

The statistics compiled from the thousands of farms in Canada add up to a rich storehouse of information.

To collect these important facts, the census representative must get the forms to the farmer. Watch-dogs and unfriendly bulls -- to say nothing of mud up to the hub-caps -- do not deter the census staff from getting through.

#### Census Goes to the Businessman

Census representatives compiled a list of businesses in the retail, wholesale and service trades. Early the following year, each business received a detailed questionnaire for completion and return.

The information required is the kind readily available in business records covering financial activities in the census year. When the data have been compiled and analyzed, a lot more will be known about business -- the number and sales (or receipts) of business outlets, inventory, employment, salaries and wages -- and about business trends.

Is the corner store holding its own against the inroads being made by chains? Do department stores account for a greater share of the market for various commodities than do specialty stores? In what lines of goods are the markets increasing, decreasing or disappearing?

The answers to these questions provided a definitive picture of the value and trends of Canada's channels of distribution, from wholesaler to the final user -- the Canadian consumer.

#### Why Do You Ask That?

The intent and purpose of some census questions occasionally baffle people and cause comment. But there's a good reason for every one.

A special eyebrow-raiser is Question H9 on the 1971 questionnaire, which asks: "At what telephone number can this household be reached?"

Obviously, this is not a statistical question. But, with self-census procedures, where householders complete their own questionnaires and, in urban areas, post them back to the census office, it sometimes becomes necessary during processing to contact the householder to obtain missing information or clarify answers on the census form. A follow-up telephone call is quick, economical and more convenient to the householder than a personal visit. The telephone number is not retained as part of census information.

There are also questions as to whether plumbing facilities are used by one or more households. This information is important to housing authorities. It helps to indicate the standard of housing and thus assist in identifying areas that require urban renewal or redevelopment.