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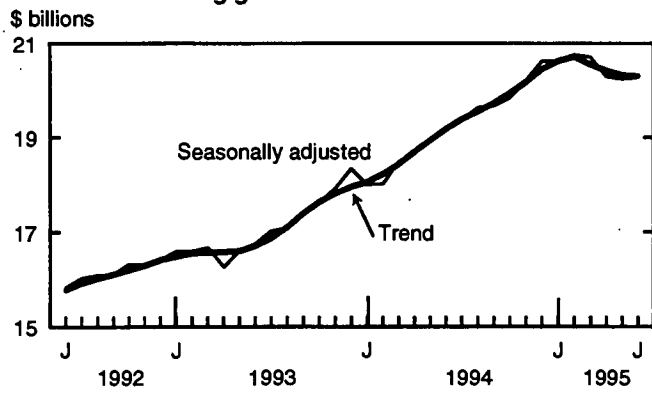
Wholesale trade

June 1995 (preliminary)

Similar to their counterparts in manufacturing, wholesale merchants have experienced weakening sales and escalating inventories since the start of the year.

Mirroring what manufacturers have experienced since early 1995, wholesalers have also been hit by the economic slowdown. Despite some monthly fluctuations (including a small 0.1% increase in June), wholesale sales in June were 2.3% (\$481 million) below the peak attained in February 1995. This contrasted with the 24.8% increase (\$4.1 billion) in monthly sales between May 1993 and February 1995, when most sectors of the economy grew robustly.

Wholesale sales have weakened in 1995 following strong growth in 1993 and 1994



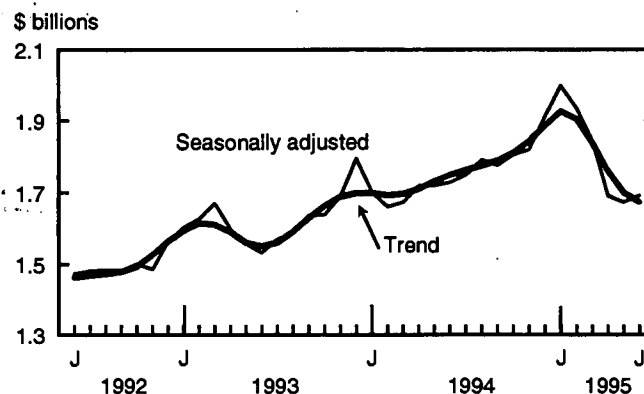
The recent slowdown has been further complicated by wholesalers' escalating inventory levels. Stocks were at a record high in June, and the inventories-to-sales ratio was at its highest level in two years.

Wholesale merchants' sales rose a slight 0.1% to \$20.3 billion in June. Wholesalers in 6 of the 11 trade groups (accounting for about 55% of all sales) recorded higher sales. The largest increase (+2.1% or \$75 million) was by wholesalers of other products (pulp, paper and other paper products, agricultural and industrial chemicals, etc.). Partly offsetting this increase were wholesalers of industrial machinery, equipment and supplies who recorded the strongest decrease (-1.7% or \$55 million). Overall, year-over-year sales were up 5.5%, about \$1 billion above last year's level.

Despite the small increase in June, sales have been weaker in several trade groups, notably

lumber and building materials. Since January 1995, wholesalers of lumber and building materials saw their sales drop 15.4% or \$307 million. This trade group's downturn has corresponded with poor housing starts in both Canada and the United States. Also, lumber prices in Canada have fallen 6.9% since the start of the year.

Lumber sales have fallen 15.4% since January



Sales of other products were strong, mainly due to price increases

By contrast, sales of other products have remained strong. In the first half of 1995, wholesalers of other products posted a gain of 18.3% compared with the same period in 1994. Year-over-year price increases of 40.6% for paper and paper products and 14.4% for chemical and chemical products have partly accounted for the continuing strong sales in this trade group.

Provincial and territorial differences

The recent weakness in sales has affected wholesalers differently across the provinces and territories. Despite monthly fluctuations, wholesalers in 8 of the 12 provinces and territories have recorded declining sales since the February peak. The most notable declines over this period in current dollars were from wholesalers in Quebec (-6.0% or \$287 million), Alberta (-4.1% or \$79 million) and Saskatchewan (-8.5% or \$64 million).

Wholesalers on the East Coast have seemed able to buck the slowdown hitting the rest of the country: Prince Edward Island (+\$13 million or +34.0%), New

Brunswick (+\$11 million or +4.0%) and Newfoundland (+\$3 million or +1.4%).

Inventories-to-sales ratio reached a two-year high

Wholesalers' inventories rose for the 16th consecutive month in June (+0.8% to \$30.8 billion). The most significant increase in current dollar terms was in motor vehicles, parts and accessories, as these wholesalers boosted inventories 5.2% or \$213 million.

Weak demand during the first six months of 1995 coupled with rising inventory levels has resulted in an increase in the inventories-to-sales ratio from 1.44 in January to 1.52 in June. The pace of growth in the ratio,

however, has slowed in recent months, as wholesalers attempt to control inventory levels in light of sluggish sales.

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

The June 1995 issue of *Wholesale trade* (63-008, \$16/\$160) will be available shortly. See "How to order publications".

For further information on this release, contact Gilles Berniquez (613-951-3540) or Gilles Simard (613-951-3541), Industry Division. □

Wholesale merchants' sales and inventories

	June 1994	March 1995 ^r	April 1995 ^r	May ^r 1995	June ^p 1995	May 1995 to June 1995	June 1994 to June 1995
seasonally adjusted							
	\$ millions					% change	
Sales, all trade groups	19,212	20,699	20,291	20,243	20,269	0.1	5.5
Food products	3,558	3,721	3,621	3,697	3,654	-1.2	2.7
Beverage, drug and tobacco products	1,082	1,161	1,177	1,157	1,136	-1.8	5.0
Apparel and dry goods	510	446	448	439	427	-2.8	-16.2
Household goods	619	639	624	655	654	-0.2	5.6
Motor vehicles, parts and accessories	2,158	2,357	2,238	2,212	2,222	0.5	3.0
Metals, hardware, plumbing and heating equipment and supplies	1,471	1,656	1,656	1,638	1,645	0.4	11.9
Lumber and building materials	1,728	1,842	1,691	1,673	1,692	1.1	-2.1
Farm machinery, equipment and supplies	423	510	457	487	495	1.6	17.2
Industrial and other machinery, equipment and supplies	2,935	3,116	3,082	3,157	3,102	-1.7	5.7
Computers and packaged software	1,527	1,767	1,780	1,608	1,648	2.5	8.0
Other products	3,203	3,484	3,517	3,517	3,592	2.1	12.1
Newfoundland	185	195	193	186	186	0.1	0.7
Prince Edward Island	46	43	43	49	52	7.2	12.9
Nova Scotia	406	449	441	443	420	-5.2	3.5
New Brunswick	277	311	287	288	294	2.0	6.3
Quebec	4,363	4,742	4,680	4,520	4,492	-0.6	2.9
Ontario	8,027	8,904	8,825	8,832	8,861	0.3	10.4
Manitoba	642	677	674	684	697	1.8	8.5
Saskatchewan	607	745	722	693	688	-0.8	13.2
Alberta	1,820	1,887	1,852	1,847	1,845	-0.1	1.3
British Columbia	2,816	2,722	2,551	2,674	2,709	1.3	-3.8
Yukon	9	9	9	12	13	5.3	37.0
Northwest Territories	13	13	14	14	12	-9.6	-3.5
Inventories, all trade groups	27,823	30,215	30,340	30,525	30,778	0.8	10.6
Food products	2,183	2,361	2,337	2,316	2,307	-0.4	5.7
Beverage, drug and tobacco products	1,337	1,418	1,407	1,405	1,413	0.5	5.6
Apparel and dry goods	1,044	1,032	1,026	1,021	1,036	1.5	-0.8
Household goods	1,270	1,499	1,506	1,497	1,509	0.8	18.8
Motor vehicles, parts and accessories	3,626	4,003	4,008	4,100	4,314	5.2	19.0
Metals, hardware, plumbing and heating equipment and supplies	2,533	2,875	2,856	2,838	2,868	1.0	13.2
Lumber and building materials	2,833	3,111	3,114	3,125	3,106	-0.6	9.6
Farm machinery, equipment and supplies	1,476	1,540	1,523	1,537	1,532	-0.3	3.8
Industrial and other machinery, equipment and supplies	5,771	6,389	6,518	6,632	6,656	0.4	15.3
Computers and packaged software	1,921	1,674	1,636	1,611	1,602	-0.6	-16.6
Other products	3,828	4,312	4,409	4,443	4,437	-0.2	15.9

^p Preliminary figures.

^r Revised figures.

Wholesale merchants' sales and inventories

	June 1994	May 1995 ^r	June 1995 ^p	June 1994 to June 1995
	unadjusted			
	\$ millions			% change
Sales, all trade groups	20,914	21,663	21,818	4.3
Food products	3,752	3,871	3,804	1.4
Beverage, drug and tobacco products	1,133	1,184	1,164	2.7
Apparel and dry goods	416	370	355	-14.5
Household goods	581	596	610	5.0
Motor vehicles, parts and accessories	2,327	2,427	2,312	-0.6
Metals, hardware, plumbing and heating equipment and supplies	1,599	1,744	1,765	10.4
Lumber and building materials	2,134	1,973	2,051	-3.9
Farm machinery, equipment and supplies	521	598	582	11.7
Industrial and other machinery, equipment and supplies	3,174	3,283	3,344	5.3
Computers and packaged software	1,653	1,492	1,782	7.8
Other products	3,624	4,127	4,047	11.7
Newfoundland	197	195	202	2.4
Prince Edward Island	57	57	64	13.7
Nova Scotia	473	503	486	2.8
New Brunswick	304	305	334	9.8
Quebec	4,690	4,868	4,783	2.0
Ontario	8,642	9,298	9,393	8.7
Manitoba	790	811	851	7.6
Saskatchewan	729	804	791	8.5
Alberta	1,997	2,010	1,992	-0.3
British Columbia	3,009	2,786	2,893	-3.9
Yukon	9	12	13	40.5
Northwest Territories	16	13	16	-2.1
Inventories, all trade groups	28,129	31,470	31,149	10.7
Food products	2,264	2,335	2,322	2.6
Beverage, drug and tobacco products	1,282	1,383	1,408	9.8
Apparel and dry goods	1,113	1,018	1,104	-0.8
Household goods	1,290	1,490	1,526	18.3
Motor vehicles, parts and accessories	3,648	4,289	4,375	19.9
Metals, hardware, plumbing and heating equipment and supplies	2,554	2,941	2,911	14.0
Lumber and building materials	2,947	3,404	3,220	9.3
Farm machinery, equipment and supplies	1,529	1,601	1,583	3.5
Industrial and other machinery, equipment and supplies	5,796	6,723	6,698	15.6
Computers and packaged software	1,957	1,682	1,630	-16.7
Other products	3,748	4,604	4,372	16.7

^p Preliminary figures.

^r Revised figures.

Television viewing habits

1994

Canadians, particularly those under 25, are watching less television than they were five years ago. Francophones still spend more time with the tube than anglophones.

Overall, Canadians watched an average 22.7 hours of television per week in 1994, a drop of about 30 minutes from 1990 and about 90 minutes over the past decade.

Viewers under 25 recorded the largest declines between 1990 and 1994. Children aged 2 to 11 averaged 17.7 hours of viewing in 1994, down about 90 minutes and a half from 1990.

Only in Nova Scotia and Quebec did viewers resist the trend. Nova Scotians watched an average 24.1 hours of television a week, up slightly from 23.9 in 1990, while the total for Quebec remained stable at 25.7 hours a week—the highest in Canada.

In Quebec, francophones watched more television than anglophones in all age and sex groups. Francophone women over 60 watched an average 44.8 hours a week in 1994—the highest of any group in the country—compared with 42.1 hours in 1990. Francophone men in the same age group watched an average 39.8 hours a week in 1994, two hours more than in 1990.

In contrast, Albertans spent the least time in front of the television in 1994, averaging only 20.5 hours a week.

Note to readers

The Television Project of the Culture Statistics Program is a joint venture involving the Marketing Analysis Division of the Canadian Radio-television and Telecommunications Commission (CRTC), the Broadcasting Policy Branch of Canadian Heritage, and the Culture Sub-division of Statistics Canada.

Statistics Canada's television viewing data bank was used to produce the tables in this publication. These data integrated files from several sources. Data on television viewing were purchased from BBM Bureau of Measurement, and included the demographic characteristics of the respondents to the survey and the schedules of most television stations with signals available in Canada.

Data were obtained from the CRTC about the characteristics of each program broadcast during the survey period. The primary characteristics coded in the data include: substance or content (such as news, public affairs, drama, religion, etc.), language, country of origin, and Canadian content. Statistics Canada sources provided data about the network affiliation and geographic location of each television station.

The survey data were collected from a sample of Canadians aged two and over. Although data for each respondent covered only one week, data from three separate weeks in November 1994 were combined to produce the final analysis.

Canadians watched more domestic news programs

Between 1990 and 1994, Canadian news and public affairs programming won a substantially larger audience among Canadians—especially francophones. In 1994, Canadians spent 19% of their viewing time watching domestic current affairs programs, compared with only 16% four years earlier.

The popularity of domestic news programs soared among francophones, who spent more than a quarter of their viewing time (27%) watching them, compared with just 19% in 1990.

Distribution of TV viewing time of francophones aged 2 and older, by origin and type of program Fall 1994

Type of program	All television stations		
	Canadian programs	Foreign programs	Total
	%		
News and public affairs	27.3	1.2	28.6
Documentary	1.3	0.4	1.6
Instruction			
Academic	1.9	0.1	2.0
Social and recreational	0.7	0.2	1.0
Religion	0.2	--	0.2
Sports	2.7	1.3	3.9
Variety and games	15.4	1.8	17.2
Music and dance	0.8	0.3	1.1
Comedy	3.4	8.4	11.8
Drama	9.9	17.4	27.3
Other	-	5.4	5.4
Total	63.6	36.4	100.0

- Nil or zero.

-- Amount too small to be expressed.

Note: Figures may not add to totals due to rounding.

Anglophones, on the other hand, spent about 15% of their time watching Canadian news and public affairs programs, marginally higher than four years earlier. Anglophones were also tuning in more foreign news programs.

Overall, francophones still watch far more domestic programming than anglophones. Anglophones spent about one-quarter of their viewing time on Canadian programs, while francophones spent more than 60%. Those ratios have remained fairly stable over the past four years.

Comedy and drama programs continued to draw the most viewers by far. The largest audience share, particularly among anglophone viewers, went to foreign shows. Canadian dramatic programming has always been more popular in the francophone market, but its share has dropped since 1990 by over 2 percentage points to 13%. Anglophone viewing of Canadian comedy and drama has increased from 3% in 1990 to 4% of total viewing in 1994.

Distribution of TV viewing time of anglophones aged 2 and over, by origin and type of program Fall 1994

Type of program	All television stations		
	Canadian programs	Foreign programs	Total
	%		
News and public affairs	15.5	7.6	23.1
Documentary	0.5	1.9	2.4
Instruction			
Academic	0.4	0.6	1.0
Social and recreational	0.5	0.9	1.5
Religion	0.2	0.1	0.3
Sports	3.8	3.4	7.2
Variety and games	1.0	6.9	7.9
Music and dance	0.3	1.1	1.4
Comedy	0.5	15.0	15.5
Drama	3.3	28.0	31.3
Other	-	8.4	8.4
Total	26.0	74.0	100.0

- Nil or zero.

Note: Figures may not add to totals due to rounding.

Sports audiences were considerably lower in 1994, likely due in part to the labour dispute that wiped out part of the National Hockey League season.

Television viewing (87-208) has been discontinued. Tables presenting viewing habits by province (similar to those that appeared in *Television viewing*) are available for \$50. Custom tabulations by language of station; language, education or occupation of viewer; specific program titles or characteristics; or for sub-provincial areas are available on a cost-recovery basis.

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

□

Average hours per week of television viewing
Fall 1994

	Canada	Nfld.	P.E.I.	N.S.	N.B.	Que.			Ont.	Man.	Sask.	Alta.	B.C.
						Eng- lish	French	Total					
Total population	22.7	24.1	22.3	24.1	23.7	22.8	26.3	25.7	21.8	22.1	21.9	20.5	20.6
Men													
18+	21.5	21.8	22.5	22.5	22.6	22.3	24.3	24.0	20.6	21.4	21.4	19.3	20.3
18-24	14.8	14.4	12.6	15.4	13.6	15.0	15.1	15.4	14.5	14.7	17.5	14.4	14.4
25-34	18.7	22.9	26.8	19.5	20.7	18.3	20.6	20.2	18.2	19.6	18.7	16.9	16.8
35-49	19.1	18.6	22.0	20.3	19.8	18.7	22.1	21.5	18.2	18.4	17.9	18.1	17.8
50-59	22.9	24.1	21.7	28.8	28.1	22.3	26.2	25.6	21.5	23.6	21.5	20.2	21.1
60+	32.4	32.4	26.3	30.8	32.8	34.4	39.8	38.2	30.7	30.9	30.1	28.5	30.7
Women													
18+	26.8	27.8	24.5	27.9	28.2	25.8	31.8	30.8	25.7	25.9	25.5	23.9	24.2
18-24	18.8	22.7	21.6	18.1	21.3	17.7	19.9	19.7	18.9	17.9	20.9	17.1	16.6
25-34	24.2	28.8	25.0	28.4	25.8	23.2	27.0	26.4	23.3	22.3	21.7	24.0	21.3
35-49	23.0	26.5	21.4	25.3	25.6	20.1	28.1	26.9	21.4	23.1	20.4	21.8	20.4
50-59	30.1	29.8	27.3	31.2	37.2	27.9	37.1	35.6	28.0	27.4	26.1	24.8	28.1
60+	36.4	31.1	28.0	33.7	33.7	35.7	44.8	42.4	35.6	34.9	35.0	31.3	33.2
Teens													
12-17	17.1	18.9	16.6	19.9	15.5	17.3	19.0	18.8	16.8	15.8	17.1	17.6	13.9
Children													
2-11	17.7	23.8	19.8	19.9	18.3	17.1	20.1	19.9	17.0	17.3	17.2	16.8	15.2

Note: For Quebec, the language classification is based on the language spoken at home. The total column includes those respondents who did not reply to this question or who indicated a language other than English or French.

OTHER RELEASES

Mineral wool including fibrous glass insulation

July 1995

Manufacturers shipped 1 587 373 square metres of R12 factor (RSI 2.1) mineral wool batts in July, up 2.4% from 1 550 258 square metres a year earlier, but down 4.3% from 1 658 615 square metres a month earlier.

Year-to-date shipments to the end of July 1995 totalled 14 422 413 square metres, a 16.5% decrease from the same period in 1994.

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

The July 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. ■

Construction type plywood

June 1995

Manufacturers of construction type plywood produced 162 084 cubic metres in June, an 8.1% increase from 149 986 cubic metres (revised) in June 1994.

For January to June 1995, production totalled 921 871 cubic metres, a 0.5% increase from 917 123 cubic metres (revised) during the same period in 1994.

Available on CANSIM: matrix 122 (level 1).

The June 1995 issue of the *Construction type plywood* (35-001, \$6/\$60) will be available shortly. See "How to order publications".

For further information on this release, contact Ted Brown (604-666-3694), Pacific Region. ■

Production, shipments and stocks of sawmills in British Columbia

June 1995

Sawmills in British Columbia produced 2 926 852 cubic metres of lumber and ties in June, a 4.2% decrease from 3 054 913 cubic metres in June 1994.

For January to June 1995, production totalled 17 052 582 cubic metres, a 4.3% decrease from 17 825 169 cubic metres produced during the same period in 1994.

Available on CANSIM: matrix 53 (level 1.2, series 2.2 and 3.2).

The June 1995 issue of *Production, shipments and stocks on hand of sawmills in British Columbia* (35-003, \$8/\$80) will be available shortly. See "How to order publications".

For further information on this release, contact Ted Brown (604- 666-3694), Pacific Region. ■



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The Daily, August 23, 1995

PUBLICATIONS RELEASED

Consumption of containers and other packaging supplies by the manufacturing industries, 1993

Catalogue number 31-212

(Canada: \$28; United States: US\$34; other countries: US\$40).

Production and disposition of tobacco products, July 1995

Catalogue number 32-022

(Canada: \$6/\$60; United States: US\$8/US\$72; other countries: US\$9/US\$84).

Farm input price index, second quarter 1995

Catalogue number 62-004

(Canada: \$24/\$80; United States: US\$29/US\$96; other countries: US\$34/US\$112).

Canadian international merchandise trade, June 1995

Catalogue number 65-001

(Canada: \$19/\$182; United States: US\$22/US\$219; other countries: US\$26/US\$255).

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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