



## WHAT IS A CENSUS?

A census is the process of collecting, compiling, and publishing demographic, economic and social data pertaining to all persons in a country at a specified time. The collected data is then used to create statistics that help your community plan for services for neighborhoods, communities, provinces and the country as a whole.

### WHEN?

Every 5 years Statistics Canada conducts a census. The next census will take place in May 2011.



### WHY DO WE HAVE CENSUS?

The purpose of a census is to provide information about the people who live in Canada. The results of a census are used to make statistics that help our community plan for services for neighborhoods, communities, provinces and the country as a whole.

### WHO?

A census includes every living person living in Canada, as well as Canadians who are abroad.

### HOW?

Each household will complete a questionnaire online or via a paper package that will then be mailed to Stats Canada.

## WHAT IS A QUESTIONNAIRE?

A questionnaire is a group of printed questions answered by individual respondents. A questionnaire has various important parts:

- a) Title: tells the individual what the questionnaire is about.
- b) Introduction: describes the purpose of the study, asks for individual co-operation, and assures confidentiality.
- c) Questions: questions created based on the research goals; items may be phrased as questions or statements.
- d) Space for individual responses: check boxes, responses to circle, etc.

## TIPS FOR FORMULATING QUESTIONS...

1. Keep things simple! Choose language that is appropriate and easy to understand.
2. Avoid bias! Choose your words carefully so that your own personal assumptions and beliefs do not influence questionnaire answers.
3. Avoid introducing more than one concept per question.

## TYPES OF QUESTIONS

### Open-ended:

Example:

**Hypothetical:** *(Should be AVOIDED!)*

Example:

### Fill-in-the-Blank:

Example:

### Closed:

Example:

**Rank Order:**

Example: