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Census to help government and business plan future operations

June 3 is census day in Canada and across the country census takers are surveying Canadians about their lifestyles and households.

The census in Canada is held once every ten years and is this country's largest survey undertaking. It is the only survey which collects information about every person living in Canada.

More than eight million households are being asked to complete the census questionnaire. In addition Canada's 340,000 farmers are also being asked to take part in the census of agriculture, conducted at the same time. All households will answer questions on age, sex, marital status, language, type of dwelling and whether the dwelling is owned or rented.

A sample of households — one in five — will answer additional questions on topics such as education, migration, income, housing, labour-force participation and occupation.

Farmers will respond to census of agriculture questions on such topics as land use and farm tenure, farm business practices, crop and livestock inventories, machinery and labour, and farm sales and expenditures.

Data uses

The Canadian census is the broadest and most fundamental source of information about the nation. Census facts constitute the foundation for all other types of data on the population, its condition and activities. The information is used in thousands of ways by the federal, provincial and municipal governments and by private business.

Census figures are used to determine representation in Parliament by determining the boundaries and number of federal electoral districts in each province.

Federal transfer payments to provincial governments are also determined by provincial population counts. Based on a national average, provinces can lose up to \$300 a year for each person missed in the census. In turn transfer payments by

most provinces to local government are based on census data, which is used by municipalities to assess the need for community programs.

Businesses also use census information in their employment plans, in selecting new sites and in market analyses for their goods and services.

Health planners use the information gathered in the census to plan health care needs, site selections for hospitals and medical research programs.

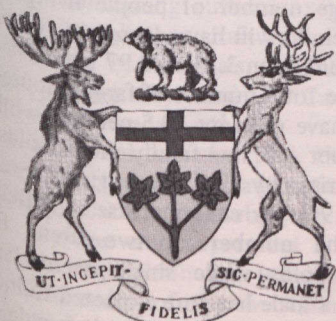
Important to economic planners, both public and private, is census data on the number, location and skills of Canadian workers, together with data on ages, education, income, sex and marital status. Census information is also vital to the operations of many social service programs.

In the field of education, school boards use population figures by age groups and ethnic origin to project student enrolments and to determine the needs for new school construction, including minority-language schools in bilingual districts.

Farm information is used in measuring food production, farm income, the availability of agricultural land and in the administration of farm programs. This data constitutes a major part of Canada's total economic picture and the survey costs are reduced by conducting the census of agriculture concurrently with the census of population and housing.

Methods of enumeration

Success in the 1981 census depends on reaching all 24.3 million Canadians spread over 9.4 million square kilometres (3.6 million square miles). The problems of time and distance have required the development of three major methods to



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**June 3 is
Census Day
Count yourself in**

June 3, 1981