

Wednesday, September 21, 1994 For release at 8:30 a.m.

STATISTICS SIATISTIQUE CANADA CANADA

**MAJOR RELEASE** 

BLIOTHEQUE

Wholesale trade, July 1994

Sales by wholesalers advanced again in July but at a somewhat reduced rate. The food and production equipment sectors experienced the largest increases.

# DATA AVAILABILITY ANNOUNCEMENTS

Electric lamps, August 1994

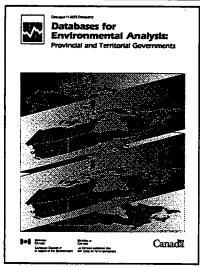
7

Corrugated boxes and wrappers, August 1994

3

Taxation statistics for enterprises, 1992

(continued on page 2)



# Databases for environmental analysis: provincial and territorial governments

Databases for environmental analysis: provincial and territorial governments, a cooperative effort between Statistics Canada and The Canadian Council of Ministers of the Environment, is now available.

This publication presents an inventory of provincial and territorial government databases of potential use in environmental reporting. The inventory is a meta-database, that is, a database of databases, and forms one of the components of Statistics Canada's Environmental Information System. It contains detailed descriptions of 833 environmental databases held by provincial and territorial An MS-DOS diskette version of the government departments. inventory is included with each publication.

Databases for environmental analysis: provincial and territorial governments (11-529E, \$75) is now available. See "How to order publications".

For further information, contact the client services representative (613-951-3640). National Accounts and Environment Division.

# **PUBLICATIONS RELEASED**

8

# REGIONAL REFERENCE CENTRES

9

# **E-STAT**

1994

Teachers! Students! Join more than 600 schools across Canada who have discovered this new interactive electronic learning tool. First released in 1992, this popular CD-ROM provides you with actual and accurate information on Canada, its people, its economy and its culture. Research your topics and display the results in colourful graphs and maps.

## New with the '94 edition

- Available for the MAC. Now, both MS-DOS users and MAC users will have access to this learning package.
- Over 4,000 new time series on forests.
- The complete 1991 Census profile data with over 650 census characteristics.
- Three add-on modules that include 1986 Census (2A and 2B census profiles at CSD level), education (over 6,300 time series) and environment (over 160 variables at ecozone and drainage basin levels).

The 1994 edition of *E-STAT* is now available. For further information, contact the Statistics Canada Regional Reference Centre nearest you.

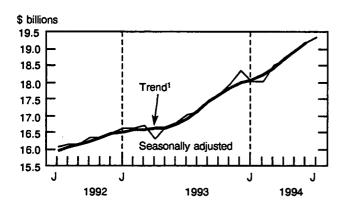
# **MAJOR RELEASE**

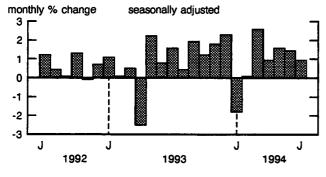
# Wholesale trade

July 1994 (preliminary)

Sales by wholesalers advanced again in July but at a somewhat reduced rate. The food and production equipment sectors experienced the largest sales increases.

### Wholesale merchants' sales





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

## Six of nine commodity groups advance

Wholesale merchants' sales rose 0.9% to \$19.4 billion in July as six of the nine components accounting for 78% of total sales were up. In June, eight of the nine components recorded higher sales.

Sales of food, beverage, drug and tobacco products recorded the largest value increase, up 1.8% to \$4.7 billion after a 1.5% gain in June. It was

the strongest increase for this group since the last decline recorded in April.

Partly because of business investment, whole-salers of other machinery and equipment registered the second largest value increase in July, up 1.6% to \$4.5 billion. Despite a slowdown in June, these merchants remain active as cumulative seven-month sales are 20.3% above 1993. Typical goods supplied by this sector include industrial machinery, office machines, computers and related equipment. Major clients are mostly businesses and institutional users.

## Three areas limit overall growth

Three commodity groups dampened the overall increase in July namely, other products (including suppliers of agricultural and industrial chemicals, books, newspaper), apparel and dry goods and household goods. With a drop of 2.1%—the first since January 1994—distributors of other products reported the largest decline in sales. The apparel and household goods sectors are particularly vulnerable to household spending which continues to fluctuate.

# Growth observed across most of Canada

Eight of the 11 regions accounting for about 92% of all sales increased in July. The rise in sales was noted primarily in Ontario, up 1.4%, bringing the gain since the beginning of the year to 12.5% above 1993 levels. Sales were also higher in Alberta (+1.7%) and in British Columbia (+1.1%). In Quebec, sales rose 0.6% following a 0.2% decrease in June.

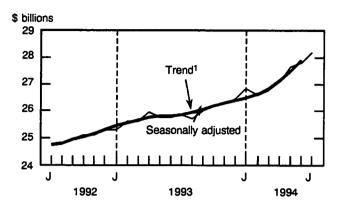
Three regions accounting for approximately 8% of total sales (New Brunswick, Manitoba and Saskatchewan) recorded a decline in sales for July. Each experienced strong growth the previous month.

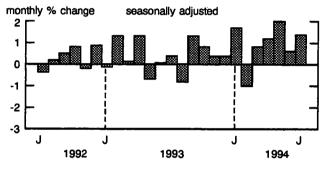
## **Inventory levels rise**

Inventory levels grew 1.4% in July to \$28.2 billion. The buildup in stocks was in lumber and building materials, up 3.8% or \$107 million and in other machinery and equipment, up 1.4% or \$104 million. The other products component experienced the only reduction in July (-0.8%).

The inventories to sales ratio at the end of July increased slightly to 1.46:1, from 1.45:1 at the end of June.

## Wholesale merchants' inventories





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

## Note to users

The monthly survey tracks, on a timely basis, broad movements in sales and inventory levels for nine wholesaler groups. The most recent results of the annual wholesale trade survey (1992) will be released in the daily on September 23. At that time detail on customer and commodity mix along with revenue and expense data will be available for up to 76 specialized wholesalers.

# Unadjusted data confirms growth

In July, total sales stood 12.4% higher than a year earlier. Wholesale dealers of metals, hardware, plumbing and heating equipment (+25.2%) and distributors of other machinery (+18.9%) registered the largest increases. Combined, these two sectors account for approximately 30% of all sales. Household goods was the only sector in which sales were lower than year-earlier levels, slipping to \$545 million (-0.8%). Total inventory levels stood 9.5% above July 1993.

# Available on CANSIM: matrices 59, 61, 648 and 649

The July 1994 issue of *Wholesale trade* (63-008, \$16/\$160) will be available the second week of October. See "How to order publications".

For further information, contact Catherine Mamay (613-951-9683) or Gilles Simard (613-951-3541), Industry Division.

	July 1993	April 1994	May 1994 <sup>r</sup>	June 1994 <sup>7</sup>	July 1994P	June 1994P to July 1994P	July 1993 to July 1994
-							
	\$ millions		% change				
Wholesale merchants' sales							
Trade group							
Food, beverage, drug and tobacco products	4,462	4,550	4,584	4,650	4,736	1.8	6.1
Apparel and dry goods	435	457	473	502	497	-1.0	14.2
Household goods	599	595	604	625	598	-4.4	-0.2
Motor vehicles, parts and accessories  Metals, hardware, plumbing and heating	1,874	2,114	2,138	2,148	2,176	1.3	16.1
equipment and supplies	1,204	1,394	1,443	1,462	1,498	2.4	24.3
Lumber and building materials	1,570	1,718	1,716	1,728	1,748	1.2	11.3
Farm machinery, equipment and supplies	372	412	416	417	441	5.8	18.5
Other machinery, equipment and supplies	3,761	4,367	4,477	4,465	4,536	1.6	20.6
Other products	2,739	3,039	3,088	3,196	3,128	-2.1	14.2
Total, all trades	17,018	18,645	18,937	19,193	19,357	0.9	13.7
Provinces and territories							
Newfoundland	176	187	189	190	197	3.8	11.8
Prince Edward Island	39	48	47	46	48	3.5	22.7
Nova Scotia	373	401	401	407	409	0.4	9.6
New Brunswick	237	257	258	277	261	-5.7	10.1
Quebec	4,088	4,293	4,386	4,379	4,406	0.6	7.8
Ontario	7,025	7,737	7,908	7,994	8,108	1.4	15.4
Manitoba	601	618	609	634	616	-2.9	2.5
Saskatchewan	519 1.570	593	578 4 707	605	586	-3.2	12.9
Alberta British Columbia	1,573 2,366	1,789 2,702	1,797 2,745	1,810 2,828	1,842 2.860	1.7 1.1	17.1 20.9
Yukon and Northwest Territories	2,300	2,702	2,745 19	2,020	2,660 25	9.9	20.9 15.5
Wholesale merchants' Inventories							
Trade group							
Food, beverage, drug and tobacco products	3,320	3,411	3,408	3,504	3,543	1.1	6.7
Apparel and dry goods	1,021	1,061	1,079	1,044	1,094	4.8	7.2
Household goods	1,375	1,264	1,245	1,269	1,277	0.6	-7.1
Motor vehicles, parts and accessories	3,697	3,597	3,582	3,645	3,723	2.1	0.7
Metals, hardware, plumbing and heating							
equipment and supplies	2,161	2,525	2,500	2,534	2,555	0.8	18.2
Lumber and building materials	2,590	2,834	2,891	2,836	2,943	3.8	13.7
Farm machinery, equipment and supplies	1,245	1,362	1,400	1,464	1,491	1.9	19.7
Other machinery, equipment and supplies	7,091	7,318	7,678	7,677	7,781	1.4	9.7
Other products	3,346	3,735	3,864	3,831	3,800	-0.8	13.6

P Preliminary figures.

Revised figures.

Total, all trades

9.1

27,108

27,647

27,804

28,207

1.4

25,846

# The Daily, September 21, 1994

	July 1993	1994 <sup>r</sup>	July 1994P	July 1993 to July 1994		
		unadjusted				
		\$ millions		% change		
Wholesale merchants' sales						
Frade group						
Food, beverage, drug and tobacco products	4,560	4,885	4,787	5.0		
Apparel and dry goods	481	434	524	8.9		
lousehold goods	550	581	545	-0.8		
Motor vehicles, parts and accessories Metals, hardware, plumbing and heating	1,736	2,327	2,005	15.5		
equipment and supplies	1,175	1.599	1,471	25.2		
umber and building materials	1.790	2,134	1,964	9.8		
Farm machinery, equipment and supplies	390	521	458	17.2		
Other machinery, equipment and supplies	3,513	4,827	4,175	18.9		
Other products	2,558	3,624	2,906	13.6		
Cotal, all trades	16,751	20,914	18,836	12.4		
Provinces and territories						
Newfoundland	190	197	213	12.3		
Prince Edward Island	44	57	55	25.2		
Nova Scotia	411	473	450	9.3		
New Brunswick	254	304	275	8.4		
Quebec	3,975	4,690	4,236	6.0		
Ontario	6.684	8,642	7.643	14.		
Manitoba	670	790	666	-0.0		
Saskatchewan	563	729	610	8.3		
Alberta	1,569	1,997	1,816	15.		
British Columbia	2,368	3,009	2,846	20.		
/ukon and Northwest Territories	24	25	28	15.7		
Wholesale merchants' inventories						
Trade group						
Food, beverage, drug and tobacco products	3,367	3,546	3,622	7.0		
Apparel and dry goods	1,121	1,113	1,202	7.		
lousehold goods	1,375	1,290	1,328	-3.		
Notor vehicles, parts and accessories	3,617	3,648	3,677	1.0		
fletals, hardware, plumbing and heating						
equipment and supplies	2,205	2,554	2,575	16.		
umber and building materials	2,584	2,947	2,910	12.		
arm machinery, equipment and supplies	1,273	1,529	1,564	22.		
Other machinery, equipment and supplies	7,295	7,754	8,027	10.		
Other products	3,253	3,748	3,677	13.		
otal, all trades	26,090	28,129	28,582	9.		

Preliminary figures. Revised figures.

# DATA AVAILABILITY ANNOUNCEMENTS

# **Electric lamps**

August 1994

Light bulb and tube manufacturers sold 21,013,000 light bulbs and tubes in August 1994, an increase of 6.0% from 19,822,000 a year earlier.

Year-to-date sales at the end of August 1994 totalled 183,812,000 light bulbs and tubes, an increase of 11.8% from the 164,433,000 a year earlier.

The August 1994 issue of *Electric lamps* (43-009, \$6/\$60) will be available at a later date.

For further information, contact Laurie Vincent (613-951-3523), Industry Division.

# Corrugated boxes and wrappers

August 1994

Canadian domestic shipments of corrugated boxes and wrappers totalled 216 956 thousand square metres in August 1994, an 18.7% increase from 182 808 thousand square metres a year earlier.

January to August 1994 domestic shipments totalled 1 579 191 thousand square metres, a 10.0% increase from 1 435 584 thousand square metres for the same period in 1993.

The August 1994 issue of Corrugated boxes and wrappers (36-004, \$6/\$60) will be available at a later date.

For further information, contact Sandra Bohatyretz (613-951-3516), Industry Division.

# Taxation statistics for enterprises

1992 (preliminary)

Preliminary 1992 data on provincial allocation of taxable income by industry are now available.

For further information, contact Paula Helmer (613-951-9852), Industrial Organization and Finance Division.

# **PUBLICATIONS RELEASED**

Databases for environmental analysis: provincial and territorial governments.

Catalogue number 11-529E

(Canada: \$75; United States: US\$90;

other countries: US\$105).

Oil pipeline transport, June 1994. Catalogue number 55-001

(Canada: \$11/\$110; United States: US\$14/US\$132;

other countries: US\$16/US\$154).

The paper used in this publication meets the minimum requirements of American National Standard for Information Sciences – Permanence of Paper for Printed Library Materials, ANSI Z39.48 – 1984.



# How to order publications

Simplify your data search with Statistics Canada catalogue, 1994 (11-204E, \$15; United States: US\$18; other countries: US\$21). Its keyword index will guide you to statistics on Canada's social and economic activity.

Order The Daily and other publications by phone:

Please refer to the • Title • Catalogue number • Volume number • Issue number • Your VISA or MasterCard number.

In Canada and the United States call:

1-800-267-6677

From other countries call:

1-613-951-7277

Or fax your order to us:

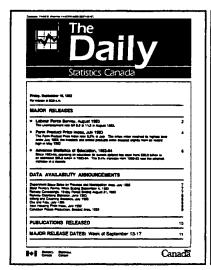
1-613-951-1584

For address changes: Please refer to your customer account number.

To order a publication by mail write: Sales and Service, Marketing Division, Statistics Canada, Ottawa, K1A 0T6. Include a cheque or money order payable to Receiver General of Canada/Publications. Canadian customers add 7% GST.

Statistics Canada Regional Reference Centres provide a full range of the Agency's products and services. For the reference centre nearest you, check the blue pages of your telephone directory under Statistics Canada.

Authorized agents and bookstores also carry Statistics Canada's catalogued publications.



## Statistics Canada's official release bulletin

Catalogue 11-001E. (Canada: \$175; United States: US\$210; other countries: US\$245.)

Published each working day by the Communications Division, Statistics Canada, 10-H, R.H. Coats Bldg., Tunney's Pasture, Ottawa, Ontario K1A 0T6.

To receive *The Daily* from the internet, send an E-mail message to listproc@statcan.ca. Leave the subject line blank. In the body of the message, type "subscribe daily firstname lastname".

Editor: Mary Beth Lozinski (613-951-1092)

Head of Official Release: Jacques Lefebvre (613-951-1088)

Published by authority of the Minister responsible for Statistics Canada. • Minister of Industry, Science and Technology, 1994. 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 from Licence Services, Marketing Division, Statistics Canada, Ottawa, Ontario, Canada K1A 0T6.

# REGIONAL REFERENCE CENTRES

Statistics Canada's Regional Reference Centres offer a full range of the agency's products and services. Each reference centre is equipped with a library and a sales counter where users can consult or purchase publications, microcomputer and CD-ROM diskettes, microfiche, maps and more.

Each centre has facilities to retrieve information from CANSIM and E-STAT, Statistics Canada's computerized data retrieval systems. A telephone inquiry service is available with toll-free access for clients who are located outside local calling areas. Many other valuable services — from seminars to consultations — are also offered. Call or write your nearest Regional Reference Centre for more information.

## Newfoundland and Labrador, Nova Scotia, Prince Edward Island and New Brunswick

Advisory Services Statistics Canada North American Life Centre 1770 Market Street Halifax, Nova Scotia B3J 3M3

Local calls: (902) 426-5331 Toll free: 1-800-565-7192 Fax: 1-902-426-9538

#### Quebec

Advisory Services
Statistics Canada
Suite 412, East Tower
Guy Favreau Complex
200 René Lévesque Blvd. W.
Montréal, Québec
H2Z 1X4

Local calls: (514) 283-5725 Toll free: 1-800-361-2831 Fax: 1-514-283-9350

## **National Capital Region**

Statistical Reference Centre (NCR)
Statistics Canada
Lobby, R.H. Coats Building
Holland Avenue
Tunney's Pasture
Ottawa, Ontario
K1A 0T6

If outside the local calling area, please dial the toll free number for your province. Local calls: (613) 951-8116
Fax: 1-613-951-0581

#### Ontario

Advisory Services Statistics Canada 10th Floor Arthur Meighen Building 25 St. Clair Avenue East Toronto, Ontario M4T 1M4

Local calls: (416) 973-6586 Toll free: 1-800-263-1136 Fax: 1-416-973-7475

#### Manitoba

Advisory Services Statistics Canada Suite 300, MacDonald Building 344 Edmonton Street Winnipeg, Manitoba R3B 3L9

Local calls: (204) 983-4020 Toll free: 1-800-661-7828 Fax: 1-204-983-7543

## Saskatchewan

Advisory Services Statistics Canada Avord Tower, 9th Floor 2002 Victoria Avenue Regina, Saskatchewan S4P 0R7

Local calls: (306) 780-5405 Toll free: 1-800-667-7164 Fax: 1-306-780-5403

## Southern Alberta

Advisory Services Statistics Canada First Street Plaza, Room 401 138-4th Avenue Southeast Calgary, Alberta T2G 4Z6

Local calls: (403) 292-6717 Toll free: 1-800-882-5616 Fax: 1-403-292-4958

#### Alberta and the Northwest Territories

Advisory Services Statistics Canada 8<sup>th</sup> Floor, Park Square 10001 Bellamy Hill Edmonton, Alberta T5J 3B6

Local calls: (403) 495-3027 Toll free: 1-800-563-7828 Fax: 1-403-495-5318

## British Columbia and the Yukon

Advisory Services Statistics Canada Sinclair Centre, Suite 300 757 West Hastings Street Vancouver, B.C. V6C 3C9 Local calls: (604) 666-3691 Toll free: 1-800-663-1551 Fax: 1-604-666-4863

Telecommunications Device for the Hearing Impaired

Toll free: 1-800-363-7629

and and a solution of the solu

# THE MARKET BIBLIO RESEARCH



HANDBOOK 1993/1994

Brainstorming with your colleagues produces some great marketing ideas. But which ones will you use? The **Market Research Handbook** can help you narrow your options before you commit any more time and resources to developing your strategy.

This handbook is the most comprehensive statistical compendium on Canadian consumers and the businesses that serve them. It helps you to identify, define and locate your target markets.

# Looking for . . .

...socio-economic and demographic profiles of 45 urban areas?

...revenue and expenditure data for retailers and small businesses?

The **Market Research Handbook** has it all...and more. It provides information on:

- 1991 Census information
- personal expenditures on goods and services
- size and composition of households and families
- wages, salaries and employment
- investment in Canadian industries
- labour force in various industries
- industry and consumer prices

It has been one of our bestsellers since 1977 for the simple reason that it offers such a range and depth of market data. Save time and money when you're looking for data or data sources, keep the **Market Research Handbook** close at hand for easy reference.

The **Market Research Handbook** (Cat. no. 63-224) is \$94 (plus 7 % GST) in Canada, US\$113 in the United States and US\$132 in other countries.

To order, write to Statistics Canada, Marketing Division, Publication Sales, Ottawa, Ontario, K1A 0T6 or contact the nearest Statistics Canada Reference Centre listed in this publication.

If more convenient, fax your order to (613) 951-1584. Or call toll-free 1-800-267-6677 and use your VISA or MasterCard.

