

CANADA STATUS QUO

Countries change, and since the 1970s Canada has changed profoundly.

Change in a country is always traumatic — some parts prosper and others do not. Power and population shift and one ethnic or language group grows while others retreat.

Patterns change, often in ways not quite anticipated.

An analysis of the 1981 census depicts a Canada that is becoming more bilingual and less religious. Incomes grew through the seventies and early eighties and families shrank. Many women advanced in the work place but many more did not, and the overwhelming majority remained in low-paying, traditionally feminine jobs.

In this issue of CANADA TODAY/D'AUJOURD'HUI we look at the past, measure the present and try to identify the harbingers of the future.

Market Value

Canada takes a full census every ten years and a lesser one every five.

The last big one took place in June 1981 when census takers gathered half a billion facts about 24,343,181 people. The next mini one will be in 1986.

The information gathered in 1981 is now being published by Statistics Canada in three main series, under twenty separate titles.

It is designed to be used by a wide variety of clients.

Toy manufacturers were told a hard fact they already suspected — in 1981 there were 415,000 fewer children under fifteen in Canada than there had been five years before.

Makers of arch supports and hearing aids had more palatable news — the number of persons over sixty-five had grown by 395,000 in the same period — and food packaging firms learned that the number of people in the average household had dropped from 3.1 to 2.9, and one-person households had become common.

A 1984 Qualification

The census statistics were gathered in June 1981, analysed in 1982 and 1983 and this is the spring of 1984.

There have been some changes in the last three-and-one-half years. Most notably, a recession — often described as the deepest in fifty years — modified some of the more positive figures.

Front Cover: Vancouver is Canada's third largest city, after Toronto and Montreal. Together, the three cities have almost a third of the population.

On census day 65 per cent of Canadians had paying jobs, but by January 1983 this had been trimmed to 62.3. This year employment is up, inflation is down, the recession is over and the U.S.-based Conference Board said that Canada's recovery will be faster than in most of the industrialized world. It forecast a 7 per cent annual growth rate, up from 5 per cent last fall, but still behind the U.S. rate of 11 per cent.

The recovery has been somewhat spotty, strongest in the most industrialized provinces, Ontario and Quebec.

Alberta was leading the country in 1981, but its boom is past. Unemployment climbed in the autumn to an unprecedented 12 per cent, and the number of job-hungry workers moving into Alberta from central and eastern Canada dropped some 29 per cent. Last summer, *The Calgary Herald* sounded a poignant question: "Has Alberta's Sun Set? It was a province of high-rolling entrepreneurs, posh restaurants and executive jets. Workers lured by high-paying jobs and the prospect of speedy promotions descended in droves from all points of the country, often arriving in cars packed to the brim with family and belongings. . . . Has the whirl-wind transformation been temporarily subdued or has it vanished forever, leaving behind half-finished office buildings in the

FLOW AND EBB

During the 1970s a lot of Canadians moved to Alberta, but as the recent recession took hold the migration diminished.

