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Report No. 3

National Census Test  
Questionnaire Design Consultation

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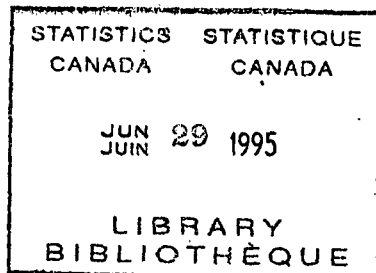


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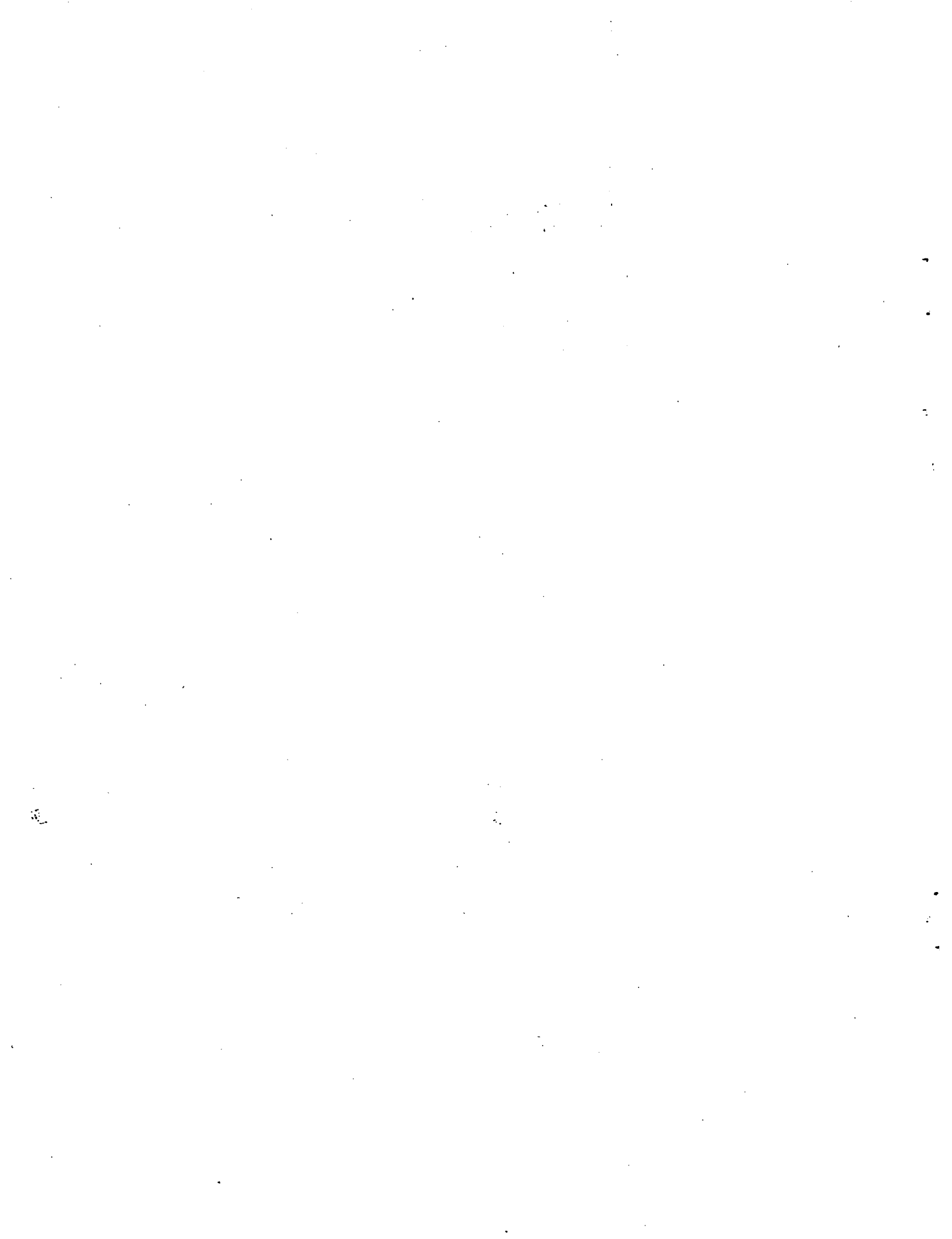


**Report No. 3**

**National Census Test**  
**Questionnaire Design Consultation**

Prepared by: Rosalie Bambrick  
Bill Joyce

January, 1994



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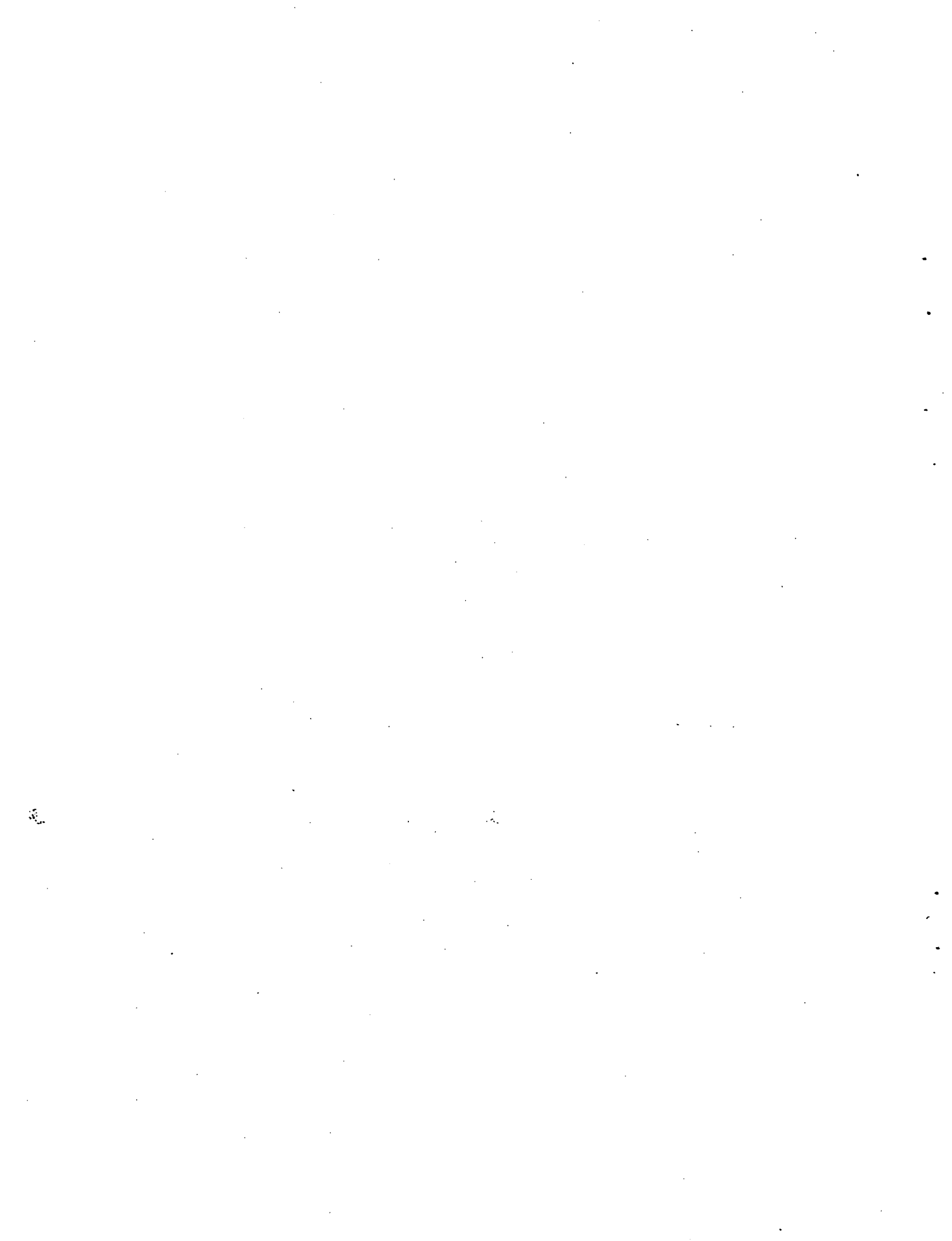
## I. INTRODUCTION

As part of the questionnaire design consultation process advice was sought from firms and agencies outside Statistics Canada having expertise in the field of questionnaire design and/or forms design. The main objective of this project was to ask for input on the design of the 1993 National Census Test (NCT) questionnaire so that improvements in layout and design could be incorporated into the 1996 Census questionnaires. Issues falling within questionnaire layout included, for example, type size and style, the use of shading and bolding, the use of arrows, colour choice and skip patterns.

The goal of such an exercise is to assist in the development of a questionnaire which is as easy as possible for respondents to follow and complete. It is expected that such efforts would reduce levels of respondent frustration and that questionnaires would be more completely filled out leading to improved data quality.

A search for external expertise on this subject is in no way intended to suggest that there is a lack of such expertise within Statistics Canada. Rather, the collection of such information is intended to supplement the considerable experience and knowledge already found within the organization.

This report includes a profile of the participants consulted and explains how the information was collected. A summary of the suggestions and recommendations obtained from the consultants is presented and a review of received comments is listed.





## II. PARTICIPANTS IN CONSULTATION PROCESS

Eighteen persons within six private firms, four government departments and the Canadian National Institute for the Blind were contacted and agreed to participate in the questionnaire design consultation. Each of these persons were selected because they have an experience in the area of questionnaire design, forms design, or a related field. Representatives from one private firm and one government department failed to complete the consultation as requested. In total, eleven completed consultation questionnaires were received by the 1996 Census Questionnaire Development Team. The following is a list of the organizations which participated in the consultation.

### Ontario Hydro, Toronto, Ontario

Ontario Hydro conducted a large scale survey of their customers in 1993. The Hydro respondent was involved in the design and processing of this survey questionnaire.

### Canada Communication Group (CCG), Hull, Quebec

Contact was initiated with the Integrated Forms Management section at CCG, formally part of DSS. Three employees who possess a great deal of experience in the design and production of questionnaires, forms and other printed material responded to the questionnaire and provided comments.

### Department of Human Resources Development, Hull, Quebec

The National Literacy Secretariat was contacted and agreed to participate in our consultation process. The employee who responded has been involved in the production of the publication Plain Language: Clear and Simple.

### Moore Business Forms Inc., Ottawa, Ontario

This firm specializes in the design and production of business forms. Three employees of this organization participated in our consultation.

### Scantron Ltd., Markham, Ontario

This firm works in field of the design, OCR capture and processing of forms and surveys. The participant from this company possesses experience in the design and layout of survey questionnaires.

### Montage Design, Winnipeg, Manitoba

This firm has experience in forms design and the graphic design of a wide variety of other printed products.

Formulographe Inc., Montreal, Quebec

This organization works in the field of the graphic design of all types of forms.

Mackie Collingwood Ltd., Toronto, Ontario

The participant in our consultation process from this firm also has experience in the design and layout of all types of forms and questionnaires.

The Canadian National Institute for the Blind (CNIB),  
Ottawa, Ontario

The CNIB was contacted and asked to comment on the NCT materials from the viewpoint of improving readability.

### III. THE COLLECTION OF INFORMATION

The first step in the process was to contact each participant by telephone and explain the consultation to them. When contacts agreed to participate, further details and instructions were sent to them in the mail.

A letter was sent to all participants which explained the Canadian Census, the National Census Test and the goals of the consultation process. Each participant received English and French NCT questionnaires and guides, a 1991 Form 2A for their information and a "Design and Layout Consultation Form." (Appendix 1).

The Design and Layout Consultation form lead the participants through the NCT questionnaire and guide and provided them with the opportunity to express their opinions of all aspects of the layout of both the NCT and 1991 questionnaire documents.

It was suggested to the consultants that they should first complete the NCT questionnaire for a fictitious household of three or four persons in order to become familiar with the form. They were then requested to complete the Design and Layout Consultation Form.

The consultants were made aware of several constraints on the design of our questionnaires. These constraints being:

The dimensions and length of the form cannot be expanded.

Questionnaire paper is recycled Vista 70M. This paper weight was chosen so that the short form can be mechanically processed at Canada Post to ensure quick mail returns at the lowest cost.

The data capture method for 1996 will be key-entry.

Not all colours are appropriate. Colours selected must not restrict legibility for the visually impaired.

When considering type size, please keep in mind that the French text requires more space, so it may be helpful, when evaluating font styles and sizes, to review the English and the French questionnaires together.

Four of the private firms provided their services free of charge, as a professional courtesy. An honorarium of one hundred dollars was paid to each of the other two private firms in return for their consultation.

All participants from the private firms were required to sign letters of agreement with Statistics Canada. These letters stated that Statistics Canada would be free to use any ideas or concepts collected as part of the consultation. As requested by the respective firms, contracts were arranged for one hundred dollars in the case of two companies, and for one dollar the other four firms.

The Canadian National Institute for the Blind was not asked to follow the same procedures for reviewing the NCT questionnaires and guides. A consultation form was not provided to the CNIB. They were asked to comment on the design of the NCT materials strictly in terms of improving readability.

#### IV. SUMMARY OF RECOMMENDATIONS COLLECTED

A wide variety of opinions were expressed and therefore a consensus rarely developed among those being consulted. This section, however, will pull together common elements from the reports of each of the participants.

All consultants agreed that the questionnaire was easy to follow and complete. In general, they agreed that the form was well designed. Although some suggestions for improvements were received, the overall reaction was very positive. Such positive remarks can be interpreted as a validation of the efforts of those involved in the design of the 1993 National Census Test questionnaires.

Regarding the cover page, more than one consultant suggested that the instructions on how to complete the questionnaire should appear on the cover and not on the guide. It was also recommended that 1-800 telephone number should be on the cover and that the write-in spaces (on the cover and throughout the form) should be blocked off in order to force people to print. Other consultants suggested a personalized message from the Chief Statistician and a logo would create a more friendly and inviting cover. Greater emphasis to the explanation of confidentiality was suggested.

All consultants agreed that the graphic symbols help to highlight the steps and most felt that the symbol itself did not require any modification. Most also agreed that once the names were entered on pages 4 and 5 it was clear how to proceed.

Although most felt that the coloured type for instructions such as "mark one circle only" was effective, a significant minority, including the CNIB, dissented from the majority opinion. These "dissenters" felt that the colour type was hard to read as it lacked contrast with the same colour background screen. Two individuals believed that a bold colour type would be more visible.

On the topic of skip instructions, some felt that bigger and/ or bolder type could improve their visibility. Others felt that coloured text would make the skip instruction stand out. Other consultants suggested changing or removing the background screen would emphasize the text.

When asked how Step 9, "Answer questions 21 to 46 for each person aged 15 and over", could be better highlighted, several persons suggested rewording the message. It was proposed to include the word "only" in the message. Others endorsed repeating the instruction on every page, or as part of the following questions, or in every column. Two individuals recommended the use of reverse text (white text on a black or coloured background).

The text was evaluated as being easy to read. The CNIB and one other consultant, however, urged that the use of italics be discontinued as this format is harder to read. There was unanimous agreement that the use of bolding throughout the questionnaire was sufficient to be effective.

The use of colour throughout the form solicited diverse opinions. While some liked the burgundy and aqua, others did not. Common suggestions for other colours were process blue, green and red. The CNIB suggested yellow or orange as they are the most discriminable colours to the normal eye, the aging eye, the visually impaired eye, and the colour-blind eye.

Two consultants recommended that the columns for person one, person two, etc., should alternate between a white background and a screened background. This use of colour would draw attention to the columns. Two other participants in our study advocated the use of gradation in colour shading.

When asked: "Did you read the instructions on how to complete the questionnaire on the cover of the guide before you started to complete the questionnaire?" most replied no. There was general agreement that these instructions should appear on the cover of the questionnaire.

The guide was generally seen as being well laid-out and presented. It's utility was viewed as unnecessary by most. Many consultants felt that most respondents would not take the time to read the guide. Moreover, essential instructions should be incorporated into the questionnaire itself.

The last question on the consultation report asked for additional comments that would be helpful in designing the 1996 Census questionnaire. Two individuals suggested that the form could easily be modified to make use of OCR technology.

V. RECOMMENDATIONS COLLECTED

This section of the report will follow the format of the Design and Layout Consultation Form. Each question from the consultation form will be repeated and the opinions and suggestions collected will be presented. For each question in which a check-off choice was given the numbers of people selecting each choice is given.

QUESTIONNAIRE DESIGN	
<b>1. Was the Questionnaire easy or difficult to complete?</b>	
<input type="radio"/> Easy to complete	9
<input type="radio"/> Difficult to complete - Please describe difficulty	0
<b>Comments</b>	
<ul style="list-style-type: none"><li>- It was not difficult - However, very time consuming and in some cases the language used is not clear.</li><li>- Self-explanatory - easy flow of information.</li><li>- An uneducated person or a new person to the country might find it confusing but should seek help. One instruction in bold type could be: <b>"Seek someone's assistance in completing if necessary."</b></li><li>- The majority of it is was easy, there are a few things that seem a little confusing. The listing of Person 1, Person 2, etc. was not straight forward. The arrows are too small and not descriptive enough. Maybe the columns below the names could tie to the person number better.</li></ul>	

**COVER**

**2. Was the degree of emphasis on the title, the message and the various instructions on the cover appropriate?**

**Comments**

- Message should be in bigger letters.
- Logo (Stats Can) should be at top of page.
- 1st sentence in 2nd paragraph (Stats Act) should be in bold.
- There should be vertical lines in the write-in boxes to force people to print in block letters. (As for postal code and telephone #.)
- You may wish to explain that there are eleven steps to complete and 1 - 49 questions to answer (if applicable).
- You may wish to mention - on the front page - that there is a guide that accompanies the questionnaire and a 1-800 number to help people complete the form. This should be very visible.
- "PRINT CLEARLY" or some such wording should appear on every page in bold type and should be incorporated into the initial instructions.
- "CONFIDENTIAL" - The fact that the information is confidential is lost in the text of the message. It should appear as bold type in the instructions.
- All areas requiring printing should be divided up using screened vertical rules.
- The Office use only section at the top really detracts from the title, message and instructions - might be better placed on back.
- The colour purple is really washed out and doesn't excite the reader.
- I would have made the instructions in regards 'how to fill in the questionnaire' on the first page, and also some instructions 'have you read the guide?'
- I would suggest adding the word "on" to the sentence «To be completed on November 8, 1993» to avoid any confusion such as by, before, etc. - other than that - clear enough.



- The title should be more prominent. It gets lost with the heavy burgundy band above it. Set header larger and not italic. The title could be in Times Bold with the message for the Chief Statistician in Times Regular Italics. This will make it look a little more friendly. Also eliminate the "bands!" It would be more helpful to have a note telling us to look at the guide before starting. The x graphic (how to complete the questionnaire) should be on the cover. I put check marks until I got stumped and had to look at the guide.

**3. Considering that this is a form to be completed by householders, is there anything you would suggest to improve the design and layout of the cover?**

**Comments**

- Well done.
- Form is too conservative - shading should be graduated - 2% to 10% or 12%, and solid bars should be graduated from 50% to 100% - cover and all through questionnaire.
- Phone # should be on cover.
- Perhaps a graphic or logo that people would understand the meaning of and relate to or some phrasing: for example "Help US so we can better inform YOU." This makes the reader feel that he is contributing important information.
- Screened vertical rules in the spaces would tend to lead people to print.
- Turn the message from the Chief Statistician into a more personal letter, ie. by addressing the Canadian householder receiving it "Dear Fellow Canadian", or something like that.
- This cover should be more user friendly. A graphic of people or houses, pets, almost anything to soften the feel. Eliminate the bands!! (Don't use clip art!!)
- Unless the householder is receiving both the English and French version, there should be reference to obtaining the census in the other official language.

<b>PAGES 2 AND 3</b>	
<b>4. Were you able to follow the step process on these two pages?</b>	
<input type="radio"/> Yes - Steps are easy to follow	10
<input type="radio"/> No - Please describe problems	1
<b>Comments</b> <ul style="list-style-type: none"><li>- Whom to include and not include should precede list of names.</li><li>- Yes, but restate "PRINT CLEARLY".</li></ul>	
<b>5. Does the graphic symbol help to highlight the steps?</b>	
<input type="radio"/> Agree	11
<input type="radio"/> Disagree	0
<b>Comments</b> <ul style="list-style-type: none"><li>- Yes. This symbol is easily recognizable once step 1 has been completed.</li><li>- We like the reverse printing used for the steps - easy to follow.</li><li>- Use of bold type for questions is great.</li><li>- Instead of reverse, I'd print STEP 2, etc. in black.</li><li>- I would also suggest blocking out the background screen behind the questions, so they stand out better.</li><li>- It could be even stronger. The symbol is a little small and confusing. The "Steps" should be tied to the leaf graphic and not just dropped out white out of more bands!</li></ul>	

PAGES 4 TO 30	
<b>6. Once you entered the names on pages 4 and 5, was it clear to you how to proceed?</b>	
<input type="radio"/> Yes	9
<input type="radio"/> No - Please explain	1
<b>Comments</b>	
<ul style="list-style-type: none"><li>- Maybe a bit confusing at first - needed to look at it twice.</li><li>- Any way to eliminate double entry of names?</li><li>- Does not say what to do with 'O Person 1.'</li><li>- Again - use vertical screened rules.</li><li>- The "Person 1" at the top of the page does not clearly correspond to the person info box below. Alternate between screened columns and white columns.</li></ul>	
<b>7. Was the highlighting of the sections titles useful?</b>	
<input type="radio"/> Yes, useful	8
<input type="radio"/> No, not useful	2
<b>Comments</b>	
<ul style="list-style-type: none"><li>- This does not seem necessary.</li><li>- I did not really see it the first time around. I think it should be either in another colour (if possible) or use more space to make the different sections more visible.</li><li>- Easy flow.</li><li>- Yes, but would stand out better if background screen was eliminated in those areas.</li><li>- Make them bolder.</li><li>- I am not clear on what your definition of highlighting section titles is. The bold and large font were helpful in separating areas, as well as the solid lines.</li></ul>	

INSTRUCTIONS	
8. Was the colour type for instructions such as "Mark one circle only" effective?	
<input type="radio"/> Effective	8
<input type="radio"/> Not effective	3
<b>Comments</b> <ul style="list-style-type: none"><li>- Coloured text on 10% shading of the same colour does not stand out. (French)</li><li>- Could be bold.</li><li>- Yes. On certain questions the fact we are to mark one circle only eliminated questions I may have had answering those particular questions.</li><li>- Would suggest underlining or putting it in a box.</li><li>- Make these statements bolder.</li><li>- Too light - placement should've been at the top of each column.</li><li>- This should be a lot stronger. Since it is the second colour it could be in bold.</li><li>- Could have been slightly larger, or in bold.</li><li>- CNIB<ul style="list-style-type: none"><li>- same colour print and background not good, decreases contrast.</li></ul></li></ul>	
9. Were the skip instructions, i.e. "Go to Question..." or "Continue with Question..." easily noticed?	
<input type="radio"/> Noticed	9
<input type="radio"/> Not noticed	2

**10. How could the skip instructions be made more noticeable?**

**Comments**

- Use coloured text?
- I missed some skips. Perhaps your skip instructions should be highlighted within another heavier density screen or by using a black screen.
- If possible another colour would help highlight these instructions.
- Underline.
- Use reverse type or box in using black on white.
- Have an arrow directing reader to next question.
- Possibly a change of colour or big bold instructions.
- They could be a little bolder and printed in the second colour. Right now they just blend in with the questions.
- Keep them on as separate line.

**11. Step 9 - Answer Questions 21 to 46 for each person aged 15 and over (pages 12 and 13)**

In past censuses, some respondents did not follow this instruction. Do you have any suggestions on how this instruction can be better highlighted?

**Comments**

- Repeat instruction on each page.
- Reverse text with black outline into coloured screen - 50% to 100%.
- Reword to: "Questions 21 to 46 apply to persons aged 15 and over only".
- If this instruction followed the "Mark one circle" instruction and was also put in the secondary colour it may not be missed.
- Change wording to: "Answer Questions 21 to 46 for each person who is 15 years old or over".
- At the top of each column "ANSWER ONLY FOR PERSONS 15 YEARS AND OVER" in reverse magenta type - or statement just below each question.

- Put a note at the top of each column as well as after each question: "REMEMBER, Only answer for person aged 15 and over"
- Underline the Age 15 and over.
- You could use the word NOTE: in large bold type and the "Answer Question 21 to 46..." to follow. If the space is restricted a graduated black screen could be added - this will make them stand out.
- As well as putting it across the top of each page, it could be mentioned before each question since there is space.  
eg., Mobility  
Answer this question for each person over 15...  
or include it in the note. It does need to be repeated.

**TYPE SIZE AND STYLE**

**12. Was the text easy or difficult to read?**

<input type="radio"/> Easy to read	10
<input type="radio"/> Difficult to read	1

Do you have any comments on the type style and size? (Helios typeface regular is used throughout the questionnaire.)

**Comments**

- Coloured text not good.
- "I hate Italics".
- The font and use of upper and lower case make the text clear and easy to read.
- The type is fine - just add note:

**READ FIRST  
BEFORE ANSWERING**



- The note for questions 21 and 22 needs to be connected with the response areas for these questions - and asterisk beside the note and the answer area may trigger the connection.
- CNIB - Delete all italics.  
- increase contrast of print - use a heavier print.

<b>BOLDING</b>	
<b>13. What is your opinion on the use of bolding throughout the form?</b>	
<input type="radio"/> Sufficient to be effective	11
<input type="radio"/> Too much bolding	0
<b>Comments</b>	
<ul style="list-style-type: none"><li>- To set apart the skips could use italics in bold.</li><li>- (Question 21, 22) I would bold:     <b>same address</b>     <b>different address, same city</b>     <b>different city, in Canada</b></li><li>- Some areas could be even more bold, eg. "Mark one circle only."</li></ul>	
<b>COLOUR</b>	
<b>14. Did you like the colour of these forms?</b>	
<input type="radio"/> Yes	7
<input type="radio"/> No	4
<b>15. What is your colour preference for householder completed forms?</b>	
<b>Comments</b>	
<ul style="list-style-type: none"><li>- Burgundy is nice.</li><li>- Perhaps forest green or reflex blue instead of aqua.</li><li>- Black type and a light blue background.</li><li>- English colour - pleasing to the eye and easy to read.</li></ul>	

- French colour - suggest a more pleasant shade - process blue, green or even screened red.
- Red and Black.
- Blue (French) and brown good - but I found the English form wine colour difficult to read - green would be better.
- Since this is a Canadian census form we think that a redder second colour would be apropos.
- Brown - preferred the French version.
- CNIB - consider change of colour from pink and blue to a stronger hue such as orange or yellow. (Orange and yellow are most effective colours - reds and greens appear as grey to colour blind persons. With age colour discrimination becomes more difficult, particularly in the blue range of the spectrum).

**16. Did you find the use of colour throughout the form effective?**

**Comments**

- Not coloured text - might be OK with graduated shading.
- The colours used on the form provide a good contrast.
- Yes.
- The background screens were helpful, but need to block out to white around questions to make them stand out more.
- The headings for Person 1, 2, 3, etc. would stand out better if printed black on red.
- Yes.
- No, there is too much screened burgundy throughout. We feel that it would be cheerier and easier to follow if the columns alternated between screened and white background.
- I found the colour of the French version much easier on the eyes. When the coloured ink (type) was used in french, it was more noticeable than the english.



<b>THE GUIDE</b>	
<b>17. Did you read the instructions on how to complete the questionnaire on the cover of the guide before you started to complete the questionnaire?</b>	
<input type="radio"/> Yes	4
<input type="radio"/> No	7
<b>18. Do you think it is useful to provide an instruction on how to complete the questionnaire?</b>	
<input type="radio"/> Yes	8
<input type="radio"/> No	2
<b>Comments</b>	
<ul style="list-style-type: none"><li>- Probably - always design a questionnaire to target grade 8 education.</li><li>- The form is explicit enough - no need for a guide.</li><li>- "If I have to read instructions on how to complete a form, then the form is poorly designed." - "Only the minority read instructions - most people hate forms and hate completing them - They should therefore be as simple as possible."</li><li>- It is useful but should be part of the form - just in case the guide is misplaced, not available, etc.</li><li>- But only on the face of the questionnaire and reference the 1-800 #.<ul style="list-style-type: none"><li>- Eliminate the expensive guide book as it is costly and most questions are self-explanatory. - All instructions should be highlighted (on the questionnaire).</li></ul></li><li>- Not as a separate guide - two or three points can be covered on the inside of page two and on the cover of the questionnaire.</li><li>- I started to read the instructions but found them (for me) too long and detailed so I abandoned them. The form had more than enough instructions so the guide was not needed.</li></ul>	

**19. Do you have any comments on the design and layout of the Guide?**

**Comments**

- I think it is very good on the whole (for those who read it).
- Easy flow - questions are self explanatory.
- Nice layout, easy to read.
- It has the same problems as the Census Test. The guide header should be larger and more friendly. None of this printed material relates to people. It all feels very cold and stodgy.
- I thought the layout was particularly well done, avoided need to refer back to page 2 for names of persons.

**GENERAL COMMENTS**

**20. Please provide any additional comments on the design and layout that you feel would be helpful to us in designing the 1996 Census questionnaire.**

**Comments**

- Make sure you print "recycled paper" - even if you use the symbol. Some confusion over symbols for "recyclable" and "printed on recycled paper".
- Why key-entry? - About 90% of this form is already OCR readable!
- Question 34 - Industry - 2nd part, Section, Plant, Department, etc., - not clear - asking to choose one of the above?
- Question 46, Income, unclear instructions about income or loss.
- Date should use international standard format - Year/Month/Day.

- The design and layout is both practical and generally easy to follow. This form lends itself to an OCR application. If this form was OCR format I believe the data entry time would be greatly reduced.
- All in all, we found the questionnaires to be well designed and easy to read and answer.
- Message from chief statistician could be more friendly: "to Fellow Canadians" or "Fellow Residents of Canada."
- We think that people are less likely to divulge information on Income - Further explanation of the necessity and the confidentiality of this information would be suggested. - Also the use of check off boxes for income ranges as opposed to filling in amounts. - If this question is mandatory by law then it should be stated.
- I would suggest blocking out spaces for people to print in - If it is important that people print I would reiterate this at the top of each column or each page: PLEASE PRINT CLEARLY.
- Also, restate the 1-800 # on each short page, bottom left corner.
- Print on screened background somewhat difficult to read - appears to run on. - I would suggest that you start with a shaded column and alternate between shaded and white columns.
- It may also be wise to increase the font size throughout, if possible, taking the French form into consideration.
- We realize this is a formal, government test, but we feel that it could be more humanistic. The more friendly questionnaires are the more likely people will want to fill them out.
- The layout and design were effective enough. The size and format and typefaces were fine. I prefer working with a survey the size of the guide however.



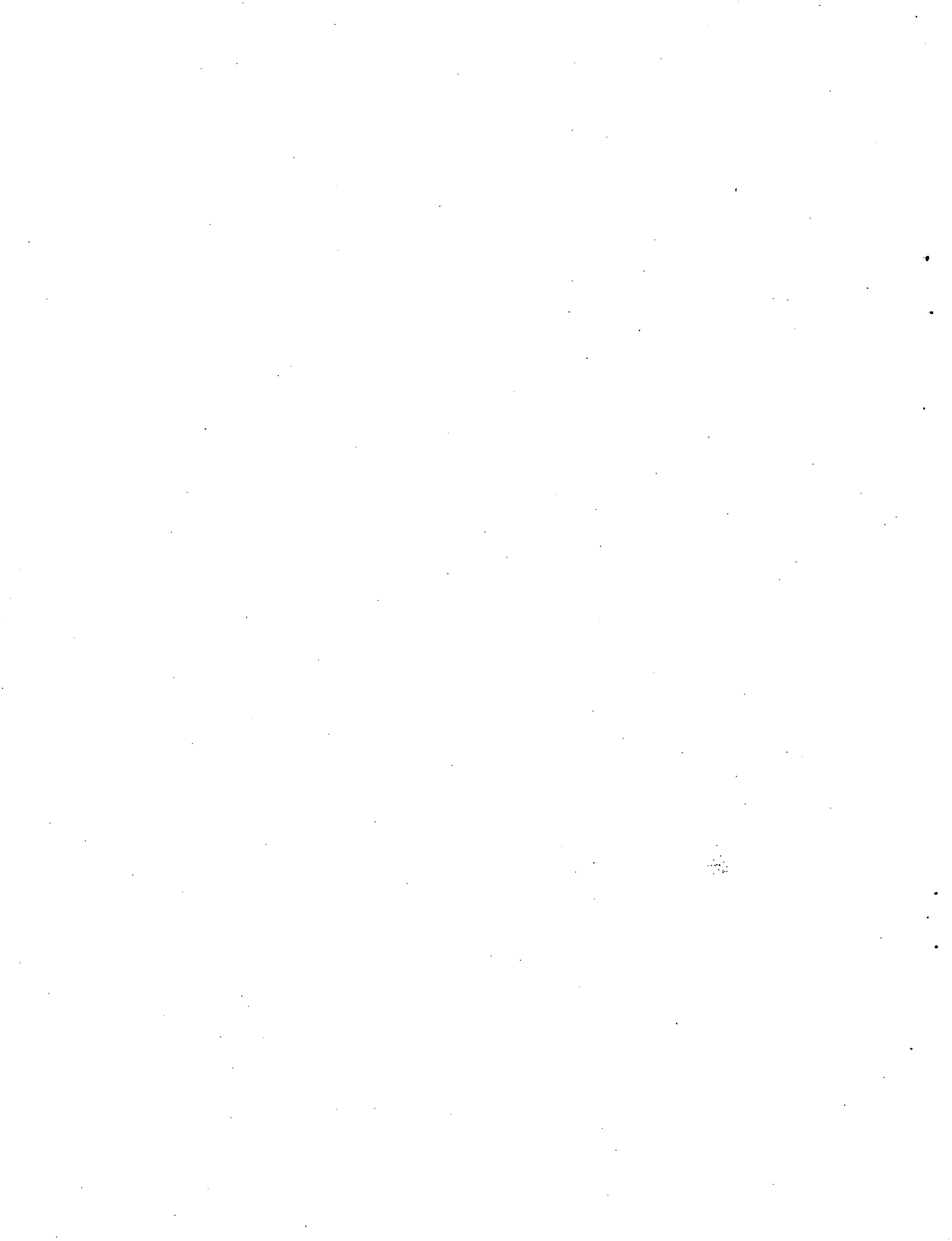
**APPENDIX ONE**

**DESIGN AND LAYOUT**

**CONSULTATION FORM**

**FORMULAIRE D'ÉVALUATION DE LA CONCEPTION GRAPHIQUE**

**ET DE LA MISE EN PAGE**





# Design and Layout Consultation Form

(National Census Test Questionnaire)

November 1993

Name of Organization: \_\_\_\_\_

Telephone No.: \_\_\_\_\_

Participant's Name: \_\_\_\_\_

FAX No.: \_\_\_\_\_

## QUESTIONNAIRE DESIGN

1. Was the questionnaire easy or difficult to complete?

- Easy to complete  
 Difficult to complete – Please describe difficulty

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## COVER

2. Was the degree of emphasis on the title, the message and the various instructions on the cover appropriate?

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3. Considering that this is a form to be completed by householders, is there anything you would suggest to improve the design and layout of the cover?

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**PAGES 2 AND 3**

4. Were you able to follow the step process on these two pages?

- Yes – Steps are easy to follow
- No – Please describe problems

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5. Does the graphic symbol help to highlight the Steps?

- Agree
- Disagree

Comments: \_\_\_\_\_

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6. Once you entered the names on pages 4 and 5, was it clear to you how to proceed?

- Yes
- No – Please explain

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7. Was the highlighting of section titles useful?

- Yes, useful
- No, not useful

Comments: \_\_\_\_\_

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**INSTRUCTIONS**

8. Was the colour type for instructions such as "Mark one circle only" effective?

- Effective
- Not effective

Comments: \_\_\_\_\_

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9. Were the skip instructions, i.e. Go to Question . . . or Continue with Question . . . easily noticed?

- Noticed
- Not noticed

Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

10. How could the skip instructions be made more noticeable?

Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

11. Step 9 - Answer Questions 21 to 46 for each person aged 15 and over (pages 12 and 13)  
In past censuses, some respondents did not follow this instruction.

Do you have any suggestions on how this instruction can be better highlighted?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**TYPE SIZE AND STYLE**

12. Was the text easy or difficult to read?

- Easy to read
- Difficult to read

Do you have any comments on the type style and size? (Helios typeface regular is used throughout the questionnaire.)

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**BOLDING**

13. What is your opinion on the use of bolding throughout the form?

- Sufficient to be effective
- Too much bolding

Comments:

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**COLOUR**

14. Did you like the colour of these forms?

- Yes
- No

15. What is your colour preference for householder completed forms?

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16. Did you find the use of colour throughout the form effective?

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**THE GUIDE**

17. Did you read the instructions on how to complete the questionnaire on the cover of the Guide before you started to complete the questionnaire?

- Yes
- No

18. Do you think it is useful to provide an instruction on how to complete the questionnaire?

- Yes
- No

Comments: \_\_\_\_\_

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19. Do you have any comments on the design and layout of the Guide?

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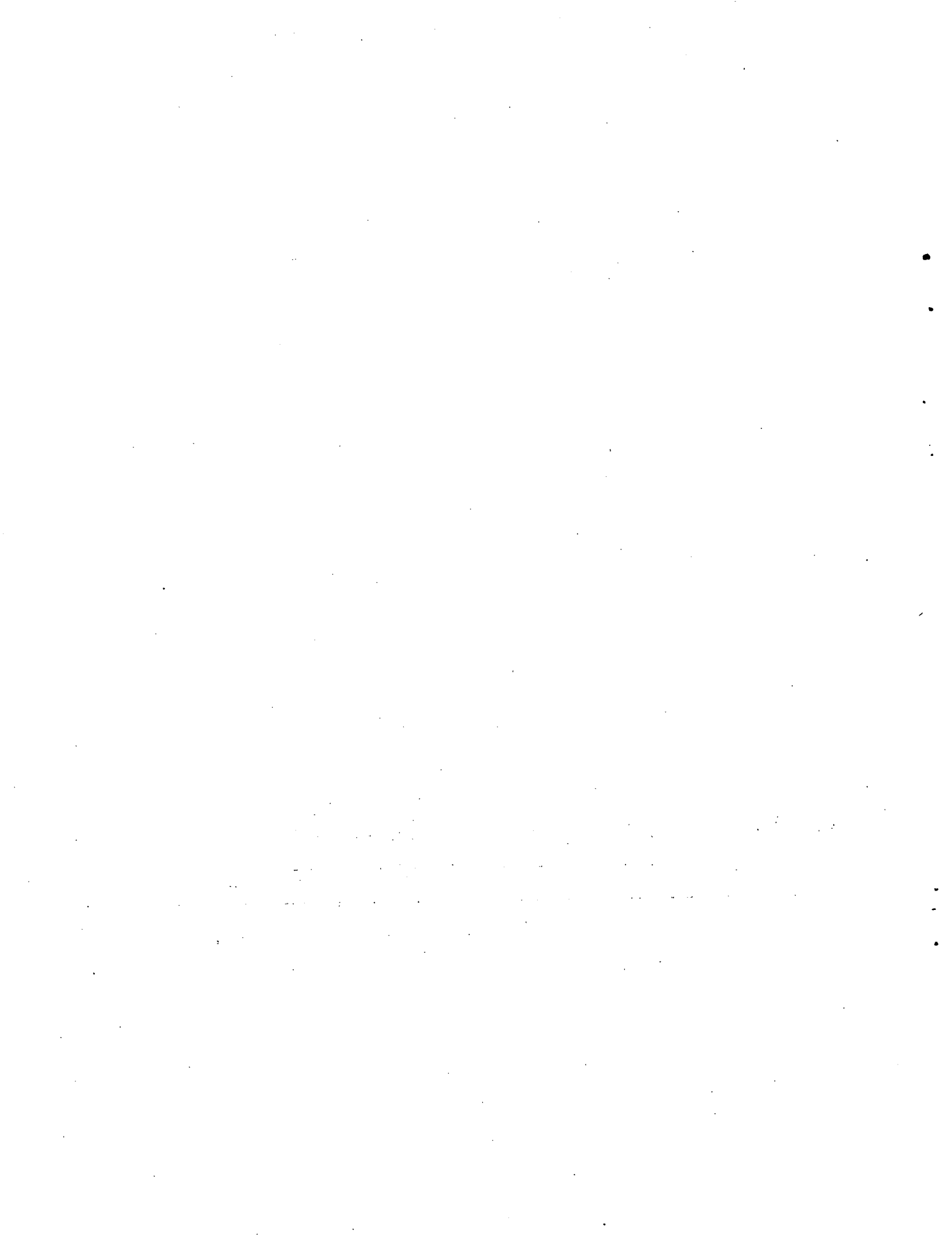
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# Formulaire d'évaluation de la conception graphique et de la mise en page

(questionnaire du Test du recensement national)

Novembre 1993

Nom de l'organisme : \_\_\_\_\_

N° de téléphone : \_\_\_\_\_

Nom du participant : \_\_\_\_\_

N° de télécopieur (FAX) : \_\_\_\_\_

## CONCEPTION GRAPHIQUE DU QUESTIONNAIRE

1. Le questionnaire était-il facile ou difficile à remplir?

- Facile à remplir  
 Difficile à remplir – Veuillez décrire les difficultés rencontrées

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## COUVERTURE

2. A-t-on accordé l'importance qu'il fallait au titre, au message et aux instructions diverses figurant sur la couverture avant du questionnaire?

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3. En tenant compte du fait que ce formulaire est destiné à des membres responsables de ménages, que feriez-vous pour améliorer la conception graphique et la mise en page de la couverture?

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**PAGES 2 ET 3**

4. Avez-vous réussi à suivre le déroulement des étapes comprises sur ces deux pages?

- Oui – Sans difficulté
- Non – Veuillez décrire les problèmes rencontrés

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5. Le symbole graphique aide à mettre en vedette les **Étapes**.

- D'accord
- En désaccord

Observations : \_\_\_\_\_

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6. Après avoir inscrit les noms aux pages 4 et 5, la marche à suivre vous paraissait-elle claire?

- Oui
- Non – Veuillez expliquer

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7. Avez-vous trouvé utile que l'on mette en évidence les titres de section?

- Oui
- Non

Observations : \_\_\_\_\_

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**INSTRUCTIONS**

8. Le choix de couleur pour représenter les instructions du type «Cochez un seul cercle» vous paraît-il efficace?

- Efficace
- Inefficace

Observations : \_\_\_\_\_

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9. Les instructions «Passez à la question . . . » ou «Continuez avec la question . . . » étaient-elles facilement visibles?

- Visibles
- Pas très visibles

Observations : \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

10. À votre avis, comment pourrait-on faire ressortir davantage les instructions du type «Passez à . . . »?

Observations : \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

11. **Étape 9 – Répondez aux questions 21 à 46 pour chaque personne âgée de 15 ans et plus** (voir aux pages 12 et 13). Lors des recensements antérieurs, un certain nombre de répondants n'ont pas compris cette instruction.

Avez-vous des suggestions quant à la façon de faire ressortir davantage cette instruction?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## FORCE DU CORPS ET STYLE DE CARACTÈRE

12. Le texte était-il facile ou difficile à lire?

- Facile à lire  
 Difficile à lire

Avez-vous des commentaires sur la force du corps (c.-à-d. la taille des caractères) ou le style de caractère («Helios régulier») qui est employé à travers le questionnaire?

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## CARACTÈRES GRAS

13. Que pensez-vous de l'utilisation des caractères gras dans le formulaire?

- Emploi efficace  
 Emploi excessif

Observations :

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## COULEUR

14. La couleur des formulaires vous plaît-elle?

- Oui  
 Non

15. Quelle est la couleur que vous préférez pour les questionnaires destinés aux ménages?

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16. Avez-vous trouvé que l'on utilisait la couleur de façon efficace dans le questionnaire?

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**LE GUIDE**

17. Avez-vous lu les instructions figurant sur la couverture du Guide sur la façon de remplir le questionnaire, et ce avant de le remplir?

- Oui
- Non

18. À votre avis, est-il utile de fournir des instructions sur la façon de remplir le questionnaire?

- Oui
- Non

Observations : \_\_\_\_\_

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19. Avez-vous des commentaires au sujet de la conception graphique ou de la mise en page du Guide?

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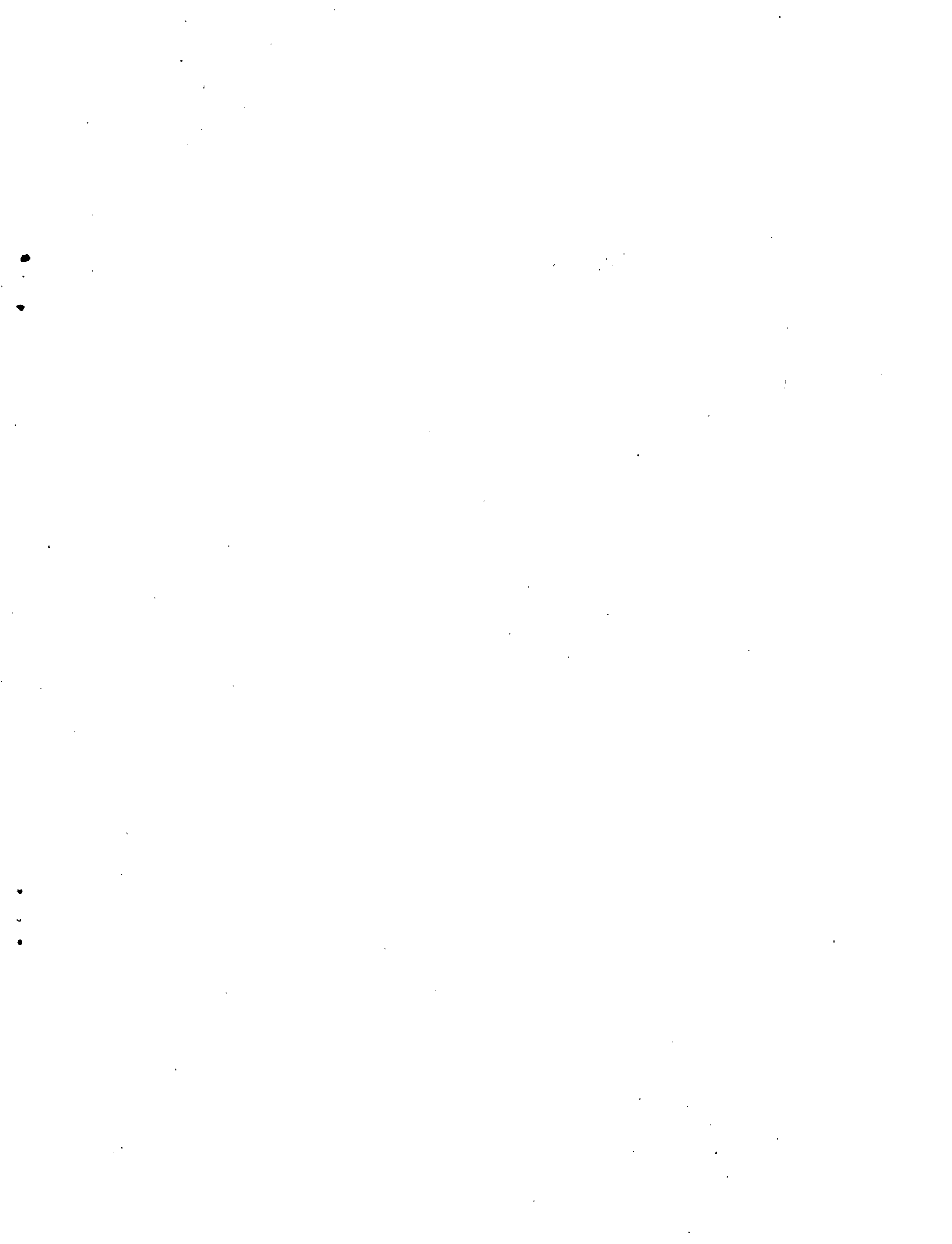


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