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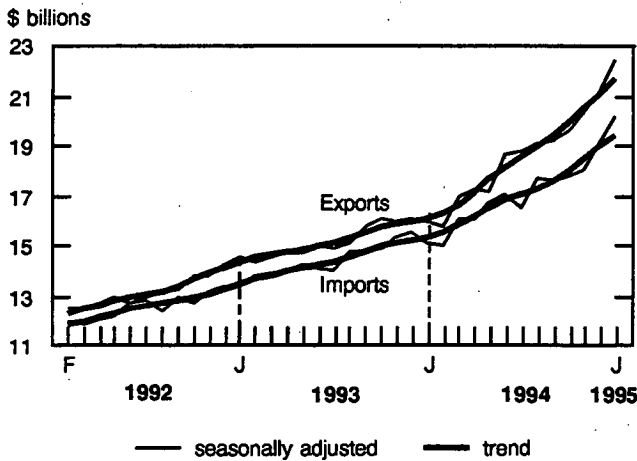
MAJOR RELEASES

Canadian international merchandise trade

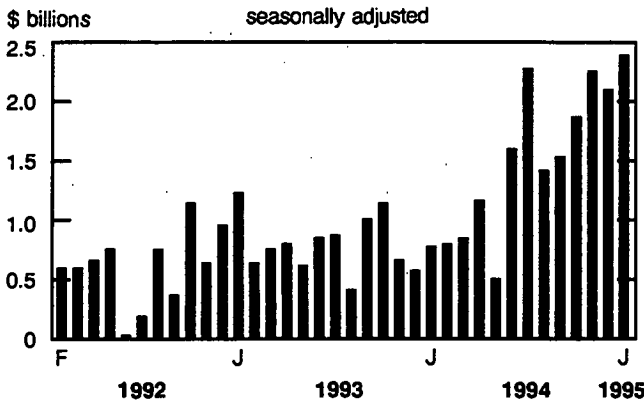
January 1995

Propelled by strong auto shipments to the United States and healthy worldwide demand for Canadian industrial goods, exports surged 6.2% in January to a record \$22.5 billion. Exports of most other commodities increased as well, reflecting in part the low Canadian dollar.

Total exports and imports



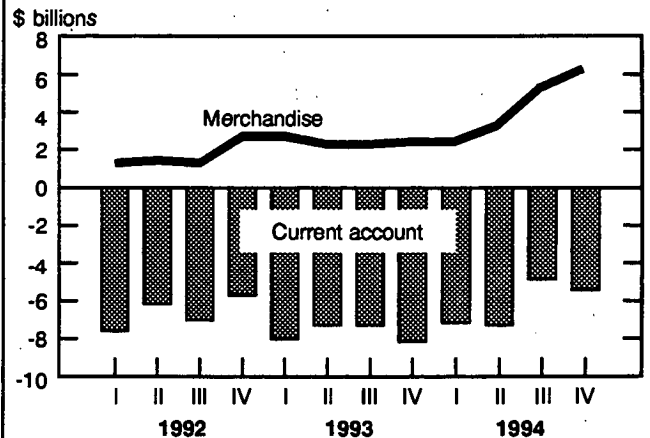
Trade balance



Note to users

Merchandise trade is only one component of the current account of Canada's balance of payments. The current account also includes trade in services. In the fourth quarter of 1994, an overall merchandise trade surplus of \$6.2 billion contrasted with a current account deficit of \$5.4 billion.

Balances (total), merchandise and current account



A 5.2% increase in exports to the United States was rivaled by growth in shipments to the rest of the OECD countries. Higher demand for machinery and industrial goods helped advance exports to the European Union by 20%, while overall shipments to Japan advanced 11.7%.

Reflecting Canada's buoyant manufacturing sector, imports grew more than 5% in January to \$20.1 billion. Most commodities advanced, especially autos, industrial goods and energy products.

Although imports from the United States grew the most in absolute terms (+\$646 million), high rates of growth were seen in imports from the European Union (+30%) and Japan (+12.7%).

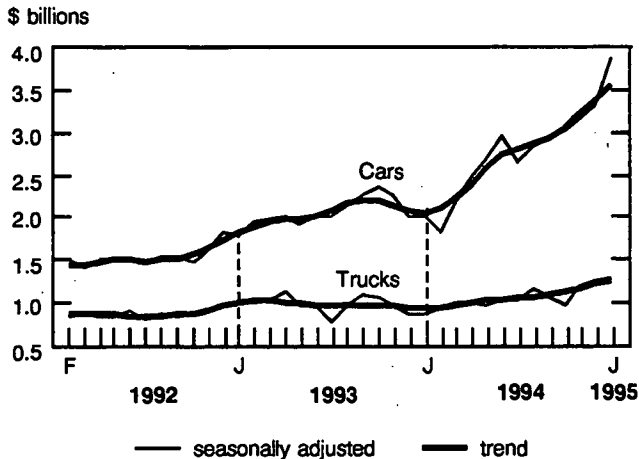
Because exports grew more than imports in January, the merchandise trade surplus was up \$285 million, reaching \$2.4 billion.

Rapidly climbing exports to the United States helped push the surplus with the Americans to a record \$3.1 billion in January. Canada's surplus with the Japanese grew to \$142 million, while balances with all other trading partners remained negative.

Exports started 1995 on a strong note

Automotive products made up more than a third of January's increase in exports. Most were shipments of cars destined for the United States, where dealer inventories of some vehicles grew sharply from December. An 18% increase in car exports was dampened by more marginal changes in exports of trucks (+3.6%) and parts (-1.7%).

Exports of automotive products

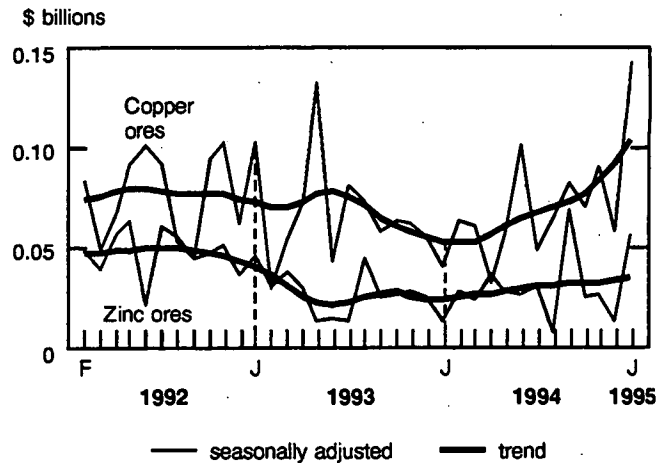


Exports of industrial goods advanced strongly in January (+13%), reflecting overseas demand and further advances in U.S. capacity utilization. Destined primarily for smelters in Europe and Japan, exports of metal ores such as copper and zinc surged 63%. Major growth occurred in shipments of synthetic rubber and plastics (+24%), aluminum (+11%) and fertilizers (+20%) bound for the United States.

Agricultural exports grew to a record level, buoyed once again by strong canola shipments to destinations other than the United States (up over 300%). Although quite variable on a monthly basis, canola exports have followed an upward trend since late 1993.

January's exports of natural resources were strong overall, although there were some low spots. Double-digit growth in wood pulp and non-newsprint paper boosted forestry product exports 6.1%. Meanwhile, reduced demand for lumber exports reflected a lull in U.S. building activity. A small upsurge in energy product exports came with gains in natural gas (+9.1) and crude petroleum (+5.7%) exports. But this was dampened by lower exports of coal and electricity.

Exports of industrial goods and materials



Machinery and equipment exports have followed an upward trend for the past three-and-a-half years. Most of January's gain was in aircraft purchased by overseas customers.

Imports rose on the strength of three sectors

Imports grew in January, mostly because of the auto sector. As with exports, the growth in imports was greatest for cars (+63%), followed by trucks (+18.5%) and parts (+1.5%). Dealers imported more autos in January, perhaps anticipating further sales increases after a strong December. Moreover, this magnitude of growth appears to have happened a month early this year. In past years the import growth occurred in February.

As for natural resource imports, there was strength only in crude petroleum. Growing demand for crude at Quebec and Maritime refineries was met by overseas suppliers. Elsewhere in the energy and forestry sectors, imports changed less significantly.

Imports of industrial goods were up 5.5% in January, feeding the burgeoning manufacturing sector. Growth came mostly from chemicals, plastics, metals and metal ores. This was further underscored by increased imports of miscellaneous consumer goods, such as non-metallic minerals and textiles.

Elsewhere gains were more spotty. Imports of machinery and equipment and of consumer goods were each up about 1%.

Agricultural products were pulled down more than 10% by falling coffee imports. Coffee volumes were off despite higher prices.

Available on CANSIM: matrices 3611-3616, 3618-3629, 3651, 3685-3713, 3718-3720 and 3887-3913.

This release contains a summary of the merchandise trade data that will be available next week in *Canadian international merchandise trade* (65-001, \$19/\$182). It will include detailed tables by commodity and country on a customs basis.

For more timely receipt of the merchandise trade data, a fax service is available on the morning of release.

Current account data, which incorporate merchandise trade statistics, services transactions, investment income and transfers, are available on a quarterly basis in *Canada's balance of international payments* (67-001, \$30/\$120). See "How to order publications".

For further information on this release, contact Suzie Carpentier (613-951-9647), Marketing and Client Services Section, International Trade Division (1-800-294-5583). □

Merchandise trade of Canada

	Nov. 1994	Dec. 1994	Jan. 1995	Nov. 1994 to Dec. 1994	Dec. 1994 to Jan. 1995	January to January			Jan. 1994 to Jan. 1995
						1994	1995	1994 to 1995	1995
seasonally adjusted, \$ current									
	\$ millions			% change		\$ millions		% change	
Principal trading areas									
Exports									
United States	16,662	17,449	18,353	4.7	5.2	11,319	12,921	14.2	42.0
Japan	712	828	925	16.3	11.7	668	702	5.1	31.8
European Union	1,145	1,125	1,354	-1.7	20.4	907	873	-3.7	55.1
Other OECD countries	389	445	316	14.4	-29.0	388	298	-23.2	6.0
Other countries	1,365	1,338	1,556	-2.0	16.3	1,250	1,071	-14.3	45.3
Total	20,273	21,185	22,504	4.5	6.2	14,533	15,865	9.2	41.8
Imports									
United States	13,688	14,643	15,289	7.0	4.4	9,709	11,128	14.6	37.4
Japan	691	695	783	0.6	12.7	689	628	-8.9	24.7
European Union	1,374	1,385	1,804	0.8	30.3	1,021	1,376	34.8	31.1
Other OECD countries	727	821	580	12.9	-29.4	364	411	12.9	41.1
Other countries	1,537	1,543	1,666	0.4	8.0	1,517	1,543	1.7	8.0
Total	18,016	19,087	20,121	5.9	5.4	13,300	15,086	13.4	33.4
Balance									
United States	2,974	2,806	3,064	1,610	1,793
Japan	21	133	142	-21	74
European Union	-229	-260	-450	-114	-503
Other OECD countries	-338	-376	-264	24	-113
Other countries	-172	-205	-110	-267	-472
Total	2,257	2,098	2,383	1,233	779
Principal commodity groupings¹									
Exports									
Agricultural and fishing products	1,651	1,491	1,854	-9.7	24.3	1,259	1,388	10.2	33.6
Energy products	1,885	1,960	2,018	4.0	3.0	1,587	1,594	0.5	26.6
Forestry products	2,833	2,933	3,112	3.5	6.1	2,122	2,272	7.1	37.0
Industrial goods and materials	3,670	3,711	4,188	1.1	12.9	2,727	2,849	4.5	47.0
Machinery and equipment	4,076	4,146	4,222	1.7	1.8	2,690	3,093	15.0	36.5
Automotive products	5,509	5,754	6,365	4.4	10.6	3,769	4,036	7.1	57.7
Other consumer goods	540	520	535	-3.7	2.9	350	434	24.1	23.3
Special transactions trade	853	1,003	883	17.6	-12.0	558	655	17.4	34.8
Imports									
Agricultural and fishing products	1,149	1,242	1,112	8.1	-10.5	888	918	3.4	21.1
Energy products	534	512	721	-4.1	40.8	531	524	-1.4	37.6
Forestry products	162	175	177	8.0	1.1	126	133	5.8	33.1
Industrial goods and materials	3,483	3,741	3,945	7.4	5.5	2,437	2,801	15.0	40.8
Machinery and equipment	5,898	6,306	6,354	6.9	0.8	3,983	4,743	19.1	34.0
Automotive products	4,320	4,464	5,255	3.3	17.7	3,104	3,659	17.9	43.6
Other consumer goods	2,056	2,107	2,138	2.5	1.5	1,686	1,794	6.4	19.2
Special transactions trade	403	459	486	13.9	5.9	326	392	20.2	24.0

... Figures not appropriate or not applicable.

¹ Figures not adjusted to balance of payments basis.

Sound recording

1993-94

Sales of recordings with Canadian content have almost tripled in the last five years to a reach a new high of \$92.7 million in 1993-94, up 30% over the previous year alone.

Overall, the recording industry posted its best year ever with sales of \$738 million, up 16.5% from 1992-93. Profits rose 3% to \$140 million.

Double-digit sales increases for recordings with Canadian content

Sales of recordings with Canadian content have reported double-digit increases over the past five years, except for a year during the recession when annual growth amounted to only 8%. They now represent nearly 13% of total sales, compared with a market share of only 8% five years ago.

Sales of recordings with Canadian content

	Sales with Canadian content	Total sales	Canadian content share of sales
	\$ millions	\$ millions	%
1989-90	36.7	454.3	8.0
1990-91	53.6	508.7	10.5
1991-92	57.9	579.7	10.0
1992-93	71.5	633.5	11.3
1993-94	92.7	738.0	12.6

Releases and sales with Canadian content are increasing at a much faster rate than others. In 1993-94, companies released 719 new recordings with Canadian content, up 7.5% from the previous year. By comparison, the number of other new releases rose a marginal 0.8% to 5,648.

Similarly, while sales with Canadian content rose 30% to \$92.7 million, sales without Canadian content rose 15% to \$645.3 million.

Foreign-controlled companies account for less than a third of new releases with Canadian content. However, for two straight years, they have been responsible for more than half the sales of those releases (55.5% in 1993-94).

Profit levels of Canadian-owned recording companies have increased dramatically over the past five years. In 1993-94, 196 Canadian companies reported profits of \$16.5 million (for an 8.6% profit margin), seven times the level five years ago and 32% above 1992-93 alone.

Note to users

The sound recording survey is a census of all record production and distribution companies in Canada. It is based on an annual survey of just over 200 record label companies who provided data based on their financial years ending between April 1, 1993 and March 31, 1994.

A musical selection is deemed to be a Canadian content selection if it fulfils any two of the following conditions established by the Canadian Radio-Television and Telecommunications Commission (CRTC): the music was composed by a Canadian; the instrumentation or lyrics were principally performed by a Canadian; the live performance was wholly recorded in Canada; the lyrics were written by a Canadian.

In cases where co-writing of music and/or lyrics with non-Canadian partners takes place, if a Canadian receives 50% of the credit for both music and lyrics, a musical selection will be given one of the two points necessary to qualify as Canadian.

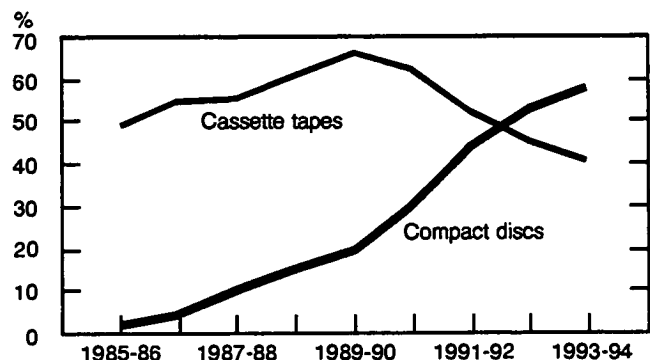
In contrast, 14 foreign-controlled companies reported profits of \$123.6 million in 1993-94 (16.3% profit margin), down slightly from 1992-93.

CDs are the format of choice

More than a decade after their introduction, compact discs have taken a firm grip on the Canadian recording market. In 1993-94, consumers bought 56.1 million CDs, more than four times the level of five years ago and a 23.8% increase from 1992-93. Compact discs represented 69% of dollar sales in 1993-94.

On the other hand, cassette tapes are still maintaining their sales while losing their share in an expanding market. In 1993-94, consumers purchased 39 million tapes, slightly more than in the previous year. But it was still a drop of 7.8% from five years ago.

Share of volume sales by format



Sales of CDs are expected to keep growing as more and more households buy compact disc players. According to the household facilities and equipment survey, 40.8% of households had a CD player in 1994, compared with 33% the previous year, while 76.5% of households had at least one cassette player.

Recently, recording companies introduced two additional formats—the minidisc and the digital compact cassette. However, sales of both are

negligible in the face of the still growing market for CDs and CD players.

Sound recording (87-202) has been discontinued. Selected details from the sound recording survey are available in table format (\$50). A summary of the data will also appear in a new publication, *Culture in Canada: A statistical perspective*, which will be released this fall.

For further information on this release and to order tables, contact Pina La Novara (613-951-1573, fax: 613-951-9040), Culture Statistics Program, Education, Culture and Tourism Division. ■

OTHER RELEASES

Export and import price indexes

January 1995

Current- and fixed-weighted export and import price indexes (1986 = 100) on a balance of payments basis are now available. Price indexes are listed from January 1986 to January 1995 for the five commodity sections and 62(exports)/61(imports) major commodity groups.

Current- and fixed-weighted U.S. price indexes (1986 = 100) are also available on a customs basis. Price indexes are listed from January 1986 to January 1995. Included with the U.S. commodity indexes are the 10 all-countries and U.S.-only standard international trade classification (SITC) section indexes.

Indexes for the five commodity sections and 62/61 major commodity groups are also now available on a customs basis.

Available on CANSIM: matrices 3611-3616, 3618-3629, 3651 and 3685.

The January 1995 issue of *Canadian international merchandise trade* (65-001, \$19/\$182) will be available shortly. See "How to order publications".

For further information on this release, contact Denis Pilon (613-951-4808), Price Index Unit, International Trade Division. ■

Production and disposition of tobacco products

February 1995

Canadian manufacturers made 4.34 billion cigarettes in February, a 14.8% increase from 3.78 billion in February 1994.

Manufacturers' shipments totalled 4.31 billion cigarettes in February, up 23.7% from a year earlier. Compared with February 1994, domestic shipments increased 18.6% and exports increased 59.0%.

Because shipments were below production, inventories rose slightly to 5.46 billion cigarettes and remained well above last year's level.

Data on domestic sales are the aggregate of shipments reported by Canadian manufacturers, not data on retail sales or consumption. Data on cigarette consumption are available from the quarterly survey on smoking in Canada. For further information on the survey, contact Lecily Hunter (613-951-0597).

Available on CANSIM: matrix 46.

The February 1995 issue of *Production and disposition of tobacco products* (32-022, \$6/\$60) will be available shortly. See "How to order publications".

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

Railway carloadings

Seven-day period ending February 7, 1995

The number of railway cars loaded in Canada during the seven-day period increased 22.1% from a year earlier; loadings of revenue freight increased 29.0% to 5.2 million tonnes.

Piggyback traffic tonnage, which is included in total carload traffic, increased 48.7% during the same period. As of February 7, 1995, tonnage of revenue freight increased 23.5% from the previous year.

For further information on this release, contact Angus MacLean (613-951-2528, fax: 613-951-0579), Surface Transport Unit, Transportation Division.

Mineral wool including fibrous glass insulation

February 1995

Manufacturers shipped 2 148 736 square metres of R12 factor (RSI 2.1) mineral wool batts in February, up 6.8% from 2 011 767 square metres shipped a year earlier and up 10.3% from 1 948 705 square metres shipped a month earlier.

Year-to-date shipments to the end of February 1995 totalled 4 097 441 square metres, a 2.2% decrease from the same period in 1994.

Available on CANSIM: matrices 40 and 122 (series 32 and 33).

The February 1995 issue of *Mineral wool including fibrous glass insulation* (44-004, \$6/\$60) will be available shortly. See "How to order publications".

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

Corrugated boxes and wrappers

February 1995

Domestic shipments of corrugated boxes and wrappers totalled 180 831 thousand square metres in February, a 6.5% increase from 169 739 thousand square metres a year earlier.

For January and February 1995, domestic shipments totalled a revised 381 271 thousand square metres, an 11.0% increase from 343 564 thousand square metres during the same period in 1994.

The February 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 Sandra Bohatyretz (613-951-3516), Industry Division. ■

Telephone statistics

January 1995

The 13 major telephone systems reported monthly revenues of \$1,149.4 million in January, up 0.3% from January 1994.

Operating expenses totalled \$890.3 million, up 6.8% from January 1994. Net operating revenue totalled \$259.1 million, a 16.7% decrease from January 1994.

Available on CANSIM: matrix 355.

The January 1995 issue of *Telephone statistics* (56-002, \$9/\$90) will be released shortly. See "How to order publications".

For further information on this release, contact J.R. Slattery (613-951-2205), Services, Science and Technology Division. ■

Vending machine operators

1993

Vending machine operators reported sales of \$387.2 million in 1993, a 1.9% increase from \$379.9 million (revised) in 1992.

Ontario and Quebec continued to dominate the vending machine market in 1993. Ontario, with sales of \$149.4 million, cornered 38.6% of the market. Quebec reported \$101.9 million in sales, 26.3% of total vending machine revenue. The Prairie provinces accounted for 17.8% of vending machine sales in 1993, British Columbia (including the Yukon and Northwest Territories) accounted for 10.2%, and the Atlantic provinces accounted for 7.1%.

Vending machine sales of coffee and soft drinks, the two largest commodities, increased in 1993. Coffee sales rose 4.0% from 1992 to \$127.8 million (33.0% of total vending machine revenue). Sales of canned soft drinks increased 11.0% to \$91.5 million (23.6% of total revenue).

The 1993 issue of *Vending machine operators* (63-213, \$24) will be available soon. See "How to order publications".

For further information on this release, contact Tom Newton, Retail Trade Section (613-951-3552), Industry Division. ■

Statistics Canada's official release bulletin

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

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PUBLICATIONS RELEASED

Monthly production of soft drinks, February 1995
Catalogue number 32-001
(Canada: \$3/\$30; United States: US\$4/US\$36; other countries: US\$5/US\$42)

Canned and frozen fruits and vegetables, January 1995
Catalogue number 32-011
(Canada: \$6/\$60; United States: US\$8/US\$72; other countries: US\$9/US\$84)

Refined petroleum products, December 1994
Catalogue number 45-004
(Canada: \$20/\$200; United States: US\$24/US\$240; other countries: US\$28/US\$280)

Science statistics service bulletin: Scientific and technological activities of provincial governments, 1985-86 to 1993-94. Vol. 19, no. 3.
Catalogue number 88-001
(Canada: \$8/\$76; United States: US\$10/US\$92; other countries: US\$12/US\$107)

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