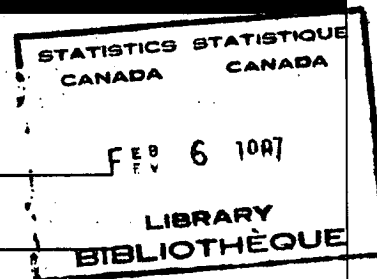


The Daily

Statistics Canada

Friday, February 6, 1987



Major Releases

Labour Force Survey, January 1987

- The unemployment rate jumped 0.3 to 9.7 in January.

2

New Motor Vehicle Sales, December 1986 and Annual Review

4

- New motor vehicle sales decreased by 4.3% from the December 1985 level.

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Major Releases

Labour Force Survey

January 1987

Overview

Estimates from Statistics Canada's Labour Force Survey for January 1987 indicate that the seasonally adjusted unemployment rate rose by 0.3 to 9.7 following several months of little change. The increase in the unemployment rate was the result of a strong increase in the labour force. While employment levels increased by 31,000 there were also 41,000 more persons looking for work.

Employment

For the week ended January 17, 1987, the seasonally adjusted level of employment was estimated at 11,747,000 - up 31,000 from December. This is the sixth consecutive month of employment gains since July 1986, totalling 191,000. The January increase was concentrated among persons aged 15 to 24, for whom employment advanced by 28,000 to 2,415,000, with an increase of 21,000 for females. Employment remained virtually unchanged at 9,332,000 among persons aged 25 and over.

The seasonally adjusted estimate of full-time employment increased by 12,000 to 9,892,000. The number of persons employed part-time was estimated at 1,857,000 - an increase of 14,000 which was concentrated among females (+13,000).

The level of employment rose by an estimated 50,000 in community, business and personal services, 14,000 in transportation, communication and other utilities and 14,000 in public administration. Employment declined by 20,000 in manufacturing and 15,000 in finance, insurance and real estate. There was little change in employment in the other sectors of the economy.

A gain of 32,000 was recorded in the seasonally adjusted estimate of employment for

Ontario, the sixth consecutive month of employment growth for this province. There was little change in the overall level of employment elsewhere in Canada.

Unemployment

In January 1987, the seasonally adjusted level of unemployment was 1,255,000 - an increase of 41,000 from the estimate for December 1986. The rise in unemployment was concentrated among females aged 25 and over (+39,000). Overall, unemployment climbed to 850,000 among persons aged 25 and over (+45,000), while it declined to 405,000 among those aged 15 to 24.

The estimated level of unemployment rose by 7,000 in Alberta and by 13,000 in Quebec. There was little or no change in the remaining provinces.

Unemployment Rate

The seasonally adjusted unemployment rate rose by 0.3 in January 1987, reaching 9.7. The increase is attributable to a rise of 0.4 among persons aged 25 and over, causing the rate for that age group to increase to 8.3. Women in this age group contributed largely to this increase. The rate declined for young people aged 15 to 24, to 14.4 this month.

The unemployment rate rose by 0.3 in Newfoundland (19.2), 0.3 in Nova Scotia (14.3), 0.2 in New Brunswick (13.9), 0.4 in Quebec (10.8), 0.5 in Alberta (10.8) and 0.2 in British Columbia (13.6). It fell by 0.5 in Prince Edward Island (14.6) and 0.2 in Ontario (6.6). The rate remained unchanged at 7.9 in Manitoba and 7.3 in Saskatchewan.

Participation Rate

The seasonally adjusted participation rate for January 1987 was 65.9, a rise of 0.2. The rate advanced by 0.7 among persons aged 15 to 24 (68.7) and 0.2 among those aged 25 and over (65.2).

(continued on page 3)

Employment/Population Ratio

The seasonally adjusted employment/population ratio rose by 0.1 from the December 1986 estimate, reaching 59.6 in January. The increase was the result of an advance of 0.9 observed among persons aged 15 to 24 (58.9) which offset the decline of 0.1 among persons aged 25 and over (59.8).

the unemployment rate was 10.6. While the participation rate remained stable at 64.3, the employment/population ratio rose by 0.1 over the year and was estimated at 57.5 for January 1987.

Available on CANSIM: matrices 2074, 2075, 2078-2099, 2101-2107 and table 00799999.

Unadjusted Data

For January 1987, the unadjusted estimate of employment was 11,333,000 - an increase of 137,000 (1.2%) from the level in January 1986. Over the year, the number of unemployed persons declined by 5,000 (-0.4%), resulting in a slight decrease of 0.1 in the unemployment rate. For January 1987, the number of unemployed persons was estimated at 1,342,000 and

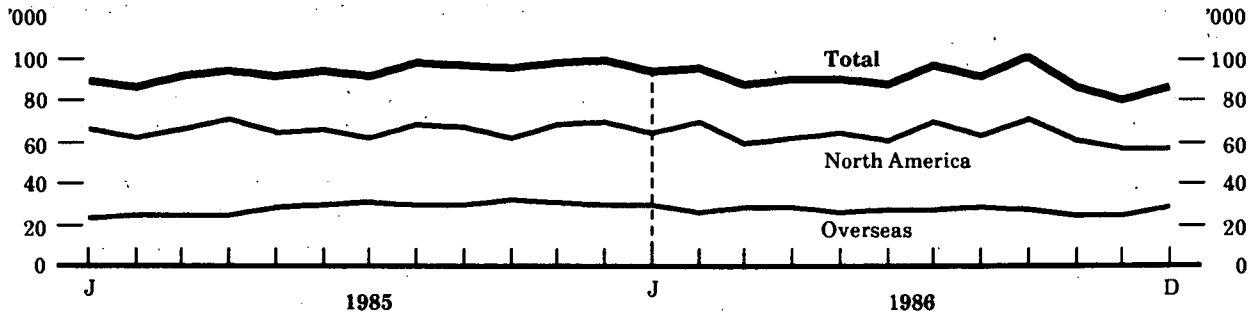
Order the January 1987 issue of *The Labour Force* (71-001, \$20/\$200), available the third week of February. Contact: Ken Bennett (613-991-4720), Household Surveys Division.

For summary information, available on the day of release, order *Labour Force Information* (71-001P, \$5/\$50).

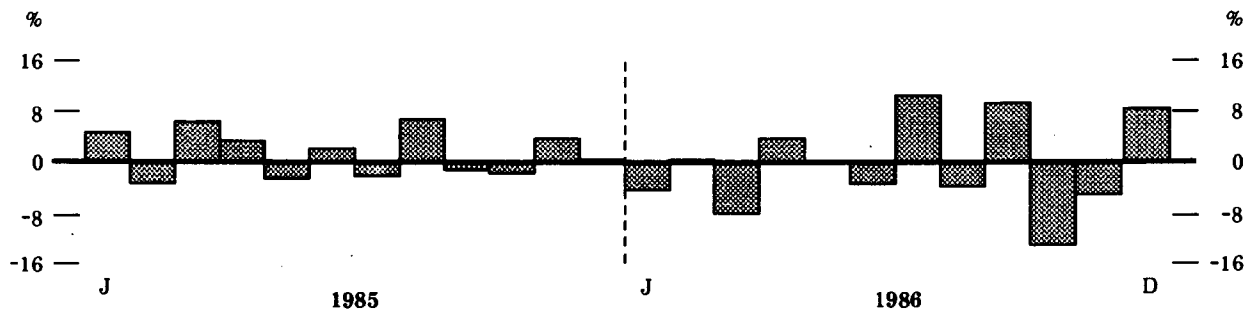
Labour Force Characteristics, Canada

	January 1987	December 1986	January 1986
Seasonally adjusted data			
Labour force ('000)	13,002	12,930	12,882
Employment ('000)	11,747	11,716	11,622
Unemployment ('000)	1,255	1,214	1,260
Unemployment rate (%)	9.7	9.4	9.8
Participation rate (%)	65.9	65.7	66.1
Employment/population ratio (%)	59.6	59.5	59.6
Unadjusted data			
Labour force ('000)	12,675	12,725	12,543
Employment ('000)	11,333	11,545	11,196
Unemployment ('000)	1,342	1,180	1,347
Unemployment rate (%)	10.6	9.3	10.7
Participation rate (%)	64.3	64.6	64.3
Employment/population ratio (%)	57.5	58.6	57.4

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



**Month to Month Changes in Total New Passenger Car Sales
Seasonally Adjusted**



**New Motor Vehicle Sales
December 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 125,645 units in December 1986, an increase of 8.1% from the revised November level of 116,229 units. This significant increase in December followed declines of 10.7% in October and 4.9% in November. In December, higher sales were posted for both passenger cars (8.5%) and commercial vehicles (7.1%).

- On an origin basis, sales of imported passenger cars increased by a very strong 23.9% in December 1986 to a level of 30,955 units, while sales of North American built passenger cars were up a modest 1.7% to a level of 57,908 units. The increase in December for imported passenger cars followed three consecutive monthly declines while North American built passenger car sales increased for the first time since September 1986.

Unadjusted Sales

- Sales of all new motor vehicles totalled 99,675 units in December 1986, down 4.3% from the December 1985 level of 104,176 (continued on page 5)

units. Passenger car sales fell by 7.9% to a level of 66,813 units, while commercial vehicle sales recorded an increase of 3.9% to 32,862 units.

- The 7.9% decrease in passenger car sales comprised a decrease of 16.0% for North American built passenger cars and an increase of 9.4% for imported passenger cars. The year-over-year increase in imported passenger cars, which followed eight consecutive declines, was mainly attributable to a 19.7% increase in sales of Japanese cars. Partly offsetting the impact of the increase in Japanese car sales was a 15.9% decline in sales of South Korean built passenger cars.
- With the exception of Newfoundland where unit sales increased by 6.2% and Quebec where sales were up 0.9%, all other provinces registered lower unit sales of motor vehicles in December 1986 compared to December 1985. The decreases ranged from 20.0% in Alberta to 1.5% in Ontario.

Annual 1986

- In 1986, total new motor vehicle sales were at a level of 1,510,950 units, down 1.3% from the record level of 1,530,410 units sold during 1985. Passenger car sales were down 4.1% as both domestic and imported car sales decreased. On the other hand, commercial vehicle sales were strong throughout 1986, reaching a record 419,833 units, 6.8% higher than in 1985.
- Of the 1986 total, passenger cars manufactured in North America accounted for 761,867 units, down 4.2% from the previous year, while overseas-built passenger cars accounted for 329,250 units, a decline of 3.8% from a year earlier. The decrease in imported passenger cars was mainly attributable to an 11.4% decrease in South Korean car sales and to a 4.9% drop in European car sales. Japanese passenger car sales decreased by a marginal 0.4% from the 1985 level.

- A total of 368,419 North American built commercial vehicles were sold in Canada in 1986, a gain of 6.8% from a year earlier, while sales of imported commercial vehicles rose 6.4% to 51,414 units.
- North American manufacturers held 69.8% of the Canadian passenger car market in 1986 (based on unit sales), virtually unchanged from 1985. The Japanese market share rose to 18.2% from 17.5% a year earlier. Manufacturers from countries other than North America or Japan held 12.0% of the passenger car market, down from 12.6% in 1985. This decline was attributable to a decrease in the market share held by South Korea to 6.4% in 1986 from 7.0% in 1985.
- The retail sales value of all units sold during 1986 totalled \$21,791.6 million in current dollars, an increase of 9.6% over 1985.

(see table on page 6)

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

New Motor Vehicle Sales, Canada
December 1986

	December 1986	Change 1986/85	Jan.-Dec. 1986	Change 1986/85
	Units	%	Units	%
Total New Motor Vehicles	99,675	-4.3	1,510,950	-1.3
Passenger Cars by Origin:				
North America	41,410	-16.0	761,867	-4.2
Japan	16,679	19.7	198,410	-0.4
Other Countries (Including South Korea)	8,724	-6.1	130,840	-8.5
(South Korea)	(4,057)	(-15.9)	(70,024)	(-11.4)
Total	66,813	-7.9	1,091,117	-4.1
Commercial Vehicles by Origin:				
North America	27,723	-0.4	368,419	6.8
Overseas	5,139	34.9	51,414	6.4
Total	32,862	3.9	419,833	6.8
	Value \$000	%	Value \$000	%
Total New Motor Vehicles	1,589,378	9.4	21,791,565	9.6
Passenger Cars by Origin:				
North America	550,191	-10.3	9,868,101	3.4
Japan	247,044	42.4	2,771,680	19.2
Other Countries (Including South Korea)	143,998	3.2	2,001,558	9.0
(South Korea)	(34,580)	(-16.6)	(596,025)	(-10.2)
Total	941,233	1.6	14,641,339	6.8
Commercial Vehicles by Origin:				
North America	567,471	17.9	6,441,602	14.2
Overseas	80,674	78.0	708,624	31.0
Total	648,145	23.1	7,150,226	15.7

Data Availability Announcements

Trucking in Canada 1985

Preliminary results on motor carrier freight and household goods movers show there was an increase in the number of establishments reporting, to 6,270 in 1985 from 5,221 in 1984.

Highlights

- Operating revenues of \$8,210 million, an increase of 15.4% from 1984.
- Operating expenses of \$7,845 million, an increase of 15.8% over 1984 expenses.

Order *Trucking in Canada* (53-222, \$32), scheduled for release in June. Contact: the Surface and Marine Transport Section (613-990-8700), Transportation Division.

Electrical Appliances December 1986

Canadian electrical appliance firms produced 98,864 kitchen appliances in December 1986, down 15.6% from the 117,125 appliances produced a year earlier. Production of household vacuum cleaners totalled 35,702 – a rise of 31.9% from 27,069 in December 1985. Production of home comfort products totalled 45,859 in December 1986, an increase of 65.6% from the previous year's level of 27,686.

Year-to-date production in December 1986 amounted to 2,496,884 units (revised figure). (Corresponding data for December 1985 are confidential.)

Order the December 1986 issue of *Specified Domestic Electrical Appliances* (43-003, \$4/\$40), to be released the week of February 16. Contact: J.P. Beauparlant (613-991-3526), Industry Division.

Process Cheese and Instant Skim Milk Powder

December 1986

Production of process cheese in December 1986 totalled 5 196 679 kilograms, up 2.5% from November 1986 and up 4.6% from December 1985. The 1986 cumulative year-to-date production totalled 69 067 235 kilograms, down from the corresponding 1985 amount of 71 789 453 kilograms.

Total production of instant skim milk powder during the month was 354 987 kilograms, a decrease of 33.5% from November 1986 but an increase of 8.5% from December 1985. The 1986 cumulative year-to-date production totalled 5 832 92 kilograms, down from the 6 402 208 kilograms reported for the corresponding period in 1985.

Available on CANSIM: matrix 188 (series 1.10).

Order the December 1986 issue of *Production and Inventories of Process Cheese and Instant Skim Milk Powder* (32-024, \$4/\$40), to be released mid-February. Contact: Brian Preston (613-991-3511), Industry Division.

Hygiene Products of Textile Materials Industry 1985 Census of Manufactures

In 1985, the value of shipments of goods of own manufacture for the hygiene products of textile materials industry (SIC 1994) totalled \$341.3 million, down 0.7% from \$343.8 million in 1984.

Available on CANSIM: matrix 5436 and to be released shortly in catalogue 34-251B 1994. Commodity data for this industry will become available in April 1987.

Contact: Jacques Lepage (613-991-3510), Industry Division.

Metal Office Furniture Industry

1985 Census of Manufactures

In 1985, the value of shipments of goods of own manufacture for the metal office furniture industry (SIC 2641) totalled \$482.3 million, up 27.1% from \$379.4 million in 1984.

Available on CANSIM: matrix 5477 and to be released shortly in catalogue 35-251B 2641. Commodity data for this industry will become available in April 1987.

Contact: Michel J. Cormier (613-991-3522), Industry Division.

Iron Foundries Industry

1985 Census of Manufactures

In 1985, the value of shipments of goods of own manufacture for the iron foundries industry (SIC 2941) totalled \$777.2 million, up 2.0% from \$762.0 million in 1984.

Available on CANSIM: matrix 5509 and to be released shortly in catalogue 41-250B 2941. Commodity data for this industry will become available in February 1987.

Contact: G.W. Barrett (613-991-3515), Industry Division.

Aluminum Rolling, Casting and Extruding Industry

1985 Census of Manufactures

In 1985, the value of shipments of goods of own manufacture for the aluminum rolling, casting and extruding industry (SIC 2961) totalled \$1,343.7 million, down 6.8% from \$1,442.4 million in 1984.

Available on CANSIM: matrix 5512 and to be released shortly in catalogue 41-250B 2961. Commodity data for this industry will become available in February 1987.

Contact: G.W. Barrett (613-991-3515), Industry Division.

Non-metallic Mineral Insulating Materials Industry

1985 Census of Manufactures

In 1985, the value of shipments of goods of own manufacture for the non-metallic mineral insulating materials industry (SIC 3594) totalled \$317.6 million, up 9.6% from \$289.8 million in 1984.

Available on CANSIM: matrix 6863 and to be released shortly in catalogue 44-250B 3594. Commodity data for this industry will become available in April 1987.

Contact: Sharon M. Boyer (613-991-3521), Industry Division.

Printing Ink Industry

1985 Census of Manufactures

In 1985, the value of shipments of goods of own manufacture for the printing ink industry (SIC 3791) totalled \$241.0 million, down 1.7% from \$245.3 million in 1984.

Available on CANSIM: matrix 6880 and to be released shortly in catalogue 46-250B 3791. Commodity data for this industry will become available in April 1987.

Contact: T. Raj Sehdev (613-991-3513), Industry Division.

Publications Released

Stocks of Frozen Meat Products,
January 1987. Catalogue number 32-012
(Canada: \$10/\$100; Other Countries:
\$11/\$110).

**Production, Shipments and Stocks
on Hand of Sawmills East of the Rockies,**
October 1986. Catalogue number 35-002
(Canada: \$8/\$80; Other Countries: \$9/\$90).

**Particleboard, Waferboard and
Hardboard,** November 1986.
Catalogue number 36-003
(Canada: \$4/\$40; Other Countries: \$5/\$50).

**Production and Shipments of Steel Pipe,
Tubing and Fittings,** November 1986.
Catalogue number 41-011
(Canada: \$4/\$40; Other Countries: \$5/\$50).

Coal and Coke Statistics, October 1986.
Catalogue number 45-002
(Canada: \$8/\$80; Other Countries: \$9/\$90).

**Other Manufacturing Industries -
Other Instruments and Related
Products Industry,**
1985 Census of Manufactures.
Catalogue number 47-250B 3912
(Canada: \$4; Other Countries: \$5).

Railway Operating Statistics,
September 1986.
Catalogue number 52-003
(Canada: \$9.50/\$95; Other Countries:
\$10.50/\$105).

Housing Starts and Completions,
November 1986.
Catalogue number 64-002
(Canada: \$15/\$150; Other Countries:
\$16/\$160).

Unemployment Insurance Statistics,
November 1986.
Catalogue number 73-001
(Canada: \$12/\$120; Other Countries:
\$13/\$130).

**Salaries and Salary Scales of Full-time
Teaching Staff at Canadian Universities,**
1986-1987. Catalogue number 81-258P
(Canada: \$15; Other Countries: \$16).

Statistics Canada publications may be purchased by mail order from Publication Sales, Room 1710, Main Building, Statistics Canada, Ottawa K1A 0T6 or phone 613-993-7276.

Please enclose cheque or money order payable to the Receiver General for Canada/Publications and provide full information on publications required (catalogue number, title, issue).

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The Daily, February 6, 1987

Major Release Dates

Week of February 9 - 13

(Release dates are subject to change)

**Anticipated
date of
release**

Title

Reference period

February

9	Housing Starts	December 1986
9	Travel Between Canada and Other Countries	December 1986
10	Preliminary Statement of Canadian International Trade	December 1986
10	Estimates of Labour Income	November 1986
10	Farm Cash Receipts	January-December 1986
10	Farm Product Prices Index	December 1986
10-11	Department Store Sales by Province and Metropolitan Area	December 1986
12	Help-wanted Index	January 1987
13-17	Canadian Composite Leading Indicator	November 1986

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