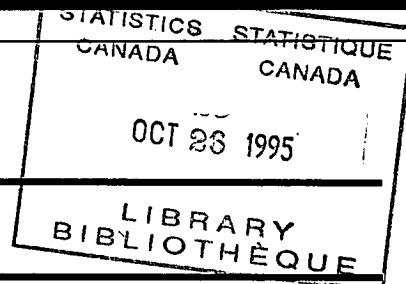




The Daily

Statistics Canada

Thursday, October 26, 1995
For release at 8:30 a.m.



MAJOR RELEASES

- **Household facilities and equipment, 1995** 2
Canadians are taking the on-ramp to the information highway in greater numbers than ever. In 1995, 3.2 million households have home computers, up nearly half a million since last year. About 42% of these computers have modems.
- **Savers, investors and investment income, 1994** 4
Total investment income fell for a fourth consecutive year in 1994, but at a slower rate than in the previous year.

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Savers, investors and investment databank 1994

The 1994 edition of the databank on savers and investors is now available. Today's release looks at the savings and investment income reported by Canadians on their 1994 personal income tax forms.

Small area data on savers and investors are produced annually for many levels of postal geography including cities, towns and areas as small as a letter carrier's route and a forward sortation area. The data are ideal for market analyses and policy decisions.

For further information on this release, contact client services (613-951-9720, fax: 613-951-4745), Small Area and Administrative Data Division.



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MAJOR RELEASES

Household facilities and equipment 1995

Canadians are taking the on-ramp to the information highway in greater numbers than ever. In 1995, almost 3 in 10 households (28.8%) have home computers, a jump of 477,000 households from last year and almost triple the level in 1986 (10.3%).

Four out of ten home computers (41.8%) are now equipped with modems, compared with three in ten (33.7%) a year earlier. A computer, along with a modem and appropriate software, is required to access the Internet, the rapidly expanding global communications network.

More Canadians are computer literate than ever before. According to the 1994 General Social Survey, 56% of adult Canadians (12.3 million) were able to use a computer, up from 47% in 1989. In addition, in 1994, 41% of Canadians aged 15 and over had taken at least one computer course.

Home entertainment—a decade of change

Computer games, multi-media educational tools, and on-line access to the information highway are all enticements toward a more interactive high-tech environment. Households, however, are not abandoning the more traditional forms of home entertainment.

In the last decade, curling up in front of the television has taken on a new meaning. While having a colour television is the norm in 1995, one half of homes (49.7%) have two or more colour televisions, more than double the rate in 1985 (21.5%).

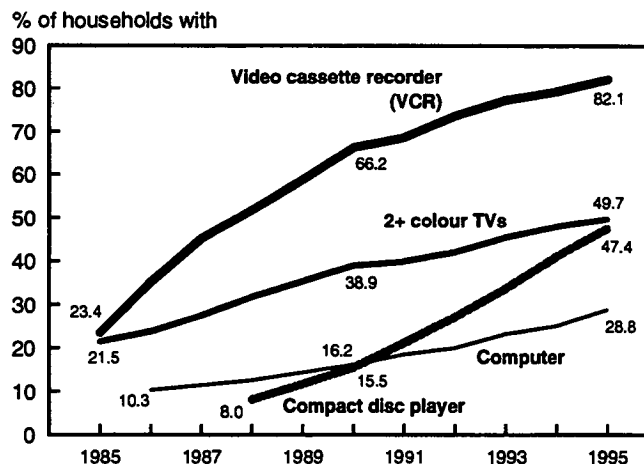
The videocassette recorder (VCR) has expanded the television medium by allowing Canadians to watch rented movies or to record television programs for later viewing. VCRs are in 82.1% of homes, more than three and a half times the 1985 percentage of 23.4%. In addition, 16.1% of homes have two or more VCRs, up from 5.5% just five years ago.

Note to readers

These data are from the Household Facilities and Equipment Survey, which was conducted in May 1995. This sample survey of about 38,000 households represents virtually all the private households in Canada.

Data from the survey are linked to Labour Force Survey data and household income data from the Survey of Consumer Finances, conducted in April 1995 on the same sample of households. These data will be released in early 1996 (by household type, age of head of household, and other characteristics) in Household facilities by income and other characteristics (13-218).

A decade of change in home entertainment



Almost three-quarters (73.4%) of homes have cable television service, compared with 62.9% a decade ago. Even though more televisions, channels and VCRs allow more selectivity in our viewing habits, the average time spent watching television decreased between 1984 and 1994 (according to recent data on television viewing habits).

Competition for television may be coming not only from the computer but from the proliferation of other home leisure items.

Rapid changes to home audio equipment are also taking place. Compact disc (CD) players are now found in 47.4% of homes, soaring from 8.0% in 1988 (the first year data were collected).

Ownership of cassette recorders is still on the rise (78.8% in 1995 compared with 61.0% in 1986), perhaps because they remain a cheaper alternative to CD players.

Other convenience items are gaining popularity

Our desire for convenience is evident from our acquisition of other household items as well. Some items have become so indispensable that one is no longer enough. In 1995, 37.5% of households have three or more phones, compared with 16.3% a decade earlier. Three or more radios are found in 55.4% of dwellings, up from 44.2% in 1985.

A demand for convenience in meal preparation has paralleled the growth in labour force participation by women and the emergence of dual-earner families as the norm. Microwave ovens are found in 83.4% of homes, almost quadrupling from 22.7% a decade ago. The popularity of gas barbecues has also increased: 32.0% of homes had one in 1986, compared with 53.5% today.

Other time-saving and convenience items have shown increasing popularity over the decade, though not nearly as rapidly as the microwave oven. Almost one half (47.1%) of homes have an automatic dishwasher, up from 36.6% in 1985. One in five (19.3%) homes currently has two or more fridges and almost six in ten (57.1%) have a home freezer.

National and provincial estimates of household equipment and housing characteristics are presented in *Household facilities and equipment*, 1995 (64-202, \$30), which is now available. See "How to order publications".

Estimates from the 1995 Household Facilities and Equipment Survey are based on benchmarks from 1991 Census data. The data from 1981 to 1994 have been reweighted to this base, and all analysis in this release is based on the new estimates.

For further information on this release, the revised estimates or the availability of custom tabulations, contact Réjean Lasnier (613-951-4643), Household Surveys Division. ■

Savers, investors and investment income

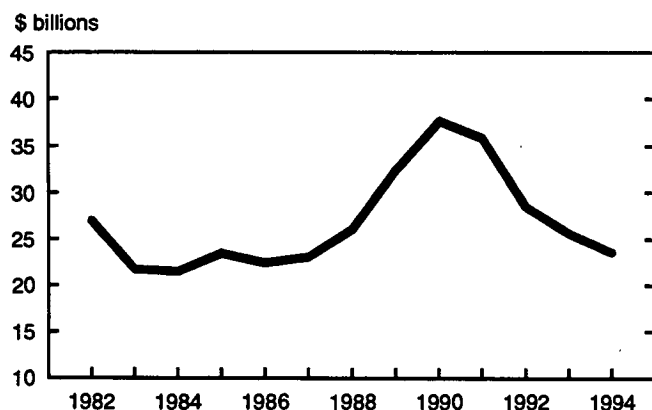
1994

Total investment income fell slightly for a fourth straight year in 1994, coinciding with a decline in the number of savers.

Canadian savers and investors earned \$23.6 billion in interest and dividend income in 1994, down 7.9% from the previous year.

Total investment income in Canada has plunged 37.2% from a peak of \$37.6 billion in 1990. A major factor has been the decline in the benchmark Bank of Canada rate, which fell from a 1990 average of 13.05% to 5.09% in 1993. The average rate rose only marginally in 1994 to 5.77%.

Investment income fell for a fourth straight year in 1994



Savers suffered the steepest drop in 1994 as their interest income plunged 12.9% to \$10.6 billion. That coincided with a 7.9% drop in the number of savers, to 5.4 million.

Meanwhile, investors who earned dividend income as well as interest income saw their investment earnings drop 3.5% to \$12.9 billion. That occurred despite a 4.5% increase in the number of investors to 1.6 million, which did not offset the decline in the number of savers.

Interest income of savers accounted for only 45% of total investment income, although savers accounted for 79% of individuals with investment income.

Note to readers

Data on savers, investors and investment income are based on income tax records for the 1994 tax year.

Definitions

Savers: taxfilers who reported interest income and did not report Canadian dividend income.

Investors: taxfilers who reported Canadian dividend income. These taxfilers may or may not have reported income from interest.

Investment income: investment income of both savers and investors (interest and dividends). Interest income in registered retirement savings plans is excluded because it is not recorded on tax forms; it is tax sheltered.

Savers on average have been getting older

In 1994, savers were on average the same age as investors, 51 years old. Over the past five years, however, the average age of savers has been rising, from 47 in 1990 to the current 51. The average age of investors, meanwhile, has held relatively steady over the same period.

Median total incomes in 1994

	Taxfilers	Savers	Investors
	\$		
Canada	19,100	22,200	35,400
Newfoundland	14,200	23,200	35,700
Nova Scotia	16,900	22,500	33,200
Prince Edward Island	16,300	21,100	29,600
New Brunswick	15,900	22,300	32,700
Quebec	17,800	21,800	36,900
Ontario	20,900	23,400	36,300
Manitoba	17,100	19,900	30,800
Saskatchewan	16,800	18,600	30,100
Alberta	19,800	21,500	35,200
British Columbia	20,200	21,900	34,300
Yukon	23,900	35,500	46,000
Northwest Territories	24,000	50,500	61,500

Investors had a median total income in 1994 of \$35,400, substantially higher than savers' median income of \$22,200. By contrast, the median total income of all taxfilers was \$19,100.

Nationally, the total median investment income (the point at which half the amounts were higher and half lower) was \$600, unchanged since 1992. Provincially, British Columbia recorded the highest median at \$700.

The median interest income of savers remained at \$500 for a third straight year. The median investment income of investors dropped for a fourth straight year, from \$2,000 in 1993 to \$1,700—or only about half its 1990 peak of \$3,300.

For further information on this release, contact client services (613-951-9720, fax: 613-951-4745), Small Area and Administrative Data Division. ■

OTHER RELEASES

Crude oil and natural gas

August 1995

In August, a slowdown in exports to the United States led to a 0.1% decline in crude oil production compared with August 1994. Natural gas production increased 2.8% from August 1994.

Natural gas production continued to moderate in August after strong year-over-year advances in the first five months of the year. Crude oil production fell slightly in August following a 1.8% increase in July. However, during the first eight months of 1995, production of crude was up 3.5% from the same period in 1994.

Natural gas exports rose 9.8% from August 1994. Exports have been rising since early 1991, due in part to expanded pipeline capacity and growing demand for Canadian natural gas by U.S. electric co-generation facilities.

Exports of crude oil rose 1.1% from August 1994, down significantly from the growth rates recorded from April to July. Exports have been rising in recent months, helped by pipeline expansion that has allowed increased exports to the United States, especially to refineries in the Chicago area. Canadian crude oil has found a ready market in the United States, where indigenous production has been declining in recent years.

Available on CANSIM: matrices 530 and 539.

The August 1995 issue of *Crude petroleum and natural gas production* (26-006, \$18/\$180) will be available the last week of November. See "How to order publications".

For further information on this release, contact David Roeske (613-951-3563), Energy Section, Industry Division.

Crude oil and natural gas

	August 1994	August 1995	August 1994 to August 1995
	thousands of cubic metres		% change
Crude oil and equivalent hydrocarbons¹			
Production	9 642.9	9 630.4	-0.1
Exports	5 114.4	5 169.6	1.1
Imports ²	2 402.2	2 690.5	12.0
Refinery receipts	7 027.0	7 429.8	5.7
	millions of cubic metres		% change
Natural gas³			
Marketable production	11 446.1	11 769.7	2.8
Exports	6 082.5	6 679.7	9.8
Canadian sales ⁴	3 407.7	3 444.7	1.1
	January to August 1994	January to August 1995	January- August 1994 to January- August 1995
	thousands of cubic metres		% change
Crude oil and equivalent hydrocarbons¹			
Production	72 860.0	75 397.1	3.5
Exports	37 251.9	40 524.5	8.8
Imports ²	23 958.2	22 719.0	-5.2
Refinery receipts	59 737.6	58 550.0	-2.0
	millions of cubic metres		% change
Natural gas³			
Marketable production	90 439.9	98 108.4	8.5
Exports	46 420.3	52 132.0	12.3
Canadian sales ⁴	40 780.4	41 894.0	2.7

¹ Disposition may differ from production due to inventory change, industry own-use, etc.

² Crude oil received by Canadian refineries from foreign countries for processing. Data differ from International Trade Division estimates due to timing differences and the inclusion in "trade" of crude oil landed in Canada for re-export.

³ Disposition may differ from production due to inventory change, usage as pipeline fuel, pipeline losses, line-pack fluctuations, etc.

⁴ Includes direct sales.

Steel primary forms

Week ending October 21, 1995 (preliminary)

Steel primary forms production for the week ending October 21, 1995, totalled 256 465 tonnes, up 1.4% from 252 842 tonnes a week earlier, but down 5.5% from 271 289 tonnes a year earlier.

The year-to-date total at the end of the week was 11 673 712 tonnes, a 5.5% increase from 11 070 069 tonnes for the same period in 1994.

For further information on this release, contact Greg Milsom (613-951-9827), Industry Division. ■

Electric lamps

September 1995

Light bulb and tube manufacturers sold 28,063,000 light bulbs and tubes in September 1995, a 12.9% increase from 24,861,000 a year earlier.

Year-to-date sales at the end of September 1995 totalled 197,462,000 light bulbs and tubes, a 5.4% decrease from 208,673,000 a year earlier.

The September 1995 issue of *Electric lamps* (43-009, \$6/\$60) will be available shortly. See "How to order publications".

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

Electric lamps

Third quarter 1995

Data for the third quarter of 1995 on manufacturers' imports, production and inventories of electric lamps are now available.

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

Corrugated boxes and wrappers

September 1995

Domestic shipments of corrugated boxes and wrappers totalled 223 066 000 square metres in September, a 7.7% decrease from 241 757 000 square metres (revised) in September 1994.

For January to September 1995, domestic shipments totalled 1 830 984 000 square metres (revised), a 0.6% increase from the 1 819 523 000 square metres (revised) shipped during the same period in 1994.

The September 1995 issue of *Corrugated boxes and wrappers* (36-004, \$6/\$60) will be available shortly. See "How to order publications".

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

Trends in the business population

Third quarter 1995

Since the beginning of 1995, the number of businesses with employees has remained essentially unchanged. Comparing the second and third quarters of 1995, the business population decreased by only 0.07% to 928,110.

Seasonally adjusted, the number of businesses that remitted payroll deduction accounts decreased in all of the Atlantic provinces and Ontario. Quebec's population of employers remained stable. An increase in Alberta was responsible for the net gain observed in the Prairies; there were losses in the other Prairie provinces. Gains in the employer population were also recorded for British Columbia, the Yukon and the Northwest Territories.

Available on CANSIM: matrix 1420.

For further information on this release, contact Des Beckstead (613-951-6199), Business Register Division. ■

Pack of processed sour cherries

1995

Data for 1995 on the pack of processed sour cherries are now available.

Pack of selected processed fruits (excluding apples), 1995 (32-234, \$14) will be released shortly. See "How to order publications".

For further information on this release, contact Peter Zylstra (613-951-3511), Industry Division. ■



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PUBLICATIONS RELEASED

Production, shipments and stocks on hand of sawmills east of the Rockies, August 1995

Catalogue number 35-002

(Canada: \$11/\$110; United States: US\$14/US\$132; other countries: US\$16/US\$154).

Gas utilities, July 1995

Catalogue number 55-002

(Canada: \$16/\$160; United States: US\$20/US\$200; other countries: US\$23/US\$230).

Quarterly report on energy supply-demand in Canada, first quarter 1995

Catalogue number 57-003

(Canada: \$41/\$136; United States: US\$50/US\$164; other countries: US\$58/US\$191).

Household facilities and equipment, 1995

Catalogue number 64-202

(Canada: \$30; United States: US\$36; other countries: US\$42).

Imports by commodity, August 1995, microfiche version

Catalogue number 65-0070XMB

(Canada: \$35/\$350; United States: US\$42/US\$420; other countries: US\$49/US\$490).

Imports by commodity, August 1995, paper version
Catalogue number 65-0070XPB

(Canada: \$75/\$750; United States: US\$90/US\$900; other countries: US\$105/US\$1,050).

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