

2011 Census Can Succeed: Census Makes Sense to Most Canadians

Jack Jedwab for the Association for
Canadian Studies and the Canadian Race
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There has been considerable controversy about the introduction of a voluntary long-form census for 2011 to replace the mandatory census. At the time of the announcement there was much concern that the voluntary approach would mean that the census would no longer yield a sufficient number of responses to make it scientifically valid. To test the degree to which Canadians feel it is important to complete the census, the **Association for Canadian Studies** in partnership with the **Canadian Race Relations Foundation** commissioned the firm **Leger Marketing** to survey the population.

The vast majority of Canadians do agree that the census is very important and even if not mandatory remains a civic responsibility. The survey was conducted amongst 1500 Canadians during the week of May 16th, 2011 via web panel. An equivalent telephone survey would have a margin of error of 2.9 points 19 times out of 20

It is important for every Canadian household to complete the census

	Total	Francophone	Anglophone	Allophone
Yes	88%	91%	90%	80%
No	6%	5%	5%	7%
I don't know	5%	3%	3%	11%
I prefer not to answer	1%	1%	1%	2%

Nearly 9 in 10 Canadians believe it is important for all to complete the census

	Total	Francophone	Anglophone	Allophone
Completing the short form census should be required by law	73%	81%	72%	64%
Completing the long form or more detailed census should be required by law	50%	52%	52%	43%

Canadians divided over whether long-form census should be required by law

Even if not required by law, it is our civic responsibility to complete the census

	Total	Francophone	Anglophone	Allophone
Yes	87%	91%	88%	81%
No	7%	6%	7%	8%
I don't know	5%	2%	4%	10%
I prefer not to answer	1%	1%	1%	2%

Even if not required by law it is our collective responsibility to complete the census

I believe the results of the census are very important to Canadians

	Total	Francophone	Anglophone	Allophone
Yes	83%	84%	84%	78%
No	8%	9%	9%	6%
I don't know	8%	6%	7%	14%
I prefer not to answer	1%	1%	1%	2%

More than 8 in 10 say that census results important to Canadians

I trust Statistics Canada to use the information it collects in a responsible way

	Total	Francophone	Anglophone	Allophone
Yes	81%	83%	81%	78%
No	9%	8%	10%	11%
I don't know	8%	7%	8%	10%
I prefer not to answer	1%	2%	1%	2%

1 in 10 Canadians lack trust in census confidentiality

I believe it is useful to collect information about...	Total	Francophone	Anglophone	Allophone
Canadians' economic/financial situation	83%	88%	81%	85%
Languages spoken by Canadians	83%	89%	81%	84%
Canadians' ethnic backgrounds	76%	81%	74%	76%
The visible minorities with which Canadians identify	75%	79%	73%	79%
Canadians' religion	57%	55%	58%	59%

Except for religion, Canadians believe it is useful to collect info about personal finances and identity

I do not understand why the Government collects information about the cultures of Canadians

	Total	Francophone	Anglophone	Allophone
Yes	21%	23%	17%	21%
No	65%	63%	68%	69%
I don't know	11%	10%	12%	13%
I prefer not to answer	3%	4%	2%	2%

Canadians generally understand why information about cultures is collected by Government