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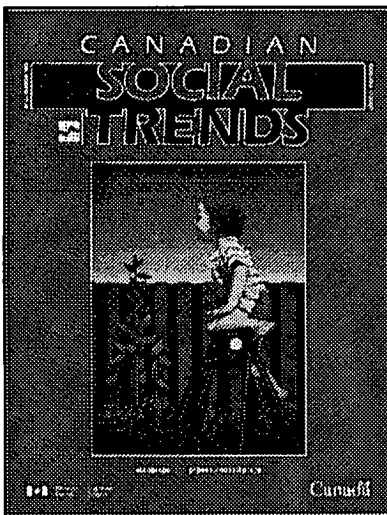
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From 1981 to 1991, Canada's population in predominantly rural regions grew 5.7%, the fourth highest growth rate in predominantly rural regions for OECD countries.

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Heavy drug consumption is concentrated among a minority of seniors, according to Health Canada's 1989 national alcohol and other drugs survey.

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Canadian social trends

Summer 1994

The summer 1994 issue of *Canadian social trends* features three articles on marriage and children ("Marriage in Canada: changing beliefs and behaviours, 1600-1990", "Common-law unions: the Quebec difference" and "Births outside marriage: a growing alternative") and two articles on health ("Drug use among senior Canadians" and "Provincial differences in health practices"). Other articles in this issue are: "Street prostitution in Canada" and "Albertans' opinions on street prostitution".

Each quarter, *Canadian social trends* integrates data from various sources to examine important social trends and issues. It also features the latest social indicators, as well as information about Statistics Canada's products and services.

The summer 1994 issue of *Canadian social trends* (11-008E, \$8.50/\$34) is now available. See "How to order publications".

For further information on this release, contact Cynthia Silver (613-951-2556), Housing, Family and Social Statistics Division.



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PUBLICATIONS RELEASED

MAJOR RELEASES

Rural indicators: Canada-OECD comparison

Canada's rural and urban population growth ranked high among OECD nations

Urbanization remains a strong trend in Canada. Other OECD nations, however, are experiencing rural population growth rates larger than urban growth rates. Indeed, the population growth rate in Canada's predominantly urban regions was the highest among OECD member nations. Canada's growth rate of 13.4 per 1,000 persons per year in predominantly urban regions during the 1981 to 1991 period was more than twice the growth rate for Canada's predominantly rural regions (5.7 per 1,000 persons per year). In contrast, half of the OECD member nations had growth rates in predominantly rural regions that exceeded growth rates in predominantly urban regions.

Canada's growth rate in predominantly rural regions, though smaller than its urban growth rate, was the fourth highest among OECD countries. However, population growth in Canada's predominantly rural regions was concentrated in towns with populations of 10,000 or more persons; the regional population living outside these centres actually declined.

The percentage of Canada's population in predominantly rural regions was close to the OECD average

Despite this increase in absolute numbers, the percentage of Canada's population living in predominantly rural regions declined to 33% in 1991, from 35% in 1981. This was still above the OECD average of 28%. Three countries—Ireland (62%), Turkey (58%) and Norway (51%)—had over one-half of their population living in predominantly rural regions.

Rural employment growth was strong but unemployment rates also remained high in 1991

The growth rate of employment for Canada's predominantly rural regions was among the highest in the OECD (+1.3% per year during the 1981 to 1991 period). But relatively strong employment growth did not result in a low unemployment rate. The 11.9%

Note to users

The Organization for Economic Cooperation and Development (OECD) (which includes Canada, the United States, Japan, Australia, New Zealand, Turkey, and the European Community) established a rural development program in 1990. A major initiative of the program was the rural indicators project, which helps understand and monitor rural conditions by collecting data that are internationally comparable. Because of the different criteria used in member nations for defining rural and urban, the OECD developed its own definitions. These differ from Statistics Canada's definitions of rural and urban.

The OECD rural indicators are based on two levels of geography: community and region. At the community level, population density defines urban and rural. Rural communities have a population density of less than 150 persons per square kilometre. At the region level (a region is an aggregation of several communities), the type of region is determined by the share of the region's population that resides in rural communities. The basic regional classification is as follows, with the share of the region's population that resides in rural communities in parentheses: predominantly rural (more than 50%), significantly rural (between 15% and 50%), and predominantly urbanized (less than 15%).

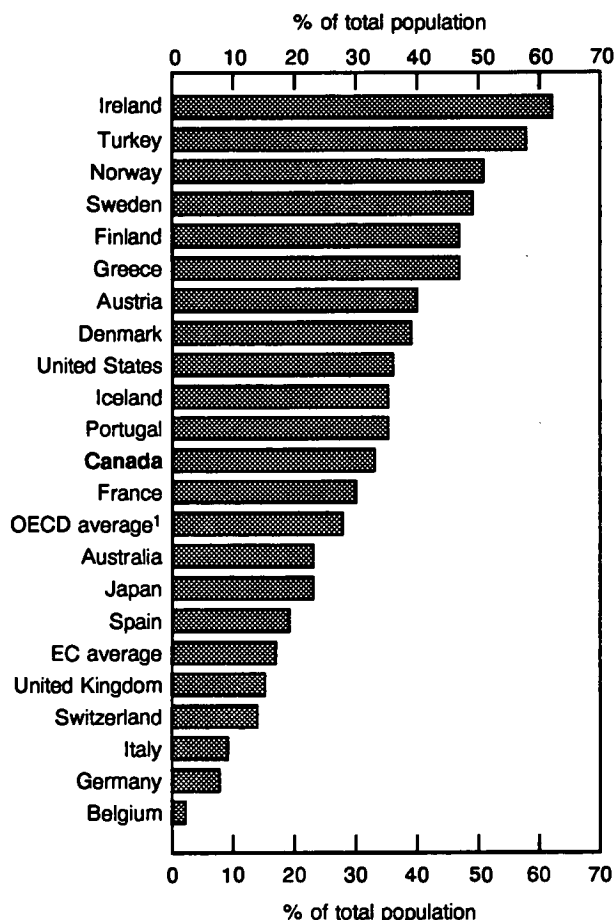
unemployment rate in Canada's predominantly rural regions was almost twice that of the United States and was only surpassed by Spain (17%), Italy (13%) and Australia (12%). Countries with high rural unemployment rates also had high national unemployment rates.

Primary Industries employed only 11% of the residents of Canada's predominantly rural regions in 1991

Throughout the OECD, rural employment no longer means employment in primary industries such as agriculture, forestry, fishing and hunting. In none of the OECD member nations do primary industries provide the major share of employment in predominantly rural regions. In 1991, primary industries in predominantly rural regions contributed over one-third of total employment in only three OECD countries (Iceland, 37%; Portugal; 37% and Spain, 34%). Canada's figure of 11% was shared by Belgium, France and Germany, but was well above the 6% share for predominantly rural regions in the United States.

For all OECD countries, the service sector is where the largest share of the population in predominantly rural regions is employed. In Canada, two-thirds of employment in 1991 in predominantly rural

In 1991, 33% of Canada's population resided in predominantly rural regions



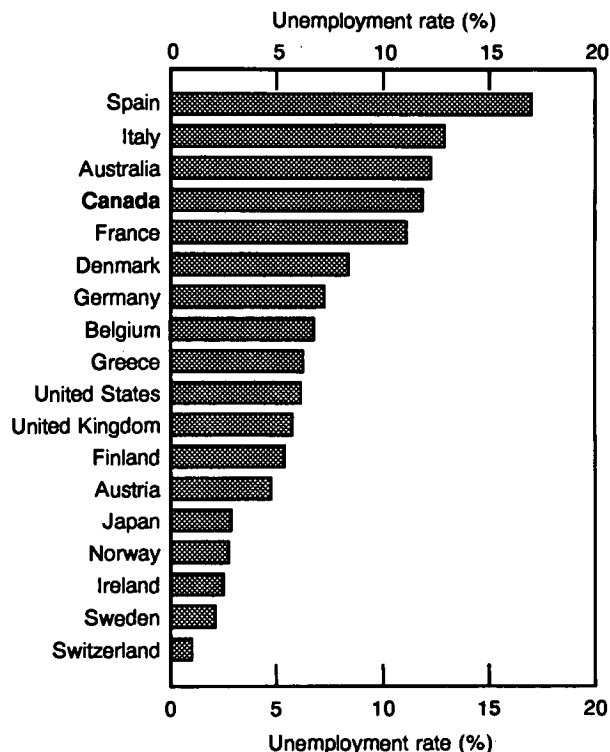
¹ Excluding Japan.

Source: OECD (1994). *Creating rural indicators for shaping territorial policy*.

regions was in the service sector, one of the largest shares among OECD countries. Only Belgium (71%) and the United States (71%) reported higher shares.

Creating rural indicators for shaping territorial policy (Paris: OECD, 1994), a report that compares predominantly rural regions of OECD countries is released today by the OECD. The report is the first internationally comparative information on rural populations. It provides baseline information for

In 1991, 11.9% of the labour force in Canada's predominantly rural regions was unemployed



Source: OECD (1994). *Creating rural indicators for shaping territorial policy*.

analysis of policy options by the OECD program on rural development. Specific information is provided on: What is a predominantly rural region? How many people live in predominantly rural regions in OECD countries? What are their characteristics? How is their situation changing? Statistics Canada has participated in the OECD steering group on rural indicators, in developing the geographical framework, and in providing data for the report released today.

For further information on this release, contact Ray Bollman, Statistics Canada (506-529-8823, ext. 133), Ken Donnelly, Secretary, Interdepartmental Committee on Rural and Remote Canada (506-529-8823, ext. 133) or Marcelle Dion (613-951-3172), Statistics Canada. □

Growth in population by type of region¹

Countries are ranked by population growth in predominantly rural regions
1981 to 1991²

	Predominantly rural regions	Significantly rural regions	Predominantly urbanized regions	National average
rate per thousand per year				
Australia	14.8	17.4	11.6	13.4
Switzerland	7.9	10.7	6.4	7.7
United Kingdom	6.7	5.5	-0.4	1.7
Canada	5.7	16.7	13.4	11.5
Spain	5.6	7.2	0.4	4.5
United States	5.4	12.4	11.1	9.5
Ireland	4.1	-	6.1	4.9
Belgium	2.9	0.1	0.5	0.5
France	2.9	7.2	4.7	5.2
Austria	2.8	4.5	1.2	3.1
Italy	2.6	3.0	1.5	2.3
Germany	2.2	0.6	2.1	1.7
Greece	1.9	4.9	8.1	4.6
Norway	1.4	7.7	2.2	3.8
Sweden	1.4	3.9	7.2	3.2
Japan	1.0	4.9	8.3	5.5
Finland	0.9	5.2	11.1	4.2
Denmark	0.6	3.3	-5.4	0.2
Turkey	23.7
Iceland	11.5
New Zealand	-	5.6	11.7	8.0
Portugal	6.5
Netherlands	-	9.9	4.5	5.3
Luxembourg	-	2.9	-	2.9

¹ Type of region is based on share of population in rural communities³: predominantly rural regions = more than 50%; significantly rural regions = 15% to 50%; predominantly urbanized regions = below 15%.

² Or most recent 10-year period.

³ Population density threshold for rural communities is 150 persons per square kilometre (500 in Japan).

.. Figures not available.

- Nil or zero.

Source: OECD (1994). Creating rural indicators for shaping territorial policy.

Sectoral¹ employment shares by type of region²Ranked by share of primary employment in predominantly rural regions
1991³

	Predominantly rural regions			Significantly rural regions			Predominantly urbanized regions			National average		
	Primary	Industry	Services	Primary	Industry	Services	Primary	Industry	Services	Primary	Industry	Services
% of employment within each type of region												
Iceland	37	21	42	32	23	45	4	24	72	17	23	60
Portugal	37	21	42	23	34	43	7	41	52	19	35	46
Spain	34	23	43	19	28	53	4	36	60	14	30	56
Ireland	26	28	46	-	-	-	5	28	67	18	28	54
Austria	19	40	41	6	43	51	1	37	62	9	40	51
Switzerland	18	32	50	12	37	51	3	30	67	6	32	62
Australia	15	20	65	4	23	73	1	22	77	4	22	74
Finland	15	32	53	6	33	61	1	24	75	9	30	61
Japan ⁴	14	31	55	9	35	56	2	34	64	7	34	59
Belgium	11	18	71	3	29	68	3	29	68	3	29	68
Canada⁴	11	23	66	3	25	72	1	21	78	5	22	73
France	11	32	57	5	32	63	1	27	72	6	30	64
Germany	11	45	44	6	49	45	2	46	52	4	47	49
Norway	8	28	64	5	25	70	1	16	83	6	26	68
Sweden	6	32	62	3	29	68	1	19	80	4	29	67
United States ⁴	6	23	71	2	19	79	1	19	80	3	21	76
Turkey	50	20	30
Greece	25	28	47
Italy	11	30	59
New Zealand	-	-	-	10	26	64
Denmark	6	27	67
Netherlands	-	-	-	5	27	69
Luxembourg	-	-	-	4	32	64	-	-	-	4	32	64
United Kingdom	2	29	68

¹ Primary=agriculture, hunting, forestry and fishing. Industry=mining and quarrying, manufacturing, electricity, gas and water, construction. Services=other.

² Type of region is based on share of population in rural communities⁵: predominantly rural regions = more than 50%; significantly rural regions = 15% to 50%; predominantly urbanized regions = below 15%.

³ Or most recent data available.

⁴ Utilities (electricity, gas and water) are included in services.

⁵ Population density threshold for rural communities is 150 persons per square kilometre (500 in Japan).

.. Figures not available.

- Nil or zero.

Source: OECD (1994). Creating rural indicators for shaping territorial policy.

Drug use among senior Canadians

Heavy drug consumption is concentrated among a minority of seniors, according to Health Canada's 1989 national alcohol and other drugs survey.

In 1989, 27% of senior women and 19% of senior men who lived in private dwellings used three or more drugs in the month before the survey, compared with 18% of women and 14% of men aged 35 to 64.

Drug use among seniors was mainly by prescription: 18% of senior women and 14% of senior men took three or more prescription drugs in the month before the survey. Multiple prescription drug use increased with advancing age among senior women: 15% of women aged 65 to 69 used multiple prescription drugs, compared with about 20% of women aged 70 or older.

The most common prescription drugs used by seniors were for the heart or to control blood pressure (45% of women and 35% of men took these in the month before the survey). The next most common prescription drugs were pain relievers, followed by stomach remedies or laxatives.

A minority of seniors reported using prescription or over-the-counter painkillers (4% of women and 3% of men), sleeping pills (11% of women and 10% of men) or tranquilizers (7% of women and 4% of men) in the month before the survey.

"Drug use among senior Canadians" is a featured article in the summer 1994 issue of *Canadian social trends* (11-008E, \$8.50/\$34), released today. See "How to order publications".

For further information on this release, contact Cynthia Silver (613-951-2556), Canadian Social Trends, Housing, Family and Social Statistics Division. ■

DATA AVAILABILITY ANNOUNCEMENTS

Civil aviation statistics

First quarter 1994

Air Canada and Canadian International Ltd. reported a combined operating loss of \$96 million in the first quarter of 1994, down 59% from the first quarter of 1993. The first quarter is typically when air carriers report losses. In each of the last three years, operating losses in the first quarter have been roughly \$200 million.

Available on CANSIM: matrix 385.

Preliminary data on civil aviation for the first quarter of 1994 will appear in the June 1994 issue of *Aviation statistics centre service bulletin* (51-004, \$10/\$99). See "How to order publications".

For further information on this release, contact Robert Lund (819-997-6188), Aviation Statistics Centre, Transportation Division. ■

Processed fruits and vegetables

April 1994

Data on processed fruits and vegetables for April 1994 are now available.

Canned and frozen fruits and vegetables—monthly (32-011, \$6/\$60) will be available shortly.

For further information on this release, contact Peter Zylstra (613-951-3511), Industry Division. ■

Soft drinks

May 1994

Data on soft drink production for May 1994 are now available.

Available on CANSIM: matrix 196.

Monthly production of soft drinks (32-001, \$3/\$30) will be available shortly.

For further information on this release, contact Peter Zylstra (613-951-3511), Industry Division. ■

Average prices of selected farm inputs

May 1994

Average prices for selected farm inputs are now available by geographic region for May 1994.

Available on CANSIM: matrices 550-582.

For further information on this release, contact the Information and Current Analysis Unit (613-951-9606), Prices Division. ■

PUBLICATIONS RELEASED

Canadian social trends, summer 1994.

Catalogue number 11-008E

(Canada: \$8.50/\$34; United States: US\$10/US\$40;
other countries: US\$12/US\$48).

Greenhouse industry, 1993.

Catalogue number 22-202

(Canada: \$30; United States: US\$36;
other countries: US\$42).

Apparent per capita food consumption in Canada, 1993.

Catalogue number 32-229

(Canada: \$30; United States: US\$36;
other countries: US\$42).

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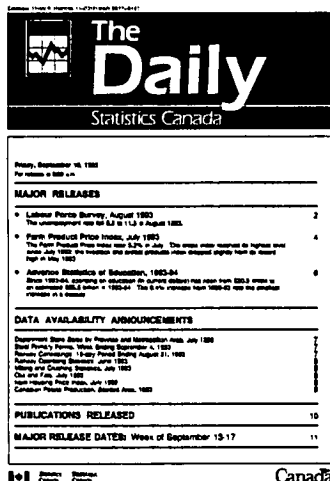
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