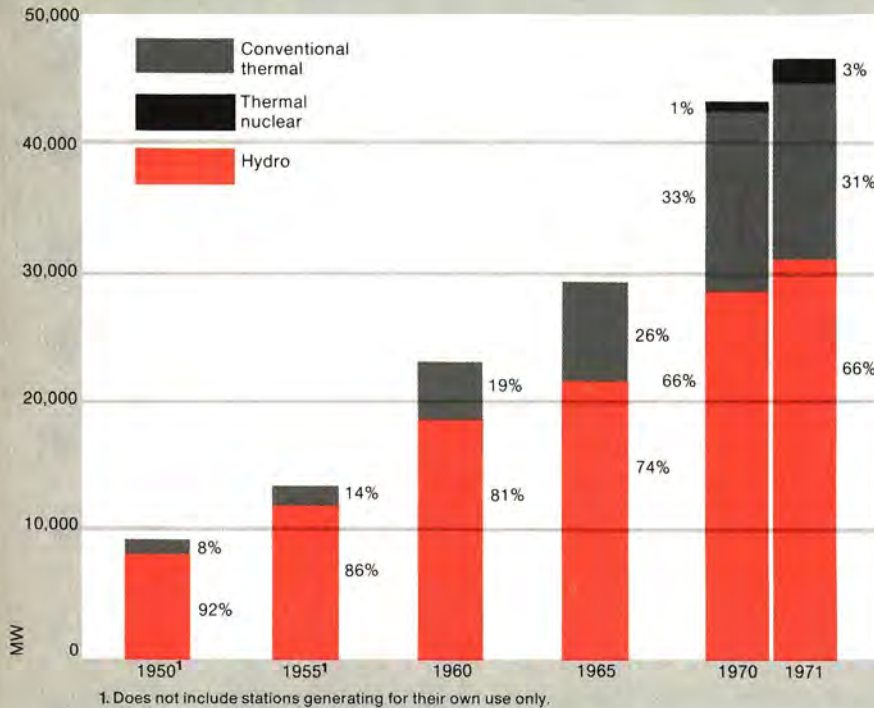


Installed generating capacity in Canada, 1950-71



and refining), one quarter to the pulp and paper industry, one tenth to chemical manufacturing and the remaining portion to all other industrial categories. The availability of electrical energy, at reasonable cost, is an important element in Canada's industrial growth.

For a few industries the cost of electric power is a key element in economic competitiveness. For most industries, however, electrical energy is but one of many cost elements which influence the opportunities for expansion. The assurance of a reliable supply of electrical energy, the availability of assured supplies to meet the needs of growing demand without delay, and attention to the many other factors influencing industrial development will normally be a more effective element in industrial growth than one which assumes that "low cost power" is an essential or sole ingredient for success.

Over the past two decades, the portion of the country's total electrical energy consumed by industry has dropped appreciably (from 67% in 1950 to 56% in 1971) while consumption by other sectors has risen significantly. This is not to say that there has been an actual decline in industrial demand, but rather that industrial expansion has been less energy-intensive and there has been a more rapid growth by the other users. Domestic and farm consumption has shown the highest increase, from 13% of the total in 1950 to 21% in 1971. Commercial consumption has also risen noticeably, from only 11% in 1950 to 15% in 1971. The growth among non-industrial customers results from a greater reliance by Canada's population on facilities powered by electricity. Tremendous quantities of electrical energy are required, for example, to meet rapidly escalating demands for heating, cooling, lighting, transportation, elevators, electrical appliances and farm machinery. The shift of population from rural areas to cities and towns, where electrical demand is greatest, has also been a contributing factor to this growth.

Details of the provincial pattern of electrical energy use can be seen in Table 13.11. Of total energy made available in Canada during 1971 more than two thirds was consumed in