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Statistics
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Regional Municipality of Peel
Office of the Regional Chair

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Dear Mr. Kolb,

I am pleased to inform you that the 2011 Census and the new National Household Survey (NHS) will be held in May 2011. I am writing to seek your support in our campaign to encourage the participation of all residents of your municipality. We also need your help to raise awareness of available jobs in the census.

Population estimates obtained from the census are used to allocate transfer payments from the federal government to the province and from the province to municipalities.

Obtaining every resident's participation is key to ensuring your municipality gets the data that are needed to plan, develop and evaluate municipal programs and services such as schools, daycare, police and fire services, public transportation services, and housing and roads.

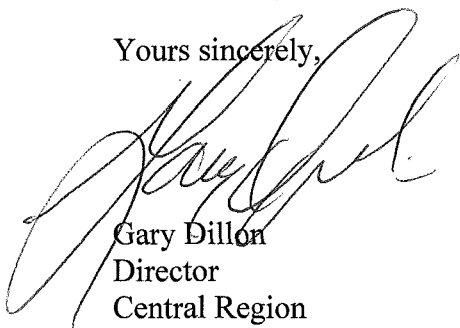
In the coming weeks, a member of our communications team will contact your office to discuss ways in which we can work together. Some ideas include:

- Official Declaration of Census month ;
- Census web button on municipal website(s) with a hyperlink to our on-line application for employment (www.census2011.gc.ca);
- Inserts in newsletters, bulletins, calendars, invoices;
- Posters in municipal facilities.

In the meantime, should you have any questions, please feel free to contact Jey Dharmaraj, by e-mail at Jey.Dharmaraj@statcan.gc.ca, or by telephone at 416-973-9765.

Thank you in advance for your time and consideration.

Yours sincerely,



Gary Dillon
Director
Central Region

REFERRAL TO _____
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Canada



CENSUS • RECENSEMENT

About the census

Every five years Statistics Canada conducts a census. The next Census of Canada will take place in May 2011.

Why is the census important?

When you complete your census questionnaire you are providing important information that will be used in making decisions—for your neighbourhood, your community, your province, and the country as a whole.

Communities depend on census information when planning for new schools, roads, waterworks, public transit, and police and fire services. Town planners use census information on households and families to plan current and future housing needs, health care, and day-care centres.

Population estimates obtained from the census are used to allocate transfer payments from the federal government to the provinces and territories and from the provinces to municipalities.

As a decennial census, data from the 2011 Census will be used to determine the number of Members of Parliament.

Who is included in the census?

The census includes every person living in Canada, as well as Canadians who are abroad, either on a military base, attached to a diplomatic mission, or at sea or in port aboard Canadian-registered merchant vessels. Persons in Canada including those holding a temporary resident permit, study permit or work permit, and their dependents, are also part of the census.

www.census2011.gc.ca

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The 2011 Census online

Starting in May 2011, households can choose the convenience of completing their census questionnaire online. It is an easy, secure and convenient option that can be used anywhere, anytime. No pre-registration or lengthy download processes are required.

The 2011 Census

In early May, households will receive either a letter or a questionnaire package. The letter replaces the traditional paper questionnaire to encourage respondents to complete the questionnaire online. The Internet response target has increased from 20% in 2006 to 40% in 2011.

All households will be asked to complete ten questions on basic topics such as relationship to Person 1, age, sex, marital status, language and consent to future release of personal information.

The 2011 Census will also include a series of mail and telephone reminders to encourage households to complete their questionnaires during May 2011. This will ensure better quality data and reduce costs associated with follow-up.

For the first time, the questions normally asked on the census long form will be asked in the National Household Survey. Questionnaires for this voluntary survey will be distributed approximately four weeks after the census.

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