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The Daily

Statistics Canada

Monday, February 12, 1996
For release at 8:30 a.m.

MAJOR RELEASES

OTHER RELEASES

PUBLICATIONS RELEASED

Cancer statistics
1996

Canadian cancer statistics, 1996 will be released by the National Cancer Institute of Canada and the Canadian Cancer Society at 6:00 a.m. on Tuesday, February 13. This publication provides estimates of new cases (incidence) and mortality related to cancer in 1996. In addition, the report presents historical data and selected indicators on the burden of cancer, such as potential years of life lost. Special topics in this year's edition include trends in prostate cancer and the direct costs of cancer in Canada.

Canadian cancer statistics, 1996 is a collaborative effort among Statistics Canada, the National Cancer Institute of Canada, the Canadian Cancer Society, Health Canada, and the cancer registries of the provinces and territories. To obtain a copy of the report, call Statistics Canada at 613-951-1746.

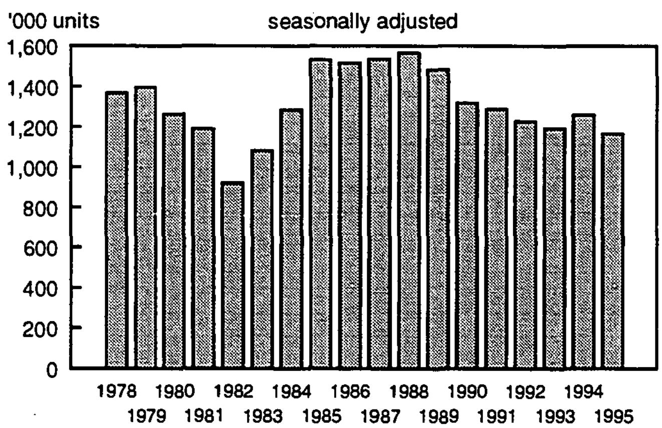
MAJOR RELEASES

New motor vehicle sales

1995 and December 1995

Consumers slammed on the brakes in 1995, purchasing fewer new vehicles than in any year since 1983. Except for the sales slump in 1982 and 1983, which reflected high interest rates and a recession, sales of new vehicles have not been this low since 1972. New motor vehicle sales fell to 1.17 million vehicles in 1995, down 7.4% from 1.26 million in 1994.

New vehicle sales dropped to a 12-year low in 1995



In 1994, after five years of annual declines, sales rose for the first time. Industry analysts had expected the rebound to continue during 1995. However, weak sales throughout the year more than reversed 1994's gains.

Truck market not as weak as car market

The truck market was least affected by last year's sales decline. Sales of trucks fell 2.9% from 1994. Still, truck sales during 1995 were higher than in 1993.

Note to readers

The monthly unadjusted data for 1995 have been revised. Seasonally adjusted monthly estimates have been recalculated and revised back to January 1992.

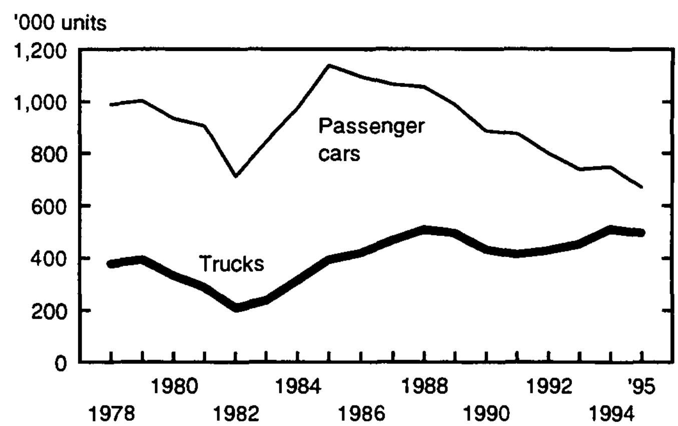
The New Motor Vehicle Survey estimates the number and value of new motor vehicles sold directly or through dealers to customers in Canada. Manufacturers and importers report final sales (including leases) of new vehicles. Other activities by car dealers, such as used car sales and vehicle servicing, are not collected in this survey. Total operating revenue of car dealers is included in the automotive component of the Monthly Retail Trade Survey.

Motor vehicles are divided into two groups: passenger cars and trucks. Passenger cars include those used for personal and commercial purposes (such as taxis and rental cars). Trucks include minivans, sport utility vehicles, light and heavy trucks, vans, coaches and buses.

The monthly figures at the end of this release are seasonally adjusted.

Car sales fell to their lowest level since 1970, even though over 670,000 passenger cars were sold in 1995 (-10.5% from 1994). Passenger car sales have declined every year except 1994 since peaking at over 1,137,000 in 1985.

Gap narrowing between car and truck sales



The downward trend in passenger car sales reflects the growing popularity of minivans, pickup trucks and sport utility vehicles, which are all classified as part of the truck market. In 1985, trucks accounted for only 26% of the new vehicle market; by 1995, their market share had risen to 42%.

Sales patterns differ across the country

Consumers' preferences for cars over trucks differ across the country. In the three Prairie provinces, a higher proportion of trucks are sold than in any of the other provinces. Trucks account for more than half the new vehicles sold in Saskatchewan (60%), Alberta (59%) and Manitoba (53%). By contrast, Quebecers favour cars more than do consumers elsewhere in Canada. Less than a third of the new vehicles purchased in Quebec last year were trucks.

The Big Three automakers have the highest market share in the Prairies. Of all the new vehicles (excluding buses) sold in Saskatchewan last year, 86% were Big Three models. The Big Three held 85% of the market share in Alberta and 83% in Manitoba; their market share in Canada is 75% on average.

Part of the Big Three's strength in the Prairies may be related to the higher proportion of trucks sold there. The Big Three hold a higher share of the truck market in Canada; last year, nearly 88% of the trucks sold (excluding buses) were Big Three models, compared with 66% of all cars sold. As well, the Big Three have a higher share of the passenger car market in the Prairies; in 1995, their share was highest in Saskatchewan (80%), followed by New Brunswick (79%), Alberta and Manitoba (both 77%).

Consumers spending more for a car

The average price for a passenger car purchased in 1985 was $12,000. If that price were inflated to 1995 dollars (based on the automobile component of the consumer price index), it would be about $17,600. However, the average price of the cars actually purchased in 1995 was $20,700, a difference of 17.6%. The difference can be explained by a number of factors—such as the car and options chosen by the consumer, and the equipment added to the standard options by the automaker.

Consumers in British Columbia purchased more expensive cars than buyers in any other province. The average price of cars sold in British Columbia during 1995 was about $22,700, compared with the Canadian average of about $20,700. The average price reflects consumers' choices of options and models, as well as any price changes.

Dealers in Atlantic Canada sold a higher proportion of less expensive cars. Average prices in those four provinces ranged from a low of $17,800 in Newfoundland to a high of $18,600 in Nova Scotia and New Brunswick.

Dollar value of sales rose slightly in 1995

The total value of new motor vehicle sales in 1995 rose a slight 1.0% from 1994. During the same period, automotive vehicle prices rose 5.9% (as recorded by the consumer price index).

Despite the poor performance of the domestic retail car market, Canadian automakers have been doing well. In the first 11 months of 1995, manufacturing shipments by the motor vehicle industry rose 14.4% over the same period of 1994. The strength can be attributed to strong U.S. demand for many of the models built in Canada.

December 1995

Monthly new motor vehicle sales rose 4.4% in December 1995 (seasonally adjusted). The passenger car and the truck markets both saw increased sales (+3.7% and +5.3% respectively). The Big Three automakers recorded the largest gain in passenger car sales, up 5.4% compared with a 0.7% rise for the other automakers.

Available on CANSIM: 64.

The December 1995 issue of *New motor vehicle sales* (63-007, $16/$160) will be available in March. 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

	Dec. 1994	Nov. 1995[r]	Dec. 1995[p]	Dec. 1994 to Dec. 1995	Nov. 1995 to Dec. 1995
	seasonally adjusted				
				% change	
New motor vehicles	**103,659**	**95,349**	**99,545**	**-4.0**	**4.4**
Passenger cars	62,117	54,355	56,376	-9.2	3.7
North American[1]	47,796	45,769	47,735	-0.1	4.3
Imports	14,321	8,586	8,642	-39.7	0.7
Big Three automakers	39,354	34,886	36,776	-6.6	5.4
Other automakers	22,763	19,469	19,600	-13.9	0.7
Trucks, vans and buses	41,541	40,994	43,168	3.9	5.3

	Dec. 1994	Dec. 1995[p]	Dec. 1994 to Dec. 1995	Market share Dec. 1994	Market share Dec. 1995
	unadjusted				
			% change	%	
New motor vehicles	**84,982**	**79,813**	**-6.1**		
Passenger cars	47,326	41,589	-12.1	100.0	100.0
North American[1]	36,987	35,663	-3.6	78.2	85.8
Big Three automakers	28,942	26,824	-7.3	61.2	64.5
Other automakers	8,045	8,839	9.9	17.0	21.3
Imports	10,339	5,926	-42.7	21.8	14.2
Big Three automakers	1,260	483	-61.7	2.7	1.2
Other automakers	9,079	5,443	-40.0	19.2	13.1
Trucks, vans and buses	37,656	38,224	1.5	100.0	100.0
North American[1]	35,321	36,212	2.5	93.8	94.7
Imports	2,335	2,012	-13.8	6.2	5.3

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

Annual new motor vehicle sales
1995

	Big Three cars	Other cars	Total cars	Total trucks	Total new motor vehicle sales
Canada	**438,947**	**231,243**	**670,190**	**496,345**	**1,166,535**
Newfoundland	7,594	2,970	10,564	6,548	17,112
Prince Edward Island	1,790	824	2,614	1,609	4,223
Nova Scotia	13,767	6,509	20,276	12,049	32,325
New Brunswick	13,334	3,556	16,890	13,208	30,098
Quebec	115,556	81,785	197,341	95,825	293,166
Ontario	183,665	84,285	267,950	184,816	452,766
Manitoba	12,901	3,895	16,796	18,818	35,614
Saskatchewan	9,865	2,443	12,308	18,610	30,918
Alberta	38,839	11,608	50,447	71,797	122,244
British Columbia	41,636	33,368	75,004	73,065	148,069
	% change from 1994				
Canada	**-10.4**	**-10.6**	**-10.5**	**-2.9**	**-7.4**
Newfoundland	-19.8	-11.3	-17.6	-11.6	-15.4
Prince Edward Island	-13.6	-11.5	-13.0	-8.6	-11.4
Nova Scotia	-13.3	-9.2	-12.1	-8.0	-10.6
New Brunswick	-7.4	-7.5	-7.4	-2.5	-5.3
Quebec	-8.9	-13.9	-11.0	-1.9	-8.2
Ontario	-13.2	-9.1	-12.0	-1.7	-8.1
Manitoba	-4.7	-13.3	-6.9	0.6	-3.1
Saskatchewan	-8.4	-17.8	-10.4	0.0	-4.4
Alberta	-5.2	-9.9	-6.3	-6.0	-6.1
British Columbia	-6.6	-5.1	-5.9	-4.2	-5.1

■

OTHER RELEASES

Waste management industry survey

1994 (preliminary)

In 1994, revenues of the waste management industry—the industry's activities include the collection, transportation, recycling and disposal of both municipal solid waste and hazardous waste—totalled approximately $2.0 billion, an 82% advance in current dollars from $1.1 billion in 1989.

The industry employed 13,000 people in 1994, an increase of 3,000 compared with 1989. Over the same period, salary expenditures rose from $253 million to $437 million. The industry's average wage per employee climbed from $25,800 in 1989 to $33,600 in 1994, up 30% in current dollars.

Preliminary 1994 data from the Waste Management Industry Survey are now available. A complete report of the survey, including statistical tables on quantities of waste and financial statistics on the industry, will be released in April 1996.

For further information on this release, contact the National Accounts and Environment Division at 613-951-3640. ■

Average prices of selected farm inputs

January 1996

Data on the average prices of selected farm inputs for January 1996 are now available by geographic region.

Available on CANSIM: matrices 550-582.

For further information on this release, contact the Information and Current Analysis Unit (613-951-9606), Prices Division. ■

PUBLICATIONS RELEASED

Unemployment insurance statistics,
November 1995
Catalogue number 73-001-XPB
(Canada: $16/$160; United States: US$20/US$192; other countries: US$23/US$224).

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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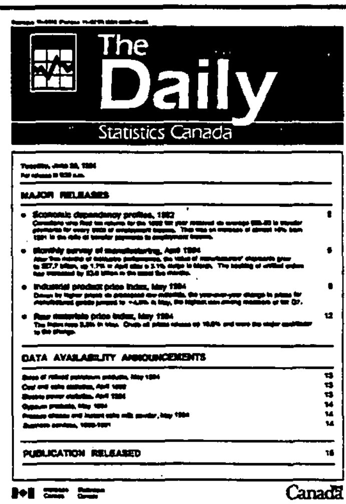
Authorized agents and bookstores also carry Statistics Canada's catalogued publications.



Statistics Canada's official release bulletin

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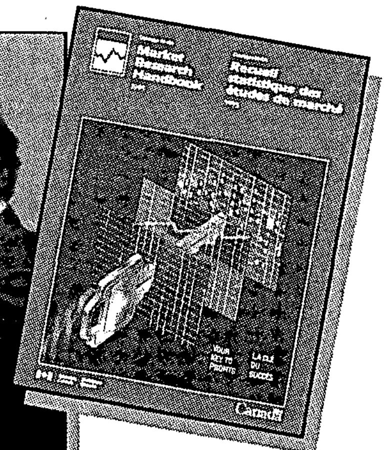
Head of Official Release: Jacques Lefebvre (613-951-1088)

Iden[illegible] Eme[illegible] Trends

Defi[illegible] New Markets

Pinpoint Profit Opportunities



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