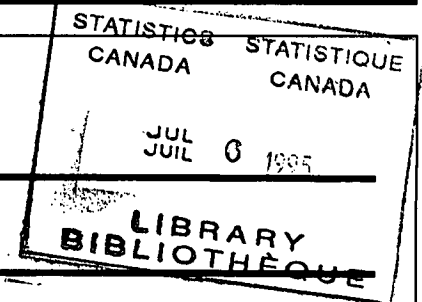




The Daily

Statistics Canada

Thursday, July 6, 1995
For release at 8:30 a.m.



MAJOR RELEASES

● Help-wanted index, June 1995

Newspaper advertising for help wanted remained unchanged in June, as the help-wanted index stayed at 98 after declining 4% between March and May. The index is compiled from the number of help-wanted ads published in 22 metropolitan newspapers.

2

OTHER RELEASES

Steel primary forms, week ending July 1, 1995

3

PUBLICATIONS RELEASED

4

The family over the life course

Over the course of history, the family has shown a remarkable capacity for adapting itself, even in concept, to the prevailing social and economic conditions. In recent years the family has faced some particularly striking challenges.

By combining cross-sectional and life-course methodological approaches, *The family over the life course*, the latest publication in the Current Demographic Analysis series, shows how an ageing population, low fertility, and increasing economic stress have affected the family situation of men and women at different ages. It then indicates how these effects may evolve in the immediate future.

This valuable analytic source was written by four university professors who are experts on family life: Roderic Beaujot, Ellen Gee, Zenaida Ravanera and Fernando Rajulton.

The family over the life course (91-543E, \$38) will be available shortly. See "How to order publications".

For further information on this release, contact Jean Dumas (613-951-2327), Demography Division.



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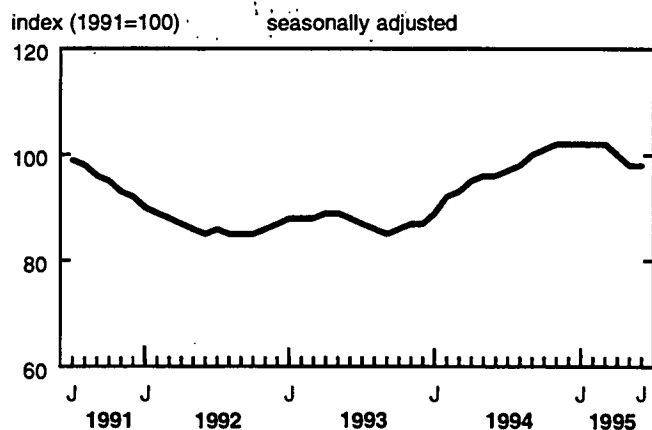
MAJOR RELEASES

Help-wanted index

June 1995

After declining in April and May, the seasonally adjusted help-wanted index remained unchanged at 98 in June (1991=100). The index indicates employers' intent to hire new workers. Since March 1995, this intent has weakened. Part of the weakness may be explained by the downturn in shipments and the buildup of inventory since January 1995, as reported by the Survey of Manufacturing.

Help-wanted index remained unchanged at 98 in June



Note to readers

The help-wanted index is compiled from help-wanted ads published in 22 newspapers in 20 major metropolitan areas. For these labour markets, the index reflects changes in the demand for labour. However, since not all jobs are filled through help-wanted ads, the index represents only a portion of all hiring.

All indexes have been seasonally adjusted and smoothed to aid month-to-month comparisons.

After following an upward trend throughout 1994, the index was stable at 102 between December 1994 and March 1995. From March to May 1995, the index declined 4% to 98.

In June, the index remained unchanged in all regions except the Atlantic provinces (-4%) and British Columbia (-1%).

Available on CANSIM: matrix 105 (levels 8-10).

Help-wanted indexes for the metropolitan areas surveyed are available on request.

For further information on this release, contact Adib Farhat (613-951-4045) or Carole Fraser (613-951-4039), Labour Division (fax: 613-951-4087).

Help-wanted index
(1991=100)

	June 1994	April 1995	May 1995	June 1995	June 1994 to June 1995	May 1995 to June 1995
seasonally adjusted						
					% change	
Canada	96	100	98	98	2	0
Atlantic provinces	95	103	100	96	1	-4
Quebec	98	104	105	105	7	0
Ontario	97	108	105	105	8	0
Prairie provinces	95	92	89	89	-6	0
British Columbia	85	81	79	78	-8	-1

OTHER RELEASES

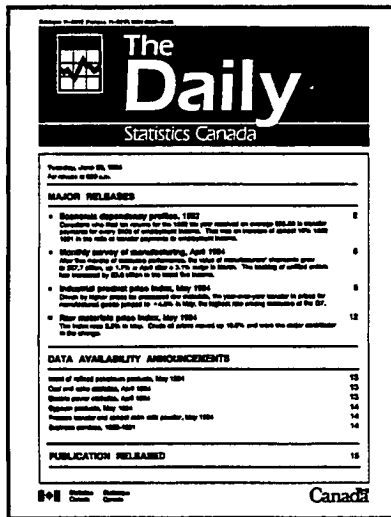
Steel primary forms

Week ending July 1, 1995 (preliminary)

Steel primary forms production for the week ending July 1, 1995 totalled 282 408 tonnes, up 4.7% from 269 619 tonnes a week earlier and up 3.2% from 273 682 tonnes a year earlier.

The year-to-date total at the end of the week was 7 401 984 tonnes, a 7.5% increase from 6 886 328 tonnes for the same period in 1994.

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



Statistics Canada's official release bulletin

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PUBLICATIONS RELEASED

Cereals and oilseeds review, April 1995

Catalogue number 22-007

(Canada: \$15/\$144; United States: US\$18/US\$173; other countries: US\$21/US\$202).

Coal and coke statistics, April 1995

Catalogue number 45-002

(Canada: \$11/\$110; United States: US\$14/US\$132; other countries: US\$16/US\$154).

Monthly survey of manufacturing, April 1995

Catalogue number 31-001

(Canada: \$19/\$190; United States: US\$23/US\$228; other countries: US\$27/US\$266).

Unemployment insurance statistics, April 1995

Catalogue number 73-001

(Canada: \$16/\$160; United States: US\$20/US\$192; other countries: US\$23/US\$224).

Asphalt roofing, May 1995

Catalogue number 45-001

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

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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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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