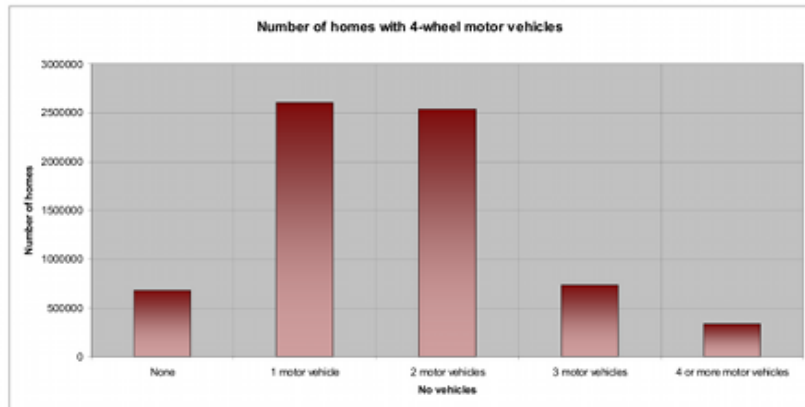


# Census Data : Put yourself in the picture

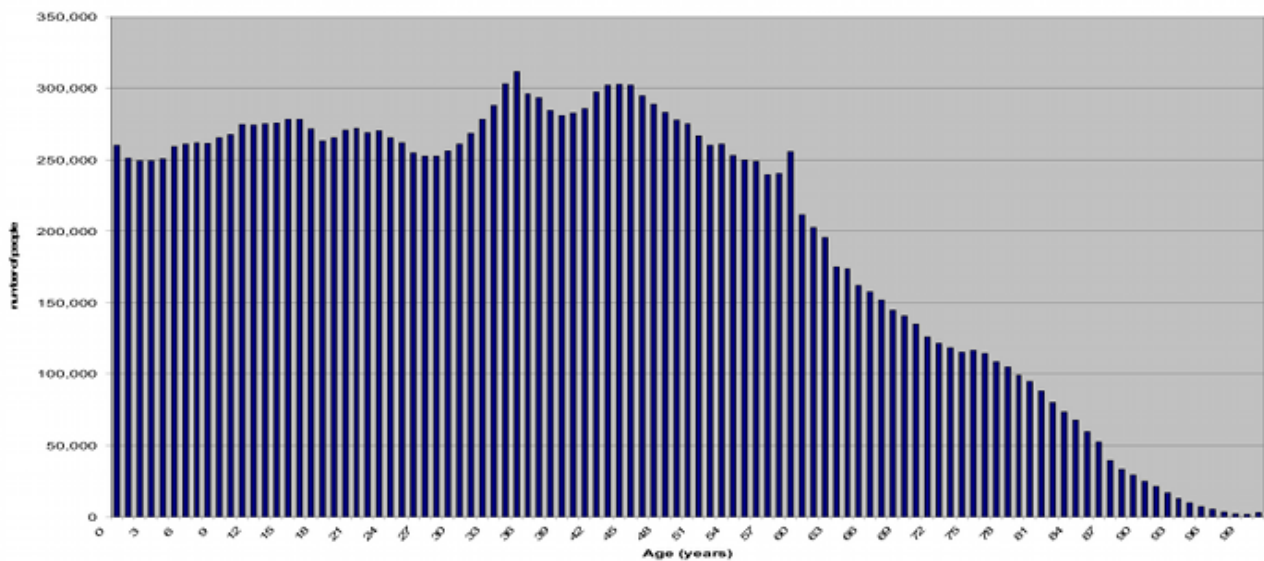
We use survey and census data to build a picture of trends. We might survey part of the population (ever done an online or telephone survey?). We might survey a population of animals, to check where and how they live.

Every 5 years our government does a census (a survey of the whole population).

2006 census data is shown here - add a pin to the graph and see where your data fits.



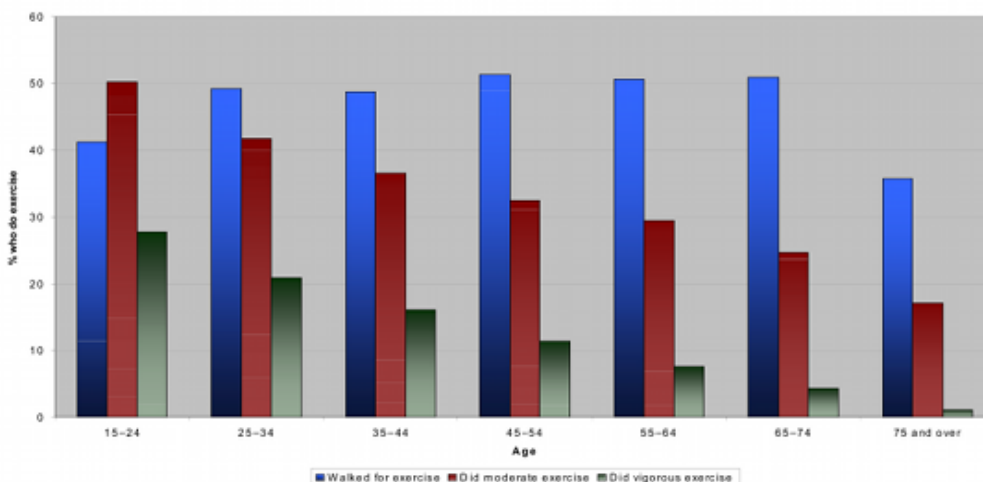
Age Distribution in Australia 2006



## Trends and statistics help us plan:

- Can you spot the "baby boomers" on the age graph above?
- If you were going to sell running shoes which age group would you market to? What about a book called "relaxing exercise"?
- If you were a car insurer, would you benefit from offering a family multi-car discount?

Type of exercise with age



Data obtained from 2006 Census, Australian Bureau of Statistics. Check out [www.abs.gov.au](http://www.abs.gov.au) or search for CDATA online.  
For a world view, try [www.gapminder.org](http://www.gapminder.org)

