



# The Daily

## Statistics Canada

**Tuesday, May 2, 2006**

Released at 8:30 a.m. Eastern time

### Releases

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Adult Canadians attach a higher degree of importance to religion than figures for attendance at religious services alone would indicate, according to a study released today in Canadian Social Trends.	
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### A new Canadian Social Trends

Today, Statistics Canada introduces a new electronic format to the publication *Canadian Social Trends*.

The new *Canadian Social Trends* will be published electronically every six weeks, eight times a year, with two feature articles per issue available in both PDF and HTML formats. The Social Indicators have been expanded with more detailed data covering longer time periods, and they will be updated immediately as new data become available.

The new electronic publication will include abstracts of upcoming articles, a complete archive of electronic articles dating from the Winter 1998 issue, and an archive of lesson plans and associated feature articles. There will also be links to Statistics Canada's Learning Resources Web site for teachers.

*Canadian Social Trends* will continue to be available in paper. The quarterly print journal will be replaced after June 2006 with a semi-annual anthology, to be published in December and June. The cost of an annual subscription to the paper edition will remain \$39 per year.

The first edition of the newly formatted electronic publication includes two feature articles. The article "Who's religious?" uses data from the 2002 Ethnic Diversity Survey to track the religious views and practices of Canadians and identify those groups most likely to be religious.

The article "Taking charge: Perceptions of control over life chances" uses the 2003 General Social Survey to examine the extent to which Canadians aged 15 and over feel a sense of mastery, or responsibility for what happens to them in life.

The May 2006 issue of *Canadian Social Trends* (11-008-XWE, free) is now available for free online. To obtain a copy, go to the *Our products and services* page of our Web site.

For more information, contact Client Services and Dissemination (613-951-5979; [sasd-dssea@statcan.ca](mailto:sasd-dssea@statcan.ca)), Social and Aboriginal Statistics Division.



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**New products**

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## Releases

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### Study: Who's religious?

2002

Adult Canadians attach a higher degree of importance to religion than religious attendance figures alone would indicate, according to a study released today in *Canadian Social Trends*.

But many of us apparently prefer to engage in some religious practices in the privacy of our own home, rather than in public.

According to previous research, only about one-third of adult Canadians attend religious services at least once a month.

However, this new study has found that more than one-half engage in religious activities on their own at least on a monthly basis, even if it is just to say a little prayer or do some meditating.

According to the Ethnic Diversity Survey, conducted in 2002, nearly half of the people who do not attend religious services regularly, but who do engage in some kind of activity on their own, attach a high degree of importance to their religion.

Not surprisingly, those who regularly attend services and engage in personal activities are most likely to place high importance on religion.

#### Half of adult Canadians regularly engage in religious activities on their own

Public religious behaviour, religious affiliation and attendance have been declining among much of the population, but these developments capture only one aspect of peoples' religiosity.

To get a more complete picture, this study used the Ethnic Diversity Survey to examine private religious practices that people did on their own such as prayer, meditation, worship and reading of sacred texts at home or some other location.

The survey showed that Canadians do engage in such private religious behaviour either at home or in other locations, even though they may have little or no connection with religious organizations.

Survey data showed that over one-half (53%) reported that they engaged in religious activities on their own at least monthly, while about 11% did so a few times a year. (According to previous research, only about 32% of adult Canadians attended religious services at least monthly.)

The likelihood that people would engage in religious activities on their own was more prevalent in older age groups, as is the case with attendance at religious services.

#### Note to readers

*This release is based on a study in the May 2006 issue of Canadian Social Trends titled "Who's religious?"*

*The majority of the data came from the 2002 Ethnic Diversity Survey, conducted from April to August 2002. About 42,500 people aged 15 and over were interviewed by telephone in the 10 provinces.*

*The survey was developed by Statistics Canada, in partnership with the Department of Canadian Heritage, to provide information on the ethnic and cultural backgrounds of people in Canada and how these backgrounds relate to their lives today.*

*It covered topics such as religion, ethnic or cultural ancestry and identity, family background and social networks.*

Immigrants were also more likely to engage in private religious practices and attend religious services than the Canadian-born population.

Most striking was the proportion of Canadians who infrequently or never attend services, yet regularly engage in personal religious practices.

Of those who infrequently attended religious services over the year prior to the survey, 37% said they engaged in religious practices on their own on a weekly basis. And of those who had not attended any religious services over the previous year, 27% said they engaged in weekly religious practices on their own.

Overall, this group of adults who regularly engage in private religious practices, but infrequently or never attend religious services, represented 21% of the adult population.

#### Religiosity index: Less than a third of Canadians are "highly religious"

The four dimensions of religiosity — affiliation, attendance, personal practices and importance of religion — can be combined into a simple "religiosity index".

People may attend religious services or choose religious denominations to please their loved ones. So, an index which also captures the importance of religion and personal religious practices may be a better indicator of religiosity.

A high score on this index indicates that the individual attends religious services at least once a week, engages in personal religious practices at least once a week, and places a great deal of importance on religion.

Based on these criteria, 40% of Canadians have a low degree of religiosity, 31% are moderately religious and 29% are highly religious.

Religiosity is lowest among young people and higher among individuals in older age groups. Men are also much more likely to have low religiosity than women.

The degree of religiosity expressed by Canadians is associated with the religious background of their parents. Among individuals who said that neither of their parents had a religion, 85% had a low degree of religiosity and only 10% had a high degree.

In contrast, among individuals who reported that both of their parents had similar religious backgrounds, 32% had a low degree of religiosity and 33% had a high degree. This is consistent with other studies that show religious parents are most likely to pass their religion on to their children. This occurs most often when both parents have similar religious backgrounds.

About 4 in 10 (41%) of the immigrants who arrived in Canada between 1982 and 2001 had a high degree of religiosity, compared with 26% of people born in Canada.

However, there is considerable variation in levels of religiosity among immigrants from different regions of the world.

For example, high levels of religiosity were most prevalent among immigrants from South Asia (for example, India and Pakistan).

In contrast, high levels of religiosity were least prevalent among immigrants from East Asia (such as China and Japan) and Western and Northern Europe (countries such as France and the United Kingdom).

**Definitions, data sources and methods: survey number 4508.**

The article "Who's Religious?" is now available for free online in the May 2006 issue of *Canadian Social Trends* (11-008-XWE, free). To obtain a copy, go to the *Our products and services* page of our Web site.

For more information contact Warren Clark (613-951-2560; [warren.clark@statcan.ca](mailto:warren.clark@statcan.ca)), Social and Aboriginal Statistics Division. ■

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## Study: Buying and selling research and development services

1997 to 2002

Research and development (R&D) is a crucial activity in the innovation process. Not every firm is in a position to overcome constraints to R&D, such as costs. Those that perform R&D must choose between forming a partnership with other firms, governmental organizations or universities, or doing it themselves internally. Others may sell R&D services or buy them.

This study provides a statistical portrait of the strategies Canadian companies used in conducting R&D between 1997 and 2002. It is based on data from the Survey of Research and Development in Canadian Industry.

Between 1997 and 2002, the majority of R&D spending, around 62%, was of internal origin, that is, it was conducted by the performer. The remaining 38% was comprised of two groups: one group (representing 24%) performed R&D on behalf of another organization, that is, they contracted in. The remaining 14% was conducted by another R&D performer, that is, they contracted out.

An estimated 42% of R&D was conducted with no external partnerships.

Foreign-controlled firms were much more heavily involved in selling R&D services than their Canadian counterparts. About 22% of all foreign-controlled firms conducted R&D for outside organizations, more than twice the proportion of only 9% of domestic performers.

However, Canadian-controlled firms on average spent more on research and development. As a result, the 9% of Canadian-controlled performers allocated 23% of their total R&D spending to selling R&D services, virtually the same proportion as the 25% allocated by foreign-controlled firms.

### Definitions, data sources and methods: survey number 4201.

The article "Buying and selling research and development services", 1997 to 2002, (88F0006XIE2006002, free) is now available online as part of the *Science, Innovation and Electronic Information Division Working Papers* series. To obtain a copy, go to the *Our products and services* page of our Web site.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Julio M. Rosa (613-951-6598), Science, Innovation and Electronic Information Division. ■

## Annual Survey of Advertising and Related Services

2004

Despite higher revenues along with an improved profit margin in 2004, the advertising and related services industry in Canada continues to face challenges that have kept a lid on growth.

The trend of multinational advertisers to use global advertising campaigns has resulted in decreased demand for Canadian creative content. At the same time, the rise of the Canadian dollar has reduced the industry's price-competitiveness internationally.

Revenue has also been siphoned off by increasing media costs, as well as by growth in forms of marketing outside the advertising industry, such as company Web sites and Internet search engines. Finally, the industry also had to contend with allegations surrounding the federal sponsorship program and the ensuing "Gomery Inquiry".

Firms in the advertising and related services industry earned operating revenues of \$5.0 billion in 2004, up 5.5% from 2003. Although broad-based economic growth in 2004 boosted the industry across the country, much of the 2004 rise was merely a rebound from industry declines recorded in both 2002 (-1.9%) and 2003 (-3.3%). Indeed, after accounting for inflation, total industry revenues in 2004 were still below the level reached in 2001.

Advertising agencies, which accounted for 45% of total industry operating revenues, earned \$2.2 billion in 2004, an increase of 3.4% over 2003. Operating revenues of the other more specialized advertising industries (such as public relations, display advertisers and flyer distributors) were up 7.3% to \$2.8 billion.

Profit margins improved from 8.7% in 2003 to 10.2% in 2004 among advertising agencies, and from 5.8% to 6.7% in the remainder of the industry.

There were 11,900 establishments involved in advertising and related services in 2004, little changed from the previous year. Advertising agencies accounted for 5,300 of these establishments.

The bulk of industry revenue was generated in Ontario (57%) and Quebec (26%). Operating revenues in Ontario rose 5.9% in 2004, following a 1.9% decrease in 2003. In Quebec, operating revenues rose 3.7% in 2004 on the heels of a 4.5% decline the previous year.

**Note:** This survey covers establishments classified as Advertising and Related Services (5418) according to the North American Industry Classification System (NAICS) during the reference year. It comprises establishments primarily engaged in: creating mass-media advertising or public relation

campaigns; placing advertising in media for advertisers or advertising agencies; selling media time or space to advertisers or advertising agencies for media owners; creating and implementing indoor or outdoor display advertising campaigns; creating and implementing direct mail advertising campaigns; delivering (except by mail) advertising materials or samples; creating and implementing specialty advertising campaigns; providing related services, such as sign painting and lettering, welcoming services and window trimming services.

This industry does not include advertising sales by newspapers, magazines, radio, television or Internet, which accounts for the majority of the difference between results of this survey and calculations of total advertising spending in the Canadian economy.

Results from the 2004 Annual Survey of Advertising and Related Services are now available. These data provide information on the industry's revenue, expenditures, salaries and wages, profit margin, and the distributions of revenue earned by type of service and client base.

Data for 2001 to 2003 have been revised to reflect more accurate coverage of the target population for this industry.

Detailed tables at the provincial level for a range of industry characteristics are included in the data release package, which is available upon request. To order a copy contact Paul McDonald (613-951-0665; fax: 613-951-6696; [paul.mcdonald@statcan.ca](mailto:paul.mcdonald@statcan.ca)), Service Industries Division.

**Available on CANSIM: table 360-0003.**

**Definitions, data sources and methods: survey number 2437.**

For further information, or to enquire about the concepts, methods or data quality of this release, contact Paul McDonald (613-951-0665; [paul.mcdonald@statcan.ca](mailto:paul.mcdonald@statcan.ca)), Service Industries Division. ■

## **Production and disposition of tobacco products**

March 2006

Total cigarettes sold in March by Canadian manufacturers decreased 1.8% from February

to 2.6 billion cigarettes. Total cigarettes sold decreased 10.2% compared with March 2005.

Cigarette production for March decreased 10.0% from February to 2.5 billion cigarettes. Cigarette production decreased 25.7% from March 2005.

At 3.9 billion cigarettes, the level of closing inventories for March fell 2.3% from February and stood 15.6% below the level recorded in March 2005.

**Available on CANSIM: table 303-0062.**

**Definitions, data sources and methods: survey number 2142.**

The March 2006 issue of *Production and Disposition of Tobacco Products*, March 2006, Vol. 35, no. 3 (32-022-XIE, free) is now available. To obtain a copy, go to the *Our products and services* page of our Web site.

For general information, or to enquire about the concepts, methods or data quality of this release, contact the dissemination officer (613-951-9497; 1-866-873-8789; [manufact@statcan.ca](mailto:manufact@statcan.ca)), Manufacturing, Construction and Energy Division. ■

## **Electric power capability and load 2003**

Total generating capability of electric power in Canada increased by 2.3% in the fiscal year 2003/04 to 108 533 megawatts. Increased generating capability of nuclear and hydraulic stations was the main reason for this increase.

The release of the 2003 data will be the last for this survey, which has been discontinued.

**Definitions, data sources and methods: survey number 2181.**

The 2003 issue of *Electric Power Capability and Load* (57-204-XIB) will soon be available.

For more information, or to order data, or to enquire about the concepts, methods or data quality of this release, contact the dissemination officer (1-866-873-8789; 613-951-9497; [energ@statcan.ca](mailto:energ@statcan.ca)), Manufacturing, Construction and Energy Division. ■

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## New products

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**Canadian Social Trends**, no. 81  
**Catalogue number 11-008-XWE**  
(free).

**Production and Disposition of Tobacco Products**,  
March 2006, Vol. 35, no. 3  
**Catalogue number 32-022-XIE**  
(free).

**Causes of Death**, 2003  
**Catalogue number 84-208-XIE**  
(free).

**Science, Innovation and Electronic Information  
Division Working Papers: "Buying and selling  
research and development services"**, 1997 to 2002,  
no. 2  
**Catalogue number 88F0006XIE2006002**  
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 <b>The Daily</b>	
Statistics Canada	
Thursday, June 5, 1997 For release at 9:30 a.m.	
<b>MAJOR RELEASES</b>	
• <b>Urban transit, 1995</b> Despite the emphasis on taking urban transit, Canadians are using it less and less. In 1996, each Canadian took an average of about 25 trips on some form of urban transit, the lowest level in the past 25 years.	2
• <b>Productivity, hourly compensation and unit labour cost, 1995</b> Growth in productivity among Canadian businesses also noticeably weak again in 1996, accompanied by sluggish gains in employment and slow economic growth during the year.	4
<b>OTHER RELEASES</b>	
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## Statistics Canada's official release bulletin

Catalogue 11-001-XIE.

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