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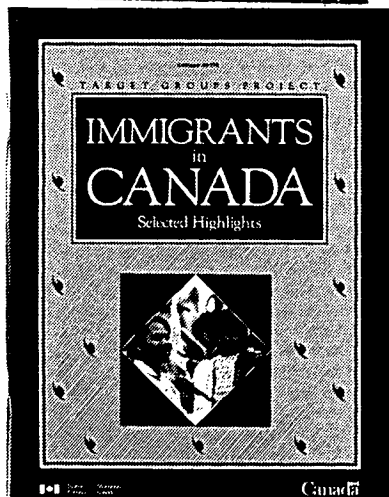
For release at 10:00 a.m.

## MAJOR RELEASES

- **New Motor Vehicle Sales, December 1989 and Annual 1989** 3  
Seasonally adjusted new motor vehicle sales decreased 2.8% from November 1989.
- **Farm Product Price Index, December 1989** 6  
Farm prices increased 0.2% over November 1989.

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### Immigrants in Canada: Selected Highlights January 1990

In 1986, immigrants made up just under 16% of Canada's total population. This proportion ranged from under 5% in the Atlantic provinces, to over 22% in British Columbia and Ontario. The immigration level in 1980 was 143,000, and declined to 84,300 in 1985. By contrast, the highest level of immigration in Canadian history took place in 1913, when 400,870 immigrants landed in Canada.

Though more immigrants than the Canadian-born have not completed high school, it is also true that more immigrants are university graduates.

*Immigrants in Canada: Selected Highlights* (89-510, \$38/\$46) presents a comprehensive portrait of immigration since 1852 and of Canada's immigrant population today. It examines the immigrant population's demographics, education, place of birth, labour force activity, income and citizenship, as well as selected family and household characteristics. This publication was produced by the Target Groups Project of Statistics Canada, which can be reached at (613-951-2556).

*Immigrants in Canada: Selected Highlights* (89-510, \$38/\$46) is now available. See "How to order Publications".



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## DATA AVAILABILITY ANNOUNCEMENTS

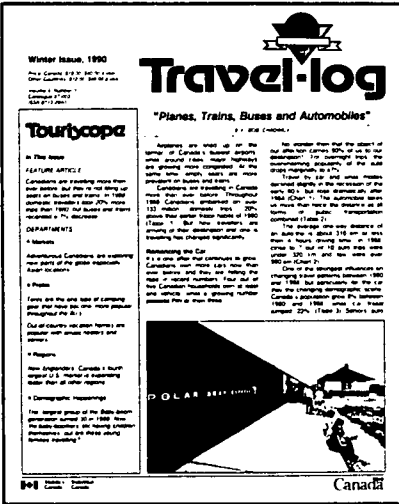
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## REGIONAL REFERENCE CENTRES

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### Travel-log - Touriscope

Winter 1990 Issue

The Winter issue of *Travel-log*, Statistics Canada's quarterly newsletter that monitors data trends affecting tourism, is now available.

The publication reports that the Canadian love affair with the car continues to grow, especially among seniors. According to the feature article, seniors' auto travel jumped 81% between 1980 and 1988, well in excess of this group's growth in the population.

This release also includes a look at adventure travel trends, ownership of camping equipment, vacation home owners, visitors to Canada from the New England region and the baby-boom generation.

The Winter issue of *Travel-log - Touriscope* (87-003, \$10/\$40) is now available. See "How to Order Publications".

For further information on this release, contact Laurie McDougall (613-951-9169), Education, Culture and Tourism Division.

## MAJOR RELEASES

### New Motor Vehicle Sales

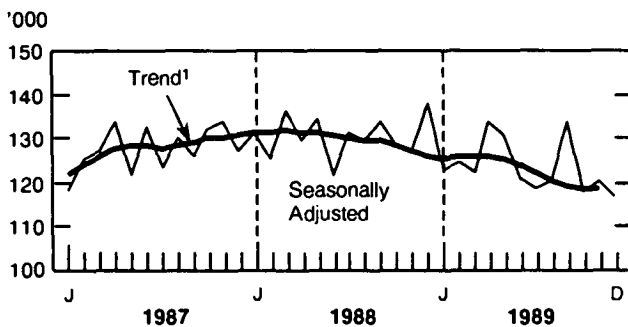
December 1989

#### Highlights

#### Seasonally Adjusted

- Adjusted for seasonal fluctuations and the number of trading days, preliminary estimates indicate that sales of all new motor vehicles totalled 117,000 units in December 1989, a decrease of 2.8% from the revised November 1989 level. This decline followed a gain of 1.9% in November and a sharp decrease of 11.9% in October. In December, higher sales were posted for passenger cars (+1.4%), while commercial vehicles declined 10.8%.
- On an origin basis, sales of North American passenger cars recorded an increase of 4.1% in December 1989 to 55,000, while imported passenger cars declined 4.3% to 24,000 units. The December increase for North American passenger cars marked the second consecutive monthly increase, whereas imported passenger car sales declined for the second consecutive month.

**Monthly Sales of New Motor Vehicles, Canada, Seasonally Adjusted, in Units, 1987-1989**



<sup>1</sup> The short-term trend represents a weighted average of the data.

#### Unadjusted

- Sales of all new motor vehicles totalled 90,000 units in December 1989, a significant decline of 16.0% from the December 1988 level. Commercial vehicle sales declined 16.8%, while passenger car sales decreased 15.5%.
- Unit sales of imported passenger cars were down 13.0% from their level in December 1988. The decline was attributable to a sharp drop of 30.9% in cars imported from "other countries" and a 5.7% drop in Japanese cars. Sales of North American passenger cars declined 16.6%.
- All provinces registered lower unit sales of motor vehicle sales in December 1989 compared to December 1988. The declines ranged from 24.8% in Prince Edward Island, to 0.7% in British Columbia.

#### Annual 1989

- In spite of heavy incentive programs, Canadian sales of new motor vehicles softened in 1989, following robust sales of over 1,500,000 units in each year of the 1985-88 period. New motor vehicle sales were at a level of 1,484,000 units, down 5.2% from the previous year. This drop was due to declines in both passenger cars (-6.0%) and commercial vehicles (-3.7%). The decline in passenger car sales constituted the fourth consecutive yearly drop, whereas the commercial vehicle sales decrease followed five consecutive yearly increases.
- Of the total passenger cars sold in 1989, vehicles manufactured in North America accounted for 674,000 units, down 7.0% from the previous year, while overseas-built passenger cars accounted for 319,000 units, a decline of 3.8% from a year earlier. The decrease in imported passenger cars was attributable to a 16.5% drop in sales of cars imported from "other countries". Slightly offsetting this decrease was a 0.8% gain in Japanese car sales.
- A total of 422,000 North American built commercial vehicles were sold in Canada in 1989, a decline of 8.1% from a year earlier. At the same time, sales of imported commercial vehicles increased 38% to 68,000 units.

- North American manufacturers held 67.9% of the Canadian passenger car market in 1989 (based on unit sales), down from the 68.6% share held in 1988. The Japanese market share rose to 24.7%, from 23.1% a year earlier. Manufacturers from countries other than North America or Japan held 7.4% of the passenger car market, down from 8.3% in 1988.
- The retail sales value of all new motor vehicle sales totalled \$26,963 million in current dollars in 1989, an increase of 0.4% over 1988. Passenger car sales accounted for \$16,635 million, down 0.4%. At the same time, commercial vehicle sales contributed \$10,328 million to the total, an increase of 1.7%.

Available on CANSIM: matrix 64.

**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.

The December 1989 issue of *New Motor Vehicle Sales* (63-007, \$9/\$90), will be available the third week of April. See "How to Order Publications".

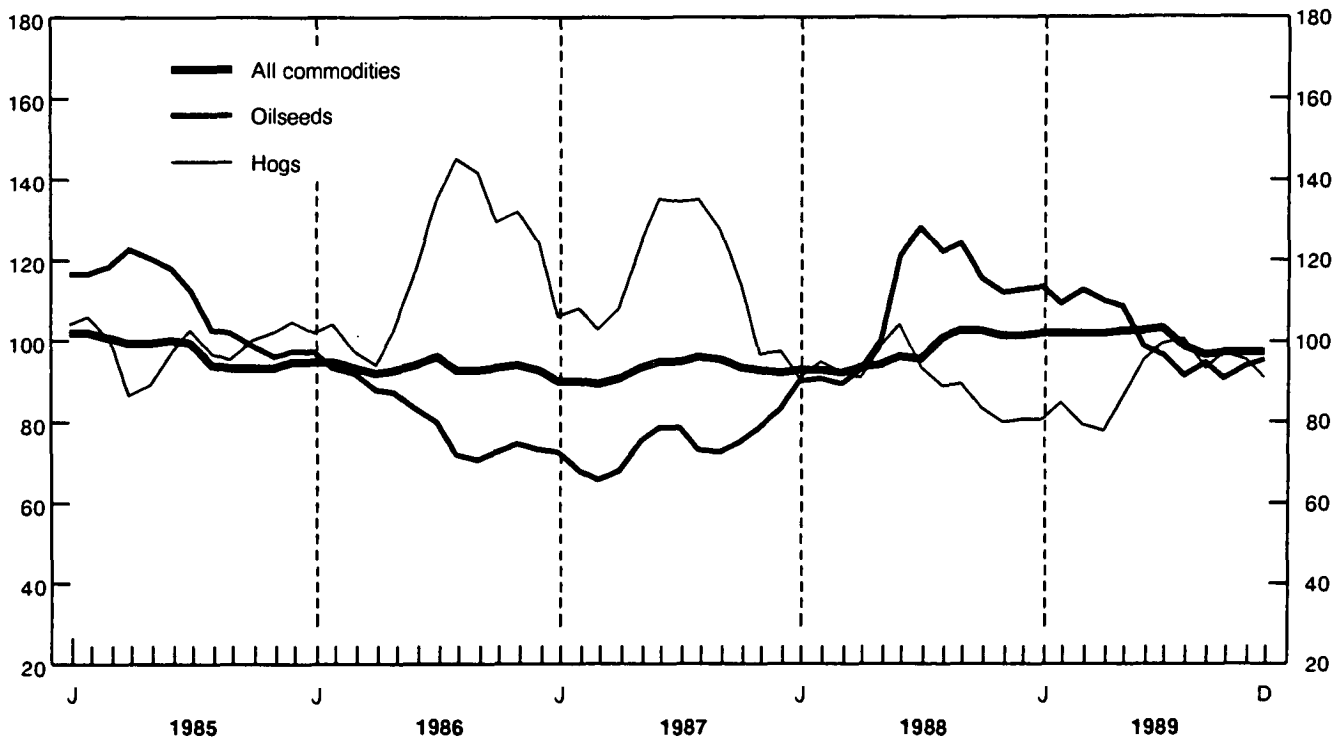
For further information on this release, contact Roger Laplante (613-951-3552) or Maurice Massaad (613-951-9682), Retail Trade Section, Industry Division. □

**New Motor Vehicle Sales - Canada**  
December 1989

	Seasonally Adjusted			
	September 1989 <sup>r</sup>	October 1989 <sup>r</sup>	November 1989 <sup>r</sup>	December 1989 <sup>p</sup>
	Units % Change	Units % Change	Units % Change	Units % Change
<b>Total New Motor Vehicles</b>	<b>133,768</b> <b>+ 11.5</b>	<b>117,854</b> <b>-11.9</b>	<b>120,149</b> <b>+ 1.9</b>	<b>116,733</b> <b>-2.8</b>
<b>Passenger Cars by Origin:</b>				
North America	63,191 + 17.0	51,521 -18.5	53,092 + 3.0	55,262 + 4.1
Overseas	26,054 -4.5	26,305 + 1.0	25,389 -3.5	24,287 -4.3
<b>Total</b>	<b>89,245</b> <b>+ 9.8</b>	<b>77,826</b> <b>-12.8</b>	<b>78,482</b> <b>+ 0.8</b>	<b>79,549</b> <b>+ 1.4</b>
<b>Commercial Vehicles</b>	<b>44,522</b> <b>+ 15.3</b>	<b>40,029</b> <b>-10.1</b>	<b>41,667</b> <b>+ 4.1</b>	<b>37,184</b> <b>-10.8</b>
	Unadjusted			
	December 1989	Change 1989/88	January- December 1989	Change 1989/88
	Units	%	Units	%
<b>Total New Motor Vehicles</b>	<b>89,618</b>	<b>-16.0</b>	<b>1,483,885</b>	<b>-5.2</b>
<b>Passenger Cars by Origin:</b>				
North America	40,777	-16.6	674,302	-7.0
Japan	13,224	-5.7	245,764	+ 0.8
Other Countries (Including South Korea)	3,986	-30.9	73,246	-16.5
<b>Total</b>	<b>57,987</b>	<b>-15.5</b>	<b>993,312</b>	<b>-6.0</b>
<b>Commercial Vehicles by Origin:</b>				
North America	26,513	-22.5	422,398	-8.1
Overseas	5,118	+ 34.2	68,175	+ 38.0
<b>Total</b>	<b>31,631</b>	<b>-16.8</b>	<b>490,573</b>	<b>-3.7</b>

<sup>p</sup> Preliminary.  
<sup>r</sup> Revised.

## Farm Product Price Index (1981 = 100)



## Farm Product Price Index

December 1989

The Farm Product Price Index (1981=100) for Canada stood at 97.3 in December, up 0.2% over the revised November level of 97.1. The crops index recorded a 0.6% increase, while the livestock and animal products index declined slightly (-0.1%). The overall index remained 3.9% below the year-earlier level of 101.2. Cereal and oilseed prices have been much lower for the 1989-90 crop year (August 1 - July 31) compared to the previous crop year, as North American grain production rebounded in 1989 from the drought-reduced 1988 level.

The percentage changes in the index between November and December 1989 by province were as follows:

- Newfoundland +2.6%
- Prince Edward Island +2.0%

- Nova Scotia +0.5%
- New Brunswick +1.0%
- Quebec -1.1%
- Ontario -0.1%
- Manitoba -1.0%
- Saskatchewan +0.8%
- Alberta +1.6%
- British Columbia -0.3%
- **Canada +0.2%**

### Crops

The crops index rose 0.6% in December to a level of 79.6, as prices for oilseeds, cereals and potatoes all increased. However, the index stood 13.8% below the year-earlier level of 92.3. Grain prices for the 1989-90 crop year have fallen below those of the previous crop year. Prices in 1988-89 were the highest in four years, as drought in North America reduced crop production.

- The oilseeds index increased 1.2% in December to a level of 94.9, as flaxseed, canola and soybean prices all increased. Associated with the increase in flaxseed and canola prices was the release on November 30 of Statistics Canada's latest crop production report, which reduced 1989 production for these two oilseeds from the earlier estimates. Despite the increase in December, the oilseeds index has declined 25.7% since the recent peak in July 1988.
- The potatoes index rose 5.7% in December to a level of 103.7, following a 2.2% increase in November. Potato stocks in both Canada and the United States at December 1, 1989 were lower than in either of the past two years. Although the December index stood 8.8% above the year-earlier level of 95.3, it remained 35.0% below the record level attained in July 1989.

#### Livestock and Animal Products

The livestock and animal products index decreased 0.1% in December to a level of 113.5, as a decline in hog prices more than offset an increase in cattle prices. Dairy and poultry prices also fell in December, while egg prices rose. Although the livestock index declined in December, it has generally

trended higher during 1989, mainly as a result of stronger hog prices over the past eight months.

- The hog index fell to a level of 90.5 in December, a 4.5% decrease from the November level of 94.8. Associated with this decline were several weeks of heavy slaughter during the last half of November and the first half of December. Despite the price decrease in December, the hog index has risen during the year to stand 12.6% above the year-earlier level of 80.4.
- The cattle index increased to a level of 113.3 in December, 2.1% above the November level of 111.0 and 3.5% higher than the December 1988 level of 109.5. Reduced cattle slaughter in North America in 1989 compared to 1988 has contributed to the slight upward trend in cattle prices during the year.

#### Available on CANSIM: matrix 176.

The December issue of *Farm Product Price Index* (62-003, \$6.80/\$68) is scheduled for release February 28. See "How to Order Publications".

For further information on this release contact Ed Hamilton (613-951-2441), Farm Income and Prices Section, Agriculture Division. ■

## DATA AVAILABILITY ANNOUNCEMENTS

### Department Store Sales by Province and Metropolitan Area

December 1989

Department stores in Canada reported sales totalling \$2,180 million in December 1989, down 0.2% from the December 1988 level of \$2,185 million.

Cumulative sales for the year 1989 totalled \$13,756 million, an increase of 3.7% over the 1988 figure.

Department store sales during December 1989 for the provinces and the 10 metropolitan areas surveyed were as follows (with the percentage change from December 1988 in parentheses):

#### Province

- Newfoundland, \$27.3 million (-2.7%);
- Prince Edward Island, \$13.6 million (-6.6%);
- Nova Scotia, \$79.4 million (-1.6%);
- New Brunswick, \$52.4 million (+0.8%);
- Quebec, \$388.6 million (-2.6%);
- Ontario, \$923.5 million (-1.1%);
- Manitoba, \$87.9 million (-3.0%);
- Saskatchewan, \$60.3 million (-5.3%);
- Alberta, \$235.5 million (+1.6%);
- British Columbia, \$311.8 million (+7.2%).

#### Metropolitan Area

- Calgary, \$90.1 million (+2.2%);
- Edmonton, \$102.7 million (+1.7%);
- Halifax-Dartmouth, \$42.6 million (-1.8%);
- Hamilton, \$69.0 million (-3.8%);
- Montreal, \$218.6 million (-5.3%);
- Ottawa-Hull, \$97.2 million (-4.8%);
- Quebec City, \$51.4 million (-1.5%);
- Toronto, \$372.7 million (-0.2%);
- Vancouver, \$175.1 million (+5.5%);
- Winnipeg, \$79.7 million (-2.9%).

Order the December 1989 issue of *Department Store Monthly Sales, by Province and Selected Metropolitan Area* (63-004, \$2/\$20), available the third week of February. See "How to Order Publications".

#### Note to Users:

Please note that the sales of concessions are included in these estimates. Concessions are separately owned businesses operating as a department within a department store.

Trading days can have a significant impact on department store sales. Estimates shown in this release are not adjusted for trading-day differences.

Information on department store sales and stocks by department will be released in *The Daily* during the week of February 19.

For further information on this release, contact Maurice Massaad (613-951-9682), Retail Trade Section, Industry Division. ■

### Estimates of Population for Census Divisions and Census Metropolitan Areas

June 1, 1989 (Regression Method)

The postcensal annual estimates of population for census divisions and census metropolitan areas as of June 1, 1989 are available today.

Please note that the estimates are produced using the regression-nested method and are based on the 1986 geographical census boundaries.

**Available on CANSIM:** matrix 6485 (for the population estimates by census division) and matrix 6495 (for the estimates by census metropolitan area).

These estimates will appear in the publication *Postcensal Annual Estimates of Population for Census Divisions and Census Metropolitan Areas*, June 1, 1989 (Regression Method), (91-211, \$16/\$19).

For further information, please contact Lise Champagne (613-951-2320), Demography Division or the nearest regional reference centre. ■



## Footwear Statistics

December 1989

Canadian manufacturers produced 1,986,875 pairs of footwear in December 1989, an increase of 8.2% over the 1,835,827<sup>r</sup> pairs produced a year earlier.

January-to-December 1989 production totalled 33,645,961<sup>r</sup> pairs of footwear, down 0.8% from 33,914,531<sup>r</sup> pairs produced during the same period in 1988.

Available on CANSIM: matrix 8.

The December 1989 issue of *Footwear Statistics* (33-002, \$4.70/\$47) will be available at a later date. See "How to Order Publications".

For further information on this release, contact Don Grant (613-951-5998), Industry Division. ■

## Particleboard, Waferboard and Hardboard

December 1989

Canadian firms produced 184 513 cubic metres of waferboard in December 1989, an increase of 66.1% over the 111 114<sup>r</sup> cubic metres produced in December 1988. Particleboard production was 93 973 cubic metres, down 9.6% from 103 976 cubic metres the previous year. Production of hardboard for December 1989 was 6 900 thousand square metres, basis 3.175 mm (74,272 thousand square feet, basis 1/8-inch). Production of hardboard for December 1988 is confidential.

Production of waferboard during the year 1989 totalled 2 167 781 cubic metres, up 31.6% over the 1 646 663<sup>r</sup> cubic metres produced during the previous year. Particleboard production was 1 279 414<sup>r</sup> cubic metres, up 5.4% over the 1 213 364 cubic metres in January to December 1988. Year-to-date production of hardboard reached 94 798<sup>r</sup> thousand square metres, basis 3.175 mm (1,020,392 thousand square feet, basis 1/8-inch). The cumulative production of hardboard for 1988 is confidential.

Available on CANSIM: matrices 31 (series 2, 3 and 4) and 122 (series 8 and 34).

The December 1989 issue of *Particleboard, Waferboard and Hardboard* (36-003, \$4.70/\$47) will be available at a later date. See "How to Order Publications".

For further information on this release, contact Jacques Lepage (613-951-3516), Industry Division. ■

## Passenger Bus and Urban Transit Statistics

December 1989

In December 1989, a total of 71 Canadian urban transit systems with gross annual total operating revenues of \$500,000 or more (subsidies included) carried 131,091,153 fare passengers, a decrease of 0.4% from the previous month. A comparison with the same period in 1988 showed a decrease of 3.2%. Operating revenues totalled \$98,302,612, up 1.3% over November 1989 and up 1.8% over December 1988.

During the same period, 23 passenger bus carriers earning \$500,000 or more annually from intercity and rural bus operations carried 1,517,815 fare passengers, up 17.3% over the previous month, but down 3.9% from the same month last year. Earnings of these carriers totalled \$22,068,917, a 36.4% increase over the November 1989 operating revenues and an increase of 2.4% over December 1988.

Available on CANSIM: matrices 351 and 352.

The December 1989 issue of *Passenger Bus and Urban Transit Statistics* (53-003, \$6.80/\$68) will be available the fourth week of February. See "How to Order Publications".

For further information on this release, contact Angus MacLean (613-951-2484), Transportation Division. ■

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## PUBLICATIONS RELEASED

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**Canned and Frozen Fruits and Vegetables - Monthly**, November 1989.

**Catalogue number 32-011**

(Canada: \$4.70/\$47; Other Countries: \$5.60/\$56).

**Fruit and Vegetable Preservation Service Bulletin**, Vol. 18, No. 11: **Pack of Processed Peaches**, 1989.

**Catalogue number 32-023**

(Canada: \$7.40/\$121; Other Countries: \$8.90/\$145).

**Specified Domestic Electrical Appliances**, December 1989.

**Catalogue number 43-003**

(Canada: 4.70/\$47; Other Countries: \$5.60/\$56).

**Factory Sales of Electric Storage Batteries**, December 198.

**Catalogue number 43-005**

(Canada: \$4.70/\$47; Other Countries: \$5.60/\$56).

**Cement**, December 1989.

**Catalogue number 44-001**

(Canada: \$4.70/\$47; Other Countries: \$5.60/\$56).

**Asphalt Roofing**, December 1989.

**Catalogue number 45-001**

(Canada: \$4.70/\$47; Other Countries: \$5.60/\$56).

**Electric Power Statistics: Volume III - Inventory of Prime Mover and Electric Generating Equipment**, December 31, 1988.

**Catalogue number 57-206**

(Canada: \$27; Other Countries: \$32).

**Department Store Sales and Stocks**, July 1989.

**Catalogue number 63-002**

(Canada: \$13.70/\$137; Other Countries: \$16.40/\$164).

**Restaurant, Caterer and Tavern Statistics**, November 1989.

**Catalogue number 63-011**

(Canada: \$5.80/\$58; Other Countries: \$7/\$70).

**Imports by Commodity (H.S. Based)**, November 1989.

**Catalogue number 65-007**

(Canada: \$52.50/\$525; Other Countries: \$63/\$630).

**Immigrants in Canada - Selected Highlights**, January 1990.

**Catalogue number 89-510**

(Canada: \$38; Other Countries: \$46).

**Travel-log - Touriscope**, Winter Issue, 1990.

**Catalogue number 87-003**

(Canada: \$10/\$40; Other Countries: \$12/\$48).

**The  
Daily**

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Toll free service: 1-800-263-1136

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