



STATISTICS CANADA AND YOUR ORGANIZATION... WORKING TOGETHER

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Census · Recensement

Tuesday, May 16, 2006 is Census Day!

Every five years Statistics Canada conducts a national Census of Population. The next Census Day is Tuesday, May 16, 2006.

What is the census?

The national census provides a unique source of information about Canada and its population. The census is the primary source of reliable, detailed data for specific groups such as lone-parent families, seniors, ethnic groups, workers by industrial and occupational categories, and immigrants. The census provides data for areas as small as a city neighbourhood or as large as the country itself.

Because the census is conducted every five years and the questions are similar, it is possible to compare even subtle changes that have occurred in the demographics of Canada's population over time.

What's in it for your organization?

Planning for the future requires accurate, dependable information — the kind of information that only the census provides. You can combine or cross-reference census information with demographic, social or economic variables to provide your organization with the specific information you need to make informed decisions.

Note: Identifiable or personal information is not made available to anyone outside of Statistics Canada.

We need your support...

To provide pertinent information to decision makers, particularly in the area of public policy, it is vital that the census be a success. But a successful census depends on the participation of everyone in Canada.

It is therefore essential that public awareness is created to ensure that people fill in their forms online or return them by mail on Census Day. That's why we are asking you to support the census by ensuring that your employees, members and clients know that Tuesday, May 16, 2006 is Census Day.

How can you help?

In 2001 almost 6,000 Canadian organizations supported the census in many ways, including printing the census logo on various internal and external publications and publishing articles in bulletins and other information documents destined for members and employees. We invite you to count your organization in and help spread the 2006 Census message by:

- publishing an article and a link to www.census2006.ca on your external and internal Web sites
- sending an e-mail message to all employees on Census Day, reminding them of the importance of returning their completed questionnaire online or by mail
- printing the census logo on your organization's materials and envelopes issued between February 2006 and May 2006
- including a census article in your organization's newsletter(s)
- including mail inserts or a census message with public mailouts
- displaying census posters, tent cards or other messages in public and employee areas
- inviting a Statistics Canada representative to speak at a meeting, conference or training session.

How can you order census materials?

All census communications materials are available free of charge from Statistics Canada. For more information about the various materials available to assist you in promoting the 2006 Census, see the attached order form. Your support of the census benefits everyone.

How are the data used?

Census data provide valuable insight into the latest economic, social and demographic conditions and trends in Canada. In addition to being used by many federal Acts and Regulations, including federal transfer payments, census information is an indispensable decision-making tool for provincial and municipal governments, business, industry, associations, academia, media, researchers and individuals.

Census of Population data are used to:

- make policy decisions about our economic and social needs
- produce the population estimates used to calculate transfer payments from the federal government to the provinces and territories, and from the provincial/territorial governments to municipalities
- develop programs such as day care and subsidized housing
- assess the need for community programs and services
- select sites for schools and for planning public transportation
- support research by the media and academics
- plan important public services including health care, fire and police protection, employment and training programs.

The 2006 Census and the Internet

For this census, households across the country can choose the convenience of completing their census questionnaire online. It is an easy, secure and convenient option that can be used anywhere, anytime. The latest technologies have been used to ensure that Statistics Canada's strict security and confidentiality requirements are met without imposing any pre-registration or lengthy download processes for the Census Internet application.

Sharing your information with future generations

For the first time, beginning with the 2006 Census, people living in Canada will have the choice to decide whether they want their personal census information publicly released for historical and genealogical research after 92 years. This change is in keeping with the privacy principle that everyone has the right to decide how their personal information will be used.

For those who give explicit permission, Statistics Canada will transfer their information to Library and Archives Canada in 2098, which in turn, will make it publicly available. For those who do not give permission, their personal information will not be transferred.

What questions are new in the 2006 Census?

The 2006 Census questionnaire has a number of significant changes:

- Questions on education have been re-worded to improve response quality, including a new question on location of study.
- A new question seeking permission for Statistics Canada to use data from income tax records to lower respondent burden has been added.
- A new question asking whether the respondent would permit Statistics Canada to make their information public in 92 years has been included.

Not everyone fills in the same form. The short questionnaire contains 8 questions and is completed by 80% of households. The long questionnaire contains all the short form questions, 45 additional questions, and 8 questions on housing, for a total of 61 questions. The long form enumerates the remaining 20% of the population.

Determining the census questions

For the census to continue to be a vital source of information, it must reflect changes in society, as well as the changing data needs of users while still maintaining coverage and not increasing the burden on respondents. Prior to the 2006 Census, Statistics Canada solicited the opinions of clients and interested parties across Canada, including all levels of government, business and labour, education, libraries, special-interest groups and the general public.

Statistics Canada received numerous comments from census users with various interests. These comments were then used to help determine the census content as well as the 2006 Census products and services line. In total 1,931 comments were received by written submission or through face-to-face meetings.

Census user comments, by organization type

Organization	Comments	
	Number	%
Provincial and territorial departments	718	37
Federal departments and agencies	543	28
Municipalities and regions	343	18
Academic and professional associations	143	7
Private industry	143	7
Other groups and organizations	41	2
Total	1,931	100%

When will census results be available?

The first 2006 Census results regarding population counts will be released in early 2007. Other census variables will be released beginning in the summer of 2007. Census data will be made available via the Statistics Canada Web site. Custom products and services will also be available on request. You can keep track of census results through the national news, or you can contact Statistics Canada (www.statcan.ca) for further information on data releases.

Confidentiality of Information

The confidentiality of every census form is protected by law. This means that only Statistics Canada employees who have taken an oath of secrecy and who work directly with census data will see the completed questionnaires.

Statistics Canada is bound by law to protect the identity of individuals in all published data. All data releases are screened so that confidentiality is assured. Some steps taken to ensure this are random rounding to the nearest multiple of 5 or 10 and no release of detailed data for areas with populations below a certain size.

2001 Census facts: did you know...

- In 2001, there were 30,007,094 people living in Canada
- The average family size was 3.0 persons
- In 2000, just under 16.5 million Canadians reported employment income
- The average family income was \$73,600 in 2001
- Employment income accounted for 77 cents of every dollar of income
- 66% of Canadian householders owned their own home
- The largest occupational category, with 3,677,385 million workers in 2001, was sales and service
- On average, individuals with a university degree earned \$48,648
- 10.5% of the working population used some form of public transportation to get to work

Population of Canada by Census Years

1666	3,215	(New France)
1824	150,066	(Upper Canada)
1871	3,737,257	
1881	4,381,256	
1891	4,932,206	
1901	5,418,663	
1911	7,221,662	
1921	8,800,249	
1931	10,376,379	
1941	11,506,655	
1951	14,009,429	
1961	18,238,247	
1971	21,568,305	
1976	22,992,595	
1981	24,343,177	
1986	25,309,330	
1991	27,296,856	
1996	28,846,758	
2001	30,007,094	
2006	To be determined	

For more information...

Please visit the Census Web site at www.census2006.ca or contact the Census Help Line at 1 877 594-2006 (starting May 1st). TTY/TDD users can call 1 888 243-0730 free of charge.