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Although the total number of overnight trips to the United States remained stable during the third quarter of 1995 compared with a year earlier, business travel continued to grow.

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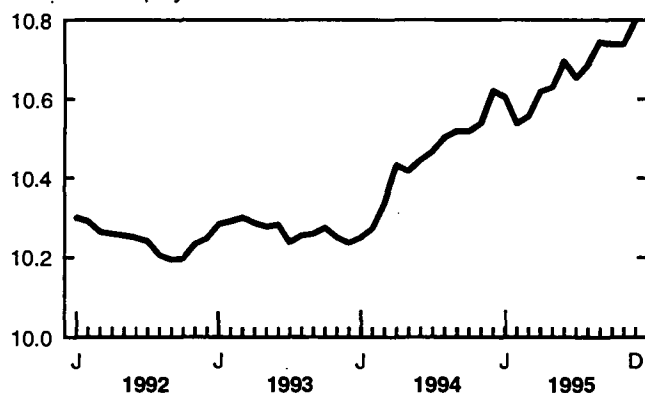
Employment, earnings and hours

1995 and December 1995 (preliminary)

Businesses began 1995 with two months of employment declines, but they ended the year on a high note, adding 60,000 employees to their payrolls in December. December's gain boosted the number of jobs created since January 1995 to 194,000. Even though employment growth was only half as strong as in 1994, payroll employment still managed to reach its highest level in five years.

Employers added 194,000 new jobs in 1995

millions of employees

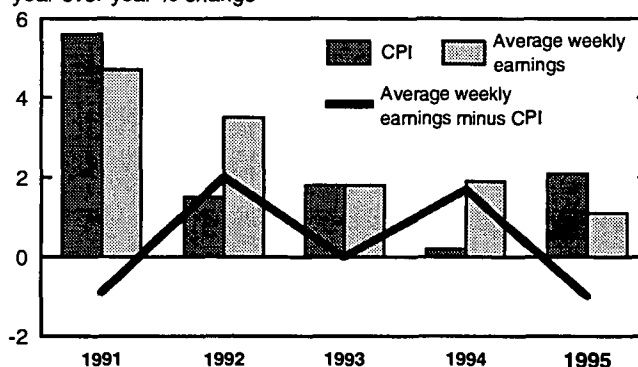


Manufacturers and business services companies closed out the year with significant gains and accounted for more than half the overall growth. Wholesale and retail trade establishments also contributed significantly. In total, 12 of the 16 major industrial sectors expanded employment last year.

While employment was on the rise during 1995, employees' weekly earnings generally remained sluggish, growing only 1.0% compared with 1994. Nevertheless, the gains in November and December boosted employees' earnings 1.7% (+\$9.71) from December 1994. Still, the earnings growth in 1995 was down from the growth rate in 1994 and fell 1.1 percentage points short of the inflation rate. This resulted in the first drop in real annual average earnings since 1991.

Earnings failed to keep pace with inflation in 1995

year-over-year % change



Employment gains were recorded in all provinces except Newfoundland and Nova Scotia. The most significant contributions to the overall growth were made by businesses in Ontario, British Columbia and Quebec. Business services in Ontario and manufacturers in Quebec led the gains in those provinces; growth in British Columbia was widespread across most industries.

Businesses in Prince Edward Island—led by construction, and accommodation, food and beverage services—had the largest relative increase in employment. The increased activity in these industries was partly due to the construction of the bridge to the mainland.

Change in employment levels

	Jan. 1995 to Dec. 1995
	change
Ontario	62,000
British Columbia	59,000
Quebec	47,000

Employment prospects dwindled in some industries

Industries that employed fewer persons in 1995 were public administration; mining, quarrying and oil wells; communications and other utilities; and real estate and insurance agencies.

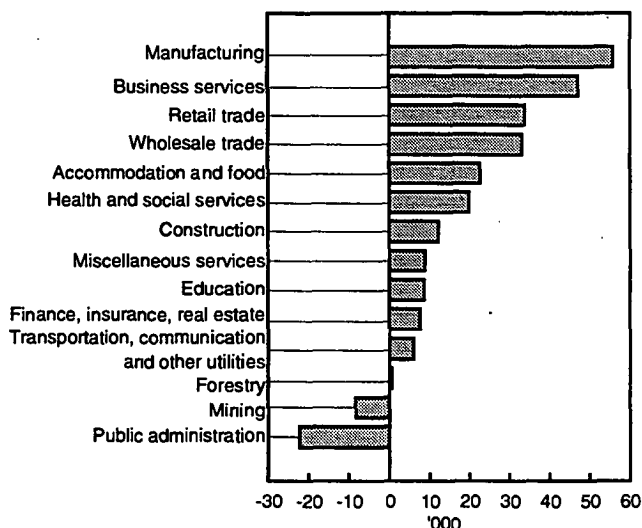
Federal government downsizing, which continued throughout last year, reduced the number of employees in public administration. In addition, many provincial governments cut employment in 1995.

Mining, quarrying and oil wells were affected by reduced employment in services related to crude petroleum and natural gas.

Communications and other utilities, in particular telecommunications carriers, reduced employment levels during the year. The losses, which occurred mainly in the last four months of 1995, reflected restructuring in the industry. To a lesser extent, the work force was also reduced for electric power systems (provincial power companies). Companies in this industry have reported declines in their annual employment levels for three consecutive years, from a high of more than 98,000 employees in 1992 to fewer than 88,000 in 1995.

The last of the four major industries with lower employment levels in 1995 was real estate and insurance agencies, which was affected by the continued slowdown in the housing market.

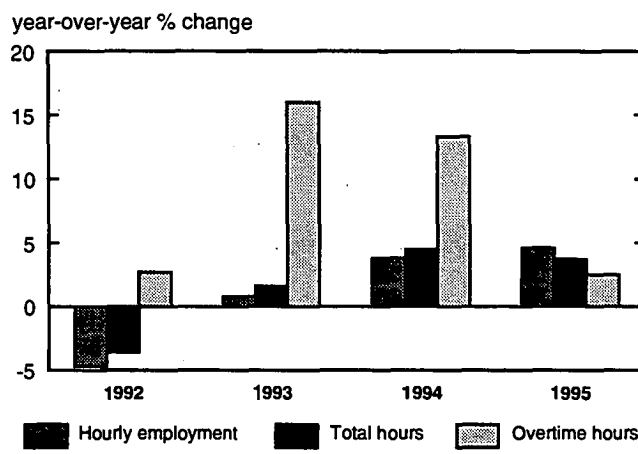
Change in employment levels
(January to December 1995)



Manufacturers hired more employees and reduced overtime

Manufacturers recorded annual increases in employment for a second consecutive year in 1995. The growth was led by manufacturers of machinery, transportation equipment, and electrical and electronic equipment. Manufacturers' shipments maintained the record levels achieved at the end of 1994, and inventories continued to grow in 1995.

Manufacturers were less reliant on overtime in 1995



In 1994, manufacturers reacted to greater demand by increasing overtime hours and, to a lesser extent, employment. In 1995, the employment growth was even stronger, but the average number of overtime hours per employee decreased. This may indicate more confidence among manufacturers that there will be sustained demand for their manufactured goods. However, the most recent Business Conditions Survey indicated that this trend may not continue.

Manufacturing employees earned on average \$693.94 per week in 1995, a 1.3% increase from 1994. The earnings growth was led by salaried employees, commissioned agents and working owners. The weekly earnings of employees paid by the hour were constrained by the reduction in the number of hours worked per week.

Business services continued to grow

Business services employment grew for a third consecutive year last year. Concentrated in Ontario and British Columbia, the growth was led by employment agencies, personnel suppliers, and

offices of architects, engineers and other scientific and professional services.

Available on CANSIM: matrices 4285-4466, 9438-9452, 9639-9664 and 9899-9911.

Detailed industry data and other labour market indicators are available from the standard tables in

Employment, earnings and hours (72-002, \$31/\$310) and *Annual estimates of employment, earnings and hours, 1983-1994* (paper version: 72F0002XPB, \$75; diskette: 72F0002XDB, \$100; paper and diskette: 10-3000XZB, \$150), as well as by custom tabulation.

For further information on this release, contact Stephen Johnson (613-951-4090, fax: 613-951-4087, the Internet: labour@statcan.ca), Labour Division.

Number of employees

Industry group (1980 SIC)	Oct. 1995	Nov. 1995 ^r	Dec. 1995 ^p	Oct. 1995 to Nov. 1995	Nov. 1995 to Dec. 1995
seasonally adjusted					
	'000			% change	
Industrial aggregate	10,739	10,739	10,799	0.0	0.6
Logging and forestry	68	68	67	0.0	-1.5
Mining, quarrying and oil wells	129	126	123	-2.3	-2.4
Manufacturing	1,696	1,706	1,715	0.6	0.5
Construction	440	441	447	0.2	1.4
Transportation, communication and other utilities	856	857	857	0.1	0.0
Wholesale trade	659	657	661	-0.3	0.6
Retail trade	1,394	1,387	1,403	-0.5	1.2
Finance, insurance and real estate	644	644	654	0.0	1.6
Business services	613	619	632	1.0	2.1
Education-related services	931	934	939	0.3	0.5
Health and social services	1,196	1,187	1,190	-0.8	0.3
Accommodation, food and beverage services	782	778	784	-0.5	0.8
Public administration	683	683	681	0.0	-0.3
Provinces and territories					
Newfoundland	147	147	146	0.0	-0.7
Prince Edward Island	45	46	45	2.2	-2.2
Nova Scotia	298	297	297	-0.3	0.0
New Brunswick	243	246	243	1.2	-1.2
Quebec	2,591	2,592	2,610	0.0	0.7
Ontario	4,218	4,209	4,228	-0.2	0.5
Manitoba	408	408	411	0.0	0.7
Saskatchewan	315	314	315	-0.3	0.3
Alberta	1,046	1,044	1,052	-0.2	0.8
British Columbia	1,399	1,404	1,418	0.4	1.0
Yukon	12	12	12	0.0	0.0
Northwest Territories	24	24	24	0.0	0.0

^p Preliminary estimates.

^r Revised estimates.

Average weekly earnings for all employees

Industry group (1980 SIC)	Dec. 1994	Nov. 1995 ^r	Dec. 1995 ^p	Nov. 1995 to Dec. 1995	Dec. 1994 to Dec. 1995
seasonally adjusted					
	\$			% change	
Industrial aggregate	570.92	576.20	580.63	0.8	1.7
Logging and forestry	748.85	736.16	747.05	1.5	-0.2
Mining, quarrying and oil wells	969.74	998.22	1,011.62	1.3	4.3
Manufacturing	692.39	702.15	706.06	0.6	2.0
Construction	670.64	665.49	686.15	3.1	2.3
Transportation, communication and other utilities	721.59	728.00	732.73	0.6	1.5
Wholesale trade	614.87	625.51	624.93	-0.1	1.6
Retail trade	340.29	346.00	342.66	-1.0	0.7
Finance, insurance and real estate	637.39	662.52	665.73	0.5	4.4
Business services	618.47	631.43	655.59	3.8	6.0
Education-related services	668.53	671.47	671.86	0.1	0.5
Health and social services	509.85	504.53	514.63	2.0	0.9
Accommodation, food and beverage services	232.00	237.34	238.65	0.6	2.9
Public administration	753.14	748.19	749.90	0.2	-0.4
Provinces and territories					
Newfoundland	534.47	533.73	534.87	0.2	0.1
Prince Edward Island	453.95	479.18	469.43	-2.0	3.4
Nova Scotia	496.94	486.20	497.03	2.2	0.0
New Brunswick	510.23	512.17	525.64	2.6	3.0
Quebec	546.76	553.82	550.93	-0.5	0.8
Ontario	609.03	613.13	621.48	1.4	2.0
Manitoba	502.33	508.49	513.66	1.0	2.3
Saskatchewan	492.14	490.59	493.32	0.6	0.2
Alberta	550.84	553.12	556.14	0.5	1.0
British Columbia	582.09	598.70	603.55	0.8	3.7
Yukon	684.32	704.73	709.11	0.6	3.6
Northwest Territories	694.80	711.44	713.00	0.2	2.6

^p Preliminary estimates.

^r Revised estimates.

Characteristics of international travellers

Third quarter 1995

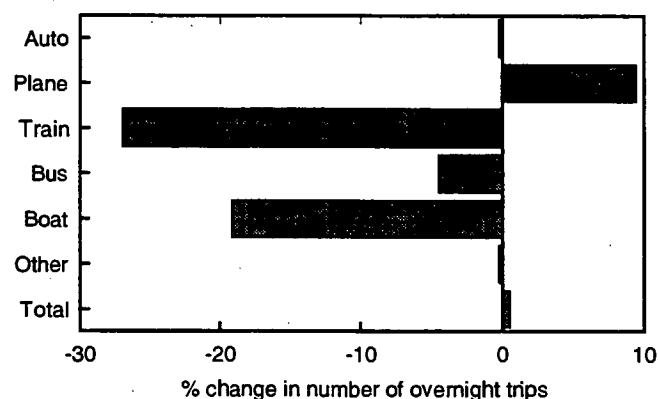
Although the total number of overnight trips to the United States remained stable during the third quarter of 1995 compared with a year earlier, business travel continued to grow.

Canadians made 6 million overnight trips to foreign destinations during the third quarter of 1995. Most of these trips were to the United States (5 million trips), where Canadian travellers spent close to \$1.7 billion. Nonetheless, the number of overnight trips to the United States remained well below the record 7 million trips during the third quarter of 1991. At that time, the value of the Canadian dollar averaged US87 cents, compared with US74 cents in the third quarter of 1995.

Mostly, Canadians travel to the United States by car. In fact, they made 3.8 million overnight trips to the United States in cars during the third quarter of 1995, unchanged from the third quarter of 1994.

Air travel, which was eased by the February 1995 Open Skies agreement between Canada and the United States, increased significantly from the previous year. In the third quarter, Canadians made 742,000 overnight trips to the United States in planes, up 9.4% from the third quarter of 1994.

Air travel to the United States is on the rise
(Third quarter 1994 to Third quarter 1995)



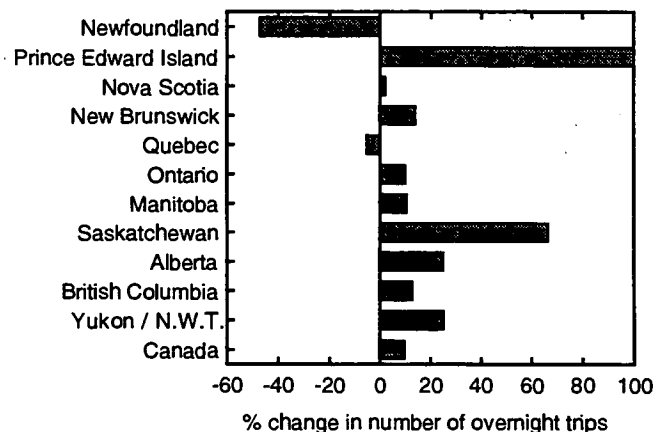
Half of these flights were taken by Ontario residents, while residents of Quebec and British Columbia accounted for another 30%. Only residents of Quebec and Newfoundland made fewer such flights during the summer of 1995.

Notes to readers

Data are not seasonally adjusted. Comparisons are to the third quarter of previous years.

Air travel increased between most provinces and the United States

(Third quarter 1994 to Third quarter 1995)



Growth in business travel to the United States

An important contributor to the increased air travel was the growth in business travel. Including all modes of transportation, the number of business trips increased 11.9% from the third quarter of 1994. Most Canadians travelling on overnight business to the United States fly (61% in the third quarter of 1995). Only 8.6% of overnight trips were by air for all other travel purposes (such as pleasure trips and visits to friends or relatives).

Business travel's share of travel to the United States has been growing. During the third quarter of 1990, 7.6% of overnight travel by Canadians to the United States was for business. This share stood at 11.6% during the summer of 1995.

The growth in business travel is significant because overall spending during business trips is substantially higher, even though business trips tend to be shorter than trips for other purposes. In the third quarter of 1995, average spending by Canadians on overnight business to the United States was \$610 per trip. By contrast, their expenditures during overnight trips for other purposes averaged \$300.

Canadians love New York state

Summer is still traditionally the time of the year when Canadian vacationers travel the most. In July, August and September 1995, 61% of Canadians' overnight trips to the United States were for pleasure, recreation and holidays.

New York was by far the most popular state for this type of travel. Canadians made 1.1 million visits to this state in the third quarter of 1995 and spent \$197 million. Other states bordering Canada (such as Washington,

Vermont, Maine, New Hampshire and Michigan) were also favourite vacation spots.

Various statistical profiles and microdata files of characteristics of international travellers for the third quarter are now available.

For further information on this release, contact Ruth Martin (613-951-1791, fax: 613-951-2909), International Travel Section, Education, Culture and Tourism Division. □

Canadians' overnight trips to the United States
Third quarter 1995

Top 10 states visited	Total	Business, convention, work	Visit friend or relative	Pleasure, recreation, holiday	Other
	'000				
New York	1,657	96	276	1,117	168
Washington	831	41	147	593	51
Vermont	790	44	91	551	104
Michigan	760	99	180	346	135
Maine	554	9	94	368	84
New Hampshire	511	18	72	347	73
Pennsylvania	386	37	72	255	21
Minnesota	330	25	64	171	71
Massachusetts	329	56	65	165	44
North Dakota	296	9	45	178	65

Canadians' spending while on overnight trips to the United States
Third quarter 1995

Top 10 states by spending	Total	Business, convention, work	Visit friend or relative	Pleasure, recreation, holiday	Other
	\$ millions				
New York	197	33	28	121	15
California	141	48	19	67	6
Florida	114	17	5	90	1
Maine	98	2	10	80	7
Washington	98	11	13	68	6
Michigan	97	13	18	51	15
Massachusetts	83	15	9	54	4
Nevada	51	8	2	41	1
Minnesota	51	9	8	26	8
Illinois	49	32	4	9	4

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The dairy review, October-December 1995

Catalogue number 23-001-XPB

(Canada: \$35/\$115; United States: US\$42/US\$138; other countries: US\$49/US\$161).

Mineral wool including fibrous glass insulation, January 1996

Catalogue number 44-004-XPB

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

Railway operating statistics, August 1995

Catalogue number 52-003-XPB

(Canada: \$12/\$120; United States: US\$15/US\$144; other countries: US\$17/US\$168).

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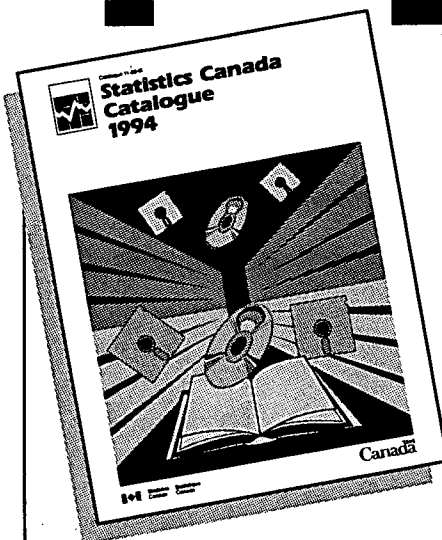
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