

The Daily

Statistics Canada

Monday, March 4, 1991

STATISTICS CANADA
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For release at 8:30 a.m.

MAJOR RELEASE

MAR 4 1991

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The leading indicator continued to decline (-0.6%) for the eleventh straight month in December.

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Canada - 1986 Census Profiles on CD-ROM

Statistics Canada's latest CD-ROM product, *Canada - 1986 Census Profiles*, incorporates more than 300 cultural, demographic, housing, family and economic characteristics for thousands of standard sub-provincial areas on a single compact disc. Easy-to-use retrieval software, featuring detailed help screens, allows users to display and manipulate data, or to transfer them to user-owned, commercial software packages.

The *Canada - 1986 Census Profiles* CD-ROM contains three types of files: the popular profile series 2A (data collected from 100% of the population), 2B (data collected from a 20% sample) and a series of special-interest tables created specifically for this disc. Data files are available at a number of geographic levels, including census subdivisions, urban forward sortation areas, census tracts and enumeration areas.

The Geography Information File enables users to identify the relationships between a number of standard political and statistical areas used in the Census. Descriptive files provide information on the content of pre-defined Census tabulations and the public-use microdata files.

Prices of the *Canada 1986 Census Profiles* CD-ROM vary between \$750 and \$5,000, depending on the level of geography subscribed to.

For more information, contact Mike Musca (613-951-8200), Census Unit, Electronic Data Dissemination Division.



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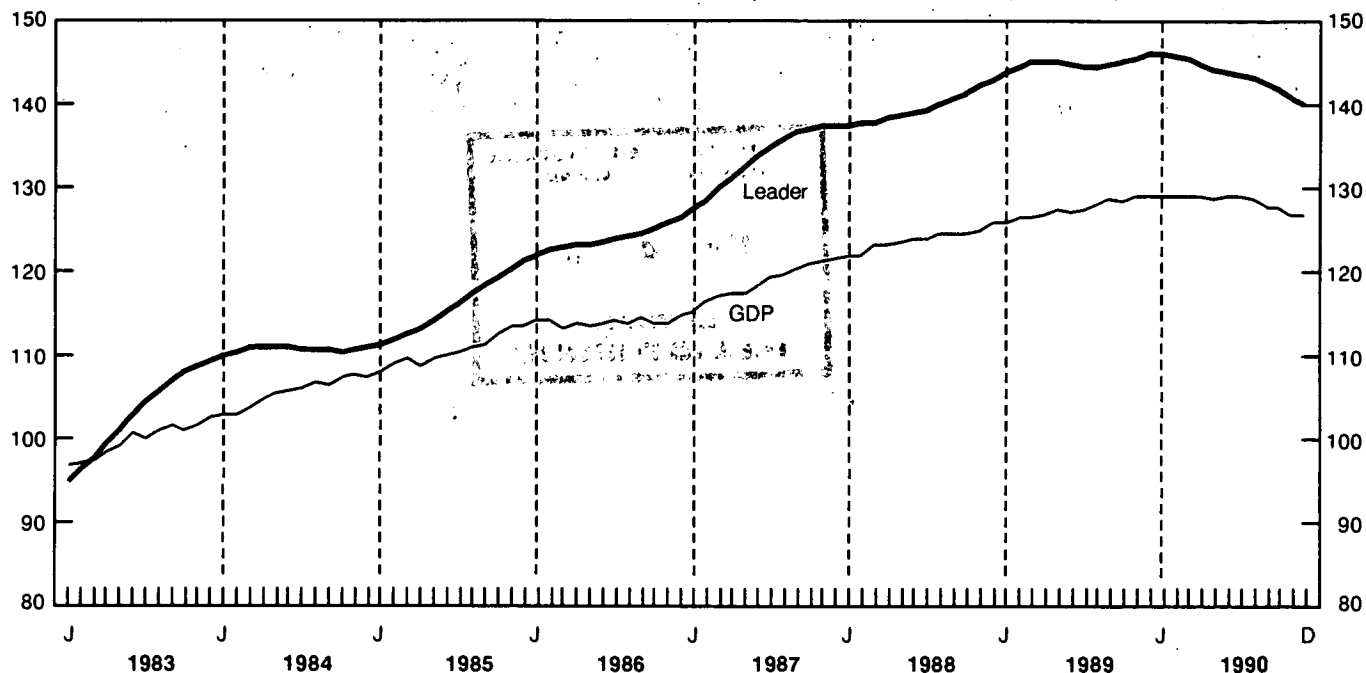
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MAJOR RELEASE

Composite Leading Indicator and GDP

1981 = 100



Composite Leading Indicator

December 1990

The leading indicator continued to trend downwards, falling by 0.6% in December, slightly less than the 0.7% drop in November. The unsmoothed version of the indicator firmed in December due to gains in components that were to be subject to the Goods and Services Tax in January, notably household demand. Continuing weakness in manufacturing demand and an accentuated drop in services, however, suggest that the economic outlook remains unfavourable in the short-term.

Household demand in December was bolstered by gains in starts of multiple housing units and growth in furniture and appliance sales for the first time in over a year. Prices for furniture and appliances rose sharply in January, partly because of the application

of the Quebec provincial sales tax and the GST to goods which had previously been tax-exempt. Sales of "other durable goods" remained weak, however, as car sales continued to decelerate (particularly in Ontario which has been hardest hit by the recession). Employment in services fell 0.5%, close to the fastest rates of decline posted in the 1981-82 recession.

New orders for durable goods dropped by 2.3% in December. Weakness was especially evident in industries related to construction and investment. Shipments ended the year on a weak note, as non-durable goods industries replaced autos as the major source of decline. This led to a second consecutive drop in the ratio of shipments to stocks of finished goods. The average workweek was down slightly.

The Toronto Stock Exchange index continued to post marked declines, while the real money supply edged up.

The U.S. leading indicator continued to fall at a rate of 0.7%, only slightly less than at the trough of the 1981-82 recession. The components related to manufacturing continued to weaken the most rapidly, led by cutbacks in the auto industry. Auto sales in the U.S. continued to fall rapidly in January and February.

Available on CANSIM: matrix 191.

For further information on this release, or future release dates, contact Francine Roy (613-951-3627), Current Analysis Section.

For more information on the economy, order the March issue of the *Canadian Economic Observer* (11-010, \$22/\$220), available the week of March 18-22. See "How to Order Publications".

Canadian Leading Indicators

	Percentage Change			Level	
	October	November	December	November	December
Composite Leading Indicator (1981 = 100)					
Smoothed	-0.6	-0.7	-0.6	140.8	139.9
Unsmoothed	-0.1	-1.3	0.1	137.9	138.1
Retail Trade					
Furniture and appliance sales	-0.4	-0.2	1.2	1,044 ⁴	1,057 ⁴
Other durable goods sales	-1.0	-1.1	-1.2	3,618 ⁴	3,574 ⁴
House spending index ¹	-3.5	-3.3	-2.5	109.4	106.7
Manufacturing					
New orders - durables	-0.3	-1.7	-2.3	9,643 ⁴	9,419 ⁴
Shipment to inventory ratio (finished goods) ²	0.01	-0.01	-0.02	1.44	1.42
Average workweek (hours)	-0.3	0.0	-0.3	38.2	38.1
Business and personal services employment (thousands)	-0.3	-0.4	-0.5	1,779	1,770
United States composite leading index (1967 = 100)	-0.5	-0.7	-0.7	191.6	190.2
TSE300 stock price index (1975 = 1000)	-2.6	-2.3	-1.4	3,256	3,211
Money supply (M1) (\$1981) ³	-0.5	-0.2	0.1	23,931 ⁴	23,946 ⁴

¹ Composite index of housing starts (units) and house sales (MLS).

² Difference from previous month.

³ Deflated by the consumer price index for all items.

⁴ Millions of 1981 dollars.



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DATA AVAILABILITY ANNOUNCEMENTS

Periodical Publishing

1988-89

Highlights

- In 1988-89, the total annual circulation of 1,534 Canadian periodicals increased by 9% from the previous year to 558 million copies.
- Total circulation was highest for periodicals published in Ontario, with 309 million copies annually, up 4% from 1987-88. Quebec periodicals had the largest increase (21%), reaching a total annual circulation of 157 million copies. The combined total for British Columbia and Northwest Territories periodicals increased by 14%, with an annual circulation of almost 40 million copies.
- Periodical publishers are, increasingly, using private delivery to distribute some of their publications. In 1984-85, Canada Post delivered 75% of the total periodicals circulated. By 1988-89, the percentage had dropped to 68%. Private delivery systems now account for 32% of the total distribution as compared to 25% in 1984-85.
- Total revenues reported for Canadian periodicals amounted to \$851 million for 1988-89, up 15% over the previous year. Advertising sales generated most revenues (63% of the total, unchanged from 1987-88). Subscription sales accounted for 23% of total revenues and single-copy sales 7%. The remaining 7% came from other sources, such as grants, donations and membership fees.

Periodical Publishing, 1988-89 (87-203, \$17) is now available. See "How to Order Publications".

For more information on this publication, contact Fidel Ifedi (613-951-1569), Cultural Industries Section, Education, Culture and Tourism Division. ■

Process Cheese and Instant Skim Milk Powder

January 1991

Production of process cheese in January 1991 totalled 5 366 905 kilograms, an increase of 17.5% from the revised figure in December 1990 but a decrease of 29.8% from the revised figure in January 1990.

Total production of instant skim milk powder during the month was 359 176 kilograms, a decrease of 21.7% from December 1990 and a decrease of 20.7% from January 1990.

Available on CANSIM: matrix 188 (series 1.10).

The January 1991 issue of *Production and Inventories of Process Cheese and Instant Skim Milk Powder* (32-024, \$5/\$50) will be available at a later date. See "How to Order Publications".

For more detailed information on this release, contact Brian Preston (613-951-3511), Industry Division. ■

Asphalt Roofing

January 1991

Shipments of asphalt shingles totalled 1 309 979 metric bundles in January 1991, a decrease of 41.5% from the 2 237 672 shipped a year earlier.

Available on CANSIM: matrices 32 and 122 (series 27-28).

The January 1991 issue of *Asphalt Roofing* (45-001, \$5/\$50) will be available at a later date. See "How to Order Publications".

For more detailed information on this release, contact Sandra Bohatyretz (613-951-3531), Industry Division. ■

Rigid Insulating Board

January 1991

Shipments of rigid insulating board totalled 1 880 thousand square metres (12.7 mm basis) in January 1991, a decrease of 29.6% compared to 2 669^r (revised) thousand square metres (12.7 mm basis) in January 1990.

Available on CANSIM: matrices 31 (series 1) and 122 (series 4-7).

The January 1991 issue of *Rigid Insulating Board* (36-002, \$5/\$50) will be available at a later date. See "How to Order Publications".

For more detailed information on this release, contact Sandra Bohatyretz (613-951-3531), Industry Division. ■

Gypsum Products

January 1991

Manufacturers shipped 13 772 thousand square metres of plain gypsum wallboard in January 1991, down 36.0% from the 21 508 thousand square metres shipped in January 1990, and down 5.1% from the 14 511 thousand square metres shipped in December 1990.

Available on CANSIM: matrices 39 and 122 (series 11).

The January 1991 issue of *Gypsum Products* (44-003, \$5/\$50) will be available at a later date. See "How to Order Publications".

For more detailed information on this release, contact Roland Joubert (613-951-3527), Industry Division. ■

PUBLICATIONS RELEASED

Computer Service Industry, 1988.

Catalogue number 63-222

(Canada: \$26.00; United States: US\$31.00; Other Countries: US\$36.00).

Periodical Publishing, 1988-89.

Catalogue number 87-203

(Canada: \$17.00; United States: US\$20.00; Other Countries: US\$24.00).

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 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: \$120.00 annually; United States: US\$144.00 annually; Other Countries: US\$168.00 annually

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

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