CENSUS CounterParts

Ethel Lowen Recalls Work as 1940 Census Enumerator

By Frank Passic Detroit Regional Office

he Great Depression had not ended yet in Sharon, Pa., when Ethel applied for a substitute teaching job at Sharon High School in the fall of 1939. After all, she had just graduated from Bethany College that spring and was ready to put her new bachelor's degree to work.

To her dismay, the principal told her instead "to find a nice Jewish boy and get married."

Not wanting to go that route quite yet, she was able to secure a temporary position taking the local Sharon Public Schools census during the spring of 1940. During that time, Ethel spotted a help-wanted ad for an enumerator's position for the 1940 Census, and she happily applied. She was accepted and began her work in the spring of 1940 as an official census taker at the age of 22.



In 1940, she was Ethel Roslyn Schafitz, a recent college graduate from Sharon, Pa.



Ethel Lowen, of Southfield, Mich., shows a copy of a 1940 Census form she filled out as an enumerator 72 years ago.

She is Ethel Roslyn (Schafitz) Lowen, now of Southfield, Mich., and she holds the distinction of being one of the few remaining enumerators still living from the 1940 Census. The 1940 Census records, including Ethel's work 72 years ago, were released to the public April 2.

Sharon, Pa., is located in Mercer County by the Ohio border near Youngstown and is 75 miles northwest of Pittsburgh. It has a current population of 14,038 according to the 2010 Census. Back in 1940, however, the population of Ethel's hometown was 25,622. The steel industry was a major employer for many years, which provided a strong population base.

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Secretary Bryson to Visit June 11

For the first time since his appointment in October 2011, Commerce Secretary John Bryson will visit the



Census Bureau headquarters building. Bryson will be the keynote speaker at the June 11 "Innovation at Work" conference in the auditorium at 9 a.m.

Bryson's primary focus as Commerce Secretary has been on job creation and how innovation can help spur manufacturing and the nation's economy. The conference will focus on some of the key innovative projects at the Census Bureau, including SharePoint and Virtual Desktop (telework).

"We're excited Secretary Bryson can join us for this event to talk about the ways the Census Bureau is innovating for the future," said Avi Bender, chief technology officer and host of the event. "It's also a great opportunity for employees to meet the Secretary and hear his vision."

All employees are encouraged to attend the event or watch on Ethernet TV.

Gary Locke, the previous Secretary of Commerce, last visited June 22, 2011, before becoming the U.S. Ambassador to China. Former Commerce Secretary Carlos Gutierrez visited the building Nov. 29, 2007.





Ethel sells fireworks near her father's fur store in Sharon, Pa.

"I was enthusiastic," she said. "I loved the opportunity to earn some money and save it for the fall term of graduate school at the University of Iowa, where I had been accepted as an assistant in the Psychology Department at 15 cents an hour."



Fanny and Morris Schafitz stand near their fur store in the late 1930s.

She lived with her parents, Morris and Fanny Schafitz, on Water Street in Sharon. Her father operated a fur business in town called "Shafer's Furs."

"Their motto was 'Out of the Way, Less to Pay,'" she quipped.

Being a very industrious person, Ethel had sold fireworks on consignment in front of Sharon stores in 1938 during her college years.

While Ethel's school census job had paid an hourly rate, it was a different situation for her U.S. census employment. In those days, census enumerators were not paid an hourly wage; rather, they were paid "per head" at 5 cents for each person enumerated. With space for 40 names on each sheet, that came to \$2.00 per page.

"It was a sheer joy to come across a large family," she recalls. "The largest family I enumerated was seven. My pay was received in a regular letter envelope," unlike the electronic funds that are deposited directly into bank accounts today.

"I was 22 years old, and I loved to walk," she recalls.

And walk she did. Her enumeration district was the area around where she lived, and no transportation was required. Ethel carried with her the familiar large black-bound census ledger with large ruled paper sheets. The 1940 Census form was the first with some "extra" questions at the bottom for selected people. It was the beginning of what became known as the "long form," or the American Community Survey today. Ethel's enumeration district was 43-79, and her work can now be easily accessed online. Her district boundaries were the streets of Budd on the north; Stambaugh on the east; Division, George and the City Limits on the south; and New Castle on the west.

The records show that Ethel began her enumeration on Tuesday, April 2, 1940, at 637 New Castle Street in Sharon. She meticulously and neatly wrote down the information column by column, and line by line, even crossing her "t's" and dotting her "i's." The first person she enumerated, Frances McGown, female, single, age 38, was a typist at a local steel mill and made \$1,200 per year. Thus began Ethel's "career" as an enumerator. When asked about her training, she recalled: "There was no training. They just gave me the book to do and said 'go and do it.' I loved the job."

Her most memorable visit during her six-week stint involved her neighbor across the street.

"Most people were making around \$1,200 a year, but I learned that my neighbor made a whopping \$5,000. He was the local Coca-Cola distributor." Ethel adds, "No one was hostile. In fact, you'd meet them outside sometimes."

Ethel was such a good worker that she was offered additional work for a few days to finish another enumerator's ledger. When her census work was finished, she had earned around \$100. Ethel spent the rest of the summer working at a local lady's clothing store at 9 cents per hour, leaving her with around \$250 in total to apply to her schooling.

Ethel went back to school and earned her master's degree in 1941 in clinical psychology. She then moved to Detroit, where she worked for the War Labor Department. She also met her husband, Dr. Leslie Lowen, in Detroit and raised a family. The couple owned a business, Lesco Products, which they operated for 30 years. It dealt with finding buyers for government surplus materials following World War II.

Today, Ethel lives in Southfield, Mich., with her daughter Marilyn and is as alert as ever, eager to share about her fascinating life. She recently celebrated her 95th birthday on April 29. Ethel has spent her last 40 winters in New Delhi, India, where her other daughter Sharon resides. It was there in New Delhi that Ethel recently noticed numerous stories appearing on the Internet about the 1940 Census as the time approached for the data to be released after the 72-year restriction.

"Hey, I worked on that," she thought to herself, "and someone should know about that."



Frank Passic, a field rep from the Detroit Regional Office, presents Ethel with a copy of a 1940 Census schedule she filled out 72 years ago.

So Ethel used the Internet while still in India to contact Census Bureau Director Bob Groves and explained to him her role in the 1940 operations.

Ethel was interviewed recently by this writer a week after she had returned from India. It was an honor to present

to Ethel a copy of the first enumeration form she filled out at the start of her work on April 2, 1940. The upper right contains her handwritten signature "Ethel Roslyn Schafitz," as it does on the other 38 pages of her enumeration district.

Steps Being Taken to Improve Employee Viewpoint Survey Scores

By Katie McNitt Human Resources Division

ensus Bureau senior management is taking steps to improve the training and development of first-line supervisors. There are also plans to amend and refine the rotational assignment program and the corporate hiring program. Additionally, management has decided to offer new supervisory training on managing employees during the probationary period and managing teleworking employees.

These actions are in response to the most recent results of the Employee Viewpoint Survey, which is sent annually to federal government employees. "The results of the employee survey are important to Census Bureau management," said Andy Moxam, the Human Resources Division's acting chief. "For example, they are used to improve training, both in content and in targeting."

The 2011 survey results show that Census Bureau employees are especially concerned on the use of employee talent, toleration of personal favoritism and arbitrary actions, the opportunity to get a better job, and management's handling of poor performers in the organization.

Starting this month, about 1.8 million employees will get a chance to share their thoughts about federal employment with the 2012 Employee Viewpoint Survey. Last year, the Census Bureau response rate was 55 percent, up from 48 percent in 2010. "The quality of the results is directly related to the thoughtful and full participation of all of employees," Moxam said." I encourage everyone to answer the survey."

The 2011 results showed that the Census Bureau saw slightly decreased positive ratings on many measures. This deviation from past performance contributed to the Census Bureau decline from 57th to 110th place in the Partnership for Public Service's Best Places to Work rankings.

What agency subcomponent earned the title of best place to work? It was the Department of Justice's Environment and Natural Resources Division, which handles environmental and natural resources litigation on behalf of the United States.

The Federal Deposit Insurance Corporation earned the distinction of best place to work among large agencies. Also known as the FDIC, it guarantees the safety of deposits in its 7,723 member banks. The second-best place to work was the Nuclear Regulatory Commission, followed by the Government Accountability Office and the Smithsonian Institution.

Among small agencies, the Surface Transportation Board (an independent body within the Department of Transportation) was the best place to work. The Defense Nuclear Facilities Safety Board, which oversees the nuclear weapons complex administered by the Department of Energy, was second.

"The rankings hold agency leaders accountable for the health of their organizations and provide a road map for leaders to make workplace improvements and better serve the American people," said Max Stier, president and CEO of the nonprofit, nonpartisan Partnership for Public Service.

The 2011 Employee Viewpoint Survey results have been posted on the intranet at http://cww.hrd.census.gov/hrd/emp/human_capit/hcsurveys.htm. Employees are encouraged to take a few minutes to review the Census Bureau and directorate level results.



Census Bureau employees will be asked to answer the 2012 Employee Viewpoint Survey this month.



TOP 10 BEST PLACES TO WORK (large agencies)

- Federal Deposit Insurance Corporation
- 2. Nuclear Regulatory Commission
- 3. Government
 Accountability
 Office
- 4. Smithsonian Institution
- 5. NASA

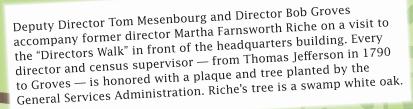
- 6. Social Security Administration
- 7. Department of State
- 8. Intelligence Community
- 9. Office of Personnel Management
- 10. General Services Administration

Census Employees Get Into The Green Scene at Earth Day Expo

mployees at the Census Bureau headquarters building celebrated Earth Day on April 18 with a "Getting Into the Green Scene" Expo. More than 20 vendors, from both inside and outside the Census Bureau, provided tips and information for being environmentally friendly — including organic food recipes, electric cars and recycling cell phones. Sunday, April 22 marked the 42nd anniversary of World Earth Day — a day intended to inspire awareness and appreciation for the Earth's natural environment. The day came from reaction to a massive oil spill in waters near Santa Barbara, Calif., in 1969.



Visiting Her Tree



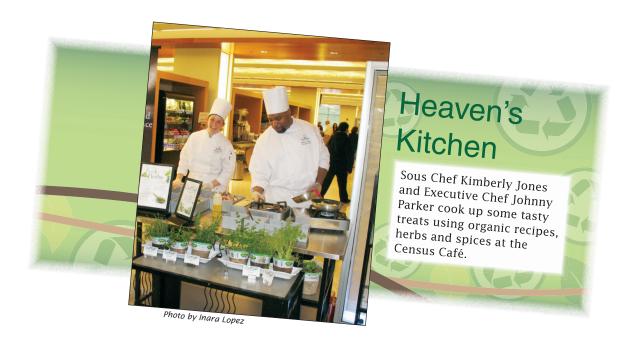
DOC Award Winner

Director Bob Groves congratulates ACSD's Brenda Nolan, one of the winners of the Department of Commerce Alternative Fuel and Fuel Consumption Award.



Continued on Page 5





Latest in Transportation

Parked and plugged in the north garage, employees get the chance to check out four different electric or hybrid cars: the Mitsubishi MiEV (courtesy of Ourisman Mitsubishi) and Chevy Volt (courtesy of Ourisman Chevrolet) as well as two government-owned vehicles, the Hyundai Sonata and GMC Terrain.



Nutrition and Exercise Help 3 Employees Lose 80+ Pounds Each

By Monty Wood Public Information Office

or Matthew Frates, it was his mother crying on the phone and a doctor telling him he was going to die. For Kerri Givens, it was a bloated picture on the Internet. For Andrew Chang, he was just tired of being fat.



Matthew Frates of the Foreign Trade Division went from 312 pounds to running in marathons.

These three Census Bureau employees decided to seriously change their eating and exercise habits, and together they have lost a combined 250 pounds over the past two years.

"My breaking point was a picture on Facebook," Givens said during a CWET (Census Weights and Endurance Training) Shop seminar titled "I Did It, So Can You!" At that time, in January 2011, Givens weighed 236 pounds. "I looked at that picture and said, 'That's not who I am.""



Company Statistics Division's Kerri Givens talks about how she lost 90 pounds by exercising and eating healthier foods.

The accountant in Company Statistics Division's Financial Report Branch said she ate a plate of brownies, and then went about changing her life.

"I would assign value to foods, and I started budgeting how to eat," said Givens, who now weighs less than 150. "Vegetables would 'cost' less, so I ate more of those. I started exercising one day a week, then two days a week, then three. Then I started getting competitive with myself. If I lost 10

pounds over a period of time, then I'd try to top it. In the past when I was sad, I'd eat. Now I hop on the treadmill and exercise it out instead of trying to eat it out."

Frates, who is with the Foreign Trade Division's Commodity Analysis Branch, said he weighed 312 pounds in 2009.

"The day after a doctor told me I was going to die if I didn't change my lifestyle, I saw a Weight Watchers broadcast message here at work," said Frates, who now weighs 230. I decided I was going to revamp my life. I cleaned out my fridge and replaced everything. I started eating better and started running. I now feel better, I have energy, and I have a new vigor for life."

Frates said he will compete in the Chicago Marathon this fall. Chang also used running to shed weight. He weighed 265 pounds in 2009 but is now 182 pounds.

"After I started running, I stopped focusing on the weight and started focusing on my times," said Chang, who works in the Foreign Trade Division's Methods Research and Quality Assurance Branch. "That would be my advice. Focus on your times, and the weight will come off by itself."

The CWET Shop's mission is to promote wellness and improve the quality of life at work and home. During the "I Did It, So Can You!" seminar at the Census Library, Danielle Colley, a graduate student in nutrition at the University of Maryland, talked about the importance of eating healthy foods. She talked about balancing your calories, increasing your fruits and vegetables, lowering your fat intake, eating whole grains, lowering your sodium and drinking more water.

"There are things you can do right now to improve your health," Colley said. "One is to eat a good breakfast — it's the most important meal of the day. Another is to get active, even if it's just a few hours a week."

She suggested going to <choosemyplate.gov>, <eatright.org> and <eatingwell.com> for more help in improving your nutrition.

More information on the Census Bureau's CWET Shop can be found at: http://cww.census.gov/diversity_networks/cwet/index.html.



University of Maryland's Danielle Colley talks about good nutrition at a CWET Shop seminar.

DOC's Ramos Encourages Employees to be Proud of Latin Heritage

By Eduardo Guity and BÁRBARA ZAMORA-APPEL



ith a professional career of more than 25 years, William Ramos has a passion for community service, social and racial justice, and the empowerment of the Latino community.

On April 3, Ramos treated Census Bureau employees — not only those in attendance at headquarters but those in

teleconference - to a lively and informative presentation by one of the best examples of Latino pride and influence in the federal workforce.

Ramos is director of intergovernmental affairs at the Department of Commerce, and he served as keynote speaker at the Census Latino Employees Organization (CLEO) monthly membership meeting. Guests in attendance included Census Bureau Director Bob Groves and other high-ranking officials.

Ramos is a highly acclaimed speaker and panelist, and has been regularly featured and quoted on local, national and international print, radio, television and new media in both Spanish and English on issues of importance to the Latino community and the country.

Ramos encouraged all CLEO members to be proud of their Latin heritage, to continue networking, sharing information and opportunities. He stated that his doors are always open for mentoring and consultations for future opportunities.

Ramos mused about growing up in Miami, an international city. "I had the opportunity to work and learn within an environment where Latino participation was very strong in business, the media, government, education and nonprofit work," Ramos said. "As the son of a retired chef and an elementary

school cafeteria worker, both of whom were community activists, my parents instilled in me a passion for community service, social and racial justice, and the empowerment of the Latino community and communities of color."

President Obama appointed Ramos as director of intergovernmental affairs on May 4, 2009. Ramos is responsible for promoting President Obama's and the Department of Commerce Secretary John Bryson's policies, programs and initiatives — within the department's 12 bureaus — with state and local elected officials across the 50 states and territories.

"It is an honor to serve a President that values the richness and diversity of our country," said Ramos, who is of Puerto Rican descent. "As exhibited by the 2010 Census, the picture of this country is as diverse and eclectic as the department that I am so proud to work in. We count on Americans of Latino descent and heritage to help make American businesses be more innovative at home and more competitive abroad so they can create jobs here in the United States for everyone."

Ramos said emphasis has been placed on advancing economic growth and opportunities for the American people, and on the crosscutting responsibilities in trade, technology entrepreneurship, economic development, the environment and statistical research and analysis. He gave a detailed explanation on the products and services both the Department of Commerce and the Census Bureau provide that touch the daily lives of all Americans as well as companies that affect national and international commerce.

He began his career at ASPIRA of Florida, a Puerto Rican organization dedicated to youth leadership development. In 1996, Ramos was appointed as director of policy and legislation for a Miami-Dade County commissioner. In 2001, Ramos served as director of government relations for America's Promise in Washington, and later joined the YMCA as government relations and policy consultant.

Ramos has also been director of the National Association of Latino Elected and Appointed Officials Educational Fund, leading a team representing the association's mission-related policy and advocacy issues in the nation's capital.



William Ramos, the Commerce Department's director of intergovernmental affairs, tells the Census Latino Employees Organization members to be proud of their Latin heritage.

Veterans Group Helps Compatriots Seeking Federal Jobs

By Helena Carapellatti Human Resources Division

leven veterans seeking federal employment and who are eligible for hiring under veterans hiring authorities gave high marks to the "Winning Strategies for Federal Employment" training offered March 28 at Census Bureau headquarters. The training was part of the ongoing veterans hiring initiatives sponsored by the Census Bureau Veterans Group.



Military veterans attend the "Winning Strategies for Federal Employment" training March 28 at Census Bureau headquarters.

Associate Director for Administration and Chief Financial Officer Ted Johnson, who is an Air Force veteran, met with the attendees to express the Census Bureau's commitment to hiring veterans. Charles Clark, who is manager of the Disability and Diversity Programs Office and an Air Force veteran, opened the workshop with an overview of the Presidential Initiative for hiring more veterans into the federal government and explained how special hiring authorities for veterans work.

Jerome Pryor, a Human Resources specialist team leader who is president of the Census Bureau Veterans Group and an Air Force veteran, provided insight on how to analyze job vacancy announcements. Anthony Gales, a selective placement coordinator and Army veteran, provided training on writing winning resumes.

The formal part of the workshop ended with information on insider tips and techniques for interviewing. One veteran who attended numerous hiring events, job fairs and career workshops wrote in his critique, this event "was by far the best in terms of interaction, useful information and strategies for success."

The workshop concluded with a question-and-answer session paneled by Census Bureau hiring managers Gail Smith, chief of the Employment and Compensation Branch; Curtis Dunson, program manager of Geographic Support Systems and Army veteran; Steve Klement, chief of the Quality Program Staff and Army veteran; and Michael Toland, Freedom of Information Act officer and Air Force veteran. The panel described what it looks for during interviews and shared personal tips on successful interviewing. One attendee called the panel "a rare opportunity and added bonus ... their insight was extremely valuable to those of us who find ourselves facing an interview for the first time in 20 years or more."

Afterward, the attendees had lunch in the Census Café with Veterans Group members and Andy Moxam, acting chief for the Human Resources Division.

This training will serve as a lead-in to the second Census Bureau "Hire-a-Vet" event planned around Memorial Day. For more information on veterans hiring programs or the Census Bureau Veterans Group, contact the Disability and Diversity Programs Office at 301-763-4061.



Census Bureau Veterans Group President Jerome Pryor, who served in the Air Force, provides insight on job vacancy announcements March 28.



The first library staff in 1952 (I-r): Jane Rommel, Bertha Seldin, Mayme McNulty, Dorothy Kaufman (assistant librarian), Alberta Sargent, Mildred Jones, Dale Kirsch, Elizabeth Bachman, Norma Pugh, Ruth Griffin, Louise Clickner (librarian), Gertrude Grant, Mary Jane Sutherland.

Library Celebrates 60th Anniversary of Service to Census Bureau

By Monty Wood Public Information Office

ecognizing a long-felt need for a central reference service, Director Roy Peel authorized a Census Bureau library in Building 3 at Suitland Federal Center. This new unit — activated Jan. 21, 1952, on the first floor of Wing 2 — started providing technical library services and facilities for all of the Census Bureau.



Willie Sayyad of EBSCO Information Services demonstrates a database containing nearly 5,000 full-text journals and more than 3,000 peer-reviewed journals.

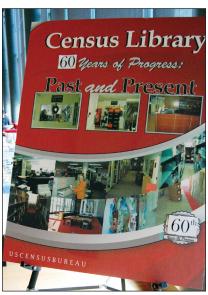
Building 3 has been gone for years, but 60 years after its establishment, the Census Bureau Library continues to serve its role of collecting, preserving and providing access to information resources produced by the Census Bureau to employees, government agencies and the public.

As part of National Library Week, the Census Bureau Library celebrated its anniversary with vendor demonstrations and a "then and now" exhibit during an open house April 12 at its present location — the first-floor "red" area of the new headquarters building.

In 1952, the Governments Division's Municipal Reference Service became the nucleus for the new library. The Census Procedures Reference Collection and the International Statistics Collection merged in as well, and Louise Clickner became the new librarian.

The head librarian now is Lynn "Scottie" Cochrane, who took over last November after 40 years in six academic libraries around the United States, including Penn State, Wisconsin-Green Bay, Virginia Commonwealth, Virginia Tech, Marymount (Arlington, Va.) and Denison (Granville, Ohio).

"Today's Census Bureau Library is an active place both physically and virtually," said Cochrane, who has a bachelor's degree in history from UNC Charlotte, a master's in library science from Catholic University and a doctorate in public administration and policy from Virginia Tech. "The library staff's knowledge and expertise about Census Bureau information resources is truly impressive. As is often said, spending a few minutes with a reference librarian can save vou hours of work."



The Census Bureau Library celebrates its 60th anniversary with an open house April 12.

The library's collection began with 80,952 publications in 1952. Today, the library specializes in Census Bureau publications going back to the first U.S. census in 1790 and in subject areas such as economics, population, statistics and survey methodology. In addition to the U.S. collection, the library houses invaluable international census-related resources from approximately 100 countries, with the total library holdings numbering more than 225,000 items.

Consistent with today's increasingly digital world, the library offers access to a large number of specialized and general databases that include access to thousands of full-text journal titles, e-books and government information resources. A digitization project in collaboration with the Library of Congress and the Internet Archive has been ongoing to make key information digitally accessible. Hundreds of print journals, key international newspapers and a few popular magazines round out the library's collection. The Census Library's primary clientele is Census staff but the general public makes extensive use of the library's reference and interlibrary loan services as well.

For more information about the Census Bureau Library, go to http://cww.census.gov/library/>.

Barabba to Receive Honorary Doctorate from Cal State Northridge

alifornia State University, Northridge will confer an honorary doctor of laws degree on former Census ■Bureau Director Vince Barabba during the university's commencement ceremonies in May.



Vince Barabba (right) meets then-Commerce Secretary Gary Locke before Bob Groves' swearing-in ceremony at Census Bureau headquarters July 22, 2009.

Barabba graduated from the school in 1962 — at that time known as San Fernando Valley State College — with a bachelor's degree in marketing.

"The learning experiences and the actions in which

I participated while at [Northridge] contributed to my ability to play a part in a wide range of rewarding activities over the last 50 years," Barabba said. "The recognition associated with this honorary degree for what was accomplished following those experiences and actions is greater than the totality of all the previous acknowledgements. It is deeply appreciated."



Vince Barabba in the 1970s.

President Nixon chose Barabba to be Census Bureau director in 1973. He resigned in 1976 to take a job as manager

of market research for the Xerox Corporation. Barabba returned to the Census Bureau in 1979 when President Carter asked him to replace Manuel Plotkin, who resigned shortly before the 1980 Census. Barabba guided the Census Bureau through the collection and tabulation of census data from 1980 before resigning again in 1981.

Barabba served as director of market intelligence for the Eastman Kodak Company from 1981 until 1986. He was then named executive director of market research and planning for General Motors, a position he held until 2003. He is currently chairman of the Market Insight Corporation.

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U.S. Department of Commerce Economics and Statistics Administration U.S. CENSUS BUREAU

Newsletter



Flashback

Some of the top stories in past Census Bureau employee newsletters:

60 years ago

Top Bowlers: The Administrative Services team of Marian Coleman, Dorothy Nolan, Elizabeth Maynard, Isabel Weimer and Thelma Staats is honored as winner of the Census Ladies Bowling League, reports the May 9, 1952, Census Bulletin.

55 years ago

Gearing Up: The Census Bureau orders two UNIVAC scientific computers in preparation for the 1960 Census, says the May 31, 1957, Census Bulletin.

50 years ago

Nice Shot: Jerry Kotwas (Foreign Trade) wins the season-opening golf tournament at Oxon Run Golf Course with a net-60. He received five golf balls as a prize, reports the May 11, 1962, Census Bulletin.



45 years ago

Nice Shower: A grid of sprinklers is going on the Building 3 roof to help cool the interior during the summer, says the May 19, 1967, Census Bulletin

40 years ago

Extra Money: More than 500 employees are eligible for retroactive pay increases lost because of the 90-day wage-price freeze, reports the May 5, 1972, SESA Inquirer.

35 years ago

Two Skill Levels: For the first time,

the Census Softball League divides into competitive and recreational divisions, according to the May 1977 Census Bulletin.

