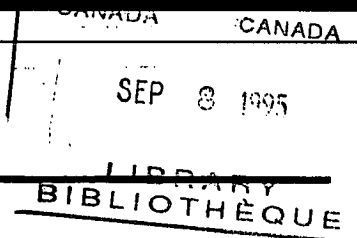




# The Daily

Statistics Canada

Friday, September 8, 1995  
For release at 8:30 a.m.



## MAJOR RELEASES

- **Labour force survey, August 1995** 2  
Employment rose by 28,000 in August following a decline of 19,000 in July. This continued the pattern of little overall employment change that has been observed since November 1994.

## OTHER RELEASES

- Education, work and retirement (microdata file), 1994 General Social Survey 6
- Steel wire and specified wire products, July 1995 6
- Electric storage batteries, July 1995 6

## PUBLICATIONS RELEASED 7

## RELEASE DATES: September 11-15 8



Statistics  
Canada

Statistique  
Canada

Canada

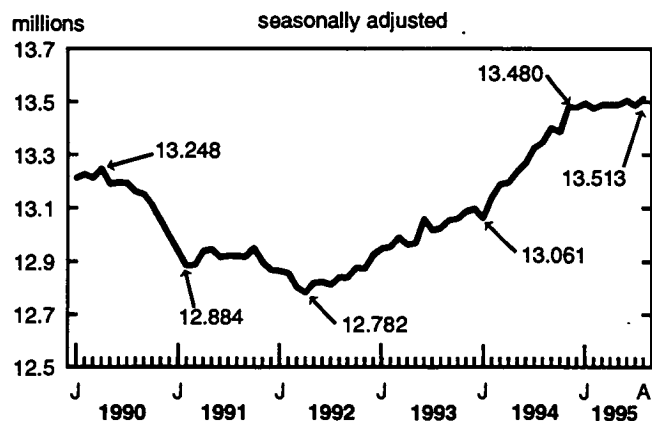
## MAJOR RELEASES

### Labour force survey

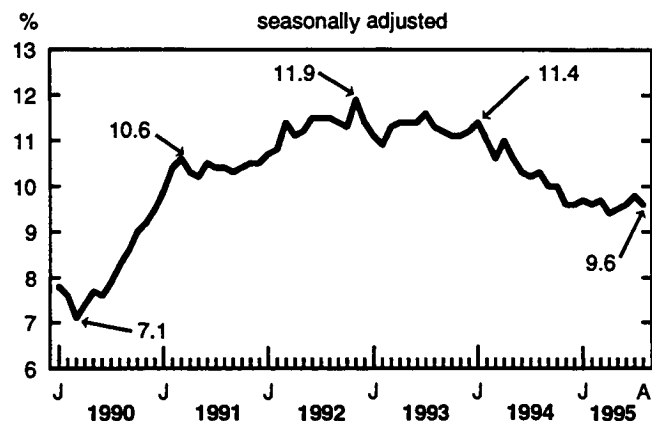
August 1995

Employment rose by 28,000 in August following a decline of 19,000 in July. This continued the pattern of little overall employment change that has been observed since November 1994. Employment gains in August brought the unemployment rate down 0.2 percentage points to 9.6%. The rate has been fluctuating around this level since November 1994.

#### Employment



#### Unemployment rate



### Job gains for adult men

Employment among men aged 25 and over increased by 20,000 in August, with gains mostly in full-time employment. Despite this increase, employment among adult men was little changed from last November. August's employment gain was mirrored by a decline of 20,000 in unemployment, bringing the unemployment rate for adult men down 0.3 percentage points to 8.4%. Labour market conditions among adult women remained virtually unchanged.

### Weak labour market for youths

In August, youth employment was little changed following a decline in July. Students continued to experience difficulties finding employment this summer. Many students gave up looking for summer jobs in August, bringing their participation rate to 60.8%—the lowest since the peak of August 1989 (72.0%). Unemployment among youths decreased by 24,000, and their unemployment rate fell 0.9 percentage points to 15.7%.

### Trends by industry

August brought no significant change in employment by industry. Despite little movement in overall employment since November 1994, employment has followed an upward trend in transportation, communications and other utilities. Employment has also gained ground in manufacturing; community, business and personal services; and finance, insurance and real estate. Over the same period, employment levels in construction and public administration have trended downward.

### Fewer hours worked

Since November 1994, the number of persons employed has edged up 0.2%, but total hours worked has fallen 0.6%. This provides further indication that labour market conditions have weakened over the period. Last year, by contrast, hours worked grew 3.7%, outpacing the growth rate of employment (+2.9%).

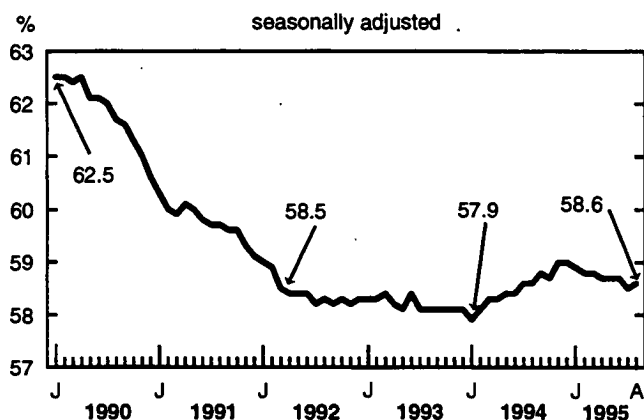
### Provincial labour markets

Employment was little changed except in British Columbia, where it increased by 12,000. Since November 1994, employment gains in this province

have totalled 42,000. This contrasts with Ontario, where employment has fallen by 36,000 since November 1994, and with Quebec, where it has shown almost no change.

A result of employment's slow growth since November 1994 has been a decline in the proportion of the population aged 15 and over with a job. The national employment rate fell by 0.4 percentage points over this period, with most provinces contributing to the downward trend. The exceptions were Manitoba and British Columbia. In those two provinces, the growth rate of employment since November 1994 has outpaced the population's growth rate.

Employment-to-population ratio



### LFS information line

Get the commentary and key survey estimates as soon as they are released at 7:00 a.m. on release day. Dial 613-951-9448, then follow the step-by-step instructions for selecting recorded information.

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

For a summary, *Labour force information, for the week ending August 19, 1995* (71-001P, \$10/\$100) is available today, as is a facsimile version (71-001PF, \$300 annually). The August 1995 issue of *The labour force* (71-001, \$23/\$230) will be available the third week of September. See "How to order publications".

The next release of the Labour Force Survey will be on October 6.

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

# Labour force characteristics

	August 1995	July 1995 to August 1995	August 1994 to August 1995
	seasonally adjusted		
			change
Labour force ('000)	14,941	-5	57
Employment ('000)	3,513	28	166
Full-time ('000)	11,278	21	215
Part-time ('000)	2,235	7	-49
Unemployment ('000)	1,428	-33	-109
Unemployment rate (%)	9.6	-0.2	-0.7
Participation rate (%)	64.8	-0.1	-0.6
Employment/population ratio (%)	58.6	0.1	-
	August 1995	August 1994	August 1994 to August 1995
	unadjusted		
			change
Labour force ('000)	15,371	15,310	61
Employment ('000)	13,930	13,768	162
Full-time ('000)	11,994	11,793	201
Part-time ('000)	1,936	1,975	-39
Unemployment ('000)	1,441	1,542	-101
Unemployment rate (%)	9.4	10.1	-0.7
Participation rate (%)	66.6	67.3	-0.7
Employment/population ratio (%)	60.4	60.5	-0.1

- Nil or zero.

Labour force characteristics, both sexes, aged 15 and over

	August 1995	July 1995	August 1994	August 1995	August 1994	August 1995	July 1995	August 1994	August 1995	August 1994
	seasonally adjusted			unadjusted		seasonally adjusted			unadjusted	
	Labour force ('000)					Participation rate (%)				
Canada	14,941	14,946	14,884	15,371	15,310	64.8	64.9	65.4	66.6	67.3
Newfoundland	244	239	246	263	265	53.6	52.5	53.9	57.9	58.1
Prince Edward Island	69	69	66	74	71	65.4	65.6	64.2	70.9	69.1
Nova Scotia	437	440	441	462	465	59.7	60.2	60.7	63.2	64.0
New Brunswick	354	354	352	380	377	59.2	59.2	59.2	63.5	63.5
Quebec	3,598	3,593	3,606	3,689	3,702	61.9	61.9	62.6	63.5	64.3
Ontario	5,728	5,751	5,730	5,882	5,889	65.5	65.9	66.6	67.3	68.4
Manitoba	569	566	559	584	572	66.9	66.5	66.1	68.7	67.6
Saskatchewan	495	495	490	510	505	66.0	66.1	65.7	68.0	67.7
Alberta	1,496	1,492	1,461	1,531	1,497	72.2	72.1	71.5	73.9	73.3
British Columbia	1,947	1,942	1,923	1,994	1,966	65.9	65.9	66.7	67.5	68.2
	Employment ('000)					Employment/population ratio (%)				
Canada	13,513	13,485	13,347	13,930	13,768	58.6	58.5	58.6	60.4	60.5
Newfoundland	198	194	195	216	213	43.5	42.6	42.8	47.5	46.7
Prince Edward Island	58	58	55	66	62	55.5	55.4	53.0	62.7	60.0
Nova Scotia	384	383	382	409	406	52.5	52.4	52.6	55.9	55.9
New Brunswick	314	315	311	341	337	52.5	52.7	52.3	57.0	56.7
Quebec	3,201	3,193	3,160	3,308	3,270	55.1	55.0	54.9	56.9	56.8
Ontario	5,213	5,217	5,197	5,346	5,334	59.6	59.8	60.4	61.2	62.0
Manitoba	527	526	505	540	516	61.9	61.8	59.7	63.4	61.0
Saskatchewan	457	457	457	472	473	60.9	61.0	61.3	63.0	63.4
Alberta	1,376	1,371	1,339	1,407	1,371	66.4	66.3	65.6	67.9	67.1
British Columbia	1,778	1,766	1,741	1,826	1,786	60.1	59.9	60.4	61.8	62.0
	Unemployment ('000)					Unemployment rate (%)				
Canada	1,428	1,461	1,537	1,441	1,542	9.6	9.8	10.3	9.4	10.1
Newfoundland	46	45	51	47	52	18.9	18.8	20.7	18.0	19.6
Prince Edward Island	10	11	12	9	9	15.1	15.5	17.4	11.5	13.1
Nova Scotia	53	57	59	53	59	12.1	13.0	13.4	11.6	12.8
New Brunswick	40	39	41	38	40	11.3	11.0	11.6	10.1	10.7
Quebec	397	400	446	381	432	11.0	11.1	12.4	10.3	11.7
Ontario	515	534	533	536	555	9.0	9.3	9.3	9.1	9.4
Manitoba	42	40	54	45	56	7.4	7.1	9.7	7.7	9.8
Saskatchewan	38	38	33	38	32	7.7	7.7	6.7	7.5	6.3
Alberta	120	121	122	124	126	8.0	8.1	8.4	8.1	8.4
British Columbia	169	176	182	168	179	8.7	9.1	9.5	8.4	9.1

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

---

## OTHER RELEASES

---

### Education, work and retirement (microdata file)

1994 General Social Survey (cycle 9)

Hands-on access to the 1994 cycle of the General Social Survey on education, work and retirement is now possible through a public-use microdata file. Using this rich database, you can conduct your own research on topics such as the transition to retirement, post-retirement activities, social mobility, non-standard employment, computer use, work history, links between education and work, and work interruptions. Much of the 1989 General Social Survey data are also shown, so results from the 1989 and 1994 surveys can be used to measure changes over time.

The file, consisting of unaggregated records of individual responses to the General Social Survey, has been carefully screened to ensure confidentiality. The target population includes all people aged 15 and over living in private households in the 10 provinces. The 1994 General Social Survey collected data from a sample of about 11,500 respondents, including an oversample of 1,500 people between the ages of 55 and 74.

A fact sheet entitled *Age at retirement: A different perspective for men and women* presents analysis based on the survey. The fact sheet is available on the Internet at <http://www.statcan.ca>. The 1994 file, stored on the medium of the purchaser's choice, is supported by a comprehensive user's guide and costs \$1,500.

For further information on this release, or to order, contact Pierre Turcotte (613-951-0878, the Internet: [turcpie@statcan.ca](mailto:turcpie@statcan.ca)), Housing, Family and Social Statistics Division. ■

### Steel wire and specified wire products

July 1995

Shipments of steel wire and specified wire products totalled 53 469 tonnes in July, down 6.8% from 57 382 tonnes in June 1994. Data on production and export markets for selected commodities are also available.

**Available on CANSIM: matrix 122 (series 19).**

The July 1995 issue of *Steel wire and specified wire products* (41-006, \$6/\$60) will be available shortly. See "How to order publications".

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

### Electric storage batteries

July 1995

Manufacturers of electric storage batteries sold 128,814 automotive and heavy-duty commercial replacement batteries in July, up 17.1% from 110,006 batteries in July 1994.

For January to July 1995, shipments totalled 774,707 batteries, down 21.9% from 991,693 batteries the previous year.

Sales data for other types of storage batteries are also available.

The July 1995 issue of *Factory sales of electric storage batteries* (43-005, \$6/\$60) will be available shortly. See "How to order publications".

For further information on this release, contact Laurie Vincent (613-951-3523), Industry Division. ■

## PUBLICATIONS RELEASED

### Specified domestic electrical appliances, July 1995 Catalogue number 43-003

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

### Industrial chemicals and synthetic resins, July 1995 Catalogue number 46-002

(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.



## 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.

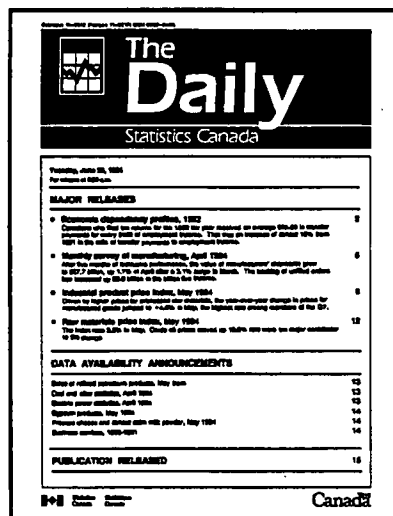
To order a publication by mail write: Sales and Service, Marketing Division, Statistics Canada, Ottawa, K1A 0T6.

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 or your telephone directory under Statistics Canada.

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



### Statistics Canada's official release bulletin

Catalogue 11-001E. (Canada: \$240; United States: US\$288; other countries: US\$336.)

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](mailto: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, 1995. Citation in newsprint, magazine, radio, and television reporting is permitted subject to the requirement that Statistics Canada is acknowledged as the source. Any other reproduction is permitted subject to the requirement that Statistics Canada is acknowledged as the source on all copies as follows: Statistics Canada, *The Daily*, catalogue 11-001E, along with date and page references.



1010197083

---

## RELEASE DATES

---

**Week of September 11-15**  
(Release dates are subject to change.)

Release date	Title	Reference period
11	New housing price index	July 1995
12	New motor vehicle sales	July 1995
12	Family data	1993
13	Services indicators	Second quarter 1995
14	Composite index	August 1995
15	Consumer price index	August 1995
15	Travel between Canada and other countries	July 1995