



The Daily

Statistics Canada

Wednesday, April 4, 1990

CANADA STATISTIQUE
CANADA

Apr 4 1990

For release at 10:00 a.m.

MAJOR RELEASES

LIBRARY
BIBLIOTHÈQUE

- **Retail Trade, January 1990** 2
Seasonally adjusted retail sales totalled \$16.5 billion in January 1990, an increase of 2.0% over December 1989.
- **Building Permits, December 1989** 4
The preliminary value of building permits issued in Canada increased 3.1% in December, its first increase since August 1989.
- **Help-wanted Index, March 1990** 6
The seasonally adjusted Help-wanted Index for Canada increased four points to 134 in March 1990.

DATA AVAILABILITY ANNOUNCEMENT

Milling and Crushing Statistics, February 1990 8

PUBLICATIONS RELEASED 9

StatCan: Reference Disc

Statistics Canada's first compact disc product, the *StatCan: Reference Disc*, provides simple, rapid access to information about the Agency's printed and electronic data.

A few keystrokes on a personal computer list the identifiers for the more than 400,000 time series in the *CANSIM Time Series Data Base*. Type in an area of interest and the disc will respond with the title and description of the relevant publication(s) from the *Statistics Canada Inventory of Catalogued Publications*. The *Terminology Reference List* will give additional or alternative words to use in the search. The *Telephone Directory* is also included on this disc to provide you with the names and telephone numbers of persons to call for further assistance.

The *StatCan: Reference Disc*, with all this bibliographic information plus the easy-to-use search and display software, retails for only \$399.

For more information, contact Electronic Data Dissemination Division, Statistics Canada, 9th Floor, R.H. Coats Building, Ottawa, Ontario K1A 0T6 (613-951-8200).



Statistics
Canada

Statistique
Canada

Canada

MAJOR RELEASES

Retail Trade

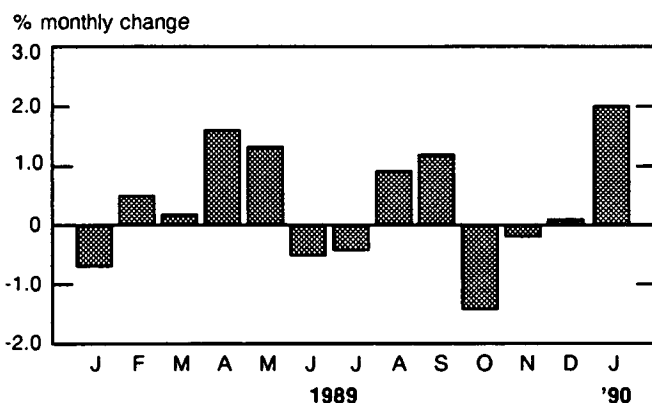
January 1990

Highlights

Seasonally Adjusted

- Preliminary estimates indicate that retail sales increased 2.0% in January 1990, to \$16.5 billion. Excluding recreational and motor vehicle dealers, retail trade increased 0.6% in January, 1990, following no growth in December 1989.

Retail Sales, Canada, Seasonally Adjusted



- The 2.0% increase in retail sales in January 1990 is in contrast to the generally declining sales observed in the last three months of 1989.
- The overall increase in January was primarily attributable, in order of dollar impact, to increases reported by recreational and motor vehicle dealers (+6.8%), automotive parts, accessories and services stores (+5.7%) and household furniture and appliance stores (+4.3%). Partly offsetting these increases were declines by gasoline service stations (-4.1%) and the other durable goods stores group (-9.5%).

Note to Users

Changes to Retail Trade

The Monthly Retail Trade Survey, one of Statistics Canada's most important economic surveys, has been redesigned and is now based on a new sample. The survey provides the key components used to estimate consumer expenditure on a current basis. It is widely used by government and by the business community.

Past estimates of retail trade resulted from a monthly survey designed and introduced in the early 1970s. In recent years the survey underestimated by a significant margin the value of total sales. The new survey has been conducted "in parallel" to the old survey for the January 1989 to December 1989 period.

Major changes are:

- The new survey relies on a new and more up to date list of names and addresses of retail businesses. The list is designed in such a way that it will enable reliable comparisons of monthly retail trade data with data from other business surveys.
- Data collection has been regionalized and respondents have the option of replying to the survey by telephone. This has resulted in significantly higher response rates.
- Estimates are published for 16 trade groups for Canada and total retail sales for the provinces and territories. In addition, department store type merchandise totals are available for each province and territory. Work is progressing to produce estimates of trade groups by province and of total retail trade for a limited number of major metropolitan areas. A decision on publishing this information is expected by Fall 1990.
- The new survey is based upon the 1980 version of the Standard Industrial Classification and the 1986 version of the Standard Geographical Classification.
- The 6.8% gain in sales reported by recreational and motor vehicle dealers followed a 0.5% increase in December 1989. The decrease reported by gasoline service stations followed two consecutive monthly increases. General merchandise stores increased by 1.0%, the second consecutive monthly increase.
- On a provincial basis, nine provinces posted sales increases, ranging from 3.5% in Alberta to 0.4% in Newfoundland. Sales decreased by 2.4% in Prince Edward Island. Sales increased by 3.9% in the Yukon and Northwest Territories.

Annual 1989 (Revised Estimates)

- Estimates from the new retail trade survey indicate that retail sales advanced by 6.2% in 1989, to \$192.4 billion. This represents stronger growth than the 4.6% rise estimated by the old survey and the level is 11.4% higher than previously reported.

Available on CANSIM (for the new survey): 2398 (department store type merchandise totals for the

provinces and territories), 2399 (seasonally adjusted) and 2400 (not seasonally adjusted).

The January 1990 issue of *Retail Trade* (63-005, \$14.40/\$144) will be available the second week of April. See "How to Order Publications".

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

Retail Sales, by Trade Group and by Region

January, 1990.

Trade group	Unadjusted				Seasonally Adjusted						
	Jan. 1989	Dec. 1989 ^r	Jan. 1990 ^p	Jan. 1990/ 1989	Jan. 1989	Oct. 1989 ^r	Nov. 1989 ^r	Dec. 1989 ^r	Jan. 1990 ^p	Jan. 1990/ Dec. 1989	Jan. 1990/ 1989
Canada.	millions of \$				%						
Supermarkets and grocery stores	2,998	3,754	3,131	4.4	3,318	3,425	3,398	3,398	3,405	0.2	2.6
All other food stores	239	375	252	5.6	282	289	283	298	298	-0.1	5.7
Drug and patent medicine stores	671	931	726	8.3	703	744	746	735	750	2.0	6.7
Shoe stores	122	221	133	9.0	161	162	161	164	174	6.2	8.2
Men's clothing stores	125	356	133	6.5	172	185	185	187	181	-3.4	4.9
Women's clothing stores	240	517	267	11.2	313	329	335	337	347	2.9	11.0
Other clothing stores	272	623	281	3.5	343	392	387	376	357	-5.2	4.1
Household furniture and appliance stores	661	1,036	705	6.7	761	799	789	764	797	4.3	4.8
Household furnishings stores	167	241	177	6.1	215	207	209	193	206	7.0	-4.1
Recreational and motor vehicle dealers	2,746	2,862	3,017	9.8	3,651	3,624	3,618	3,635	3,881	6.8	6.3
Gasoline service stations	992	1,217	1,077	8.5	1,072	1,180	1,190	1,217	1,167	-4.1	8.9
Automotive parts, accessories and services	728	1,031	842	15.8	906	963	975	971	1,026	5.7	13.3
General merchandise stores	1,176	2,909	1,263	7.4	1,669	1,732	1,720	1,733	1,751	1.0	4.9
Other semi-durable goods stores	442	1,021	475	7.4	606	636	635	638	634	-0.6	4.7
Other durable goods stores	365	990	365	-0.1	461	489	499	501	453	-9.5	-1.7
All other retail stores	694	1,502	733	5.7	1,003	1,005	998	996	1,042	4.6	3.9
Total, all stores	12,639	19,584	13,579	7.4	15,635	16,159	16,125	16,144	16,470	2.0	5.3
Regions											
Newfoundland	223	373	238	6.6	287	292	298	300	301	0.4	4.9
Prince Edward Island	49	80	50	2.7	66	65	66	67	65	-2.4	-0.8
Nova Scotia	409	678	442	8.1	515	528	526	538	547	1.5	6.1
New Brunswick	306	489	333	8.8	387	414	407	402	411	2.2	6.3
Quebec	3,055	4,528	3,237	6.0	3,887	4,009	3,990	3,997	4,036	1.0	3.9
Ontario	4,920	7,583	5,101	3.7	6,033	6,091	6,068	6,075	6,131	0.9	1.6
Manitoba	438	718	487	11.3	537	580	579	583	586	0.5	9.2
Saskatchewan	424	609	459	8.2	518	514	512	511	527	3.2	1.8
Alberta	1,236	1,959	1,406	13.8	1,495	1,622	1,609	1,618	1,674	3.5	12.0
British Columbia	1,547	2,513	1,788	15.6	1,848	2,031	2,045	2,041	2,103	3.0	13.8
Yukon and Northwest Territories	33	55	37	12.9	42	45	46	45	47	3.9	12.0
Yukon	13	23	15	16.5
Northwest Territories	20	32	22	10.5

Building Permits

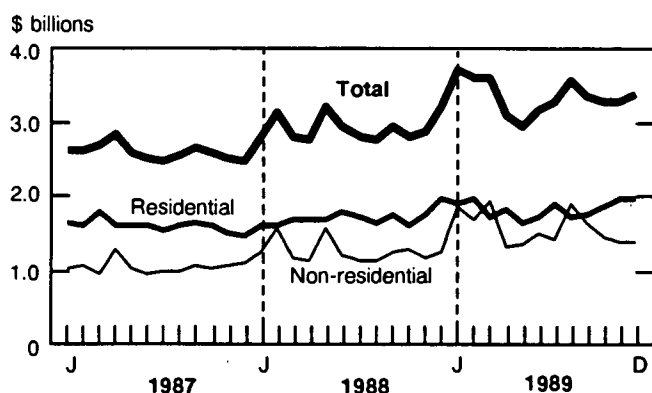
December 1989

Summary

The preliminary value of building permits issued in Canada increased 3.1% in December to \$3,360.0 million from \$3,259.5 million in November, its first increase since August. This slight recovery was entirely due to the non-residential sector.

Value of Building Permits Issued in Canada

Seasonally Adjusted



Note: Revised data for November, preliminary data for December.

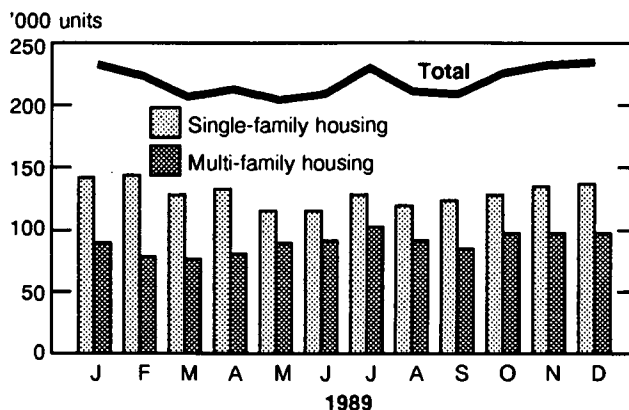
Residential Sector

- The preliminary value of residential building permits declined slightly (-0.4%) in December to \$1,949.1 million, from \$1,956.1 million in November.
- This small drop was attributable to the multi-family dwelling sector, which decreased 3.4% to \$581.3 million. Meanwhile the single-family dwelling sector continued to increase in December, rising by 1.0% to \$1,367.8 million.
- Ontario and the Prairies were the only regions to report gains in the value of residential building permits in December.

- The number of dwelling units authorized in December was up 1.5% to 235,284 units at an annual rate (137,196 single detached and 98,088 multiple dwellings), from the 231,804 units authorized in November.

Dwelling Units Authorized in Canada

Seasonally Adjusted at Annual Rates



Note: Revised data for November, preliminary data for December.

Non-residential Sector

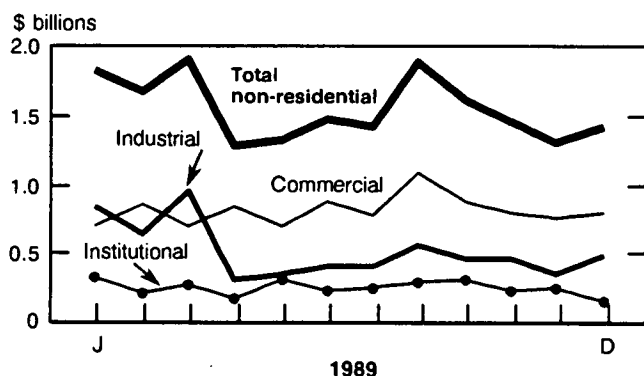
- The preliminary value of non-residential building permits ended its downtrend in December, rising 8.2% to \$1,410.9 million, from \$1,303.4 million in November.
- Both the industrial sector, which increased 45.8% to \$480.3 million and, to a lesser extent, the commercial sector, which increased 6.4% to \$785.8 million, were responsible for this increase. In contrast, the institutional sector dropped 38.5% to \$144.8 million.
- Quebec and Ontario registered gains in the value of non-residential building permits in December, while the Atlantic Region and British Columbia recorded losses and the Prairies stayed almost the same.

Short-term Trend

- The short-term trend of construction (excluding engineering projects) rose 0.3% in October to 144.9, from a revised level of 144.5 in September.
- The trend index of residential permits in December was up 0.9% to 160.2, while the non-residential trend index was down 0.5% to 128.9.

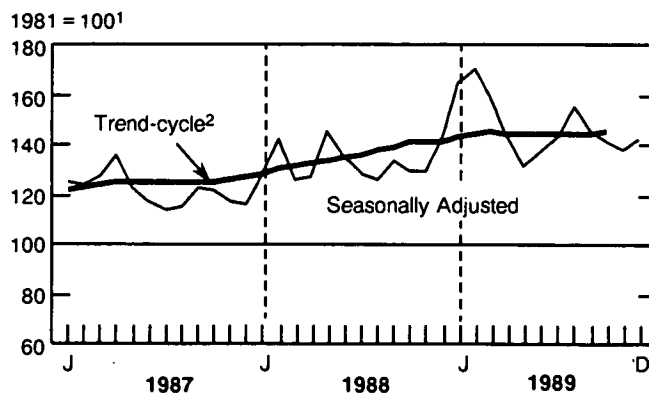
Value of Non-residential Permits Issued in Canada

Seasonally Adjusted



Note: Revised data for November, preliminary data for December.

Building Permits Indices



¹ This series is deflated by using the construction input price index which includes cost of material and labor.

² The trend-cycle shows the seasonally-adjusted value of building permits without irregular influences which can obscure the short-term trend.

Available on CANSIM: matrices 80 (levels 3-7, 9-15), 129, 137, 443, 989-992, 994, 995 and 4073.

The December 1989 issue of *Building Permits* (64-001, \$20/\$200) is scheduled for release the second week of April. See "How to Order Publications".

For further information on this release, contact Louise Marmen (613-951-2583), Investment and Capital Stock Division. ■

Help-wanted Index

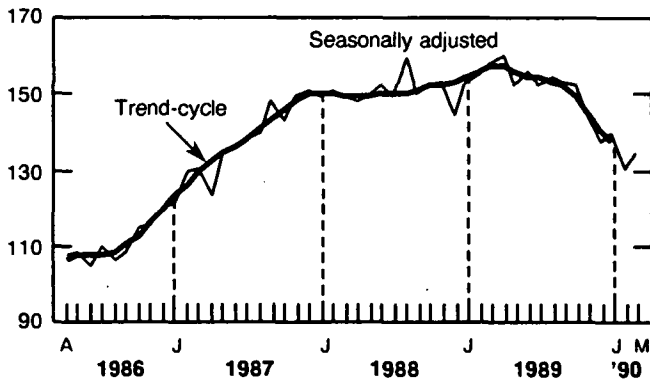
March 1990

The Help-wanted Index serves as an early indicator of the demand for labour by monitoring changes in the number of help-wanted ads published in 20 major metropolitan areas.

Highlights - Seasonally Adjusted

- The Help-wanted Index for Canada (1981 = 100) advanced four points to 134 in March 1990. The index increased in all regions except for the Prairie provinces, where it remained unchanged, and Ontario, where it declined.

Help-wanted Index, Canada
(1981 = 100)



Changes by Region

- Between February and March 1990, the seasonally adjusted Help-wanted Index increased 8% to 186 in the Atlantic provinces (from 173), 7% to 129 in British Columbia (from 121), and 4% to 149 in Quebec (from 143). The index remained unchanged at 89 in the Prairie provinces, and it decreased 3% to 135 in Ontario (from 139).

Note To Users

The Help-wanted Indices, seasonally adjusted and trend-cycle, are revised annually when final data for a complete calendar year become available, and after the trend-cycle estimates have stabilized. This release shows the revised estimates.

Seasonally adjusted data are affected by irregular influences which can obscure the short-term trend. For this reason, trend-cycle estimates, or smoothed seasonally adjusted data, have been published for the past year. However, for certain purposes it is preferable to use estimates which still contain the irregular component of a time series. To assist users who require these indices it has been decided to release both seasonally adjusted data and trend-cycle estimates.

The reader should note that the most recent value of the trend-cycle is preliminary and is subject to revisions. Changes in the weights of the moving average and the addition of more recent observations may change the direction of the trend.

Highlights - Longer-term Trend

- After reaching a peak of 157 in March 1989, the trend-cycle started to decline, falling to 137 in January 1990. This is the first period since the recession of 1982 when several successive declines in the trend-cycle have been observed.
- In 1989, decreases in the trend-cycle were observed in three regions: in Ontario, the decline began in February; in Quebec, it commenced in June; and in the Atlantic provinces, it started in August. In the Prairie provinces, the trend-cycle has fluctuated around 90 since last April, and in British Columbia, it has hovered about 131 since May 1989.

Available on CANSIM: matrix 105 (levels 5 and 7).

For further information, contact André Picard (613-951-4045) or Horst Stiebert (613-951-4044), Labour Division. □

Help-wanted Index (1981 = 100), Canada and Regions - Seasonally Adjusted

Year and month	Canada	Atlantic Region	Quebec	Ontario	Prairie Region	British Columbia
1989						
March	158	189	179	180	90	123
April	160	200	187	176	90	129
May	152	189	173	168	88	131
June	156	232	178	167	87	130
July	152	213	171	161	90	131
August	154	181	176	159	92	132
September	153	204	177	161	93	128
October	152	190	168	171	91	129
November	144	182	160	154	91	139
December	137	164	153	150	89	132
1990						
January	139	183	159	145	83	131
February	130	173	143	139	89	121
March	134	186	149	135	89	129

Help-wanted Index (1981 = 100), Canada and Regions - Trend-cycle

Year and month	Canada	Atlantic Region	Quebec	Ontario	Prairie Region	British Columbia
1989						
January	154	194	173	180	86	112
February	156	195	175	179	87	119
March	157	197	178	177	88	124
April	157	199	179	174	89	128
May	156	201	179	170	89	130
June	154	203	178	167	90	131
July	154	204	176	164	90	131
August	153	203	174	161	91	130
September	152	199	171	159	91	130
October	149	192	167	156	91	131
November	145	186	162	153	91	132
December	140	181	157	149	90	132
1990						
January ^P	137	179	153	144	89	131

DATA AVAILABILITY ANNOUNCEMENT

Milling and Crushing Statistics

February 1990

Milling

The total amount of wheat milled in February 1990 was 186 154 tonnes, up 3% over the 181 338 tonnes milled in February 1989.

The resulting wheat flour production increased 2% to 138 861 tonnes in February 1990, from 136 252 tonnes the year before.

Crushing

Canola crushings for February 1990 totalled 101 351 tonnes, up 7% over the 95 011 tonnes crushed in February 1989. The resulting oil production increased

5% to 39 819 tonnes, from 37 859 tonnes in February 1989. Meal production increased 7% to 58 000 tonnes, from 54 286 tonnes in February 1989.

Soybean crushings for the same month increased 30% to 93 260 tonnes in 1990, from 71 501 tonnes a year earlier. As a result, oil production increased 36% to 16 860 tonnes in February 1990, from 12 357 tonnes in February 1989. Meal production also increased, up 30% to 71 053 tonnes, from 54 656 tonnes in February 1989.

Available on CANSIM: matrix 5687.

The February 1990 issue of *Cereals and Oilseeds Review* (22-007, \$13.10/\$131) is scheduled for release in May. See "How to Order Publications".

For further information on this release, contact A. Dupuis (613-951-3871), Agriculture Division. ■

PUBLICATIONS RELEASED

Production and Inventories of Process Cheese and Instant Skim Milk Powder, February 1990.

Catalogue number 32-024

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

Cement, February 1990.

Catalogue number 44-001

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

Service Industry Bulletin, Vol. 1, No. 3, Special Report on Software

Catalogue number 63-015

(Canada: \$6.75/\$40.50; Other Countries: \$8.20/\$49).

Touriscope - International Travel, National and Provincial Counts, October-December 1989.

Catalogue number 66-001

(Canada: \$36.75/\$147; Other Countries: \$40.50/\$162).

How to Order Publications

Statistics Canada publications may be purchased by mail order from Publication Sales, Room 1710, Main Building, Statistics Canada, Ottawa K1A 0T6 or phone 613-951-7277.

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).

Publications may also be ordered through Statistics Canada's offices in St. John's, Halifax, Montreal, Ottawa, Toronto, Winnipeg, Regina, Edmonton, Calgary and Vancouver, or from authorized bookstore agents or other booksellers.

A national toll-free telephone order service is now in operation at Statistics Canada. The toll-free line (1-800-267-6677) can be used by Canadian customers for the ordering of Statistics Canada products and services.

**The
Daily**

Statistics Canada's Official Release Bulletin for Statistical Information

Catalogue 11-001E. Price: Canada \$105/year; other countries \$126/year

Published by the Communications Division
Statistics Canada, 3-N, R.H. Coats Bldg., Ottawa K1A 0T6.

Senior Editor: Greg Thomson (613-951-1116)
Editor: Bonnie Williams (613-951-1103)

Published under the authority of the Minister of Industry, Science and Technology. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise without prior written permission of the Minister of Supply and Services Canada.

Statistics Canada Library
Bibliothèque Statistique Canada



1010035401