



The Daily

Statistics Canada

Friday, November 4, 1994

For release at 8:30 a.m.

NOV 4 1994

MAJOR RELEASE

LIBRARY
BIBLIOTHÈQUE

- **Labour force survey, October 1994** 2
The estimate of employed persons declined slightly in October after robust gains that totalled 327,000 in the preceding eight months.

OTHER RELEASES

- Apartment building construction price indexes, third quarter 1994 6
- Sugar sales, October 1994 6
- Television viewing, 1993 6

PUBLICATIONS RELEASED 7

MAJOR RELEASE DATES: November 7-10 8



Statistics
Canada

Statistique
Canada

Canada

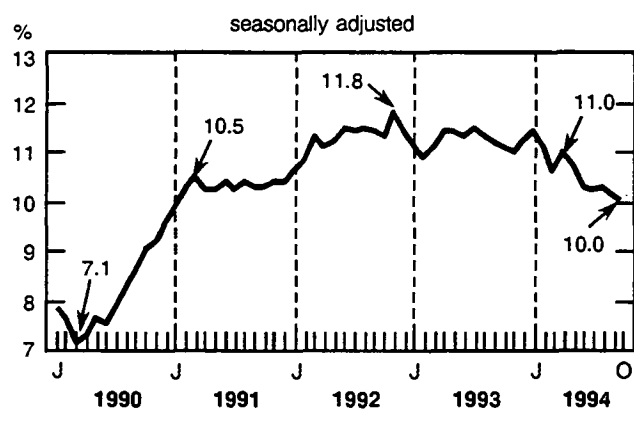
MAJOR RELEASE

Labour force survey

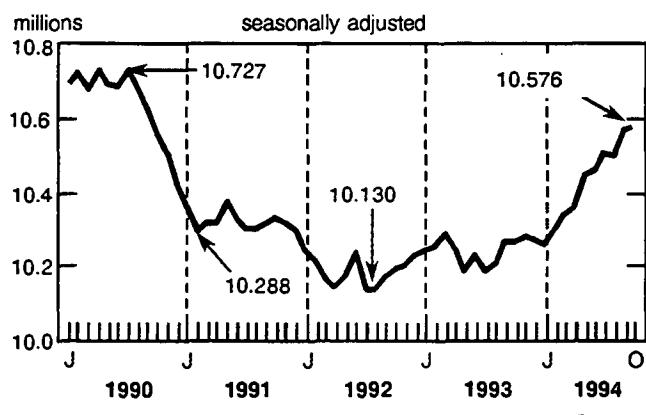
October 1994

The estimate of employed persons declined slightly in October after robust gains that totalled 327,000 in the preceding eight months. A decline in part-time employment among youths was partly offset by a gain in full-time employment among adults. The unemployment rate edged down 0.1 percentage points to 10.0%.

Unemployment rate



Full-time employment



Weak labour market for youths, but strong labour market for adults

Despite recent monthly fluctuations, the employment trend among youths aged 15 to 24 has changed little since early 1993, following sharp declines in the early 1990s. Employment among youths remains 354,000 below its pre-recession level. In October the number of employed youths fell by 43,000, offsetting the gain in September. Their unemployment rate increased 0.8 percentage points to 16.6% in October.

The number of employed adults aged 25 and over continued to increase, up 23,000 in October and up 299,000 since January. Virtually all of the increase has been in full-time employment. Strong employment growth over this period has lowered their unemployment rate to 8.7% in October from 10.0% in January.

Goods-producing industries continue to create jobs

The upward employment trend in goods-producing industries continued in October (+18,000), with gains since January totalling 211,000.

Employment in manufacturing increased by 26,000 in October. Since January, the gains in manufacturing employment have totalled 124,000 (+7.0%), and the total number of hours worked has grown 9.2%. This coincides with increasing exports, the continuing surge of new manufacturing orders, and rising shipments.

Employment in services-producing industries fell by 44,000 in October, with declines of 22,000 in trade and 13,000 in public administration.

Provincial labour markets

Despite declines in October of 20,000 in Ontario and 15,000 in British Columbia, employment has been trending upward in both provinces. Growth since January totals 137,000 in Ontario and 46,000 in British Columbia.

Employment in Manitoba increased by 11,000 over the latest two months, which returns it to about the same level as a year earlier. In October employment increased sharply in Prince Edward Island, up 3,000. Employment levels did not change significantly in the other provinces.

MAJOR RELEASE

Available on CANSIM at 7 a.m.: matrices 2074, 2075, 2078-2107 and table 00799999.

The labour force survey undergoes a sample redesign every 10 years following the decennial Census. An article describing significant features of the new design will appear in the October 1994 issue of *The labour force* (71-001).

For a summary of information, *Labour force information for the week ending October 15, 1994* (71-001P, \$10/\$100) is available today, as is a fax version (71-001PF, \$300). The October 1994 issue of *The labour force* (71-001, \$20/\$200) will be available the third week of November. See "How to order publications".

The next release of the labour force survey is scheduled for December 2nd.

For further information on this release, contact Doug Drew (613-951-4720), Jean-Marc Lévesque (613-951-2301) or the information line (613-951-9448), Household Surveys Division. □

LFS hotline

Get the commentary and key survey estimates as soon as they are released at 7 a.m. on release day. Dial 613-951-9448, then follow the step-by-step instructions for selecting recorded messages.

You may at any time press 0 to speak with a labour market analyst. To repeat a message, enter *. To select another message enter ##.

LFS information line: 613-951-9448

Enter topic code

To hear:

- | | |
|----|--|
| 11 | Commentary on this month's situation |
| 12 | Industry employment |
| 13 | Provincial employment and unemployment estimates |
| 14 | Census metropolitan area employment and unemployment estimates |
| 15 | Unemployment rates used by the Unemployment Insurance program |
| 16 | Next release date and notes to users |

Hint: if you know the code for the message you wish to hear, enter it immediately to by-pass the instructions. For example, to obtain in English the unemployment rates used by the Unemployment Insurance program in New Brunswick, press 15, and then press 3 for the province of New Brunswick.

Labour force characteristics

	October 1994	September 1994 to October 1994	October 1993 to October 1994
		seasonally adjusted	
			change
Labour force ('000)	14,140	-34	178
Employment ('000)	12,726	-20	319
Full-time ('000)	10,576	6	315
Part-time ('000)	2,150	-26	4
Unemployment ('000)	1,414	-14	-141
Unemployment rate (%)	10.0	-0.1	-1.1
Participation rate (%)	64.8	-0.3	-0.2
Employment/population ratio (%)	58.4	-0.1	0.7
	October 1994	October 1993	October 1993 to October 1994
		unadjusted	
			change
Labour force ('000)	14,081	13,910	170
Employment ('000)	12,804	12,488	316
Full-time ('000)	10,617	10,298	319
Part-time ('000)	2,187	2,190	-3
Unemployment ('000)	1,277	1,422	-146
Unemployment rate (%)	9.1	10.2	-1.1
Participation rate (%)	64.6	64.7	-0.1
Employment/population ratio (%)	58.7	58.1	0.6

Labour force characteristics, both sexes, aged 15 and over

	Labour force '000					Participation rate %				
	October 1994	September 1994	October 1993	October 1994	October 1993	October 1994	September 1994	October 1993	October 1994	October 1993
	seasonally adjusted		unadjusted		seasonally adjusted		unadjusted		unadjusted	
Canada	14,140	14,174	13,962	14,081	13,910	64.8	65.1	65.0	64.6	64.7
Newfoundland	234	238	233	232	234	52.5	53.2	52.5	51.9	52.8
Prince Edward Island	69	67	66	68	65	67.1	65.7	66.0	66.7	65.4
Nova Scotia	423	420	416	422	418	59.8	59.5	59.3	59.8	59.5
New Brunswick	338	338	331	341	332	59.2	59.2	58.6	59.8	58.7
Quebec	3,436	3,448	3,405	3,433	3,408	62.0	62.2	62.0	61.9	62.0
Ontario	5,394	5,424	5,356	5,363	5,319	65.9	66.3	66.5	65.5	66.0
Manitoba	545	540	543	545	541	66.8	66.3	66.9	66.8	66.6
Saskatchewan	472	470	476	471	474	65.5	65.2	66.2	65.3	66.0
Alberta	1,422	1,417	1,399	1,417	1,389	72.3	72.1	72.0	72.0	71.5
British Columbia	1,802	1,814	1,739	1,789	1,731	65.6	66.3	65.5	65.2	65.2
	Employment '000					Employment/population ratio %				
	October 1994	September 1994	October 1993	October 1994	October 1993	October 1994	September 1994	October 1993	October 1994	October 1993
	seasonally adjusted		unadjusted		seasonally adjusted		unadjusted		unadjusted	
Canada	12,726	12,746	12,407	12,804	12,488	58.4	58.5	57.7	58.7	58.1
Newfoundland	186	187	186	189	191	41.7	41.8	41.9	42.4	43.0
Prince Edward Island	58	55	54	59	55	56.7	54.0	53.6	58.0	54.6
Nova Scotia	369	367	354	374	360	52.2	52.0	50.4	52.9	51.3
New Brunswick	297	296	288	304	293	52.0	51.8	51.0	53.2	51.8
Quebec	3,026	3,029	2,954	3,053	2,986	54.6	54.7	53.8	55.1	54.4
Ontario	4,906	4,926	4,796	4,919	4,804	59.9	60.2	59.5	60.1	59.6
Manitoba	497	491	493	503	496	60.9	60.2	60.7	61.7	61.1
Saskatchewan	438	438	441	442	445	60.7	60.7	61.3	61.3	61.9
Alberta	1,308	1,304	1,268	1,316	1,272	66.5	66.4	65.3	66.9	65.4
British Columbia	1,638	1,653	1,577	1,644	1,586	59.7	60.4	59.4	59.9	59.8
	Unemployment '000					Unemployment rate %				
	October 1994	September 1994	October 1993	October 1994	October 1993	October 1994	September 1994	October 1993	October 1994	October 1993
	seasonally adjusted		unadjusted		seasonally adjusted		unadjusted		unadjusted	
Canada	1,414	1,428	1,555	1,277	1,422	10.0	10.1	11.1	9.1	10.2
Newfoundland	48	51	47	43	43	20.5	21.4	20.2	18.4	18.4
Prince Edward Island	11	12	12	9	11	15.5	17.8	18.8	13.2	16.4
Nova Scotia	54	53	62	48	57	12.8	12.6	14.9	11.4	13.8
New Brunswick	41	42	43	37	39	12.1	12.4	13.0	11.0	11.7
Quebec	410	419	451	380	421	11.9	12.2	13.2	11.1	12.4
Ontario	488	498	560	444	514	9.0	9.2	10.5	8.3	9.7
Manitoba	48	49	50	41	45	8.8	9.1	9.2	7.6	8.2
Saskatchewan	34	32	35	29	29	7.2	6.8	7.4	6.1	6.2
Alberta	114	113	131	101	118	8.0	8.0	9.4	7.1	8.5
British Columbia	164	161	162	145	145	9.1	8.9	9.3	8.1	8.4

Third quarter 1994

Available on CANSIM: matrix 2046.

For further information on this release, contact Paul-Roméo Danis (613-951-3350, fax: 613-951-2848), Information and Current Analysis Unit, Prices Division.

October 1994

Refiners' sales totalled 94 374 tonnes for all types of sugar in October 1994, comprising 77 893 tonnes in domestic sales and 16 481 tonnes in export sales. At the end of October 1994, year-to-date sales for all

This compares to total sales of 90 079^r (revised) tonnes in October 1993, of which 73 887^r tonnes were domestic sales and 16 192^r tonnes were export sales. At the end of October 1993, year-to-date sales for all types of sugar totalled 891 220^r tonnes: 785 963^r tonnes in domestic sales and 105 257^r tonnes in export sales.

Available on CANSIM: matrix 141.

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

Television viewing 1993

Television viewing, 1993 (87-208, \$28) will be available later this year.

For further information on this release, contact Mary K. Allen (613-951-1544), Culture Statistics Program, Education Culture and Tourism Division. ■

[illegible]

Catalogue 11-001E. (Canada: \$175; United States: US\$210; other countries: US\$245.)

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: Tim Prichard (613-951-1103)
Head of Official Release: Jacques Lefebvre (613-951-1088)

Published by authority of the Minister responsible for Statistics Canada. • Minister of Industry, Science and Technology, 1994. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise without prior written permission from Licence Services, Marketing Division, Statistics Canada, Ottawa, Ontario, Canada K1A 0T6.

PUBLICATIONS RELEASED

Shipments of solid fuel burning heating products,
quarter ended September 1994.

Catalogue number 25-002

(Canada: \$6/\$24; United States: US\$8/US\$29;
other countries: US\$9/US\$34).

Beverage and tobacco product industries, 1992.

Catalogue number 32-251

(Canada: \$38; United States: US\$46;
other countries: US\$54).

Rigid insulating board, September 1994.

Catalogue number 36-002

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

Gypsum products, September 1994.

Catalogue number 44-003

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

Industrial chemicals and synthetic resins,
September 1994.

Catalogue number 46-002

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

Passenger bus and urban transit statistics, 1992.

Catalogue number 53-215

(Canada: \$36; United States: US\$44;
other countries: US\$51).

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.



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.

Order *The Daily* and other publications by phone:

Please refer to the • Title • Catalogue number • Volume number • Issue number • Your VISA or MasterCard number.

In Canada and the United States call:

1-800-267-6677

From other countries call:

1-613-951-7277

Or fax your order to us:

1-613-951-1584

For address changes: Please refer to your customer account number.

To order a publication by mail write: Sales and Service, Marketing Division, Statistics Canada, Ottawa, K1A 0T6.
Include a cheque or money order payable to Receiver General of Canada/Publications. Canadian customers add 7% GST.

Statistics Canada Regional Reference Centres provide a full range of the Agency's products and services.

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

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

The Daily, November 4, 1994

STATISTICS CANADA LIBRARY
BIBLIOTHEQUE STATISTIQUE CANADA



1010176432

MAJOR RELEASE DATES

Week of November 7-10
(Release dates are subject to change)

Release date	Title	Reference period
7	Registered nurses	1993
8	Estimates of labour income	August 1994
9	New motor vehicle sales	September 1994
	New housing price index	September 1994

Note: The Daily will not be published on November 11th, Remembrance Day.