

ACTIVITY 4

CENSUS COMIC STRIPS



TIME REQUIRED: **1 class period**

GRADE LEVEL: **Grades 7-8**
(adaptable for younger or older students)

Lesson overview

This lesson introduces students to the Census of Population and its importance in shaping communities across the country. Using an interactive Kahoot quiz, comic strips featuring diverse Canadian communities, and a reflective writing activity, students will explore how census data is used to make decisions that affect different regions and populations.

Curriculum connections



Social Studies / Geography / Civics and Citizenship

Understand the purpose of the census and its role in shaping Canadian communities; explore regional differences in living conditions; develop awareness of civic responsibility.



Language Arts

Interpret visual texts (e.g., comic strips); make inferences and draw conclusions from written and visual information; express ideas and understanding through reflective writing.

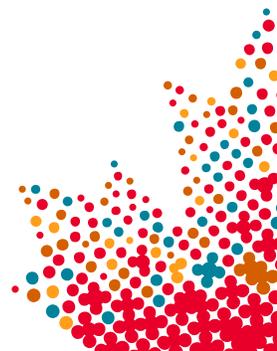
Learning objectives

By the end of this lesson, students should be able to :

- Explain the purpose and importance of the Census of Population.
- Recognize how census data reflects the diversity of Canadian communities, including urban, rural, and communities where many languages are spoken.
- Analyze and reflect on how census data informs government policies and community planning.

Materials needed:

- Internet-connected device for [Kahoot quiz](#) (personal phones or computers)
- [Census of Population Quiz Questions - Student version](#)
- [Census of Population Quiz with Answer Key](#)
- [Comic Strip 1 - The Newcomer Family](#)
- [Comic Strip 2 - The Rural Household](#)
- [Comic Strip 3 - The Urban Apartment](#)
- Pens or pencils
- Paper or sticky notes for exit tickets



Lesson procedure:

1 Kahoot quiz (15–20 minutes)

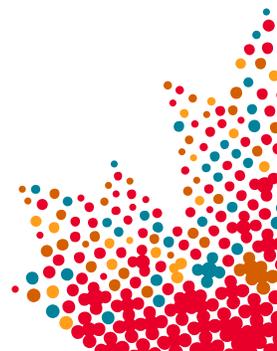
- Students play a [Kahoot quiz](#) covering the basics of the Census of Population — what it is, why it matters, and who participates.
- This activity activates prior knowledge and encourages students to discover key facts through gameplay.

2 Comic strips and discussion (30–45 minutes)

- Distribute printed comic strips featuring 3 different Canadian communities.
- Each comic is followed by comprehension and reflection questions.
- Students can work individually, in pairs, or in small groups to explore the comics and answer the questions.
- Facilitate a class discussion to review answers and highlight how census data helps different communities in different ways.

3 Exit ticket reflection (optional, 5–10 minutes)

- Students write a short response to one of the following prompts:
 - *“One new thing I learned about the census is...”*
 - *“The census is important because...”*
- Teachers may collect responses as an informal assessment or to check for understanding.

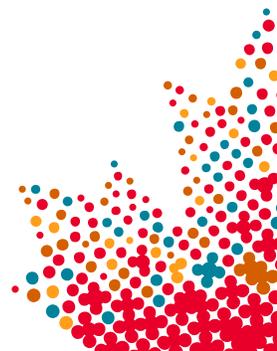


Opportunities for assessment:

- Student participation and engagement during the Kahoot quiz and class discussions
- Completion and thoughtfulness of responses to comic strip questions
- Clarity and insight in exit ticket reflections

Adaptations and differentiation:

- **To simplify:** Allow students to work in pairs or small groups to answer the reflection questions together.
- **To extend:** Challenge students with a class debate on privacy and data collection. For example: Was the person right to hesitate about filling out the census questionnaire?
- **For multilingual learners (students whose first language is not English):** Offer the option to give oral or typed responses. Allow students to discuss their ideas with a partner before writing to build confidence and understanding.



CENSUS OF POPULATION QUIZ QUESTIONS



1. What is the main purpose of the Census of Population?

- A. To track people's spending habits
- B. To count the number of tourists in Canada
- C. To collect information about Canada's population
- D. To record historical events

2. How often is the Census of Population conducted?

- A. Every year
- B. Every 5 years
- C. Every 10 years
- D. Every 2 years

3. Who is included in the Census of Population?

- A. Only Canadian citizens
- B. Only people over the age of 30
- C. Everyone living in Canada
- D. Only property owners

4. Which government agency is responsible for conducting the census in Canada?

- A. Canada Revenue Agency
- B. Statistics Canada
- C. Service Canada
- D. Canadian Heritage

QUIZ QUESTIONS

5. What type of information does the Census of Population collect?

- A. Medical records
- B. Internet usage
- C. Population and housing data
- D. Personal bank details

6. Is completing the census mandatory in Canada?

- A. No, it's voluntary
- B. Yes, by law
- C. Only during election years
- D. Only if you were born in Canada

7. How do governments use census data?

- A. To plan public services like schools and hospitals
- B. To create advertisements
- C. To give out fines
- D. To track online activity

8. Which of the following is not a typical census question?

- A. Age
- B. Gender
- C. Favorite color
- D. Employment status

9. What is the long-form census questionnaire?

- A. A version sent to every person
- B. A test for government workers
- C. A quiz for students
- D. A more detailed questionnaire sent to a sample of households

QUIZ QUESTIONS

10. What percentage of the population receives the long-form census versus the short-form census?

- A. Long-form (25%) and short-form (75%)
- B. Long-form (50%) and short-form (50%)
- C. Long-form (75%) and short-form (25%)
- D. Long-form (90%) and short-form (10%)

11. Can your personal information and individual census answers be shared with other government departments?

- A. No, it's confidential by law
- B. Only with your doctor
- C. Yes, automatically
- D. Only if you agree

12. What can happen if someone refuses to complete the census?

- A. They may be fined or required to complete it
- B. They may lose access to certain services
- C. Nothing
- D. They may be reminded the next year

13. Who uses census data?

- A. Only teachers
- B. Only politicians
- C. Government only
- D. Governments, businesses, researchers, and communities

QUIZ QUESTIONS

14. How do most people complete the census today?

- A. Through social media
- B. In-person
- C. By phone
- D. Online or on paper

15. What does the census help the government understand about a community?

- A. Its history
- B. Its current needs and how to plan for future services
- C. Its social media trends
- D. Its weather

16. Who is especially important to include in the census?

- A. Every individual, especially underrepresented communities
- B. Celebrities
- C. Tourists
- D. Businesses

17. How does the census help schools?

- A. It helps determine funding and where schools are needed
- B. It gives homework topics
- C. It evaluates teachers
- D. It rates students

18. Why could census data be important for First Nations, Métis, and Inuit communities?

- A. To monitor environmental changes
- B. To reduce taxes
- C. To support programs and services tailored to their needs
- D. To compare to other countries

QUIZ QUESTIONS

19. What happens to census records after 92 years?

- A. They're mailed back to participants
- B. They're sent to international organizations
- C. They're published through Library and Archives Canada for public and historical research
- D. They're destroyed

20. What is a benefit of students understanding the census?

- A. They become informed citizens who understand how decisions are made
- B. They get paid
- C. They can influence video game design
- D. They can skip class

CENSUS OF POPULATION

QUIZ QUESTIONS (ANSWER KEY)



1. What is the main purpose of the Census of Population?

- A. To track people's spending habits
- B. To count the number of tourists in Canada
- C. To collect information about Canada's population
- D. To record historical events

Correct Answer: C

2. How often is the Census of Population conducted?

- A. Every year
- B. Every 5 years
- C. Every 10 years
- D. Every 2 years

Correct Answer: B

3. Who is included in the Census of Population?

- A. Only Canadian citizens
- B. Only people over the age of 30
- C. Everyone living in Canada
- D. Only property owners

Correct Answer: C

4. Which government agency is responsible for conducting the census in Canada?

- A. Canada Revenue Agency
- B. Statistics Canada
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- D. Canadian Heritage

Correct Answer: B

QUIZ QUESTIONS (ANSWER KEY)

5. What type of information does the Census of Population collect?

- A. Medical records
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- D. Personal bank details

Correct Answer: C

6. Is completing the census mandatory in Canada?

- A. No, it's voluntary
- B. Yes, by law
- C. Only during election years
- D. Only if you were born in Canada

Correct Answer: B

7. How do governments use census data?

- A. To plan public services like schools and hospitals
- B. To create advertisements
- C. To give out fines
- D. To track online activity

Correct Answer: A

8. Which of the following is not a typical census question?

- A. Age
- B. Gender
- C. Favorite color
- D. Employment status

Correct Answer: C

QUIZ QUESTIONS (ANSWER KEY)

9. What is the long-form census questionnaire?

- A. A version sent to every person
- B. A test for government workers
- C. A quiz for students
- D. A more detailed questionnaire sent to a sample of households

Correct Answer: D

10. What percentage of the population receives the long-form census versus the short-form census?

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- B. Long-form (50%) and short-form (50%)
- C. Long-form (75%) and short-form (25%)
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Correct Answer: A

11. Can your personal information and individual census answers be shared with other government departments?

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- C. Yes, automatically
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Correct Answer: A

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- C. Nothing
- D. They may be reminded the next year

Correct Answer: A

QUIZ QUESTIONS (ANSWER KEY)

13. Who uses census data?

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- D. Governments, businesses, researchers, and communities

Correct Answer: D

14. How do most people complete the census today?

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- B. In-person
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- D. Online or on paper

Correct Answer: D

15. What does the census help the government understand about a community?

- A. Its history
- B. Its current needs and how to plan for future services
- C. Its social media trends
- D. Its weather

Correct Answer: B

16. Who is especially important to include in the census?

- A. Every individual, especially underrepresented communities
- B. Celebrities
- C. Tourists
- D. Businesses

Correct Answer: A

QUIZ QUESTIONS (ANSWER KEY)

17. How does the census help schools?

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Correct Answer: C

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- D. They're destroyed

Correct Answer: C

20. What is a benefit of students understanding the census?

- A. They become informed citizens who understand how decisions are made
- B. They get paid
- C. They can influence video game design
- D. They can skip class

Correct Answer: A

CENSUS COMIC STRIP

Comic Strip 1: The Newcomer Family

Setting: A newcomer family recently settled in Canada receives a visit from a friendly census worker.



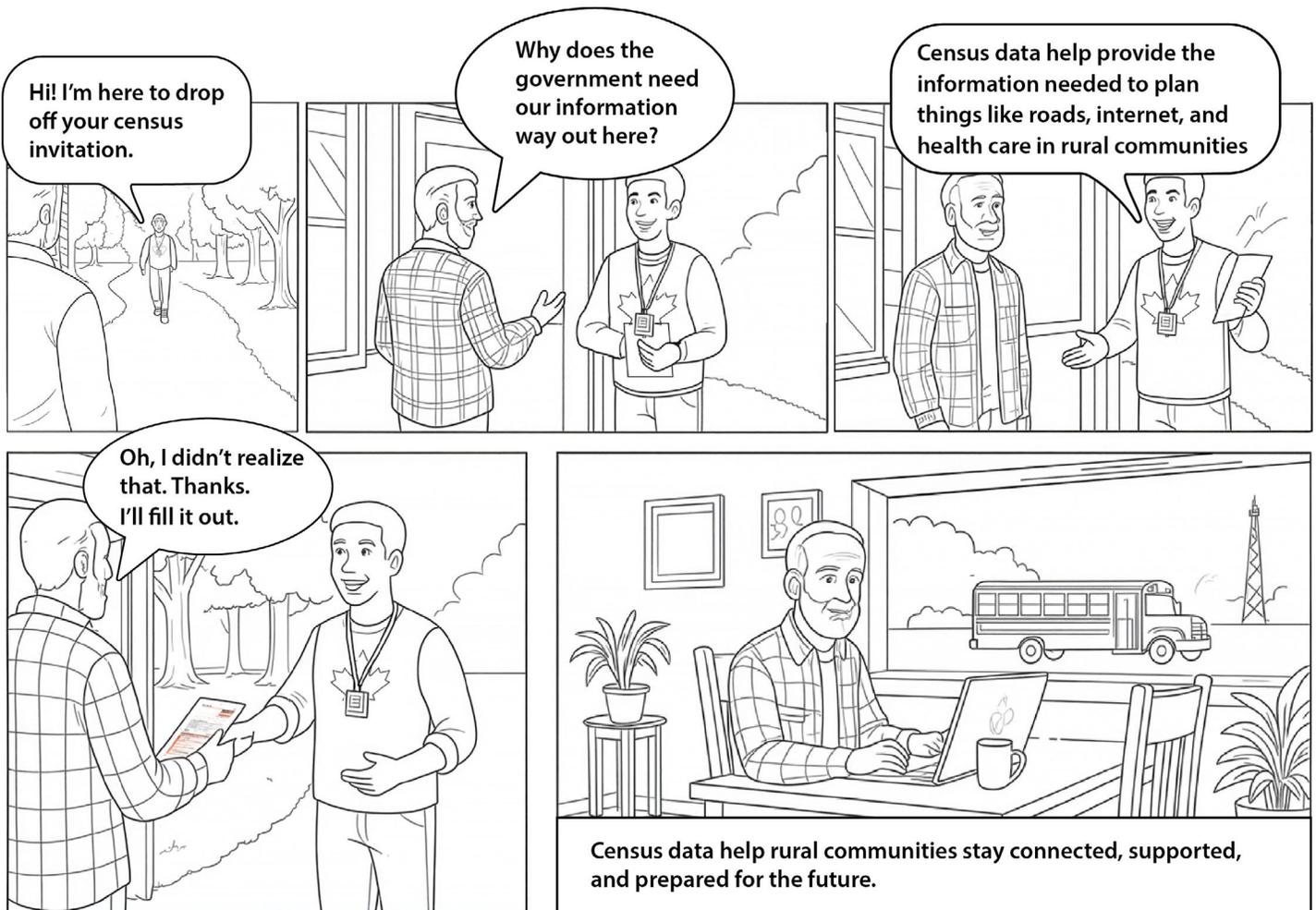
Reflection Questions:

- Why is it important that the census counts everyone living in Canada, not just people born here?
- How might language barriers make it harder for some people to participate in the census?
- How can information about the languages spoken in a community help improve services for newcomers in Canada?

CENSUS COMIC STRIP

Comic Strip 2: The Rural Household

Setting: A rural household in a remote or small-town area.



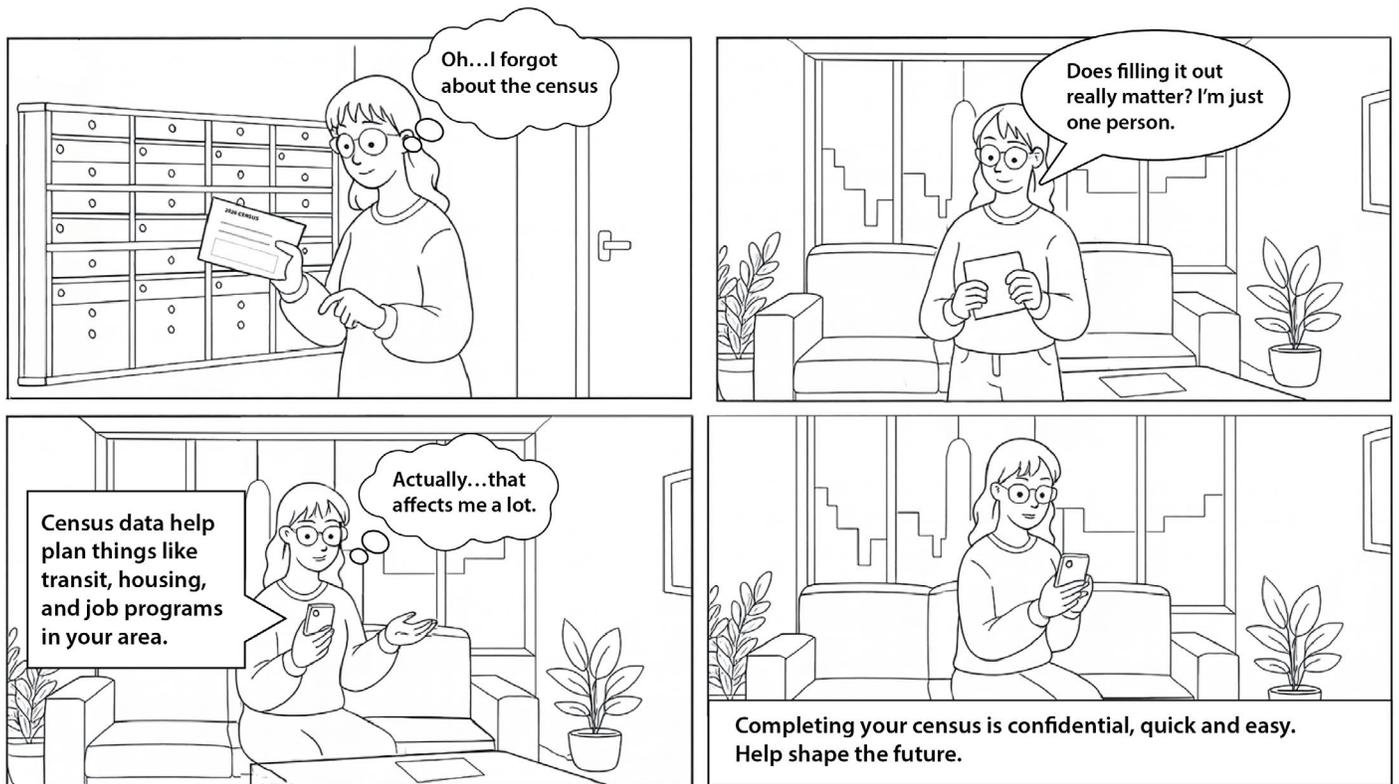
Reflection Questions:

- What challenges might rural or remote communities face if not enough people in their area complete the census?
- How can census data help improve services and daily life in rural or remote communities?
- Why might some people feel unsure or hesitant about filling out the census?

CENSUS COMIC STRIP

Comic Strip 3: The Urban Apartment

Setting: A young adult living alone in a high-rise apartment in a busy city.



Reflection Questions:

- How can census data help cities make decisions about things like public transit, housing, and jobs?
- Why might some young people feel like the census doesn't relate to them?
- What are some ways we can help more people understand why the census matters and encourage them to take part?

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