



The Daily

Statistics Canada

Friday, April 4, 1997

For release at 8:30 a.m.

MAJOR RELEASES

- **Labour force survey, March 1997** 3
 Employment grew by an estimated 61,000 in March. The increase in employment led to a decrease in the number of persons unemployed. As a result, the unemployment rate fell 0.4 percentage points to 9.3%.

- **Domestic travel, first quarter 1996** 7
 Canadians travelled less within Canada in the first quarter of 1996 compared with the same quarter in 1994. However, they spent more mainly because of a major increase in the number of air travellers.

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Labour force update

Spring 1997

The first edition of *Labour force update* is now available. Each quarter, *Labour force update* features the latest information and relevant trends relating to a particular labour market issue. Informative commentary, charts and analytical tables provide a concise and up-to-date reference on the topic, as well as a useful starting point for further research.

The inaugural issue covers *Youths in the labour market*. Subsequent editions in 1997 will cover hours, wages and non-standard forms of work.

Labour force update (71-005-XPB, \$29/\$96) is now available. To order, contact the nearest Statistics Canada Regional Reference Centre, or if you have Internet access contact our Order Desk at order@statcan.ca. For more information about the product, contact Geoff Bowlby at (613-951-3325).



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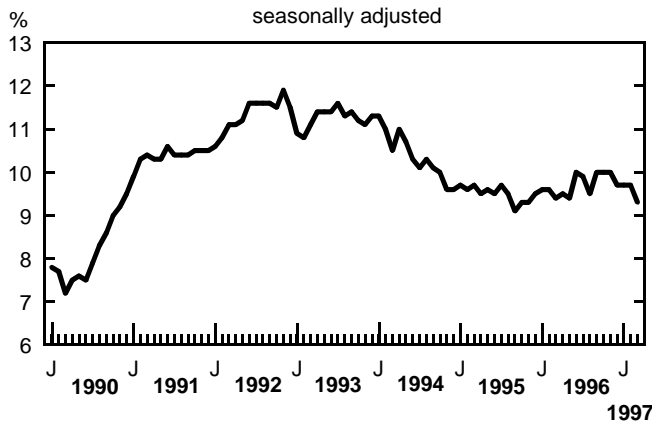
MAJOR RELEASES

Labour force survey

March 1997

In March, employment grew by an estimated 61,000. This brought gains to 133,000 since last September when employment growth resumed following little overall change in the summer. The increase in employment in March led to a decrease in the number of persons unemployed. As a result, the unemployment rate fell 0.4 percentage points to 9.3%.

Unemployment rate



Gains concentrated among adults

Employment rose in March for both adult men (+33,000) and women (+25,000). Approximately four out of five of these jobs were full time. Since September 1996, employment has increased by 103,000 (+1.6%) for men and by 45,000 (+0.9%) for women. Almost all the gain over this period was full time for men, but part time for women.

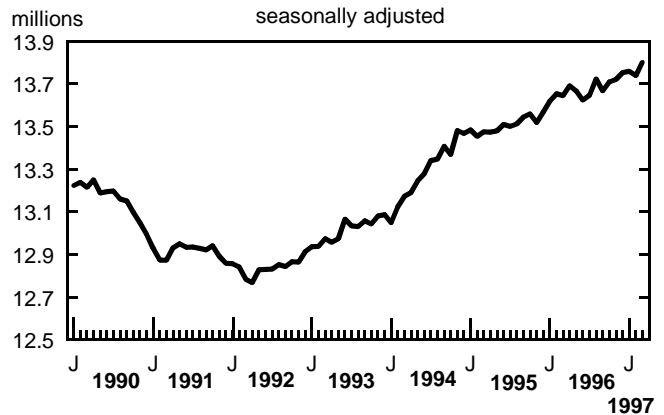
Loss of full-time jobs for youths

There was little change in total employment for youths in March. Full-time employment fell 16,000 and offset part-time growth of 19,000, bringing the part-time employment rate to 46.7%. A slight decrease in youth labour force participation brought the youth unemployment rate down to 16.6% (-0.3 percentage points). (For more information on youth labour market trends, see the publication *Labour force update: Youths in the labour market.*)

Increased employment in business and personal services

Employment increases in March were mostly in the service sector, with gains in business and personal services as well as in trade. Employment in business and personal services increased by 57,000 (+2%), bringing gains in this industry to 102,000 (+3.7%) since last September. In trade, there were 23,000 more jobs (+1%), offsetting losses in the previous month and leaving employment levels in the industry little changed from a year ago. Employment in finance, insurance and real estate fell by 16,000 (-2%) in March. Recent fluctuations leave employment in this industry slightly below the level of last September, and down 1.4% since last year.

Employment



Increased employment in manufacturing

In the goods sector, a gain in manufacturing employment offset losses in other industries. Manufacturing employment increased by 37,000 (+1.8%), the first employment increase since August 1996. In March, employment in construction declined by 14,000, leaving gains at 44,000 since May 1996.

Private-sector employment increases

The number of employees in the private sector grew by 56,000 (+0.6%) in March, the first significant increase since August 1996. The number of self-

employed workers increased only slightly during the last two months, slowing the growth rate observed since last July. Public-sector employment was little changed in March and down 59,000 (-2.8%) from a year ago

Gains in Ontario and Québec

In Ontario, an increase of 46,000 jobs offset losses since November. In Québec, employment increased by 27,000 in March, bringing gains over the last four months to 56,000. Employment in Québec has almost returned to the level reached in February 1996. Employment also rose in Prince Edward Island by 1,000.

Losses in New Brunswick and Manitoba

Employment in New Brunswick declined by 5,000 in March, leaving employment down 9,000 since July 1996. In Manitoba, employment decreased by

6,000 in March, the first drop since June 1996, leaving gains over this period at 16,000. Employment in the other provinces was little changed in March.

Available on CANSIM: matrices 3450-3471, 3483-3502 and table 00799999.

Available at 7 a.m. on the Internet at <http://www.statcan.ca> on the *Latest news from Statistics Canada* button.

For a summary, *Labour force information, for the week ending March 15, 1997* (71-001-PPB, \$11/\$103) is available today, as is a facsimile version (71-001-PFB, \$300 annually).

The next release of the Labour Force Survey will be on May 9, 1997.

For further information on this release, contact Deborah Sunter (613-951-4740), or Vincent Ferrao (613-951-4750), Household Surveys Division. □

Labour force characteristics for both sexes, aged 15 and over

	Feb. 1997	Mar. 1997	Feb. to Mar. 1997	Feb. 1997	Mar. 1997	Feb. to Mar. 1997
seasonally adjusted						
	Labour force			Participation rate		
	'000		% change	%		change
Canada	15,217.6	15,219.3	0.0	64.6	64.5	-0.1
Newfoundland	238.8	234.3	-1.9	52.9	51.9	-1.0
Prince Edward Island	70.2	71.9	2.4	65.5	67.1	1.6
Nova Scotia	449.4	449.3	-0.0	60.8	60.7	-0.1
New Brunswick	360.0	355.5	-1.3	59.8	59.0	-0.8
Québec	3,657.2	3,658.5	0.0	61.9	61.9	0.0
Ontario	5,830.9	5,863.5	0.6	65.3	65.6	0.3
Manitoba	580.3	575.4	-0.8	67.5	66.9	-0.6
Saskatchewan	496.3	496.0	-0.1	65.5	65.4	-0.1
Alberta	1,534.0	1,529.7	-0.3	71.8	71.5	-0.3
British Columbia	2,000.4	1,985.2	-0.8	65.1	64.5	-0.6
	Employment			Employment rate		
	'000		% change	%		change
Canada	13,740.1	13,801.0	0.4	58.3	58.5	0.2
Newfoundland	191.1	190.6	-0.3	42.3	42.2	-0.1
Prince Edward Island	59.0	60.4	2.4	55.1	56.3	1.2
Nova Scotia	388.6	391.6	0.8	52.5	52.9	0.4
New Brunswick	311.9	307.1	-1.5	51.8	51.0	-0.8
Québec	3,222.8	3,249.7	0.8	54.6	55.0	0.4
Ontario	5,302.1	5,347.7	0.9	59.4	59.8	0.4
Manitoba	541.4	535.4	-1.1	63.0	62.3	-0.7
Saskatchewan	465.5	465.2	-0.1	61.4	61.4	0.0
Alberta	1,429.9	1,434.6	0.3	66.9	67.0	0.1
British Columbia	1,827.9	1,818.7	-0.5	59.5	59.1	-0.4
	Unemployment			Unemployment rate		
	'000		% change	%		change
Canada	1,477.4	1,418.3	-4.0	9.7	9.3	-0.4
Newfoundland	47.7	43.7	-8.4	20.0	18.7	-1.3
Prince Edward Island	11.2	11.5	2.7	16.0	16.0	0.0
Nova Scotia	60.8	57.7	-5.1	13.5	12.8	-0.7
New Brunswick	48.1	48.3	0.4	13.4	13.6	0.2
Québec	434.4	408.8	-5.9	11.9	11.2	-0.7
Ontario	528.8	515.8	-2.5	9.1	8.8	-0.3
Manitoba	38.8	40.1	3.4	6.7	7.0	0.3
Saskatchewan	30.8	30.9	0.3	6.2	6.2	0.0
Alberta	104.1	95.1	-8.6	6.8	6.2	-0.6
British Columbia	172.5	166.5	-3.5	8.6	8.4	-0.2

Note: Provincial estimates may differ from the national totals due to independent seasonal adjustment.

Labour force characteristics for both sexes, aged 15 and over

	Mar. 1996	Mar. 1997	Mar. 1996 to Mar. 1997	Mar. 1996	Mar. 1997	Mar. 1996 to Mar. 1997
unadjusted						
	Labour force			Participation rate		
	'000		% change	%		change
Canada	14,876.9	15,017.3	0.9	64.0	63.7	-0.3
Newfoundland	220.3	222.6	1.0	48.6	49.3	0.7
Prince Edward Island	66.1	68.6	3.8	62.5	64.0	1.5
Nova Scotia	425.2	437.5	2.9	57.9	59.1	1.2
New Brunswick	334.8	339.5	1.4	55.9	56.4	0.5
Québec	3,599.6	3,621.5	0.6	61.5	61.3	-0.2
Ontario	5,744.7	5,794.0	0.9	65.2	64.8	-0.4
Manitoba	558.7	568.7	1.8	65.5	66.1	0.6
Saskatchewan	487.0	488.4	0.3	64.8	64.4	-0.4
Alberta	1,499.8	1,514.7	1.0	71.7	70.8	-0.9
British Columbia	1,940.7	1,961.7	1.1	64.7	63.7	-1.0
	Employment			Employment rate		
	'000		% change	%		change
Canada	13,326.1	13,487.3	1.2	57.3	57.2	-0.1
Newfoundland	174.2	177.4	1.8	38.4	39.3	0.9
Prince Edward Island	54.0	54.5	0.9	51.0	50.8	-0.2
Nova Scotia	363.4	374.3	3.0	49.5	50.6	1.1
New Brunswick	294.3	287.3	-2.4	49.1	47.7	-1.4
Québec	3,146.9	3,173.6	0.8	53.8	53.7	-0.1
Ontario	5,179.6	5,236.4	1.1	58.8	58.6	-0.2
Manitoba	513.4	524.8	2.2	60.2	61.0	0.8
Saskatchewan	446.7	452.3	1.3	59.5	59.7	0.2
Alberta	1,387.7	1,417.7	2.2	66.3	66.2	-0.1
British Columbia	1,765.8	1,788.9	1.3	58.8	58.1	-0.7
	Unemployment			Unemployment rate		
	'000		% change	%		change
Canada	1,550.8	1,530.0	-1.3	10.4	10.2	-0.2
Newfoundland	46.1	45.2	-2.0	20.9	20.3	-0.6
Prince Edward Island	12.2	14.1	15.6	18.5	20.6	2.1
Nova Scotia	61.9	63.2	2.1	14.6	14.4	-0.2
New Brunswick	40.5	52.2	28.9	12.1	15.4	3.3
Québec	452.7	448.0	-1.0	12.6	12.4	-0.2
Ontario	565.1	557.6	-1.3	9.8	9.6	-0.2
Manitoba	45.3	43.9	-3.1	8.1	7.7	-0.4
Saskatchewan	40.3	36.1	-10.4	8.3	7.4	-0.9
Alberta	112.1	97.1	-13.4	7.5	6.4	-1.1
British Columbia	174.8	172.8	-1.1	9.0	8.8	-0.2

Domestic travel

First quarter 1996

Canadians travelled less within Canada in the first three months of 1996 compared with the same quarter in 1994. However, they spent more mainly because of a major increase in the number of air travellers.

Domestic travellers made 31.2 million trips between January and March 1996, down 9.2% from the same quarter two years earlier. However, travel expenditures rose 9.5% to \$3.7 billion.

Travel by all modes of transportation was down except for a significant increase of 19.1% in air travel. Because air travellers tend to spend more per trip, the increase in the number of travellers contributed the most to the rise in total domestic travel expenditures.

The increase in air travel was likely the result of two factors: a jump in the number of business travellers who chose to fly, combined with a decline in average domestic air fares.

Data for this release came from the Canadian Travel Survey, conducted every two years as a supplement to the Labour Force Survey. In 1996, it covered a sample of 16,000 individuals a month. The data from the 1996 and 1994 surveys cannot be compared with previous years because of a break in the historical statistical series.

Business travellers flying more

More than 1.5 million travellers flew to their destinations in Canada in the first quarter of 1996, up 19.1% from the same period in 1994, due mainly to an increase of more than 234,000 in the number of business travellers and 29,000 in pleasure travellers.

In fact, in the first three months of 1996, 62% of the air travel market was held by business travellers compared with 20.9% by Canadians visiting friends and relatives and 10.2% by pleasure travellers. This compares with 55% for business travellers, 26.6% for Canadians visiting friends and relatives, and 9.9% on pleasure trips in 1994.

One of the factors behind the increase in air travel might have been a 6.1% drop in domestic air fares between the two periods. According to figures from Statistics Canada's Aviation Statistics Centre, the average domestic air fare fell from \$194 in the first quarter of 1994 to \$182 in the first quarter of 1996.

Note to readers

To be defined as domestic, a trip must cover 80 kilometres or more, be taken by a Canadian and have a Canadian destination. Figures on the number of travellers are measured as person-trips, that is the number of trips made by one Canadian multiplied by the number of people from the same household who were on each of those trips. For example, if four persons go on a trip together, it counts as four person-trips. The provincial distribution of trips is made according to the main destination.

Expenditures reported by travellers cover all travel costs (including transportation, gasoline, accommodation, recreation and entertainment, and food and beverages).

Number of domestic travellers and reported travel expenditures

	1st quarter 1994	1st quarter 1996	1st quarter 1994 to 1st quarter 1996 % change
	'000		
Travellers			
Total	34,415	31,234	-9.2
Automobile	31,418	28,204	-10.2
Airplane	1,262	1,503	19.1
Bus	1,162	1,084	-6.7
Rail	276	251	-9.1
Other	297	192	-35.4
Expenditures			
Total	3,411,499	3,734,315	9.5
Automobile	2,300,048	2,056,245	-10.9
Airplane	897,973	1,468,351	63.5
Bus	123,405	123,641	0.2
Rail	59,527	61,228	2.9
Other	21,546	24,850	15.3

Source: Canadian Travel Survey, 1996

The overall decline in domestic travel between the two periods was due mainly to a 10.2% drop in automobile travel, by far the most popular form of travel. Around 90% of Canadians travelled by car within the country. The number of travellers using bus and train as their main mode of transportation also fell.

Air travellers spent far more on average

The increase in air travel between the two quarters was important because on average air travellers tend to spend more per trip on accommodation and public transportation, and they tend to stay longer. In the first quarter of 1996, they spent an average of \$977 per trip compared with \$76 spent by travellers using other modes of transportation.

Overall domestic travel expenditures rose in the first quarter of 1996 on the heels of a 63.5% increase in spending generated by air travel which reached \$1.5 billion. That offset a 10.9% decline in spending by car travellers which fell to \$2.1 billion.

The drop in spending by automobile travellers was due to a decline in both the number of travellers and in average spending per trip. Spending by bus travellers was stable, while train travellers spent 2.9% more.

This release presents a brief overview of final figures now available on domestic travel for the first quarter of 1996. Various statistical profiles and microdata files are available on request.

For further information on this release, contact Sylvie Bonhomme (613-951-1672; Internet: bonhsyl@statcan.ca), Tourism Statistics Program. ■

OTHER RELEASES

Estimates of labour income

January 1997 (preliminary)

Labour income and employees' wages and salaries were little changed in January (+0.1%) following three consecutive strong monthly increases.

Industrially, the largest growth in wages and salaries occurred in commercial and personal services. This was the fourth straight monthly gain in this industry, as a result of strength in both average earnings and employment. Moderate increases were also noted in health and social services, trade, transportation, storage, communications and other utilities, and local administration.

These industry gains were partially offset by declines in wages and salaries in construction, logging and forestry, mines, quarries and oil wells, and in agriculture, fishing and trapping.

Ontario, British Columbia and the Northwest Territories all registered growth in January; the remaining provinces declined.

Note: Labour income consists of wages and salaries (87%), plus supplementary labour income (13%). Wages and salaries include items such as bonuses, gratuities, taxable allowances and retroactive wage payments. Supplementary labour income is employers' contributions to employee welfare, pension, workers' compensation and employment insurance plans. Labour income accounts for about 54% of gross domestic product.

Available on CANSIM: matrices 1791-1792.

For further information on this release, contact Jean Lambert (613-951-4051; fax: 613-951-3618), National Accounts and Environment Division.

Wages and salaries and supplementary labour income

	Dec. 1996 ^r	Jan. 1997 ^p	Dec. 1996 to Jan. 1997
	seasonally adjusted		
	\$ millions		% change
Agriculture, fishing and trapping	290.0	272.8	-5.9
Logging and forestry	272.4	265.8	-2.4
Mining, quarrying and oil wells	667.9	662.0	-0.9
Manufacturing	5,980.8	5,978.5	-0.0
Construction	1,740.4	1,731.5	-0.5
Transportation, storage, communications and other utilities	2,951.0	2,956.1	0.2
Trade	4,561.9	4,574.2	0.3
Finance, insurance and real estate	2,816.0	2,822.7	0.2
Commercial and personal services	4,804.0	4,840.3	0.8
Educational and related services	2,748.1	2,747.0	-0.0
Health and social services	2,883.0	2,894.8	0.4
Federal administration and other government services	890.4	888.1	-0.3
Provincial administration	714.9	713.1	-0.3
Local administration	678.6	682.9	0.6
Total wages and salaries	31,955.9	32,000.7	0.1
Supplementary labour income	4,774.9	4,757.3	-0.4
Labour income	36,730.8	36,758.0	0.1

^r Revised figures.

^p Preliminary figures.

Steel primary forms

Week ending March 29, 1997 (preliminary)

Steel primary forms production for the week ending March 29, 1997 totalled 287 021 tonnes, up 4.0% from the week-earlier 275 873 tonnes, and up 5.2% from the year-earlier 272 817 tonnes. The cumulative total at the end of the week was 3 507 613 tonnes, a 0.1% increase compared with 3 503 966 tonnes for the same period in 1996.

For further information on this release, contact Greg Milsom (613-951-9827; Internet: milsomg@statcan.ca), Industry Division. ■

Railway carloadings

Seven-day period ending March 21, 1997

Carloadings of freight (excluding intermodal traffic) during the seven-day period ending March 21, 1997, decreased 0.3% to 4.8 million tonnes from the same period of last year. The number of cars loaded increased 0.9%.

Intermodal traffic (piggyback) tonnage totalled 339 000 tonnes, a 5.1% increase from the same period of last year. The year-to-date figures show an increase of 12.3%.

Total traffic (carloadings of freight and intermodal traffic) increased 0.1% during the period. This brought the year-to-date total to 53.3 million tonnes, a 1.5% decrease from the previous year.

All year-to-date figures have been revised.

For further information on this release, contact Angus MacLean (613-951-2528; fax: 613-951-0579), Surface Transport Unit, Transportation Division. ■

Asphalt roofing

February 1997

Production of asphalt shingles totalled 3 732 006 metric bundles in February, a 29.1% increase from 2 890 683 metric bundles produced a year earlier.

January to February production amounted to 7 428 612 metric bundles, a 46.5% increase from 5 069 135 (revised) metric bundles produced during the same period in 1996.

Available on CANSIM: matrices 32 and 122 (series 27).

The February 1997 issue of *Asphalt roofing* (45-001-XPB, \$6/\$60) will be available shortly. See *How to order publications*.

For further information on this release, contact Liisa Pent (613-951-3531; Internet: pentlii@statcan.ca), Manufacturing, Construction and Energy Division. ■

Film distribution and videocassette wholesaling

Third quarter 1996

Data for the third quarter of 1996 on film distribution and videocassette wholesaling are now available.

For further information on this release, contact Fidelis Ifedi (613-951-1569; fax: 613-951-9040), Culture Statistics Program, Education, Culture and Tourism Division. ■

Educators in elementary and secondary schools

1994-1995

Elementary and secondary school educator data for 1994-1995 are now available.

For further information, contact Sandra Bohatyretz (613-951-1520), Centre for Education Statistics, Canada. ■

Enrolment in elementary and secondary schools

1994-1995

Elementary and secondary school enrolment data for 1994-1995 are now available.

Available on CANSIM: matrices 8026-8039, 8053-8066, 8126, 8128, 8138, 8140 and 8144.

For further information, contact Carl Sarazin (613-951-8933), Centre for Education Statistics, Canada. ■

Annual Survey of Manufactures

1995

The Annual Survey of Manufactures provides information on over 200 different industries. Principal statistics for each industry will be released as they become available. Data for the industries listed in the following table are now available.

As of today principal statistics, at the national level, are available for 176 industries.

Available on CANSIM: matrices 5418, 5430, 5431, 5550, 5552, 5562, 5565, 5574, 5575, 6252, 6253, 6878, 6880 and 6896.

Data for the industries listed in the table will appear in *Rubber and plastic products industries* (33-250-XPB, \$40), *Textile products industries* (34-251-XPB, \$40), *Transportation equipment industries* (42-251-XPB, \$40), *Electrical and electronic products industries*

(43-250-XPB, \$40), *Chemical and chemical products industries* (46-250-XPB, \$40) and *Other manufacturing industries* (47-250-XPB, \$40). The publications will be released at a later date. See *How to order publications*.

For further information, look under Contact in the following table (fax: 613-951-9499; Internet: desrosi@statcan.ca).

Value of shipments

Industry (SIC)	1994	1995	1994 to 1995	Catalogue number	Contact (613)	
	\$ millions		% change			
Other plastic products, n.e.c. (1699)	4,105.5	4,734.3	15.3	33-250-XPB	B. Meyer	951-3528
Natural fibres processing and felt products (1911)	263.0	289.3	10.0	34-251-XPB	N. Charron	951-3510
Carpet, mat and rug (1921)	873.7	860.1	-1.6	34-251-XPB	N. Charron	951-3510
Motor vehicle (3231)	44,557.9	49,473.8	11.0	42-251-XPB	A. Shinnan	951-3515
Commercial trailer (3242)	471.6	709.1	50.4	42-251-XPB	A. Shinnan	951-3515
Other motor vehicle accessories, parts and assemblies (3259)	6,192.4	7,206.2	16.4	42-251-XPB	A. Shinnan	951-3515
Boatbuilding and repair (3281)	303.7	428.1	40.9	42-251-XPB	A. Shinnan	951-3515
Telecommunication equipment (3351)	4,457.6	5,756.1	29.1	43-250-XPB	L. Vincent	951-3523
Electronic parts and components (3352)	3,894.0	4,933.2	26.7	43-250-XPB	L. Vincent	951-3523
Electronic office, store and business machines (3362)	285.1	240.9	-15.5	43-250-XPB	L. Vincent	951-3523
Other office, store and business machines (3369)	104.4	109.5	4.9	43-250-XPB	L. Vincent	951-3523
Soap and cleaning compounds (3761)	1,585.6	1,676.5	5.7	46-250-XPB	B. Meyer	951-3528
Printing ink (3791)	322.8	344.2	7.4	46-250-XPB	B. Meyer	951-3528
Musical instruments and sound recording (3994)	428.8	577.3	34.6	47-250-XPB	S. O'Brien	951-3514

PUBLICATIONS RELEASED

Infomat, a weekly review, April 4, 1997
Catalogue number 11-002E
 (Canada: \$4/\$140; United States: US\$5/US\$168; other countries: US\$5/US\$196).

Labour force information, week ended March 15, 1997
Catalogue number 71-001-PPB
 (Canada: \$11/\$103; United States: US\$12/US\$120; other countries: US\$14/US\$140).

Cereals and oilseeds review, January 1997
Catalogue number 22-007-XPB
 (Canada: \$15/\$149; United States: US\$15/US\$149; other countries: US\$15/US\$149).

How to order publications

Simplify your data search with *Statistics Canada Catalogue*, 1994 (11-204E, \$15; United States: US\$18; other countries: US\$21). Its keyword index will guide you to statistics on Canada's social and economic activity.

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For the reference centre nearest you, check the blue pages or your telephone directory under Statistics Canada.

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

MAJOR RELEASES

- **Economic dependency profiles, 1992** 2
Canadians who filed tax returns for the 1992 tax year received an average \$55.40 in transfer payments for every \$100 of employment income. This was an increase of almost 10% from 1991 in the rate of transfer payments to employment income.
- **Monthly survey of manufacturing, April 1994** 6
After two months of lackluster performance, the value of manufacturers' shipments grew to \$27.7 billion, up 1.7% in April after a 2.1% surge in March. The backlog of unfilled orders has increased by \$2.2 billion in the latest five months.
- **Industrial product price index, May 1994** 8
Driven by higher prices for processed raw materials, the year-over-year change in prices for manufactured goods jumped to +4.0% in May, the highest rate among members of the G7.
- **Raw materials price index, May 1994** 12
The index rose 3.2% in May. Crude oil prices climbed up 10.9% and were the major contributor to the change.

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Statistics Canada's official release bulletin

Catalogue 11-001E.

Published each working day by the Communications Division, Statistics Canada, 10-H, R.H. Coats Bldg., Tunney's Pasture, Ottawa, Ontario K1A 0T6.

To receive *The Daily* from the Internet, send an E-mail message to listproc@statcan.ca. Leave the subject line blank. In the body of the message, type "subscribe daily firstname lastname".

Editor: Duncan Currie (613-951-1103)
 Head of Official Release: Chantal Prévost (613-951-1189)

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RELEASE DATES

April 7-11

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Release date	Title	Reference period
7	Building permits	February 1997
9	New motor vehicle sales	February 1997
9	New Housing Price Index	February 1997
