

The Daily

Statistics Canada

Monday, September 12, 1988

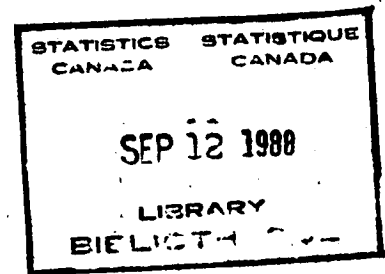
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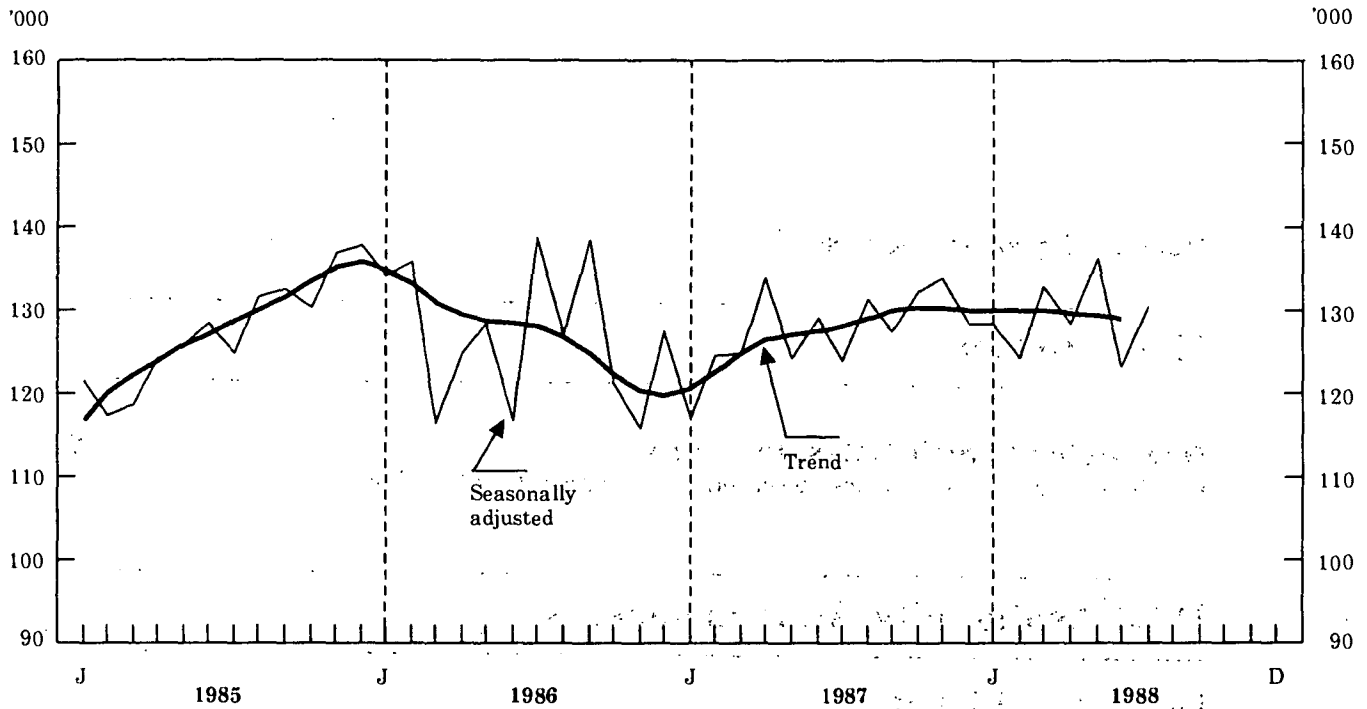
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Major Releases

Monthly Sales of New Motor Vehicles, Canada, Seasonally Adjusted, in Units, 1985-1988



New Motor Vehicle Sales

July 1988

Highlights

Seasonally Adjusted Sales

- Adjusted for seasonal fluctuations and the number of trading days, preliminary estimates indicate that sales of all new motor vehicles totalled 131,000 units in July 1988, an increase of 5.9% from the revised June 1988 level of 123,000 units. In July, higher sales were posted for both passenger cars (+3.6%) and commercial vehicles (+10.6%).
- The 5.9% increase in July followed a decline of 9.4% in June 1988. New motor vehicle sales have fluctuated markedly since the beginning of 1988, while experiencing generally weaker sales compared to the last half of 1987.

- On an origin basis, sales of North American passenger cars increased 8.1% in July 1988 to reach a level of 60,000 units, while imported passenger cars were down 5.2% to a level of 26,000 units. The July gain for North American passenger car sales followed a significant decline of 10.6% in June, whereas imported passenger car sales decreased for the third consecutive month.

Unadjusted Sales

- Sales of all new motor vehicles totalled 124,000 units in July 1988, up 2.1% over the July 1987 level. Commercial vehicle sales increased 12.7%, while passenger car sales recorded a decrease of 2.4%, the second consecutive monthly decline.

(continued on page 3)

- Unit sales of imported passenger cars were down by a sharp 17.2% from their level in July 1987. The decline was attributable to a 36.1% decrease in cars imported from "other countries" and to a 7.6% drop in Japanese cars. Sales of North American passenger cars advanced by 6.8%.
- The North American share of the Canadian passenger car market rose to 67.5% in July 1988 from 61.7% a year earlier. The North American share grew mainly at the expense of overseas manufacturers from "other countries", as their market share declined to 8.4% from 12.9% in July 1987.
- The overall national increase in July was primarily due to an 8.5% gain in Ontario. Sales also rose in Newfoundland (+9.6%), Alberta (+8.7%) and New Brunswick (+2.1%).
- For the first seven months of 1988, total new motor vehicle sales increased 2.6% over the same period last year to 960,000 units. Sales of domestic passenger cars were up by 0.9% to 446,000 units, while sales of imported passenger cars dropped 5.2% to 204,000 units. Commercial vehicle sales continued to show strength with the year-to-date total 11.3% higher than in 1987.

Note to Users:

The short-term trend provides a clearer picture of the direction and rate of change in new motor vehicle sales. It is calculated by the X-11 ARIMA seasonal adjustment program. Essentially, the calculation involves a 13-term Henderson moving average which smooths irregular fluctuations in the seasonally adjusted data. The trend for the last month is however not shown in the chart since it frequently changes significantly with the addition of succeeding months of data.

North American vehicles: motor vehicles manufactured or assembled in North America. These vehicles may be built by domestic or foreign-owned companies.

Imported vehicles: motor vehicles manufactured or assembled overseas and marketed in Canada by domestic or foreign-owned companies.

(see table on page 4)

Available on CANSIM: matrix 64.

The July 1988 issue of *New Motor Vehicle Sales* (63-007, \$9/\$90) will be available the third week of November 1988.

For further information, contact Roger Laplante (613-951-3552) or Maurice Massaad (613-951-3549), Retail Trade Section, Industry Division.

New Motor Vehicle Sales - Canada
July 1988

	April 1988 ^r	May 1988 ^r	June 1988 ^r	July 1988 ^p
	Units % Change	Units % Change	Units % Change	Units % Change
Seasonally Adjusted Data				
Total New Motor Vehicles	128,246 -3.5	135,985 6.0	123,252 -9.4	130,528 5.9
Passenger Cars by Origin:				
North America	56,533 -6.7	62,270 10.1	55,682 -10.6	60,189 8.1
Overseas	29,707 5.0	29,259 -1.5	27,831 -4.9	26,371 -5.2
Total	86,240 -3.0	91,530 6.1	83,513 -8.8	86,560 3.6
Commercial Vehicles	42,006 -4.4	44,455 5.8	39,740 -10.6	43,968 10.6
	July 1988	Change 1988/87	January - July 1988	Change 1988/87
	Units	%	Units	%
Unadjusted Sales				
Total New Motor Vehicles	123,963	2.1	959,585	2.6
Passenger Cars by Origin:				
North America	56,341	6.8	446,234	0.9
Japan	20,049	-7.6	149,944	5.2
Other Countries (Including South Korea)	7,032	-36.1	54,345	-25.4
Total	83,422	-2.4	650,523	-1.1
Commercial Vehicles by Origin:				
North America	36,680	15.6	279,972	13.0
Overseas	3,861	-8.7	29,090	-2.5
Total	40,541	12.7	309,062	11.3

^r Revised figures.

^p Preliminary figures.

Data Availability Announcements

Housing Starts

July 1988

Highlights

Total (all areas)

- Seasonally adjusted and expressed at annual rate, July housing starts were down 3.2% at 211,000 units compared to a revised level of 218,000 units in June.
- For a second consecutive month, a slowdown in the multiple housing sector was responsible for this decline.

Urban centres of 10,000 population and over

- While multiple housing units declined 5% to 76,000 units, single housing units remained stable at a level of 105,000 units.
- On a regional basis, the increase in Ontario (+15.6%) was not enough to offset declines registered in Quebec (-28%) and British Columbia (-6.7%).

Available on CANSIM: matrices 25, 29, 4091, 4092.

The July 1988 issue of *Housing Starts and Completions* (64-002, \$16.50/\$165) is scheduled for release the end of October.

For further information, contact M. Lavigne (613-951-2583), Science, Technology and Capital Stock Division.

Air Passenger Origin and Destination Statistics - Canada-United States Report

Fourth Quarter 1987

Air passenger origin and destination data indicate that 1,649,670 passengers travelled on scheduled services between Canada and the United States during the fourth quarter of 1987, down 10.3% compared to the fourth quarter 1986.

Annual data for 1987 indicate a 5.2% decrease in the number of passengers travelling on scheduled services between Canada and the United States compared to 1986. The Top 25 city pairs recorded considerable fluctuations in 1987 compared to 1986. Variations ranged from -52.0% for Vancouver-San Francisco to 40.8% for Montreal-Ft. Lauderdale, with 11 of the Top 25 city-pairs recording increases in passenger traffic.

The Vol. 20, No. 9 issue of the *Aviation Statistics Centre Service Bulletin* (51-004, \$8.50/\$85) will be available the third week of September. See "How to Order Publications".

For more detailed information on this release, contact M. Burchell (819-997-0198), Transportation Division.

Steel Exports

August 1988

Data on preliminary steel exports are now available for August 1988.

The final data will be published in *Primary Iron and Steel*, August 1988 (41-001, \$4.50/\$45). See "How to Order Publications".

For further detailed information on this release, contact G.W. Barrett (613-951-3515), Industry Division.

Steel Wire and Specified Wire Products

July 1988

Data for factory shipments of steel wire and specified wire products are now available for July 1988, as are production and export market data for selected commodities.

Factory shipments of steel wire and specified wire products totalled 53 689 tonnes in July 1988, a decrease of 25.3 % from the 71 890^r (r: revised figure) tonnes shipped during the previous month.

Available on CANSIM: matrix 122 (series 19).

The July 1988 issue of *Steel Wire and Specified Wire Products* (41-006, \$4.50/\$45) will be available at a later date. See "How to Order Publications".

For more detailed information on this release, contact Bruno Pépin (613-951-9837), Industry Division.

Industrial Chemicals and Synthetic Resins

July 1988

Canadian chemical firms produced 113 782 tonnes of polyethylene synthetic resins in July 1988, an increase of 13.1% from the 100 566^r (r: revised figure) tonnes produced in July 1987.

January to July 1988 production totalled 841 712 tonnes, up 14.5% from 735 258^r tonnes produced during the same period in 1987.

Data on Canadian production of three other types of synthetic resins and industrial chemicals and the corresponding cumulative figures are also available for July 1988 and July 1987.

Available on CANSIM: matrix 951.

The July 1988 issue of *Industrial Chemicals and Synthetic Resins* (46-002, \$5.00/\$50) will be available at a later date. See "How to Order Publications".

For more detailed information on this release, contact Raj Sehdev (613-951-3513), Industry Division.

Publication Released

Place Name Reference Lists, Quebec and Ontario, Population, 1986 Census.
Catalogue number 92-122
(Canada: \$40; Other Countries: \$41.50).

How to Order Publications

Statistics Canada publications may be purchased by mail order from Publication Sales, Room 1710, Main Building, Statistics Canada, Ottawa K1A 0T6 or phone 613-951-7276.

Please enclose cheque or money order payable to the Receiver General for Canada/Publications and provide full information on publications required (catalogue number, title, issue).

Publications may also be ordered through Statistics Canada's offices in St. John's, Halifax, Montreal, Ottawa, Sturgeon Falls, Toronto, Winnipeg, Regina, Edmonton, Calgary and Vancouver, or from authorized bookstore agents or other booksellers.

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Senior Editor: Greg Thomson (613-951-1116)

Editor: Deanna Jamieson (613-951-1103)

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