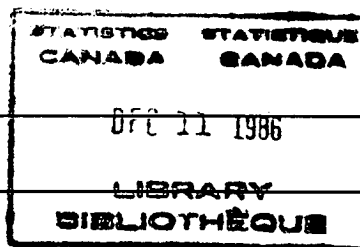
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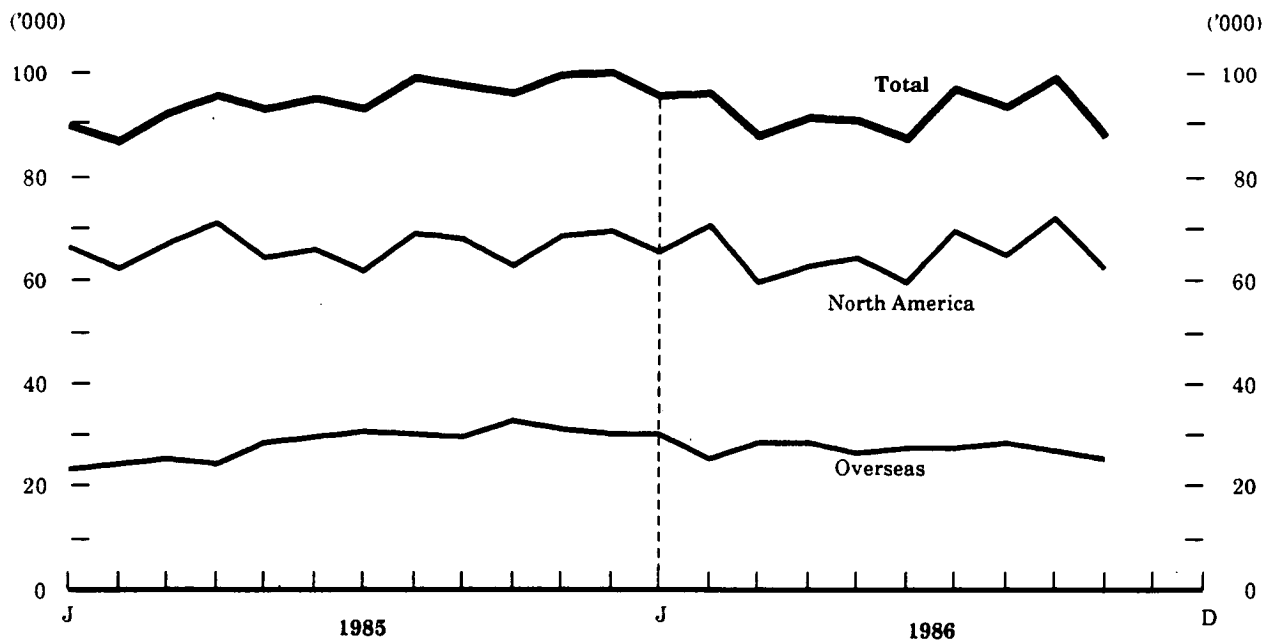


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Major Releases

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



New Motor Vehicle Sales

October 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 123,099 units in October 1986, a decrease of 9.0% from the revised September level of 135,224 units. In October, lower sales were posted for both passenger cars (-11.6%) and commercial vehicles (-1.8%).
- The 9.0% decrease in sales in October 1986, which followed a 4.6% increase in September, further extended the trend of fluctuating sales observed since the beginning of 1986.

- On an origin basis, sales of North American built passenger cars decreased by 13.4% in October 1986 to a level of 62,340 units, while sales of imported passenger cars declined by 6.8% to 25,437 units. The significant 13.4% decline in October by North American built passenger cars followed a sharp increase of 11.1% in September 1986. Imported passenger car sales declined for the second consecutive month.

Unadjusted Sales

- Sales of all new motor vehicles totalled 127,835 units in October 1986, down 10.0% from the October 1985 level of 141,971 units. Passenger car sales fell by 13.7% to a level of 91,877 units, while commercial vehicle sales recorded a marginal gain of 1.2% to 35,958 units. The decrease in passenger car sales comprised a decrease of 28.2% for imported passenger cars and a (continued on page 3)

decline of 5.5% for North American built passenger cars. The decline in imported passenger cars was attributable to a 54.0% decrease in the sales of passenger cars built in South Korea and to a 24.1% decline in Japanese passenger car sales.

- In terms of market share, North American manufacturers held 70.0% of the Canadian passenger car market in October 1986 (based on unit sales), compared to a 63.9% share recorded in October 1985. Japanese manufacturers held a market share of 19.9%, down from the 22.7% share held in the same month a year earlier. Manufacturers from "other countries" (including South Korea) held 10.1% of the market in October 1986, their lowest market share since April 1985. South Korea, the largest component of the "other countries" category, held 4.6% of the market in October 1986, compared to an 8.7% share in the same month a year earlier.
- All provinces registered lower unit sales in October 1986 when compared to October 1985, with decreases ranging from 19.7% in Alberta to 3.2% in Manitoba.
- For the first 10 months of 1986, total new vehicle sales increased by 0.4% over the same period last year to reach 1,305,917

units, comprising an 8.5% increase for commercial vehicles and a decline of 2.3% for passenger cars. With respect to passenger cars, sales of imported vehicles declined by 3.0% to 279,063 units, while domestic car sales were down 2.0% to 670,389 units.

(see table on page 4)

Note to Users:

North American vehicles: motor vehicles manufactured or assembled in North America. These vehicles may be built by domestic or foreign-owned companies.

Imported vehicles: motor vehicles manufactured or assembled overseas and marketed in Canada by domestic or foreign-owned companies.

Available on CANSIM: matrix 64.

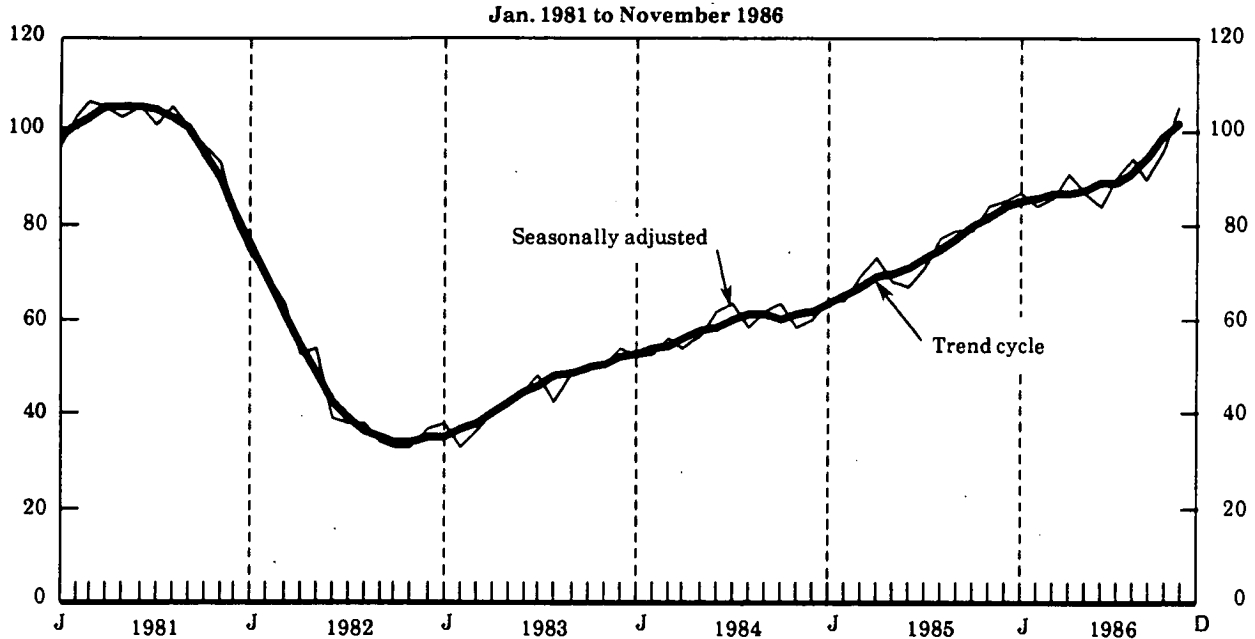
Order the October 1986 issue of *New Motor Vehicle Sales* (63-007, \$8/\$80), available the second week of January. Contact: Maurice Massaad (613-990-9682), Retail Trade Section, Industry Division.

New Motor Vehicle Sales, Canada

Unadjusted
October 1986

| | October 1986 | Change 1986/85 | Jan.-Oct. 1986 | Change 1986/85 |
|---|------------------|-------------------|-------------------|-------------------|
| | Units | % | Units | % |
| Total new motor vehicles | 127,835 | -10.0 | 1,305,917 | 0.4 |
| Passenger cars by origin: | | | | |
| North America | 64,306 | -5.5 | 670,389 | -2.0 |
| Japan | 18,299 | -24.1 | 166,072 | -0.6 |
| Other countries (including South Korea) | 9,272 | -35.0 | 112,991 | -6.3 |
| (South Korea) | (4,258) | (-54.0) | (61,878) | (-7.4) |
| Total | 91,877 | -13.7 | 949,452 | -2.3 |
| Commercial vehicles by origin: | | | | |
| North America | 31,885 | 3.1 | 313,828 | 8.7 |
| Overseas | 4,073 | -12.1 | 42,637 | 6.7 |
| Total | 35,958 | 1.2 | 356,465 | 8.5 |
| | Value \$000 | % | Value \$000 | % |
| Total new motor vehicles | 1,924,628 | 2.1 | 18,608,517 | 11.2 |
| Passenger cars by origin: | | | | |
| North America | 855,245 | 1.9 | 8,651,577 | 5.9 |
| Japan | 270,282 | -5.3 | 2,293,232 | 18.8 |
| Other countries (including South Korea) | 160,994 | -6.3 | 1,698,826 | 12.1 |
| (South Korea) | (35,803) | (-55.0) | (526,311) | (-5.6) |
| Total | 1,286,521 | -0.8 | 12,643,635 | 8.9 |
| Commercial vehicles by origin: | | | | |
| North America | 579,161 | 8.3 | 5,390,616 | 15.1 |
| Overseas | 58,946 | 11.8 | 574,266 | 29.7 |
| Total | 638,107 | 8.6 | 5,964,882 | 16.4 |

Help-wanted Index, Canada (1981 = 100)



Help-wanted Index

November 1986

The Help-wanted Index measures the demand for labour by monitoring the space devoted to help-wanted ads published in 18 major metropolitan area newspapers.

The seasonally adjusted Help-wanted Index for Canada (1981 = 100) increased in November 1986 to 105 from 96 a month earlier, reaching its highest level since August 1981.

Between October and November 1986 the index increased in Quebec (to 118 from 102) and Ontario (to 128 from 116). The Quebec index has been increasing since June while the Ontario index has remained slightly below the level registered in July. The Help-wanted index declined in the Atlantic region¹ (to 161 from 216) mainly because of the placement of large ads in one newspaper in the previous month. There was little change in the other regions.

The Canada trend-cycle², which has generally been increasing since December 1982, continued to advance in November 1986 (see

chart). The rate of increase in the Canada and regional trend cycles, with the exception of the Atlantic provinces, has been lower during the 11 months of 1986 than during the same period in 1985.

(see table page 6)

¹ The data for the Atlantic region sometime show large month-to-month variations which are caused by special advertisements placed in the help-wanted classified section; these ads are commonly found under "Careers" in newspapers published in other areas.

² The trend cycle provides an indication of the direction in the demand for labour as measured by the Help-wanted Index. It is calculated by the X-11 ARIMA seasonal adjustment program. Essentially, the calculation involves a moving average which smooths irregular fluctuations in the seasonally adjusted data.

Available on CANSIM: matrix 105.

Contact: Jean-Pierre Maynard (613-990-9900), Labour Division.

Help-wanted Index

(1981=100)

Seasonally Adjusted

| Year and month | Canada | Atlantic Region ¹ | Quebec | Ontario | Prairie Region | British Columbia |
|----------------|--------|------------------------------|--------|---------|----------------|------------------|
| 1985 | | | | | | |
| November | 84 | 213 | 83 | 96 | 39 | 39 |
| December | 85 | 216 | 88 | 95 | 45 | 39 |
| 1986 | | | | | | |
| January | 87 | 146 | 93 | 107 | 43 | 38 |
| February | 84 | 205 | 89 | 98 | 47 | 41 |
| March | 86 | 139 | 90 | 104 | 46 | 44 |
| April | 91 | 145 | 94 | 119 | 46 | 41 |
| May | 87 | 155 | 96 | 107 | 43 | 37 |
| June | 84 | 144 | 85 | 111 | 44 | 41 |
| July | 92 | 140 | 93 | 129 | 42 | 40 |
| August | 94 | 221 | 97 | 120 | 44 | 39 |
| September | 87 | 142 | 97 | 109 | 42 | 41 |
| October | 96 | 216 | 102 | 116 | 41 | 43 |
| November | 105 | 161 | 118 | 128 | 46 | 41 |

¹ The data for the Atlantic region sometime show large month-to-month variations which are caused by special advertisements which have been placed in the help-wanted classified section; these ads are commonly found under "Careers" in newspapers published in other areas.

Data Availability Announcements

Department Store Sales by Province and Metropolitan Area

October 1986

- Department stores in Canada reported sales totalling \$1,084 million in October 1986, up 5.1% over the year-earlier level of \$1,032 million.
- Cumulative sales for the period January to October 1986 totalled \$9,366 million, up 5.9% over the corresponding period in 1985.
- Department store sales during October 1986, for the provinces and the 10 metropolitan areas surveyed, were as follows (with the percentage change from October 1985 in parentheses):

Province

- Newfoundland, \$13.9 million (5.1%);
- Prince Edward Island, \$6.2 million (7.9%);
- Nova Scotia, \$37.5 million (11.9%);
- New Brunswick, \$24.1 million (9.8%);
- Quebec, \$211.9 million (5.7%);
- Ontario, \$415.0 million (7.2%);
- Manitoba, \$52.9 million (5.1%);
- Saskatchewan, \$32.4 million (6.0%);
- Alberta, \$132.1 million (-2.4%);
- British Columbia, \$158.1 million (3.1%).

Metropolitan Area

- Calgary, \$49.2 million (-5.5%);
- Edmonton, \$58.3 million (-3.8%);
- Halifax-Dartmouth, \$21.8 million (10.5%);
- Hamilton, \$29.5 million (3.8%);
- Montreal, \$127.4 million (6.4%);
- Ottawa-Hull, \$48.9 million (7.8%);
- Quebec City, \$28.9 million (6.7%);
- Toronto, \$172.0 million (7.9%);
- Vancouver, \$94.9 million (3.8%);
- Winnipeg, \$47.5 million (4.7%).

Information on department store sales and stocks by department will be released in the *DAILY* during the week of December 15, 1986.

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

Aviation Statistics Centre Service Bulletin

September 1986

Highlights from the September issue of the Aviation Statistics Centre Service Bulletin are as follows:

- Advance year-to-date operational data to September 1986 show that passenger-kilometres for major Canadian air carriers increased by 4.7% over the same period in 1985.
(Available on CANSIM: matrix 385.)
- The major Canadian air carriers reported a loss of \$80.9 million in the first quarter of 1986 compared to a loss of \$28.0 million in the first quarter of 1985.
- Air passenger origin and destination data for the first half of 1986 indicate that 5.9 million passengers travelled on domestic scheduled services, up 1.9% from the same period in 1985.
- Charter passenger traffic between Canada and southern destinations rose 11.2% during the first quarter of 1986 relative to the previous year.
- The volume of cargo enplaned and deplaned on scheduled services at the top 30 Canadian airports showed an increase of 1.5% for the second quarter of 1985 compared to the second quarter of 1984.

Order the Vol. 18, No. 11 issue of *Aviation Statistics Centre Service Bulletin* (51-004, \$8.50/\$85), or contact the Aviation Statistics Centre (819-997-1986), Transportation Division.

Grain Marketing Situation Report

November 1986

The situation report for November is now available. This report presents up-to-date information on the Canadian and world grain supply and market situation.

Contact: Allister Hickson (204-949-2856),
Agriculture/Natural Resources Division, Room
600, 266 Graham Avenue, Winnipeg, Manitoba
R3C 0K4.

**The
Daily**

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Publications Released

**Honey Production and
Value, 1985 and Preliminary
Production Estimate, 1986**
Catalogue number 23-210

(Canada: \$10; Other Countries: \$11)

**Corrugated Boxes and
Wrappers, October 1986**
Catalogue number 36-004

(Canada: \$4/\$40; Other Countries: \$5/\$50)

Cement, October 1986

Catalogue number 44-001

(Canada: \$4/\$40; Other Countries: \$5/\$50)

Wholesale Trade,

September 1986

Catalogue number 63-008

(Canada: \$5/\$50; Other Countries: \$6/\$60)

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