User Engagement Strategies and Results

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Delivering insight through data, for a better Canada
Modernization at Statistics Canada

FIVE PILLARS OF MODERNIZATION

- User-centric service delivery
- Sharing and collaboration
- Leading-edge methods and data integration
- Statistical leadership and capacity building
- Flexible and modern workforce

DESIRED OUTCOMES

- Significantly increase access to data and micro-data to drive innovation and inclusion
- Mobilize data using Statistics Canada’s expertise as a world-leading data steward
- Increase data literacy and statistical capacity

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

Engagement Activities to meet data priorities

- Capacity
- Partners
- Governance
- Lessons learned
- Cross-cutting changes or requirements
- Success indicators

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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

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<th><strong>Overview</strong></th>
<th><strong>Buzz words</strong></th>
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<td>Statistics Canada’s first “National Engagement Week”</td>
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<td>Seeking Canadians’ feedback on how StatCan can improve its products, services and programs.</td>
<td>Agriculture</td>
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<td>Raising awareness of StatCan’s modernization initiatives, plans and progress towards achieving its goals</td>
<td>Communication</td>
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<td>Over 100 engagement activities were conducted throughout Canada.</td>
<td>Downloading</td>
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<td>Income</td>
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<td>Housing</td>
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<td>Timeliness</td>
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<td><strong>Emerging Themes:</strong> Cross-cutting topics</td>
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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

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

Experimental new condominium apartment price indexes

Digital Economic Activities

Proportion of women directors

Source: Corporations Returns Act (2503).
Improving timeliness and quality - enablers

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


-0.10 -0.08 -0.06 -0.04 -0.02 0.00 0.02 0.04 0.06 0.08 0.10

Environmental and clean technology GDP
Environmental and clean technology manufactured products GDP
Environmental and clean technology other services GDP
Total economy GDP

Total
Mining
Forest
Energy


40 50 60 70 80 90 100 110 120 130

IV 2008 IV 2010 IV 2012 IV 2014 IV 2016 IV 2018
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

- Highest quintile
- Fourth quintile
- Third quintile
- Second quintile
- Lowest quintile

% of Household final consumption expenditure and Household actual final consumption.
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

Modelled

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