
Canadian social trends: a new Statistics Canada social statistics publication

In the last ten years at Statistics Canada, the governmental collector and keeper of the nation's storehouse of numerical information about itself, momentous changes have occurred in the ways data are collected, processed, analyzed and published. It is not recognizably the same organization I first joined in 1977. Since that time, the widespread importation of new methods and new technology have in turn been reflected in organizational changes. Accompanying these changes have been pressures to reduce costs and overall staff levels and to recover a larger part of the costs of operation from clients.

While the technical aspects of this change are perhaps better known (and we could refer to random digit dialing-based interviewing techniques, a microcomputer on every other desk, and very sophisticated analytic software and graphics hardware to match it), changes on the publishing side have also been considerable. But while the necessity for modernizing the dissemination of data has been well recognized (by, for instance the widespread acceptance and use of electronic bulletin board type data services and the Bureau's own service CANSIM, and by sales of data on floppy disks, user tapes, and other similar services), publishing has not received quite the same amount of attention. The Bureau, for instance, still publishes many strange and exotic publications such as: the Cereals and Oilseeds Review, Gas Utilities, The Dairy Review, and last but not least, Sawmills East of the Rockies.

However, the number of users of whatever origin who are ready to plow through table upon table to find a single figure - or to construct their own annual time series from 25 years of monthly pamphlets is limited. Further, many users have neither the time, the training, nor the inclination to do such work.

Those who decline to engage in such activities are legion. Some telephone me; undoubtedly some may telephone some of you. Indeed, at

by D. Craig McKie, Ph.D.¹
Chief, Social Reporting & Editor, Canadian Social Trends
Housing, Family and Social Statistics Division
Statistics Canada

¹Presented at the International Association for Social Science Information Service and Technology (IASSIST) Conference held in Vancouver, British Columbia, Canada on May 19-22, 1987

the recent meetings of the Population Association of America in Chicago, one eminent demographer, who shall remain unnamed, stated to one of my colleagues that it was easier to obtain Zambian data than to get it from Statistics Canada.

Such reactions are not uncommon. Foreign nationals, or the inexperienced, simply do not know where to begin. Other domestic users, although they know how to begin, lack the iron will necessary to persist in their quest. They tend to fall into several broad categories of persons. Three prominent types are:

1. those who are interested in a subject but lack the knowledge of how to go about finding suitable data and who are intimidated by the traditional publication of official statistics [massive cryptic tables with lots of footnotes, runic symbols, and qualifications which seem meant to undermine any simple interpretation of the contents];
2. those who know what they want and where to find it but cannot afford the time to assemble the data nor interpret it [there are few who do not shudder at the task of sorting through 52 pages of tables, the numbering of which may change from year to year, over enough years to assemble a graph which can indicate the direction of change, perhaps standardized to some rate per population];
3. those who don't want data at all but rather a prose summary of a data set to use as evidence.

I think it was our belief when we started to think about the form of what turned out to be CST, in 1984, that most Canadians, to the extent that they seek to use Statistics Canada material, fall into one of these three categories or subsets of them. To reach such people with useful information, a new format would be

necessary. Our subsequent activities in search of such a format have been based on the premise that there is a significant demand from a wide range of governmental and non-governmental agencies for comprehensive and systematic information which identifies, describes, and analyzes social trends and conditions in Canada. This demand is expressed in a number of ways including requests to Statistics Canada for assistance, information, and ideas. These requests come from government agencies, members of parliament, community groups, and the press. Canadian Social Trends is one response to these requests.

There is much potential for information which illuminates the social conditions which are the objects of policies, programmes, and public concern. After some trial and error, which involved the preparation of a similar annual format (it was discarded because of the inevitable loss of timeliness in an annual publishing cycle), the final decision was to go with a quarterly format which at least superficially looks like a news magazine - a format familiar to almost everyone in western countries and one users expectations of which are in a sense built-in. One expects succinct, highly graphical treatment of issues pertinent to the reader (they are not arcane) interspersed with advertising (information).

The start of publication of Canadian Social Trends is one notable aspect of the latter type of change.

The New Publication

In terms of the number of its publications (in excess of 600) Statistics Canada could well be the largest publisher, public or private, in Canada. However, its publications have by tradition been dry and heavily given to technical

detail. In contrast, Canadian Social Trends is an entirely new type of publishing endeavour for Statistics Canada.

The purpose of CST is to report on changing social conditions in Canada in order to provide government and corporate policy-makers and planners, marketers, and others with a basis for decision-making. It provides recent and historical evidence for the direction and magnitude of change of important social trends. Its intent is to describe and make evident a trend's inter-relation with policy concerns, and promote an understanding of social conditions (and economic developments where a direct social outcome is established).

The publication has five distinct objectives:

1. to provide decision-makers in government, industry, and the social service sector with an awareness of social and socio-economic trends and information relevant to their environment in an appealing format. Improving accessibility to Statistics Canada information and information products is the prime objective;
2. to provide users with a single, authoritative source for social trend description and analysis in an easily accessible and readable form. The intention is to integrate sets of data and make the connections between isolated findings;
3. to provide committed information users with information about Statistics Canada's data holdings, information products, and services;
4. to provide Statistics Canada with a flagship with which to raise public awareness of its corporate character, value, and contributions to the public interest. The publication supports the data collection process by showing a public return of information to respondents - this return helps justify impositions on respondents' time;

5. to provide a vehicle with which to publicize the existence of Statistics Canada information and data products and statistical services to get the greatest possible use from a considerable investment of public funds in data collection while at the same time earning revenues to help defray the costs.

Audiences foreseen or already realized for this publication are: policy-makers and planners, both governmental and corporate, social service agencies, educators engaged in teaching social or Canadian studies at the secondary or post-secondary level, libraries, the media, international information repositories, and market research concerns.

Subject matter is selected according to a loose formula. In each issue there should ideally be found one article on each of the following general topics: demography, labour force, and income. In addition, a rough rotation of issue selection exists with respect to institutional areas (e.g. culture, health, education, and justice); and with respect to target groups (i.e. women, the elderly, youth, native peoples, and the disabled).

New Presentation Styles

It is difficult in words to describe style. Therefore I will show you some before and after shots of the same data in the old and the new format. (*see examples collected together at the end of this article. Ed. note.*)

Now entering its second year of publication, CST is intended to be the authoritative voice for Canadian social statistics as they are collected and disseminated by Statistics Canada. The quarterly publication attempts to place social statistical reporting on a much more accessible basis than was previously the case. It

carries analytical articles of varying lengths on important topics of social statistical reporting (such as the decline in fertility and the increase in lone parent families). Each edition of the report is approximately 44 magazine format pages long and features text written for the educated layman. With 25 - 30 graphics per issue (photographs and illustrative drawings), it is primarily intended to be used as the best source of Canadian social trends material for government policy makers, planners, and private sector marketing specialists in addition to students. There are no private sector publications which compete with CST. As a result, it has quickly become the obvious source for Canadian social statistical data and carries new analyses and data reporting in addition to publishing summary articles on previously released data. In addition, each edition carries a social indicators page and notices of the release of new Statistics Canada publications which might be of interest to readers.

What is really novel about this publication is that it is a clear departure from the usual 'multi-table and short descriptive text' format traditionally associated with governmental statistical publications. Early acceptance of the format has been much greater than initially expected: Canadian Social Trends already has the largest paid subscription of any Statistics Canada periodical publication and indications are that interest outside the country is high, perhaps reflecting the fact that for a foreign reader unfamiliar with Canadian social statistics, this publication is in most senses self-explanatory, carrying with the articles the definitions and data qualifications necessary for reuse without further reference to sources. A three hour audio-visual presentation is also available to clients for a fee when resources are available.

Underlying the publication is a time series database containing some thousands of series. At some point in the future, clients will be able to purchase collections of these series, on

diskette in Lotus format, thus greatly shortening their data collection and processing times and reducing the cost of data acquisition accordingly.

The publication is put together by a full time staff of six people, including myself, with the assistance of a professional design firm and students from Canadian university co-operative programmes. At any given time, we have from two to four university students on work term assignments. They receive course credit for working for the project. In addition, we employ some contract writers and editors, although the bulk of the editorial content is generated from within Statistics Canada.

The publication is issued in both official languages. Page design is by a contract design firm.

Examples

I will use the remaining time available to me to show you some concrete examples of what we mean by social trends. (*see examples collected together at the end of this article. Ed. note*). They may be thought of as significant changes of direction in the measures of significant social institutional variables.□

BEFORE

- 107 -

TABLE 6 - ESTATS MENSAJES IMPRESOS EN CARICATURAS POR UNO DE LOS OFICIALES DE LA FISCALIA - Total and Province - Continued

Table with columns: Total, Province, and various categories of printed messages. Includes descriptive text for categories like 'Administración del Poder Judicial' and 'Fuerzas Armadas'.

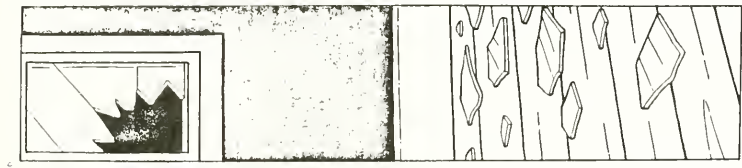
El presente cuadro fue elaborado por el Departamento de Estadística del Poder Judicial.

TABLE 6 - ESTATS MENSAJES IMPRESOS EN CARICATURAS POR UNO DE LOS OFICIALES DE LA FISCALIA - Total and Province - Continued

Table with columns: Total, Province, and various categories of printed messages. Includes descriptive text for categories like 'Administración del Poder Judicial' and 'Fuerzas Armadas'.

El presente cuadro fue elaborado por el Departamento de Estadística del Poder Judicial.

Source: Catalogue 85-201 Statistics of Criminal and Other Offenses 1970



Selected Property Crimes, 1974, 1982 and 1984

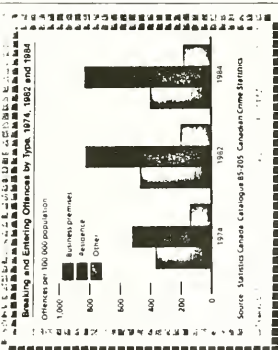
	Offences per 100,000 Population			
	1974	1982	1984	% Change in difference between 1974 and 1984
Residential and entering	1,640	1,521	1,521	+4
- burglary	523	491	496	+5
- auto	873	470	405	-18
- other	355	1,199	1,222	+238
They over 2000	1,199	1,222	1,222	+1
They over 1000	1,199	1,222	1,222	+1
They over 500	1,199	1,222	1,222	+1
They over 200	1,199	1,222	1,222	+1
They over 100	1,199	1,222	1,222	+1
They under 100	2,045	2,316	2,084	+13
They of motor vehicle	471	553	505	-5
Fraud	316	481	489	+42
- credit card	35	59	65	+69
- other	281	422	424	+50
Other frauds	79	129	127	-7
Total Property Crimes	4,218	4,955	5,167	+41

Source: Statistics Canada Catalogue #25, Canadian Crime Statistics

Alberta with 1982. Property crimes on the other hand declined in the 19's time period with the lowest western crime rate with just 400 offences per 100,000 population. The lowest crime rate occurred in the last two years.

Provincial Crime Rates
The east to west crime gradient is also evident for property crimes. As with the four western most provinces had the highest property crime rates in 1985 with 832 offences per 100,000 population. The four Atlantic provinces had the lowest crime rates with 400 offences per 100,000 population.

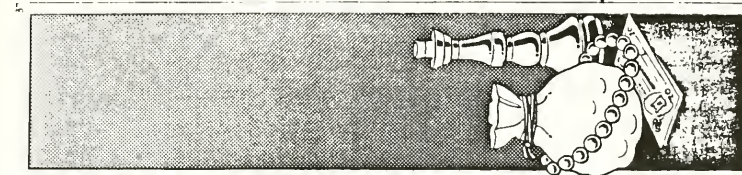
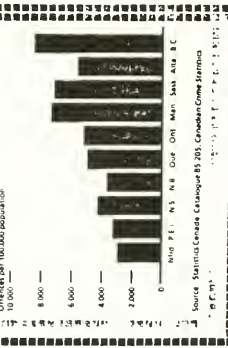
Breaching and Entering Offences by Type, 1974, 1982 and 1984



between differences in the in culture. The crime rates were highlighted in the list of highest and lowest provincial rates for the major crimes. The highest crime rates for assault and sexual offences in the only province not found on either list.



the provinces and also had relatively high crime rates. The crime rates were highlighted in the list of highest and lowest provincial rates for the major crimes. The highest crime rates for assault and sexual offences in the only province not found on either list.



STATISTICS CANADA

STATISTICS CANADA

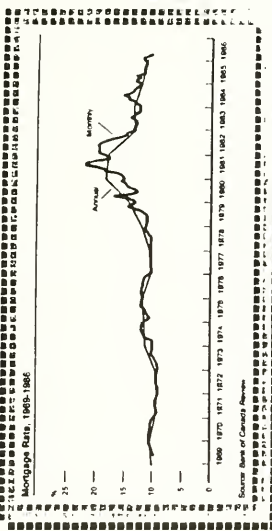
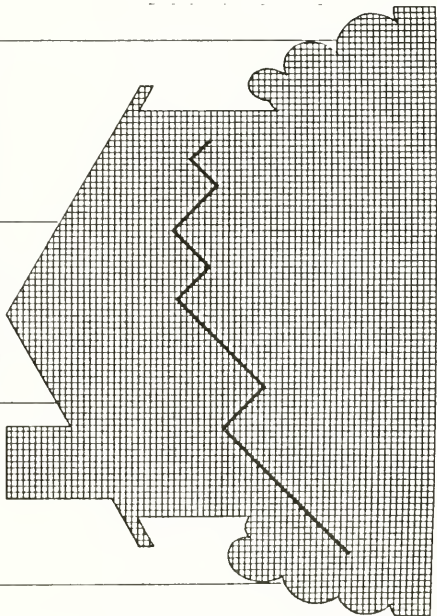
Source: Canadian Social Trends, Autumn 1984

MORTGAGE RATES AND THE HOUSING MARKET

by Alan Berlowitz

Mortgage rates, housing starts, house sales and construction activity in the real estate market. Mortgage rates were lower than they had been in 1979, and house sales and new construction rebounded. This is no

surprising, since the link between mortgage rates and house sales and construction activity is well established. As mortgage rates decline, and the opposite



Source: Board of Governors, Federal Reserve System

price of existing houses on the other hand generally has been affected by fluctuations in mortgage rates. Mortgage rates, however, are not the only variables in the housing market. Demographic variables such as the rate at which the population is growing, the size of the potential home-buyer market have considerable effect on housing demand, as do general economic conditions, the level of unemployment and income levels. It should also be noted that, while there are considerable regional and local housing markets

the recession period of 1981-82, while unit sales dropped in roughly the same proportion. Later as most began to rise. The decline in mortgage rates after 1982, for example, was accompanied by a sharp increase in the number of housing units sold between 1983 and 1984.

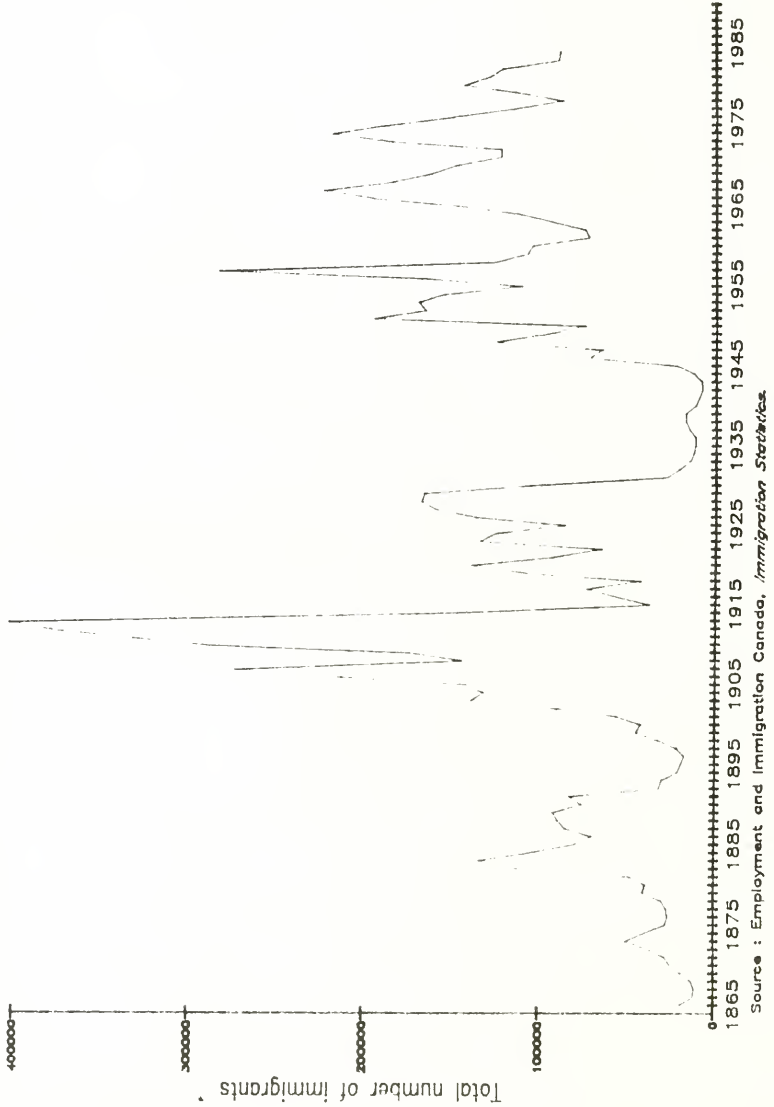
The effect of mortgage rates on housing starts is also evident in the sales of existing houses. The year rate had fallen below 10%.

Sales of Existing Houses: The sales of existing houses with mortgage rates reveals a leading effect. Generally speaking, sales of existing houses decline as mortgage rates decline, housing sales increase as mortgage rates rise. The effect of mortgage rates on housing starts is also evident in the sales of existing houses.



PHOTO: GARY W. THOMAS

Immigration to Canada, 1867-1984



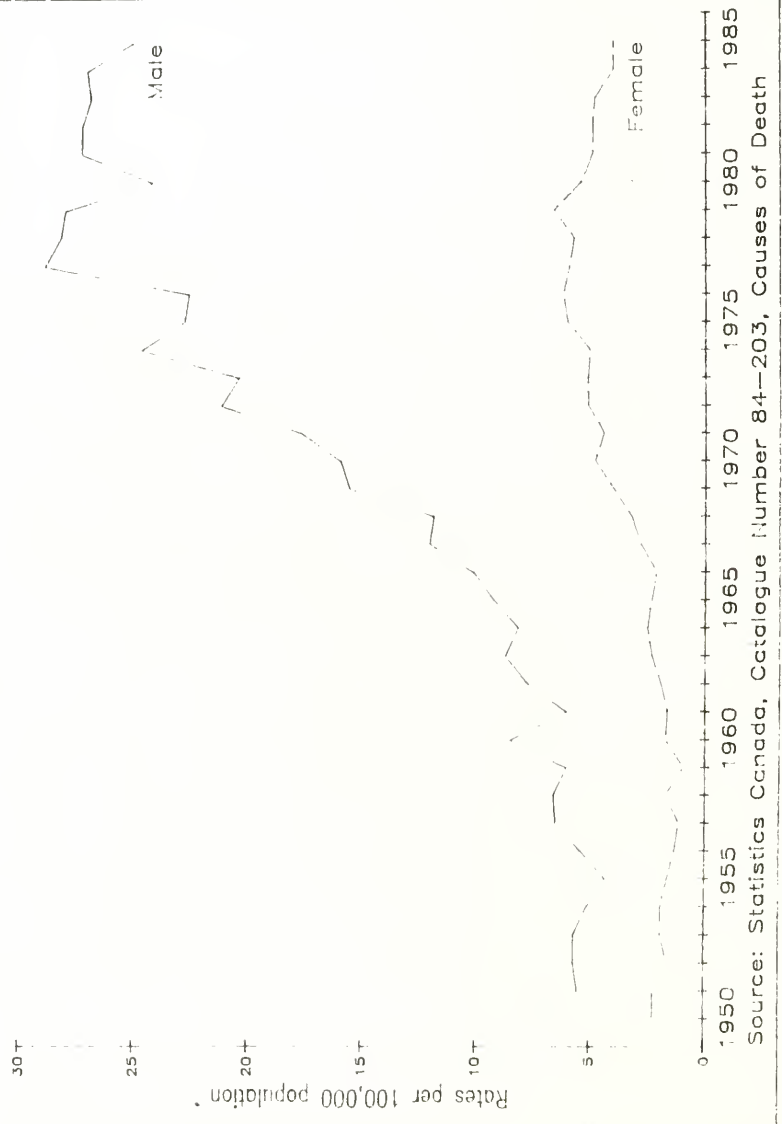
Source : Employment and Immigration Canada, *Immigration Statistics*.

Unemployment Rates by Province

	1975	1983 %	1985	1986
Newfoundland	14.0	18.8	21.3	20.0
Prince Edward Island	8.0	12.2	13.2	13.4
Nova Scotia	7.7	13.2	13.8	13.4
New Brunswick	9.8	14.8	15.2	14.4
Quebec	8.1	13.9	11.8	11.0
Ontario	6.3	10.4	8.0	7.0
Manitoba	4.5	9.4	8.1	7.7
Saskatchewan	2.9	7.4	8.1	7.7
Alberta	4.1	10.8	10.1	9.8
British Columbia	8.5	13.8	14.2	12.6
CANADA	6.9	11.9	10.5	9.6

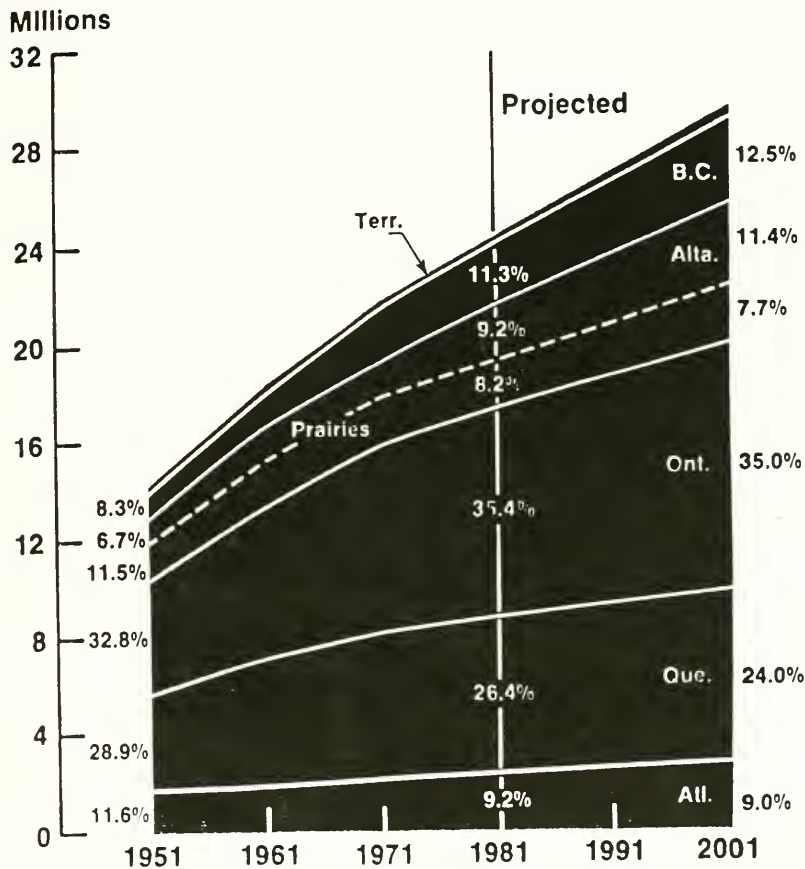
Source : Statistics Canada, Catalogues 71-529, *Labour Force Annual Averages*, and 71-001, *The Labour Force*, December 1986.

Suicide Rates for Youth (15-24 Years), 1950-1985

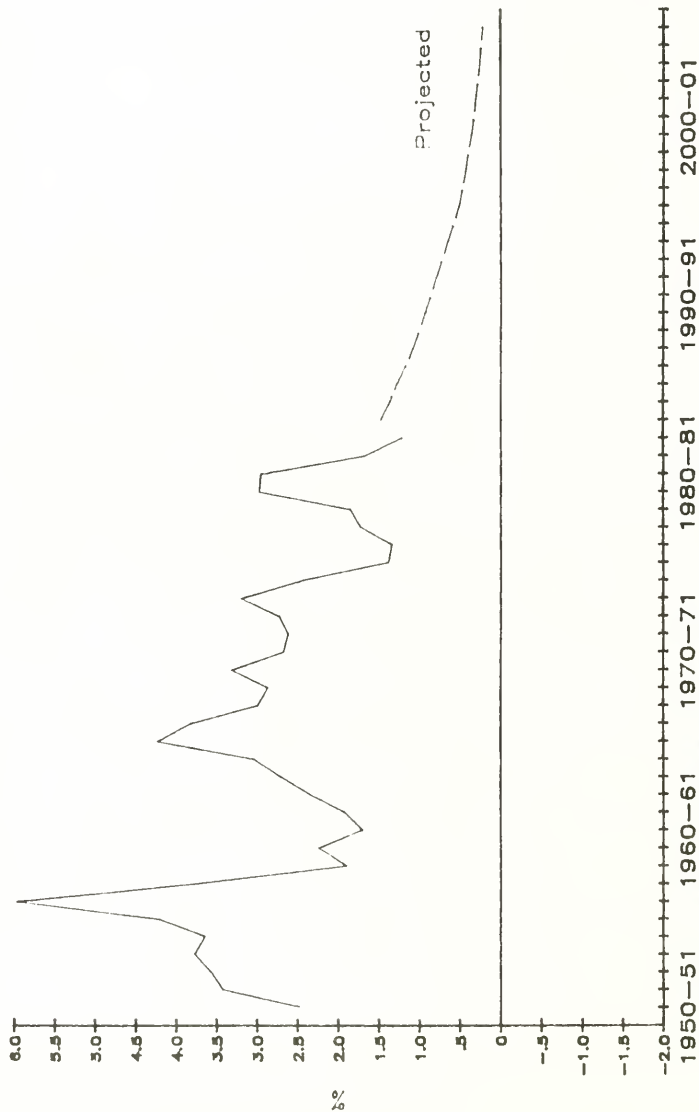


Source: Statistics Canada, Catalogue Number 84-203, Causes of Death

Population Distribution by Regions



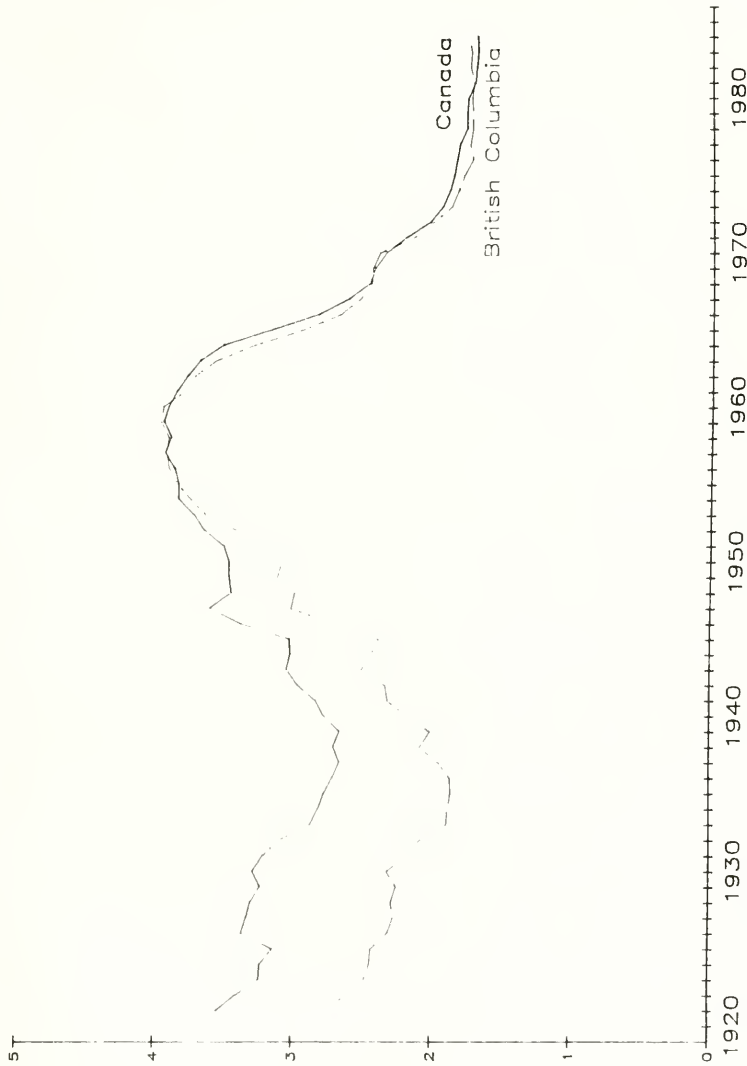
Annual Population Increase for British Columbia, 1950-2006



* Projection assumes a total fertility rate of 1.4 births per woman and net migration of 50 000 people.

Source: Statistics Canada, Catalogue Nos. 91-210 and 91-520.

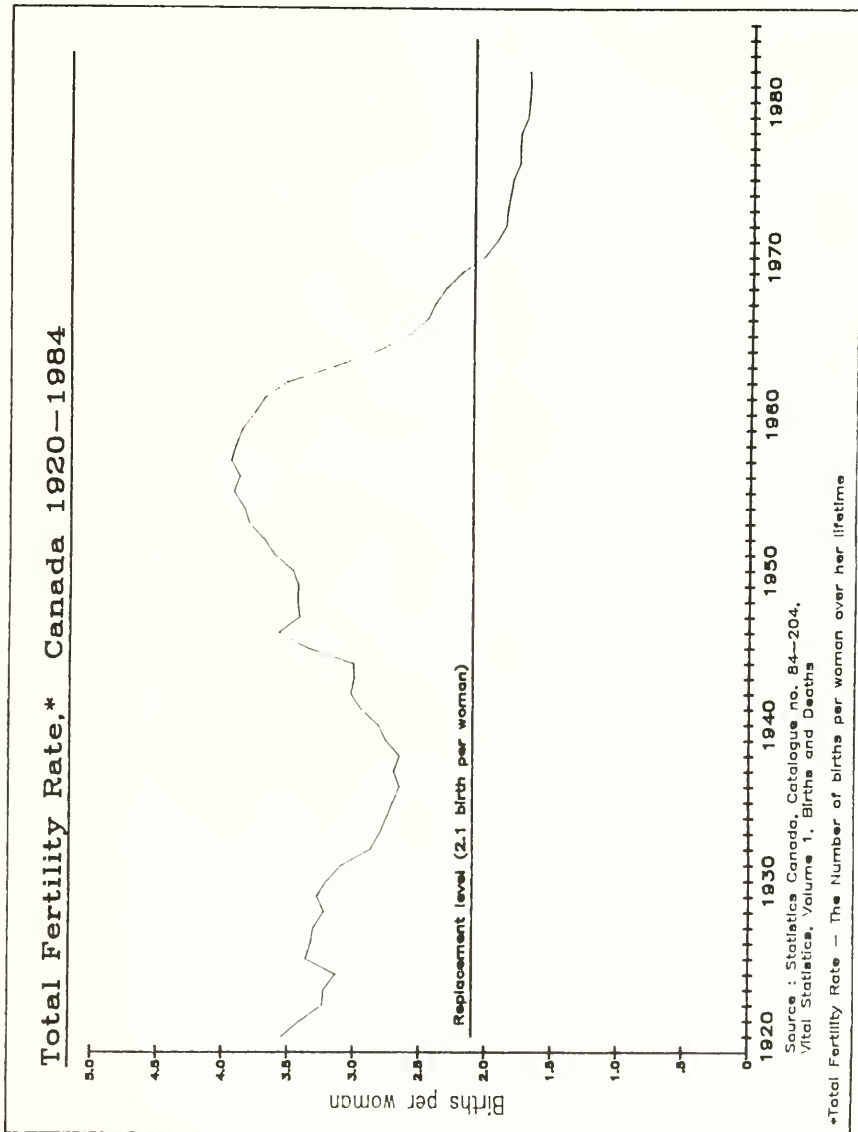
Total Fertility Rate, Canada and British Columbia, 1921-1984



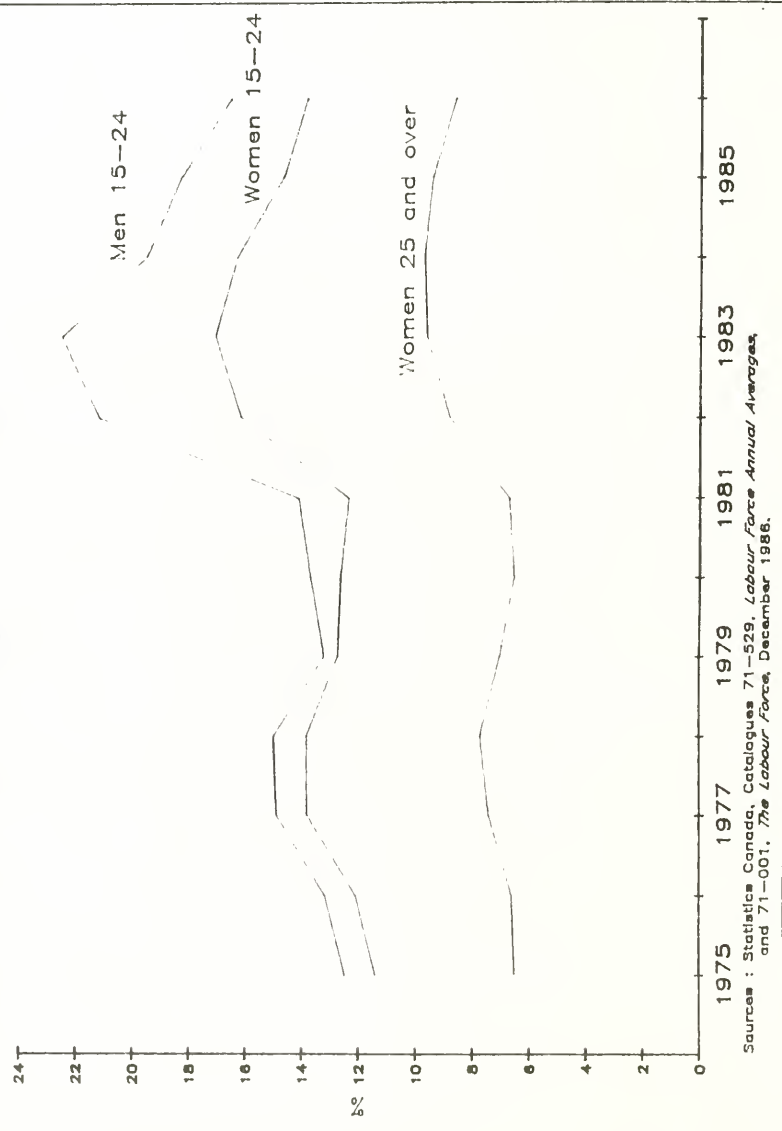
Source: Statistics Canada, Catalogue number 84-201, Births and Deaths

Total Fertility Rate, Canada, Provinces and Territories, 1982-1984
Indice synthétique de fécondité, Canada, provinces et territoires, 1982-1984

	1982	1983	1984
Canada	1.69	1.68	1.69
Newfoundland — Terre-Neuve	1.97*	--	--
Prince Edward Island — Ile du Prince Edouard	1.93	1.89	1.89
Nova Scotia — Nouvelle Ecosse	1.67	1.66	1.63
New Brunswick — Nouveau-Brunswick	1.70	1.69	1.65
Quebec	1.52	1.47	1.46
Ontario	1.65	1.66	1.69
Manitoba	1.84	1.87	1.86
Saskatchewan	2.17	2.13	2.11
Alberta	1.96	1.96	1.92
British Columbia — Colombie-Britannique	1.74	1.73	1.76
Yukon	2.04	2.36	2.25
Northwest Territories — Territoires du Nord-Ouest	3.00	3.20	2.99

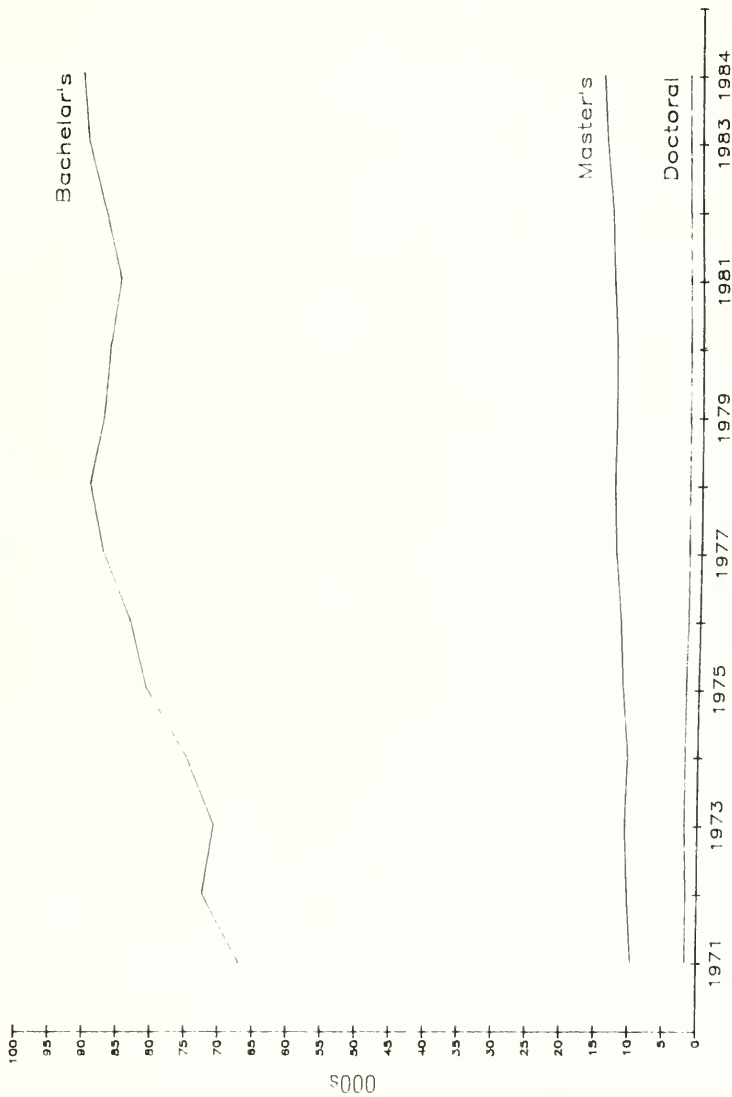


Unemployment Rates by Age, 1975-1986



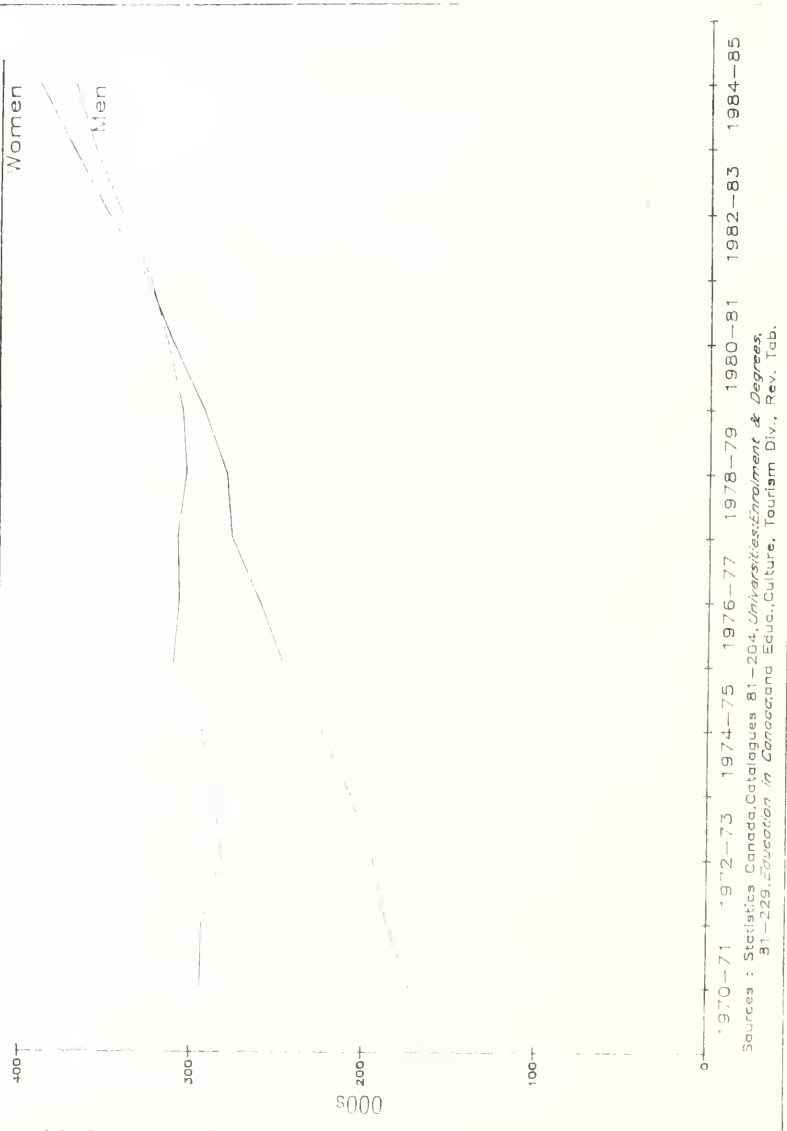
Sources : Statistics Canada, Catalogues 71-529, *Labour Force Annual Averages*, and 71-001, *The Labour Force*, December 1986.

University Degrees Granted, 1971-1984



Sources : Statistics Canada, Catalogue 81-204, *Universities: Enrolment and Degrees*, and Education, Culture and Tourism Division, revised tabulations.

University Enrolment, 1970-71 to 1984-85



Sources : Statistics Canada, Catalogues 81-204, *Universities: Enrolment & Degrees*, 81-229, *Education in Canada and Culture, Tourism Div., Rev. Tab.*

(C A N A D I A)

SOCIAL TRENDS



CONTENTS

Features

Families: Diversity the New Norm New family types are transforming social and legal traditions as well as market thinking. <i>by Mary Anne Burke</i>	6
Expanding the Choices Cable television, satellites and VCR's are creating a new home entertainment and information environment. <i>by Ted Wannell and Craig McKie</i>	13
Changing Health Risks The primary threat to the health of Canadians has shifted from infectious diseases to socially or environmentally related conditions. <i>by Mary Anne Burke</i>	22
The Law — A Changing Profession Profiling Canada's lawyers <i>by Craig McKie</i>	28

Trend Reports

Canada in the 21st Century	3
Foreign Students	11
Child Care	19
Births to Unmarried Women	20
Private Education	27

Canadian Social Trends

Editor	David Brusegard
Associate Editor	Craig McKie
Managing Editor	Colin Lindsay
Assistant Editors	Mary Anne Burke, Jo Anne Parliament
Consulting Editor	Hsa Kwong
Art Direction	Greg Moore
Design	Roberto Guido, Bruce Jameson, Jill Reid
Marketing and Promotion	Judith Buehler, Kathryn Bonner
Composition	Monique Légaré, Rachel Mondou

Acknowledgements

Cynthia Steers, Gordon Priest, Boriss Mazikins, Owen Adams, Doug Angus, Jim MacDonald, Michel Durand, Wendy Hansen, Howard Clifford, Anatole Romaniuk, Sandra Ramsbottom, John Silins, David Bray, Ian Macredie, André Libelle, Sylvie Mercier, Beryl Gorman, Lucie Lamadeleine, Ricarda Windthorst, Georgette Gaulin, Daniel Scott and Sylvie Blais

Cover *Two Girls Reading* by Brynner, watercolour on linen, 40 1/2 X 29 1/2 in., 1898, National Gallery of Canada, Ottawa

ISSN 0631 5698

CANADIAN

SOCIAL TRENDS

CONTENTS

Low Income in Canada <i>by Suzanne Methot</i>	2
The Changing Industrial Mix of Employment, 1951-1985 <i>by W. Garnett Picot</i>	8
The Decline in Employment Among Men Aged 55-64, 1975-1985 <i>by Colin Lindsay</i>	12
Increases in Long-term Unemployment <i>by Jo-Anne Parliament</i>	16
Lifestyle Risks: Smoking and Drinking in Canada <i>by Craig McKie</i>	20
Low Educational Attainment in Canada, 1975-1985 <i>by Brigitta Arnott</i>	28
Migration Between Atlantic Canada and Ontario, 1951-1985 <i>by Mary Anne Burke</i>	33
A Profile of Employed Migrants between Atlantic Canada and Ontario <i>by Robert Hiscott</i>	35
Social Indicators	39

CANADIAN SOCIAL TRENDS

Editor	Craig McKie
Managing Editor	Colin Lindsay
Assistant Editors	Mary Anne Burke, Jo-Anne Parliament

Art Direction and Composition	Publications Division, Statistics Canada
Design	Griffe Design
Photos	Photo Centre, SSC
Promotion	Cherylynn Ireland; Tony Donatucci
Review Committee	J. W. Coombs, J. Hagey, D. B. Petric, G. E. Priest, E. T. Pryor, M. Rochon
Acknowledgements	Martin Blais, Catherine Bronson, Beryl Gorman, Lucie Lamadeleine, Myriam Laporte, Isabelle Lavoie, Louise Paveley, Cheryl Sarazin, Daniel Scott, Cathy Shea, Tim Stringer

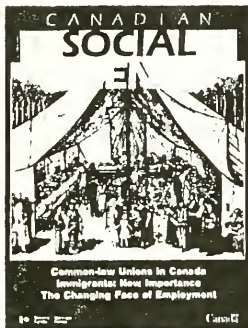
Canadian Social Trends Catalogue 11 008E is published four times a year by Statistics Canada. Publication Sales, Ottawa, Ontario, Canada K1A 0T6, telephone (613) 998-5078. Copyright 1986 by Statistics Canada. All rights reserved. First class postage paid at Ottawa, Ontario, Canada. **SUBSCRIPTION RATES:** \$44 a year in Canada; \$50 elsewhere. Single issue \$12.50 each in Canada; \$15 elsewhere. Send subscription orders and address changes to Statistics Canada, Publication Sales, Ottawa, Ontario, Canada, K1A 0T6. Please supply both old and new addresses and allow two weeks for change. Correspondence may be addressed to the Editor, Canadian Social Trends, 11th floor, Jean Talon Building, Ottawa, Ontario, K1A 0T6. Canadian Social Trends is not responsible for unsolicited materials. Permission is granted by the copyright owner for libraries and others to photocopy any article herein, provided credit is given to Statistics Canada and Canadian Social Trends. Requests for special permissions or bulk orders should be addressed to the nearest Regional Office.

Cover: *Christie Passage, Hurst Island, B.C.* by Edward J. Hughes
Oil on canvas, 1962. © Dominion Gallery, Montreal
Collection: National Gallery of Canada, Ottawa.

ISSN 0841-5098



SOCIAL TRENDS



CONTENTS

Annual Review of Labour Force Trends <i>by Colin Lindsay and Craig McKie</i>	2
The Growth of Part-time Work <i>by Mary Anne Burke</i>	9
Education in Canada: Selected Highlights <i>by Jo-Anne Parliament</i>	15
French Immersion <i>by Jo-Anne Parliament</i>	22
Immigration <i>by Mary Anne Burke</i>	23
The Labour Force Participation of Immigrants <i>(Adapted from an article by Nancy McLaughlin)</i>	28
Trends in the Crime Rate in Canada, 1970-1985 <i>by Colin Lindsay</i>	33
Common-Law: Living Together as Husband and Wife Without Marriage <i>by Craig McKie</i>	39
The Value of Household Work in Canada <i>(Adapted from an article by J.L. Swinamer)</i>	42
<i>Social Indicators</i>	43

CANADIAN SOCIAL TRENDS

Editor	Craig McKie
Managing Editor	Colin Lindsay
Assistant Editors	Mary Anne Burke, Jo-Anne Parliament
Art Direction and Composition	Publications Division, Statistics Canada
Design	Griffe Design
Photos	Regional and Industrial Expansion, Photo Centre, SSC
Review Committee	J.W. Coombs, J. Ilagey, D.B. Petrie, G.E. Priest, E.T. Pryor, M. Rochon

Acknowledgements Sylvie Blais, Lucie Lamadefene, Elizabeth Marcella, Kate McGregor, Suzanne Methot, Louise Quinn, Sandra Ramsbottom, Daniel Scott, Cathy Shea, Tim Stringer

Canadian Social Trends (catalogue 11-008E) is published four times a year by Statistics Canada, Publication Sales, Ottawa, Ontario, Canada, K1A 0T6, telephone (613) 993-5078. Copyright 1986 by Statistics Canada, all rights reserved. First class postage paid at Ottawa, Ontario, Canada. SUBSCRIPTION RATES \$44 a year in Canada, \$50 elsewhere. Single issue \$12.50 each in Canada, \$15 elsewhere. Send subscription orders and address changes to Statistics Canada, Publication Sales, Ottawa, Ontario, Canada, K1A 0T6. Please supply both old and new addresses and allow six weeks for change. Correspondence may be addressed to the Editor, Canadian Social Trends, 11th Floor, Jean Talon Building, Ottawa, Ontario, K1A 0T6. Canadian Social Trends is not responsible for unsolicited materials. Permission is granted by the copyright owner for libraries and others to photocopy any article herein, provided credit is given to Statistics Canada and Canadian Social Trends. Requests for special permissions or bulk orders should be addressed to the editor.

Cover: Manitoba Party by William Kurelek
oil and pencil on board 48" x 60" 1964
© Mrs. William Kurelek, The Isaacs Gallery, Toronto
Collection: National Gallery of Canada, Ottawa
ISSN 0831-5698