

the taking of the census. The primary asset is the population itself, not merely the number of people but the various attributes that collectively make the Canadian people different from those of other countries. Data about sex, age, occupation, origin, language, years of schooling, etc., are facts in themselves of the greatest moment. They constitute the background against which almost all other facts must be projected if the latter are to have any real significance. The well-being of the state, physical, moral and economic, can be apprehended and interpreted only through the medium of population statistics.

In the allocation of grants by provincial authorities for educational, health and other purposes population figures for rural and urban divisions are required by provincial governments. Occupational statistics are useful to these same provincial authorities in setting up such things as public health services and arranging for provincial highway development. In many other ways the provincial authorities place reliance on census figures in the same way as the Federal Government does.

Thus the census supplies basic information necessary to assist government in directing the affairs of the Canadian people. By means of the census, government at all levels -- federal, provincial and municipal -- is enabled to work more effectively and economically in the interest of everyone in the country. Without the census, legislation would be passed and administration carried on in the dark. There would be no adequate means of knowing whether the country was on the road to success or disaster, or what constitutes the norm or standard of its progress in almost any particular.

The census also has its uses for the business man. It supplies him with information on the size of and potentialities of the home market. It helps him to decide on the advisability of expansion and in what areas expansion is justified. It helps him to determine quotas for his salesmen. It shows him where the occupational skills he needs are to be found. It supplies the investment broker, the banker and other financiers with a variety of information that they need for sound appraisal of business developments and projects and of investment conditions and opportunities.

Boards of trade, chambers of commerce and public utilities are enabled to advise and assist civic and municipal authorities in community planning, locating new schools, determining new bus routes, erecting new electric and other facilities, etc. They are also better prepared to point out to manufacturers and retailers the advantages of obtaining factory sites and sales outlets in their particular locality by being able to quote a disinterested authority on the labour market and the strength of local purchasing power.

Advertisers and radio broadcasting companies can present more cogently their case for patronage by prospective customers when they can produce figures on the population characteristics, such as language, origin and religion, in the areas in which they operate.