

## ELECTRONIC GOODS TO JAPAN

Sales of more than \$2-million worth of Canadian electronics equipment to Japan are predicted as the result of an exhibit sponsored by the Department of Industry, Trade and Commerce in the Japan Electronics show which closed recently in Osaka.

Eight Canadian firms mounted displays in the exhibit and actual sales completed during the show amounted to \$114,000. As a direct result of participation last year by seven firms, the volume of sales totalled just under \$3 million during the year.

More than 168,000 persons attended the fair, and an estimated 40,000 businessmen visited the Canadian exhibit. The eight Canadian firms expressed satisfaction with the results and with the business potential generated. The Canadian exhibit was featured twice on Japanese television during the run of the show.

## INCREASED FAMILY INCOMES

Some insights into basic trends in the rapidly-changing picture of income increases in Canada are given in preliminary results of a new survey of income distributions in Canada released by the Dominion Bureau of Statistics.

The survey, based on the results of interviews with individuals in some 20,000 households across Canada last year, showed an estimated average annual income for a Canadian family in 1967 of \$7,596, an increase of 16 per cent over the 1965 estimate of \$6,536. About half the increase is counted as real gain; consumer-price increases absorbed the remainder.

In individual incomes, women still lagged far behind men in 1967, with an average income of \$2,303, against \$5,331 for men. Women, however, gained more on a percentage basis, their incomes rising 23 per cent over 1965 levels, against 17 per

cent for men.

The 1967 estimates also show that the proportion of families receiving incomes of less than \$5,000 decreased to 29.7 per cent (from 37.9 per cent in 1965), while the proportion receiving \$10,000 and up increased to 22.5 per cent from 14.6 per cent. This brought the total in the \$10,000-and-over bracket to more than one million families. (For purposes of the survey, a family is defined as a group living together and related by blood, marriage or adoption.)

By regions, the survey showed that Ontario had the highest average family income in 1967 (\$8,466), while the Atlantic region had the lowest (\$5,756). The average rate of increase was highest in Quebec and Ontario (nearly 18 per cent) and lowest in the Atlantic region (11 per cent), while the Prairies and British Columbia, at 14 per cent, were slightly below the national average.

A significant feature of the survey results is a downward shift in the estimated proportion of families below the income levels which were used by the Economic Council of Canada as indicators of poverty. In 1967, the proportion was 18.6 per cent, against 21.2 per cent in 1965. In round figures, the number of families in this category is estimated to have declined to 840,000 in 1967 from more than one million in 1961, despite a substantial increase in total population.

The new poverty estimates are arrived at by applying the low-income cut-offs previously used by the Economic Council of Canada in its fifth annual review (1968) now adjusted for consumer price increases. The new poverty lines for 1967 (with previous figures in brackets) are: single person, \$1,740 (\$1,500); family of two, \$2,900 (\$2,500); three, \$3,480 (\$3,000); four, \$4,060 (\$3,500); five or more, \$4,640 (\$4,000).

The proportion of families below these cut-offs, by regions, showed the Atlantic region as having the highest ratio (nearly 34 per cent), and Ontario the lowest (12 per cent).