



# User Engagement Strategies and Results

Catherine Van Rompaey  
Director, National Economic Accounts Division

Delivering insight through data, for a better Canada



Statistics Canada  
Statistique Canada

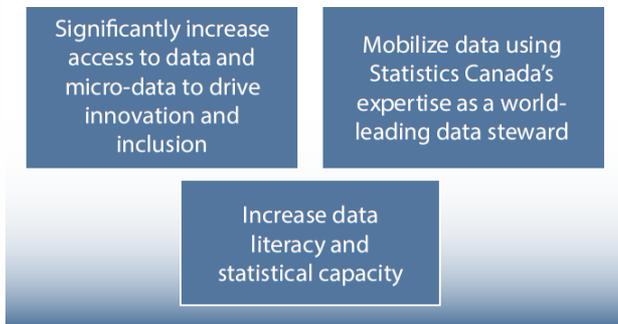
Canada

# 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

100

## Overview



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

100+

**Over 100 engagement activities were conducted throughout Canada.**

Individual and group discussions, conference calls, video calls, e-questionnaires, online forum, etc.

200+

**Over 200 organizations were consulted.**

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

35+

**Over 35 StatCan divisions conducted engagement activities with their clients and stakeholders.**

All 5 StatCan fields participated.

## Buzz words

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



Statistics Canada  
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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

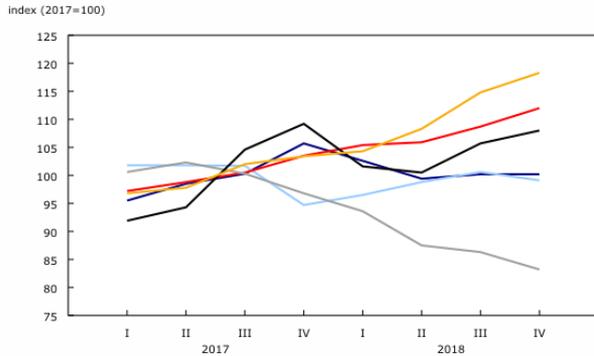
- Clean, green technology
- Disasters and climate change
- Environment and health

- Social

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



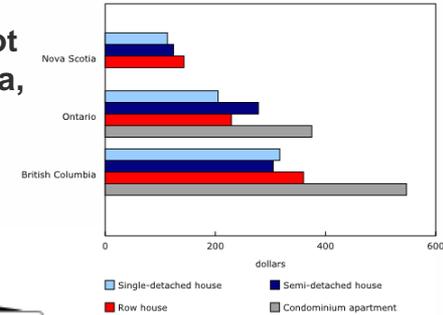
# Modern content, addressing gaps, improving quality



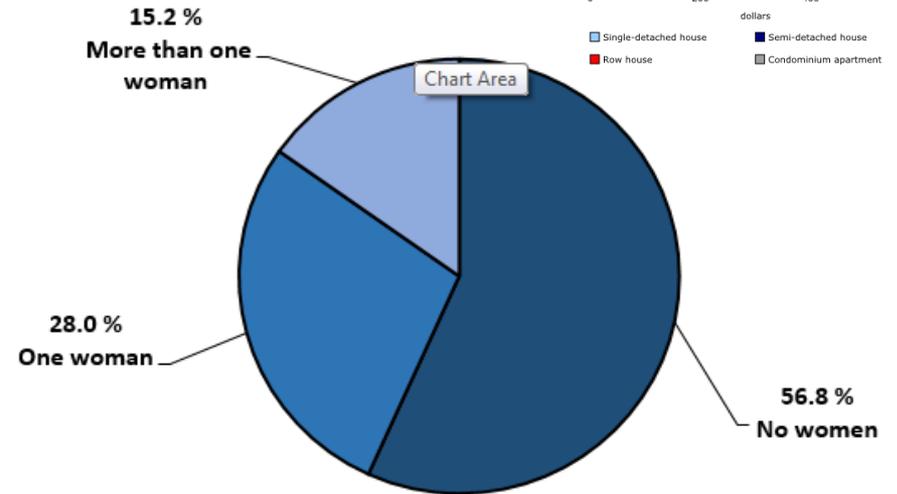
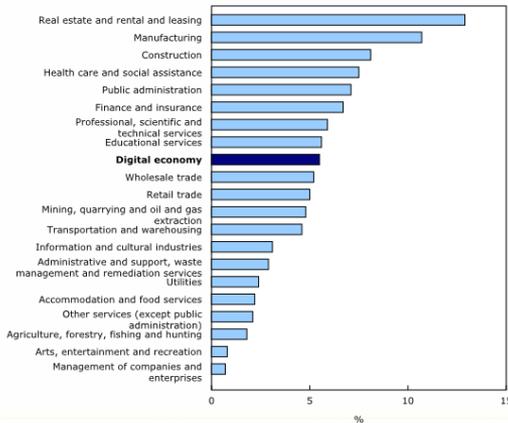
- Montréal, Quebec
- Ottawa-Gatineau, Ontario part, Ontario/Quebec
- Toronto, Ontario
- Calgary, Alberta
- Vancouver, British Columbia
- Victoria, British Columbia

**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

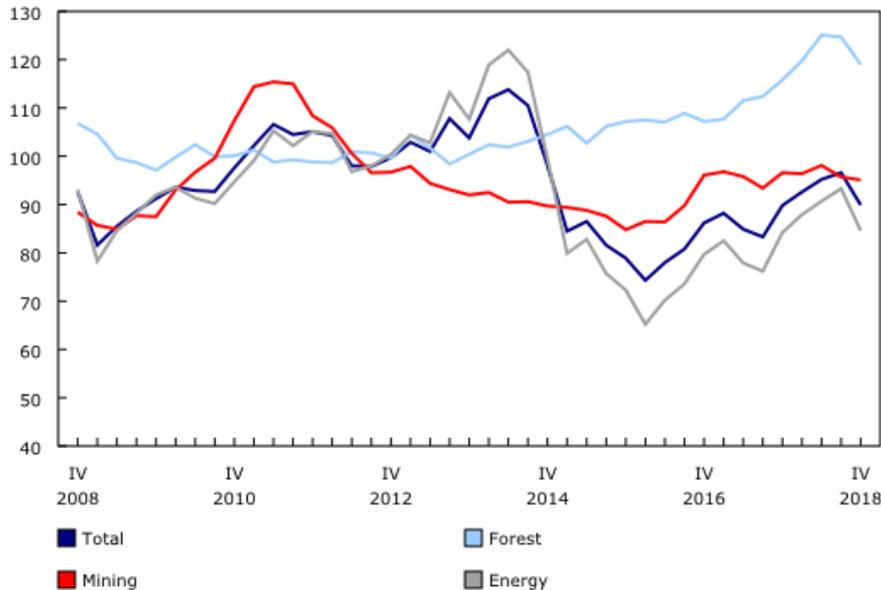


# Sustainability and wellbeing: Satellite accounts and indicators

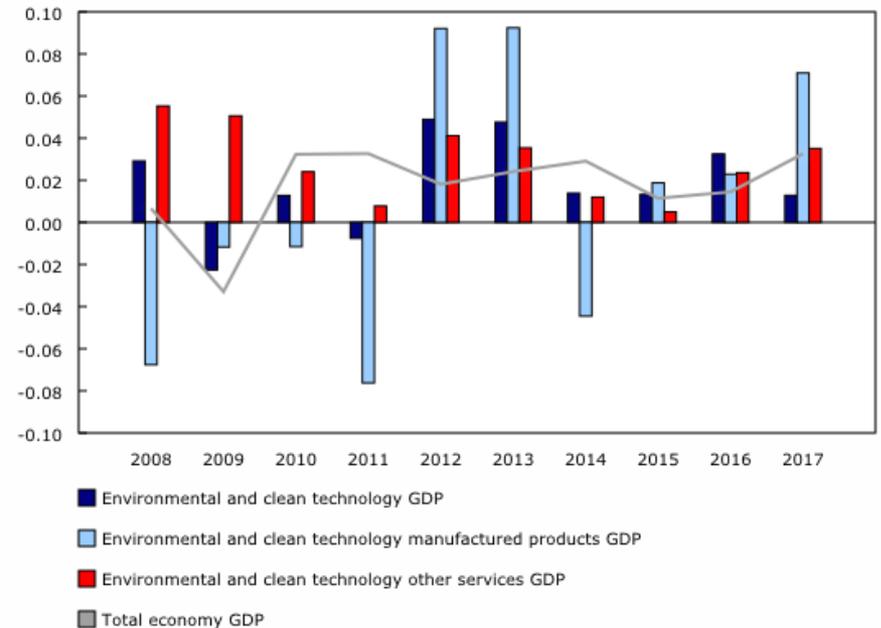
## Natural resource prices

## Environmental and clean tech products

index (2012=100)

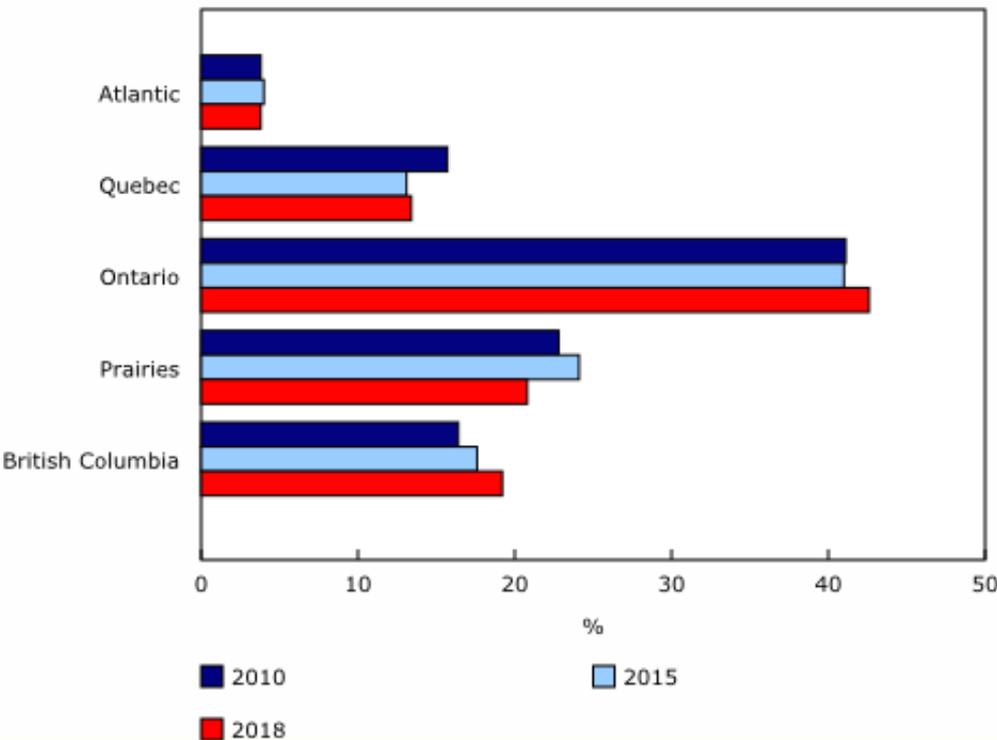


annual % change, constant 2012 dollars

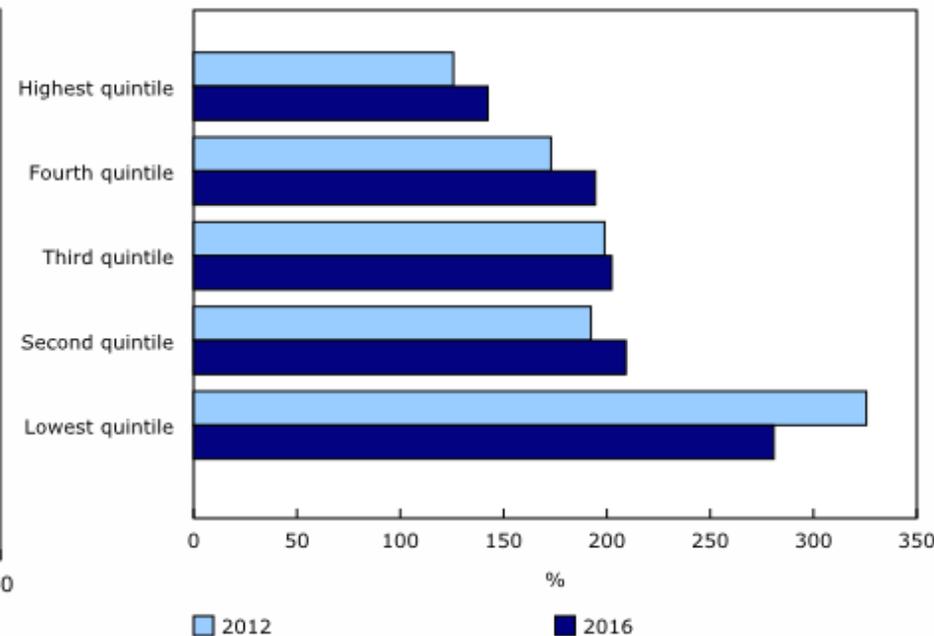


# Sustainability and wellbeing: Household sector distributions

Share of wealth of top 20%



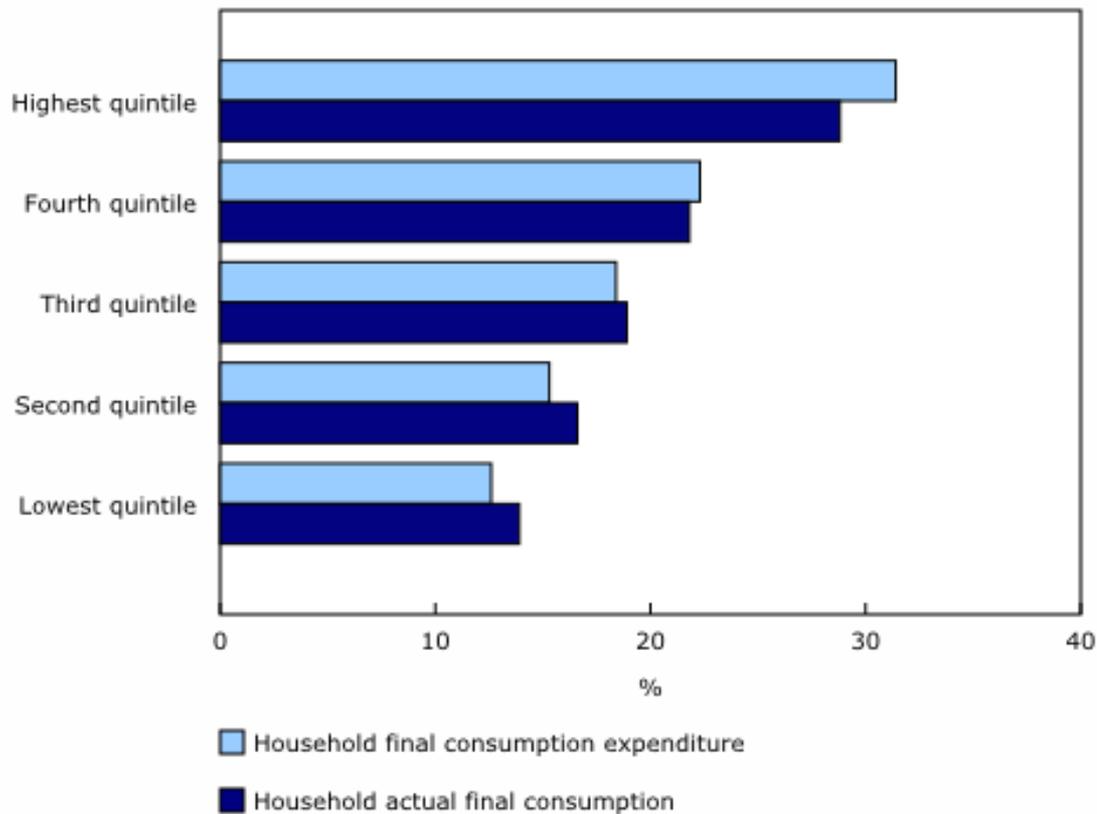
Debt to income ratio



# Sustainability and wellbeing: Household sector distributions

100

Impact of Social Transfers in Kind



# Enhanced distributions

## New approaches leveraging big data

