

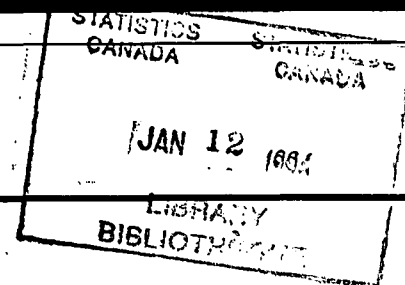


The Daily

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Friday, January 12, 1996

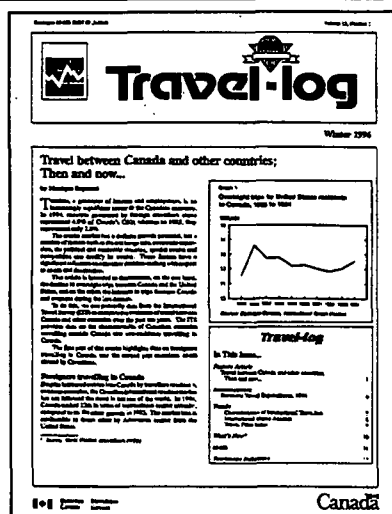
For release at 8:30 a.m.



MAJOR RELEASES

- **Household facilities by income and other characteristics, 1995** 3
More and more Canadians are going on-line with computers and modems. Income is the passport to the information highway. In 1995, the richest 20% of households were more than four times more likely to have a computer than the poorest ones (52.6% vs. 11.9%).
- **New motor vehicle sales, November 1995** 6
New motor vehicle sales slipped into neutral in November, following a substantial drop in October. Sales for the first 11 months of 1995 were lower than for any equivalent period since 1983.

(continued on following page)



Travel-log Winter 1996

The feature article in the Winter 1996 issue of *Travel-log*, Statistics Canada's quarterly tourism newsletter, is "Travel between Canada and other countries: Then and now". Other articles in this issue examine domestic travel expenditures (in 1994) and characteristics of international travellers (in the second quarter of 1995). And, for easy reference, an index of all articles published since 1993 is included.

Each quarter, *Travel-log* examines international travel trends and the travel price index. It also features the latest tourism indicators.

The Winter 1996 (vol. 15, no. 1) issue of *Travel-log* (87-003, \$12/\$40) is now available. See "How to order publications".

For further information on this release, contact Monique Beyrouti (613-951-1673, fax: 613-951-2909), Education, Culture and Tourism Division.



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MAJOR RELEASES

Household facilities by income and other characteristics

1995

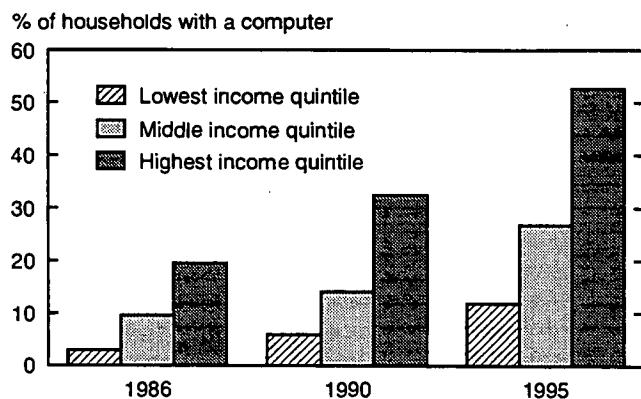
In 1994, average household income was \$47,024, a 1.5% increase from 1993 after adjusting for inflation as measured by the consumer price index. This income recovery, which followed declines in 1990 to 1993, was particularly noticeable for family households with children under 18. Their inflation-adjusted household income improved to \$55,177, up 3.2% between 1993 and 1994. But not all types of households saw an improvement. Income was virtually unchanged for one-person households and for single-family households without children under 18.

The information highway: Will it bypass poorer households?

Canadians are rapidly accepting computer technology in the home. In the last nine years, the proportion of households with a home computer almost tripled from 10.3% in 1986 to 28.8% in May 1995. In 1995, almost 42% of these home computers had a modem, enabling the users to connect to services such as the Internet.

Income is the passport to the information highway. In 1995, the richest 20% of households (the highest income quintile) were more than four times more likely to have a computer than the poorest ones (52.6% vs. 11.9%).

Computers in the home: High-income households have a large advantage



Note to readers

As reported last November, family incomes rose in 1994. The rise was fuelled by strength in full-time job creation. Today's release summarizes the growth in income among different types of households. It also relates income levels to rent, home ownership and the possession of various types of household facilities and equipment.

On October 26, 1995, Statistics Canada released data from the Household Facilities and Equipment Survey. That survey showed, among other things, rapid growth in the number of Canadian households able to travel the information highway.

Today's release links demographic, housing, and facilities data from the Household Facilities and Equipment Survey to income data from the Survey of Consumer Finances, which were released on November 17, 1995.

Both surveys were conducted in the spring of 1995 and used the same sample of households. The data represent virtually all private households in Canada, except for those in the Yukon, the Northwest Territories and on Indian reserves. Both surveys were weighted to population estimates that adjusted for undercounting in the census. Data from the 1981 to 1994 surveys have been reweighted to this base. All analysis in today's release is based on the new estimates. An analysis of the 1994 income data appears in Income distributions by size in Canada, 1994 (13-207, \$44).

Having a modem showed less variation by income. Among households in the lowest income quintile, 38.4% of those with computers also had a modem, compared to 45.5% for households in the highest quintile. This might reflect the fact that the cost of adding a modem to a computer is relatively small. As well, in recent years, modems have become a standard item in many new systems. Of course, access to the growing on-line services will depend not only on having the necessary hardware (computer, modem, cable lines, etc.), but also on being able to afford any user fees charged by providers.

Kids at home on the keyboard

The likelihood of having a computer in the home is also closely related to the presence of children in the family. In 1995, 4 out of 10 (40.4%) households with children under 18 had a computer. This proportion has increased rapidly from 34.6% in 1994 and 17.7% in 1986. Increasing use of computers in the classroom and higher computer literacy among the young are two likely factors supporting this trend. According to the 1994 General Social Survey, 81.0% of people aged 15 to 24 were able to use a computer, the highest rate of any age group.

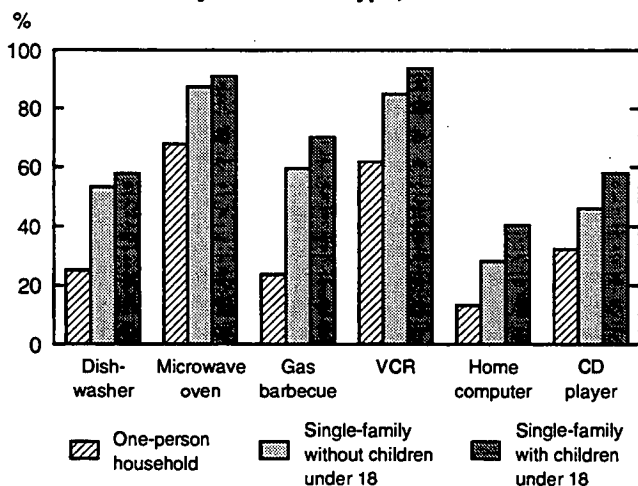
By comparison, 28.0% of families without children had a computer in 1995; and only 13.3% of one-person households had one. The ownership rate was even lower (10.1%) among households whose head was aged 65 or over. The 1994 General Social Survey found that only 1 in 10 persons aged 65 and over knew how to operate a computer.

Children are a key factor in what households own

Two-parent households with children under 18 had an average income of \$60,740 in 1994, considerably higher than the overall household average of \$47,024. These families also had higher ownership rates for most equipment than any other household type. This was due not only to their higher incomes and purchasing power, but also to the higher proportion of dual-earner families. According to the Survey of Consumer Finances in 1993, both spouses worked in 6 out of 10 husband-wife families. Time-saving appliances were particular favorites of these families: 92.7% had a microwave and 62.6% owned a dishwasher. By comparison, only 67.9% of one-person households had a microwave and 25.1% owned a dishwasher.

Leisure items were also popular for two-parent families with children: 95.3% had a VCR, 65.9% had two or more colour televisions, 60.4% owned a compact disc player, and 27.5% a camcorder. Meanwhile, lower incomes and different lifestyles meant one-person households had fewer entertainment items: 61.8% had a VCR, 22.7% had two or more colour televisions, 32.2% owned a CD player, and only 4.8% had a camcorder.

Ownership of selected household equipment by household type, 1995



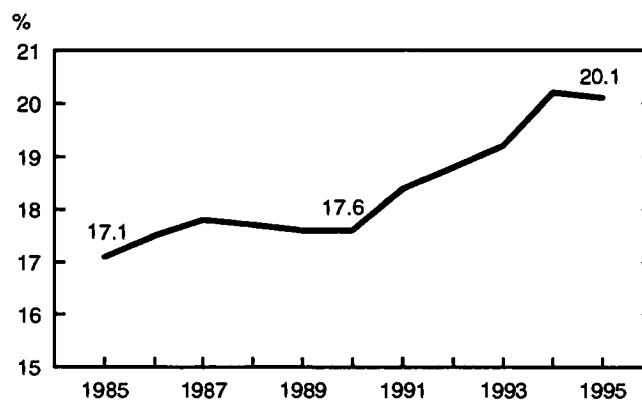
A two-parent family with children under 18 was also more likely than other household types to own a van or truck. In 1995, 45.3% of these families packed up the children in a van or truck. By comparison, 33.8% of the families that consisted only of a married couple owned these types of vehicles.

Overall, family households with or without children were almost three times more likely to own a van or truck than one-person households (37.0% vs. 13.9%). The noticeable exception to this was the single-parent family with children under 18; only 14.7% of those owned a van or truck.

Rent taking a bigger income slice than a decade ago

For renters, average monthly rent was \$526 in April 1995. Average monthly rent ranged from \$396 for households with income under \$10,000 to \$786 for households with income of \$70,000 and over. In 1995, renters spent, on average, 20.1% of their income on rent, up from 17.6% in 1990 and 17.1% in 1985. The average rent-to-income ratio rose rapidly between 1990 and 1994, due to decreasing real incomes in combination with increasing rents. In 1994, renters' household incomes improved slightly and rents remained stable.

Proportion of income spent on rent has increased



The average annual rent-to-income ratio was calculated by multiplying the April monthly rent by 12, then dividing by the average annual income for the previous year.

As expected, renters had significantly lower average income than owners (\$31,446 vs. \$55,889). Households most likely to be renters were single parents with children under 18 (68.5% of these households rented) and one-person households under 65 (66.7% of these households rented). Despite their higher incomes, multi-family households also tended to rent (61.2%).

Home ownership rates higher than a decade ago

Almost all types of households have higher rates of home ownership than a decade ago. Shifts in home ownership rates are traditionally smaller and occur much more slowly than changes in household facilities, due to the much larger investment involved. Interest rates and changing demographics also affect the ownership market.

In 1995, 63.7% of households owned their home, compared with 61.6% in 1985. Since 1989, the home ownership rate has gradually increased from 62.0% to 63.7%. Over the last decade, shifts in the ownership rate were greater for some household types than for others. For example, in 1985, 66.9% of households consisting of only a married couple owned their home,

compared with 70.0% in 1990 and 75.1% in 1995. This increasing ownership rate may be due to various factors, including the increasing number of empty nest households.

Data on households classified by income, province, household type, age of the head of the household, and other characteristics are presented in *Household facilities by income and other characteristics, 1995* (13-218, \$35), which is now available. See "How to order publications".

A microdata file containing 1995 facilities and equipment data, along with dwelling and socio-demographic characteristics and 1994 household income data, will be available in the spring. This file has been carefully reviewed to ensure that it does not contain information that would allow identification of specific households, families or individuals.

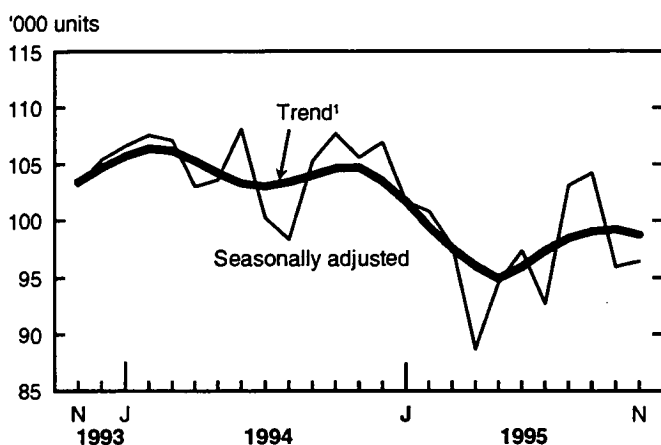
For further information on this release, or on custom tabulations and microdata files, contact Réjean Lasnier (613-951-5266), Daniel Dekoker (613-951-4643), or Donald Dubreuil (613-951-4633), Income and Housing Surveys Section, Household Surveys Division (the Internet: income@statcan.ca). ■

New motor vehicle sales

November 1995

Following a substantial drop in October (-7.9%), new motor vehicles sales slipped into neutral in November as the number of vehicles sold increased only slightly (+0.5). This increase was due to car sales by automakers other than the Big Three. Truck sales remained practically unchanged. Early reports from the auto industry indicate higher sales in December, but not high enough to help the year as a whole.

Lower sales of new motor vehicles in 1995



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

Lower sales during the first four months of 1995 and again in October were not offset by the increases at mid-year. As a result, the number of vehicles sold

Note to readers

All data in this release, except for market share data, are seasonally adjusted. All sales figures include leased new motor vehicles. Trucks include light and heavy trucks, minivans, sport utility vehicles and buses. "Big Three" refers to Chrysler Canada Limited, Ford Motor Company of Canada Limited, and General Motors of Canada Limited.

during the first 11 months of 1995 was down 6.9% from the same period of 1994. New vehicle purchases for the first 11 months of 1995 were lower than for any equivalent period since 1983.

Truck purchases, which had been on the increase since 1992, stalled during the first 11 months of 1995. Truck sales were down 2.3% compared with the same period of 1994. By comparison, car purchases fell 10.1%.

Market share

The North American-made share of the car market stood at 81.3% for the first 11 months of 1995, up from 76.5% for the same period of 1994. The Big Three increased their share by two percentage points to 63.8%, while automakers other than the Big Three saw their share grow by three percentage points to 17.5%.

Available on CANSIM: matrix 64.

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

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

New motor vehicle sales

	Nov. 1994	Oct. 1995 ^r	Nov. 1995 ^p	Nov. 1994 to Nov. 1995	Oct. 1995 to Nov. 1995
seasonally adjusted					
				% change	
New motor vehicles	105,640	95,940	96,428	-8.7	0.5
Passenger cars	61,281	54,486	54,950	-10.3	0.9
North American ¹	48,464	44,896	46,214	-4.6	2.9
Imports	12,817	9,590	8,736	-31.8	-8.9
Big Three automakers	39,756	35,950	35,495	-10.7	-1.3
Other automakers	21,525	18,536	19,455	-9.6	5.0
Trucks, vans and buses	44,359	41,454	41,477	-6.5	0.1
	Nov. 1994	Nov. 1995 ^p	Nov. 1994 to Nov. 1995	Market share	
				Nov. 1994	Nov. 1995
unadjusted					
			% change	%	
New motor vehicles	97,197	87,890	-9.6		
Passenger cars	54,074	48,061	-11.1	100.0	100.0
North American ¹	43,139	40,760	-5.5	79.8	84.8
Big Three automakers	33,499	29,848	-10.9	62.0	62.1
Other automakers	9,640	10,912	13.2	17.8	22.7
Imports	10,935	7,301	-33.2	20.2	15.2
Big Three automakers	1,488	463	-68.9	2.8	1.0
Other automakers	9,447	6,838	-27.6	17.5	14.2
Trucks, vans and buses	43,123	39,829	-7.6	100.0	100.0
North American ¹	40,112	38,109	-5.0	93.0	95.7
Imports	3,011	1,720	-42.9	7.0	4.3

¹ Manufactured or assembled in Canada, the United States or Mexico.

^r Revised figures.

^p Preliminary figures.

OTHER RELEASES

Farm families' total income 1993

Farm families earned an average \$51,440 in 1993, up 2.9% from 1992. Their average income advanced at a faster pace in 1993, largely because of higher off-farm employment income and a more moderate decrease in investment income. The overall increase resulted from a 4.1% gain in net farm operating income (before depreciation) and from a 2.4% increase in off-farm income. Farm families in Ontario posted the highest average income and took the lead over British Columbia's farm families.

Lower other off-farm income (-13.9%) and lower investment income (-10.0%) moderated the growth in farm families' average off-farm income. Large contributors to the drop in other off-farm income were decreased payouts from the net income stabilization account (NISA provides financial assistance to producers by stabilizing their net income) and introduction of the child tax benefit in January 1993 (CTB replaced family allowance payments). Unlike family allowance payments, CTB payments do not have to be reported on income tax returns.

Investment income fell due to lower interest rates—the Bank Rate fell from an average 6.78% in 1992 to 5.09% in 1993—and a decline in the number of farm families with investment income. Higher capital expenditures in the agricultural sector (construction, machinery and equipment) may also explain the lower income stream from investments.

Higher pension (+11.2%) and off-farm employment (+6.8%) income more than offset the decreases in other off-farm income and investment income.

These estimates refer to the income of families (husband-wife, common-law and lone-parent) involved in a single unincorporated farm with gross operating revenue of \$10,000 or more in 1993.

For further information on this release, contact Lina Di Piéto (613-951-3171), Agriculture Division.

Sources of farm families' income

	1992	1993	1992 to 1993 %
	\$		change
Off-farm employment	21,296	22,751	6.8
Wages and salaries	19,786	21,032	6.3
Non-farm self-employment	1,510	1,720	13.9
Investment income	4,942	4,450	-10.0
Pension income	3,303	3,673	11.2
Other off-farm income	3,930	3,384	-13.9
Total off-farm income	33,470	34,258	2.4
Net farm operating income	16,511	17,181	4.1
Total income	49,982	51,440	2.9

■

Steel pipe and tubing

November 1995

Steel pipe and tubing production for November totalled 149 133 tonnes, a 27.2% decrease from 204 878 tonnes a year earlier.

Year-to-date production to the end of November 1995 totalled 1 825 173 tonnes, down 2.9% from 1 879 342 tonnes during the same period in 1994.

Available on CANSIM: matrix 35.

The November 1995 issue of *Steel pipe and tubing* (41-011, \$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. ■

Steel primary forms

November 1995

Steel primary forms production in November totalled 1 111 525 tonnes, a 4.0% decrease from 1 157 786 tonnes in November 1994.

Year-to-date production to the end of November 1995 reached 13 174 125 tonnes, up 4.2% from 12 642 574 tonnes a year earlier.

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

The November 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. ■

Processed fruits and vegetables

November 1995

Data for November 1995 on processed fruits and vegetables are now available.

Canned and frozen fruits and vegetables, monthly (32-011, \$6/\$60) will be available shortly. See "How to order publications".

Value of shipments

	1993	1994	1993 to 1994	Catalogue	Contact	Phone (613)
	\$ millions		% change			
Industry (SIC)						
Foamed and expanded plastic products (1611)	503.0	584.8	16.3	33-250	B. Meyer	951-3528
Other spun yarn and woven cloth (1829)	1,059.9	1,162.8	9.7	34-250	N. Charron	951-3510
Men's and boys' pants (2433)	535.7	536.9	0.2	34-252	N. Charron	951-3510
Basic hardware (3061)	408.3	478.6	17.2	41-251	D. Higgins	951-9837
Record player, radio and television receiver (3341)	272.8	391.1	43.3	43-250	L. Vincent	951-3523
Non-current-carrying wiring devices (3392)	149.7	172.3	15.1	43-250	L. Vincent	951-3523
Ophthalmic goods (3914)	246.8	277.5	12.5	47-250	S. O'Brien	951-3514

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

Annual survey of manufactures

1994

The Annual Survey of Manufactures provides information on more than 200 different industries. Principal statistics for each industry will be released as they become available. Data for the industries listed below are released today.

Available on CANSIM: matrices 5414, 5427, 5442, 5331, 5573, 5585 and 6887.

Data for the industries listed in the table will appear in *Rubber and plastic products industries* (33-250, \$38), *Primary textile industries* (34-250, \$38), *Clothing industries* (34-252, \$38), *Fabricated metal products industries* (41-251, \$38), *Electrical and electronic products industries* (43-250, \$38) and *Other manufacturing industries* (47-250, \$38). The publications will be released at a later date. See "How to order publications".

PUBLICATIONS RELEASED

Household facilities by income and other characteristics, 1995

Catalogue number 13-218

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

Cereals and oilseeds review, October 1995

Catalogue number 22-007

(Canada: \$15/\$144; United States: US\$18/US\$173; other countries: US\$21/US\$202).

Retail trade, October 1995

Catalogue number 63-005

(Canada: \$20/\$200; United States: US\$24/US\$240; other countries: US\$28/US\$280).

New motor vehicle sales, August 1995

Catalogue number 63-007

(Canada: \$16/\$160; United States: US\$20/US\$192; other countries: US\$23/US\$224).

Canada's international transactions in securities, October 1995

Catalogue number 67-002

(Canada: \$17/\$170; United States: US\$21/US\$204; other countries: US\$24/US\$238).

Travel-log, winter 1996

Catalogue number 87-003

(Canada: \$12/\$40; United States: US\$15/US\$48; other countries: US\$17/US\$56).

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RELEASE DATES

January 15-19

(Release dates are subject to change.)

Release date	Title	Reference period
15	Youth smoking survey	1994
17	Composite index	December 1995
17	Travel between Canada and other countries	November 1995
18	Canadian economic observer	January 1996
18	Monthly survey of manufacturing	November 1995
18	Benefits and problems in adopting advanced technology	
19	Report on the demographic situation in Canada	1995
19	Canadian international trade*	November 1995

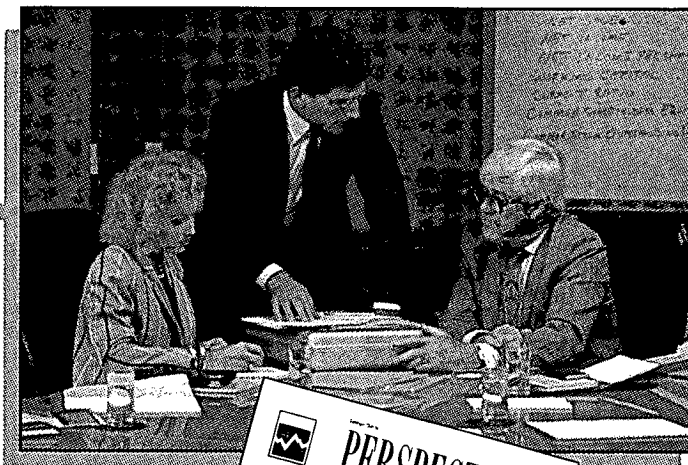
* The recent shutdown of non-essential U.S. government services has forced Statistics Canada to postpone its scheduled January 19 release of international merchandise trade data for November 1995. For information, contact Robert Gordon (613-951-9797).

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