

Census day coming up June 3rd

You will see and hear the message everywhere in the days leading up to Canada's national Census.

It will be advertised in newspapers and on television.



Statscan employee Mary Cromie with the new census questionnaire which will be delivered to all Canadian homes.

vision and radio. It will be displayed on bank counters, on wall posters in offices, post offices and stores.

"June 3 is Census Day.

Count yourself in."

Beginning on May 25, Census Representatives will drop off a questionnaire at your home. You are expected to complete, as of

June 3, all applicable questions on the form. In larger urban areas the completed questionnaires are to be returned in the postage-paid envelope provided. In smaller centres

and rural areas questionnaires will be collected by Census Representatives.

Householders will be advised which method applies to them. Approximately 70 per cent of all the 1981 Census of Population and Housing questionnaires will be mailed back and about 30 per cent will be collected. Less than one per cent of the population, those in remote areas, will be enumerated by interview.

About 34,000 enumerators, 1,895 commissioners or supervisors, and 191 Census Area Managers will be recruited locally to conduct the Census. Commissioners will earn \$4,350 for a late-March to mid-July work contract, and enumerators will make between \$5.65 and \$6 an hour in May and June.

"Over a four-year period from 1980 to 1984, the preparation, collection,

data processing and publication of the 1981 Census is expected to cost about \$95 million," says Statistics Canada spokesman David Roy. This works out to about \$12 per household, a saving of about 20 per cent from the last major Census in 1971.

The 1981 Census has been streamlined. There are 25 per cent fewer questions than in the 1976 Census, and only one in five households instead of one in three will be required to answer the longer 46-question form. Four fifths of households will fill out a 12-question form.

By law, all information provided on the Census questionnaire is strictly confidential and can be used only for statistical purposes. Severe penalties of up to \$1,000 in fines or up to six months imprisonment or both are provided

for anyone who breaches the confidentiality of the Census.

"The Census is important for governments, businesses, labour unions, churches and other organizations which affect the daily lives of Canadians. That is why so many organizations are making their employees, clients or members aware of the 1981 Census, to ensure that they have the best possible data to plan their undertakings," said Edward Pryor, 1981 Census Manager.

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MON., MAY 11th
WED., MAY 13th
6:30 p.m.
to 9:30 p.m.

MON., JUNE 8th
WED., JUNE 10th
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Young Drivers of Canada

Census data tracks "The Big Generation"

Who are the "boomers"? Baby food suppliers, record companies and frisbee manufacturers have made a fortune out of them. They have left the education system in a shambles. They eventually will gain control of the political system and the economy, and threaten the future of pension funds.

They are what futurist and author John Kettle calls the Big Generation, the seven million Canadians born between 1951 and 1966 who are moving with the calendar through the political, social and economic systems of the country.

Information from past censuses provides much of

the data for Kettle's recent book about Canada's baby boom, "The Big Generation." The June 3, 1981 Census will update the progression of the "boomers."

Kettle's book is a fascinating profile of the Big Generation, why it happened, how it developed, how it has influenced the nation and what effect it will have in the future.

Today, according to the 1976 census data, there are 100 workers for every 15 pensioners. If the retirement age stays at 65 years, by the year 2026, one hundred workers will have to support 30 pensioners.

The Big Generation is also making itself felt in the economy. Members of the baby boom, one-third of Canada's total population, account for about 20 per cent of the money spent by Canadian consumers today. By the first decade of the next century, boomies will account for between 40 and 50 per cent of all consumer spending, yet the baby boom members, by then in their 40's and 50's, will make up only about a quarter of the total population.

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