ESTIMATES

Statistics Canada

Performance Report

For the period ending
March 31, 2002

Canada

The Estimates Documents

Each year, the government prepares Estimates in support of its request to Parliament for authority to spend public monies. This request is formalized through the tabling of appropriation bills in Parliament.

The Estimates of the Government of Canada are structured in several parts. Beginning with an overview of total government spending in Part I, the documents become increasingly more specific. Part II outlines spending according to departments, agencies and programs and contains the proposed wording of the conditions governing spending which Parliament will be asked to approve.

The *Report on Plans and Priorities* provides additional detail on each department and its programs primarily in terms of more strategically oriented planning and results information with a focus on outcomes.

The *Departmental Performance Report* provides a focus on results-based accountability by reporting on accomplishments achieved against the performance expectations and results commitments as set out in the spring *Report on Plans and Priorities*.

The Estimates, along with the Minister of Finance's Budget, reflect the government's annual budget planning and resource allocation priorities. In combination with the subsequent reporting of financial results in the Public Accounts and of accomplishments achieved in Departmental Performance Reports, this material helps Parliament hold the government to account for the allocation and management of funds.

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Foreword

In the spring of 2000, the President of the Treasury Board tabled in Parliament the document "Results for Canadians: A Management Framework for the Government of Canada". This document sets a clear agenda for improving and modernising management practices in federal departments and agencies.

Four key management commitments form the basis for this vision of how the Government will deliver their services and benefits to Canadians in the new millennium. In this vision, departments and agencies recognise that they exist to serve Canadians and that a "citizen focus" shapes all activities, programs and services. This vision commits the Government of Canada to manage its business by the highest public service values. Responsible spending means spending wisely on the things that matter to Canadians. And finally, this vision sets a clear focus on results – the impact and effects of programs.

Departmental performance reports play a key role in the cycle of planning, monitoring, evaluating, and reporting of results through ministers to Parliament and citizens. Departments and agencies are encouraged to prepare their reports following certain principles. Based on these principles, an effective report provides a coherent and balanced picture of performance that is brief and to the point. It focuses on outcomes - benefits to Canadians and Canadian society - and describes the contribution the organisation has made toward those outcomes. It sets the department's performance in context and discusses risks and challenges faced by the organisation in delivering its commitments. The report also associates performance with earlier commitments as well as achievements realised in partnership with other governmental and non-governmental organisations. Supporting the need for responsible spending, it links resources to results. Finally, the report is credible because it substantiates the performance information with appropriate methodologies and relevant data.

In performance reports, departments and agencies strive to respond to the ongoing and evolving information needs of parliamentarians and Canadians. The input of parliamentarians and other readers can do much to improve these reports over time. The reader is encouraged to assess the performance of the organisation according to the principles outlined above, and provide comments to the department or agency that will help it in the next cycle of planning and reporting.

This report is accessible electronically from the Treasury Board of Canada Secretariat Internet site:
http://www.tbs-sct.gc.ca/rma/dpr/dpre.asp

Comments or questions can be directed to:

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Statistics Canada

Departmental Performance Report

For the
Period ending
March 31, 2002

Allan Rock
Minister of Industry

TABLE OF CONTENTS

List of Tables

EXECUTIVE SUMMARY

Statistics Canada is Canada's central statistical agency. Its mandate is to collect, compile, analyse and publish statistical information on the economic, social and general conditions of the country and its citizens.

The Agency plays a central role in enlightening public policy discussion. The majority of issues facing Canadians are discussed using Statistics Canada data and analyses, as evidenced by the media coverage the Agency receives. In January 2001, the Speech from the Throne identified five priorities in which the Government continues to make significant investments: innovation, skills, children, young Canadians, and the Federal–Provincial Health Action Plan. Each of the five priorities is supported and clarified by the Agency's products. The Agency's data have helped to quantify the issues underlying these five priorities and, coupled with its objective analyses, have contributed to informed decision making by business and government toward improving the well-being of Canadians.

This report provides an overview of the priorities and achievements of Statistics Canada in 2001–02. The assessment of Statistics Canada's performance is presented both quantitatively and qualitatively in a manner that respects the Agency's Quality Assurance Framework.

In 2001–02, Statistics Canada continued to make progress on a number of fronts. The main highlight was the Census of Population and Census of Agriculture, which revealed some important findings regarding our country and its evolution. In addition, new information needs for policy formulation continued to be recognized in the areas of the knowledge-based economy, economic growth, social cohesion, human resource development, and global challenges and opportunities. The Agency is in the process of developing program enhancements or new surveys to meet these information requirements, as well as those related to Aboriginal peoples, ethnic diversity, volunteerism, education and health. Statistics Canada continued to facilitate access to its data holdings through the introduction of new Internet-based applications and enhancements to its databases, as well as to adopt or expand many innovations to better meet respondent needs and preferences.

SECTION I: MINISTER'S PORTFOLIO MESSAGE

Minister's Portfolio Message

The dawn of the twenty-first century has seen the development of the global knowledge economy. The Government of Canada has been working for the past decade to create winning conditions for Canadians to ensure that we are ideally positioned-with both the tools and the skills necessary-to seize the opportunities offered in the new economy.

It started with eliminating the deficit and with good fiscal management, followed closely by significant corporate and personal tax cuts and streamlining government. Over the last decade, we also built an impressive research and development (R&D) infrastructure and became one of the world's most connected countries. We are now global leaders in per capita access to information technology and the Internet.

Today we are seeing the benefits of these investments. Our success can be measured in having the fastest rate of growth among the G7 countries in areas such as: private-sector R&D spending; external patent applications; R&D intensity; and the number of workers devoted to R&D.

The Industry Portfolio is:

- Atlantic Canada Opportunities Agency
- Business Development Bank of Canada*
- Canada Economic Development for Quebec Regions
- Canadian Space Agency
- Canadian Tourism Commission*
- Competition Tribunal
- Copyright Board Canada
- Enterprise Cape Breton Corporation*
- Industry Canada
- National Research Council Canada
- Natural Sciences and Engineering Research Council of Canada
- Social Sciences and Humanities Research Council of Canada
- Standards Council of Canada*
- Statistics Canada
- Western Economic Diversification Canada

** Not required to submit Departmental Performance Report*

But in this global race we cannot afford to rest on our laurels. That is why, in February of 2002, our government launched *Canada's Innovation Strategy*. This strategy is designed to foster a culture of innovation in Canada, improve the quality of life for Canadians and to see the maple leaf become a hallmark of excellence for the world.

Canada's Innovation Strategy identifies opportunities in four key areas: creating new knowledge and bringing those ideas to market quickly and effectively; ensuring that Canada has enough highly qualified people with the skills needed to compete globally; modernising our business and regulatory policies to foster entrepreneurship; and supporting innovation at the local level so that our communities continue to be magnets for investment and opportunity.

To develop this strategy, we are talking to Canadians from coast to coast to create an action plan for the next decade. *Canada's Innovation Strategy* is not a government program but a call for all sectors of the economy to work together to achieve ambitious targets for the future. The action plan will identify specific ways that government, business, academia and communities can achieve our national goals.

The Industry Portfolio, consisting of 15 departments and agencies, is an important instrument in fostering innovation in Canada. Statistics Canada plays a key role in the Industry Portfolio and I am pleased to present Statistics Canada's Performance Report.

This report shows Statistics Canada's contribution to the government's agenda during 2001-02. This was a busy and productive year for Statistics Canada. The main highlights, the Census of Population and Census of Agriculture, revealed some important findings regarding our country and its evolution. In addition, data from Statistics Canada have continued to help quantify and illuminate the issues underlying the five government priorities identified in the January 2001 *Speech from the Throne*: the Federal–Provincial Health Action Plan, children, young Canadians, innovation and skills. Statistics Canada is currently developing program enhancements and new surveys to meet the policy information needs in the areas of knowledge-based economy, economic growth, social cohesion, human resource development, and global challenges and opportunities, as well as those related to Aboriginal peoples, ethnic diversity, volunteerism, education and health. The Agency has also continued to make its information more accessible to all Canadians in order to better meet their needs and preferences.

These are only a few highlights. I invite you to explore Statistics Canada's Departmental Performance Report to discover the many ways that Statistics Canada contributes to Canada's economic progress and growth.

Working together we are making our country a stronger and more prosperous place for all Canadians.

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Allan Rock, Minister of Industry

SECTION II: DEPARTMENTAL PERFORMANCE

A. Societal Context

The condition of a nation and its people can be assessed in many ways. Fundamental to these assessments is the availability of information on the numerous and diverse dimensions of the modern nation state, including its population, its economy and resources, and its social and cultural life. In Canada, provision of statistics to all levels of government and to the public is a federal responsibility. By means of the *Statistics Act*, Parliament has designated Statistics Canada as the central agency responsible for producing and co-ordinating such information with the provinces and territories. This activity is fundamentally important to an open, democratic society as it provides objective information to Canadians and their elected representatives about the evolution of our society and economy.

Agency data are increasingly used in a statutory or regulatory mode to

- distribute federal funds to provinces (*Federal/Provincial Fiscal Arrangements Act*), including the apportioning of federal–provincial collections (Harmonized Sales Tax);
- index both federal payments to beneficiaries and income tax credits (*Income Tax Act*);
- determine areas of eligibility for supplementary benefits (*Employment Insurance Act*);
- determine the distribution of parliamentary seats among provinces and define federal electoral districts (*Electoral Boundaries Readjustment Act*);
- designate federal bilingual services areas (*Official Languages Act*); and
- measure the prevalence of sub-populations that are the focus of the federal employment equity program (*Employment Equity Act*).

Historically, Statistics Canada's program has been structured to provide information on the macro-economy, the micro-economy and the socio-demographic structure of Canada. Statistical information is also provided on the nation's public institutions and programs. This constitutes the Agency's core program, which continues to be relevant. However, with issues continually emerging, the Agency must be ready and able to respond to evolving requirements for new information of ever-increasing complexity.

Among the areas requiring more information and analysis to assist public and private decision makers in understanding the issues they face are the following: the new federal–provincial fiscal arrangements; the health of Canadians and the systems that support it; the factors affecting economic performance in the new knowledge-based economy; skills and learning; economic growth; the micro-economic factors affecting competitiveness; social cohesion; social capital; global opportunities and challenges; and the outcomes of social programs.

The Agency's primary goals continue to be maintaining the relevance of the Statistics Canada program by meeting such information needs and preserving the integrity of the core program.

National Statistical Agency Operational Context

Statistics Canada's product is information. Confidence in the quality of that information is a survival issue for the Agency: if its information becomes suspect, its credibility is called into question and its reputation as an independent, objective source of trustworthy information is undermined. A commitment to quality must, therefore, play a central role within the overall management of the Agency.

Maintaining and managing quality is an integral part of corporate management

Information quality management is only one of several critical issues that Statistics Canada has to manage to be effective. Of equal importance is the maintenance of a reputation for objectivity and impartiality, respect for privacy and confidentiality, sound financial management, and an innovative human resources management framework integral to a knowledge-based organization.

Statistics Canada strives to build quality into all its programs and products. The quality of its official statistics is founded on the use of sound scientific methods, adapted over time to changing client needs, to budgetary circumstances, to the changing reality that the Agency aims to measure, and to the capacity of respondents to supply source data.

Societal Indicators

Societal indicators, which are captured under the headings economy, health, environment and communities, give a general sense of the quality of life of Canadians. Appendix A, at the end of this report, indicates the latest Agency developments vis-à-vis each societal indicator. In reporting on societal indicators in this way, this report helps to provide a contextual backdrop for Statistics Canada's contribution to policy analysis and informed policy development.

Objectives

Statistics Canada's two primary objectives are derived from its mandate:

- to provide statistical information and analysis of the economic and social structure and functioning of Canadian society as a basis for the development, operation and evaluation of public policies and programs, for public and private decision making and for the general benefit of all Canadians; and
- to promote the quality, coherence and comparability of Canada's statistics through collaboration with other federal departments and agencies, with the provinces and territories and in accordance with internationally recognized standards and practices.

The operations and priorities of Statistics Canada must satisfy a very broad range of interests, including those of key federal and provincial users, a multiplicity of other users, respondents and other agencies whose administrative data are a major information source. The Agency's specific stakeholders include the following groups:

Public and media: Statistics Canada's basic information on Canadian society—economic growth, employment, inflation, balance of payments, population, family income, health, education, justice and a host of other subjects—is communicated to the public largely through the media.

Governments: Most federal departments and agencies are major users of Statistics Canada data and several are also important suppliers of administrative data to the Agency. Intensive bilateral

arrangements are in place to ensure an effective flow of information. Provincial and territorial governments, like the federal government, are heavily dependent on Statistics Canada data over the entire range of subjects covered by the Agency; they are also major suppliers of data on health, education and justice.

Business and labour unions: Not only are business and labour important users of the Agency's information, but also the burden of surveys on the business community is an important factor in program design.

Academic sector: For both research and pedagogical purposes, the academic sector is an important user of Statistics Canada data and is also a prime source of consultation for the Agency.

Foreign and international bodies: Statistics Canada maintains extensive contacts with foreign international and intergovernmental organizations in order to share professional expertise and to promote common concepts, standards and practices. Canada's membership in international organizations, such as the United Nations and the Organisation for Economic Co-operation and Development (OECD), requires that outputs meet international standards to ensure the continuing comparability of Canadian data on social and economic phenomena with those of other countries.

Other client groups: There are many other users of Statistics Canada's data whose interests the Agency strives to support. These include regional and local governments, public libraries, professional associations, research institutes and special-interest groups.

Statistics Canada makes its information available through media releases, publications and electronic dissemination, and in response to direct inquiries. In addition, specialized products and services are provided on a cost-recovery basis, including advice on the design and implementation of information-gathering projects for federal departments and agencies. (Additional information on statistical products and their uses and users may be found in Section IV of Statistics Canada's 1997–98 *Departmental Performance Report. www.ths-sct.gc.ca*)

B. Performance Results Expectations

The Agency's fundamental raison d'être lies in the production of statistical information. The effectiveness of Statistics Canada depends on its objectivity and credibility; the relevance of its information; the accuracy, timeliness and accessibility of its products; its attainment of high professional standards; and its control of the burden on survey respondents.

The structure of this report is based on the Statistics Canada Quality Assurance Framework, which comprises six fundamental indicators, each with a number of sub-indicators to measure performance. The Agency is committed to the achievement of these key results and undertakes to monitor progress through the following six fundamental dimensions of information quality: relevance, accuracy, timeliness, accessibility, interpretability and coherence.

The Agency, by the very nature of its mandate, commits to the maintenance of the National Statistical Knowledge Infrastructure, which becomes a seventh indicator. The discussion of the indicators in this report includes the context attributed to each of these elements, as well as some discussion of the risks associated with poor performance. As these elements are horizontal in nature across the Agency, and the organization functions on a professional matrix basis, resources associated with each of these are, accordingly interspersed. (Table 14 in Section IV highlights the resources by business line.)

Table 1: Key Departmental Commitments as Demonstrated by Performance Measures

Statistics Canada's commitments	As demonstrated by
Statistics Canada commits to provide Canadians with objective and non-partisan statistics that provide measures of various aspects of Canada's economy and society, and to ensure that these statistics are • relevant to policy formulation and decision making, • responsive to emerging issues, and • of high quality, and that they contribute to • fulfilling legal requirements, • informing Canadians about current and emerging economic and social issues, and • maintaining a national statistical knowledge infrastructure.	**Relevance** • use of statistics in policy formulation and decision making • production of new statistical information in required areas of the policy-making process • production of knowledge that contributes to an understanding of Canada's economic and social history, trends and issues • extent to which the statistical information serves to address the purposes for which it was produced and fills the needs of users. **Information quality** • timely release of high-quality statistical information • statistics that adhere to recognized national and international standards • availability of quality descriptors and technical notes • statistics that are accessible to Canadians. **Maintenance of the National Statistical Knowledge Infrastructure** • controlled respondent burden • maximum use of administrative data • use of modern methods and technologies • skilled and responsive staff.

Table 2 tracks the commitments and performance measures from Table 1 through performance indicators.

Table 2: Key Departmental Commitments Tracked through Performance Indicators

Performance measures of Statistics Canada's commitments	Performance indicators	Achievements Reported in page
Relevance	**Program relevance**	
• use of statistics in policy formulation and decision making	• support to policy decision making	**13**
	• production of new statistical information	**24**
• production of new statistical information in required areas of the policy-making process	• program improvements resulting from user feedback.	**26**
	Accuracy of information	
• production of knowledge that contributes to an understanding of Canada's economic and social history, trends and issues	• survey coverage (mission critical surveys[1])	**29**
	• sampling error (mission critical surveys)	**30**
	• response rates (mission critical surveys)	**31**
• extent to which statistical information serves to address the purposes for which it was produced and fills the needs of users.	• statistical revision patterns.	**33**
	Timeliness of information	
	• measure of elapsed time between reference period and release dates.	**35**
Information quality	**Accessibility of information**	
• timely release of high-quality statistical information	• media citations	**36**
	• Internet connections	**36**
• statistics that adhere to recognized national and international standards	• website services	**37**
	• client contacts with regional offices	**38**
• availability of quality descriptors and technical notes	• sales	**39**
	• partnerships	**41**
• statistics that are accessible to Canadians.	• client satisfaction measurements.	**43**
	Interpretability of information	
	• availability of quality descriptors and technical notes	**45**
Maintenance of the National Statistical Knowledge Infrastructure	• availability of metadata.	**46**
	Coherence of information	
• controlled respondent burden	• use of classification standards (mission critical surveys).	**46**
• maximum use of administrative data		
• use of modern methods and technologies	**Maintenance of the National Statistical Knowledge Infrastructure**	
• skilled and responsive staff.	• calculated respondent burden	**48**
	• use of administrative data in lieu of surveys	**49**
	• alternative means of reporting and collecting data	**49**
	• employee opinion survey	**50**
	• employee turnover rates	**52**
	• investments in employee training.	**53**

1. The Agency has identified as 'departmental mission critical programs' those that provide key current socio-economic indicators: the Labour Force Survey; the Consumer Price Index; the Monthly Survey of Manufacturing; International Trade Statistics; the Monthly Wholesale/Retail Trade Survey; the Quarterly Gross Domestic Product; the Survey of Employment, Payrolls and Hours (Income Component); the Quarterly Financial Survey; and the Industrial Product Price Index.

Dimensions of quality are continually overlapping and interrelated. There is no effective model for bringing all the characteristics of quality together into a single indicator. Each dimension has to be adequately managed if information is to be fit for use. Failure in any one dimension can destroy the usefulness of the information.

C. Performance Accomplishments

Departmental Performance

The performance of a national statistical agency is essentially a multidimensional concept in which different audiences are interested in different dimensions of its performance. Statistics Canada recognizes that there exists an ethical responsibility to report on dimensions of performance that are not visible from outside the Agency. It is also of the view that there are four primary dimensions of performance that are paramount to a national statistical agency, and each of these can be linked to a particular stakeholder group that has an interest in its performance:

1. The **users** of the information products have an interest in the **quality** of those products, where 'quality' is broadly defined as 'fitness for use'.
2. The **funders** of the activities—the taxpayers of Canada and those in government charged with managing public funds—have an interest in **financial performance**, including efficiency, good management and proper use of taxpayers' money.
3. The **respondents** to the surveys, and their representatives, have an interest in the **response burden** imposed on them, in how the Agency interacts with them, and in the care with which the Agency protects the information they have confided in it.
4. The **employees** on whom the Agency depends, and the agencies charged with human resource management standards in government, have an interest in **performance in human resources management**.

It is not possible to produce direct quantitative results or output measures for all aspects of performance. Statistics Canada has chosen a broad concept of information quality based on 'fitness for use.'[1] Six aspects of information quality are pertinent to the use of information: relevance, accuracy, timeliness, accessibility, interpretability and coherence. Some of these aspects can be quantified in numerical indicators; some are best described qualitatively; others can be assessed only in terms of the processes followed by the Agency.

Financial performance is reviewed in Section III of this report. Information on respondent burden and Statistics Canada's performance in human resources management is discussed at the end of the Performance Accomplishments section.

1. To ensure 'fitness for use,' Statistics Canada developed the Quality Assurance Framework in 1998–99. This is the central framework through which the Agency ensures information quality by managing and assessing its performance on the basis of relevance, accuracy, timeliness, accessibility, interpretability and coherence. The *Auditor General's Report* in April 1999 contained a chapter on "Managing the Quality of Statistics." The Auditor General's review was based on the Quality Assurance Framework, and in conclusion noted Statistics Canada's commitment to producing high-quality statistics and improving quality on a continuing basis.

Priority Setting

Maintaining the relevance of Statistics Canada's programs by meeting information needs will always be a primary goal for the Agency. To maintain a high level of program relevance, Statistics Canada relies on advice and guidance from stakeholders, and a rigorous planning and performance monitoring system.

Priority setting is established on the basis of the Agency's planning and performance monitoring system. This system maintains the effectiveness of the Agency's programs by linking strategic and operational plans and program performance to resource allocations. Priorities are defined as those programs and technical or management areas most in need of attention over the planning period. Urgency of investments is assessed as a function of both the intrinsic importance of programs and their state of repair.

Achieving a balanced level of quality is the result of addressing, managing, and balancing over time, the various dimensions of quality, with due attention to program objectives, the major uses of the information, costs, respondent burden, and other factors that may affect information quality or user expectations. Actions taken to address one dimension of quality may affect other dimensions, often in ways that cannot be fully predicted. Decisions and actions aimed at achieving an appropriate balance of quality dimensions and other factors are based on knowledge, experience, reviews, feedback, consultation and, inevitably, judgment.

Program Relevance

The relevance of statistical information reflects the degree to which it meets the real needs of clients. It is concerned with whether the available information sheds light on the issues of most importance to users. Assessing relevance is a subjective matter dependent upon the varying needs of users. Statistics Canada's challenge is to weigh and balance the conflicting needs of different users to produce a program that goes as far as possible in satisfying the most important needs and users within given resource constraints.

Statistics Canada is committed to producing statistical information that is relevant to current and future needs of Canadians. Ensuring program relevance in the face of economic, social and demographic change requires constant attention. Several performance measures have been developed.

Program Relevance: Support to policy decision making

Statistics Canada is the core of Canada's social and economic information system. It serves the information needs of all levels of government, businesses and labour unions, the media, the academic sector, and the general public. The major challenges facing the country require good descriptive information on the issues at stake. Analysis of the issues requires information that will provide insights into the underlying realities and causalities, and facilitate decisions based on the best possible factual understanding of what is involved. The following findings about Canada and Canadians are among those that have been used to illuminate important issues and support policy debate. These have been grouped under four headings about Canada: its people, its economy, its research and development, and its environment.

CANADA'S PEOPLE

The Labour Market in the Week of September 11: The events of September 11 demonstrated the unique power of the Labour Force Survey (LFS) to provide very fast tracking of major events. After only 24 days, the LFS published the first set of data outlining some of the economic effects of September 11 in Canada. LFS was able to inform the public that the terrorist attacks kept an estimated 83,000 people from work, of whom more than 19,000 worked in the financial sector—banks, brokerages and insurance companies—that tends to be concentrated in the big office towers of downtown Toronto. Air transportation was another industry severely affected by the terrorist attacks, with more than 4,000 workers in this industry losing time during the same week. While many employed in air transportation lost work time, others were forced to work overtime to service and reorganize the planes that were stranded when the North American air system closed.

The Labour Market in 2001: The economy and the labour market both took a turn for the worse in 2001. Employers responded to weak business conditions by cutting hiring almost 7%, while permanent layoffs increased 2.1%.

With factories running at only 83% capacity (compared with 86% in 2000), fewer workers were needed. Manufacturing employment peaked at 2.3 million in December 2000, but by the end of 2001, it had plummeted by 4.8%, the largest year-over-year drop in factory employment since 1991. Reduced factory activity also had negative effects on the trucking industry. As well, the airline industry, already dealing with fewer travellers before September 11, cut back throughout the year.

Some industries did well in 2001. Despite the economic slowdown, consumers continued to spend, which caused added employment in retail and wholesale trade. In that industry, employment rose by 3.3%, which was similar to the gain made a year earlier.

Young men aged 15 to 24 took the brunt of the economic slowdown. At the end of 2001, some 53,000 fewer young men were employed, a drop of 4.4%. While employment growth was slow for core-age (25 to 54) men and women, gains continued to be made among people aged 55 and older.

Labour and Income Dynamics: The Survey of Labour and Income Dynamics (SLID) includes information on family finances, labour market events and income stability over time. The research being undertaken on income-related issues using the data derived from this survey includes the extremes of low income, flows in and out of low income, and long-term labour market performance of graduates.

The following are highlights:

- For the second consecutive year, average family income reached a new high in 1999, as Canadians continued to rebound from the recession of the early 1990s.
- Average after-tax family income increased by 2.1% from 1998. The source of this growth was an increase in market income resulting from improved labour market conditions.
- In 1999, 8.6% of all families were in the low-income bracket, down from 8.8% in 1998. This was the lowest rate since the pre-recession low of 8.3% achieved in 1990.
- Income inequality, after remaining stable during the early nineties, was higher by the end of the decade. The families with incomes in the top 20% received $5.20 for every $1.00 received by the families with incomes in the bottom 20%. In 1994, the difference in incomes was lowest: the families with highest incomes received $4.80 for every $1.00 received by the lowest-income families.

- A study on the effects of growing up in low-income neighbourhoods on long-term labour-market success indicated that in spite of significant differences in neighbourhood characteristics, children from smaller housing projects gained no significant economic advantage in adulthood over those who grew up in the largest projects. Average income between the ages of 27 and 35 for those who grew up in the large projects was $20,900, compared with $21,400 for those from the smallest projects.

Workplace and Employee Survey: The Workplace and Employee Survey (WES) is designed to provide an integrated view over time of how employer practices and employee characteristics and outcomes interact. The WES aims to shed light on a broad range of current issues pertaining to the modern workplace and the relationships among competitiveness, innovation, technology use, training and human resource management on the employer side and technology use, job stability and earnings on the employee side.

Findings from two studies in 2001–02 focussed on employer and employee perspectives on human resource practices and on job vacancies in profit-oriented establishments and included the following:

- One-half of Canadian business locations introduced a product or process innovation, 29% adopted some form of new technology, and more than 40% implemented an organizational change primarily by re-engineering work processes or downsizing.
- Among workplaces with fewer than 20 employees, 71% of the businesses undergoing organizational change sponsored employee training, compared with 39% of workplaces with no such change.
- Computer use and increasing job complexity also boost training rates.
- Employers implementing workplace changes are more likely to have variable pay practices such as pay for performance.
- Retail trade and consumer services industries, which pay relatively low wages and have high rates of labour turnover, accounted for 50% of the job vacancies that went unfilled.
- This suggests that even in periods of strong growth a substantial share of job vacancies are found outside high-tech industries.

Early Retirement Trends: Policy makers are concerned that an aging population will lead to potential labour shortages and subsequently place limitations on future economic growth. This concern is increased by the fact that retirement ages have been declining over the past decades.

Early retirement is now more common than a decade ago. Between 1987 and 1990, only 29% of people retired before age 60, but in the period 1997 to 2000, the rate rose to 43%. The early retirement rate was much higher in the public than in the private sector. The most common retirement age for public-sector employees was 55, while most private-sector employees still retired at age 65.

Farmers Leaving the Field: With drought on the Prairies, low commodity prices, high input costs and, more recently, huge increases in U.S. farm subsidies, more attention is recently being paid to renewing Canadian farm policy.

By the end of 2001, farming provided employment for 313,000, representing a drop of 26% in only three years. While farm employment has fallen, output has not: farmers have increased their purchases of machinery, and equipment and farms have become larger.

More farm operators are running their farms as a second job. Although farms still produce, the people running them are no longer principally employed as 'farmers'; instead they work in trucking, manufacturing or some other industry. The lure of greater opportunities for off-farm work coincides with a period of weak farm income growth, undoubtedly pushing some out of the industry. Farmers, in general, have not seen an increase in profits since 1996. Net farm income in 2000 was $2.6 billion, about the same as in the previous three years and only a fraction of the $11.1 billion high set in 1975.

First Results from the 2001 Census of Population: On March 12, 2002, Statistics Canada released the first results from the 2001 Census: the counts of population and dwellings ranging from Canada as a whole to the individual community level. The following are highlights:

The 2001 Census counted 30,007,094 people in Canada on May 15, 2001. Between 1996 and 2001, Canada experienced one of the smallest census-to-census growth rates in its population: the nation's population increased by 1.16 million people, a gain of 4%. There have been only two other periods in which the population grew this slowly: during the depression of the 1930s, and between 1981 and 1986 because of exceptionally low levels of immigration.

The five-year period leading up to the 2001 Census was marked by a decline of about one-third in natural population increase (the difference between births and deaths) while the number of deaths rose primarily because Canada's population is aging. With declining births, immigration was the main source of growth between 1996 and 2001. In fact, during that period, immigration accounted for more than one-half of Canada's population growth.

Growth rates decelerated in every province except Alberta. Shifts in migration from one province to another were responsible for the most significant census-to-census changes in provincial and territorial growth rates.

The nation's population has continued to concentrate further in four broad urban regions: the extended Golden Horseshoe in southern Ontario; Montréal and its adjacent region; the Lower Mainland of British Columbia and southern Vancouver Island; and the Calgary–Edmonton corridor.

The trend in urbanization continued. In 2001, 79.4% of Canadians lived in an urban area with a population of 10,000 or more, compared with 78.5% in 1996. Seven of the 27 census metropolitan areas had a growth rate at least double that of the national average of 4%; the largest growth rates were in Calgary, Oshawa and Toronto.

Canada Survey of Giving, Volunteering and Participating: In August 2001, Statistics Canada released the results of the Canada Survey of Giving Volunteering and Participating (CSGVP), formerly known as the National Survey of Giving, Volunteering and Participating (NSGVP).[2] The survey, funded under the Voluntary Sector Initiative, is a follow-up to the one conducted in 1997. It provides important insights into the recent evolution of volunteering, giving and participating in Canada.

2. The accompanying report, *Caring Canadians, Involved Canadians: Highlights from the 2000 National Survey of Giving, Volunteering and Participating*, was the result of a partnership between the Canadian Centre for Philanthropy, Canadian Heritage, Health Canada, Human Resources Development Canada, Statistics Canada and Volunteer Canada. Fittingly, this release coincided with the United Nations' International Year of Volunteers.

Highlights from the NSGVP include the following:

- About 6.5 million people—or 27% of the population aged 15 and older—gave their time in one form or another as part of a group or organization. This is a drop of about 1 million people from the 7.5 million (31% of the population) who volunteered in 1997.
- Those who did volunteer gave more of their time. On average, each individual volunteer contributed 162 hours during 2000, up from 149 hours during 1997.
- Volunteering was not evenly distributed throughout the population. For example, in 2000, the top one-quarter of volunteers contributed an average of 471 hours of their time throughout the year, and accounted for 73% of total hours.
- Between October 1999 and September 2000, an estimated 22 million individuals—or 91% of the population aged 15 and older—made donations, either money or in-kind, to charitable and non-profit organizations. This level was about the same as in 1997. However, the rate of increase in average donations since 1997 did not keep pace with the rate of increase of average household incomes of donors.
- Charities and non-profit organizations continued to rely on a small core of supporters. Among donors, the top one-quarter accounted for 82% of the total financial donations and 40% of the volunteer hours.

EDUCATION

The School Performance of Children from Immigrant Families: A recent analysis of the National Longitudinal Survey of Children and Youth looked at the school performance of children from immigrant families. At younger ages, those whose parents' mother-tongue was neither English nor French faced significant disadvantages in the first years of elementary school, but they made significant gains with each passing year, and by age 11 they closed the gap with children of native-born families.

Trends in the Use of Private Education: In the spring of 2001, public attention on the issues surrounding private education increased, as a result of Ontario's budget proposal to provide tax credits for parents sending their children to private schools. A study was conducted to better understand the phenomena. The highlights of the study were the following:

- Of children who attend private schools, 29% are from families with incomes below $50,000, this income group makes up 43.5% of the population. At the other end of the income scale, 26% are from families with at least $100,000 income, although this income group represents only 12.6% of the population.
- In 1998–99, 1 out of every 18 children in Canada (5.6%) attended a private school for elementary or secondary education. Interestingly, and possibly contrary to expectations, the expenditures per students were similar (on average) in the public and private systems.

Long-term Income Prospects of University Graduates: To better understand both individual and societal returns to investments in education, information was needed on longer-term outcomes. A new study explored longer-term outcomes, using a combination of 1982 to 1997 taxation records and university administrative records of bachelor's degree graduates from the classes of 1974 to 1996. It concluded the following:

- There are major differences in income among graduates from different fields; those from health, engineering and applied sciences, and education earn higher incomes, particularly early on in their careers.
- There is some convergence in income among graduates from different fields as they acquire more experience: engineering and health graduates retain a small, much-reduced income advantage later in their careers. Graduates from other fields tend to converge, except for fine and applied arts graduates, who persistently have incomes well below those from other fields.

More recent graduates earned less initially than graduates from earlier cohorts, but they caught up to them (and in some cases even surpassed them) as they acquired more experience.

Programme for International Student Assessment and Youth in Transition Survey

Canada is one of over 30 countries participating in the OECD Programme for International Student Assessment (PISA). The program is designed to provide indicators of student achievement at age 15. PISA is being implemented in three cycles: reading in 2000; mathematics in 2003; and science in 2006.

Key findings from the initial release of PISA results, in 2001 included the following:

- Canadian 15-year-olds rank among the best in the world when it comes to reading, mathematics and science. Canadian students ranked second in reading, sixth in mathematics and fifth in science among 32 participating countries. Canada was among the few countries that scored near the top in all three areas.
- In all participating countries, students from higher socio-economic backgrounds performed better than those from lower socio-economic backgrounds.
- Students in Canada from the 25% of families with the lowest socio-economic status scored above the average for all students in OECD member countries. These results suggest that the Canadian education system, by improving reading skills among the economically or socially disadvantaged, has helped overcome the educational disadvantage associated with low socio-economic status that persists in many countries.
- The study confirmed that parents can have a profound impact on the education of their children. Those who provide a home environment that stimulates learning can positively influence their children's academic outcome. For example, students who performed well tended to come from homes where parents discussed political or social issues, books or television shows with their children, and students who participated in cultural activities outperformed other students.
- Girls performed significantly better than boys on the reading test in all countries. Boys outperformed girls in mathematics in Canada, but the gender difference was much narrower than that observed in reading. There was also no significant difference in test scores for boys and girls in science achievement in Canada, a result similar to that seen in most other countries.
- After effects of parental and socio-economic status have been removed, there was no difference in performance of children attending private versus public schools.

Key findings from the initial release of results for the 18- to 20-year-old cohort from the Youth in Transition Survey included the following:

- Canada's high school dropout rate—the proportion of 20-year-olds that has not completed high school and is not working toward its completion—fell sharply throughout the 1990s (18% to 12%).
- A strength of Canada's secondary education system is that it affords a second chance to dropouts.
- Poor academic performance is only one reason for dropping out; for example, almost half of all leavers had obtained a B average or better.
- Compared with graduates, dropouts were less engaged in school, both academically and socially. They were less likely to have had close friends who pursued further education past high school, and were more likely to have engaged in such behaviours as skipping class, drinking alcohol regularly and using drugs frequently. Some young men reported that they just wanted to work; some young women cited pregnancy and child-rearing as reasons for failing to complete high school.
- A greater percentage of dropouts (32%) than graduates (16%) lived with a lone parent. Dropouts were also three times as likely as graduates to have parents who had not finished high school (27% versus 9%).

HEALTH

How Healthy are Canadians?

In April 2001, Statistics Canada published the report “How healthy are Canadians?” It compared the health status of men and women. Some of the findings seemed paradoxical:

- Women experience more stress, illness and years of disability than men. But even after diagnosis of disease, women survive longer than men. To some extent, this may be because women take better care of their health than men do.
- On a day-to-day basis, men are more likely than women to adopt unhealthy behaviours that may be associated with health problems. Men drink and smoke more than women and are more likely to be overweight. Yet vigorous physical activity is more common for men.
- Women make greater use of the health care system, largely in relation to their reproductive role and female-specific health care needs.

Other studies published in the year included the following:

- A study looking at the level of food insecurity estimated that approximately 3 million Canadians were living in food-insecure households. This was associated with poor health, multiple chronic conditions, obesity, distress and depression.
- An important study following heart attack patients in four provinces showed that surgical procedures had little if any impact on the one-year survival of women. In addition, there were wide unexplained variations in rates of revascularization and death among the health regions in the four provinces.
- The first national five-year relative survival rate for several types of cancer was published in co-operation with provincial cancer registries. The relative survival for prostate, breast, and male lung cancer differed among the provinces; there were no differences for colorectal cancer.

- Preliminary results published from the Canadian Community Health Survey included a look at the level of unmet health care needs, which has increased dramatically from 4% in 1994 to 12% in 2000–01. Long waits and unavailable services were the main reasons cited for unmet health care needs.

The Effect of Smoking on Longevity: The effect of smoking on life expectancy without disability in Canada was based on data from the longitudinal file of the National Population Health Survey. The study investigated the impact of smoking on life expectancy and also compared, for the first time, smokers' and non-smokers' quality of life in terms of years lived with or without disability.

The results show that a male non-smoker aged 45 can expect to live another 35 years. In comparison, a male smoker can expect to live only 28 years, or 7 years less than a non-smoker. Among women, the gap is larger—at age 45 a non-smoking female can expect to live an additional 41 years, 10 years longer than a woman who smokes. Clearly, tobacco use has a major impact on life expectancy, eliminating close to one-quarter of the remaining expected years of life for women aged 45 and one-fifth of the remaining expected years of life for men.

The important insight from this analysis is that it also addressed the questions of whether the lost years would have been lived in 'good health' or whether the premature death of smokers may spare them years lived in a state of disability. On average, a male non-smoker aged 45 can expect to live another 25 years without disability, which represents 70% of his remaining life expectancy. For a male smoker of the same age, the life expectancy without disability is another 18 years, or 63% of his remaining years of life. Similar differences were observed for females.

Smoking not only increases the risk of dying prematurely but it also increases the risk of losing independence and reduces the chance of regaining autonomy.

Seniors' Formal and Informal Support Needs: Statistics Canada, working in collaboration with the Université de Montréal, conducted a study in 2001 on the needs of seniors for support from non-governmental and governmental organizations. The study found that exclusive dependence on formal (mostly government-supplied) sources is greatest among seniors who were aged 70 or older, had no children and lived alone or with a spouse. Dependence on informal sources, in contrast, is greatest among younger seniors living with persons other than a spouse. Seniors who depended on a mix of formal and informal care are typically those aged 75 or older who live alone but have two or more surviving children.

CANADA'S ECONOMY

The following findings about the Canadian economy in 2001–02 are among those that have been used to illuminate important issues and support policy debate.

Telecommunications: The telecommunications services industry has experienced robust growth in recent years. Value added in this industry increased by 68% from 1997 to 2001 and accounted for nearly 3% of GDP in 2001, up from almost 2% in 1997. Wireless telephone services continued to rise: in 1997 there were 4.3 million mobile phone subscribers; by the fourth quarter of 2001, just over one in three Canadians (10.9 million) were talking while on the move. In contrast, 2001 marked the first year-over-year decline in fixed telephone access. Taken together, however, fixed and mobile access to the public switched telephone network reached parity with the population for the first time: there is now on average one access path for each Canadian.

Compendia on the Information Communications Technology Sector: In 2001 Statistics Canada released two compendium publications on the growth and performance of the information communications technology (ICT) sector. The publications integrated data from various sources based on OECD definitions. The updated compendia showed that the ICT sector ($57.5 billion) represented 6.2% of Canada's gross domestic product (GDP) in 2000, and accounted for 3.9% of total employment in 1999 and 45.7% of total private-sector research and development in 2000.

Studies on the Service Sector: Various studies compare the dynamics in the service sector of the Canadian economy with those of other OECD members.

They confirm that growing proportions of Canada's employment and GDP are based in the services industries; this is consistent with most OECD countries. However, service growth in OECD countries during the last decade has been concentrated mainly in finance, insurance and business services, whereas in Canada the computer and related services industry has grown the most rapidly, roughly doubling its output in real terms during the latter half of the 1990s.

Canada's international trade in services also grew rapidly in the 1990s, particularly its exports of services. As with other developed countries, much of Canada's services trade is concentrated in the commercial services industries such as arts, recreation and entertainment, personal services, and business services.

Financial Security: The Survey of Financial Security provides information on the net worth of Canadians, the distribution of wealth in Canada and the ability of Canadians to save for retirement.

The following are some of the highlights:

- In 1999, the net worth of Canadians, including the value of their employer pensions, was $3.5 trillion.
- Close to 30% of this amount was held private in pension savings, largely employer pensions, registered retirement savings plans and registered retirement income funds.
- About 29% of family units had no pension savings; the highest income recipient in close to half of these families was 45 years of age or older.
- An estimated one-third of family units where the major income recipient is aged 45 to 64 and still working may not have sufficient savings to replace at least two-thirds of their pre-retirement earnings, or to generate an income above the low income cutoff, when they retire.
- Those families with a major income recipient employed in a processing- or manufacturing-related occupation were most at risk of not being able to replace two-thirds of their pre-retirement earnings; 46% of these family units were estimated to have insufficient savings.

The Changing Face of the Insurance Industry: In the fall of 2001, new information released on the 1990s consolidation in Canada's property and casualty insurance industry included the following:

- The industry has grown since 1988, despite a decline in the number of insurers.
- The number of foreign-controlled insurers fell the fastest, but they increased their overall share of the Canadian market; this implies a considerable consolidation among foreign insurers.
- Consolidation in the property and casualty insurance industry has resulted in an increased concentration of market share under the biggest insurance company groups. The consolidation is not solely related to economies of scale, as smaller insurers focussing on niche markets have traditionally competed favourably. It is possible, however, that size advantages have increased in certain product lines, such as automobile insurance.

- Since 1988, large insurers have increased their focus on automobile insurance. Medium-sized companies now concentrate less on automobile insurance and more on property and other insurance. The smallest insurers focus mainly on property and other niche lines and underwrite very little automobile insurance.

CANADA'S RESEARCH AND DEVELOPMENT

The following are findings on Canada's research and development in 2001–02.

Organizational and Technological Change in the Public and Private Sectors, 1998 to 2000: The data from the 2000 Survey of Electronic Commerce and Technology showed that between 1998 and 2000, four-fifths of Canadian public-sector organizations introduced significantly improved organizational structures or management techniques. This rate of introduction of organizational change is double the 38% recorded by the private sector. The public sector also led the private sector overall in the introduction of new or significantly improved technologies (85% versus 44%).

Innovation: In 2001–02, a study was released that used data from the 1999 Survey of Innovation. *How Innovative are Canadian Firms Compared to Some European Firms? A Comparative Look at Innovation Surveys*, found that Canadian firms were more innovative than European firms, but that companies in Germany, Spain and Ireland obtained substantially more sales from their innovations.

Research on Advanced Technology Use: A study has found that the productivity of manufacturing plants that had adopted new advanced technologies grew at a considerably faster rate in the 1990s than that of plants not using these technologies. It indicated that the presence of research and development facilities was not closely connected to productivity growth: rather, it is the adoption of particular technologies—notably the advanced information and communication technologies (ICTs)—that are most closely associated with productivity growth.

2000 Survey of Electronic Commerce and Technology: The 2000 Survey of Electronic Commerce and Technology provided some important insights into the use of information and communications technologies. In 2000, private-sector Internet sales rose sharply (73%) from the previous year. Despite this large year-over-year increase, the percentage of enterprises selling online declined from 10% to 6%. Notwithstanding this decline, the proportion of economic activity attributable to the businesses that sold over the Internet was 25% in 2000, increasing from 17% in the previous year. In addition, electronic commerce became concentrated into fewer, larger businesses.

2000 Household Internet Use Survey: The results of this survey revealed that household Internet use took its biggest jump ever in 2000, disproving speculation that the Internet's popularity was levelling off. In 2000, some 51% of Canadian households had at least one member who was a regular Internet user, up from 42% in 1999. The survey also revealed that households accessed the Internet more frequently and were staying online longer.

The value of orders placed over the Internet from home advanced sharply to $1.1 billion in 2000, up from $417 million in 1999.

General Social Survey on Internet Use: The General Social Survey (GSS) on the topic 'Access to and use of information communication technology' was completed in December 2000. The survey represents the first time that Statistics Canada has collected detailed information on individual use of technology and its impact on the lives of Canadians. Data were released in 2001 and revealed the following:

- Of those aged 15 and over, 53% used the Internet at some time during 2000, while 27% of non-users expressed an interest in becoming users.
- Almost every teenager (9 out of 10) reported using the Internet at least once in the previous 12 months. It is clear from the findings that young people are prepared to find access to the Internet, whether through schools, libraries, Internet cafés or friends. Income does not seem to pose a serious barrier for teens.
- About 75% of Internet users searched online for information on products and services. However, only 30% of these window shoppers actually made a purchase.
- 30% of Internet users used a chat service, 35% played games and 84% used e-mail.
- Close to one-quarter of Internet users took advantage of electronic banking (e-banking), making it the most widely used Internet service.
- E-banking increased with income, from 15% of users with household incomes of less than $30,000 to 34% of those with household incomes of $80,000 or more.
- E-banking and online purchasing were least common among the youngest users (aged 15 to 24).

CANADA'S ENVIRONMENT

Environmental Accounts and Indicators

Statistics Canada has been continuing its work on the environmental accounts and indicators. This work is in line with the 'sustainable development' horizontal research theme identified by the Policy Research Initiative on Sustainable Development Research, and is viewed as being absolutely necessary for completing the data requirements.

Environment and Sustainable Development

In 2000, Statistics Canada, in conjunction with Environment Canada, was invited to participate with the National Round Table on the Environment and the Economy in two projects. These were the development of the Canadian Information System for the Environment (CISE) and the creation of a set of national indicators of sustainable development.

In October 2001, the CISE task force recommended the creation of an information system for the environment that would provide for comprehensive, continuous and credible reporting to Canadians on the state of the environment and the state of the environmental management system in Canada. It recommended that the information system be created as a distributed network of databases sharing common data standards and linked together electronically. Statistics Canada and Environment Canada were urged to work together with their provincial, business and community partners in the creation of the system.

Agency staff prepared a document for the second project outlining the conceptual framework for a set of national indicators of sustainable development. Staff were also actively involved in developing a final set of indicators to be used to assist in integrated economic and environmental decision making.

Environmental Protection Expenditure

In October 2001 the Environmental Protection Expenditure Survey (EPES) results were released for the reference year 2000. The EPES data showed that business spending on environmental protection in 1998 was $4.7 billion, down slightly from the previous year. The largest expenditures were made

by the pulp and paper industry and the primary metals industry. Together, these industries accounted for 27% of total business section expenditures.

Program Relevance: Production of new statistical information

Even though the Agency continually strives to maintain the relevancy of its program mix, the nature of the dynamics of modern-day society is such that constant improvements must be made to address the information needs of emerging issues and serve Canada's need to understand these. The following represent a number of program improvements that are being developed in direct response to needs for new information and understanding. Work on some of the projects was undertaken in the past year.

CANADA'S PEOPLE

Building Research Capacity within Canadian Centre for Justice Statistics

A research unit was established in 2000 to analyse and broaden understanding of more complex analytical issues of concern to the justice sector. These issues include the assessment of measures and trends in crime statistics relative to victimization estimates; family violence data and the behaviours of children and youth; comparative analysis of child homicides in Canada and the United States; and statistical modelling of socio-demographic factors related to declining crime rates.

2001 Post-censal Surveys

- **Aboriginal Peoples Survey:** As part of the Government's Gathering Strength Initiative, Statistics Canada has been given the responsibility to carry out a comprehensive post-censal survey of the Aboriginal population. In developing and conducting this survey, Statistics Canada is working in close partnership with Aboriginal groups and organizations. This has led to the development of a questionnaire-design strategy that recognizes the need for both core national data and data specific to the various Aboriginal groups. As a result, four distinct questionnaires have been produced. The collection of survey data was successfully completed in the spring of 2002. The first results from the survey are expected by the summer 2003.
- **Participation and Activity Limitation Survey:** The objective of this post-censal survey is to provide information on the characteristics of adults and children with disabilities in Canada, on the need for disability supports and social support, and on the participation of persons with disabilities in education, employment and everyday activities. Statistics Canada has successfully completed the collection phase of the survey and the first results are expected in early 2003.
- **Ethnic Diversity Survey:** Statistics Canada and the Department of Canadian Heritage have worked together to develop the first post-censal survey on ethnicity. An advisory committee of experts from across Canada is also providing guidance. The objectives of the survey are twofold. First, it will provide information on ethnic diversity in Canada and its interaction with socio-economic outcomes. Second, the survey will provide information designed to better understand how Canadians of different ethnic backgrounds interpret and report their ethnicity. Information collected will be used in future data collections in the area of ethnicity, specifically in the content development of the 2006 Census. The collection of data for the Ethnic Diversity Survey was successfully completed by the summer of 2002 and initial results are expected by the summer 2003.

Promotion of Policy-Relevant Education Research: Negotiations are well advanced between the Social Sciences and Humanities Research Council (SSHRC) and the Canadian Education Statistics Council (CESC) for establishment of a joint initiative for the promotion of policy-relevant education research. The CESC is a partnership between the Council of Ministers of Education, Canada and Statistics Canada in the area of education statistics and research. The aim of the joint initiative, which is under the SSHRC Initiative for the New Economy, will be to support and promote policy relevant research and dissemination activities that reflect the priorities of the partnering organizations. Under this initiative, $2.8 million will be provided over the next four years for education research in Canada.

Adult Literacy and Life-skills: Several Organisation of Economic Co-operation and Development (OECD) countries have expressed an interest in conducting a comparative study to measure the distribution in the adult population of a range of skills thought to be important to social and economic success. This interest was stimulated by an analysis of data from the International Adult Literacy Survey (IALS), which revealed a need to measure the link between a series of life skills and education and occupation. The Adult Literacy and Life-skills Survey (ALL) is being developed in response to this need. The ALL will assess the performance of adults in the areas of literacy, numeracy and problem solving. It will also examine certain components of computer familiarity, and teamwork.

The resulting analysis will go beyond that of the IALS to allow the establishment of links between the skill sets of individuals and their education and occupation. Important new intermediate explanatory variables and outcomes will be measured in an extended version of the background questionnaire, which will also assess individual well-being and social capital. The survey is currently at the stage of pilot testing. The main survey will take place in mid 2003. The Canadian sample size—24,000 respondents to be interviewed and tested—will permit estimates for special groups of the population. Initial release of results will be in September 2004.

Postsecondary Education Participation Survey: The Postsecondary Education Participation Survey (PEPS) was developed to provide indicators on access to and persistence in postsecondary education. PEPS was conducted on young people aged 17 to 28 in February 2002 as a supplement to the Labour Force Survey. The information it elicited is required by Human Resources Development Canada as part of a framework for monitoring and evaluation of the Canada Student Loan Program. Survey results will also help illuminate factors determining access to and completion of postsecondary education. A special focus will be placed on the ways students finance their education, levels of student debt, and the impact of financing decisions.

Canadian Community Health: As part of the new federal–provincial agreement on health, Statistics Canada received funding for a four-year period to develop the Canadian Community Health Survey (CCHS). The CCHS is the major source of indicators that will be part of the provincial reporting of comparable health indicators in September 2002. All indicators were supplied to the provinces in the spring of 2002. The first results from the CCHS revealed the increasing level of obesity in the Canadian population. These results have been a catalyst to increase action to improve diet and level of physical activity.

CANADA'S ECONOMY

Canadian Aerospace and Defence Sector: The Canadian Aerospace and Defence Sector Survey was conducted for the reference year 2000 on a voluntary basis on behalf of Industry Canada. Its aim was to produce new statistical information on the costs, investments, employment and markets of the firms engaged in aerospace and defence production.

In 2000, the aerospace and defence industries reported revenues of $20.5 billion. This figure includes exports valued at $15.7 billion, of which $10.5 billion were sales to the United States. About 700 Canadian aerospace and defence firms employed 92,800 people, including 14,500 engineering and scientific and 53,700 technical and production staff.

The aerospace and defence industry invested approximately $2.3 billion in 2000. This includes $1.1 billion of investment in plant and equipment and another $0.9 billion in research and development.

The Construction Industries: Financial data on revenue and expense items for the construction industries for 1998 and 1999 were released in December 2001. This was the first time these data have been available since 1987. One of the reasons for re-instating this program was to improve industry and provincial data for this sector.

Early in 2002, Statistics Canada held consultations with the Design-Build Institute in order to find ways of providing data on the institute's activities in Canada. Questions will be added to the 2002 construction questionnaires to meet this objective.

Program Relevance: Changes to statistical programs based on external advice and program reviews

Statistics Canada relies on numerous consultative processes, feedback mechanisms and data analyses, which all contribute to the continuous review of the Agency's statistical outputs. These feedback mechanisms are listed in Section V, Appendix B in this report.

The following examples provide an indication of the impact external advice and program reviews have had on Statistics Canada's programs**.**

CANADA'S PEOPLE

Canada Survey of Giving, Volunteering and Participating

In 2002, Statistics Canada conducted a series of 13 consultation sessions with representatives of federal, provincial and municipal government departments, councils and agencies as part of the development of the 2003 Canada Survey of Giving, Volunteering and Participating (CSGVP). The consultations provided participants with background information and obtained input on the content for the CSGVP and future surveys on giving, volunteering and participating.

Beginning with the 2003 round, the CSGVP will be conducted as a stand-alone survey program. The survey will be instituted and funded on a permanent basis on a three-year cycle providing for collection beginning in 2003 and every third year thereafter. Information needs of both public-sector policy analysts and policy makers and volunteer-sector decision makers will be met through the survey.

CANADA'S ECONOMY

Core Consumer Price Index Indicator: In June 2001, Statistics Canada began publishing a special aggregate of the Consumer Price Index (CPI) called the CPI All-Items Excluding Eight Most Volatile Components.[3] The Bank of Canada further adjusts the series by excluding the effect of changes in indirect taxes to obtain the core CPI measure used by the bank in its policy decisions.

This special aggregate, released monthly at the time of release of the CPI, gives both public- and private-sector analysts timely access to the key core measure of the CPI used by the Bank of Canada.

Chain Fisher Indexes and Software Capitalization: In May 2001, the Agency implemented a major conceptual change that improves Canada's national accounts significantly. The official quarterly measure of real gross domestic product (GDP) was converted to a Chain Fisher Index formula. The change was in keeping with the new international standard for national accounting; it also brought the method for calculating Canadian real GDP in line with that of the United States. In addition to giving Canada a more accurate estimate of economic growth, it enabled Statistics Canada to begin treating business and government software-related expenditures as capital investments.
The estimates indicated that the total software investment in Canada doubled between 1994 and 2000, and now represents 1.4% of GDP.

Canadian Vehicle Survey: Until recently, Canadian transport activity statistics were deemed inadequate because they lacked routine measurement of road-vehicle activity. While road vehicles dominate passenger travel and freight traffic, no measures of total vehicle-kilometres and passenger-kilometres were available. The Canadian Vehicle Survey was developed at the request of Transport Canada to fill this data gap.

The Canadian Vehicle Survey provides Transport Canada and the transportation sector with data that are used in combination with other information to monitor road wear and tear, improve road safety, monitor fuel consumption, and deal with the impact of vehicle usage on the environment. The survey takes quarterly and annual measures of vehicle-kilometres and passenger-kilometres and provides estimates of the amount of road travel by driver characteristics (i.e., season and time of day).

The survey showed, among many other things, that the 17.3 million on-road vehicles it represented had travelled 310.5 billion kilometres. Among them, vehicles weighing less than 4,500 kilograms had travelled 282 billion kilometres or 91% of the total during the year.

Tourism Statistics: As a result of client feedback from the Canadian Tourism Commission, efforts have been made to improve the quality of the International Travel Survey. First, a new collection methodology has resulted in response rates improving from 3% to 93%. Previously, the method of collecting information on international travellers was through a mail-back questionnaire, distributed by Customs officers as travellers arrive in Canada. As there was no means of follow-up, response rate for this survey was very low (3%). The results of an experimental time series using a revised methodology were released. The Air Exit Survey was conducted through interviews of overseas travellers in the departure lounges of seven major airports. In the first year of operation, a 93% response rate was achieved. In addition, a bias adjustment methodology was adopted using

3. The eight volatile components, as determined by the Bank of Canada statistical analysis, are fruit, fruit preparations and nuts; vegetables and vegetable preparations; mortgage interest cost; natural gas; fuel oil and other fuel; gasoline; intercity transportation; and tobacco products and smokers' supplies.

information from the Customs Declaration Cards collected at the border. Both of these initiatives have been successful and the new methodology will replace the former method in the 2002–03 fiscal year.

Census of Agriculture: Many innovations were adopted or expanded to better meet respondent needs and preferences for the 2001 Census of Agriculture.

Completely new was the first test of Internet-based census collection, available for Census of Agriculture respondents in test areas in Alberta and Ontario. Results were positive and have provided valuable information that will lead to the implementation of e-filing as an option for all respondents in the next census.

An expansion of an existing telephone help-line ensured respondents better access to trained agents to answer their census-related questions. More operators were available, for longer hours each day and for three weeks longer than in the previous census. Help-line operators were also trained and able to collect respondent data directly over the phone.

In response to user requirements, questions on how computers are used in farm businesses were asked for the first time in 2001, supplementing the basic yes/no question about whether a computer was used on the farm. Also completely new for 2001 was the step on certified organic farming.

Canada Food Statistics: In December 2001, Statistics Canada released the first version of Canada Food Statistics on CD-ROM to provide access to a broad spectrum of food statistics and indicators from numerous sources within Statistics Canada. This product, developed by Statistics Canada in co-operation with Agriculture and Agri-Food Canada, resulted from user feedback. It contains information on food consumption, prices, nutrition, supply and demand, as well as data on the food industry, processing, employment, productivity, imports and much more

Canada Food Statistics also provides a vehicle for new, sometimes large, data products such as the nutritional equivalent of foods consumed. This data set provides an insight into food consumption patterns over time. For instance, it shows that Canadians are consuming more calories, particularly in the 1990s. Calorie intake per person was fairly stable up until 1992, but by 2000 it rose 16%. This is a valuable piece of information for those concerned with health and increased health risks associated with obesity, not to mention the potential load on the health care system. This rise is consistent with several factors, including increasing sales at fast-food restaurants, a higher proportion of the population categorized as overweight or obese, more dual-income and lone-parent households, an aging population, increased ethnic diversity, and the availability of a wide variety of high-fat snacks and prepackaged foods, which are popular with time-conscious consumers.

Accuracy of Information

A second focus of Statistics Canada in ensuring that its activities and products fulfill the needs of its constituents is on information accuracy.

The accuracy of statistical information is the degree to which that information correctly describes the phenomena it was designed to measure. It is usually characterized in terms of statistical estimate errors and is traditionally decomposed into bias (systematic error) and variance (random error) components. It may also be described in terms of the major sources of error that potentially cause inaccuracy (e.g., coverage, sampling, non-response and response).

To manage and control errors, a wide range of statistical methodology design and quality assurance practices are used. For the more critical statistical information—such as the population counts from

the Census of Population, employment and unemployment measures, the Consumer Price Index and measures of economic production—more resources are applied to assure a high degree of accuracy. In addition, all hard copy and electronic data releases undergo 'institutional' quality verification within the Agency to ensure that data users obtain sound products. There are, however, limits to the degree of accuracy that can be achieved at a realistic cost. All statistical data, regardless of the source, are subject to some degree of error.

Accuracy is usually described in terms of the major potential sources of error. Typically, these are coverage, sampling, non-response and response. Coverage errors occur when the list of units—people, households, institutions or businesses—on which a survey is based is incomplete and, as a consequence, the missing units are not represented in the survey results. Sampling errors can occur when only a sample of units is included in the survey; estimates based on a sample will typically differ from results based on a complete census. Non-response occurs because data cannot always be obtained from all selected units. Statistical adjustments can be made to compensate for non-response, but there cannot be complete assurance that the characteristics of non-respondents are appropriately reflected in the survey results. Response errors occur if, for a variety of reasons, incorrect responses are obtained. Some response errors are detected and compensated for, but some may remain undetected.

Statistics Canada's Policy on Informing Users of Data Quality and Methodology[4] requires each data release to be accompanied by, or make reference to, descriptions of methodology and indicators of data accuracy. Certain indicators of accuracy are mandatory wherever they apply: indicators of coverage accuracy, estimates of sampling error, response rates (or the converse—non-response rates) and what the relative size of revisions might be. An array of additional measures may be provided, depending on the size of the program and the importance of the estimates.

Accuracy: Survey Coverage

Every survey has a target population it is intended to cover. A survey frame is the list of units of this target population; it is used to identify and select the sample for the survey. Coverage errors (omissions, erroneous inclusions, duplications and misclassifications of units) in the survey frame may cause a bias in the estimates produced from the survey. Therefore, the accuracy of survey frames is crucial to the accuracy of survey results. The following paragraphs review the coverage of major frames used for business surveys, household surveys, and programs using administrative data sources.

Business Surveys

The majority of Statistics Canada business surveys use the Business Register (BR) as their frame. The BR attempts to cover all significantly active businesses in Canada. It employs administrative data from the Canada Customs and Revenue Agency (CCRA) to maintain a current list of businesses in Canada. Since 1997, the coverage of the BR has been extended with the use of Goods and Services Tax (GST) data together with information on federal corporation tax filers as collected by CCRA. Periodically, studies are conducted on the BR to measure the quality of the coverage and the quality of the information residing on the BR (e.g., industrial and geographical classifications). The coverage of the BR is currently estimated to be over 97% of those businesses meeting at least one of the following three criteria:

- having a work force for which the business submits payroll remittances to CCRA;

4. See the 1997–98 *Departmental Performance Report* for more information.

- being an unincorporated business with a minimum of $30,000 in estimated sales revenue; or
- being incorporated under a federal or provincial act and being an active federal corporation tax filer.

Household Surveys

The Labour Force Survey (LFS) and many other household surveys make use of a common area frame that covers all of the geography of Canada's 10 provinces, with some small exceptions.[5] Geographic areas are randomly selected from this frame. Within these selected areas, households are chosen randomly from lists of dwellings compiled for these areas. Coverage problems can arise if some dwellings are missed in these lists, or if households in selected dwellings fail to report some of their members. The coverage of the survey is monitored, in part, by comparing the estimate of total population obtained directly from the survey sample to official population estimates. To minimize the effects of coverage errors, the survey estimates are statistically adjusted so that the published survey results cover the total population. In the case of the LFS, direct coverage has remained constant at close to 90% over the past four years.

Some household surveys make use of a telephone frame, which is cost-effective for the vast majority of Canadian households but omits those, not accessible by phone. Telephone coverage is monitored as an indicator of the coverage of these surveys. In some cases, an area frame is used in combination with a telephone frame to improve coverage.

For surveys aimed at particular sub-sets of the population, a list frame of persons (or households) having a certain characteristic may be used if it exists. Such a list could be derived from an administrative data source (see below) or, as in the case of post-censal surveys, from the Census of Population. For example, the 2001 Aboriginal Peoples Survey, Participation and Activity Limitation Survey and Ethnic Diversity Survey have been designed using the 2001 Census as their frame. The coverage of such surveys is assessed in terms of the coverage of the source list.

Administrative Data Sources

Administrative data sources (such as tax files or import documents) are used as the source of statistical information for some programs. As such, the coverage accuracy is, to a large degree, already built into the data source. For administrative data sources that are designed for regulatory purposes, coverage can be expected to be complete for that target population, to the degree that the source agency has effective control of data reporting through mechanisms such as licensing or enforcement. Statistics Canada has to assess the relevance, as well as the coverage, of that target population in terms of the statistical needs to be satisfied. The Agency may undertake reconciliation or adjustment processes based on additional or corroborating sources of information to better align administrative coverage with statistical needs. Because of their completeness, statistics derived from administrative sources are also used in some situations to enhance the coverage and accuracy of statistics derived from surveys.

Accuracy: Sampling Error

Sampling is an important means of achieving a more effective allocation of resources, ensuring appropriate relevance across programs, yielding more timely results, and in other ways improving data accuracy. Because of sampling, the Agency is able to do more with less, and can provide greater reliability by optimizing sample designs.

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5. Indian reserves, members of the armed forces and inmates of institutions are excluded from the Labour Force Survey.

Estimates based on a sample can be expected to vary from sample to sample, and to differ from those that would result from a complete census. The expected size of these variations and differences depends on the sample design, among other factors. The reliability of each estimate can be approximated from the sample data. The measure of reliability that is most frequently conveyed to users is the 'coefficient of variation' (CV).[6]

A low CV means a high degree of statistical confidence in the reliability of the associated estimate. Conversely, a higher CV would mean a lower degree of statistical confidence in the reliability.

Table 3 presents coefficients of variation for the primary estimates or results from the Agency's mission critical surveys.

Table 3: Coefficients of Variation for Mission Critical Surveys

		Coefficient of variation			
Mission critical survey[1]	Topic	1998–99	1999–00	2000–01	2001–02
			%		
Labour Force Survey					
Employment	Total employment	0.3	0.3	0.3	0.3
Unemployment	Total unemployment	1.8	1.9	2.0	1.8
Monthly Survey of Manufacturing[2]	Total shipments	N/C	0.5	0.6	0.6
Monthly Wholesale Trade	Total wholesale sales	0.9	1.1	1.1	1.1
Monthly Retail Trade	Total retail sales	0.9	1.1	1.1	1.2
Survey of Employment, Payrolls and Hours	Employees	0.1	0.2	0.1	0.1
Quarterly Financial Survey[2]	Total operating revenue	N/C	1.2	0.9	0.7

Notes:

N/C – Not calculated.

1 This table omits those mission critical surveys that do not utilize random sampling in producing their estimates (Consumer Price Index, International Trade, the Monthly Gross Domestic Product and the Industrial Price Index).

2 As a result of the redesign of the Quarterly Financial Survey, the CV estimates can now be calculated with more precision.

The coefficients of variation presented in Table 3 are all very low and thus the estimates are considered very reliable; this speaks to the importance of these programs. More disaggregated results from these programs would tend to have higher CVs since, typically, as the size of the sub-group of interest decreases, the CVs of the related estimates rise.

Accuracy: Response Rates

The accuracy of the data disseminated by Statistics Canada is directly related to the accuracy of the data provided by the respondents to the Agency's surveys and censuses. It follows that an important indication of accuracy is the percentage of respondents asked to provide data who actually do so. It can be expected that the higher this response rate, the greater will be the accuracy of the survey results. Table 4 below provides response rates (expressed as a percentage) for the Agency's mission critical surveys.

6. A CV expresses variability as a percent of the estimate. Normally, a range of plus/minus 2 CVs around the estimate provides a 95% confidence interval for the value being estimated.

Table 4: Response Rates[1] for Mission Critical Surveys

Mission critical survey[2]	Response rate			
	1998–99	1999–00	2000–01	2001–02
	%			
Labour Force Survey[3]	95	94	92	94
Monthly Survey of Manufacturing	98	96	96	98
Monthly Wholesale Trade Survey	92	92	91	93
Monthly Retail Trade Survey	93	92	91	95
Survey of Employment, Payrolls and Hours (Income Component)	83	81	83	84
Quarterly Financial Survey[4]	88	86	87	70
Industrial Product Price Indexes	90	90	90	94

Notes:

1 Some of the changes in figures for 2001–02 were due to a change from unweighted to weighted response rates.

2 This table omits the Consumer Price Index, International Trade and Monthly/Quarterly Gross Domestic Product surveys, which do not collect data directly from respondents.

3 The lower response rate in 2000–01 was due in large part to the introduction of centralized computer assisted telephone interviewing (CATI). As interviewers became more comfortable with the changes in 2001–02, response rates returned to their normal levels.

4 The response rate in the current year is much lower but rises above 80% with subsequent data collection.

The household response rate for the 2001 Census of Population was 98%, similar to the rate achieved for the 1996 Census of Population.

It is generally accepted that for most surveys, a 100% response rate is not a practical possibility. The Agency ensures that reasonable efforts are made to achieve an acceptable response rate (as well as to obtain accurate responses) while producing timely data without undue burden on respondents. Among a variety of methods, this is usually achieved by having good questionnaire design, using tested and proven procedures and operations, providing respondents with information on the purposes of the data collection, following up with non-respondents, and making suitable statistical adjustments to the data when complete response is not achieved. In the case of economic or business programs, the main focus of follow-up is on the major contributors to the estimates.

Obtaining complete and accurate response requires the co-operation and support of respondents. The Agency's Respondent Relations Program was implemented to manage its relationship with these key participants. The Agency has developed guidelines for business and household surveys, and is compiling a compendium of best practices to help survey managers communicate more effectively with respondents. Respondent relations specialists, in headquarters and the regional offices, prepare communications materials, emphasizing how to access and use survey data, for interested respondents and for elected representatives and local officials. They have also prepared and delivered interviewer training on how to handle non-response, especially by providing respondents with clear and compelling reasons for participating in a survey. A module on the Agency's website, *Information for Survey Participants*, includes information on household and business surveys, as well as information for respondents on their rights. A detailed analysis of comments from respondents is to be undertaken over the coming year.

Accuracy: Statistical Revision Patterns

Economic and socio-economic time series are statistical records of the evolution of economic processes through time, generally compiled for consecutive periods such as months, quarters or years. As such, time series are an important tool in understanding both the trends and underlying causes of social and economic phenomena. While revisions to statistical estimates are often necessary, they impact directly on users of statistical information by altering their understanding of these phenomena and, in turn, impacting on their decision making.

Statistics Canada takes care to minimize revisions to statistical estimates by facilitating reporting, ensuring that questionnaires are easily understood, making use of new technology to better accommodate respondents' ability to report, and conducting internal reviews to ensure that collection and data-processing procedures yield effective results. Of course, revisions are not necessitated only because of an incomplete processing cycle. Other planned activities, including changes to classification systems or modifications to baskets of goods and services on which indices are based also result in revisions. Revisions to the Agency's series are made with a view to balancing the competing demands of accuracy and timeliness.

Table 5 provides an indication of the average size and range of revisions of some of the mission critical programs.

Average size of revision is defined as the absolute revision averaged over the last year of releases, expressed as a percentage. For a monthly survey, the average is over the 12 reference months of 2001. The last revised estimates before annual revisions are used in calculating revision sizes. For a quarterly survey, the average is over the four reference quarters of 2001.

The range of revision shows the pair (the smallest revision, the largest revision) over the same reference periods.

Table 5: Revisions of Mission Critical Surveys in 2001

Mission critical survey[1]	Topic	Frequency	Average size of revision	Range of revision
			%	
Monthly Survey of Manufacturing	Shipments	Monthly	0.40	-0.70, 0.80
International Trade	Total exports[2]	Monthly	2.20	-5.20, 4.50
	Total imports	Monthly	0.65	-0.70, 1.90
Monthly Wholesale Trade	Total wholesale sales	Monthly	0.43	-1.03, 0.70
Monthly Retail Trade	Total retail sales	Monthly	0.15	-0.33, 0.34
Gross Domestic Product, Quarterly[3]	GDP	Quarterly	0.03	0.00, 0.13
Survey of Employment, Payrolls and Hours	Employment	Monthly	0.05	-0.11, 0.09
Quarterly Financial Survey	Operating revenue	Quarterly	0.25	-0.40, 0.35
Industrial Product Price Indexes	Price index	Monthly	0.10	-0.23, 0.23

Notes:

1 This table omits those mission critical surveys that do not regularly revise estimates (Labour Force Survey and Consumer Price Index).
2 The size of revisions and range of revisions were higher in 2001 because of unexpected volatility in the energy sector. Large fluctuations in demand/supply and prices for electricity and natural gas culminated in large revisions in seasonally adjusted export values.
3 Estimates have been produced at the 1997 base-year prices during 2001, instead of the previously used 1992 base year. The resulting larger-than-normal revisions for the changeover periods were excluded in the calculations of the average size and range of revision.

Timeliness of Information

The timeliness of statistical information refers to the delay between the end of the reference period to which the information pertains and the date on which the information becomes available. It is typically involved in a trade-off against accuracy. The timeliness of information will influence its relevance.

Timeliness is clearly visible to users and easy to track. The choice of a timeliness target is closely related to relevance since information may not be useful if it is not available on time. Given timeliness targets, two performance measures are useful. The first is the existence of pre-announced release dates—and adherence to these dates—for regular series. The second is improvements in the timeliness achieved—either through changes to the targets, or where targets are exceeded. However, this measure has to be considered in conjunction with other factors since improvements that are achieved at the expense of accuracy, or at undue cost, may not represent an overall improvement in performance.

Clients have consistently preferred to maintain existing timeliness, if improved timeliness implies larger subsequent statistical revisions or a reduced level of statistical detail. Furthermore, users place great emphasis on the predictability of release dates.

There have been a number of noteworthy improvements in the timeliness of the release of Agency data in 2001–02.

Census Data

- Initial release of population and dwelling counts from the 2001 Census improved by a month (March 12, 2002 versus April 15, 1997 for the 1996 Census). Furthermore, the 2002 release included a much more comprehensive range of geographic products than the corresponding release in 1997.
- The number of releases has been reduced from 11 to 8, which will result in a number of variables becoming available earlier than had been the case and providing a more integrated approach to data release.
- The use of the Internet as the primary dissemination medium provides users with immediate access to the full range of data, tabulations, analysis and support materials, compared with earlier cycles, which relied on a combination of print and CD-ROM-based products.

Government Finance Statistics

- The Agency greatly improved in timeliness with its June 2001 release of comprehensive government finance statistics for the four years ending with fiscal year 2000–01. This release, just two and half months after the reference period, represents an enormous advance in timeliness: in the past, these statistics were released after an interval of about 28 months. The improvement was made possible by the initiative and teamwork of Agency staff, who produced preliminary estimates by drawing upon budget statements and other available data sources from all three levels of government.

Timeliness: Measures of elapsed time between reference period and release dates

The elapsed time between reference period and release dates for mission critical surveys is a timeliness measure that serves to test the relevance of the statistics in terms of the 'freshness' of the information released. Table 6 highlights the timeliness of a selection of major releases.

Table 6: Elapsed Time Between Reference Period and Release Dates of Mission Critical Surveys

Mission critical survey	Frequency	Timeliness target[1]
Labour Force Survey	Monthly	20 days
Consumer Price Index	Monthly	17 days
Monthly Survey of Manufacturing	Monthly	48 days
International Trade	Monthly	50 days
Monthly Wholesale/Retail Trade	Monthly	52 days
Gross Domestic Product		
Monthly	Monthly	60 days
Quarterly	Quarterly	60 days
Survey of Employment, Payrolls and Hours (Income Component)	Monthly	60 days
Quarterly Financial Survey	Quarterly	61 days
Industrial Product Price Indexes	Monthly	30 days

Note:

1 Timeliness targets are in calendar days. They are an indication of the planned elapsed time between the last day of the reference period to which the results refer and the day on which the data are released to the public. Timeliness targets may vary, for example, depending on the number of business days in a given month.

All releases of mission critical surveys occurred on time in 2001–02. During the year, the Agency published a total of 246 releases for which there had been a pre-established release date (99.6% of which were on time) and a total of 958 other releases for which there was not a pre-established release date. Section V of this report provides a more complete listing of major releases with pre-established release dates.

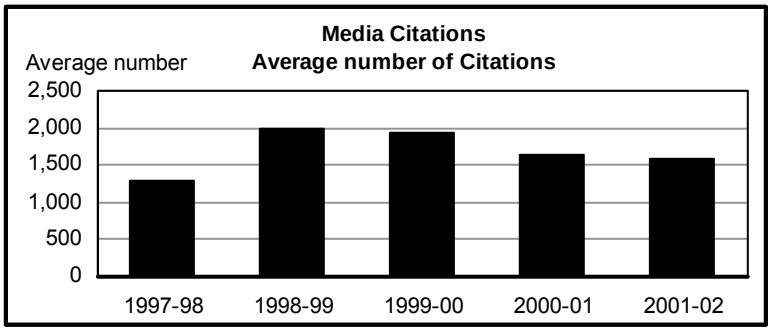
The timeliness of survey release is generally quite stable and changes occur over a long period of time. Change is often brought about when surveys undergo major redesigns.

Accessibility of Information

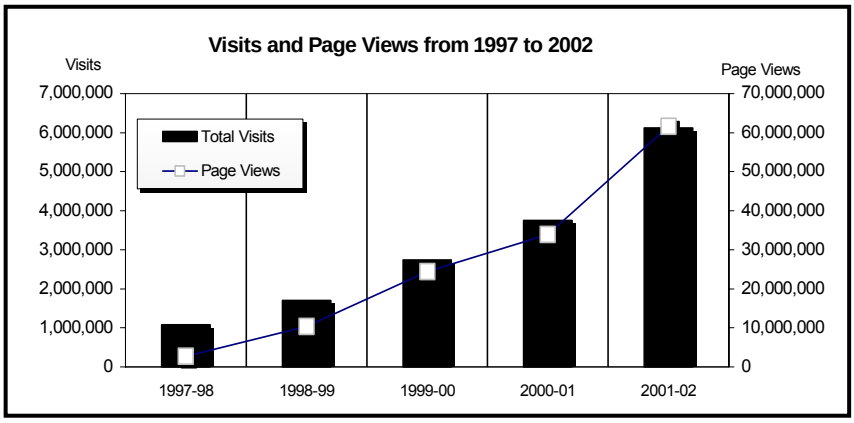
The accessibility of statistical information refers to the ease with which it can be obtained. This includes the ease with which the existence of information can be ascertained, as well as the suitability of the form or medium through which the information can be accessed. The cost of the information may also be an aspect of accessibility for some users.

The performance information that follows highlights the Agency's achievements in improving the availability and delivery of its information in 2001–02.

Access through the Media: Most Canadians learn about Statistics Canada's products and data releases through coverage of releases in the news media. The Agency's media monitoring program tracks coverage in 46 main newspapers and magazines and on 6 national radio and television networks. In 2001–02, media citations averaged 1,595 per month, attesting to the fact that the Agency's releases continue to enjoy broad coverage in the media outlets monitored.[7]



Access through the Internet : The major thrust of Statistics Canada's marketing and dissemination effort centres on making its information more accessible to its various users. As technology evolves, an increasingly large proportion of the Agency's clients have access to the World Wide Web. Therefore, Statistics Canada's website (www.statcan.ca) has become the Agency's primary release mechanism and product vehicle.



7. From approximately January 1999 until September 2000, articles that were picked up by the Agency's electronic keywords but which did not pertain to Statistics Canada were removed from the news briefs. As a result, the media citations for 1998–99, 1999–00 and 2000–01 are inflated when compared with the years before and after.

Since the launch of the website in 1995, traffic to it has been increasing steadily, exceeding 6.1 million visits in 2001–02. As illustrated in the accompanying chart, the number of total annual visits and the number of total annual page views of the website have almost tripled over the past three years. A similar increase can also be seen in the average number of visits per day, which grew from 6,600 to 23,500 during the same period.

The overall website research has evolved into an annual study to obtain feedback from end-users through the use of online surveys. Over the two-year period 1999 to 2001, the number of respondents who reported being either satisfied or very satisfied with their overall experience with the site increased from 71% to 73%. Students continue to be the most frequent users of the site, with college and university students accounting for 25% of site visits.

Currently, almost all of Statistics Canada's publications are available on the website. Many of them, particularly those that include several statistical tables, are generated automatically from data stored in Statistics Canada's main database, CANSIM (Canadian Socio-Economic Information Management System). Remaining publications are being re-engineered in the same manner.

Key activities in the past year include the following:

The enhanced online version of CANSIM II was released in April 2001, with health, justice and other new data topics. End-user retrieval activity increased by over 50%.

Business data was added in October 2001 to provide the business community with a single point of access for free statistical information. This module allows start-up companies to assess market characteristics and helps established firms compare themselves with their industry. Some 11,000 users visit this site every month.

The release in March 2002 of the first detailed analysis of the 2001 Census population data provided extensive text with numerous full-colour maps, charts and photographs. Over 300,000 hits were recorded on the site in the first three hours after its release.

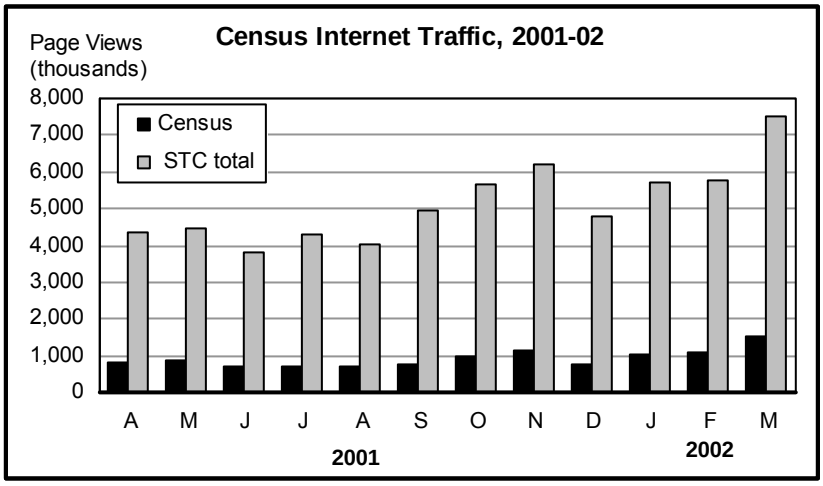
Statistics Canada's commitment to improving the scope of 'public good' data has been successful, with additional content being added to the *Canadian Statistics* and *Community Profiles* modules. More effort will be spent on expanding and enhancing the Agency's website. The frequency of visitors to the site is expected to continue to grow with the pursuit of ongoing marketing activities and the Agency's involvement in various Government On-Line initiatives.

Government On-Line

The objective of this key federal government initiative is to make all government services available to Canadians via an online channel or the Internet by the end of 2005.

Statistics Canada has also assumed the role as the lead department of two 'e-clusters' offered on the Government of Canada (GOC) portal: *Business Statistics and Analysis,* accessed via the Business gateway; and *Economy,* accessed via the Services for Canadians gateway. Both involve a number of federal partners, providing an integrated approach to information through a single service point. As the use of the GOC website and these 'e-clusters' (and others to which the Agency provides data) increases, Statistics Canada information will become increasingly important.

The Census of Population and the Internet: Statistics Canada released the first results from the 2001 Census, the counts of population and dwellings for all levels of geography, on March 12, 2002, primarily over the Internet. At the same time, an extensive list of geography reference products and tools for the geographic analysis of the data were made available.

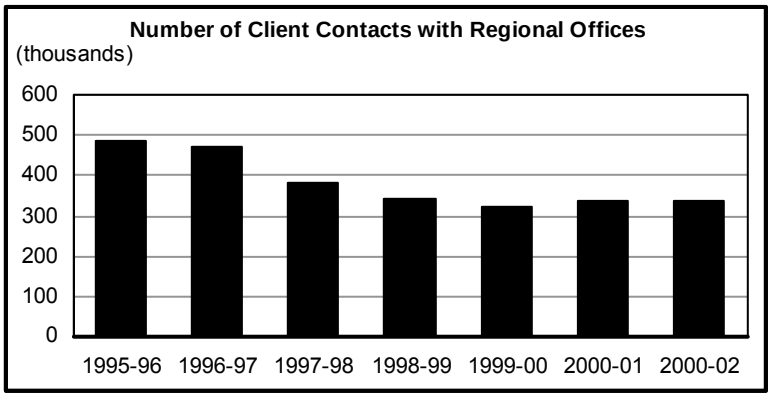


Central to the website are interactive population and dwelling data tables for all levels of geography down to the census subdivision level. Also on the site is the new geography tool, GeoSearch, which provides public access in an interactive mapping format to population and dwelling data for all geographic units, including blocks. The Internet site also contains thematic maps showing population changes, downloadable versions of reference maps, and a variety of other reference materials—all major advances in data provided free of charge.

This initial 2001 Census release proved to be extremely popular with both the public and the media: the Statistics Canada website experienced the greatest one-day volume of traffic since its inception. The release was the major news item of the day in most papers and in the electronic media. In the days following the release, the interactive census and geography tools continued to be the subjects of extremely high levels of interest. Many papers continued to release in-depth reports in the weeks after March 12.

Accessibility: Client Contacts with Regional Offices

Statistics Canada provides information without charge for requests that are of a routine nature. Callers are provided with data as well as guidance on how to access and use statistical information. For more complex inquiries, regional offices provide cost-recovered consultative services to clients. Demand for these customized services continues to grow.



Visitors to the Agency's reference centres are provided free access to Statistics Canada publications. A toll-free inquiry service and electronic messaging services respond to frequently asked questions to ensure that all non-visitors have equal access, even Canadians who do not have a regional office nearby. (Please refer to Section V of this report for the co-ordinates of each regional office.)

In 2001–02, over 339,000 people sent enquiries to Advisory Services. The increase from the previous year reflects increased use of the Internet both as a communication tool and as a means by which information needs are met. As the volume and complexity of data available through the

Statistics Canada website continue to grow, so do the volume and complexity of public enquiries serviced by Advisory Services. Increasingly, contacts with enquiries officers for research come not only through the 1-800 number, but also by e-mail and the 1-877 fax line.

Accessibility: Sales

As the national statistical agency, Statistics Canada serves the information needs of a broad range of users—businesses, labour unions, academic institutions, the media, the general public and all levels of government. The Agency's overall objective is to make its statistical information widely available in a way that keeps the Canadian public well informed about the social, economic and general conditions in which they live. Most information users fall into two broad categories: by far the largest number acquire their statistical information through the media or are occasional users. For these users, the Agency strives to offer free, user-friendly information. The other category of users consists of either businesses or government that require large-volume, specialized information. The Agency charges them accordingly for this service.

Statistics Canada provides free 'public good' information of broad interest through a variety of channels. Over time, efficiencies and new technologies in dissemination programs have permitted us to make more free information available. The following are the major products and services that provide access to Statistics Canada's information holdings without charge:

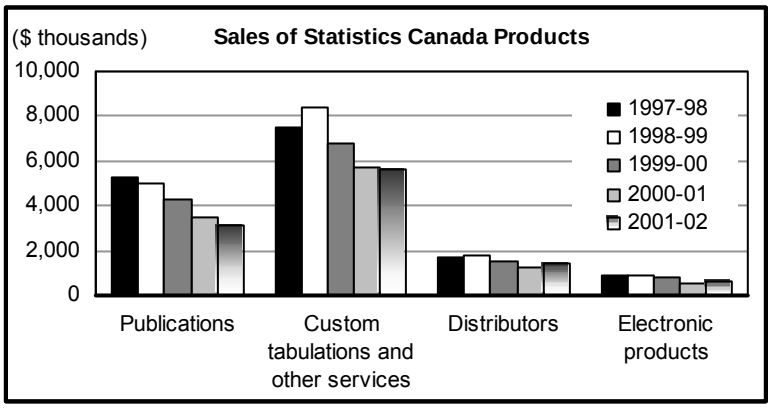
- ***The Daily*:** Statistics Canada's official release publication provides the news media—and 4,104 electronic subscribers (organizations and the general public)—with summaries of newly released statistics. The number of electronic subscriptions increased 50% in 2001–02 from the previous year.
- **Advisory Services:** Eight Advisory Services offices across Canada, as well as our subject matter divisions, respond to telephone inquiries from Canadians.
- **Publications in libraries:** Statistics Canada participates fully in the Depository Service Program (DSP). All publications produced by Statistics Canada can be consulted in libraries across Canada, either in paper form or as electronic copies—e-pubs—via the Internet. Statistics Canada distributed 17,223 publications to libraries through the DSP in 2001–02, an increase of 21% from the previous year.
- **Internet:** As Statistics Canada's principal channel for serving information users, the website enables the Agency to serve more Canadians than ever before. The average number of daily visits to our website is 23,500.
- The ***Canadian Statistics*** module is a set of thematically organized tables that provide a summary statistical portrait of Canada. The tables have been designed for on-screen viewing and are dynamically updated each day at 8:30 a.m. from CANSIM when new information is released in *The Daily*.
- The ***Community Profiles*** module contains free information on all Canadian communities (cities, towns, villages, Indian reserves and settlements), metropolitan areas and health regions. A mapping feature is also provided.
- The **Learning Resources** module provides a wide range of information and tools to support classroom activities and student research assignments in high schools. In addition to statistical data, it provides lesson plans and teaching kits that complement our Education Outreach Program.

- The **Data Liberation Initiative** provides copies of all electronic data files to teaching institutions, data libraries, where they may be used without charge for teaching and research purposes.

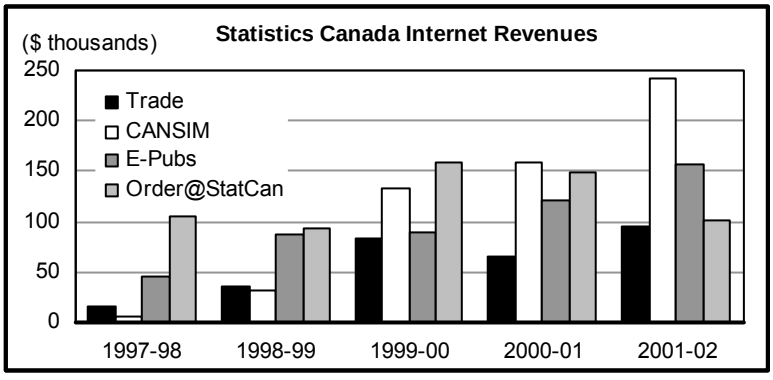
Most users of detailed and large-volume information need it for their businesses, whether in government or in the private sector. These users are charged prices that cover the cost associated with meeting their special needs. The technical and service infrastructures required for, and financed by, cost-recovery activities are leveraged for 'public good,' or free, dissemination activities. This has fostered a steady increase in the number of products that are accessible free of charge.

Cost-recovery practices are applied for the following major categories of products and services:

- **Publications (paper and electronic):** The 'post-manuscript' costs of providing personal copies of these standard products are recovered.
- **CANSIM:** is a multi-subject database providing statistical information on labour, transportation, population, finance, international trade, manufacturing, prices and more. As such, CANSIM provides Canadians with access to a comprehensive electronic database of all publishable statistics of over 10 million time series and is the single official database profiling Canada's people, economy and industries. All Statistics Canada's links from The Daily, the On-line catalogue and our publications now refer to CANSIM II tables. In 2001–2002, e-commerce revenues for CANSIM II were over $200,000.
- **Special products and services:** The full costs of developing, producing, distributing and supporting these products—primarily CD-ROMs with large databases and software tools—are recovered. Each product is expected to balance revenues and costs. Seminars and workshops on using statistical products also follow this cost-recovery approach.



- **Custom products and services:** The full cost of providing these individually specified outputs is recovered from the client. These include special tabulations (often from unpublished data or non-standard areas), integration of several sources and special packaging and analyses. These services are mainly provided through an account executive service in our Advisory Services offices throughout Canada.



Accessibility: Partnerships

Access to Statistics Canada products and services is also facilitated through partnerships with a variety of public- and private-sector organizations.

Private-sector Partners

Since 1981, a group of over 40 private-sector secondary distributors has been licensed to repackage and resell data (principally CANSIM, census and geography files). These firms typically provide added value to Statistics Canada data to serve the specialized needs of consumer and business-to-business marketers.

Ongoing consultations with distributors and key players in Canada's growing information industry allow the Agency to stay abreast of emerging industry practices in response to marketplace needs and evolving technologies for information dissemination. These consultations were instrumental in a major review of licensing practices prior to the release of the 1996 Census data and have played a key role in the introduction of further adjustments to licensing practices in advance of the release of 2001 Census-based geography and population data. They also guided the development of new contract terms for CANSIM distribution partners over the last year, in the context of the introduction of the CANSIM II database.

Public-sector Partners

Statistics Canada maintains active partnerships with the statistical focal points in all provincial and territorial governments. It provides them with a wide array of information products to serve the statistical information needs of their respective provincial and territorial administrations and recently reached an agreement with them to allow expanded access to CANSIM data at reduced costs.

Public-sector partnerships will grow in importance as increasing numbers of federal and provincial departments and agencies provide information to their constituencies via the Internet. In order to facilitate this process, while respecting its cost-recovery obligations, Statistics Canada has initiated a review of its non-commercial licensing practices.

At the same time, the Agency continues to participate in many of the federal government's online prototype projects, such as Export Source and Invest in Canada, and its holdings are accessible through the Canada site's three gateways and most of the e-clusters introduced in 2000–01 under the Government On-Line initiative.

It is noteworthy to mention special initiatives in the following areas:

- Health: Statistics Canada's priorities are developed with the assistance of the board of directors of the Canadian Institute for Health Information. The board comprises senior provincial and private-sector representatives and the Chief Statistician.
- Education: The Canadian Education Statistics Council is a joint creation of Statistics Canada and the Council of Ministers of Education. The council, comprising the Chief Statistician and provincial/territorial deputy ministers of education, advises the Chief Statistician on the Agency's Education Statistics Program.
- Justice: The Justice Information Council comprises the Chief Statistician and the federal and provincial deputy ministers responsible for justice policies and programs. The council provides advice to the Chief Statistician on the justice statistics program at the Canadian Centre for Justice Statistics within Statistics Canada.

- Local transportation: A consortium of provincial and municipal governments are working in partnership with Statistics Canada to code the place of work variable to sub-municipal levels of geography. This allows the production of data in support of transportation and urban policy planners.
- Geographic data: Statistics Canada and Elections Canada are working together to maintain and expand a digital national road network. It has been touted as a possible model and base for wider application in the building of the Canadian Geospatial Data Infrastructure, a part of the federally funded GeoConnections initiative. The National Geographic Database (NGD), a common infrastructure supported by both organizations, provides considerably more digital road updates than either party could separately achieve and limits duplication of effort. In the past year, data files from a variety of sources, including the provinces, municipalities and the private sector, have been used to update the NGD. These updates have allowed the production of more up-to-date collection maps than were generated in the past for high-growth communities for the 2001 Census. Furthermore, the digital road network provides complete national coverage of blocks (city blocks in urban areas and analogous entities bound by stable features such as roads in rural areas) that are highly stable over time.

Education Partners: The Education Outreach Program

Working with curriculum consultants and textbook publishers, Statistics Canada is starting to see the realization of the main objective of its Education Outreach Program—getting students and teachers to use Canadian data and data concepts in schools from kindergarten to the postsecondary level.

Program highlights for 2001 were impressive:

- Students now account for nearly 40% of the daily user access to the Agency's website, turning to Statistics Canada for information to help with their homework and project assignments.
- Several new textbooks and educational software products were released specifically referencing the Agency's website or including applications of Statistics Canada data. And, for the first time, microdata were made available for classroom use.
- Over 8,000 institutions are registered to use E-STAT, the Agency's educational product.
- Regional outreach representatives, through workshops and presentations, provided training to over 3,000 teachers during the school year.

The 2001 Census offered the opportunity to maintain the visibility of Statistics Canada in Canadian schools. Over 28,000 Census Teacher's Kits were requested and distributed to educators. Included in each kit were tools to help teachers at all levels introduce the census and its importance to their students and to encourage students to continue the discussion of the census at home.

At a very fundamental level, the Classroom Outreach Program mobilizes Statistics Canada employees to act as Agency emissaries in the community. They are invited to work for up to two hours per week to bring their math and technology skills into local classrooms. In the past year, over 120 employees worked in schools to support teachers and help kids.

Partnership with Academia

The Data Liberation Initiative (DLI) provides academia with affordable and equitable access to Statistics Canada data, began in 1996 as a five-year pilot project and became a permanent program in 2001. Some 66 member institutions pay a nominal fee to obtain access to Statistics Canada standard electronic data products. Currently, over 14,000 data and metadata files reside in the DLI collection. In an effort to measure the impact that the DLI has had on the academic community, a citation search was performed in 2001 related to the use of the National Population Health Survey. The findings show that there was a sharp increase in the use of these data once they became available through the DLI. In fact, the amount of research published by the academic community using these data exceeds that done by Statistics Canada and other government departments combined. An external advisory committee, made up of representatives from various member institutions, provides advice and guidance to the project.

In 2001, members of the DLI Program participated in different workshops at which representatives from member institutional libraries were trained in statistical methods and concepts as well as in the use and manipulation of data. The DLI is at the forefront in the creation and propagation of a data culture within Canada.

Research Data Centre Program

Another example of partnership fostered by the Agency is the Research Data Centre (RDC) Program. This program, the first pillar of the Canadian Initiative on the Social Sciences, is in its second full year of operation. The network consists of nine RDCs located in Dalhousie University, University of New Brunswick, Université de Montréal, University of Toronto, McMaster University, University of Waterloo, University of Calgary, University of Alberta and University of British Columbia. Each RDC represents a partnership among the major universities in that particular region. There are over 120 research projects being carried out in the RDCs by some of the leading social scientists in Canada and by some up-and-coming researchers. It is anticipated that the existence of the RDC network will attract top social scientists to affiliate themselves with Canadian institutions. It is also anticipated that the network will entice strong graduate students to choose Canadian universities for their studies. There is some evidence that both are beginning to happen. The RDC Program is an example of a successful collaboration and partnership between Statistics Canada, the Social Sciences and Humanities Research Council (SSHRC) and the academic community in Canada.

The objective of the second pillar of the Canadian Initiative on the Social Sciences is to strengthen and further develop training programs in the use of complex survey data. To this end, Statistics Canada and the SSHRC are jointly sponsoring the fourth round of summer training programs in new methods of quantitative analysis. Over 600 students have been trained in advanced methods over the past four years. The current round of summer training programs will continue for the next three years.

Accessibility: Client Satisfaction

As a service agency, Statistics Canada is mindful that its effectiveness depends heavily on the ability to meet user needs. As illustrated below, a number of measures have been put in place to allow the Agency to continuously monitor and improve its service delivery.

Service and Service Standards

To meet client needs, Advisory Services provides a single point of access to Statistics Canada through a network of offices across the country.

The Agency's standards of service to the public are published on the website and a departmental contact name is provided if data users are not satisfied with the service received. Over the years, the number of complaints received has been minimal. In the past year, an e-mail routing system, Contact Us, was added to the website, and over 37,000 electronic messages were received and answered.

Finally, a client help line is available for users of all of Statistics Canada's electronic products, including Internet commercial services. This service also tests products from a user perspective prior to their market introduction and provides feedback to product developers for ongoing product enhancement.

Client Contact Limitation File

In the past year, the Agency maintained and provided training on the use of the Client Contact Limitation File (CCLF). This database was developed in response to growing concerns among consumers about how personal information provided to process commercial transactions is treated. Whenever clients are asked to provide personal information to complete a transaction, including on the Internet, they are advised how the information is used and protected. Clients can then choose to specify that they do not wish to be contacted for future promotional or research activities.

Client Orientation Training

In another initiative organized to foster excellence in serving Agency clients, a series of client-orientation workshops were developed and offered by the Marketing Division as an integral part of the training programs that Statistics Canada offers to its employees. Topics include 'Customer Service' for front line staff and 'Managing in a Client-Oriented Public Service' for managers with client service responsibilities. These workshops stress the importance of building client feedback mechanisms into service delivery. To assist program areas with their regular program reports, a workshop on 'Measuring Client Satisfaction' helps them establish satisfaction benchmarks and pinpoint areas of their service delivery that may require improvement. Recognizing the importance of the Internet as the Agency's primary dissemination vehicle, training on 'Writing for the Web' for author areas has also been conducted to ensure the creation of user-friendly Web content. To date, over 1,431 employees have participated in this training program, which has contributed significantly to a strong client focus throughout the Agency.

In addition to customer-need studies, the Agency has also specified that all programs offering products or services include the results of customer satisfaction surveys as part of their quadrennial program reviews. These reports are reviewed by senior management with a view to maximizing the relevance of the Agency's programs to stakeholders.

Interpretability of Information

The interpretability of statistical information depends on the availability of the supplementary information and metadata necessary to interpret and utilize it appropriately. This information normally covers the underlying concepts, variables and classifications used, the methodology of data collection and processing, and indications of the accuracy of the statistical information.

The interpretability of the Agency's products is enhanced by ensuring that its official releases in *The Daily* clearly enunciate the main findings of the release in language that illustrates their relevance and can be easily used by the media in publicizing the results.

Interpretability: Availability of quality descriptors and technical notes

Statistics Canada's Policy on Informing Users of Data Quality and Methodology requires that a description of the concepts and methodology used in collecting and compiling the data, together with information on the accuracy of the data, be provided with all statistical products. Statistics Canada updated this policy a few years ago and is conducting an internal audit to assess compliance in 2002–03. An important tool supporting the implementation of the policy is the Statistics Canada Integrated Meta Data Base (IMDB) as a key tool that supports implementation of the policy.

The IMDB is a central repository for meta-information on the statistical programs of Statistics Canada. It provides users with information on each of the Agency's 400 active survey programs, including a general description of the program along with information on data sources, methodology and data accuracy. The scope and accessibility of the IMDB on Statistics Canada's external website was greatly expanded in 2001–02. To complete this initiative, the Agency is currently loading the definitions of the concepts and individual variables being measured in each statistical program, and their classification.

Coherence of Information

The coherence of statistical information reflects the degree to which it can be successfully brought together with other statistical information within a broad analytic framework and over time. The use of standard concepts, classifications and target populations promotes coherence, as does the use of common methodology across surveys. Coherence does not necessarily imply full numerical consistency.

Statistics Canada aims to ensure that the information it produces provides a consistent and coherent picture of the Canadian economy, society and environment, and that its various datasets can be analysed together and in combination with information from other sources.

To this end, the Agency has established three strategic goals:

1. to use conceptual frameworks (such as the System of National Accounts) that provide a basis for consolidating statistical information about certain sectors or dimensions of the Canadian scene;
2. to use standard definitions for the subject-matter concepts, variables and classifications used, as well as the populations and statistical units to which they apply; and
3. to use consistent collection and processing methods for the production of statistical data across surveys.

During 2001–02, a number of new or revised standards were issued under Statistics Canada's Policy on Standards. These include the Standard Geographical Classification 2001, the National Occupational Classification for Statistics 2001, the North American Industry Classification System (NAICS) 2002, and the Standards Classification of Goods 2000. Also issued in 2001–02 was a standard on Business Reporting on Financial Position and Performance, under which a standard Chart of Accounts has been established for all financial reporting by businesses to Statistics Canada.

This standard is being implemented in business surveys and constitutes an important input to the establishment of an international standard known as the Extensible Business Reporting Language (XBRL).

On the international front, the Agency continued its work on the North American Product Classification System project. The objective of this project is to develop a harmonized product classification for use by Canada, the United States and Mexico. This classification should cover the entire universe of service industries by 2007. The first phase of the project, completed in 2000–01, covered the products of selected industries in four NAICS sectors: information; finance; professional, scientific and technical services; and administrative and support services. In 2001–02, the second phase of the project was initiated to define the products of selected industries in the following sectors: transportation; education; health; accommodation and food services; and arts, entertainment and recreation. Statistics Canada also started work on the aggregation structure for the complete classification.

Under the Convergence project, which seeks to establish a more harmonized industry classification between NAICS and the European industry classification, a convergence scenario was produced by a working group of officials from the relevant statistical agencies. This scenario was tabled at the Statistical Commission of the United Nations in March 2002. As a result, the project scope was expanded to become a major input to the next planned revision of the International Standard Industrial Classification (ISIC) and support was given to holding stakeholder consultations on the convergence scenario in 2002–03.

In pursuing the third strategic goal stated above, the Agency has established the Corporate Software Strategy Committee. The mandate of this committee is to monitor and promote the development and reuse of common software components across survey programs, in an effort to reduce and manage software diversity while at the same time expanding the use of consistent collection and processing methods for the production of statistical data across surveys.

Use of Standard Classification Systems

The use of standard classification systems by surveys ensures rigour and consistency between surveys, thus making them coherent with one another. The following table highlights the use of various standard classification systems for selected key surveys conducted by Statistics Canada.

Table 7: The Use of Standard Classification Systems for Selected Surveys

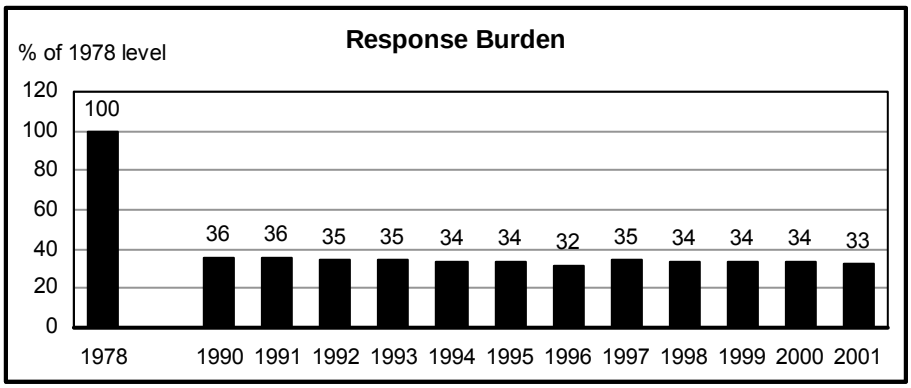
Major survey	1980 Standard Industrial Classification (SIC)	North American Industry Classification System (NAICS)	Standard Classification of Goods or Harmonized System	Standard Occupational Classification	Standard Geographical Classification
Labour Force Survey[1]		✔	✷	✔	✔
Consumer Price Index[2]		✷		✷	✔
Monthly Survey of Manufacturing		✔	✔	✷	✔
International Trade[3]	✷	✔	✔	✷	✔
Monthly Wholesale and Monthly Retail Trade[4]	✔	✔	✷	✷	✔
Monthly/Quarterly Gross Domestic Product	✔	✔	✔	✷	✷
Survey of Employment Payrolls and Hours		✔	✷	✷	✔
Quarterly Financial Survey		✔	✷	✷	✷
Industrial Product Price Indexes[5]	✔	✔	✔	✷	✔

Notes: ✔ Indicates that the classification is used.
✷ Indicates that the classification is not applicable.
1 Converted in 1998–99 from the 1980 SIC to NAICS.
2 Given the nature of the survey (pricing the basket of goods), the CPI uses its own classification system for products.
3 International Trade now produces trade data by NAICS as part of its regular program
4 These programs use groupings of activities based on the 1980 SIC as the primary industrial classification.
5 The Industrial Product Price Index converted from the 1980 SIC to NAICS with the release of the October 2001 data.

National Statistical Knowledge Infrastructure

Knowledge Infrastructure: Calculated Business Response Burden

Statistics Canada is continuing to give high priority to reducing and controlling response burden while meeting the needs of Canadians for essential statistical information.



An indicator of response burden for businesses is calculated annually using the frequency of the survey, the number of respondents, and the estimated average time to complete the questionnaire. The calculation excludes the quinquennial Census of Agriculture and other one-time surveys.

In 2001, after three consecutive years of no change, response burden declined marginally to 33% of 1978 levels. This is depicted in the accompanying graph.

The response burden decline results primarily from Statistics Canada conducting fewer business surveys in 2001 (down more than 5%) and the subsequent reduction in overall sample size (down 4%) compared with 2000. The Agency has employed more efficient sampling techniques, removed a number of questions from ongoing surveys, and placed continuing emphasis on the use of administrative data and on the implementation of electronic data reporting. These initiatives have all helped control the overall burden imposed on businesses.

Knowledge Infrastructure: Use of administrative data in lieu of surveys and alternative means of reporting and collecting data

In 2001–02, Statistics Canada continued to pursue new means of collecting data based on modern technology, alternative means of reporting and new sources of administrative data. The increased use of administrative records in lieu of direct surveys of respondents has resulted in a very substantial reduction in respondent burden over the past several years.

In this regard, the Agency continues to work in close collaboration with the Canada Customs and Revenue Agency (CCRA) to exploit, for statistical purposes, taxation data provided by Canadian businesses. These data are obtained through the corporate tax system (involving a number of schedules, especially the General Index of Financial Information (GIFI)), as well as through the tax system for unincorporated businesses, the employer payrolls deduction account system and the Goods and Services Tax (GST) remittance process.

Reduction highlights include the following:

- Complete data sets for revenue years 1999 and 2000 have been assembled for corporations and contributed to a reduction in the number of questions on business surveys.
- A standard for a Chart of Accounts has been developed by the Agency. This chart enables the linkage of administrative data with select statistical data and directly leads to increased ability to substitute survey data with administrative data for business operations. In addition, the chart is increasingly being used to better align survey questionnaires with business accounting practices, thereby reducing response burden on businesses.
- An initiative has been launched to replace survey data with data obtained from the GST records for a large proportion of the respondents to a monthly survey of the food services industries.
- An amendment to the *Income Tax Act*, announced as part of Budget 2000, enables the Chief Statistician to share business tax data (from 1997 onwards) with provincial and territorial statistical agencies for research and analysis purposes only. The sharing of such data under this amendment contributes to a potential decrease in business survey response burden.

Despite the benefits of using administrative records, serious privacy concerns and confidentiality constraints impose limits on their use. Of course, only aggregate statistical estimates are produced, and the contents of the individual tax and survey returns are held in strictest confidence as required by the *Statistics Act*.

Electronic Data Reporting

A project to accelerate the rate at which Electronic Data Reporting (EDR) was made available to business and agriculture survey respondents received funding from the Government On-Line initiative in 2001–02.

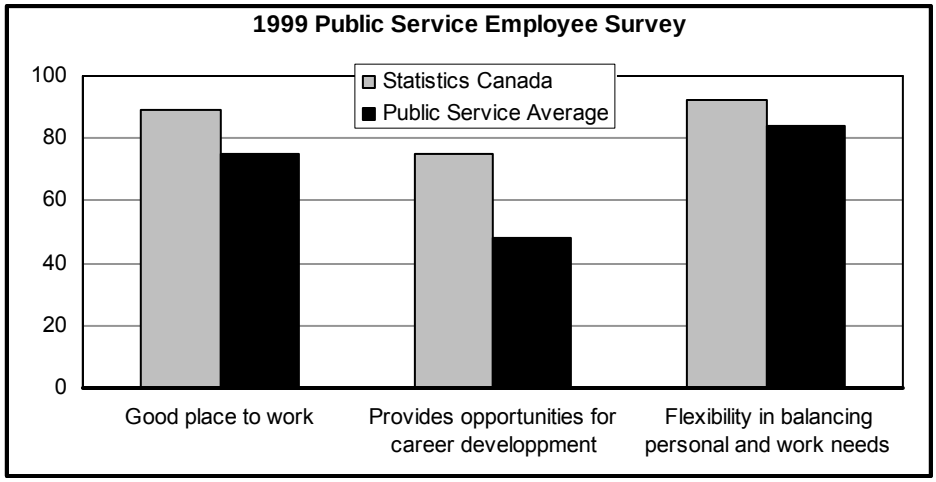
EDR collection tools for 11 surveys were developed and tested. Additionally, the existing data collection environments were modified so that data reported electronically could be integrated with that coming from the traditional collection methods. Secure communications mechanisms were put in place to protect the confidentiality of information transmitted to Statistics Canada by the respondents via the Internet. A special website was also designed to meet the needs of key business respondents—usually large enterprises. It gives them access to a consolidated inventory of all the surveys in which they are involved. This enables an enterprise to better manage its responses to the surveys and provides it with secure two-way communications with the Statistics Canada officer responsible for coordinating the Agency's interactions with that enterprise.

These developments are part of a multi-year project to offer a secure and user-friendly EDR option to a majority of business and agriculture survey respondents.

Collection Capacity in the Regional Offices

Because of a steady increase of survey work over the past number of years, the Agency made a critical decision to open a new satellite collection site in Sherbrooke in the Quebec Region and to expand the Sturgeon Falls office in the Ontario Region. This expansion will permit the Agency to cope with the high volume of work while contributing to employment in the regions.

Knowledge Infrastructure: Employee Opinion Survey



As indicated in this table, the 1999 Public Service Employee Survey results were very positive for Statistics Canada and generally higher than those of the Public Service average. Still, continuous efforts have been made in the past year to continue to improve the work environment for Agency employees, especially in the area of harassment prevention and internal disclosure, workplace well-being, and opportunities for career development. The Agency is also awaiting the results of the 2002 Public Service Employee Survey, which are expected in the fall.

Harassment Prevention, Violence in the Workplace, Internal Disclosure and Employment Equity

This past year Statistics Canada focussed on reinforcing its policies and practices in the areas of harassment prevention, violence in the workplace and internal disclosure. The Agency's Harassment Prevention Program was updated. The program now places greater emphasis on

mediation and alternative dispute resolution. The Agency also introduced a policy on violence in the workplace, with union involvement. To emphasize the importance Statistics Canada places on a positive work environment, one of the Agency's most senior executives, an Assistant Chief Statistician, was identified as the officer responsible for administering the policy on internal disclosure of information concerning wrongdoing in the workplace, and another Assistant Chief Statistician became the chairperson of the Agency's Employment Equity Committee.

Workplace Well-being

In February 2001, the Agency formed a Workplace Wellness Committee (WWC) to explore and monitor wellness programs, recommend measurable improvements and practical programs to improve wellness, and communicate wellness initiatives to all staff. The WWC has been quite active since its inception. In order to move ahead with the wellness initiatives, a number of working groups were created to implement the goals outlined on the action plan and carry out the activities of the committee. Currently there are four working groups addressing workload, best practices and awards, employee participation, active living, and communications.

The following are the major accomplishments of the working groups over the last year:

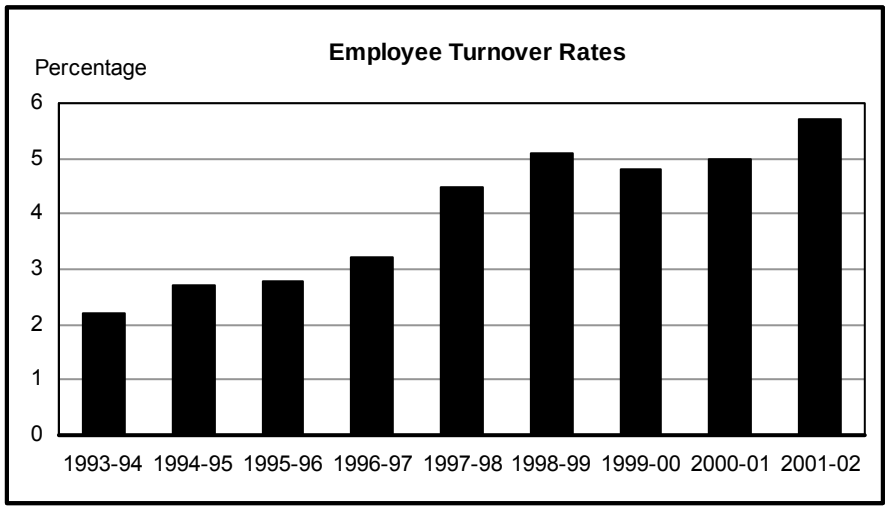
- The Communications working group has designed and created a 'wellness website' that showcases programs available in the Agency, presents wellness information to employees and enables the WWC to communicate more easily with staff. As well, they have provided timely, informative lunchtime sessions on topics such as aging parents, thyroid problems, and "Who Wants To Be A Fitness Millionaire?"
- A 'strength and cardio' training room was put in place and funded by the committee. It is operated by the Fitness Centre and complements the existing facilities. The new training room enables employees to keep in shape at the workplace during the hours that they choose.
- A new service for employees—chair massage at work—started in March 2002. The massage is offered by a registered massage therapist and is operated on a cost-recovery basis.
- The Best Practices and Awards working group developed a list of best practices in the Agency. This list was circulated to divisions and now resides on the website. An annual Workplace Wellness Award was initiated last December to encourage and reward groups or individuals who promote and foster wellness at work.
- The Workload working group distributed 1,400 postcard questionnaires to employees to examine the issue of workload by seeking input to questions and volunteers for focus groups. Last winter, 12 focus groups were held with Statistics Canada employees to discuss workload. A series of recommendations were made, based on focus group feedback. These recommendations will be piloted in 10 divisions, and programs will be put in place to monitor and identify best practices.
- The Workplace Wellness Committee held the first Employee Appreciation Day on February 14/2001. This day offered employees the opportunity to have a change of pace, gather information, and enjoy themselves. Activities included speakers, sleigh-rides, blood pressure clinics and musical entertainment. Comments indicate that this initiative was well received and will become an annual event. The Workplace Wellness Committee has made a concerted effort to co-ordinate wellness initiatives within the department. Recently the committee suggested and fully endorsed the decision to make three of the entrances to buildings non-smoking. Free flu shots have been administered in the department to approximately 1,500 employees. The issues of space and accommodation continue to be addressed.

Opportunities for Career Development

Career development continues to be a prime focus at Statistics Canada. The Agency set about creating unique electronic career path documents as tools to guide employees and mentors in planning and selecting options in career development. These career path documents provide information on the attributes, qualifications and training associated with levels in the career streams of occupational groups. Last year the Agency's first electronic career path documents for four of the major occupational groups were made available on the internal communication network.

Interest in these documents is high and employees use them to plan their careers and prepare for generic competitions. The Agency uses these corporate generic competitions to address the fairness of staffing, the scheduling problems associated with large staffing actions and the challenge of staffing volume required to replenish its ranks. To oversee generics this past year the Agency put in place a senior steering committee on staffing. The committee's task was to co-ordinate these mega-processes, ensuring their consistency and monitoring the pace of promotions and mobility to maintain the Agency's knowledge and expertise in face of the ever-increasing loss of staff through the baby boom retirements.

Knowledge Infrastructure: Employee Turnover Rates



Overall attrition rates continue to be relatively constant. The Agency monitors retention rates and uses microsimulation modelling and focus groups to provide early identification of trends so that actions can be implemented to address concerns. The Agency has always had a fairly aggressive program to address retirement and this year put in place a number of initiatives aimed at preparedness for the wave of projected retirements of baby boomers. These initiatives, which are just starting to be realized, include the creation of a Recruitment and Development Division, the innovative Selection and Development Program for senior executives, and the implementation of an Alumni Program.

Recruitment and Development Division: While the Agency had a Recruitment and Development Program for many years, last year, to respond to the continuous need for replenishment of resources and to initiate a more aggressive approach to university recruitment, the Agency established the Recruitment and Development Division, dedicated to co-ordinating the growing numbers of recruits and responsible for initial training and development of recruits. As a result Statistics Canada was able to make job offers much earlier than in previous years, hence facilitating recruitment of top talent. Recruitment soared this past year and reached an all-time high of 285 recruits. With this volume of new hires, the new division now co-ordinates assignments for well over 500 employees who are in recruitment and development programs. Finally, the Agency has developed an action plan to increase the external recruitment of

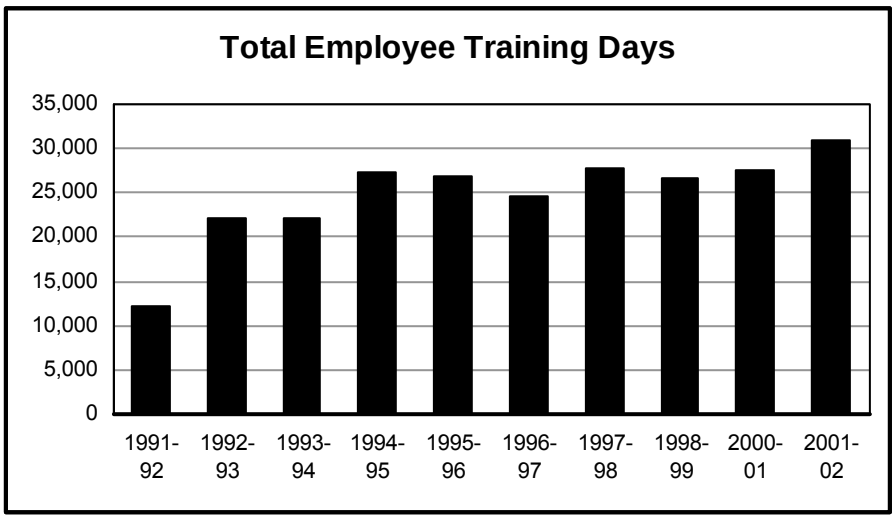
members of visible minorities to 20% by 2003, especially in the junior administrative groups, where the Agency has been particularly weak.

The Executive Cadre: Over the next 5 to 10 years the Agency will undergo a fundamental change. Present projections indicate that by 2010 Statistics Canada can expect to have to fill 80 executive (EX) positions, equivalent to 90% of staff at that level. The Agency recognized this need some years ago and developed a human resources strategy that sets up pools of talented and well-trained individuals at each level; from these pools, the Agency can select the best candidates as vacancies at the next level occur. This approach is both more transparent and more sound than the approach of developing a single individual to succeed for each key management vacancy. In 2000, the Agency put in place the first Executive Selection and Development Program in the public service and appointed nine new EX-1s into the program. In January 2002, the Agency appointed a further seven EX-1s to this program. To make a more robust pool from which the Agency can draw executives, this past year 33 appointments at the Assistant Director level were made via interdepartmental competitions.

- **Alumni Program:** This innovative program, which aims at matching the skills of retired employees with projects requiring scarce resources in terms of expertise and knowledge, is a valuable tool to help in the knowledge transfer to replenish our work force. When the Alumni Program was launched in 2000, there were 17 participants. Over the past year, that number rose to 41 retirees from all major occupational groups.

Knowledge Infrastructure: Investments in Employee Training

The Agency continues to invest heavily in training and development to ensure that employees have the skills needed now and in the future, and it seeks out innovative methods to build skills and transfer knowledge. The bar chart that follows shows the total number of employee training days from 1991–92 to 2001–02. This past year, new training and development initiatives were initiated, such as management training and development, mentoring, e-learning and second language training.



Management Training and Development

Recently Statistics Canada launched a Senior Management Development Program targeted at assistant directors and above. This new menu-based, flexible program is geared to personalized training and development programs for new and existing members of senior management at the Agency. It was created to strengthen the management group and foster the concepts of continuous learning and working together. The program aims at increasing awareness of social and economic issues, developing management skills, keeping current on policies and practices, and fostering a strong sense of team.

Also, the Agency's highly effective Management Development Program for middle managers recently won the *National Managers' Community Leadership Award* for exemplary leadership in management community development. The Middle Management Development Program is geared at enhancing managerial competencies. It uses a modular format, which includes a dynamic action learning module designed to build competencies by enabling managers to participate on task forces assigned to address real work issues or establish innovative practices. One of the topics addressed this year was knowledge transfer. The task force conducted a literature search and held focus groups to establish methodology, and best practices to help the Agency guard and transfer knowledge.

Mentoring

The high rate of recruitment has brought to light the need to broaden the scope of the Agency's mentoring program and to integrate it into a formal framework. To address this concern, this past year the Agency established a task force responsible for reviewing and revising our existing mentoring program. A new mentoring course was piloted in March, and key roles and responsibilities for mentors have been set out. Mentoring is being targeted at new recruits, new employees who are not part of a development program, and employees who were recently appointed to middle or senior management positions.

Electronic Learning

This past year the Agency undertook new initiatives related to electronic learning (e-learning). In addition to an array of software training online, three new computer-based training courses were developed internally and came online. A champion has also been appointed to promote e-learning. In 2001–02, 204 computer based training courses were available and 782 participants made use of them, resulting in 1,370 days of training. (These training days are reflected in the chart on p.52.)

Second Language Training

Corporately, the Agency continues to employ strategies to improve the visibility and effectiveness of the Official Languages Program. The management committee on official languages, which recently celebrated its 25th anniversary, continues to play a very active role in the management and overall direction of the Official Languages Program. As a strategy aimed at raising the language competencies of employees at the outset of their career to enrich future capacity, the Agency offers part-time language training on-site at the Statistics Canada Language Training Centre. In fiscal year 2001–02, the Agency provided some 118,420 hours of part-time language training to employees. New recruits undertook almost 30% of this part-time language training.

SECTION III: FINANCIAL PERFORMANCE

Financial Performance Overview

A. Financial Summary Tables

The following financial tables are included in this report:

Summary of Voted Appropriations	Reported	Table 8
Comparison of Total Planned Spending with Actual Spending	Reported	Table 9
Historical Comparison of Total Planned Spending with Actual Spending	Reported	Table 10
Respendable Revenues	Reported	Table 11
Non-respendable Revenues	Reported	Table 12
Transfer Payments	Reported	Table 13
2001–02 Resources by Organization and Business Line	Reported	Table 14
Major Statistics Canada Products and their Frequency	Reported	Table 15

Please note that only those financial tables that apply to Statistics Canada are listed. Other tables (such as Crosswalk between Old Resource Allocation and New Allocation, Statutory Payments, Capital Spending by Business Line, Capital Projects by Business Line, Status of Major Crown Projects, Loans, Investments and Advances, Revolving Fund Financial Summaries and Contingent Liabilities) do not apply to the Agency.

Financial Table 8: Summary of Voted Appropriations

Financial requirements by authority ($ millions)

Vote	Planned spending 2001–02	Total authorities[1] 2001–02	Actual 2001–02
		$ millions	
Statistics Canada			
115 Program expenditures	485.6	534.6	526.4
(S) Contributions to employee benefit plans	61.7	64.3	64.3
Total department	547.3	598.9	590.7

Note:

1. Total authorities are Main estimates plus Supplementary estimates plus Other authorities.

Financial Table 9: Comparison of Total Planned Spending with Actual Spending

Departmental planned versus actual spending by business line ($ millions)

Business lines	FTEs	Operating	Capital	Grants and contributions	Total gross expenditures	Less: respendable revenues[1]	Total net expenditures
Economic and Social Statistics							
	4,501[2]	404.0	0.0	0.6	404.6	75.6	329.0
	4,422[3]	*457.2*	*0.0*	*0.6*	*457.8*	*75.6*	*382.2*
	4,901[4]	**442.6**	**0.0**	**0.6**	**443.2**	**74.1**	**369.1**
Census of Population Statistics							
	1,317	230.6	0.0	0.0	230.6	12.3	218.3
	1,396	*229.0*	*0.0*	*0.0*	*229.0*	*12.3*	*216.7*
	1,495	**235.2**	**0.0**	**0.0**	**235.2**	**13.6**	**221.6**
Total	5,818	634.6	0.0	0.6	635.2	87.9	547.3
	5,818	*686.2*	*0.0*	*0.6*	*686.8*	*87.9*	*598.9*
	6,396	**677.8**	**0.0**	**0.6**	**678.4**	**87.7**	**590.7**
Other revenues and expenditures							
Non-respendable revenues[5]							0.8
							0.8
							0.8
Cost of services by other departments							
							47.5
							43.2
							45.6
Net cost of the program							595.6
							642.9
							637.1

Notes:

[1] Formerly called 'Revenues credited to the vote.'

[2] Numbers in normal font denote Planned spending for 2001–02.

[3] Numbers in italics denote Total authorities for 2001–02 (Main estimates plus Supplementary estimates plus Other authorities).

[4] Numbers in bold denote Actual expenditures/revenues in 2001–02.

[5] Formerly called 'Revenues credited to the CRF.'

Financial Table 10: Historical Comparison of Total Planned Spending with Actual Spending

Historical comparison of planned versus actual spending by business line ($ millions)

Business lines	Actual 1999–00	Actual 2000–01	Planned spending 2001–02	Total authorities[1] 2001–02	Actual 2001–02
Economic and Social Statistics	316.6	328.8	329.0	382.2	369.1
Census of Population Statistics	39.3	121.2	218.3	216.7	221.6
Total	355.9	450.0	547.3	598.9	590.7

Note:
1 Total authorities are Main estimates plus Supplementary estimates plus Other authorities.

Financial Table 11: Respendable Revenues[1]

Respendable revenues by business line ($ millions)

Business lines	Actual 1999–00	Actual 2000–01	Planned revenues 2001–02	Total authorities[2] 2001–02	Actual 2001–02
Economic and Social Statistics	52.3	68.7	75.6	75.6	74.1
Census of Population Statistics	15.5	10.8	12.3	12.3	13.6
Total Respendable revenues	67.8	79.5	87.9	87.9	87.7

Notes:
1 Formerly called 'Revenues credited to the vote.'
2 Total authorities are Main estimates plus Supplementary estimates plus Other authorities.

Financial Table 12: Non-respendable Revenues[1]

Non-respendable revenues by business line ($ millions)

Business lines	Actual 1999–00	Actual 2000–01	Planned revenues 2001–02	Total authorities[2] 2001–02	Actual 2001–02
Economic and Social Statistics	1.1	2.5	0.8	0.8	0.8
Census of Population Statistics	0.0	0.0	0.0	0.0	0.0
Total Non-respendable revenues	1.1	2.5	0.8	0.8	0.8

Notes:
1 Formerly called 'Revenues credited to the CRF.'
2 Total authorities are Main estimates plus Supplementary estimates plus Other authorities.

Financial Table 13: Transfer Payments

Transfer payments by business line ($ millions)

Business lines	Actual 1999–00	Actual 2000–01	Planned spending 2001–02	Total authorities[1] 2001–02	Actual 2001–02
Grants					
Economic and Social Statistics	0.0	0.0	0.0	0.0	0.0
Census of Population Statistics	0.0	0.0	0.0	0.0	0.0
Total grants	0.0	0.0	0.0	0.0	0.0
Contributions					
Economic and Social Statistics	0.6	0.6	0.6	0.6	0.6
Census of Population Statistics	0.0	0.0	0.0	0.0	0.0
Total contributions	0.6	0.6	0.6	0.6	0.6
Total transfer payments	0.6	0.6	0.6	0.6	0.6

Note:

1. Total authorities are Main estimates plus Supplementary estimates plus Other authorities.

SECTION IV: DEPARTMENTAL OVERVIEW

Mandate

Statistics Canada's mandate derives primarily from the *Statistics Act.* The Act requires the Agency, under the direction of the Minister, to collect, compile, analyse and publish statistical information on the economic, social and general conditions of the country and its citizens. Statistics Canada is also mandated to provide co-ordination and leadership for the country's statistical system. Other federal legislation also requires Statistics Canada to produce data for specific purposes.

Mission Statement

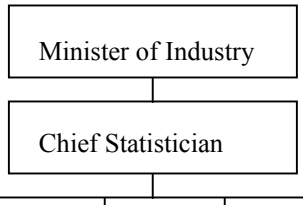
Statistics Canada's mission is to inform Canadian citizens, businesses and governments about the evolution of their society and economy and to promote a high-quality national statistical system.

Organization and Business Line Matrix

The Minister of Industry is responsible for Statistics Canada. The Agency is headed by the Chief Statistician of Canada, who is supported by seven assistant chief statisticians, four of whom are responsible for statistical programs and the other three for technical support and management services. Table 14 shows the relationships between Statistics Canada's two principal business lines and its organizational structure. The table also details the 2001–02 resources by organization and business line.

Table 14: 2001–02 Resources by Organization and Business Line

Comparison of total planned spending with actual expenditures ($ millions)



Business lines	ACS Social Institutions and Labour Statistics	ACS Business and Trade Statistics	ACS National Accounts and Analytical Studies	ACS Analysis and Development	ACS Communications and Operations	ACS Informatics and Methodology	ACS Management Services	Subtotals	Vote netted revenues	Totals	Share of total
	$ millions										%
Economic and Social Statistics	47.9[1] *40.2*[2] **37.4**[3]	74.7 *83.0* **82.1**	27.9 *30.4* **30.1**	11.3 *11.3* **10.9**	80.8 *113.1* **111.7**	59.9 *72.5* **70.5**	102.1 *107.3* **100.5**	404.6 *457.8* **443.2**	75.6 *75.6* **74.1**	329.0 *382.2* **369.1**	60 *64* **62**
Census of Population Statistics	73.7 *70.0* **71.2**	--- --- **---**	--- --- **---**	--- --- **---**	129.5 *130.8* **134.7**	24.2 *24.9* **25.4**	3.2 *3.3* **3.9**	230.6 *229.0* **235.2**	12.3 *12.3* **13.6**	218.3 *216.7* **221.6**	40 *36* **38**
Total program	121.6 *110.2* **108.6**	74.7 *83.0* **82.1**	27.9 *30.4* **30.1**	11.3 *11.3* **10.9**	210.3 *243.9* **246.4**	84.1 *97.4* **95.9**	105.3 *110.6* **104.4**	635.2 *686.8* **678.4**	87.9 *87.9* **87.7**	547.3 *598.9* **590.7**	100 *100* **100**

Notes:

---

1. Numbers in normal font denote Main estimate levels in 2001–02.
2. Numbers in italics denote Total authority in 2001–02.
3. Numbers in bold denote Actual expenditures/revenues in 2001–02.

Business Line Descriptions

To facilitate the understanding of Statistics Canada's program, its activities have been grouped into two business lines—Economic and Social Statistics, and Census of Population Statistics.

Economic and Social Statistics Business Line

Description

This business line is best described through the activities of its two subsidiary service lines—economic statistics and social statistics. It must be emphasized that the boundary between these subsidiary service lines is blurred: e.g., employment and unemployment are both social and economic phenomena, as are education, the cost of living, and inflation.

Economic Statistics: The Economic Statistics service line provides information and analysis on the entire spectrum of Canadian economic activity, both domestic and international, through a set of macro-economic statistics. Another component of the service line focusses on the business, trade and tourism sectors of the Canadian economy. This information includes measures of the value of production; cost structures; commodities produced and consumed; flows and stocks of fixed capital assets employed in the economy; the degree of capacity utilization; estimates of planned annual capital expenditure of businesses and governments; and measures of price changes for industrial goods, capital expenditures and construction.

In addition, information is provided on the volume and financial implications of international travel to and from Canada, on measures of change in retail prices, on the science and technology activities of the federal and provincial governments, and on research and development in government and other sectors of the economy.

Social Statistics: The Social Statistics service line provides information on the economic and social characteristics of individuals, families and households in Canada, and on the major factors that can contribute to their well-being. It includes measures of household income and expenditure; employment, unemployment and their associated costs and benefits; labour income and factors affecting labour supply; and information on topics of specific social policy concern.

This service line also provides information and analysis on the facilities, agencies and systems that are publicly funded to meet the socio-economic and physical needs of Canadians. These include justice, health care, education systems, and cultural institutions and industries. Information is provided on the nature and extent of their services and operations, as well as on the characteristics of the individual Canadians and families whom they serve. Increasingly, the Agency is attempting to go beyond the institutional orientation of this component to portray the impacts on Canadians of the health, education and justice systems.

Economic and Social Statistics, 2001–02

($ millions)

Planned spending	329.0
Total authorities	*382.2*
Actuals	**369.1**

Notes:
In 2001–02, Total authorities was $53.2 million, or 16%, higher than Planned spending.
Additional resources were received through Supplementary estimates for corporate initiatives and from Treasury Board Vote 15 for Collective Bargaining Compensation and the associated employee benefit plans. As well, there was an increase in the distribution for corporate infrastructure and administrative costs.

Census of Population Statistics Business Line

Description

This business line provides statistical information from the Census of Population. The census provides benchmark information on the structure of the Canadian population and its demographic, social and economic conditions. It provides detailed information that cannot be generated through sample surveys on sub-populations and for small geographic areas. Estimates of the size of the population and its demographic structure between censuses, as well as population projections, are dependent on census information.

Population counts and estimates are required to determine electoral boundaries, the distribution of federal transfer payments, and the transfer and allocation of funds among regional and municipal governments, school boards and other local agencies within provinces.

Census of Population Statistics, 2001–02

($ millions)

Planned spending	218.3
Total authorities	*216.7*
Actuals	**221.6**

Notes:
In 2001–02, Total authorities was $1.6 million, or 1%, lower than Planned spending.
The additional resources received through Treasury Board Vote 15 for Collective Bargaining Compensation and the associated EBP were offset by a reduction in the distribution for corporate infrastructure and administrative costs.

SECTION V: APPENDICES

A. Societal Indicators

Listed below is Statistics Canada's contributions to the 19 societal indicators. The page references indicate where the material can be found in this report.

Economic opportunities and innovation

- real gross domestic product per capita ….. *p.27*
- real disposable income per capita ….. *p.14*
- innovation ….. *p.22*
- employment ….. *p.14*
- literacy ….. *p.25*
- educational attainment ….. *.p.25*

The health of Canadians

- life expectancy ….. *p.19*
- health status ….. *p.19*
- infant mortality ….. *p.25*
- physical activity ….. *p.25*

The Canadian environment

- air quality ….. *p.23*
- water quality ….. *p23.*
- biodiversity (species at risk) ….. *p.23*
- toxic contaminants in the environment ….. *p.23*

The strength of Canadian communities

- volunteerism ….. *p.26*
- attitudes toward diversity ….. *p.24*
- participation in cultural activities ….. *p.18*
- political participation….. *p.18*
- safety and security….. *p.24*

B. Feedback Mechanisms and Data Analysis

Feedback mechanisms serve to maintain awareness of the issues of interest to each major client and stakeholder group, and the information needs likely to flow from these issues. They also obtain feedback from current users of Statistics Canada products on their level of satisfaction, and identify potential new markets for information. The following examples demonstrate these feedback mechanisms:

- The National Statistics Council provides overall advice on policies and priorities for statistical programs.
- Fifteen professional advisory committees in major subject areas regularly review statistical programs and plans to amend them.
- Senior bilateral arrangements with key federal departments and agencies (e.g., Human Resources Development Canada, Bank of Canada, Health Canada, Canadian Customs and Revenue Agency, Agriculture and Agri-Food Canada, Transport Canada) serve to keep abreast of emerging issues among principal federal government users and suppliers.
- Participation of the Chief Statistician in policy and program discussions with other deputy ministers keeps Agency management aware of current and emerging issues within the federal government.
- Senior Agency staff are involved in the policy research initiative of the federal government.
- The Federal–Provincial Consultative Council on Statistical Policy and its subsidiary committees provide a means of liaising with provincial governments on their statistical requirements.
- Special liaison and consultation arrangements exist with federal and provincial officials in areas of primary provincial jurisdiction (health, justice and education).
- Periodic liaison with business associations and labour unions help in understanding information needs and reporting preferences in the business sector.
- Ad hoc consultations with interested groups on particular programs (e.g., census content) provide input to the design of these programs.
- Bilateral liaison with foreign statistical agencies and multilateral liaison through international organizations (e.g., OECD, Conference of European Statisticians, International Statistical Institute) identify information needs emerging in other jurisdictions.
- User feedback through Advisory Services provides information on the strengths and weaknesses of existing products and gaps in the Statistics Canada product line.
- Market research and monitoring of product sales and requests identify current product use and demand for new products.

These mechanisms provide feedback on current product user satisfaction, gaps in the Agency's current set of products, and information needs likely to emerge in the future.

Data Analysis

Data analysis serves several purposes in quality management, including an important role in maintaining relevance. While its primary purpose may be to deepen understanding of existing data, data analysis also provides a valuable source of feedback on the adequacy and completeness of the

data. By identifying questions the data cannot answer, it pinpoints gaps and weaknesses in the data holdings.

The obstacles encountered through data analysis have led to the following initiatives:

- development of certain longitudinal surveys
- record-linkage activities
- creation of a metadatabase
- attention to data integration and standardization of concepts.

The peer review mechanisms for analytical work provide critical and expert review of data analysis. These mechanisms include works published in the Agency's flagship publications, such as *Canadian Economic Observer*, *Canadian Social Trends* and *Perspectives on Labour and Income*.

The use of analytic frameworks helps identify data gaps and weaknesses. One such framework, the System of National Accounts, is used to integrate and reconcile data coming from different sources. Efforts to develop analytic frameworks for other subject matter areas are currently underway.

Data analysis can also identify specific relevance issues that can, in turn, lead to content changes in existing programs. Findings related to other dimensions of quality, especially accuracy and coherence, may also emerge from analysis.

An active program of analysis is supported through several mechanisms:

- the centralized analytical programs in the Analytical Studies Branch
- decentralized analysis in subject-matter divisions
- the doctoral and postdoctoral fellowship programs for external analysts
- joint analytic work with external authors, often academics
- subject-matter data review and reconciliation committees (e.g., the Economic Forum for the System of National Accounts and its feeder surveys)
- the research data centres, where academic researchers produce reports for Statistics Canada contracts with external analysts to produce analytical reports for the Agency.

C. Contacts for Further Information

Atlantic Region
Serving Newfoundland and Labrador, Nova Scotia,
Prince Edward Island and New Brunswick.

Advisory Services
Statistics Canada
1741 Brunswick St.
2nd Floor, Box 11
HALIFAX NS
B3J 3X8
Local calls: (902) 426-5331
Fax: (902) 426-9538

Quebec Region
Serving Quebec and Nunavut

Advisory Services
Statistics Canada
200 René Lévesque Blvd. W.
Guy Favreau Complex
4th Floor, East Tower
MONTRÉAL QC
H2Z 1X4
Local calls: (514) 283-5725
Fax: (514) 283-9350

Ontario
Advisory Services
Statistics Canada
Arthur Meighen Building, 10th Floor
25 St. Clair Ave. E.
TORONTO ON
M4T 1M4
Local calls: (416) 973-6586
Fax: (416) 973-7475

Prairie Region
Serving Manitoba, Saskatchewan,
Alberta and the Northwest Territories.

Advisory Services
Statistics Canada
Via Rail Building, Suite 200
123 Main St.
WINNIPEG MB
R3C 4V9
Local calls: (204) 983-4020
Fax: (204) 983-7543

Advisory Services
Statistics Canada
Park Plaza, Suite 440
2365 Albert St.
REGINA SK
S4P 4K1
Local calls: (306) 780-5405
Fax: (306) 780-5403

Advisory Services
Statistics Canada
Pacific Plaza, Suite 900
10909 Jasper Ave. N.W.
EDMONTON AB
T5J 4J3
Local calls: (780) 495-3027
Fax: (780) 495-5318

Pacific Region
Serving British Columbia and the Yukon Territory**.**

Advisory Services
Statistics Canada
Library Square Tower
600-300 West Georgia St.
VANCOUVER BC
V6B 6C7
Local calls: (604) 666-3691
Fax: (604) 666-4863

National Capital Region
Statistics Reference Centre (NCR)
Statistics Canada
R.H. Coats Building Lobby
Holland Ave.
OTTAWA ON
K1A 0T6
Local calls: (613) 951-8116
Fax: (613) 951-0581

Toll-free national enquiries line: 1-800-263-1136
Telecommunications device for the
hearing impaired: 1-800-363-7629
Toll-free national order-only line: 1-800-267-6677
Toll-free national fax number: 1-877-287-4369
e-mail: infostats@statcan.ca

D. Legislated Requirements for Statistics Canada

In addition to the *Statistics Act*, the following federal acts give the Chief Statistician or Statistics Canada responsibility for the collection or provision of specific information:

Alberta Natural Resources Act	1930, c.3, as amended
Banks Act	R.S.C., 1985, c. B-1, as amended
Canada Council Act	R.S.C., 1985, c. C-2, as amended
Canada Elections Act	R.S.C., 1985, c. E-1, as amended
Canada Pension Plan Act	R.S.C., 1985, c. C-8, as amended
Canada Pension Plan Investment Board Act	1997, c. 40, as amended
Canada Student Financial Assistance Act	1994, c. 28, as amended
Canada Student Loans Act	R.S.C., 1985, c. S-23, as amended
Canada Transportation Act	1996, c. 10, as amended
Children of Deceased Veterans Education Assistance Act	R.S.C., 1985, c. C-28, as amended
Competition Act	R.S.C., 1985, c. C-34, as amended
Constitution Act	1867
Constitutional Amendments	1996, c. 1, as amended
Corporations Returns Act	R.S.C., 1985, c. C-43, as amended
Electoral Boundaries Readjustment Act	R.S.C., 1985, c. E-3, as amended
Electoral Boundaries Readjustment Suspension Act	1992, c. 25, as amended
Employment Insurance Act	1996, c. 23, as amended
Energy Efficiency Act	1992, c. 36, as amended
Energy Monitoring Act	R.S.C., 1985, c. E-8, as amended
Excise Tax Act	R.S.C., 1985, c. E-14, as amended
Federal–Provincial Fiscal Arrangements and Federal Act	
Governor General's Act	R.S.C., 1985, c. G-9, as amended
Income Tax Act	1948, c. 52
Industrial and Regional Development Act	R.S.C., 1985, c. I-8, as amended
Judges Act	R.S.C., 1985, c. J-1, as amended
Marine Liability Act	2001, c. 6, as amended
Northern Pipeline Act	R.S.C., 1985, c. N-26, as amended
Old Age Security Act	R.S.C., 1985, c. O-9, as amended
Patent Act	R.S.C., 1985, c. P-4, as amended
Payments in Lieu of Taxes Act	R.S.C., 1985, c. M-13, as amended
Pension Act	R.S.C., 1985, c. P-6, as amended
Pension Benefits Standards Act	R.S.C., 1985, c. P-7, as amended
Provincial Subsidies Act	R.S.C., 1985, c. P-26, as amended
Railway Relocation and Crossing Act	R.S.C., 1985, c. R-4, as amended
Representation Act	1974, c. 13, as amended
Salaries Act	R.S.C., 1985, c. S-3, as amended
Supplementary Retirement Benefits Act	R.S.C., 1985, c. S-24, as amended
Telecommunications Act	1993, c. 38, as amended
War Veterans Allowance Act	R.S.C., 1985, c. W-3, as amended

E. Pre-established Release Dates for Major Surveys

Statistics Canada maintains a pre-established schedule of data releases for its major statistical products. The following table highlights the major products and their periodicity.

Table 15: Major Statistics Canada Products and their Frequency

Major subject areas	Frequency
Building Permits	Monthly
Canada's International Transactions in Securities	Monthly
Canadian International Merchandise Trade	Monthly
Composite Index	Monthly
Consumer Price Index	Monthly
Employment Insurance	Monthly
Employment, Payrolls and Hours	Monthly
Help Wanted Index	Monthly
Industrial Products Price Index	Monthly
Raw Materials Price Index	Monthly
Labour Force Survey	Monthly
Monthly Survey of Manufacturing	Monthly
New Housing Price Index	Monthly
New Motor Vehicle Sales	Monthly
Real Gross Domestic Product	Monthly
Retail Trade	Monthly
Travel between Canada and Other Countries	Monthly
Wholesale Trade	Monthly
Balance of International Payments	Quarterly
Business Conditions Survey, Manufacturing Industries	Quarterly
Characteristics of International Travelers	Quarterly
Farm Cash Receipts	Quarterly
Industrial Capacity Utilization Rates	Quarterly
International Travel Account	Quarterly
National Economic and Financial Accounts	Quarterly
Quarterly Financial Statistics for Enterprises	Quarterly
Net Farm Income	Annual
Private and Public Investment In Canada	Annual
Field Crop Reporting Survey	Seasonal

Note:

In 2001–02, all but one of the above surveys met their pre-established release dates. Because of September 11 events, the data from the Travel between Canada and Other Countries Survey, which were scheduled for November 16, were released on November 28.

F. Data Gaps II Initiatives

The Knowledge-based Economy

- **Workplace and Employee Survey**

This survey is designed to shed light on a broad range of current issues pertaining to the modern workplace and the interrelationships between employers and employees.

- **Citizen Access to Technology Project**

The objective of this project is to measure the extent to which Canadians have access to information technologies, how often they use them, and the purpose for which they use them.

- **Index of Total Labour Compensation**

The purpose of the project is to develop a new labour cost index to assist policy makers in their assessment of current developments on labour markets—an essential ingredient in implementing stabilization policy.

Economic Growth

- **An information system for science and technology**

The development of this information system is intended to provide information, in an integrated manner, on three aspects of science and technology in Canada: the basic performance of science and technology, including research, development and innovation, in all sectors of the economy; the economic and social impacts of technological innovation; and the diffusion of technologies and ideas in a knowledge-based economy.

- **Socio-economic Indicators of 'Connectedness'**

This project will provide information on how 'connected' Canada is and what factors influence Canada's ability to achieve its objective to make the knowledge infrastructure accessible to all Canadians. It will serve to determine the use or planned use of information and communication technologies by households and other sectors of the economy.

- **Environment Statistics**

A system of environmental and resource accounts was added to the current System of National Accounts to permit the analysis of the impact of the economy on the environment and vice versa. A set of 10 indicators includes the evolution of Canada's natural wealth, the extent of the nation's natural resource base, the degree to which this base is exploited, the use of resources, the generation of greenhouse gas emissions per unit of household purchases, and environmental protection expenditures by businesses and governments.

- **Expanding Canada's Indicators of Sustainability: Monitoring Natural Capital**

The key to understanding environmental pressures is to develop an integrated approach to environmental, economic and social policy. Comprehensive measures of wealth include natural capital and provide indicators of sustainability by showing whether the value of capital—either natural capital alone, or natural and produced capital together—is being maintained. It will serve to achieve the integration between environment, economy and society by broadening the coverage of the satellite accounts.

- **Statistics on Recycling of Natural Resource Commodities**

This project will establish a supply-side measure of the waste materials collected for recycling in Canada. This new measure will complement the demand-side surveys currently conducted by Natural Resources Canada. Initially focussing on metals, Statistics Canada will profile the enterprises active in the industry and develop and test a data collection method.

- **The Horizontal Impacts of the Natural Resource Sector in Canada**

A two-pronged initiative will be undertaken to measure the overall impact of the natural resource industries on the Canadian and global economies and develop a framework within which to measure the effects of innovation and improved productivity in the natural resource industries, together with the impact of environmental production measures.

Social Cohesion

- **Re-orientation of the General Social Survey**

This survey will be redesigned and expanded to provide data to support research initiatives, particularly in the areas of social cohesion and human development. In 2000, a survey conducted on citizen access to information technology provided a linkage to knowledge-based economy and society information. Preliminary plans also call for surveys in each of the subsequent three years on families; social support; caregiving and other issues related to aging; volunteering, giving and participating; and time use.

- **Longitudinal Survey of Immigrants**

This project is designed to study the process by which new immigrants adapt to or integrate into Canadian society, including the timing of stages in the integration process, the factors that influence integration and the impacts of various services and policies on integration. The results of this survey will guide the determination of which services are most effective in helping newcomers settle into Canadian society. It will also provide information on how new immigrants use the resources available to them.

- **Hate Crime and Other Diversity Issues in the Justice System**

Hate-motivated crime and perceived inequality of treatment of different groups by the justice system can drive the polarization of society along racial or ethnic lines. This project will provide information to support the development of effective policy in response to the social and economic impacts of hate-motivated activity.

- **Feasibility Study for a Survey of Agriculture Activities on Reserves**

The purpose of the feasibility study is to develop a conceptual framework for the gathering of information on agricultural activities and on self-sufficiency of Aboriginal people from agricultural activities on reserves.

- **Canadian Segment of the World Values Surveys 1999**

The World Values Surveys are the most powerful tool available for tracking and understanding the value shifts that are profoundly reshaping the family, the economy, institutions and society at large. This project aims to improve the understanding of value change by supporting Canadian participation in the next round of the World Values Surveys. The objective is to gather basic data to determine the trajectories and dynamics of these value changes so that policy direction and acceptable options can be more clearly understood.

Human Development

- **Postsecondary Transition Survey**

This survey will provide information to better understand factors affecting the transitions Canada's young people face in moving between postsecondary education and the world of work, in order to help in the development of policies and programs to achieve successful transitions of youth into the labour market.

- **International Life Skills Survey**

As Canada's economy and society change to become more knowledge-based, Canadians will face a new set of transition and adjustment challenges. The purpose of this survey is to directly assess the performance of adults aged 16 to 65 in the skill domains of prose literacy, document literacy, numeracy and problem solving. The results of this survey will enable the profiling of the level of skills among Canada's working-age population for comparison at the international level.

- **Changing Life Paths and Time Allocation**

One of the major gaps in federal policy research identified by the Policy Research Committee concerns the life path and time allocation patterns of Canadians, the changes in these patterns, and the impacts of these changes. Information is sought on how Canadians allocate their time to key life activities and how this affects their current and future production, the quality of care provided to children, the quality of life of individuals and families, and the strength of local communities.

- **Survey on Aging and Independence**

Because of increased life expectancy and falling birth rates, Canada's population is aging. The large number of seniors expected following the first decade of the 21st century raises concerns over the effect they will have on health care, pensions, the labour force, etc. The survey will shed light on the factors affecting seniors' quality of life and independence and will contribute to an increased understanding of issues such as health, social and labour force activity, and retirement planning.

- **Survey of Financial Security**

This survey will provide information on the net worth of Canadians (the value of their assets less their debts). The objective is to provide information on the long-term ability of Canadians to sustain themselves.

Global Challenges and Opportunities

✍International Merchandise Trade Data Reconciliation and Improvement

Two factors in the development of Canada's trade policy require a better understanding: reconciliation with major trading partners, and the characteristics of our exporting community. Mutually approved trade data are a prerequisite for trade negotiations. This project will consist of annual reconciliation of the bilateral trade flows with Canada's major trading partners. In addition, a population of exporters will be developed and maintained over time. This will allow an analysis of exporters: who they are, what they export, and to where they export it. Such information is a key component in order to monitor and focus trade promotion activities.

- **Culture Trade and Investment Project**

This project will develop data series on Canadian cultural goods and services imports and exports, as well as on Canada's international cultural investment flows. Its aims are the collection and release of data on the export and import of cultural services including royalty receipts and payments, the ongoing tracking of international cultural investment flows over a multiyear period, and the collection and release of cultural trade and investment data for four years.

- **Education and Training Services**

This project will enable the measurement of performance and trends in the education and training services industry, where a number of federal departments are making major investments. It will provide solid information on the supply capabilities of Canadian education and training services, to permit more strategic targeting of international markets. Also, it will generate a better understanding of the sector's strengths and weaknesses, leading to more informed policy analysis and program planning across government departments. The data will be used to guide the implementation of the trade strategy, and to support government and industry decisions about expenditures.

Index