By Statistics Canada, 2008

The purpose of the "2011 Census Content Consultation Guide" is to present the 2011 Census context, propose content directions and key milestones to stakeholders. It serves to (a) explain the factors influencing 2011 Census content determination; (b) apprise the stakeholders of activities related to content determination; (c) introduce the 2011 Census content changes currently being contemplated; and (d) assist the stakeholders in contributing their suggestions to Statistics Canada.

The "2011 Census Content Consultation Report" presents the findings generated during the 2011 Census content consultation period. Each chapter is dedicated to one or more census topics. A summary of the most frequently received remarks by subject and a list of some other areas of interest gives the reader a sense of the wealth and breadth of the input obtained during consultation. It is followed by a section explaining the importance of census data according to participants. The information reported in this section is based mainly on the results of previously mentioned Guide. The Guide asked which existing question(s) in the census questionnaires participants consider essential and if any existing question(s) in the census questionnaires could be eliminated. Furthermore, a table reporting the distribution of comments by category are also found in each chapter. The follow-up section provides background on the content identified for quantitative testing on May 13, 2008.

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