

RESPONDENT PERSPECTIVES ON CENSUS DATA COLLECTION VIA THE INTERNET

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ABSTRACT

The strategic direction for the 2006 Census of Canada includes general availability of an Internet option for data collection. The opportunity was taken to conduct a limited test of such an option in 2001 both for the Census of Population and the Census of Agriculture. The test population comprised approximately 250,000 households and 10,000 farms in two geographic regions (London, Ontario and an area in central and southeastern Alberta). Respondents in these test sites had the option of completing the traditional paper questionnaire, or, completing an electronic questionnaire via the Internet.

This paper will discuss the results of post-collection interviews with two sets of respondents: 1) those who chose to complete the census via the internet, and 2) those who chose to complete the traditional paper questionnaire. The interviews are intended to cover the respondent's rationale for the mode of response chosen, and, for those who completed via the internet, to obtain their evaluation of and suggestions for improvement to the electronic medium.

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