

# The FORD(Q) Economic Update

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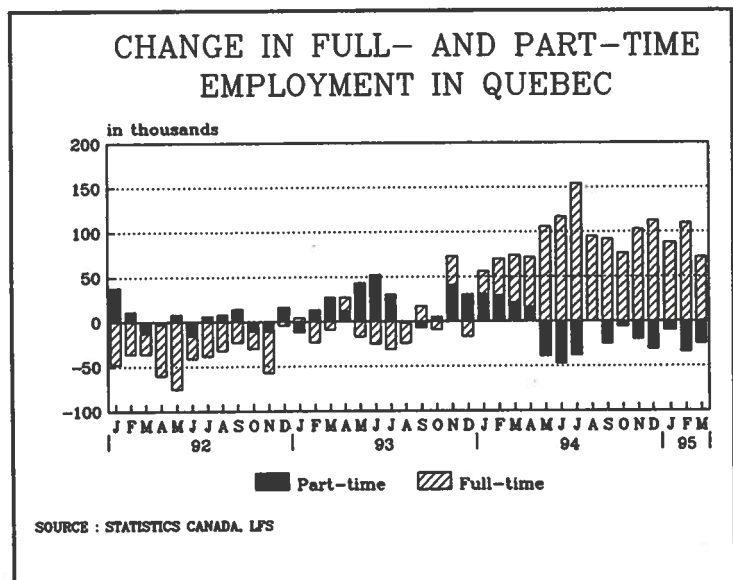
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Volume 7  
Number 4  
April 13, 1995

## Employment situation deteriorates in central provinces

- In March 1995, employment declined in Quebec (-15,000) and Ontario (-25,000), whereas a gain was recorded for Canada as a whole thanks to the buoyant performance of the western provinces and New Brunswick. Based on seasonally unadjusted data, Quebec had 7,000 more full-time jobs in March than in February, although total employment fell owing to the loss of 12,000 part-time jobs. On a year-over-year basis, Quebec boosted its employment level by 46,000, which accounted for 11% of the national increase. Only four sectors posted year-over-year gains: manufacturing (+43,000), transportation, communications and utilities (+24,000), construction (+3,000) and other primary industries (+2,000).



Federal Office of  
Regional Development  
(Québec)

Bureau fédéral de  
développement régional  
(Québec)

Canada

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The FORD-Q ECONOMIC UPDATE is a monthly publication whose purpose is to inform readers about the most recent economic developments affecting Quebec and its regions.

The information in this monthly report is taken from dailies and weeklies, magazines and other publications on the Quebec economy. Most of the statistical data come from Statistics Canada.

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The FORD-Q ECONOMIC UPDATE is produced by Policy and Liaison Group. The publication is photocopied and distributed by the Canada Communication Group. Translation has been provided by the Secretary of State of Canada, Translation Bureau.

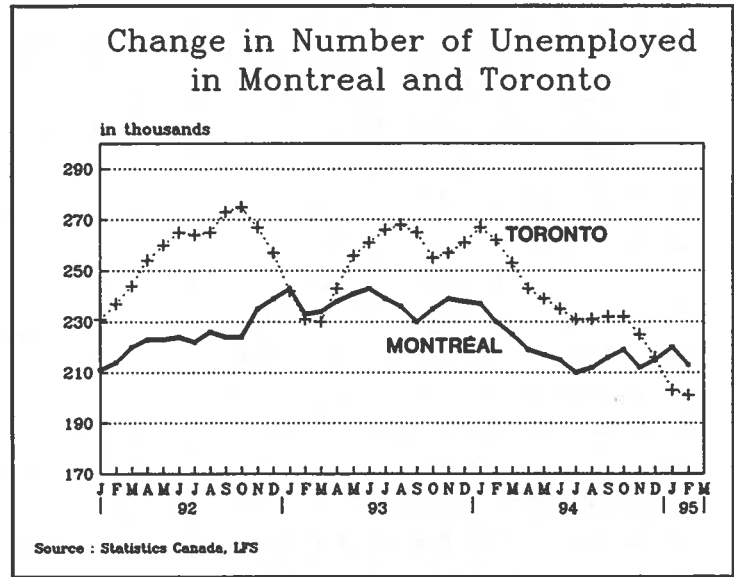
**The editor is:**

Léonel Plasse

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## Unemployment up in Quebec

- In March, Quebec registered the largest rise in unemployment in all of Canada, with 17,000 more jobless than the month before. For Canada as a whole, the increase totalled only 8,000. Quebec's unemployment rate rose from 11.5% in February to 12.0% in March, exceeding New Brunswick's rate of 10.7%. This deterioration in the job market affected the metropolitan Montreal region, which, despite outperforming Toronto for the last three years, has shown a reverse trend since the beginning of 1995. Signs of economic recovery have



been evident in Toronto since early 1994, and the jobless rate has declined steadily since then. In Montreal, the recovery continued into July 1994, but the number of unemployed has followed a slight upward trend ever since. As a result, the unemployment gap between Montreal and Toronto climbed from 2 percentage points in March 1994 to 3.4 points in March 1995.

## Downturn in mining activity

- The quantity of ore extracted in Quebec dropped in 1994, mainly owing to declines of 5.3% in gold and 5.5% in asbestos. (Mining Statistics, March 1995)

## Investment in highway repairs

- The Quebec Department of Transportation will invest \$500 million to upgrade provincial highways, including \$90 million for surface repairs, \$50 million for structural repairs, \$5 million for more complex municipal road construction work and \$80 million to extend and modify the route of various highways. (Constructo, 14/03/95)

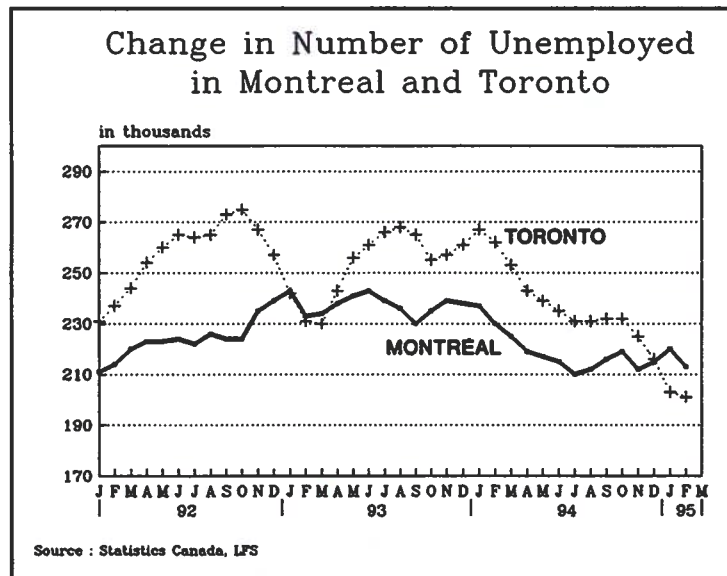
## Upturn in manufacturing shipments

- The seasonally adjusted value of manufacturing shipments rose by 3.0% in January compared to December 1994, primarily as a result of higher prices, the soft dollar and strong demand from abroad. Nearly all industries posted increases, with the largest ones occurring in transportation equipment (6.0%), chemicals (5.5%) and wood (5.9%).

(Statistics Canada Daily, 16/03/95)

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### **Increase in trade volume**

- The volume of retail and wholesale trade was up in January compared to December 1994. While seasonally adjusted retail trade increased by 0.8%, wholesale trade rose 0.2% during the same period. On the retail side, the strongest growth occurred in department store sales (33%), while on the wholesale side automobile sales contracted 4% owing to a 6.5% decrease in new car sales.

(Statistics Canada Daily, 20;21/03/95)

### **Rise in CPI**

- If tobacco products are excluded, the Consumer Price Index in Canada was up by 2% in February 1995, the same year-over-year increase as in January. Prices rose barely 0.5% between January and February, with the main products affected being soda pop, meat, bakery and organized travel. In contrast, prices for fresh fruit and vegetables dropped.

(Statistics Canada Daily, 24/03/95)

### **Expansion of international trade**

- Canadian exports jumped 6.2% in January 1995 from the previous month, reaching a record level of \$22.5 billion. This increase is due mainly to the weakness of the Canadian dollar. The sectors affected most were exports of automobiles to the United States, machinery and industrial goods to the European Union and all exports to Japan. As a result of the buoyant performance of the Canadian manufacturing sector, imports rose by 5% in January. The automobile sector posted the sharpest increase, primarily for cars (+63%) and trucks (+18.5%).

(Statistics Canada Daily, 22/03/95)

### **Rise in bankruptcies**

- The number of bankruptcies in Canada increased on a year-over-year basis in February 1995. This rise was fuelled mainly by business bankruptcies, with the largest number occurring in Quebec, which had 38.2% of the Canadian total. Since the beginning of 1995, 38.5% of business bankruptcies have been centred in Quebec; the industries hit hardest are retail trade, with 47% of the Canadian total, and accommodation and restaurants, with 50.3% of the bankruptcies since January. In February, the liabilities recorded for Quebec bankruptcies made up 49.3% of the national total, whereas the cumulative amount for 1995 represents 56.6% of the total for Canada. Real estate and insurance companies accounted for more than half of the cumulative liabilities, although they posted only 27 bankruptcies since January. Retail trade was the only other sector with liabilities exceeding \$100 million, and it had the largest number of bankruptcies, with 100 in January and 124 in February.

(Bankruptcy Statistics, February 1995)

### **Short-term outlook promising**

- The weak dollar and rising prices for raw materials should help to propel Quebec's economic growth. European countries and Japan are coming out of a recession and are expected to import larger volumes of raw materials in the coming months. This should boost both Quebec and Canadian exports and contribute to job creation and increased consumer spending. The rate of investment should slow in the coming months, given that companies have already modernized over the past decade. As well, in the face of high interest rates and pre-referendum uncertainty, businesses are deferring their investment plans. Buoyed by the recent wave of modernization, business profits should rise considerably, as much as 20% or 30% in 1995, and nearly all sectors have returned to profitability again, except for the retail trade and real estate sectors which sustained losses in 1994. Economic growth in the United States should slow in the coming months and then pick up again before the 1996 elections, in which lower taxation is expected to be a central issue.

Slower growth in the US market will be offset by growth in Europe and in the Asia Pacific area, which is undergoing rapid expansion. At present, only Australia, Hong Kong, Japan and New Zealand have reached a level of development comparable to that of Canada. The outlook is excellent for China, Singapore, Thailand and a few other countries, which are just beginning to catch up on the economic front as they put in place the infrastructures needed for a strong economy.

(Les Affaires, 01/04/95)

(Provincial Outlook Economic Forecast, Winter 95)

(Canadian Outlook Executive Summary, Spring 95)

(Asia Pacific Consensus Forecast, 13/03/95)

### **Bell Canada cutting jobs**

- **Bell Canada** recently announced that it is investing \$1.7 billion to modernize; the automation of many of its services will result in the elimination of 10,000 jobs in **Canada**, including 4,000 in **Quebec**.

(Le Devoir, 28/03/95)

## REGIONAL REVIEW

### METROPOLITAN MONTREAL

#### **Employment growth slows**

- In the metropolitan Montreal region, the number of jobs fell by 7,000 in March, the sharpest monthly drop among the metropolitan areas of Canada. On a year-over-year basis, employment rose by 53,000 in Montreal, or just over half as much as in Toronto. The unemployment rate edged down to 12.1%, compared with 8.7% in Toronto.

### MONTREAL ISLAND

#### **Drop in employment**

- The region lost 12,000 jobs between February and March 1995, by far the largest decrease in Quebec. This loss curbed the year-over-year increase in employment, which totalled 32,000 last month and only 15,000 in March. The unemployment rate climbed to 15.3%, one of the highest rates in Quebec.

#### **Hospital cutbacks**

- The Montreal-Centre Regional Board will close more than 1,800 short-term beds, and as a result 2,800 workers will be placed on the availability list; however, they will continue to be paid thanks to their job security.

(Le Journal de Montréal, 17/03/95)

#### **Film production laboratory to open**

- Astral Communications has just opened its AstralTech laboratory complex in downtown Montreal under a project that will cost \$11 million and create 30 new jobs. The Columbia, Tri Star, Buena Vista and Max Films studios have already signed contracts to use the AstralTech facilities.

(Le Devoir, 25/03/95)

#### **Renovations at Château Champlain**

- The firm Ocean Properties, which owns the Château Champlain Hotel in Montreal recently announced that renovations will begin there in mid-April and that an underground link is slated to be built between the hotel and the new Forum. The whole project is expected to cost \$8 million.

(Constructo, 21/03/95)

## **Pharmaceutical industry eliminating jobs**

- As a result of many mergers and acquisitions in the pharmaceutical industry around the world, at least 200 positions will be eliminated in the Montreal region. The Cyanamid plant in Baie d'Urfé is to close and its manufacturing operations will be transferred to the Wyeth-Ayerst plant in Ville St Laurent, putting 200 people out of work. Wyeth-Ayerst will cut 85 marketing and commercialization positions in Quebec. Burroughs Wellcome of Kirkland, which has 325 employees, may also close as a result of the acquisition of its parent company by Glaxo. (La Presse, 01/04/95)

## **Sofame to sell technology in France**

- Sofame of Montreal recently awarded the manufacturing licence for its industrial boiler to Lacaze of Paris, and will be transferring the related technology to this French company. Sofame will participate in designing the manufacturing facilities and will train the workers. (Le Devoir, 01/04/95)

## **LAVAL**

### **Unemployment rises in March**

- Employment shrank by 2,000 in March compared to the previous month; however, on a year-over-year basis 21,000 jobs were added, the biggest increase in Quebec. Although the unemployment rate rose to 11.6% in March, it remained below the March 1994 level.

### **Road upgrading work in Laval**

- The City of Laval recently announced that it will carry out \$33.6 million worth of water supply, sewage system and road work locally, in addition to the \$41 million in work announced in May 1994. (Constructo, 17;24/03/95)

## **CENTRAL REGIONS**

### **CHAUDIÈRE-APPALACHES**

#### **Upturn in job market**

- The number of jobs rose by 1,000 between February and March 1995; the unemployment rate, at 7.3% in March, was by far the lowest in Quebec. The Montérégie and Eastern Townships regions had the second lowest rate, or 11.0%, which is 3.7 percentage points higher than the Chaudière-Appalaches region's rate.

### **New Nilus Leclerc division**

- Nilus Leclerc of Ville de l'Islet just received a \$80 million contract to manufacture hardwood floors for truck trailers. As a result of this contract, the company will create a new division, **Les entreprises de bois franc Leclerc**, with a plant based in **Cap St Ignace**. The new plant, requiring an investment of \$10 million, will create 225 jobs.

(Le Soleil, 21/03/95)

### **Investment by Technologies Fibrox**

- Technologies Fibrox will invest \$4 million to manufacture a new type of mineral fibre of very high quality. In this modernization project, the company will raise production capacity at its **Thetford Mines** plant and create 80 new jobs within two years.

(Le Soleil, 29/03/95)

## **EASTERN TOWNSHIPS**

### **Slower growth**

- With employment down by 2,000 in March from the previous month, the Eastern Townships region posted a gain of barely 2,000 jobs on a year-over-year basis. The unemployment rate rose, reaching 11.0% in March 1995 compared with 10.4% in March 1994.

### **New Shermag plant**

- The Shermag Group is set to open a new furniture plant in **Bishopton** near **Sherbrooke**, where it will begin manufacturing top-of-the-line furniture on May 1. Roughly 100 jobs will be created.

(Journal de Montréal, 23/03/95)

### **Construction at University of Sherbrooke**

- The University of Sherbrooke plans to issue a call for tenders in early 1996 for three major projects: construction of a new administration building at a cost of \$10 million; expansion of the applied sciences building, \$8 million; and construction of a pharmacology institute near the CHUS (university teaching hospital), \$16 million. All these projects are slated to be completed by January 1, 1997. The pharmacology institute should add 150 jobs to the research industry.

(La Tribune, 28/03/95)

## LANAUDIÈRE

### **Continued growth**

- The Lanaudière region, together with the Mauricie/Bois Francs region, posted the strongest job growth (+3,000) between February and March 1995. The year-over-year gain of 7,000 jobs helped to reduce the unemployment rate significantly, which fell from 15.9% in March 1994 to 12.3% in March 1995.

### **Water supply and sewage system work in Joliette**

- The City of Joliette will carry out water supply, sewage system and road work in order to service new buildings and residential developments; it will also carry out work at the water purification plant. These projects are slated to begin this year and cost \$17 million.  
(Constructo, 31/03/95)

## LAURENTIANS

### **Lower employment**

- The employment level in the Laurentians region declined in March both compared to the previous month and on a year-over-year basis. The unemployment rate stood at 14.1% in March, down 2.9 percentage points from a year earlier.

### **New hotel in Mont Tremblant**

- Under a \$17 million project which should begin in May and create 160 jobs, Intrawest will build a new hotel with 98 units.  
(Le Journal de Montréal, 05/04/95)

## MAURICIE-BOIS FRANCS

### **Sharp increase in employment**

- Despite the normal seasonal pattern, employment in the Mauricie/Bois Francs region rose by 3,000 between February and March. Over the past year, no fewer than 8,000 jobs were created in the region. The unemployment rate fell slightly but did not drop as much as might have been expected.

### **Expansion of Disque Americ plant**

- The Transcontinental Group recently announced that it will inject \$32 million into CD-ROM production in North America in 1995. The Disque Americ plant in Drummondville will undergo a 11,000-square-foot expansion as part of this investment plan.  
(La Parole, 22/03/95)

### **Investment by Dominion Textiles**

- **Dominion Textiles** will invest \$37 million in its denim manufacturing plants at **Erwin**, North Carolina and at **Drummondville**. This infusion of funds will allow the company to boost its production capacity and thereby meet the surging demand for denim. A total of 70 jobs will be created at the plant in **Drummondville**. (Le Journal de Québec, 29/03/95)

### **Wastewater treatment project in Shawinigan**

- The **City of Shawinigan** will carry out wastewater treatment work at **Baie Shawinigan** and **St Gérard des Laurentides** under a \$32 million project. (Le Nouvelliste, 28/03/95)

### **Fermco lands contract in Korea**

- **Fermco** of **St Adelphe** recently signed a \$4 million contract with the Korean firm **GAPJE Housing** for 100 prefabricated houses. Korea currently has a shortage of 2 million housing units, and orders for 1,000 single-family homes per year are expected to begin in the near future. (Le Nouvelliste, 29/03/95)

## **MONTÉRÉGIE**

### **Slowdown continues**

- Despite a gain of 1,000 jobs in March, the **Montérégie** region has lost ground compared to last year. In fact, only 12,000 jobs were created between March 1994 and March 1995, whereas an increase of 46,000 was recorded a year earlier. The jobless rate remained very stable during this period.

## **OUTAOUAIS**

### **Further downturn in employment**

- For the third consecutive month in 1995, the number of jobs fell by 1,000 in March; however, on a year-over-year basis, the region chalked up 5,000 new jobs. The unemployment rate barely changed in a year.

### **Canadian Tire in Gatineau**

- Under a project slated to begin in April and cost \$10 million, **Canadian Tire** will construct a new building to house its store in **Gatineau**. (Constructo, 17/03/95)

## QUEBEC CITY

### **Growth resumes in March**

- Following losses in January and February, the region posted a gain of 2,000 jobs in March; however, the year-over-year loss of 12,000 positions was the largest recorded for the regions of Quebec. The jobless rate was higher than the previous month and the 1994 level.

### **Increase in military personnel at Valcartier**

- Further to the closures of military bases across Canada, a number of soldiers are to be transferred to the Valcartier base; they will be assigned to United Nations peace missions.  
(Le Soleil, 18/03/95)

### **Expansion of Galeries de la Capitale mall**

- Développement Iberville will undertake a 165,000-square-foot expansion of its Les Galeries de la Capitale mall in a project slated to begin this year and cost \$12 million.  
(Constructo, 17/03/95)

### **Work on René Lévesque Boulevard**

- The City of Quebec will upgrade René Lévesque Boulevard near the parliament buildings; this will include the water supply, sewage, paving and lighting systems, along with the construction of walls and a 700-metre-wide lookout. The entire project will cost \$14 million.  
(Constructo, 24/03/95)

### **Turbocrystal to export snow-making machines**

- Turbocrystal is on the verge of signing a \$1.5 million contract with the operators of the Beaver Town Resort in Korea. Korean businessmen are currently in Quebec City to visit the Turbocrystal plant and negotiate the new contract, which will be in addition to the \$1.3 million agreement signed last fall. Under the contract, the Quebec City-based firm will export automated low-pressure snow-making machines. The system slated for Korea will be the first of its kind in the world.  
(Le Soleil, 31/03/95)

### **Lauralco investment**

- The Lauralco aluminum smelter in Deschambault will build a \$16 million electrolytic cell reconditioning centre, which will be ready to start up in the fall. In addition, Alumax recently announced that it will produce a primary alloy for the automobile industry at its Deschambault plant.  
(Le Soleil, 31/03/95)

## **Expansion of water supply system in Charlesbourg**

- The City of Charlesbourg will carry out work to boost the capacity of its water supply system, as well as maintain and upgrade its facilities. The work may get under way in 1995 and will cost roughly \$21.1 million.

(Constructo, 31/03/95)

## **RESOURCE REGIONS**

### **ABITIBI-TÉMISCAMINGUE**

#### **Sharp rise in employment**

- The addition of 2,000 jobs in March brought the year-over-year gain in employment to 8,000, which works out to 13.8% (2.2% in Quebec). The March unemployment rate of 12.8% is still lower than the average for Quebec.

#### **Construction of housing for mining camp**

- Les Maisons Quebeco will build dormitories, a cafeteria and a recreation room to accommodate 200 workers at the Troilus gold mine north of Chibougamau. This \$3 million contract will lead to the hiring of 40 new workers.

(L'Écho, 05/04/95)

### **LOWER ST LAWRENCE**

#### **Stagnating employment**

- The employment level remained unchanged in March from February and was down by 2,000 from March 1994. The jobless rate is still hovering around 16%.

#### **Slaughterhouse for Matapédia Valley**

- A local committee set up to promote the construction of a slaughterhouse in the Matapédia Valley has chosen the village of Lac au Saumon as the site of this \$1.2 million project. Construction may begin in the spring and be completed in the fall. The new facility will employ 23 people and allow meat animals to be processed locally instead of in large urban centres.

(La Presse, 27/03/95)

## NORTH SHORE/NORTHERN QUEBEC

### **Downturn in employment slows**

- The year-over-year decline in employment fell to 3,000 in March from 4,000 in February, but remained much higher than the decrease posted in March 1994.

### **Domtar to modernize plant**

- **Domtar** will invest \$245 million to modernize its **Lebel sur Quévillon** plant, thereby bringing its facilities into line with new environmental standards.

(Journal de Montréal, 18/03/95)

### **Construction of small power plants**

- **Innergex Group** recently began the construction of three small power plants at **St Anne de Portneuf**; the electricity they generate will be sold to **Hydro Quebec**, which has signed a 25-year contract with **Innergex**. An investment of \$53 million is required for this work which will create more than 100 jobs.

(Le Soleil, 21/03/95)

### **Cogeneration plant**

- **Domtar** plans to build a cogeneration plant at its **Lebel sur Quévillon** site which will use wood residue biomass as fuel. This \$45 million project should begin soon.

(Constructo, 24/03/95)

### **New sawmill at Waswanipi**

- **Domtar** and **Mishtuk Corporation** are to build a new sawmill in the Cree community of **Waswanipi**. Construction will get under way in May and will require an investment of \$6 million. The plant will create 70 jobs and produce boards, other lumber items and wood chips which will be shipped to the **Domtar** pulp plant at **Lebel sur Quévillon**.

(L'Écho, 29/03/95)

### **Extension of Highway 138**

- The **Quebec government** recently granted a \$14 million credit to the Department of Transportation to extend Highway 138 to the town of **Baie Johan Beetz**. This new stretch of highway will provide a link to the highway to **Natashquan**. The project is to be spread over two years, and calls for tender will be issued by June.

(Le Soleil, 31/03/95)

## GASPÉ/MAGDALEN ISLANDS

### **Little change in job market**

- While employment decreased compared to February, it was up by 1,000 on a year-over-year basis. This slight improvement nonetheless helped to push the unemployment rate down from 27.5% in March 1994 to 23.3% in March 1995.

### **Water supply and road work in Chandler**

- The City of Chandler is to carry out water supply, sewage system and road work in connection with the construction of an industrial park. The work is slated to begin in mid-April and cost \$6 million. In parallel with this, the City will carry out a wastewater treatment project locally, as well as in the municipalities of Pabos and Pabos Mills. Construction of the four aerated ponds will cost an estimated \$15 million.

(Constructo, 31/03/95)

## SAGUENAY/LAC ST JEAN

### **Robust year-over-year growth**

- Although employment shrank again in March compared to the previous month, the region reported year-over-year increase of 5,000 jobs, its best showing this year. In spite of this, the unemployment rate moved up because a number of workers re-entered the labour force.

### **Investment in Jonquière mini power station**

- The project centring on the mini power station on the Rivière au Sables was recently approved under the municipal infrastructure program. The City of Jonquière will receive \$4 million from the two levels of government for this \$6 million project.

(Constructo, 28/03/95)

### **Water supply and road work in Jonquière**

- The City of Jonquière recently announced that it will carry out water supply, sewage system and road upgrading work and renovate some of its buildings. This project, to cost \$12.2 million, is in addition to the \$9.4 million worth of work announced earlier; it is slated to begin this summer and be completed over a three-year period.

(Constructo, 28/03/95)

**EMPLOYMENT BY INDUSTRY  
IN QUEBEC**  
(Unadjusted data)

Industries	Mar-95	Feb-95	Mar-94	Average of last 12 months	Variation		Variation	
					Mar-95	/ Feb-95	Mar-95	/ Mar-94
Agriculture	67	59	69	71	8		-2	
Other primary indust.	37	38	35	44	-1		2	
Manufacturing	578	596	535	584	-18		43	
Construction	118	113	115	142	5		3	
Transp., communic. and oth. util.	228	226	204	229	2		24	
Trade	546	546	544	549	0		2	
Finance, insur. and real estate	178	173	187	172	5		-9	
Services	1,146	1,144	1,152	1,172	2		-6	
Public administration	204	200	213	210	4		-9	
<b>All industries</b>	<b>3,101</b>	<b>3,095</b>	<b>3,055</b>	<b>3,173</b>	<b>6</b>		<b>46</b>	

In thousands

Source: Statistics Canada, LFS

**FULL-TIME EMPLOYMENT  
BY PROVINCE**  
(Unadjusted data)

Province	Mar-95	Feb-95	Mar-94	Average of last 12 months	Variation		Variation	
					Mar-95	/ Feb-95	Mar-95	/ Mar-94
Newfoundland	162	157	156	170	5		6	
Prince Edward Island	42	42	39	48	0		3	
Nova Scotia	294	292	289	312	2		5	
New Brunswick	245	240	229	262	5		16	
Québec	2615	2608	2543	2704	7		72	
Ontario	4189	4194	4052	4303	-5		137	
Manitoba	406	401	397	418	5		9	
Saskatchewan	365	366	351	380	-1		14	
Alberta	1117	1101	1063	1125	16		54	
British Columbia	1423	1389	1333	1422	34		90	
Canada	10858	10791	10453	11144	67		405	
In thousands								
Source: Statistics Canada, LFS								

**PART-TIME EMPLOYMENT  
BY PROVINCE**  
(Unadjusted data)

Province				Average of last 12 months	Variation		Variation		
	Mar-95	Feb-95	Mar-94		Mar-95	/	Feb-95	Mar-95	/
Newfoundland	27	28	28	26		-1			-1
Prince Edward Island	10	10	11	9		0			-1
Nova Scotia	70	68	76	69		2			-6
New Brunswick	51	51	51	48		0			0
Québec	487	487	512	469		0			-25
Ontario	912	924	947	893		-12			-35
Manitoba	103	106	98	96		-3			5
Saskatchewan	85	85	89	80		0			-4
Alberta	240	236	235	226		4			5
British Columbia	312	307	357	319		5			-45
Canada	2296	2301	2402	2236		-5			-106
In thousands									
Source: Statistics Canada, LFS									

**EMPLOYMENT  
BY PROVINCE**  
(Seasonally adjusted data)

Province				Average of last 12 months	Variation		Variation		
	Mar-95	Feb-95	Mar-94		Mar-95	/	Feb-95	Mar-95	/
Newfoundland	201	200	197	196		1			4
Prince Edward Island	57	57	55	57		0			2
Nova Scotia	381	379	383	381		2			-2
New Brunswick	316	311	299	310		5			17
Québec	3,197	3,212	3,149	3,173		-15			48
Ontario	5,213	5,238	5,100	5,198		-25			113
Manitoba	521	519	509	514		2			12
Saskatchewan	463	464	453	459		-1			10
Alberta	1,381	1,370	1,323	1,351		11			58
British Columbia	1,765	1,736	1,720	1,741		29			45
Canada	13,488	13,474	13,189	13,381		14			299
In thousands									
Source: Statistics Canada, LFS									

**EMPLOYMENT\***  
**BY METROPOLITAN AREA**  
(Seasonally adjusted data)

Metropolitan Area	Mar-95	Feb-95	Mar-94	Average of last 12 months	Variation		Variation	
					Mar-95	/	Feb-95	Mar-95
St-John's (Nfld)	84	83	82	81		1		2
Halifax	165	165	164	165		0		1
Saint John (NB)	60	60	59	59		0		1
Chicoutimi-Jonquière	63	63	59	60		0		4
Québec	310	305	329	320		5		-19
Montréal	1,553	1,560	1,500	1,533		-7		53
Trois-Rivières	64	63	66	64		1		-2
Sherbrooke	64	66	66	67		-2		-2
Ottawa-Hull	515	518	517	521		-3		-2
Sudbury	78	79	70	76		-1		8
Toronto	2,118	2,108	2,017	2,060		10		101
Hamilton	307	309	316	310		-2		-9
St. Catharines-Niagara	156	154	152	154		2		4
London	208	212	206	212		-4		2
Windsor	129	131	125	128		-2		4
Kitchener-Waterloo	206	207	198	205		-1		8
Thunder Bay	63	63	58	62		0		5
Oshawa	130	131	119	128		-1		11
Winnipeg	340	337	326	332		3		14
Regina	100	101	100	100		-1		0
Saskatoon	108	107	105	105		1		3
Calgary	419	418	405	409		1		14
Edmonton	457	452	427	444		5		30
Vancouver	913	910	880	906		3		33
Victoria	144	143	152	145		1		-8

\* Employment: In thousands, three-month moving average

Source: Statistics Canada, LFS

**EMPLOYMENT\***  
**BY ADMINISTRATIVE REGION**  
(Unadjusted data)

Québec Administrative Region				Average of last 12 months	Variation		Variation		
	Mar-95	Feb-95	Mar-94		Mar-95	/	Feb-95	Mar-95	/
Gaspésie/Iles-de-la-Madeleine	27	28	26	32	-1			1	
Bas-Saint-Laurent	73	73	75	78	0			-2	
Québec	271	269	283	288	2			-12	
Chaudière-Appalaches	172	171	170	175	1			2	
Estrie	118	120	116	120	-2			2	
Montérégie	586	585	574	598	1			12	
Montréal	762	774	747	792	-12			15	
Laval	168	170	147	152	-2			21	
Lanaudière	158	155	151	160	3			7	
Laurentides	181	182	183	196	-1			-2	
Outaouais	149	150	144	149	-1			5	
Abitibi-Témiscamingue	66	64	58	64	2			8	
Mauricie/Bois-Francs	204	201	196	207	3			8	
Saguenay/Lac-Saint-Jean	104	105	99	105	-1			5	
Côte-Nord/Nord-du-Québec	51	51	54	55	0			-3	
<b>Province of Québec</b>	<b>3,089</b>	<b>3,097</b>	<b>3,023</b>	<b>3,168</b>	<b>-8</b>			<b>66</b>	

\*Employment: In thousands, three-month moving average

Source: Statistics Canada, LFS

**EMPLOYMENT/POPULATION RATIO  
BY PROVINCE**  
(Seasonally adjusted data)

Province	Mar-95	Feb-95	Mar-94	Average of last 12 months	Variation		Variation	
					Mar-95	/ Feb-95	Mar-95	/ Mar-94
Newfoundland	44.1	43.9	43.2	43.0	0.2		0.9	
Prince Edward Island	55.0	54.9	53.8	54.6	0.1		1.2	
Nova Scotia	52.3	52.0	53.0	52.4	0.3		-0.7	
New Brunswick	52.9	52.1	50.5	52.2	0.8		2.4	
Québec	55.2	55.5	54.9	55.0	-0.3		0.3	
Ontario	60.1	60.4	59.7	60.3	-0.3		0.4	
Manitoba	61.4	61.3	60.4	60.8	0.1		1.0	
Saskatchewan	61.9	62.0	61.0	61.5	-0.1		0.9	
Alberta	67.1	66.6	65.1	66.1	0.5		2.0	
British Columbia	60.3	59.4	60.5	60.2	0.9		-0.2	
Canada	58.8	58.8	58.3	58.7	0.0		0.5	

In percentage  
Source: Statistics Canada, LFS

**EMPLOYMENT/POPULATION RATIO\***  
**BY METROPOLITAN AREA**  
(Seasonally adjusted data)

Metropolitan Area	Mar-95	Feb-95	Mar-94	Average of last 12 months	Variation		Variation	
					Mar-95	/	Feb-95	Mar-95
St-John's (Nfld)	57.9	57.4	57.5	56.1		0.5		0.4
Halifax	62.1	62.0	62.5	62.5		0.1		-0.4
Saint John (NB)	56.5	56.9	56.2	55.8		-0.4		0.3
Chicoutimi-Jonquière	47.9	47.9	45.4	46.0		0.0		2.5
Québec	55.2	54.4	59.8	57.4		0.8		-4.3
Montréal	57.0	57.2	55.4	56.4		-0.2		1.6
Trois-Rivières	54.5	53.9	56.6	54.6		0.6		-2.1
Sherbrooke	53.9	55.8	56.0	56.5		-1.9		-2.1
Ottawa-Hull	62.0	62.6	63.8	63.5		-0.6		-1.8
Sudbury	56.1	56.9	51.0	55.1		-0.8		5.1
Toronto	61.8	61.6	59.7	60.5		0.2		2.1
Hamilton	60.3	60.8	62.6	61.1		-0.5		-2.3
St.Catharines-Niagara	53.8	53.4	53.1	53.4		0.4		0.7
London	63.2	64.5	63.4	64.8		-1.3		-0.2
Windsor	59.2	60.1	57.8	59.0		-0.9		1.4
Kitchener-Waterloo	67.6	68.0	66.0	67.6		-0.4		1.6
Thunder Bay	60.8	60.7	56.0	59.7		0.1		4.8
Oshawa	64.5	65.2	60.4	64.1		-0.7		4.1
Winnipeg	61.2	60.8	59.3	60.1		0.4		1.9
Regina	64.4	64.8	65.4	64.9		-0.4		-1.0
Saskatoon	62.4	62.2	61.9	61.5		0.2		0.5
Calgary	65.9	65.8	64.8	64.9		0.1		1.1
Edmonton	65.8	65.2	62.4	64.3		0.6		3.4
Vancouver	62.2	62.0	61.6	62.4		0.2		0.6
Victoria	56.4	55.9	60.9	57.1		0.5		-4.5

\*Employment/population ratio: In percentage, three-month moving average  
Source: Statistics Canada, LFS

**EMPLOYMENT/POPULATION RATIO\***  
**BY ADMINISTRATIVE REGION**  
(Unadjusted data)

Québec Administrative Region	Mar-95	Feb-95	Mar-94	Average of last 12 months	Variation		Variation	
					Mar-95	/	Feb-95	Mar-95
Gaspésie/Iles-de-la-Madeleine	32.6	33.0	30.7	37.8		-0.4		1.9
Bas-Saint-Laurent	44.7	44.5	46.2	47.8		0.2		-1.5
Québec	50.9	50.6	53.8	54.5		0.3		-2.9
Chaudière-Appalaches	57.6	57.2	57.4	58.7		0.4		0.2
Estrie	53.6	54.6	53.3	54.6		-1.0		0.3
Montérégie	57.7	57.7	57.3	59.2		0.0		0.4
Montréal	51.5	52.3	50.1	53.3		-0.8		1.4
Laval	62.6	63.4	55.5	56.8		-0.8		7.1
Lanaudière	53.2	52.4	52.4	54.5		0.8		0.8
Laurentides	53.0	53.7	55.5	58.2		-0.7		-2.5
Outaouais	59.7	60.4	59.0	60.6		-0.7		0.7
Abitibi-Témiscamingue	54.9	53.5	48.8	53.4		1.4		6.1
Mauricie/Bois-Francs	53.2	52.4	51.4	54.2		0.8		1.8
Saguenay/Lac-Saint-Jean	45.7	45.9	43.6	46.3		-0.2		2.1
Côte-Nord/Nord-du-Québec	48.9	49.0	52.4	53.0		-0.1		-3.5
Province of Québec	53.4	53.6	52.7	55.0		-0.2		0.7

\*Employment/population ratio: In percentage, three-month moving average  
Source: Statistics Canada, LFS

**UNEMPLOYED  
BY PROVINCE**  
(Seasonally adjusted data)

Province	Mar-95	Feb-95	Mar-94	Average of last 12 months	Variation		Variation	
					Mar-95	/	Feb-95	Mar-95
Newfoundland	44	47	45	50	-3		-1	
Prince Edward Island	11	10	12	11	1		-1	
Nova Scotia	56	53	59	57	3		-3	
New Brunswick	38	46	44	43	-8		-6	
Quebec	434	417	421	435	17		13	
Ontario	500	504	567	522	-4		-67	
Manitoba	41	44	55	48	-3		-14	
Saskatchewan	31	32	35	33	-1		-4	
Alberta	116	113	131	121	3		-15	
British Columbia	174	172	180	175	2		-6	
Canada	1,444	1,436	1,559	1,494	8		-115	
In thousands								
Source: Statistics Canada, LFS								

**UNEMPLOYED  
BY METROPOLITAN AREA**  
(Seasonally adjusted data)

Metropolitan Area	Mar-95	Feb-95	Mar-94	Average of last 12 months	Variation		Variation	
					Mar-95	/	Feb-95	Mar-95
St-John's (Nfld)	12	12	12	13	0		0	
Halifax	17	16	20	16	1		-3	
Saint John (NB)	8	8	8	8	0		0	
Chicoutimi-Jonquière	11	11	9	10	0		2	
Québec	42	39	42	41	3		0	
Montréal	213	220	225	216	-7		-12	
Trois-Rivières	8	8	10	9	0		-2	
Sherbrooke	8	7	7	7	1		1	
Ottawa-Hull	55	50	51	47	5		4	
Sudbury	7	7	11	8	0		-4	
Toronto	201	203	253	225	-2		-52	
Hamilton	27	26	32	27	1		-5	
St.Catharines-Niagara	16	16	19	17	0		-3	
London	19	18	18	18	1		1	
Windsor	10	9	15	12	1		-5	
Kitchener-Waterloo	14	14	15	14	0		-1	
Thunder Bay	6	7	8	7	-1		-2	
Oshawa	9	9	17	12	0		-8	
Winnipeg	32	34	46	38	-2		-14	
Regina	7	7	8	8	0		-1	
Saskatoon	9	9	11	10	0		-2	
Calgary	37	36	44	40	1		-7	
Edmonton	44	45	53	49	-1		-9	
Vancouver	79	78	96	86	1		-17	
Victoria	13	13	10	13	0		3	

\*Unemployed: In thousands, three-month moving average

Source: Statistics Canada, LFS

**UNEMPLOYED\***  
**BY ADMINISTRATIVE REGION**  
(Unadjusted data)

Québec Administrative Region	Mar-95	Feb-95	Mar-94	Average of last 12 months	Variation		Variation	
					Mar-95	/	Feb-95	Mar-95
Gaspésie/Iles-de-la-Madeleine	8	7	10	8		1		-2
Bas-Saint-Laurent	14	14	15	14		0		-1
Québec City	44	38	41	40		6		3
Chaudière-Appalaches	14	14	21	15		0		-7
Estrie	15	14	13	13		1		2
Montérégie	73	73	72	68		0		1
Montreal	138	136	136	125		2		2
Laval	22	22	23	20		0		-1
Lanaudière	22	21	28	21		1		-6
Laurentides	30	29	38	29		1		-8
Outaouais	21	19	21	18		2		0
Abitibi-Témiscamingue	10	9	9	9		1		1
Mauricie/Bois-Francs	27	27	28	26		0		-1
Saguenay/Lac-Saint-Jean	21	18	18	18		3		3
Côte-Nord/Nord-du-Québec	11	12	8	10		-1		3
Province of Québec	468	452	482	435		16		-14

\*Unemployed: in thousands, three-month moving average  
Source: Statistics Canada, LFS

**UNEMPLOYMENT RATE  
BY PROVINCE**  
(Seasonally adjusted data)

Province	Mar-95	Feb-95	Mar-94	Average of last 12 months	Variation		Variation	
					Mar-95	/ Feb-95	Mar-95	/ Mar-94
Newfoundland	18.0	19.0	18.6	20.3	-1.0		-0.6	
Prince Edward Island	15.7	15.2	17.2	16.3	0.5		-1.5	
Nova Scotia	12.8	12.3	13.3	13.0	0.5		-0.5	
New Brunswick	10.7	12.9	12.8	12.2	-2.2		-2.1	
Québec	12.0	11.5	11.8	12.1	0.5		0.2	
Ontario	8.8	8.8	10.0	9.1	0.0		-1.2	
Manitoba	7.3	7.8	9.8	8.5	-0.5		-2.5	
Saskatchewan	6.3	6.5	7.2	6.7	-0.2		-0.9	
Alberta	7.7	7.6	9.0	8.2	0.1		-1.3	
British Columbia	9.0	9.0	9.5	9.2	0.0		-0.5	
Canada	9.7	9.6	10.6	10.0	0.1		-0.9	

In percentage  
Source: Statistics Canada, LFS

**UNEMPLOYMENT RATE\***  
**BY METROPOLITAN AREA**  
(Seasonally adjusted data)

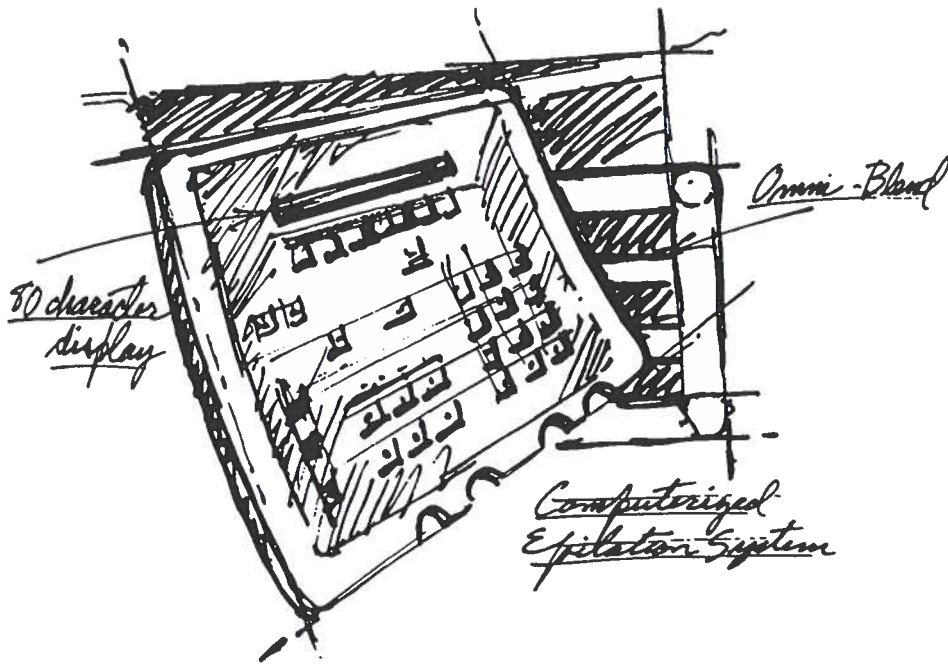
Metropolitan Area	Mar-95	Feb-95	Mar-94	Average of last 12 months	Variation		Variation	
					Mar-95	/	Feb-95	Mar-95
St-John's (Nfld)	12.9	13.1	12.8	14.1	-0.2			0.1
Halifax	9.1	8.7	10.7	9.0	0.4			-1.6
Saint John (NB)	11.2	12.1	12.6	12.2	-0.9			-1.4
Chicoutimi-Jonquière	15.5	14.8	13.6	14.5	0.7			1.9
Québec	12.0	11.4	11.2	11.3	0.6			0.8
Montréal	12.1	12.3	13.1	12.3	-0.2			-1.0
Trois-Rivières	11.5	11.9	13.8	12.5	-0.4			-2.3
Sherbrooke	11.3	9.8	9.5	9.5	1.5			1.8
Ottawa-Hull	9.6	8.7	9.0	8.3	0.9			0.6
Sudbury	8.2	8.0	13.5	9.5	0.2			-5.3
Toronto	8.7	8.8	11.1	9.8	-0.1			-2.4
Hamilton	8.0	7.7	9.1	8.0	0.3			-1.1
St.Catharines-Niagara	9.3	9.3	11.2	10.0	0.0			-1.9
London	8.5	7.8	8.2	7.8	0.7			0.3
Windsor	7.4	6.8	10.9	8.5	0.6			-3.5
Kitchener-Waterloo	6.5	6.2	7.2	6.5	0.3			-0.7
Thunder Bay	9.0	9.5	12.1	10.6	-0.5			-3.1
Oshawa	6.7	6.7	12.7	8.7	0.0			-6.0
Winnipeg	8.6	9.2	12.4	10.3	-0.6			-3.8
Regina	6.8	6.8	7.6	7.1	0.0			-0.8
Saskatoon	7.6	7.9	9.3	8.7	-0.3			-1.7
Calgary	8.1	7.9	9.9	8.9	0.2			-1.8
Edmonton	8.8	9.1	11.1	10.0	-0.3			-2.3
Vancouver	8.0	7.9	9.8	8.6	0.1			-1.8
Victoria	8.5	8.1	6.4	8.0	0.4			2.1

\*Unemployment rate: in percentage, three-month moving average  
Source: Statistics Canada, LFS

**UNEMPLOYMENT RATE\***  
**BY ADMINISTRATIVE REGION**  
(Unadjusted data)

Québec Administrative Region	Mar-95	Feb-95	Mar-94	Average of last 12 months	Variation		Variation	
					Mar-95	/	Feb-95	Mar-95
Gaspésie/Iles-de-la-Madeleine	23.3	20.4	27.5	20.3	2.9		-4.2	
Bas-Saint-Laurent	16.4	15.8	16.7	15.1	0.6		-0.3	
Québec	14.0	12.4	12.6	12.3	1.6		1.4	
Chaudière-Appalaches	7.3	7.4	10.8	7.7	-0.1		-3.5	
Estrie	11.0	10.7	10.4	9.7	0.3		0.6	
Montérégie	11.0	11.0	11.1	10.2	0.0		-0.1	
Montréal	15.3	15.0	15.4	13.7	0.3		-0.1	
Laval	11.6	11.2	13.3	11.8	0.4		-1.7	
Lanaudière	12.3	12.1	15.9	11.9	0.2		-3.6	
Laurentides	14.1	13.5	17.0	13.0	0.6		-2.9	
Outaouais	12.2	11.1	12.9	10.9	1.1		-0.7	
Abitibi-Témiscamingue	12.8	12.4	13.6	12.6	0.4		-0.8	
Mauricie/Bois-Francs	11.8	11.7	12.7	11.1	0.1		-0.9	
Saguenay/Lac-Saint-Jean	16.5	14.9	15.3	14.9	1.6		1.2	
Côte-Nord/Nord-du-Québec	17.4	18.8	13.5	15.9	-1.4		3.9	
Province of Québec	13.1	12.7	13.7	12.1	0.4		-0.6	

\*Unemployment rate: In percentage, three-month moving average  
Source: Statistics Canada, LFS



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What's behind current talk about technological development? Dectronique Inc., under President Clément Beaumont, designed and developed an innovative new product in the field of electrolysis: APILUS, a computerized epilation system, which today is exported

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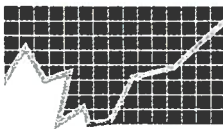
*"Our ability to complete this project was directly related to the assistance provided by FORD(Q). We particularly appreciated their sound advice which helped us select an industrial design firm that understood the specific demands of the international markets we wanted to penetrate."*

*Mr. Clément Beaumont, President*

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