

the level of the same period of 1968. Exports in June were up 15 per cent from those of June last year, indicating the maintenance of a strong rate of advance to mid-year.

Exports to the United States increased by \$754 million, or 17 per cent, in the six-month period and accounted for virtually all the increase in the export total. With some easing of demand pressures now in prospect in the U.S., the unusually large export gains realized in that market during recent years will be difficult to sustain.

Meanwhile, rising income levels and strong demand conditions in Canada have given new impetus to the upward trend of imports which, so far this year, have increased considerably more than exports.

In these changing circumstances, the Minister indicated, it was increasingly important to give the fullest attention to the development of new market opportunities and to the maintenance of international competitiveness.

The Minister drew attention to the expanded financing and insurance facilities provided for in the Export Development Act recently passed by Parliament, and urged producers to take full advantage of the new facilities and other services available from the Department of Industry, Trade and Commerce to encourage industrial expansion and export development.

SUMMER STUDENT JOB SURVEY

Some 18,000 students from 38 universities and community colleges across Canada will be questioned about their summer employment and job-seeking experiences, according to a recent statement made by Mr. Allan J. MacEachen, Minister of Manpower and Immigration. In announcing a survey to be conducted by his Department in the autumn, Mr. MacEachen pointed out that it would represent between 4 and 5 per cent of the total post-secondary student population in Canada, and would indicate the pattern of summer employment in all regions of the country.

The increase in the number of students in recent years has made it difficult for the labor market to absorb the annual inflow of summer job-seekers. This is a matter of concern to federal, provincial and municipal governments, industry, students, the universities and other agencies.

Earlier this year, the Department launched a program to generate more employment for summer students. The steps taken included an extensive national publicity campaign, expanded co-operation with local student employment committees, and a 10 per cent increase in the number of students hired by Federal Government. Staffs of Canada Manpower Centers have been working in close co-operation with all segments of the private sector. The program was launched after consultation with provincial and educational authorities, the Association of Universities, the Association of Universities and Colleges of Canada and the University Career Planning Association. In addition, the staff of the Economic Council of Canada made important conceptual contributions with respect of certain aspects of the program.

PURPOSE OF STUDY

Facts are required to evaluate these efforts and to shed light on the general question of student job needs. Little up-to-date information exists on the summer employment experience among students, the most successful methods and times of seeking summer jobs, the average length of summer employment, and other facts that would help in planning next year's program.

Students will be queried on their attempts to find summer jobs. They will be asked, among other things what type of job they had and for how long; whether they would have preferred to work longer; whether they be interested in obtaining permanent work with the employer with whom they worked; and whether employment had been offered and refused and why.

"We already have assurance of full co-operation from many of the larger universities, especially those that have summer employment committees," Mr. MacEachen said. I am sure that we will get the same reaction from individual students."