



User Engagement Strategies and Results

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Delivering insight through data, for a better Canada



Statistics
Canada

Statistique
Canada

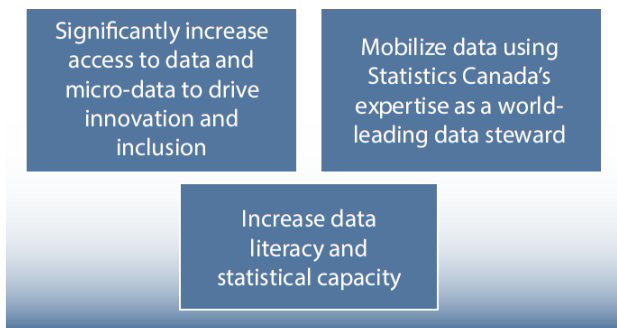
Canada

Modernization at Statistics Canada

FIVE PILLARS OF MODERNIZATION



DESIRED OUTCOMES



PRIORITIES

- Enhanced responsiveness to emerging data gaps
- Improved timeliness to existing data products
- Budget 2018 data priorities
- Pathfinder projects

ENABLERS

- Digitization
- Remote access
- Cloud computing strategy
- Regional data service centres
- Confidentiality
- Security

- Communication Strategy
- Maintaining trust and professional integrity
- Maintaining statistical rigour and producing high quality statistics
- Using modern methods, tools and approaches





Mechanisms for input to economic statistics programs

Advisory committees or consultative groups

- Experts and policy partners in specific subject areas (macroeconomic accounts, price measurement)
- “Post-mortem group” following major quarterly releases

Federal-provincial committees

- Annual meetings of statistical focal points representing each of the 13 provinces and territories

Bilateral committees with key users

- Bank of Canada, Finance Canada and key policy departments

Collaborative projects and initiatives





Engaging Canadians: Statistics Canada's National Dialogue

Overview

Buzz words



Statistics Canada's first "National Engagement Week"



Seeking Canadians' feedback on how StatCan can improve its products, services and programs.



Raising awareness of StatCan's modernization initiatives, plans and progress towards achieving its goals



Over 100 engagement activities were conducted throughout Canada.
Individual and group discussions, conference calls, video calls, e-questionnaires, online forum, etc.



Over 200 organizations were consulted.
All levels of government, academia, non-profit sector, international organizations, indigenous organizations and communities, cities, councils, etc.



Over 35 StatCan divisions conducted engagement activities with their clients and stakeholders.
All 5 StatCan fields participated.

Classifications Agriculture
Communication Downloading
Income Training Promotion
Housing Timeliness Privacy
Data suppression Outreach Labour
Confidentiality Navigation
Indigenous Partnerships Data tables
Visuals Collaboration
Microdata The Daily Search engine
Smaller geographies
Customer service

EMERGING THEMES:

- ◆ Cross-cutting topics
- ◆ Points of access
- ◆ Data gaps
- ◆ Data literacy

Modernization at Statistics Canada

Modern content, addressing gaps, improving quality

- Economic

- Everything Digital
- Renewable economics
- Economics of aging
- Future of banking
- Global Combat/Competitiveness

- Environment

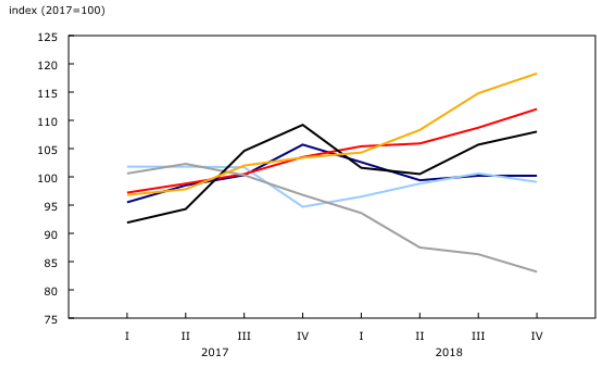
- Clean, green technology
- Disasters and climate change
- Environment and health

- Social

- Immigration
- Gigs, Superstars and Employment
- Well-being
- Education Training and Skills
- Child and Youth Health
- Substance Use



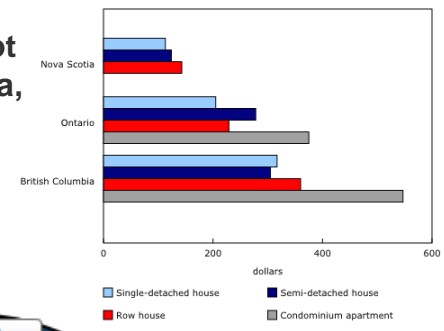
Modern content, addressing gaps, improving quality



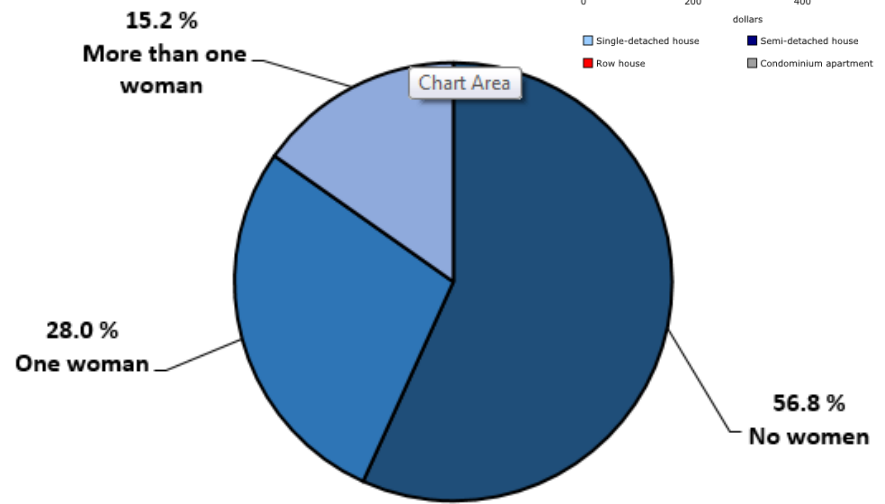
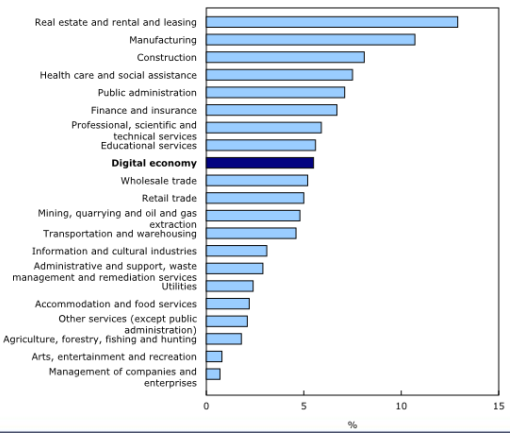
- Montréal, Quebec
- Ottawa-Gatineau, Ontario part, Ontario/Quebec
- Toronto, Ontario
- Calgary, Alberta
- Vancouver, British Columbia
- Victoria, British Columbia

Experimental new condominium apartment price indexes

Median assessment value per square foot of residential property types, Nova Scotia, Ontario and British Columbia



Digital Economic Activities

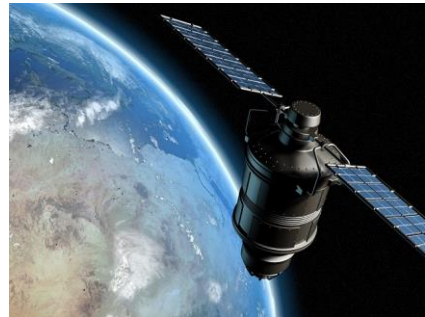


Source: Corporations Returns Act (2503).

Proportion of women directors

Improving timeliness and quality - enablers

- Scanner data
- Web-scraping
- Application program interface
- Third-party administrative sources
- Satellite imagery
- Crowd sourcing
- Waste water analysis



Canadian government aims to flush out marijuana usage stats with wastewater study

By Monique Scotti National Online Journalist, Politics Global News

Comments 10 Facebook 459 Twitter Email Print ...



Sustainability and well-being: Environmental accounts and statistics

Environmental surveys

Natural resource asset
accounts

Physical flow accounts

Energy supply and
demand



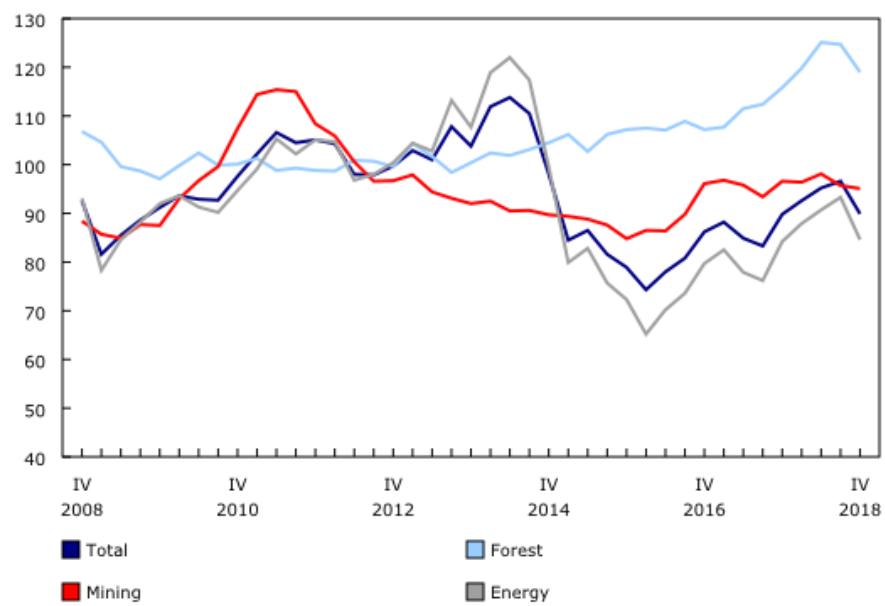


Sustainability and wellbeing: Satellite accounts and indicators

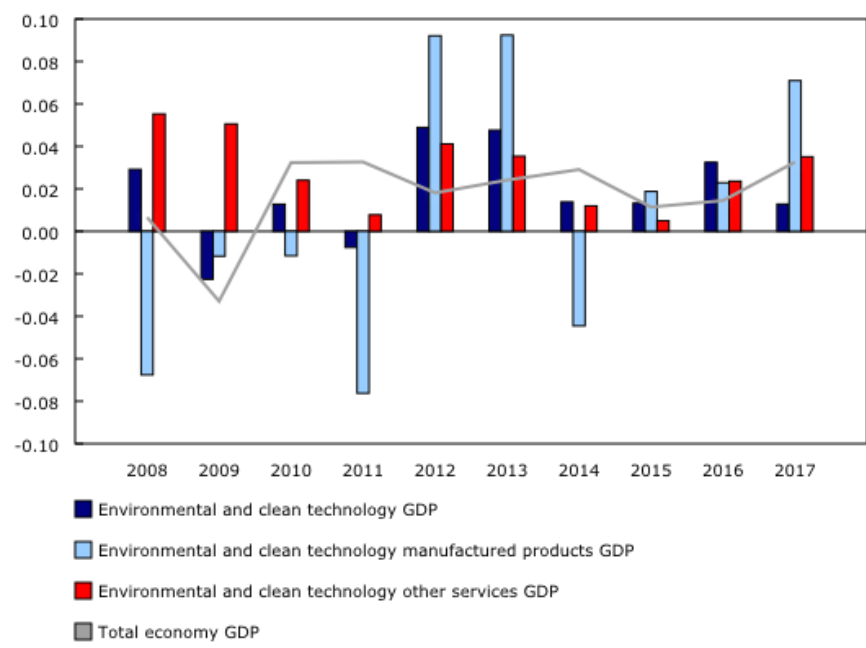
Natural resource prices

Environmental and clean tech products

index (2012=100)

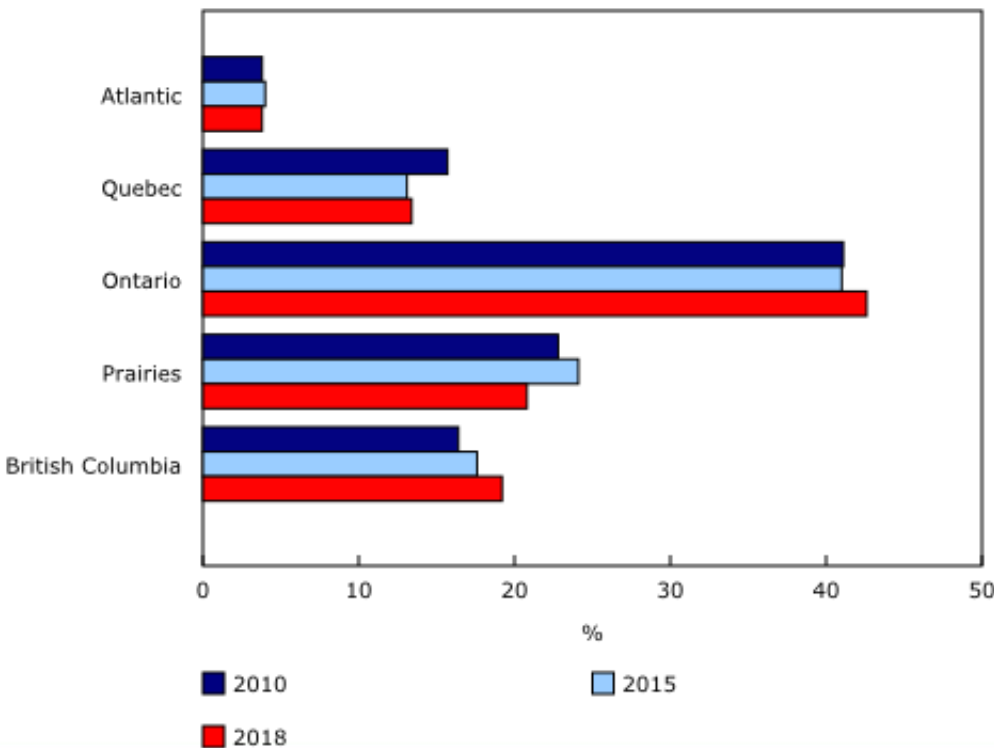


annual % change, constant 2012 dollars

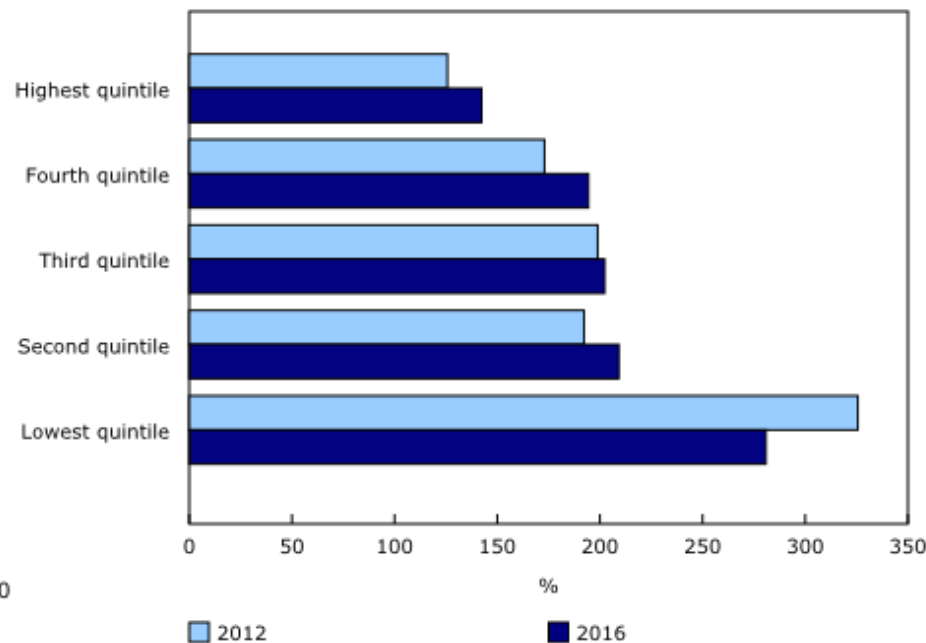


Sustainability and wellbeing: Household sector distributions

Share of wealth of top 20%

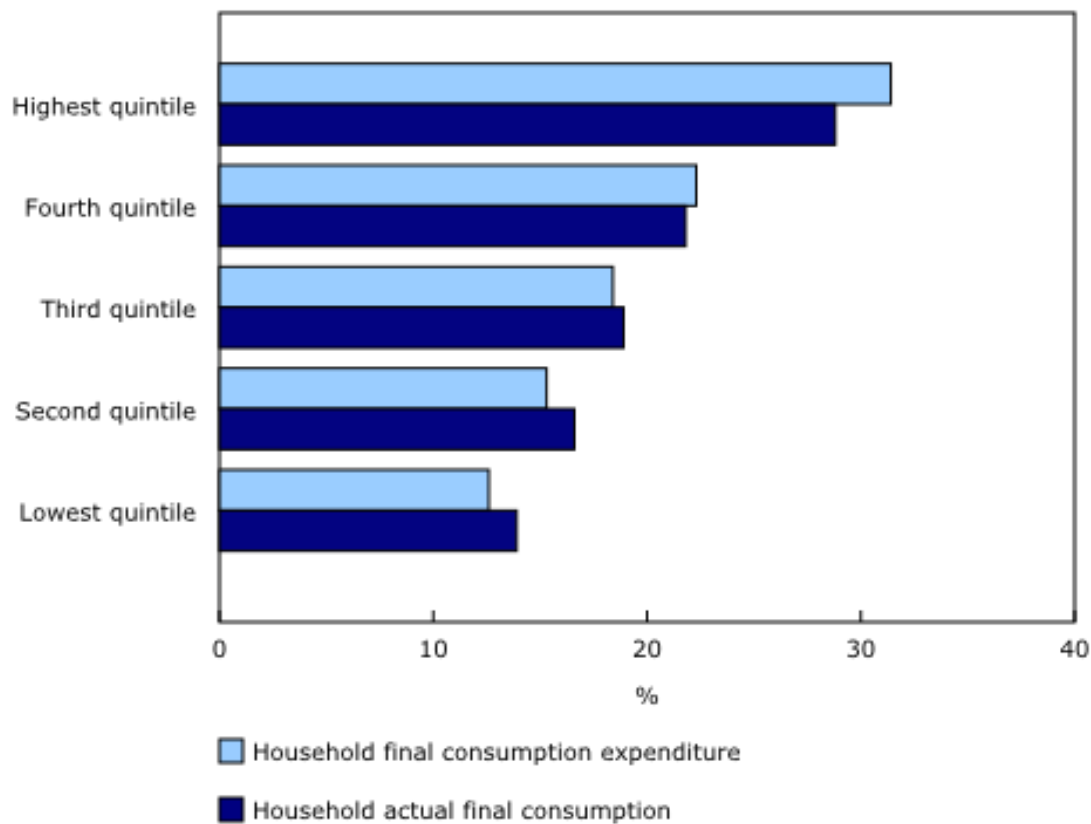


Debt to income ratio



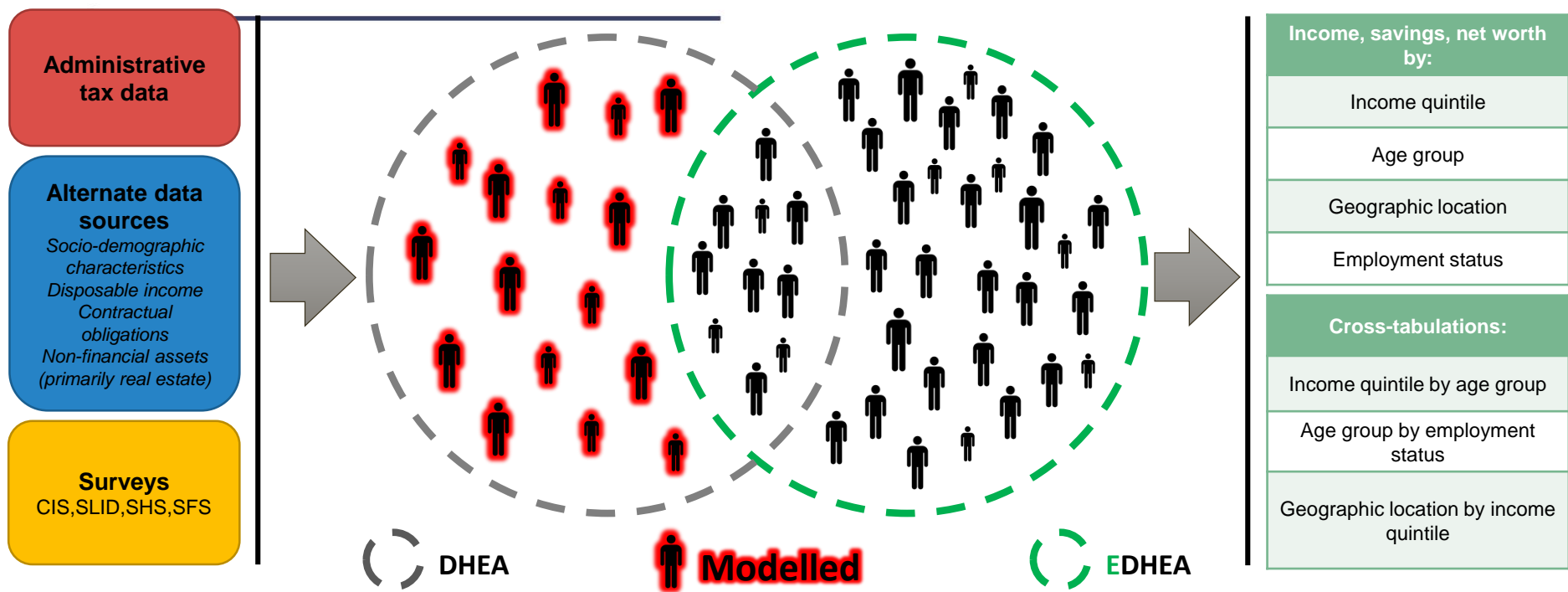
Sustainability and wellbeing: Household sector distributions

Impact of Social Transfers in Kind



Enhanced distributions

New approaches leveraging big data



Administrative tax data

Alternate data sources

Socio-demographic characteristics
Disposable income
Contractual obligations
Non-financial assets (primarily real estate)

Surveys

CIS, SLID, SHS, SFS

DHEA

Modelled

EDHEA

Income, savings, net worth by:

Income quintile

Age group

Geographic location

Employment status

Cross-tabulations:

Income quintile by age group

Age group by employment status

Geographic location by income quintile