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A jump of 51,000 in the number of adult women in the labour force edged the unemployment rate up 0.1 percentage points, to 10.3%.
- **New motor vehicle sales, July 1994** 6
New motor vehicle sales dropped sharply in July but year-to-date sales remained above levels of the previous two years.
- **New housing price index, July 1994** 8
The index was virtually unchanged in July (-0.1%). However, the index for Toronto rose 0.3% from July 1993, the first positive annual change in Canada's largest new residential construction market in more than four years.

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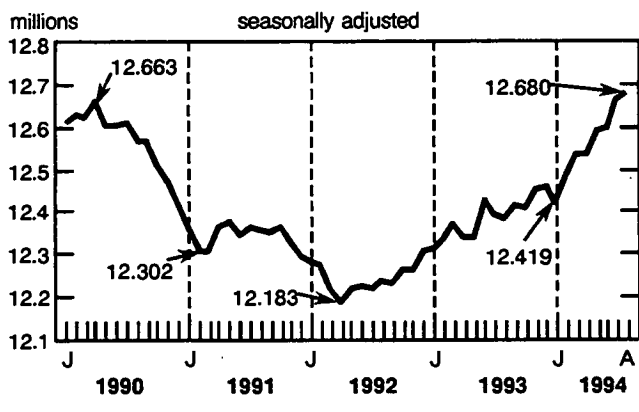
MAJOR RELEASES

Labour force survey

August 1994

Seasonally adjusted estimates from the labour force survey show employment rose 22,000 in August, sustaining accelerated employment gains since January which now total 261,000. This puts the level of employment in August at 12.68 million, just above the pre-recession peak of 12.66 million in April 1990. The gains in August were in part-time employment. A jump of 51,000 in the number of adult women in the labour force edged the unemployment rate up 0.1 percentage points, to 10.3%.

Employment



Seventh consecutive month of employment growth

In August, employment among adults (aged 25 and over) increased 40,000. Adult employment has grown every month since January, with gains now totalling 245,000 (+2.3%). Of the gain in August, 25,000 was among adult women, and 15,000 among adult men. Employment among youth (aged 15 to 24) fell 18,000. Despite monthly fluctuations, youth employment levels have changed little since the beginning of 1993.

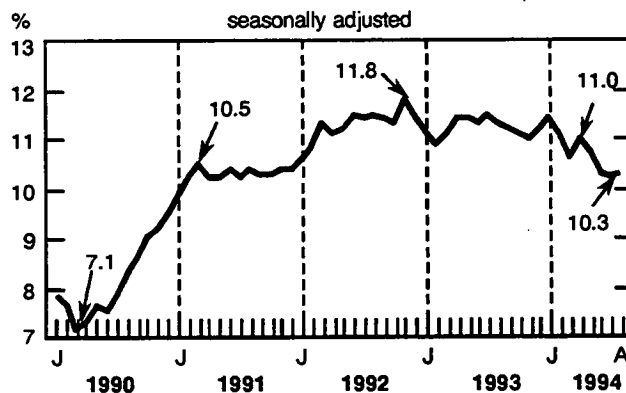
Gains in August were in part-time employment, which increased 30,000. Of this increase, 24,000 was accounted for by adult women. There was a small decrease in full-time employment (persons

working 30 hours or more a week), with losses among youths outnumbering gains among adult men. Full-time employment remains 237,000 above the level in January.

More adult women looking for jobs

In August, 51,000 adult women joined the labour force. This large increase in labour force participation was reflected in an increase of 26,000 in the number of unemployed adult women, raising their unemployment rate 0.4 percentage points, to 9.2%. The unemployment rate among adult men edged down to 9.0% as a result of small employment gains. Among youths, the unemployment rate edged up to 16.4%, as employment losses were coupled with a decrease in labour force participation.

Unemployment rate



August employment growth concentrated in Ontario and New Brunswick

An employment increase in Ontario of 31,000 brings the total gains since January to 121,000 (+2.5%). Over this period, employment growth has pushed the unemployment rate in Ontario down 1.5 percentage points, to 9.4%.

In New Brunswick, employment increased 4,000 in August. Employment is 11,000 higher than in January (+3.9%), and the unemployment rate has fallen 1.2 percentage points over this period, to 11.9% in August.

Employment in Quebec fell 20,000 in August, following an increase of 31,000 in July. Employment in Quebec remains 40,000 above its January level (+1.3%). The unemployment rate in Quebec, at 12.2%, is 0.7 percentage points lower than in January.

Employment fell by 5,000 in Manitoba, and the unemployment rate jumped to 9.7% after having fallen over the previous six months. The unemployment rate for August remains 0.9 percentage points below that of January.

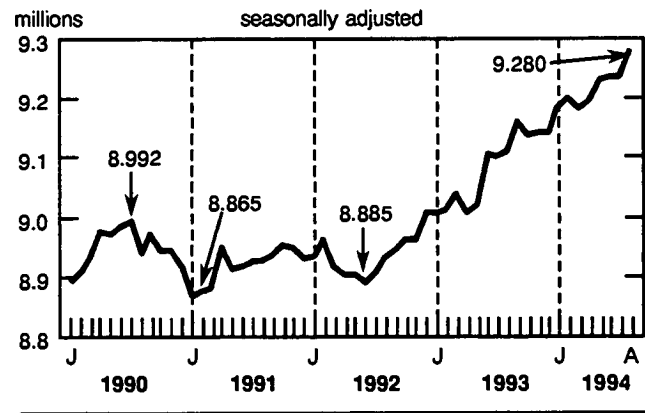
In British Columbia, employment has changed little since May, when it increased by 30,000. Employment in British Columbia was little affected by the recession, and gains this year continue a long-term upward trend. The unemployment rate, at 9.4%, is 0.7 percentage points lower than it was in January.

Growth In service-producing industries

Employment increases in August were in the service-producing industries (+45,000), and were concentrated in trade (+21,000), and public administration (+18,000). Employment in trade has fluctuated over the last few months and is now 54,000 above its January level. Despite August's increase, employment in public administration is below its level at the start of the year.

There was a small employment decline in the goods-producing industries, spread across manufacturing, construction, and agriculture. Employment in this sector remains 153,000 above its January level (+4.7%).

Employment in service-producing industries



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

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

The next release of the labour force survey is scheduled for October 7th.

For further information, contact Doug Drew (613-951-4720) or the LFS information line (613-951-9448), Household Surveys Division. □

Labour force characteristics

	August 1994	July 1994 to August 1994	August 1993 to August 1994
	seasonally adjusted	change	
Labour force ('000)	14,137	+ 48	+ 179
Employment ('000)	12,680	+ 22	+ 298
Full-time ('000)	10,491	-8	+ 286
Part-time ('000)	2,189	+ 30	+ 12
Unemployment ('000)	1,457	+ 26	-119
Unemployment rate (%)	10.3	+ 0.1	-1.0
Participation rate (%)	65.0	+ 0.1	-0.1
Employment/population ratio (%)	58.3	-	+ 0.5
	August 1994	August 1993	August 1993 to August 1994
	unadjusted		change
Labour force ('000)	14,553	14,355	+ 198
Employment ('000)	13,093	12,780	+ 313
Full-time ('000)	11,199	10,912	+ 287
Part-time ('000)	1,894	1,867	+ 26
Unemployment ('000)	1,460	1,575	-115
Unemployment rate (%)	10.0	11.0	-1.0
Participation rate (%)	66.9	67.0	-0.1
Employment/population ratio (%)	60.2	59.6	+ 0.6

- Nil or zero.

Labour force characteristics, 15 years and over

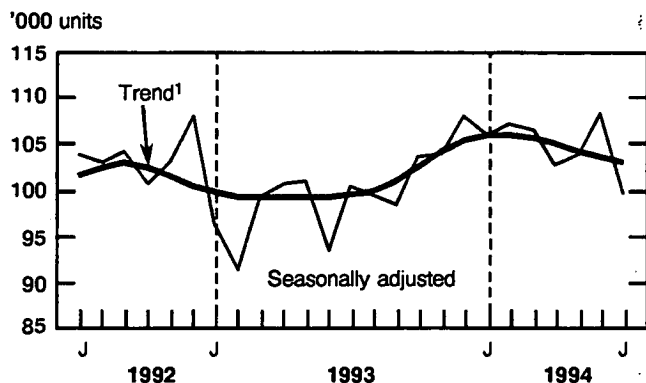
	Labour force '000					Participation rate %				
	August 1994	July 1994	August 1993	August 1994	August 1993	August 1994	July 1994	August 1993	August 1994	August 1993
	seasonally adjusted		unadjusted			seasonally adjusted		unadjusted		
Canada	14,137	14,089	13,958	14,553	14,355	65.0	64.9	65.1	66.9	67.0
Newfoundland	239	237	233	258	251	53.5	53.0	52.6	57.7	56.6
Prince Edward Island	65	66	65	70	70	64.3	65.3	65.2	69.0	70.0
Nova Scotia	426	428	421	450	443	60.3	60.7	60.1	63.7	63.2
New Brunswick	335	333	331	360	354	58.8	58.4	58.7	63.1	62.8
Quebec	3,456	3,448	3,377	3,549	3,471	62.4	62.3	61.6	64.1	63.3
Ontario	5,398	5,375	5,366	5,548	5,512	66.1	65.9	66.8	67.9	68.6
Manitoba	538	534	542	550	556	66.0	65.5	66.7	67.5	68.5
Saskatchewan	470	471	478	485	494	65.3	65.4	66.5	67.4	68.7
Alberta	1,401	1,407	1,394	1,439	1,427	71.4	71.7	71.9	73.3	73.6
British Columbia	1,807	1,791	1,742	1,843	1,778	66.3	65.9	66.0	67.6	67.4
	Employment '000					Employment/population ratio %				
	August 1994	July 1994	August 1993	August 1994	August 1993	August 1994	July 1994	August 1993	August 1994	August 1993
	seasonally adjusted		unadjusted			seasonally adjusted		unadjusted		
Canada	12,680	12,658	12,382	13,093	12,780	58.3	58.3	57.8	60.2	59.6
Newfoundland	189	187	185	207	202	42.3	41.8	41.8	46.3	45.7
Prince Edward Island	54	54	53	61	60	52.8	53.2	52.7	59.9	60.1
Nova Scotia	369	368	358	392	380	52.3	52.2	51.1	55.6	54.2
New Brunswick	295	291	288	321	312	51.8	51.1	51.1	56.3	55.3
Quebec	3,033	3,053	2,942	3,138	3,049	54.8	55.2	53.7	56.7	55.6
Ontario	4,890	4,859	4,787	5,025	4,913	59.9	59.6	59.6	61.5	61.1
Manitoba	486	491	491	496	503	59.6	60.2	60.5	60.9	62.0
Saskatchewan	438	439	440	455	457	60.8	61.0	61.2	63.1	63.5
Alberta	1,284	1,281	1,255	1,321	1,289	65.4	65.3	64.7	67.3	66.4
British Columbia	1,637	1,630	1,577	1,676	1,615	60.0	60.0	59.8	61.5	61.2
	Unemployment '000					Unemployment rate %				
	August 1994	July 1994	August 1993	August 1994	August 1993	August 1994	July 1994	August 1993	August 1994	August 1993
	seasonally adjusted		unadjusted			seasonally adjusted		unadjusted		
Canada	1,457	1,431	1,576	1,460	1,575	10.3	10.2	11.3	10.0	11.0
Newfoundland	50	50	48	51	48	20.9	21.1	20.6	19.8	19.2
Prince Edward Island	12	12	13	9	10	17.8	18.6	19.3	13.2	14.2
Nova Scotia	57	60	63	57	63	13.4	14.0	15.0	12.7	14.2
New Brunswick	40	42	43	39	43	11.9	12.6	13.0	10.7	12.0
Quebec	423	395	435	411	422	12.2	11.5	12.9	11.6	12.2
Ontario	508	516	579	523	599	9.4	9.6	10.8	9.4	10.9
Manitoba	52	43	51	54	52	9.7	8.1	9.4	9.8	9.4
Saskatchewan	32	32	38	31	37	6.8	6.8	7.9	6.3	7.6
Alberta	117	126	139	118	138	8.4	9.0	10.0	8.2	9.7
British Columbia	170	161	165	167	163	9.4	9.0	9.5	9.1	9.1

New motor vehicle sales

July 1994

New motor vehicle sales dropped sharply in July. Despite the decline, year-to-date sales remained above levels of the previous two years.

New motor vehicle sales



¹ The short-term trend represents a moving average of the data.

On a seasonally adjusted basis, new motor vehicle sales totalled 99,000 units in July, a decrease of 8.1% over June's revised sales. The decrease stemmed from an 8.5% drop in truck sales and a 7.8% decline in passenger car sales.

The decline in passenger car sales was attributable to an 11.8% drop in passenger cars manufactured in North America. Despite this decline, year-to-date sales of North American passenger cars continued to be ahead of the previous year's pace.

In contrast, sales of imported passenger cars increased 5.1% in July. However, the 1994 year-to-date sales of imported passenger cars continue to lag behind the 1993 level.

The penetration of North American built passenger cars in the Canadian market remains higher than one year ago. In July, the market share of North American built passenger cars sold in Canada was 73.4%, up from 66.5% a year earlier. The Japanese market share, on the other hand, dropped to 19.8% from 26.6% for the same period.

Available on CANSIM: matrix 64.

The July 1994 issue of *New motor vehicle sales* (63-007, \$16/\$160), will be available in October. See "How to order publications".

For further information, contact Tom Newton (613-951-3552), Industry Division. □

New motor vehicle sales

	April 1994 ^r	May 1994 ^r	June 1994 ^r	July 1994 ^p
	units % change	units % change	units % change	units % change
seasonally adjusted				
Total new motor vehicles	102,620 -3.5	103,872 + 1.2	108,185 + 4.2	99,449 -8.1
Passenger cars by origin				
North America ¹	46,363 -4.6	46,417 + 0.1	48,627 + 4.8	42,888 -11.8
Imported ²	16,144 + 2.0	15,444 - 4.3	15,114 -2.1	15,888 + 5.1
Total	62,507 -3.0	61,861 -1.0	63,741 + 3.0	58,776 -7.8
Trucks, vans and buses	40,113 -4.4	42,011 + 4.7	44,444 + 5.8	40,673 -8.5
	July 1994	July 1993 to July 1994	January to July 1994	Jan.-July 1993 to Jan.-July 1994
	units	% change	units	% change
unadjusted				
Total new motor vehicles	102,422	-5.1	780,601	+ 7.0
Passenger cars by origin				
North America ¹	45,333	+ 0.4	357,579	+ 17.8
Japan ²	12,238	-32.2	89,891	-27.2
Other Countries ²	4,192	-9.9	26,035	-21.0
Total	61,763	-9.0	473,505	+ 2.9
Trucks, vans and buses by origin				
North America ¹	37,269	+ 4.4	281,449	+ 18.1
Imported ²	3,390	-22.1	25,647	-18.5
Total	40,659	+ 1.5	307,096	+ 13.9

¹ North American vehicles: motor vehicles manufactured or assembled in North America. These vehicles may be built by domestic companies or may include transplants (vehicles built by foreign manufacturers in North America).

² Imported vehicles: motor vehicles manufactured or assembled overseas and marketed in Canada by domestic or foreign-owned companies.

^p Preliminary figures.

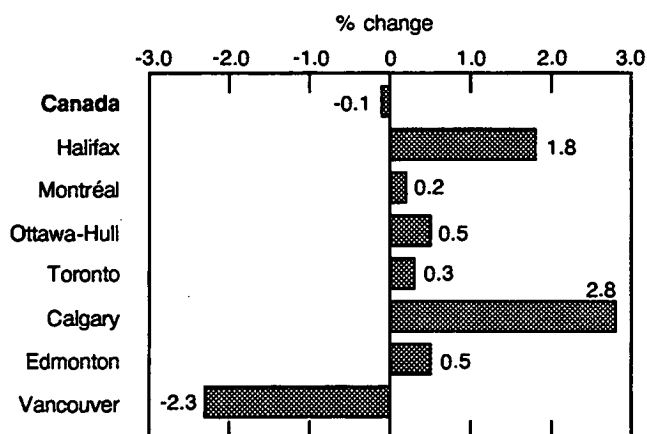
^r Revised figures.

New housing price index

July 1994

The new housing price index (1986=100) stood at 136.1 in July 1994, a slight 0.1% decrease from June.

New housing price indexes July 1993 to July 1994



In eight of the of the 20 cities surveyed, contractors reported stable or offsetting new home selling

prices resulting in no monthly changes in their total city indexes. In the seven cities showing monthly price index increases, the largest were for London (+0.5%) and Halifax (+0.3%). Of the five cities registering monthly decreases, the largest were for St. Catharines-Niagara (-0.8%) and Vancouver (-0.5%).

The estimated house only index decreased 0.2% while the estimated land only index increased 0.1%.

The total index of housing contractors' selling prices was down 0.1% from a year earlier. The movement was influenced by decreases in St. Catharines-Niagara (-4.4%), Kitchener-Waterloo (-3.0%), Vancouver (-2.3%), Victoria (-0.9%) and Québec (-0.8%). Offsetting increases occurred in Regina (+4.6%), Winnipeg (+3.4%), Calgary (+2.8%), Sudbury-Thunder Bay (+1.9%), Halifax (+1.8%) and Saskatoon (+1.0%). Toronto registered a slight annual increase (+0.3%), the first time since March 1990 that prices reported by contractors in the city showed a positive annual change.

Available on CANSIM: matrix 2032.

The third quarter 1994 issue of *Construction price statistics* (62-007, \$19/\$76) will be available in December. See "How to order publications".

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

New housing price indexes
(1986 = 100)

	July 1993	June 1994	July 1994	July 1993 to July 1994	June 1994 to July 1994
				% change	
Canada total	136.3	136.2	136.1	-0.1	-0.1
House only	125.5	125.6	125.4	-0.1	-0.2
Land only	169.6	169.4	169.6	-	0.1
St. John's	126.8	127.4	127.1	0.2	-0.2
Halifax	114.2	115.9	116.3	1.8	0.3
Saint John-Moncton-Fredericton	115.2	115.5	115.5	0.3	-
Québec	135.6	134.5	134.5	-0.8	-
Montréal	135.9	136.2	136.2	0.2	-
Ottawa-Hull	122.5	123.1	123.1	0.5	-
Toronto	136.7	137.1	137.1	0.3	-
Hamilton	127.5	127.2	127.4	-0.1	0.2
St. Catharines-Niagara	127.0	122.4	121.4	-4.4	-0.8
Kitchener-Waterloo	126.7	123.0	122.9	-3.0	-0.1
London	146.1	146.3	147.1	0.7	0.5
Windsor	127.4	127.0	127.0	-0.3	-
Sudbury-Thunder Bay	135.1	137.7	137.7	1.9	-
Winnipeg	112.7	116.3	116.5	3.4	0.2
Regina	122.4	127.8	128.0	4.6	0.2
Saskatoon	111.3	112.4	112.4	1.0	-
Calgary	137.2	140.9	141.0	2.8	0.1
Edmonton	147.1	148.2	147.9	0.5	-0.2
Vancouver	148.4	145.7	145.0	-2.3	-0.5
Victoria	131.8	130.4	130.6	-0.9	0.2

- Nil or zero.

DATA AVAILABILITY ANNOUNCEMENTS

Steel primary forms

July 1994

Steel primary forms production for July 1994 totalled 1 068 688 tonnes, a decrease of 10.7% from 1 196 900 metric tonnes the previous year.

Year-to-date production reached 7 960 019 metric tonnes, down 4.5% from 8 335 062 tonnes a year earlier.

Available on CANSIM: matrix 58 (level 2, series 3).

The July 1994 issue of *Primary iron and steel* (41-001, \$6/\$60) will be available at a later date. See "How to order publications".

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

Steel pipe and tubing

July 1994

Steel pipe and tubing production for July 1994 totalled 142 034 metric tonnes, an increase of 24.1% from 114 481 metric tonnes a year earlier.

Year-to-date production totalled 1 094 600 metric tonnes, up 8.0% from 1 013 061 metric tonnes in the same period of 1993.

Available on CANSIM: matrix 35.

The July 1994 issue of *Steel pipe and tubing* (41-011, \$6/\$60) will be available at a later date. See "How to order publications".

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

Steel wire and specified wire products

July 1994

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

Shipments totalled 57 459 tonnes in July 1994, down 20.7% from 72 491^r (revised) tonnes the previous month.

Available on CANSIM: matrix 122 (series 19).

The July 1994 issue of *Steel wire and specified wire products* (41-006, \$6/\$60) will be available at a later date. See "How to order publications".

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

Oil pipeline transport

June 1994

In June, net receipts of crude oil and refined petroleum products into pipelines increased 0.1% to 15 637 501 cubic metres (m³) from June 1993. Year-to-date receipts, at 98 363 581 m³, were up 6.8% from 1993.

Pipeline exports of crude oil increased 5.9% from June 1993, to 4 468 240 m³. Pipeline imports rose to 1 007 763 m³, up 0.1% from June 1993. Year-to-date exports at the end of June 1994 (26 779 467 m³) were up 10.3% from 1993, while year-to-date imports (5 638 179 m³) were up 5.9%.

June deliveries of crude oil by pipeline to Canadian refineries totalled 4 702 351 m³, a 9.5% decrease from 1993. June deliveries of liquid petroleum gases and refined petroleum products increased 26.6% to 340 279 m³.

Available on CANSIM: matrix 181.

The June 1994 issue of *Oil pipeline transport* (55-001, \$11/\$110) will be available the third week of September. See "How to order publications".

For further information, contact Gerard O'Connor (613-951-3562), Energy Section, Industry Division. ■

Canadian telecommunications plant price indexes

1992 (final) and 1993 (preliminary)

The final 1992 and preliminary 1993 estimates are now available for the Canadian telecommunications plant price indexes (1986 = 100).

Available on CANSIM: matrix 2021.

The second quarter 1994 issue of *Construction price statistics* (62-007, \$19/\$76) will be available later this month. See "How to order publications".

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

The tourism satellite account 1988

Preliminary estimates from the first tourism satellite account are now available. Canadian and foreign tourism activities generated direct value added of \$13.3 billion or 3% of gross domestic product at factor cost and 5% of employment in the business sector of the Canadian economy in 1988.

The complete results of this account will be published in the second quarter 1994 issue of *National income and expenditure accounts, quarterly estimates* (13-001 \$35/\$140). See "How to order publications".

For further information, contact the information officer (613-951-3640), National Accounts and Environment Division. ■

Imports by country, January-June 1994.
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MAJOR RELEASE DATES

Week of September 12-16
(Release dates are subject to change)

Release date	Title	Reference period
September		
12	Farm product price index	July 1994
15	Consumer price Index	August 1994
	Composite index	August 1994
	Department store sales	July 1994
16	Travel between Canada and other countries	July 1994

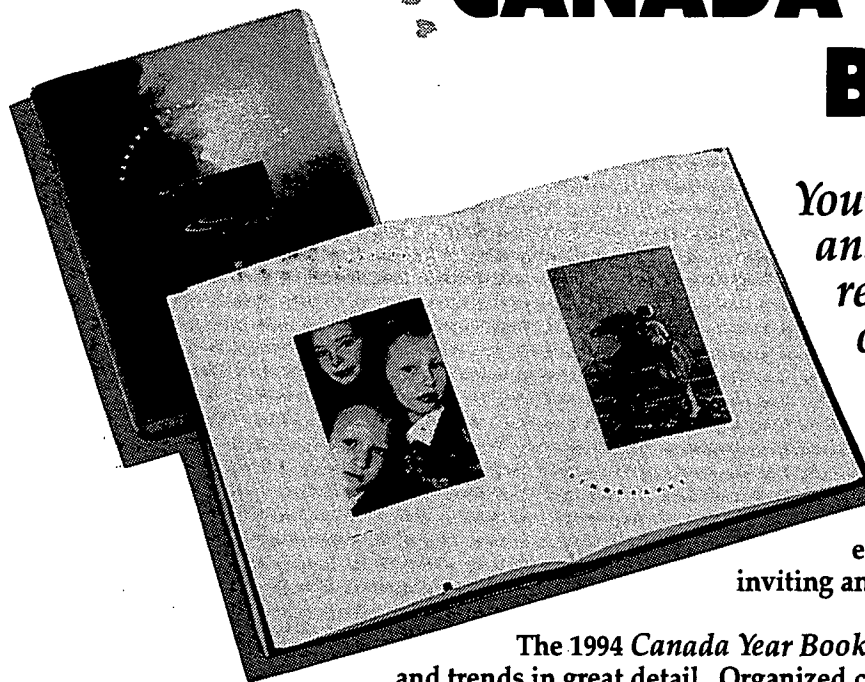
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