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MAJOR RELEASES

OTHER RELEASES

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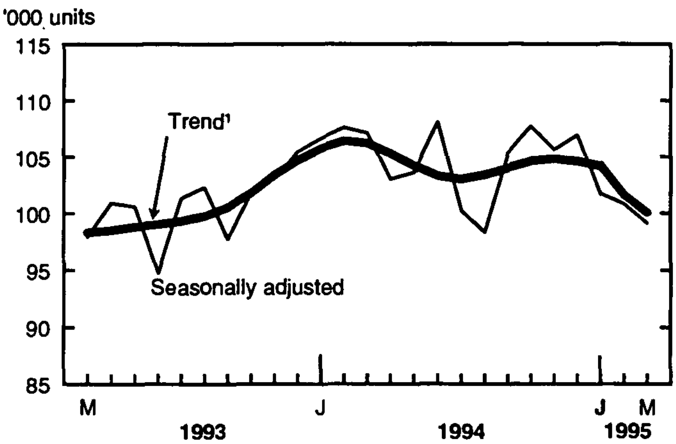
New motor vehicle sales
March 1995

New motor vehicle sales dropped for a third straight month. Sales of new motor vehicles fell 1.7% (seasonally adjusted) to 99,088, the lowest level since August 1994.

The decline occurred in both car and truck sales. Truck sales were relatively stable for the first two months of the quarter, but fell 2.2% in March. Passenger car sales fell 1.3% in March after declining 1.4% in February and 8.6% in January. So far this year, seasonally adjusted new motor vehicle sales have dropped 7.3% below the December 1994 level.

New motor vehicle sales are still falling



[1] *The short-term trend represents a moving average of the data.*

New motor vehicle sales rose in 1994 after five years of declines. Industry analysts have been expecting sales to continue rising through 1995. During the first quarter of 1995, seasonally adjusted passenger car sales were 12.3% lower than in the first of quarter 1994. Truck sales are still above last year's level (+3.5%), but the gap is narrowing.

The average car on the road is eight years old and needs to be replaced, according to auto analysts. But preliminary estimates of April sales, released by the auto industry, show no signs of improvement. The recent sales decline may be a result of low consumer confidence. For the first quarter of 1995, the Conference Board of Canada's quarterly index of consumer attitudes fell to its lowest level in 18 months.

Passenger car market differs by region

Consumers paid an average of $20,584 for a new car (before taxes) in the first quarter of 1995. Average price reflects both price changes and consumers' choice of models and options; it varied by region according to consumers' tastes or budgets.

Purchasers east of Ontario bought less expensive cars than did consumers in other parts of Canada. However, car buyers in most of the Atlantic provinces spent more per car on models made in North America than on overseas imports. The reverse was true in the rest of Canada.

Average price of passenger cars sold, by origin and province
First quarter 1995

	North America	Overseas	Total
		$	
Newfoundland	17,881	15,655	17,570
Prince Edward Island	18,378	15,493	17,865
Nova Scotia	18,269	18,336	18,282
New Brunswick	18,800	16,030	18,465
Quebec	18,790	19,386	18,942
Ontario	20,581	25,697	21,445
Manitoba	20,441	21,236	20,534
Saskatchewan	20,411	21,376	20,513
Alberta	20,695	23,538	21,072
British Columbia[1]	20,959	28,199	22,580
Canada	**20,002**	**23,006**	**20,584**

[1] *Includes Yukon and Northwest Territories.*

The regional differences may reflect differences in what the average consumer can afford. Atlantic Canadians, who purchased less expensive cars, had an average disposable income of less than $15,000 in 1993. This was less than the average Canadian, who had about $17,000 in after-tax income. Residents of Ontario and British Columbia had the highest average disposable income in 1993 (over $18,000), and they spent the most money per car on cars built overseas.

Most of the cars sold in the first quarter of 1995 were made in North America (81%). Consumers in Quebec and British Columbia purchased a higher portion of imported passenger cars than did consumers in other provinces. In the first quarter of 1995, 75% of the cars sold in Quebec and 78% of the cars sold in British Columbia were built in North America. Judging by differences in the average prices of imports, British Columbians were spending more on imported luxury cars, whereas Quebeckers were buying more imported economy models.

Similarly, cars built by the Big Three auto makers (Chrysler, Ford and General Motors) were less popular in British Columbia and Quebec than in the rest of Canada. Big Three cars accounted for 58% of sales in British Columbia and 60% in Quebec. Saskatchewan and New Brunswick consumers purchased the highest proportion of passenger cars from the Big Three (83% and 82% respectively). In the first quarter of 1995, 67% of the cars sold in Canada were made by the Big Three.

Market share of passenger cars sold
First quarter 1995

	Big Three	Other
	%[1]	
Saskatchewan	83	17
New Brunswick	82	19
Manitoba	79	21
Alberta	79	21
Newfoundland	77	23
Ontario	70	30
Nova Scotia	70	31
Prince Edward Island	69	31
Canada	67	33
Quebec	60	40
British Columbia[2]	58	42

[1] *Percentages may not add to 100 due to rounding.*
[2] *Includes Yukon and Northwest Territories.*

Available on CANSIM: matrix 64.

The March 1995 issue of *New motor vehicle sales* (63-007, $16/$160) will be available in June. See "How to order publications".

For further information on this release, contact Janet Sear (613-951-9824), Retail Trade Section, Industry Division. □

New motor vehicle sales

	March 1994	February 1995[r]	March 1995[p]	March 1994 to March 1995	February 1995 to March 1995
	seasonally adjusted				
				% change	
New motor vehicles	**107,063**	**100,816**	**99,088**	**-7.4**	**-1.7**
Passenger cars	64,699	57,130	56,363	-12.9	-1.3
North American[1]	49,230	45,986	45,448	-7.7	-1.2
Imports	15,468	11,144	10,915	-29.4	-2.1
Trucks, vans and buses	42,364	43,686	42,725	0.9	-2.2

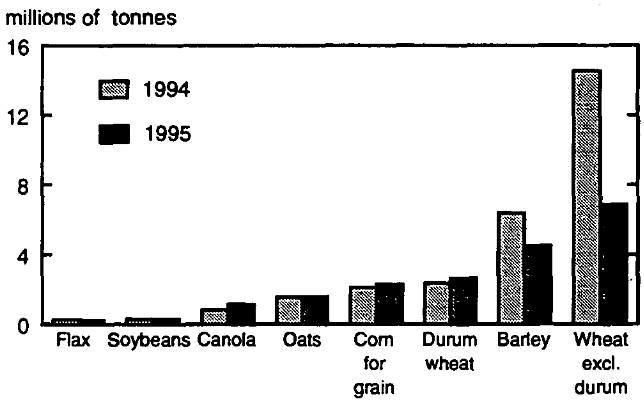
	March 1994	March 1995[p]	March 1994 to March 1995	Market share March 1994	Market share March 1995
	unadjusted				
			% change	%	
New motor vehicles	**123,663**	**109,852**	**-11.2**		
Passenger cars	74,832	62,408	-16.6	100.0	100.0
North American[1]	56,172	49,735	-11.5	75.1	79.7
Big Three	47,587	38,585	-18.9	63.6	61.8
Other	8,585	11,150	29.9	11.5	17.9
Imports	18,660	12,673	-32.1	24.9	20.3
Big Three	3,012	1,246	-58.6	4.0	2.0
Other	15,648	11,427	-27.0	20.9	18.3
Trucks, vans and buses	48,831	47,444	-2.8	100.0	100.0
North American[1]	45,324	44,272	-2.3	92.8	93.3
Big Three	41,650	41,230	-1.0	85.3	86.9
Other	3,674	3,042	-17.2	7.5	6.4
Imports	3,507	3,172	-9.6	7.2	6.7

1 *Manufactured or assembled in Canada, the United States or Mexico.*
p *Preliminary figures.*
r *Revised figures.*

Stocks of grain
March 31, 1995

On March 31, 1995, farm stocks of wheat declined 44% from the previous year to 9.5 million tonnes—the lowest level since 1989. This decrease resulted from a 14% drop in wheat production combined with a 25% increase in farmers' marketings during the August-to-March period.

Stocks of grains on farms
March 31, 1994 and 1995



Soybean stocks reached a record high

Farm stocks of soybeans at March 31 totalled 315 thousand tonnes—a record high. Record production of 2.3 million tonnes has been partly counterbalanced by a 25% increase in marketings during the August-to-March period.

Canola stocks have increased along with production

Farm stocks of canola at 1.2 million tonnes were 40% higher than in March 1994. However, marketings of canola to grain handlers and exporters for the August-to-March period increased 30% over last year, following 1994's record production.

Export demand has lowered farm stocks of flaxseed

Flaxseed stocks of 245 thousand tonnes on Prairie farms were at their lowest level since 1990. The 1994 production of 960 thousand tonnes was 53% above 1993 and was the highest in eight years. Marketings off the farm during the August-to-March period increased 51%. Strong export demand has increased flaxseed sales, reducing stocks. Planting intentions for 1995 indicate that farmers are responding to these opportunities by again increasing flaxseed acreage.

Field crop reporting series no. 3: Stocks of Canadian grain at March 31, 1995 (22-002, $15/$85) is now available. See "How to order publications".

For further information on this release, contact David Burroughs (613-951-5138), Crops Section, Agriculture Division.

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OTHER RELEASES

Machinery and equipment price indexes
First quarter 1995

The machinery and equipment price index (1986=100) was at a preliminary level of 118.8 in the first quarter of 1995, up 2.9% from the fourth quarter of 1994. The domestic component increased 2.1%, while the import component rose 3.4%.

Among the industry divisions, the largest contributors to the overall quarterly price increase (according to their relative importance) were manufacturing (+3.5%), transportation, communication, storage and utilities (+2.5%), and agriculture (+2.1%).

Comparing the first quarters of 1994 and 1995, the manufacturing (+6.2%), transportation, communication, storage and utilities (+4.7%), and agriculture (+8.8%) industry divisions were again the largest contributors to the annual price increase.

Machinery and equipment price indexes
(1986=100)

	First quarter 1995[p]	Fourth quarter 1994 to First quarter 1995	First quarter 1994 to First quarter 1995
		% change	
Machinery and equipment price index	**118.8**	**2.9**	**6.0**
Industry			
Agriculture	138.6	2.1	8.8
Forestry	128.3	2.4	5.7
Fishing	120.0	2.2	6.6
Mines, quarries and oil wells	118.6	3.3	6.1
Manufacturing	122.5	3.5	6.2
Construction	122.1	3.9	6.7
Transportation, communication, storage and utilities	113.6	2.5	4.7
Trade	110.9	2.6	5.6
Finance, insurance and real estate	104.4	1.3	3.1
Community, business and personal services	104.5	2.3	5.7
Public administration	117.9	2.8	5.6

[p] *Preliminary figures.*

Available on CANSIM: matrices 2023-2025.

The first quarter 1995 issue of *Construction price statistics* (62-007, $19/$76) will be available in June. See "How to order publications".

For further information on this release, contact Paul-Roméo Danis (613-951-3350, fax: 613-951-2848), Client Services Unit, Prices Division.

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Fabricated structural steel price indexes
First quarter 1995

The fabricated structural steel price indexes for the first quarter of 1995 increased 0.3% at the Canada level from the fourth quarter of 1994 and increased 3.2% from the first quarter of 1995.

The price indexes covering the first quarter of 1995 for fabricated structural steel-in-place are now available. This release will be the last update of this index series.

Available on CANSIM: matrix 2044.

The first quarter 1995 issue of *Construction price statistics* (62-007, $19/$76) will be available in June. See "How to order publications".

For further information on this release, contact Paul-Roméo Danis (613-951-3350, fax: 613-951-2848), Client Services Unit, Prices Division.

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Steel primary forms
March 1995

Steel primary forms production for March totalled 1 304 387 tonnes, an 8.5% increase from 1 202 437 tonnes the previous year.

Year-to-date production to the end of March 1995 reached 3 695 220 tonnes, up 11.2% from 3 322 126 tonnes a year earlier.

Available on CANSIM: matrix 58 (level 2, series 3).

The March 1995 issue of *Primary iron and steel* (41-001, $6/$60) will be available shortly. See "How to order publications".

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

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Dairy review
March 1995

Creamery butter production totalled 9.8 thousand tonnes in March 1995, an 11.8% increase from a year earlier. Cheddar cheese production amounted to 8.9 thousand tonnes, a 2.1% decrease from March 1994.

An estimated 549.1 thousand kilolitres of milk were sold off farms for all purposes in February, a 3.7% increase from February 1994. This brought the total estimate of milk sold off farms during the first two months of 1995 to 1.2 million kilolitres, a 4.0% increase from the same period in 1994.

Available on CANSIM: matrices 3428, 5632-5638, 5650-5661, 5664-5667 and 5673.

The March 1995 issue of *The dairy review* (23-001, $14/$138) will be released May 25. See "How to order publications".

For further information on this release, contact Debbie Dupuis (613-951-2553), Agriculture Division.

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Egg production and poultry and egg consumption
1994

Egg production has continued to increase since 1990, reaching 478 million dozen in 1994. Egg production rose 2.6% during the last four years and reached its highest level since 1988. Egg producers received $553.9 million from egg sales during 1994, a 6.5% increase from a year earlier.

Per capita egg consumption increased to 14.5 dozen in 1994, up 0.2% from the previous year. Per capita consumption of chicken increased from 23.1 kilograms in 1993 to 25.1 kilograms in 1994, a 13% increase over the average of the previous five years. Turkey per capita consumption remained unchanged at 4.4 kilograms, compared to the average of the previous five years. Consumption of stewing hens decreased from 1.6 kilograms per capita in 1993 to 1.4 kilograms in 1994.

Data for 1993 and 1994 on egg production and apparent per capita consumption of poultry and eggs are now available.

Available on CANSIM: matrices 1136-1137, 1139-1141 and 1144.

For further information on this release, contact Conrad Ogrodnik (613-951-2860), Livestock and Animal Products Section, Agriculture Division.

■

Soft drinks
April 1995

Data for April 1995 on the production of soft drinks are now available.

Available on CANSIM: matrix 196.

The April 1995 issue of *Monthly production of soft drinks* (32-001, $3/$30) will be available 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

Field crop reporting series no. 3: Stocks of Canadian grain at March 31, 1995, vol. 74, no. 3
Catalogue number 22-002
(Canada: $15/$85; United States: US$18/US$102; other countries: US$21/US$119).

Industrial chemicals and synthetic resins, March 1995
Catalogue number 46-002
(Canada: $6/$60; United States: US$8/US$72; other countries: US$9/US$84).

Industry price indexes, March 1995
Catalogue number 62-011
(Canada: $21/$210; United States: US$26/US$252; other countries: US$30/US$294).

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.
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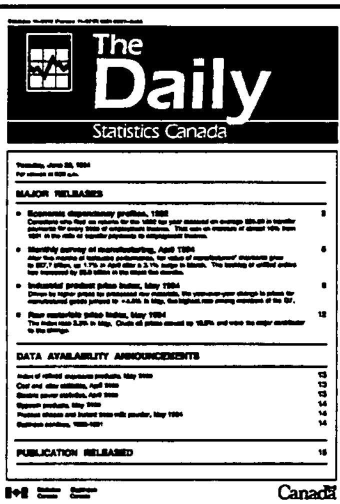
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RELEASE DATES

Week of May 15-19

(Release dates are subject to change.)

Release date	Title	Reference period
15	**Provincial gross domestic product**	1994
15	**Department store sales**	March 1995
16	**Composite index**	April 1995
17	**Monthly survey of manufacturing**	March 1995
17	**Travel between Canada and other countries**	March 1995
18	**Canadian international trade**	March 1995
18	**Canadian economic observer**	May 1995
19	**Retail trade**	March 1995

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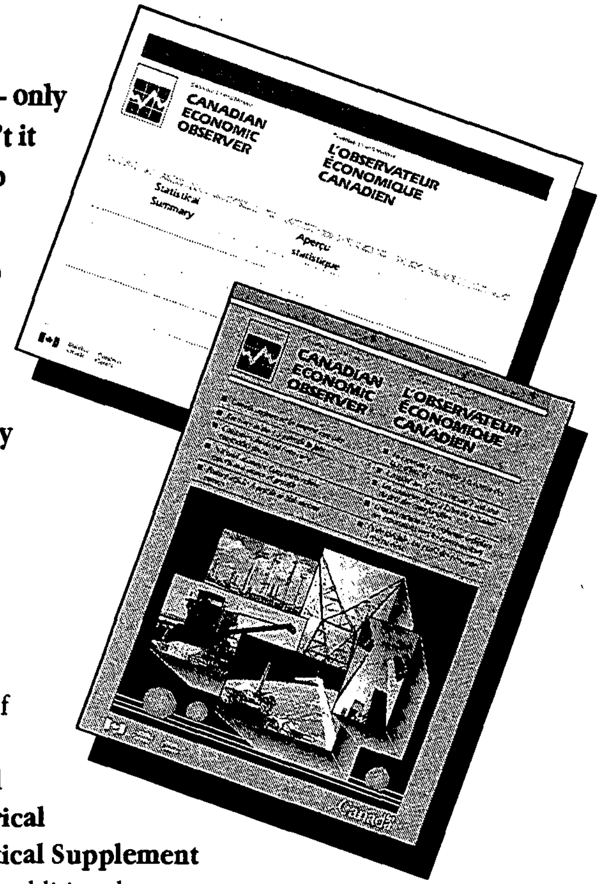

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