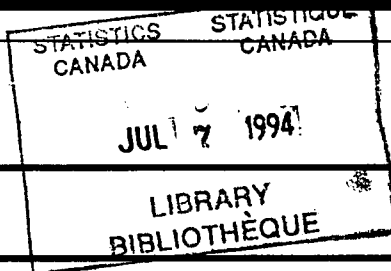


The Daily

Statistics Canada

Thursday, July 7, 1994

For release at 8:30 a.m.



MAJOR RELEASE

• Help-wanted index, June 1994

2

After having advanced each month since the start of the year, the index remained unchanged at 95 in June.

DATA AVAILABILITY ANNOUNCEMENTS

Steel primary forms, week ending July 2, 1994

3

Steel wire and specified wire products, May 1994

3

Air charter statistics, 1993

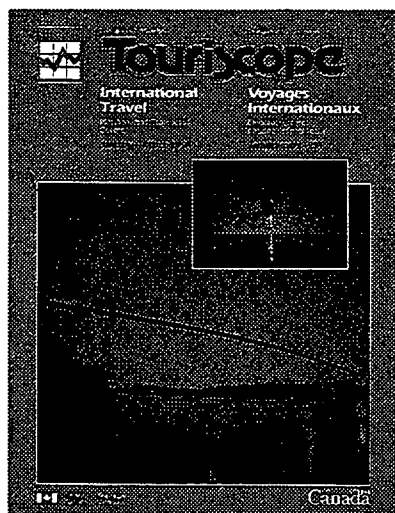
3

Tea, coffee and cocoa, March 1994

3

PUBLICATIONS RELEASED

4



Touriscope—international travel: national and provincial counts

First quarter 1994

This report contains information by month for the past two years on a province-of-entry basis in the form of tables and graphs. Each issue of *Touriscope* reviews recent trends in international travel, providing preliminary estimates of receipts and payments on the travel account for the quarter.

This issue of *Touriscope* also contains a feature article, "Sport participation travel between Atlantic Canada and New England".

The first quarter 1994 issue of *Touriscope—international travel: national and provincial counts* (66-001, \$42/\$168) is now available. See "How to order publications".

For further information on this release, contact Ruth McMillan (613-951-1791), Education, Culture and Tourism Division.



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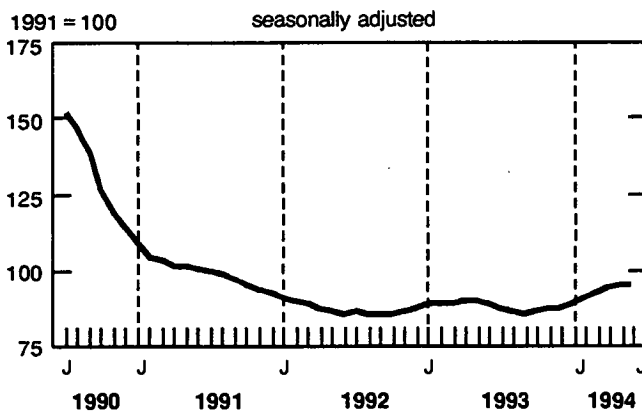
MAJOR RELEASE

Help-wanted index

June 1994

The help-wanted index for Canada (1991=100) stayed at 95 in June, but the overall trend has been positive in 1994. This compares with practically no change in the index in 1993. This year's period of growth (+8% between January and June) is the longest since the index peaked in 1989.

After five increases the help-wanted index is unchanged



The index, reflecting changes in the labour market, reached a peak of 215 in March 1989. It then declined until August 1992, when it bottomed out at 85. These movements were inverted in the movements of the unemployment rate, which peaked in 1992. The unemployment rate remained high

Note to users

The help-wanted index serves as an early indicator of changes in the demand for labour by monitoring the number of help-wanted ads published in 20 major metropolitan areas.

The index is an economic indicator that reflects labour market conditions. An inverse relationship exists between the index and the unemployment rate. For example, a long-term increase in the index usually accompanies a decline in the unemployment rate.

All data have been seasonally adjusted to ease month-to-month comparisons and interpretation of the trend.

during 1993, but in 1994 it declined from 11.4% in January to 10.7% in May.

A strong increase in Ontario is offset by decreases in Quebec and British Columbia

Between May and June 1994, the index advanced 2% in Ontario (+11% since the start of 1994). In Quebec the index rose 7% between January and April, but since then it has declined a total of 5%. After four consecutive increases, the index declined 2% in British Columbia between May and June.

Available on CANSIM: matrix 105 (levels 8 and 9).

Help-wanted indexes for metropolitan areas in this survey and trend-cycle estimates are available on request.

For further information on this release, contact Carole Lacroix (613-951-4039) or Horst Stiebert (613-951-4044), Labour Division (fax: 613-951-4087).

Help-wanted Index

(1991 = 100)

	June 1993	April 1994	May 1994	June 1994	June 1993 to June 1994	May 1994 to June 1994
	seasonally adjusted				% change	
Canada	88	94	95	95	8	0
Atlantic provinces	91	90	91	92	1	1
Quebec	92	101	98	96	4	-2
Ontario	87	94	95	97	11	2
Prairie provinces	83	89	91	92	11	1
British Columbia	85	89	90	88	4	-2

DATA AVAILABILITY ANNOUNCEMENTS

Steel primary forms

Week ending July 2, 1994 (preliminary)

Steel primary forms production for the week ending July 2, 1994 totalled 273 681 tonnes, down 0.8% from the week-earlier 276 012 tonnes but up 1.4% from the year-earlier 269 906 tonnes.

The cumulative total at the end of the week was 6 912 665 tonnes, a 4.2% decrease from 7 212 092 tonnes for the same period in 1993.

For further information on this release, contact Greg Milsom (613-951-9827), Industry Division. ■

Steel wire and specified wire products

May 1994

Shipments of steel wire and specified wire products totalled 69 938 tonnes in May 1994, up 5.1% from 66 556 tonnes in April.

Data for May 1994 on factory shipments of steel wire and specified wire products are now available, as are production and export-market data for selected commodities.

Available on CANSIM: matrix 122 (series 19).

The May 1994 issue of *Steel wire and specified wire products* (41-006, \$6/\$60) will be available later.

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

Air charter statistics

1993

Preliminary data for 1993 on the air charter industry are now available.

The July 1994 issue of *Aviation service bulletin* (51-004, \$10/\$99) will be available soon. See "How to order publications".

For further information on this release, contact Francesca Thibeault (819-997-6173), Aviation Statistics Centre, Transportation Division. ■

Tea, coffee and cocoa

March 1994

Data for the first quarter of 1994 on tea, coffee and cocoa are now available.

Available on CANSIM: matrix 188 (series 1.7 and 1.8).

The March 1994 issue of *Production and stocks of tea, coffee and cocoa* (32-025, \$8/\$32) will be available shortly. See "How to order publications".

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



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The Daily, July 7, 1994

PUBLICATIONS RELEASED

Survey methodology, June 1994, vol. 20, no. 1.

Catalogue number 12-001

(Canada: \$45; United States: US\$50;
other countries: US\$55).

Rigid insulating board, May 1994.

Catalogue number 36-002

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

Touriscope—international travel: national and provincial counts, January-March 1994.

Catalogue number 66-001

(Canada: \$42/\$168; United States: US\$51/US\$202;
other countries: US\$59/US\$236).

Labour force information, For the week ended June 18, 1994.

Catalogue number 71-001P

(Canada: \$10/\$100; United States: US\$12/US\$120;
other countries: US\$14/US\$140).

Available at 7:00 a.m. on Friday, July 8th.

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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