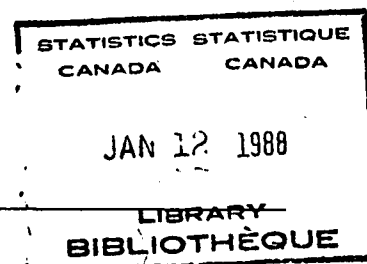


The Daily

Statistics Canada

Tuesday, January 12, 1988



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New Motor Vehicle Sales, November 1987 2

- Sales of all new motor vehicles totalled 120,688 units, up 13.9% over the November 1986 level.

Local Government Services Employment, Third Quarter 1987 5

- Employment in local government services rose 3.0% from a year earlier.

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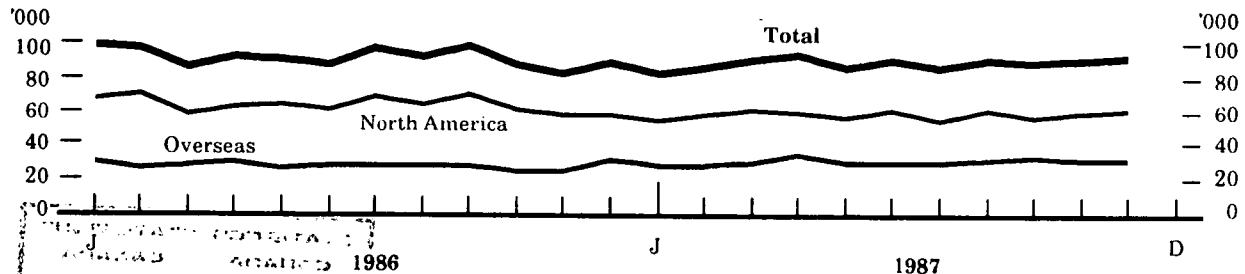


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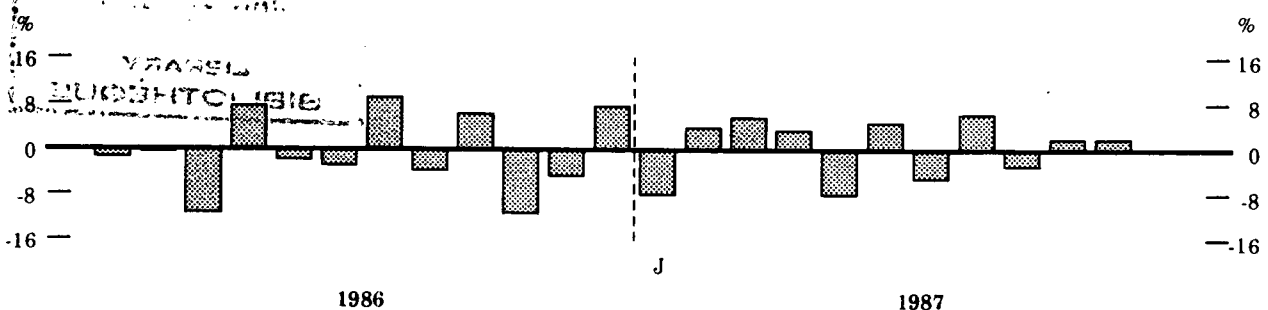
Canada

Major Releases

Monthly Sales of New Passenger Cars by Origin, Canada, Seasonally Adjusted, in Units, 1986-1987



Month-to-month Changes in Total New Passenger Car Sales (Seasonally Adjusted)



New Motor Vehicle Sales

November 1987

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 134,876 units in November 1987, an increase of 1.9% from the revised October 1987 level of 132,339 units. In November, higher sales were posted for both passenger cars (+2.0%) and commercial vehicles (+1.8%).
- The 1.9% increase in sales in November 1987, the second consecutive monthly increase, further extended the trend of fluctuating but moderately rising sales observed since the beginning of 1987.

- On an origin basis, sales of North American built passenger cars recorded an increase of 1.7% in November 1987 to a level of 60,585 units, while imported passenger cars increased by 2.4% to a level of 31,490 units. The gain in November for imported passenger car sales followed a decrease of 4.2% in October, whereas North American built passenger car sales increased for the second consecutive month.

Unadjusted Sales

- Sales of all new motor vehicles totalled 120,688 units in November 1987, up 13.9% over the November 1986 level. In November 1987, passenger car sales advanced by 8.9% to 82,126 units, while commercial vehicle sales recorded a sharp rise of 26.0% to 38,562 units.

(continued on page 3)

- The November increase in passenger car sales comprised an increase of 16.7% for imported passenger cars and a gain of 5.0% for North American built passenger cars. The increase in imported passenger car sales was attributable to a 24.1% rise in Japanese car sales and to a 14.4% increase in imported cars from other countries. Partly offsetting these increases was a 9.8% decrease in South Korean passenger car sales.
- In terms of market share, North American manufacturers held 64.0% of the Canadian passenger car market in November 1987 (based on unit sales), down from the 66.4% share in the same month last year. The Japanese market share rose to 24.5% from 21.5% a year earlier. Manufacturers from other countries (including South Korea) held 11.5% of the market in November 1987, down slightly from 12.1% in November 1986. South Korea, the largest component of the "other countries" category, held 4.5% of the market in November 1987, compared to a 5.4% share in November 1986.
- All provinces registered higher unit sales of motor vehicles in November 1987 compared to November 1986, with the exception of Saskatchewan (-3.4%) and Manitoba (-2.4%). The increases ranged from 41.0% in Newfoundland to 1.0% in Prince Edward Island.
- For the first 11 months of 1987, total new motor vehicle sales increased by 0.7% from the same period last year to 1,425,858 units. Sales of domestic cars were down 8.6% to 657,994 units, while imported passenger car sales rose 10.5% to 340,360 units. Commercial vehicle sales totalled 427,504 units during this period, up 10.3% from a year earlier.

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.

(see table on page 4)

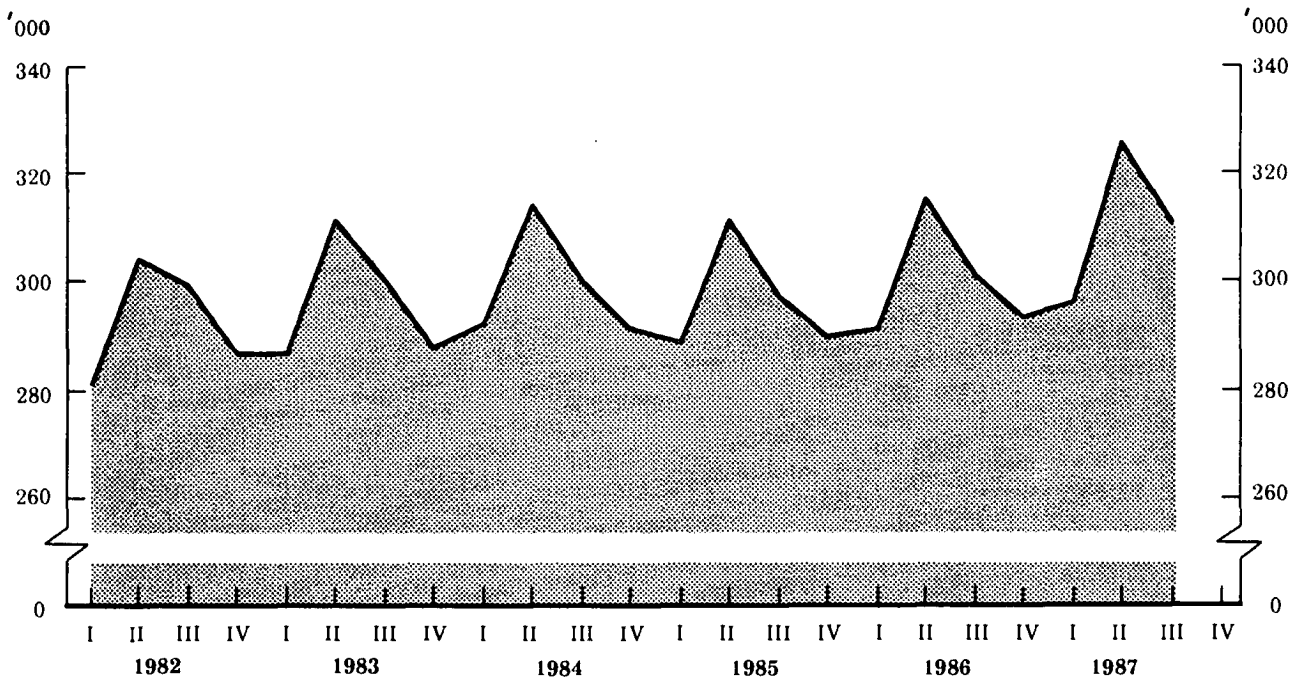
Available on CANSIM: matrix 64.

Order the November 1987 issue of *New Motor Vehicle Sales* (63-007, \$9/\$90), available the third week of February 1988. Contact Roger Laplante (613-951-3549), Retail Trade Section, Industry Division.

New Motor Vehicle Sales (Unadjusted) - Canada
November 1987

	November 1987	Change 1987/86 ^r	Jan.-Nov. 1987	Change 1987/86 ^r
	Units	%	Units	%
Total New Motor Vehicles	120,688	13.9	1,425,858	0.7
Passenger Cars by Origin:				
North America	52,595	5.0	657,994	-8.6
Japan	20,085	24.1	227,104	22.1
Other Countries				
(Including South Korea)	9,446	3.5	113,256	-7.3
(South Korea)	(3,687)	(-9.8)	(47,639)	(-27.8)
Total	82,126	8.9	998,354	-2.9
Commercial Vehicles by Origin:				
North America	34,002	26.6	380,081	11.6
Overseas	4,560	22.0	47,423	1.0
Total	38,562	26.0	427,504	10.3
	Value \$000	%	Value \$000	%
Total New Motor Vehicles	1,975,036	23.4	22,318,937	10.3
Passenger Cars by Origin:				
North America	780,009	17.1	9,401,216	1.0
Japan	302,953	28.4	3,315,648	29.6
Other Countries				
(Including South Korea)	186,184	17.3	2,001,205	7.8
(South Korea)	(33,777)	(-3.9)	(425,585)	(-24.2)
Total	1,269,146	19.6	14,718,069	7.3
Commercial Vehicles by Origin:				
North America	633,335	31.0	6,869,997	16.9
Overseas	72,555	28.5	730,871	13.0
Total	705,890	30.7	7,600,868	16.6

Local Government Services Employment, 1982-1987



Note: Employment figures do not include the number of employees pertaining to hospitals, schools or government enterprises.

Local Government Services Employment Third Quarter 1987

Highlights

- Employment in the local government services increased significantly in September 1987 compared to the same month last year.
- There were 310,090 employees in local government services in September 1987, an increase of 3.0% or 9,086 employees from 301,004 in September 1986. This marks a continuation of recent year-over-year increases.

At the provincial level, changes in employment from a year earlier were as follows:

• Newfoundland	-234	(-8.4%)
• Prince Edward Island	21	(5.4%)
• Nova Scotia	579	(8.9%)
• New Brunswick	64	(1.5%)
• Quebec	1,293	(2.1%)
• Ontario	6,776	(4.9%)
• Manitoba	-258	(-2.3%)
• Saskatchewan	624	(5.4%)
• Alberta	-136	(-0.4%)
• British Columbia	337	(1.1%)
• Yukon	-19	(-8.0%)
• Northwest Territories	39	(3.7%)

(continued on page 6)

Provincial Detail

- The decline in employment in Newfoundland was provincewide. One-quarter of the decrease occurred in St. John's, principally as the result of hiring fewer temporary employees than last year in recreation and community services, public works and sanitation services. This marks the second consecutive year in which employment decreased from the previous September.
- The increase in employment in Nova Scotia was provincewide. The major portion of the growth was reported in Halifax, due mainly to increased hiring of wage earners for public works and recreation and community services. The increase in employment in Nova Scotia marks a reversal from the decrease noted a year earlier.
- The major portion of the increase in employment in Quebec occurred principally in Quebec City, Montreal and St. Jean-sur-Richelieu, mainly as the result of hiring temporary staff for the Quebec Exhibition, road services and social services. This continues the recent year-over-year increases in employment.
- The rise in Ontario was largely the result of higher employment in the Toronto metropolitan area due to increased hiring for recreation and community services,

Exhibition Place, social services and sanitation services. Other increases in metropolitan area employment were reported in Ottawa-Hull, Kitchener, Oshawa, St. Catharines-Niagara and Sudbury.

- The gain in employment in Saskatchewan was due principally to preparations for the Canadian Western Agribition in Regina. This marks the third consecutive year-over-year growth in Saskatchewan.
- The decrease in employment in the Yukon reflected a reduction in municipal services in Watson Lake and the fact that employees were not hired under the Local Employment Opportunity Program, as they had been in 1986.

Available on CANSIM: local government services monthly data by province and territory are located in matrix 2725, and that for municipalities over 10,000 population by metropolitan area and major urban area in matrix 2726. Data on hospitals, school boards and government enterprises from January 1985 to March 1986 are also available from CANSIM.

Order the July-September 1987 issue of *Local Government Employment* (72-009, \$11.50/\$46), to be released by mid-February 1988. Contact M. Fathy (613-951-1843) or C. Doucet (613-951-1846), Public Institutions Division.

Data Availability Announcement

Major Appliances

November 1987

Domestic sales of major appliances by Canadian manufacturers decreased to 200,805 units in November 1987, down 24.6% from 266,384 units in October 1987 but up 13.9% from the 176,310 units sold in the same month of 1986.

Year to date domestic sales to November 1987 amounted to 2,198,053 units, up 10.5% from 1,989,468 units for the same period in 1986.

Available on CANSIM: matrices 65, 66 and 122 (series 30).

Order the November 1987 issue of *Production, Sales and Stocks of Major Appliances* (43-010, \$4.50/\$45), to be released the week of January 18, 1988. Contact J. P. Beauparlant (613-951-3526), Industry Division.

**The
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The Daily, January 12, 1988

Publications Released

Gross Domestic Product by Industry,
September 1987. Catalogue number 15-001
(Canada: \$11.50/\$115; Other Countries:
\$12.50/\$125).

Air Carrier Traffic at Canadian Airports,
Fourth Quarter/Annual 1986.
Catalogue number 51-005
(Canada: \$38/\$152; Other Countries:
\$39/\$156).

Passenger Bus and Urban Transit
Statistics, October 1987.
Catalogue number 53-003
(Canada: \$6.50/\$65; Other Countries:
\$7.50/\$75).

Consumer Prices and Price Indexes, July-
September 1987. Catalogue number 62-010
(Canada: \$15/\$60; Other Countries:
\$16.50/\$66).

Industry Price Indexes, October 1987.
Catalogue number 62-011
(Canada: \$16.50/\$165; Other Countries:
\$18.50/\$185).

Housing Starts and Completions, September
1987. Catalogue number 64-002
(Canada: \$16.50/\$165; Other Countries:
\$17.50/\$175).

Federal Scientific Activities, 1987-88.
Catalogue number 88-204
(Canada: \$40; Other Countries: \$41.50).

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