



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

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

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

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.

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



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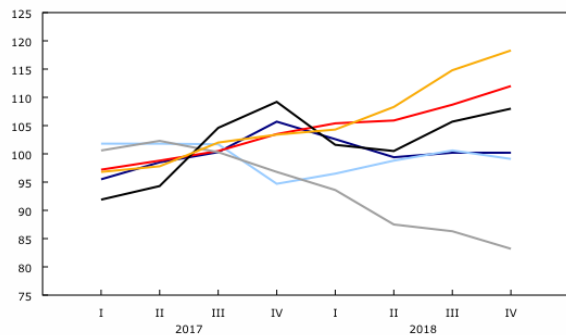
Modern content, addressing gaps, improving quality

- 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

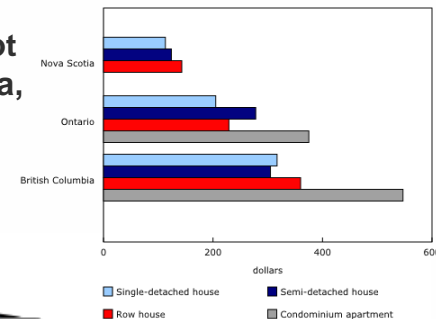


Modern content, addressing gaps, improving quality

index (2017=100)

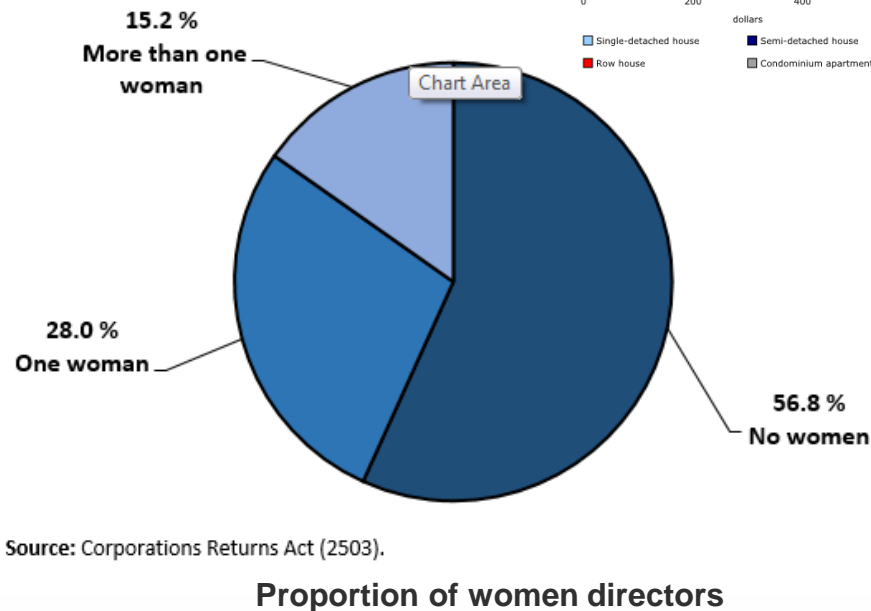
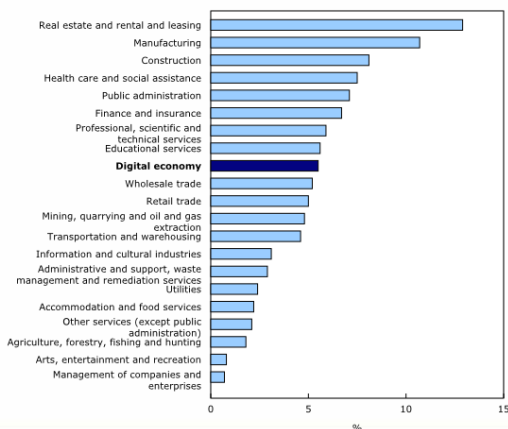


Median assessment value per square foot of residential property types, Nova Scotia, Ontario and British Columbia



Experimental new condominium apartment price indexes

Digital Economic Activities



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

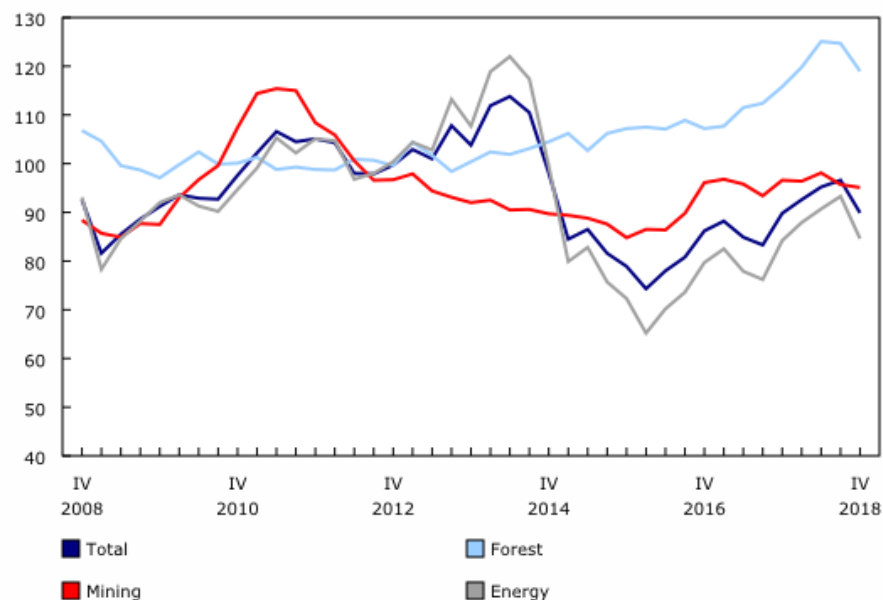
Energy supply and
demand



Sustainability and wellbeing: Satellite accounts and indicators

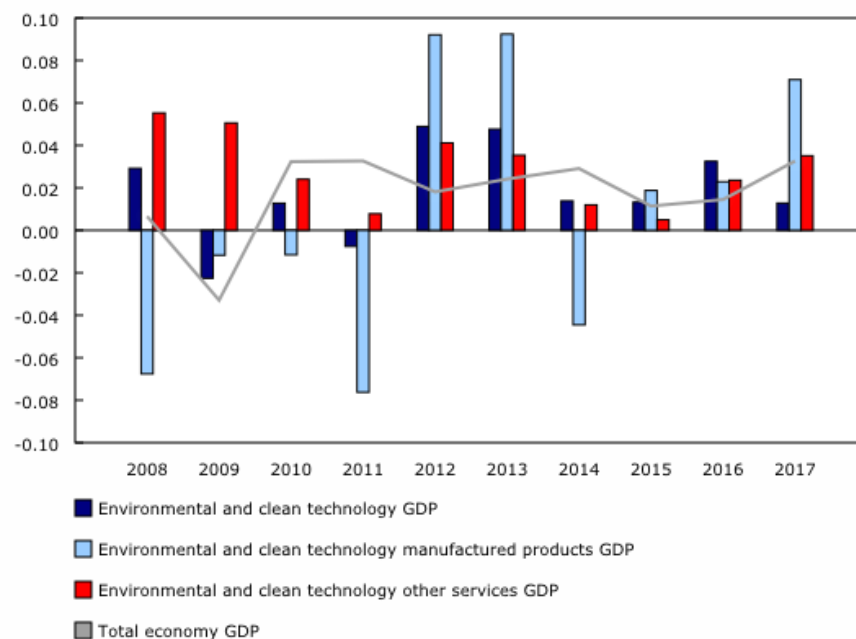
Natural resource prices

index (2012=100)



Environmental and clean tech products

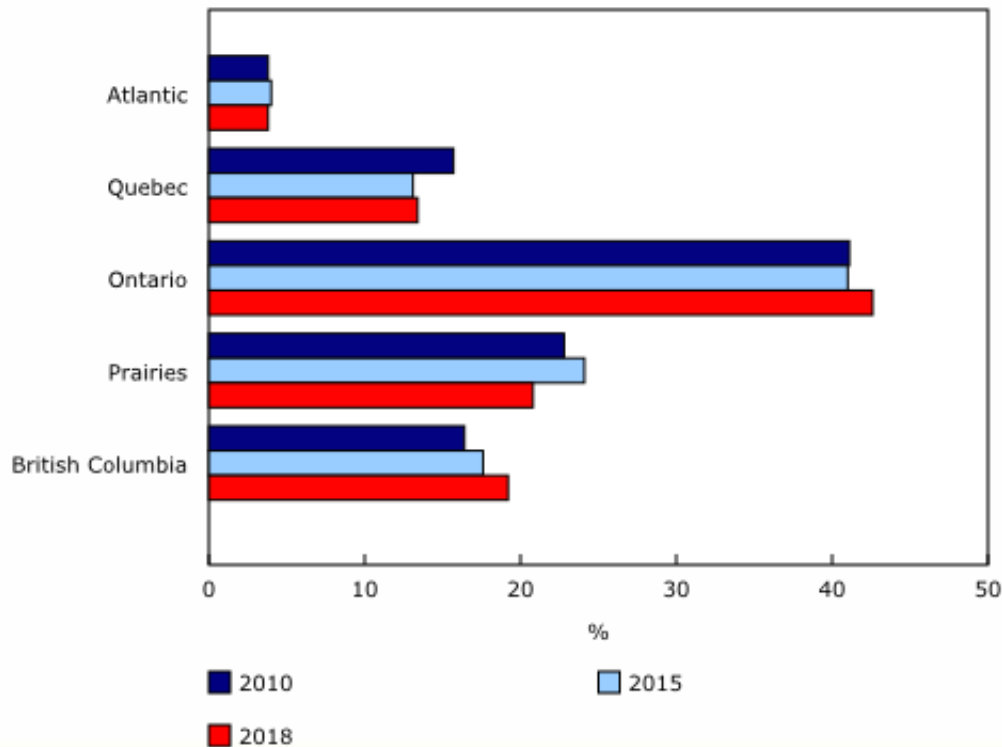
annual % change, constant 2012 dollars



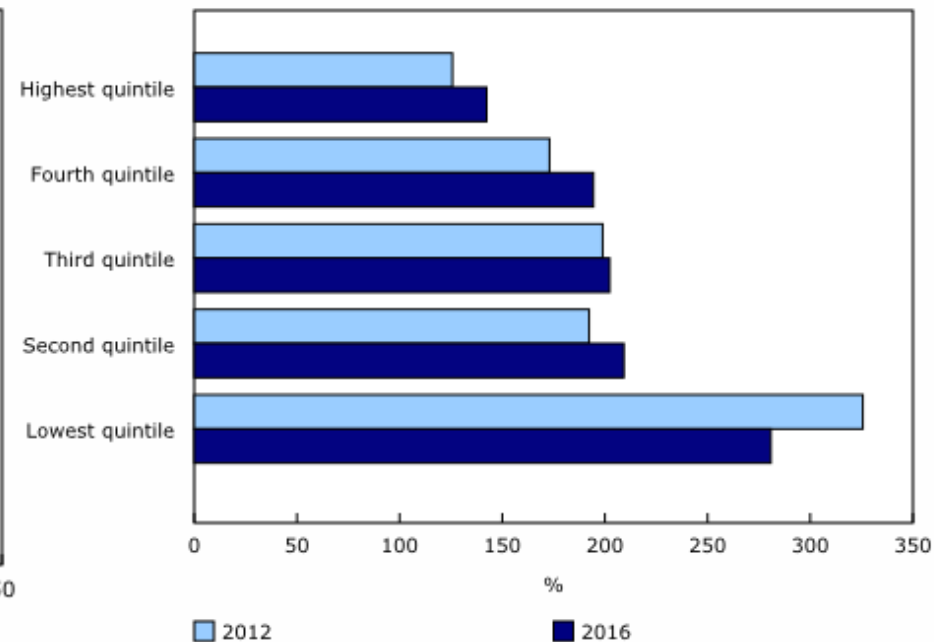
Sustainability and wellbeing: Household sector distributions

100

Share of wealth of top 20%

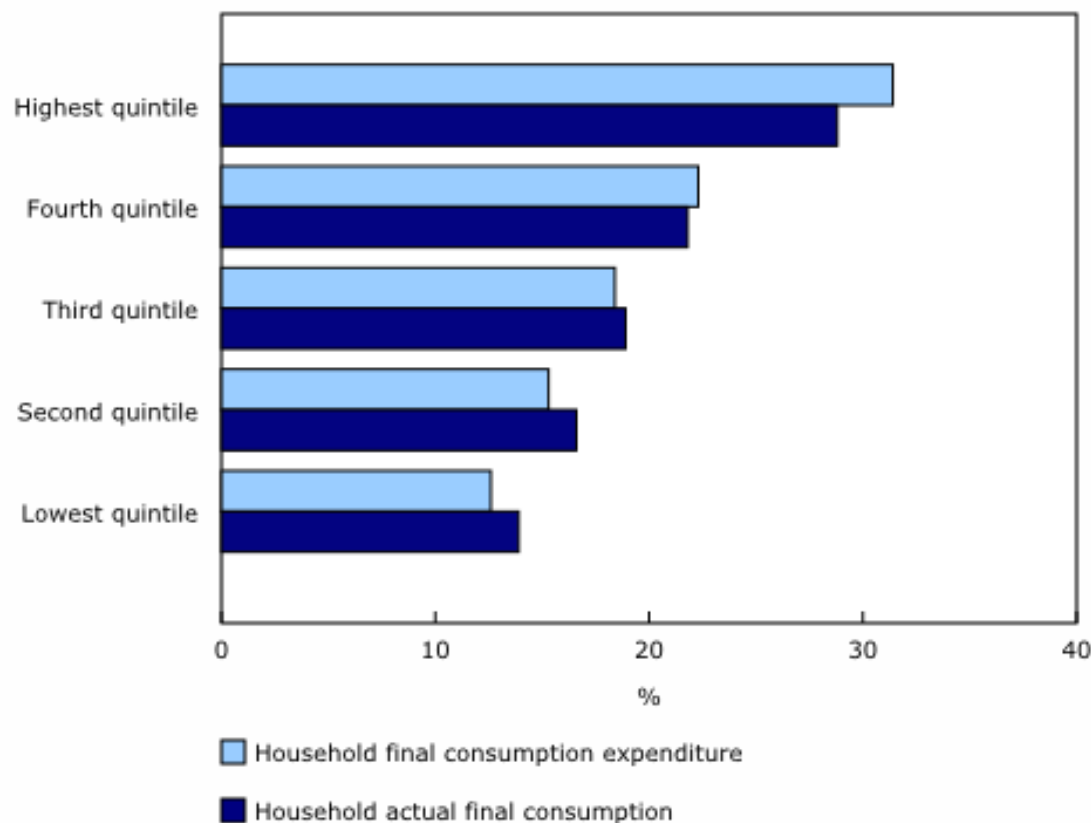


Debt to income ratio



Sustainability and wellbeing: Household sector distributions

Impact of Social Transfers in Kind



Enhanced distributions

New approaches leveraging big data

