



# Statistics Canada

## Performance Report

For the period ending  
March 31, 1998

Canada

## **Improved Reporting to Parliament Pilot Document**

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*.

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Available in Canada through your local bookseller or by mail from

Canadian Government Publishing — PWGSC

Ottawa, Canada K1A 0S9

Catalogue No. BT31-4/12-1998

ISBN 0-660-60677-1



## Foreword

On April 24, 1997, the House of Commons passed a motion dividing on a pilot basis what was known as the annual *Part III of the Estimates* document for each department or agency into two documents, a *Report on Plans and Priorities* and a *Departmental Performance Report*.

This initiative is intended to fulfil the government's commitments to improve the expenditure management information provided to Parliament. This involves sharpening the focus on results, increasing the transparency of information and modernizing its preparation.

This year, the Fall Performance Package is comprised of 80 Departmental Performance Reports and the government's "*Managing For Results*" report.

This ***Departmental Performance Report***, covering the period ending March 31, 1998, provides a focus on results-based accountability by reporting on accomplishments achieved against the performance expectations and results commitments as set out in the department's *Part III of the Main Estimates* or pilot *Report on Plans and Priorities* for 1997-98. The key result commitments for all departments and agencies are also included in *Managing for Results*.

Results-based management emphasizes specifying expected program results, developing meaningful indicators to demonstrate performance, perfecting the capacity to generate information and reporting on achievements in a balanced manner. Accounting and managing for results involve sustained work across government

The government continues to refine and develop both managing for and reporting of results. The refinement comes from acquired experience as users make their information needs more precisely known. The performance reports and their use will continue to be monitored to make sure that they respond to Parliament's ongoing and evolving needs.

This report is accessible electronically from the Treasury Board Secretariat Internet site:  
<http://www.tbs-sct.gc.ca/tb/key.html>

Comments or questions can be directed to the TBS Internet site or to:

Planning, Performance and Reporting Sector  
Treasury Board Secretariat  
L'Esplanade Laurier  
Ottawa, Ontario, Canada  
K1A 0R5  
Tel: (613) 957-7042  
Fax (613) 957-7044



**Statistics Canada**

# **Performance Report**

**For the  
period ending  
March 31, 1998**

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**John Manley**

**Minister of Industry**



# Table of Contents

<b>EXECUTIVE SUMMARY .....</b>	<b>5</b>
 <b>SECTION I:</b>	
Message from the Minister .....	7
 <b>SECTION II:</b>	
Mission Statement .....	9
Operating Environment .....	9
Stakeholders .....	11
 <b>STATISTICS CANADA's BUSINESS LINES</b>	
Objective .....	13
1. Economic and Social Statistics Business Line .....	13
1. Economic Statistics .....	13
2. Social Statistics .....	14
2. Census of Population Statistics Business Line .....	14
Organization and Business Line Matrix .....	15
 <b>SECTION III: DEPARTMENTAL PERFORMANCE</b>	
A. Performance Expectations .....	16
Performance Accomplishments .....	18
Departmental Performance .....	18
Program Relevance .....	18
Program improvements resulting from user feedback .....	18
Program contributions to policy decision making .....	20
Analysis of Issues .....	21
Uses of statistical products .....	23
Sales .....	23
Partnerships .....	23
Media Citations .....	25
Client satisfaction Measures .....	25
Product Delivery .....	27
Measures of elapsed time between reference period and release dates .....	27
Periodic analyses of statistical revision patterns .....	27
Measures of incidence of adherence to pre-established release dates .....	28
Access through the Internet .....	28
Content of Statistics Canada's web site .....	29
Client contacts with Regional Offices .....	30
Information Quality .....	31
Availability of quality descriptors and technical notes .....	31
Controlled Respondent Burden .....	31
Calculated Burden .....	31
Use of administrative data in lieu of surveys .....	32
Response Rates .....	33
Alternative means of reporting and collecting data .....	33

Maintain Knowledge Infrastructure .....	34
Employee Opinion Survey .....	34
Employee turnover Rates .....	34
Investments in employee training .....	35
Management Issue .....	35
Year 2000 Readiness .....	35
<b>SECTION IV: SUPPLEMENTARY INFORMATION .....</b>	<b>37</b>
A. Key Reviews .....	37
B. Financial Summary Tables .....	38
C. Contacts for further information .....	42
D. Legislated Requirements .....	43
E. Priority setting and Long Term Planning .....	44
F. Selected major social and economic indicators produced by Statistics Canada and their uses .....	45

## EXECUTIVE SUMMARY

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

This report endeavours to provide an overview of the mission and priorities of the Agency as well as its activities carried out as part of its two business lines — Economic and Social Statistics and Census of Population Statistics. The report then focuses on an assessment of the Agency's performance through both quantitative and qualitative indicators.

In 1998-99, Statistics Canada has made progress on a number of fronts. New information needs for policy formulation have been recognized in the areas of Economic Growth, Social Cohesion, Human Resource Development and Aboriginal Peoples. The Agency is currently developing suitable survey enhancements or new surveys to meet these information requirements. Also new survey enhancements or expansions have been developed in the Project to Improve Provincial Economic Statistics to support the Harmonized Sales Taxes allocation formula.

In conformity with the new Planning and Reporting and Accountability Structure, Statistics Canada has expanded its performance measurement framework and the present report reflects this change with the introduction of new indicators against which the Agency is reporting progress.

This is Statistics Canada's third Departmental Performance Report and much progress has taken place since our first report. The Agency recognizes that performance reporting is very much an evolutionary process and will continue efforts to make improvements in the coming year.





## SECTION I:

### Message from the Minister

Canada is well positioned to be a leader in the new emerging global knowledge-based economy. Our government is working with the private sector to address the challenges in making the transition to this economy. By focussing on the challenges of a competitive 21<sup>st</sup> century economy, we can turn Canada's potential into reality and create jobs and wealth for our citizens. The Industry Portfolio, bringing together 13 departments and agencies with complementary goals and objectives, plays an important role in helping Canadians achieve this vision.

In 1997-98, the Industry Portfolio focussed on three areas of activity – each crucial for our economic success – now and into the next century:

- ☐ promoting innovation through science and technology;
- ☐ assisting businesses to grow by providing information, advice and financing support; and
- ☐ ensuring a fair, efficient and competitive market place.

The Portfolio members' Performance Reports collectively illustrate how the Portfolio is making a contribution toward the realization of these objectives.

I am pleased to present the *Performance Report* for Statistics Canada for the fiscal year ending March 31, 1998. In the *1997-98 Estimates Part III*, Statistics Canada articulated its strategic objectives and described how its plans for the fiscal year would contribute to their realization. This report sets out Statistics Canada accomplishments against those plans and shows the contribution [name] is making to Portfolio and government-wide objectives.

The 13 Industry Portfolio members are . . .

Atlantic Canada Opportunities Agency  
Business Development Bank of Canada\*  
Canadian Space Agency  
Competition Tribunal  
Copyright Board  
Canada Economic Development for Quebec Regions  
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 Performance Reports

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**The Honourable John Manley**



## SECTION II: DEPARTMENTAL OVERVIEW

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. (see Section IV Supplementary Information)

### 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.

### Operating Environment

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 many and diverse dimensions of the modern nation state, such as information on its population, its economy, its resources, and its social and cultural life. Under the Canadian Constitution, provision of statistics is a federal responsibility. By means of the Statistics Act, Parliament has designated Statistics Canada as the Central Agency responsible for producing such information.

The Chief Statistician reports through the Minister of Industry. Traditionally, however, Statistics Canada is treated at arm's length by the Minister and the government. While the government establishes the total budget for Statistics Canada, statistical priorities within the budget are set by the Chief Statistician, based on a careful analysis of the needs of data users.

The gathering of information involves a partnership with all Canadians. In this partnership, Canadians both contribute and benefit. Information is provided to Statistics Canada through surveys and access to administrative records, while Statistics Canada, after compiling and analysing this information, provides feedback through a myriad of information products.

Historically, Statistics Canada's program has been structured to provide macro-economic, micro-economic and socio-demographic statistics, and statistical information on public institutions and programs. Such information continues to be relevant. However, emerging issues prompt demands for new kinds of data, (for example, needs have been expressed for improved information on education and the transition from school to the workplace, the health of Canadians and the systems that support it, the effects of globalization, the functioning of Canada's economy, the factors affecting Canada's competitiveness in world markets, the impact of science and technology, the outcomes of government programs and the status of various sub-populations within Canadian society).

Maintaining the relevance of the Statistics Canada program by meeting such information needs will always be a primary goal for the Agency. To maintain a high level of program relevance, Statistics Canada relies on two pivotal instruments. These are:

A. The advice and guidance it receives from the following external consultative bodies:

◆ *The National Statistics Council*

The National Statistics Council advises the Chief Statistician of Canada on the full range of Statistics Canada's activities, particularly on overall program priorities;

◆ *Professional Advisory Committees*

A network of Professional Advisory Committees in major subject areas ensures the continuous review of the Agency's statistical outputs and helps set priorities and foster program relevance;

◆ *Bilateral relationships with key federal departments*

Statistics Canada maintains, on a continuing basis, a close bilateral relationship with key federal departments and agencies, including Finance, Industry, Health, Human Resources Development, Environment, Agriculture and Agri-food, Transport, the Canadian Transportation Agency, Revenue Canada/Taxation and Customs, Heritage, Canada Housing and Mortgage Corporation, Citizenship and Immigration and Justice. These bilateral relationships foster an awareness of each department's needs and their information priorities; and

◆ *Federal-Provincial-Territorial Consultative Council on Statistical Policy (and its subcommittees)*

This Council and its subcommittees comprise a network of 12 provincial/territorial official representatives, who collaborate with Statistics Canada to determine data requirements, consult on current statistical activities and co-ordinate the dissemination of Statistics Canada products to provincial and territorial governments.<sup>1</sup>

Given the nature of these consultations and the breadth of their review, the impact of the advice received in the course of time affects virtually all Statistics Canada's programs.

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1. Three special initiatives in the areas of Health, Education and Justice Statistics warrant mention:

*Health:* Statistics Canada 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 Education Statistics Program at Statistics Canada; and

*Justice:* The Justice Information Council comprises federal, provincial and territorial Deputy Ministers responsible for justice policies and administration and provides advice to the Chief Statistician on the Justice Statistics Program at the Canadian Centre for Justice Statistics within Statistics Canada.

B) The Agency's rigorous Planning and Performance Monitoring System and processes.

The goal of the planning and performance monitoring system is to maintain the effectiveness of the overall program and each of its component parts. To this end the system has four main objectives:

- 1) to assess the Agency's programs and their resources, in order to adjust them to changing client needs and priorities, responding to opportunities and operational pressures, while minimizing the negative impact of budget reductions when they occur.
- 2) to surface and resolve cross-cutting issues which affect technical and management policies and practices;
- 3) to foster innovation and efficiency; and
- 4) to monitor the performance of ongoing programs and major initiatives in achieving their expected results and in supporting Agency objectives.

In meeting these objectives the process links strategic and operational plans and program performance to resource allocations. Priorities are defined as those programs, technical or management areas most in need of attention over the planning period. Urgency of investments are assessed as a function of both the intrinsic importance of progress and the respective states of good repair. (Please see Section IV for more information on Priority Setting and Long-Term planning)

## Stakeholders:

The Agency is continually mindful of its various stakeholders and their information needs. The Agency's stakeholders include:

- ◆ **Government:** Policy and program decisions lead to new demands for statistical information, and budgetary and administrative decisions affect the Agency's capacity to respond to demands;
- ◆ **Federal Departments and Agencies:** Most government departments are major users of Statistics Canada data and several are also important suppliers of administrative data to the Agency;
- ◆ **Provincial and Territorial Governments:** 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:** Businesses and labour unions are important users of the Agency's information and 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;

- ◆ **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;*
- ◆ **Foreign and International Bodies:** Statistics Canada maintains extensive contacts with international scientific and intergovernmental organizations, 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, requires that outputs meet international standards to ensure the continuing comparability of Canadian data on social and economic phenomena with those of other countries; and
- ◆ **Other Client Groups:** There are many other users of Statistics Canada's data whose interests have to be borne in mind; for example, regional and local governments, public libraries, professional associations, research institutes and special interest groups.

Statistics Canada makes its information available through media releases, publications, 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. (Please see Section IV for more information on statistical products and their users and uses).

# STATISTICS CANADA'S BUSINESS LINES

## Objective

Statistics Canada's objective is to provide comprehensive and relevant statistical information on the economic, demographic and social structure of Canada in order to support the development, implementation and evaluation of policies, programs, and decision-making.

## Description

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

### 1. Economic and Social Statistics Business Line

#### Economic and Social Statistics

Planned Spending	\$224,412,536
<i>Total Authorities</i>	<i>\$260,300,157</i>
<b>1997-98 Actuals</b>	<b>\$258,116,579</b>

#### Explanation of Variance between 1997-98 Planned Spending and Total Authorities

The 1997-98 total authorities is 35.9 million or 16% higher than planned spending.

Additional resources were received through Supplementary Estimates to improve provincial economic statistics and to conduct surveys on child support and family violence.

## Objective

The objective of this Business Line is twofold. It provides statistical information and analysis relating to the measurement of the international and domestic components of Canadian economic performance. The business line also provides statistical information on the social, economic and physical well-being of individuals and families, their labour market participation, as well as on the justice, health, education systems and institutions which serve them.

## 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 is education, the cost of living and inflation, etc.

### 1. 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. The organisation of economic statistics is guided, in large measure, by frameworks which constitute the Canadian System of National Accounts. The system makes it possible to measure both the current performance and the structural make-up of the Canadian economy by type of economic transaction and by sector. This set of accounts is designed to provide information on the Canadian



economy in direct support of fiscal, monetary, human resource, industrial and international economic policy formulation and adjustment. The System of National Accounts also serves as a framework within which individual statistical series are compared to assess their reliability and as an analytic tool to identify shifts in the economic importance of various sectors.

Another component of the service line focuses on the business, trade and tourism sectors of the Canadian economy. Information includes measures of the value of production, cost structures, commodities produced and consumed, the 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.

## 2. *Social Statistics*

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

The second component of this service line provides information and analysis on the facilities, agencies and systems which are publicly funded to meet the socio-economic and physical needs of Canadians. It encompasses the justice, health care, education systems, and cultural institutions and industries. Information is provided on the nature and extent of their services, and operations, and 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, and to portray the impacts on Canadians of the health, education and justice systems.

## 2. Census of Population Statistics Business Line

### Census of Population Statistics

Planned Spending	\$37,855,464
<i>Total Authorities</i>	<i>\$37,050,759</i>
<b>1997-98 Actuals</b>	<b>\$36,709,643</b>

### Objective

The objective of this business line is to provide statistical information on the Canadian population, its demographic characteristics and conditions, and their change over time.

### 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 the detailed information on sub-populations and for small geographic areas, which cannot be generated through sample surveys. 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.

## Organization and Business Line Matrix

The Minister of Industry is responsible for Statistics Canada. The Agency is headed by the Chief Statistician of Canada, supported by six Assistant Chief Statisticians (ACS's); three are responsible for statistical programs and three for technical support and management services. The following table displays the relationships between the two principal Business Lines of Statistics Canada's Program and the Agency's organizational structure. It also details the 1997-98 resources by organization and business line.

**Table 1. 1997-98 Resources by Organization and Business Line**

**(Comparison of Total Planned Spending to Actual Expenditures  
millions of dollars)**

	<div style="text-align: center;"> <div>Minister of Industry</div> <div>Chief Statistician</div> </div>									
Business Lines	ACS Social, Institutions and Labour Statistics	ACS Business and Trade Statistics	ACS National Accounts and Analytical Studies	ACS Communications and Operations	ACS Informatics and Methodology	ACS Management Services	Sub-Totals	Vote Netted Revenues	Totals	Percentage of TOTAL
Economic and Social Statistics	23.5	45.3	23.3	73.9	38.9	81.2	286.1	61.7	224.4	86%
	<i>29.1</i>	<i>51.0</i>	<i>26.9</i>	<i>79.3</i>	<i>52.2</i>	<i>81.6</i>	<i>320.1</i>	<i>59.8</i>	<i>260.3</i>	<i>88%</i>
	<b>31.2</b>	<b>52.7</b>	<b>27.5</b>	<b>78.9</b>	<b>50.0</b>	<b>69.1</b>	<b>309.4</b>	<b>51.3</b>	<b>258.1</b>	<b>88%</b>
Census Population Statistics	24.8	0.0	0.0	4.1	18.6	2.7	50.2	12.3	37.9	14%
	<i>26.7</i>	<i>0.0</i>	<i>0.0</i>	<i>3.2</i>	<i>18.3</i>	<i>3.1</i>	<i>51.3</i>	<i>14.2</i>	<i>37.1</i>	<i>12%</i>
	<b>25.0</b>	<b>0.0</b>	<b>0.0</b>	<b>3.8</b>	<b>18.4</b>	<b>3.0</b>	<b>50.2</b>	<b>13.5</b>	<b>36.7</b>	<b>12%</b>
<b>Total Program</b>	48.3	45.3	23.3	78.0	57.5	83.9	336.3	74.0	262.3	100%
	<i>55.8</i>	<i>51.0</i>	<i>26.9</i>	<i>82.5</i>	<i>70.5</i>	<i>84.7</i>	<i>371.4</i>	<i>74.0</i>	<i>297.4</i>	<i>100%</i>
	<b>56.2</b>	<b>52.7</b>	<b>27.5</b>	<b>82.7</b>	<b>68.4</b>	<b>72.1</b>	<b>359.6</b>	<b>64.8</b>	<b>294.8</b>	<b>100%</b>

Note: Regular numbers denote Main estimate Levels, numbers in italic represent Total Authority and bold numbers denote actual expenditures/revenues in 1997-98

## SECTION III: DEPARTMENTAL PERFORMANCE

### A. Performance Expectations

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

The Agency is committed to the achievement of the following key results in both its business lines. The following table also highlights the nature of the performance measures by which Statistics Canada intends to monitor progress.

<b>Statistics Canada commits:</b> <b>To provide Canadians with:</b>	<b>As demonstrated by:</b>
<p>Objective and non-partisan statistics that provide measures of various aspects of Canada's economy and society which are:</p> <ul style="list-style-type: none"> <li>• Relevant to policy formulation and decision making</li> <li>◆ Responsive to emerging issues</li> <li>◆ Of high quality</li> </ul> <p>and which contribute to:</p> <ul style="list-style-type: none"> <li>• The fulfillment of legal requirements</li> <li>• Informing Canadians about current and emerging economic and social issues</li> <li>• The maintenance of a national statistical knowledge infrastructure.</li> </ul>	<p><b>Program Relevance:</b></p> <p>Use of statistics in policy formulation and decision making.  The production of new statistical information in areas required to formulate policy and make decisions.  The production of knowledge that contributes to an understanding of Canada's economic and social history, trends and issues.  The extent to which statistical information serves to address the purposes for which it was produced and fill the needs of users.</p> <p><b>Product Delivery:</b></p> <p>The timely release of high quality macro socio-economic indicators  Few and small revisions to major indicators.  Statistics which adhere to recognized national and international standards.</p> <p><b>Information Quality:</b></p> <p>Availability of quality descriptors and technical notes.  Controlled Respondent Burden  Levels of Reporting Burden.  Use of administrative data.  Use of new methods and technologies.</p> <p><b>Maintenance of a national statistical knowledge infrastructure</b></p> <p>Human Resources Management Initiatives.</p>

The above Commitments and Performance Measures will be tracked through the following indicators:

<b>Performance Measures of Commitments:</b>	<b>Performance Indicators:</b>	<b>Achievements reported on page</b>
<p><b>Program Relevance:</b></p> <p>Use of statistics in policy formulation and decision making</p> <p>Production of new statistical information in areas required to formulate policy and make decisions</p> <p>The production of knowledge that contributes to an understanding of Canada's economic and social history, trends and issues.</p> <p>The extent to which statistical information serves to address the purposes for which it was produced and fill the needs of users.</p> <p><b>Product Delivery:</b></p> <p>The timely release of high quality macro socio-economic indicators</p> <p>The incidence of statistical revisions</p> <p>Statistics which adhere to recognized national and international standards</p> <p><b>Information Quality:</b></p> <p>Availability of quality descriptors and technical notes</p> <p><b>Controlled Respondent Burden</b></p> <p>Levels of Reporting Burden</p> <p>Use of administrative data</p> <p>Use of new methods and technologies</p> <p><b>Maintenance of a national statistical knowledge infrastructure</b></p> <p>Human Resources Management Initiatives</p>	<p><b>Program Relevance</b></p> <ul style="list-style-type: none"> <li>• Program improvements resulting from user feedback.</li> <li>• Program contributions to policy decision making.</li> <li>• Analysis of issues</li> <li>• Use of statistical products and services including: <ul style="list-style-type: none"> <li>– Sales</li> <li>– Partnerships</li> <li>– Media citations</li> <li>– Client satisfaction measurements</li> </ul> </li> </ul> <p><b>Product Delivery:</b></p> <ul style="list-style-type: none"> <li>• Measures of elapsed time between reference period and release dates</li> <li>• Periodic analyses of statistical revision patterns</li> <li>• Measures of incidence of adherence to pre-established release dates</li> <li>• Access to information products and services including: <ul style="list-style-type: none"> <li>• Internet connections,</li> <li>• Free access to basic statistics</li> <li>• Client contacts with Regional Offices</li> </ul> </li> </ul> <p><b>Information Quality</b></p> <ul style="list-style-type: none"> <li>• Availability of quality descriptors and technical notes</li> </ul> <p><b>Controlled Respondent Burden</b></p> <ul style="list-style-type: none"> <li>• Calculated Burden</li> <li>• The use of administrative data in lieu of surveys</li> <li>• Response rates</li> <li>• Measures of alternative means of reporting and collecting data</li> <li>• Employee opinion Survey</li> <li>• Employee turnover rates</li> <li>• Investments in employee training</li> </ul>	<p>18</p> <p>20</p> <p>21</p> <p>23</p> <p>23</p> <p>23</p> <p>25</p> <p>25</p> <p>27</p> <p>27</p> <p>28</p> <p>28</p> <p>29</p> <p>29</p> <p>30</p> <p>31</p> <p>31</p> <p>32</p> <p>33</p> <p>33</p> <p>34</p> <p>34</p> <p>35</p>

# Performance Accomplishments

## Departmental Performance

The following performance measures review Statistics Canada's achievements for the year 1997-98.

## Program Relevance

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 and are presented to report on the Agency's achievements.

### ***Program improvements resulting from user feedback***

- *Changes to statistical programs based upon external advice and program reviews*

Statistics Canada relies on numerous consultative processes which contribute to the continuous review of the Agency's statistical outputs. The following examples provide an indication of their impact on Statistics Canada's program.

***National Statistics Council*** – Composed of eminent Canadians from different walks of life, the Council does not make decisions or set policy. However, its deliberations carry a substantial amount of weight in the decisions taken by the Chief Statistician and his colleagues. This is true both with respect to broad statistical priorities – which have repeatedly been discussed with the Council over the years – and with respect to particular statistical issues of sensitivity. For example, at its latest meeting, the Council considered a proposal to expand a research study involving sensitive issues relative to a trade-off between individual privacy and potential benefits to the health of Canadians from the linkage of individual records. The views expressed by Council members were an important factor in determining the future directions of this project. The Council is consulted on a wide variety of topics, and its advice influences all major policy and program decisions.

***Demographic estimations*** – In January 1998, following consultations with the Federal-Provincial Committee on Demography and the Advisory Committee on Demographic Statistics and Studies, we began an important review of the elements of one of the components of the demographic estimation program, namely, the estimation of non-permanent residents. The new estimation relies on more complete administrative information and, consequently, improves the accuracy of demographic estimations.

***Education Statistics*** – The Education Statistics Program has developed a strategic plan in consultation with provincial and territorial ministries of education and other education stakeholders. The strategic plan was approved in September 1997 by the Canadian Education Statistics Council. In order for the education statistics program to be more relevant to policy issues in education, the plan pointed to the need for data quality improvements to existing education statistics, for the development of education indicators, and for new surveys to fill data gaps. The quality issues are being addressed jointly with the provinces and territories. Proposals to develop data to inform policy issues have been developed and are being considered under a new initiative for funding priority data gap areas.

***Science and Technology Statistics*** – A conceptual framework for the Science and Technology Statistics Project was developed in the close collaboration with Statistics Canada's Advisory Committee on Science and Technology and with Industry Canada. Concrete proposals, reflecting the vision and priorities of this framework, are being set out in a five year Strategic Plan. In anticipation of the strategy, new surveys have been conducted and existing ones improved after discussions with the user communities. Examples include: the measurement of innovation in selected service industries; use and planned use of biotechnologies; and commercialization of intellectual property of universities and selected federal departments and agencies.

***Culture Statistics*** – The National Advisory Council on Culture Statistics reviews twice annually the plans, priorities, and statistical activities of the Culture Statistics Program, and thus assists in establishing the strategic and operational direction of activities. Based upon the members' professional experiences in the cultural community, they have recommended that the program place the highest priority in the current fiscal year upon the development of measures for assessing the economic impact of cultural activities and on the further exploitation of Statistics Canada's datasets concerning consumer demand for cultural goods and services. The program is pursuing these priorities in accord with the Committee's recommendations.

***Census of Population*** – While the core content of the census of population has remained relatively constant since 1971, Statistics Canada continues to make modifications to census questions in order to remain responsive to information needs as we enter the 21<sup>st</sup> century. In preparation for the 2001 Census, the consultation process consisted of 65 meetings held across the country, as well as, consultation through the Agency's Internet site. The results of these consultations permit the development of a set of proposed Census questions for the review and approval of Cabinet in 1999.

## ***Program contributions to policy decision making***

### **Filling Data Gaps to Support to Policy Issues**

Commencing in 1998-99, Statistics Canada will be developing and implementing a number of new initiatives in response to the statistical information needs identified by the federal government Policy Research Committee. This will result in survey enhancements and the development of new surveys to support policy priorities. Four themes have been identified:

- ◆ **The Knowledge-Based Economy** – Focussing on the role of knowledge and skills in the economy and the labour market.
- ◆ **Economic Growth** – Central to both wealth and job creation, many aspects of growth are not yet clearly understood. The particular areas that require attention include: the determinants of productivity growth, trade, international investment and growth, environmental issues, sustainable development and the role of new technologies and the implications of an aging population on economic performance.
- ◆ **Social Cohesion** – Among the challenges in the area of Social Cohesion are issues related to income polarization, access to information technology, the role of the non-profit sector and volunteering.
- ◆ **Human Development** – There are important questions related to the determinants of successful transitions from: childhood to school, from school to the labour market, between employment, unemployment and raising families and from the labour market into retirement.

### **Aboriginal Peoples Survey**

The need for more frequent and detailed data on Canada's aboriginal population has been identified as a major data gap for the Social Cohesion theme identified above and for other policy research initiatives. In January of 1998, in response to the report of the Royal Commission on Aboriginal People (RCAP), the government of Canada tabled its Aboriginal Action Plan - Gathering Strength, and mandated Statistics Canada to coordinate an Aboriginal People survey in conjunction with the 2001 Census.

### **School readiness in the National Longitudinal Survey of Children and Youth**

In September 1997, the Speech from the Throne included the intention "to measure and report on the readiness to learn of Canadian children so that we can assess our progress in providing our children with the best possible start".

A recent federal government report identified five components of school readiness. Information to support the examination of these components not covered by the current content of the National Longitudinal Survey of Children and Youth (NLSCY), have been identified and activities (specifically additional questions and an increase in survey sample size) to address these are being undertaken in the development of the next cycle of the survey.



**Project to Improve Provincial Economic Statistics**

The objective of the Project to Improve Provincial Economic Statistics is to substantially improve the accuracy and detail of provincial economic statistics. A full set of Provincial Economic Accounts, including Input-Output Accounts, will be produced each year. This should permit much improved analysis of economic data by province. The impetus for the project was the agreement between the Government of Canada and three Atlantic provinces (New Brunswick, Nova Scotia and Newfoundland) on an arrangement to harmonize sales taxes. The revenues from the combined tax are collected by Revenue Canada and divided among the four governments by means of a specified revenue allocation formula which is based primarily on aggregate statistics compiled by Statistics Canada. The products of the project are scheduled to begin to appear in their full detail during the second half of the year 2000 and to continue appearing every year thereafter.

***Analysis of Issues***

Statistics Canada endeavours to keep abreast of emerging issues and problems that can affect the Canadian economy and Canadian society and to make use of important advances in knowledge resulting from university-based research. The following is a brief exposé of selected analytic products recently completed by the Agency.

**Inter-Generational Equity**

A collection of essays focusing on the impact of fiscal policy on inter-generational equity has now been published by Statistics Canada. The authors find: (1) that current fiscal policy is in balance across the generations; (2) that tax/transfer changes over the last two decades have helped the young, but especially the old; (3) that intra-generational inequities may be greater than inter-generational inequities. The multitude of reforms, from personal income tax rates to the Employment Insurance system, have resulted in a slight net increase in government transfer payments to two main groups: seniors over the age of 60 and, to a much lesser extent, young people aged 15 to 24 (senior citizens have been the most significant beneficiaries of reforms to Canada's system of taxation and government transfers between 1984 and 1995).

**Failing Concerns: Business Bankruptcy in Canada**

A recent study based on a special survey on business bankruptcies in Canada complements earlier work on the causes behind the bankruptcies of new firms. The study finds the most fundamental problems for bankrupt companies are generally related to poor management skills and, in particular, to key deficiencies in the area of financial management. Seven out of 10 firms failed because of bad financial planning. Three particular problems were found to be regularly occurring: an unbalanced financial structure (with a deficiency of equity capital), an inability to manage working capital, and undercapitalization.



## **Job Stability in Canada**

The 1990s have been marked by public concern regarding downsizing, layoffs, and decreased job stability. Earlier work showed that to the mid 1990s at least, among *paid* jobs, the probability of layoff had not risen, and average job tenure had not fallen, as many observers would have expected. The increase in unemployment of the early 90's was due to many other factors, primarily to a much reduced rate of hiring.

More recent work in this area has extended the analysis, asking whether job stability is significantly less in the services sector, the fastest growing part of the economy than in the production sector, and whether such a shift has had a significant influence on the overall stability of new jobs. The research finds that the shift in employment to the personal and business services sectors has had very little effect on aggregate job tenure. Lower quit rates in the early 1990s, which were associated with the lower hiring rate, had much to do with the increase in job tenure. In an uncertain economic environment, where new paid jobs were hard to find, workers tended to quit less often, resulting in increased job tenure. In such an environment, worker mobility was reduced. Marginally lower layoff rates in the 1990s also contributed to the increase in average job tenure.

## **Changing Trade Patterns and Job Instability**

Recent work by Statistics Canada on international competition and industrial performance found that our increased exposure to international trade in manufacturing over the last twenty years has been accompanied by increased job instability in that sector.

Another study examines the extent to which the Canadian manufacturing sector has become more volatile at the same time as export and import penetration has increased. It uses three measures of volatility (the percentage of market share that is transferred from declining firms to growing firms; the importance of entry and exit, and the intensity of mergers) and relates them to changing trade intensity. All of these measures were found to be related to the trade intensity measures. The study also finds that the greatest effects came after the implementation of NAFTA.

## **Working women and Technological Change**

The rapidity of technological change, especially the pervasive diffusion of computers, leads to the question of whether these technologies and their impacts affect men and women differently. A Statistics Canada study used the pilot Workplace and Employee Survey data to examine both the exposure of men and women to technological change and the changes in skill requirements and technical complexity that men and women report. The study shows that the exposure of men and women to technological change is similar. The data also show that women and men have similar probabilities of reporting increased skill requirements when their establishment adopts new technology, while men have a slightly greater probability of reporting increased technical complexity. Finally, both men and women who use computers report a similar balance between informal and formal training: both tend to learn their applications through informal training. Women were more likely than men to report employer-sponsored training for the computer application they use the most.

## Uses of statistical products

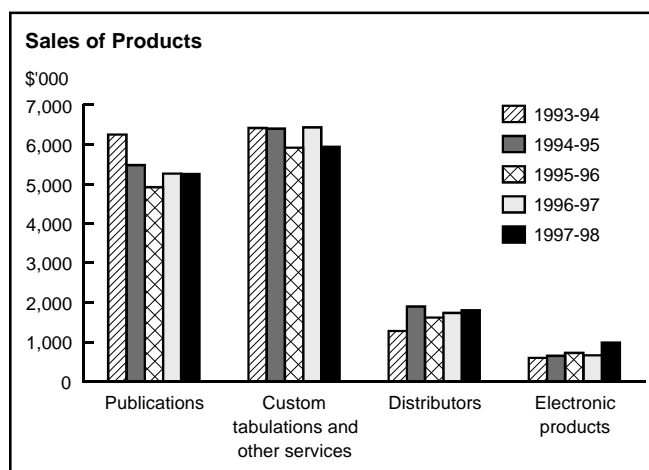
### Sales

Client feedback and market research studies indicate the following trends in the information market for Statistics Canada products.

Clients indicate a strong preference for custom tailored solutions to their information needs and an increasing preference for electronic products. The declining sales of print publications reflect this changing preference.

Clients place a high degree of importance on the immediacy of service and many purchase information only on a “when needed” basis. Technological developments have equipped information consumers to search for and retrieve the latest information on a topic, often from a variety of sources. In response to these expectations, Statistics Canada has introduced online access to trade statistics and CANSIM – the Canadian Socio-Economic Information Management System – via the Internet (The CANSIM data base, which contains over 600,000 time series, has been distributed to online information users since 1976).

A recently-completed research study found that 85 percent of Statistics Canada’s paying clients use the Internet and 42 percent of these have visited the Agency’s web site. The study also found that if current print products were available electronically, clients would prefer to receive them in that format. In the coming year, a number of publications will become available in electronic form although print versions will continue to be available on demand.



### Partnerships

Partnerships with public and private sector organizations delivering information services to specialized audiences are an important element of the Agency’s dissemination strategy.

Since 1981, a group of secondary distributors, now numbering fifteen, has been licensed to resell and repackage data, principally Census and Geography files. These firms typically provide added value not available from Statistics Canada to serve the specialized needs of consumer and business-to-business marketers.

- Secondary distributors
- New licensing patterns
- Changing distributor mandates
- Provincial and Territorial partnerships
- Access to information through libraries
- Partnerships with Canadian Universities and Colleges
- New Census of Population partnerships

During the past two years the Agency has developed new licensing practices based on research conducted with Canada's growing information industry. Key findings indicated that smaller firms want an easier access to Statistics Canada. Updated terms and conditions introduced for the 1996 Census dissemination cycle are designed encourage firms in providing these services.

**Bilateral relationships with key federal departments**

Statistics Canada maintains, on a continuing basis, a close bilateral relationship with key federal departments and agencies, including Finance, Industry, Health, Human Resources Development, Environment, Agriculture, Transport, the Canadian Transportation Agency, Revenue Canada/Taxation and Customs, Heritage, Canada Housing and Mortgage Corporation, Citizenship and Immigration and Justice. These bilateral relationships foster an awareness of each department's needs and their information priorities;

Statistics Canada gives visibility to private sector partners through its web site and in its catalogue of products and services. This activity may grow in the coming years through initiatives such as Connecting Canadians and Government Online and is expected to broaden information use in Canadian society.

Public sector partnerships exist with Provinces and Territories. A Statistical Focal Point in each provincial and territorial government is provided with a wide array of information products which, in turn, they can disseminate to

the provincial and territorial administration.

The Depository Services Program (DSP) of Public Works and Government Services Canada is a key element of Statistics Canada's provision of information, without charge to all Canadians. The objective of the DSP is to provide access to federal information through depository libraries located across Canada. A key development in the DSP is the provision of much of the 1996 Census data on CD ROM as a result of consultations with the library community. This has significantly increased the amount of information available to Canadians without charge. Further developments include the migration of many print products to electronic files available via the Internet. During 1997-98 an extensive test of this new mode of servicing was undertaken and found to be a cost-effective and acceptable substitute.

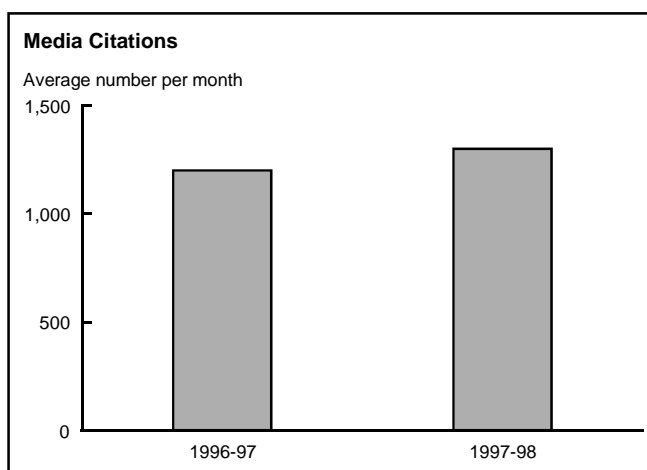
A total of sixty Canadian universities are participating in the Data Liberation Initiative, a partnership designed to ensure the availability of Canadian data for research and teaching in these institutions. Virtually all of Statistics Canada's published electronic databases have been made available since the program's inception three years ago. The long term effect is expected to be more extensive use of information in support of academic and policy research in Canadian universities.

In April 1998, Statistics Canada and Elections Canada signed a Memorandum of Understanding outlining the terms of a project which will be the first step in developing a national street network file. The goal is to share data, updates and infrastructure in a single file to support Elections Canada in its voter enumeration and Statistics Canada in its census operations and many other collection and analytic activities. Both Elections Canada and Statistics Canada will protect the confidentiality of their respective data.

## **Media Citations**

The news media are a key link in informing the broader Canadian public. The Agency monitors media coverage of its products and data releases in 32 newspapers, 16 radio and 16 television outlets.

The average number of citations per month in the news sources monitored by Statistics Canada increased to 1,300, up from 1,200 the previous year. This indicates the extraordinary wide media exposure of Agency releases: it reached in the media outlets that were monitored, an average of at least one citation per outlet on each and every working day.



## **Client satisfaction Measures**

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

## **Service Standards**

Corporate Service Standards have been established and a “Service Standards” brochure is now available to customers. Training is being provided to Agency employees in the standards’ application. To ensure professional response to client needs, guidelines have been developed for employee - client communication. Periodic audits of compliance with its announced standards will be conducted by the Agency’s Audit and Evaluation Program.

- Service Standards
- Service Improvements
- Service Orientation
- Client satisfaction measurements

## **Service Improvements**

A client ‘helpline’ is now provided for users of all of Statistics Canada’s electronic products including Internet commercial services. This group, which also tests products from a user perspective prior to their market introduction, provides feedback to product developers for ongoing product enhancement.

A client database is maintained and information on clients is used extensively by program areas and client service areas to better understand their user groups. The client information is used to announce the availability of new information and for market research purposes.

## Client Orientation

A series of five client-orientation workshops are an integral part of the training programs offered by Statistics Canada to its employees. Topics include How to Conduct Market Research, Customer Service and Managing in a Client-Oriented Public Service. These programs stress the importance of building client feedback mechanisms into service delivery. Over 800 employees have participated in this training which has contributed significantly to a strong client focus throughout the Agency.

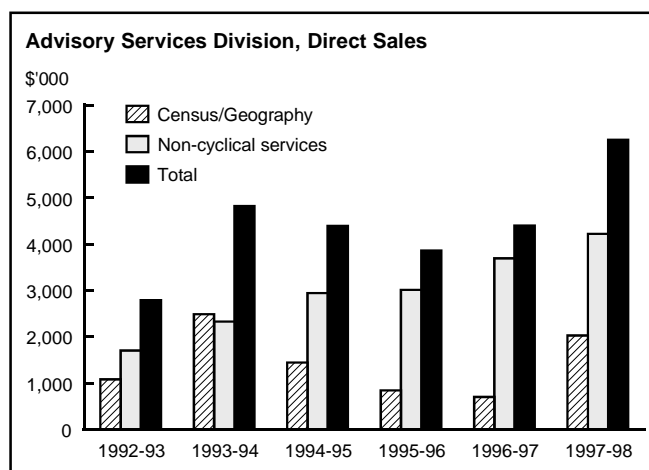
During the past few years the Account Executive Service of Advisory Services Division has operated out of Statistics Canada's Regional Offices. Since its inception in 1993, direct sales resulting from the new executive accounts service has increased significantly (see accompanying chart).

Two significant studies focusing specifically on client satisfaction were conducted in 1997-98. Studies of Federal Government clients for cost recovery surveys and users of customized trade data focused on the clients' perception of the quality of the service, information packaging and delivery, and cost. Findings from these studies were used by the managers responsible for these services to adjust processes and management of client relationships with a view to continuously improving client satisfaction.

In 1997-98, a number of studies were undertaken to better understand the information needs of users of both publications and electronic products.

Statistics Canada's website is becoming an important element for the delivery of the Agency's public good mandate, as well as in the delivery of commercial services. This facility will provide the organization with an opportunity to conduct ongoing research on access to agency products and services. Past research has contributed significantly to the site's design, content and the tools available to visitors resulting in high ratings being given to the site in a number of reviews.

A special market research study was conducted with respondents to Statistics Canada's business surveys. The study focused on the respondent's perceptions of burden and factors which affect their completion. The survey indicated a strong understanding by respondents of the importance of completing the surveys. It also suggested that improved awareness of the purpose of the surveys and how the information is used would further improve cooperation. As well, respondents indicate the desire for a single point of contact for queries and for recognition of their contributions. Partly in response, all agency publications now prominently thank survey respondents.



## ***Product Delivery***

The relevance of the Agency's information products depends in large measure on an appropriate balance between timeliness and statistical reliability. In striking this balance, Statistics Canada takes into account the preferences of users. For example, timeliness might be improved by issuing statistical estimates based upon preliminary (rather than final) survey results. However, clients have consistently preferred to maintain existing timeliness, if improved timeliness implies larger subsequent statistical revisions or a reduced level of statistical detail. Furthermore, great emphasis is placed by users on the predictability of release dates.

## ***Measures of elapsed time between reference period and release dates***

The elapsed time between reference period and release dates for selected major surveys is a timeliness measure which serves to test the relevance of the statistics in terms of the "freshness" of the information released. Table 4 (below) highlights the timeliness of a selection of major releases.

**Table 4**      **Elapsed time between reference period and release dates**  
**(selected major surveys)**

Major Survey	Frequency	Timeliness Target*
Labour Force Survey	Monthly	10 days
Consumer Price Index	Monthly	18 days
Monthly Survey of Manufacturers	Monthly	48 days
International Trade	Monthly	49 days
Retail Trade	Monthly	52 days
Quarterly Gross Domestic Product	Quarterly	60 days

\* Timeliness targets indicate the planned elapse 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. In the case of the Consumer Price Index, a planned schedule extension was required in one month to allow for the re-basing of the index to 1992 = 100 from 1996.

## ***Periodic analyses of 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, years. As such, time series are an important tool in understanding both the trends and underlying causes of social and economic phenomena. Revisions to statistical estimates consequently impact directly on users of statistical information by altering their understanding of these phenomena and in turn impacting on their decision making. For this reason, Statistics Canada takes careful precaution 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 processes yield effective results.



## ***Measures of incidence of adherence to pre-established release dates***

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 5 Major Subject Areas, Selected Outputs, Level of Service**

Major Subject Areas and Selected Outputs	Level of Service 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, earnings and hours	Monthly
Help wanted index	Monthly
Industrial products price index and 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 travellers	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	Seasonal

Out of 28 releases, there were only two instances during the entire year when the published schedule could not be respected. In the case of the Consumer Price Index, a planned schedule extension was required in one month to allow for a major re-basing of the index to 1992 = 100 from 1996. Similarly, historical revisions to the National Economic and Financial Accounts caused a minor re-scheduling of one of its releases.

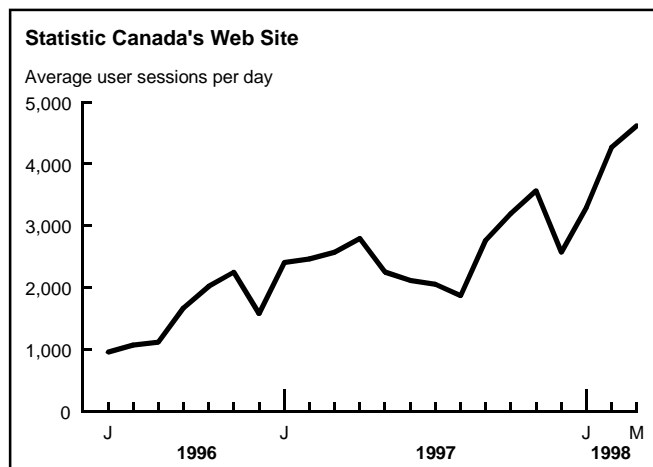
## ***Access through the Internet***

In the last eighteen months, the Agency has taken significant steps to increase and improve electronic information dissemination via the Internet<sup>2</sup>. Consultation with clients has had a major influence.

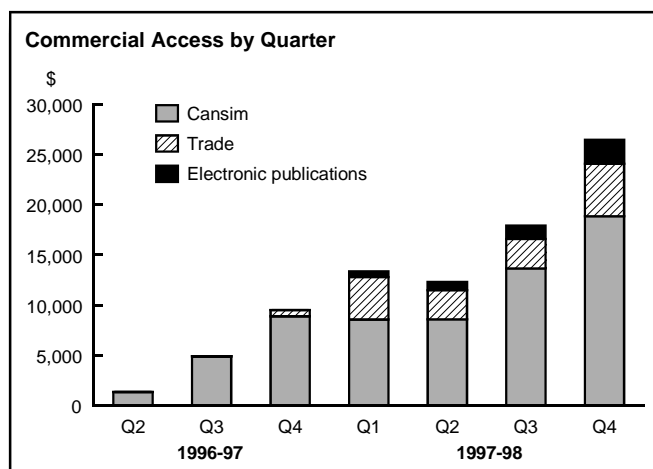
2 Statistics Canada's Internet site address is [HTTP://www.statcan.ca](http://www.statcan.ca)

Research in 1997 indicated that about eighty-five percent of the Agency's publications subscribers were able and willing to migrate to electronic products via the Internet. Two other studies in 1997/98 on how clients interacted with our web site, resulted in a number of changes to improve the site. This ongoing client driven development has resulted in Statistics Canada's website being given the second highest rating of a Canadian site by the Dow Jones Business Directory.

As illustrated in the accompanying chart, the use of Statistics Canada's web site increased substantially over the past two years. From April 1997 to March 1998, traffic has doubled with the average number of user sessions (i.e. visitors entering the Statistics Canada web site) per day growing from 2,795 to 4,622. Since the launching of Statistics Canada's web site in March 1995, traffic has been increasing steadily and exceeded one million user sessions in 1997-98.



Commercial access to the Statistics Canada's website has also experienced growth, as can be seen in the accompanying chart, although still a relatively small portion of revenues.



## Content of Statistics Canada's web site

One of the most popular modules on Statistics Canada's Talon web site is the "Canadian Statistics"<sup>3</sup> module which was accessed by 49% of all visitors. This module was expanded from 200 to more than 350 statistical tables over the past year and will continue to be the focus for development and expansion responding to user demand. Community profiles are being developed for the site and should be available in the coming year.

<sup>3</sup> *Canadian Statistics*: Comprised of a series of data tables on the Talon site. These tables were selected and designed to present data of interest to a broad audience. Users of Canadian Statistics can choose to view and/or print data covering most Agency outputs. Users can capture the HTML files and, with the most recent software, can convert these files into spreadsheets with little effort. The Agency is working on expanding the provincial and territorial dimension of the available tables and automating table updating through CANSIM wherever possible. Canadian Statistics also contains a table of data corresponding to the data described on the International Monetary Fund's Dissemination Standards Bulletin Board.



The “Daily” module, which is Statistics Canada’s official release vehicle, attracts 32% of all visitors. In addition, 1,300 users have chosen to receive The Daily each working day via an automated e-mail service.

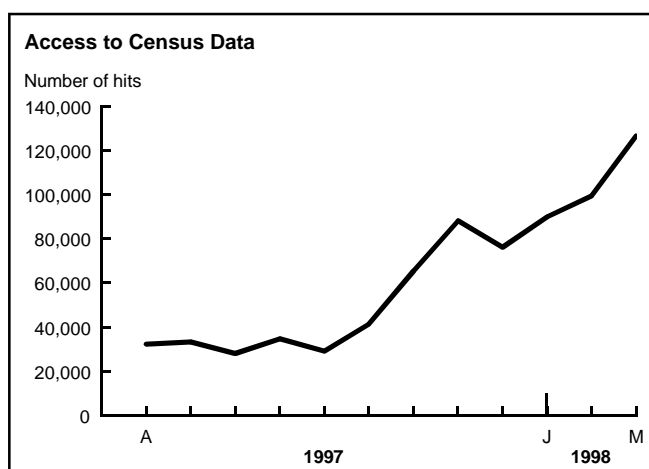
The module containing the latest economic indicators such as the Consumer Price Index, Gross Domestic Product, and the Employment/Unemployment statistics attracted 14% of all visitors to the site.

More than 40 electronic publications and 150 research papers and survey documents are available without cost on the Statistics Canada site. During 1997-98, 22% of visitors accessed the Products and Services module, which includes both free and priced products. As well, 5% of visitors accessed a module providing definitions and concepts related to surveys and data holdings.

Alternate format services are also available to meet the needs of persons with disabilities. The Daily is available in a voice-synthesized version and other products are also available in large print, braille formats or by computer synthesized voice.

## ***Census of Population***

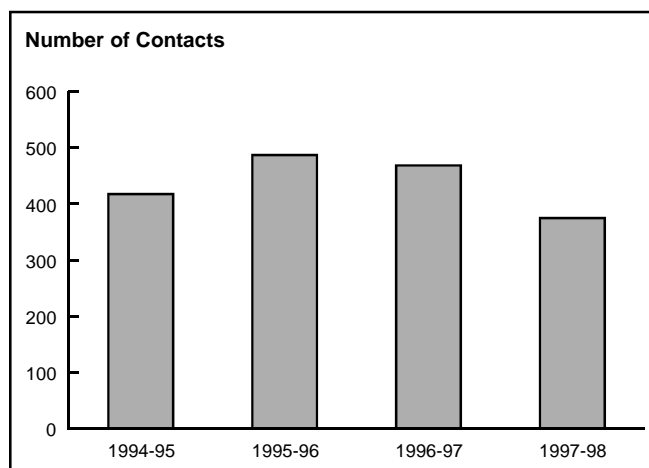
A Census module launched in April 1997 provides information on the social and economic characteristics of the Canadian population based on 1996 Census data. National and provincial data tables from the 1996 Census of Agriculture are also presented within this new module. This module was accessed by 22% of visitors to the Internet site.



## ***Client contacts with Regional Offices***

The policy of Statistics Canada is to provide information free of charge to those requests which are of a routine nature. For more complex inquiries, Regional Offices provide cost recovered consultative services to clients.

Visitors to our Regional Office 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 non-visitors have equal access.



In 1997-98, 375,000 people contacted the enquiry services of the Agency's Regional Offices. The small decrease from previous years reflect the normal level of traffic after a Census year. Increasing emphasis is being put on contacts with enquiries officers for research requests through their direct phone lines, by fax and by e-mail.

## ***Information Quality***

### ***Availability of quality descriptors and technical notes***

For many years, Statistics Canada has placed, in its publications, indicators of the quality of the data disseminated as well as descriptions of the underlying concepts, definitions and collection and processing methods.

In addition, all hard copy and electronic data releases undergo intensive "institutional" quality verification to ensure that data users obtain sound products.

In line with their importance, a wide range of quality assurance practices are used in all sensitive statistical products, such as the Census of Population, the employment and unemployment measures, the Consumer Price Index, measures of economic production, and so on.

## ***Controlled Respondent Burden***

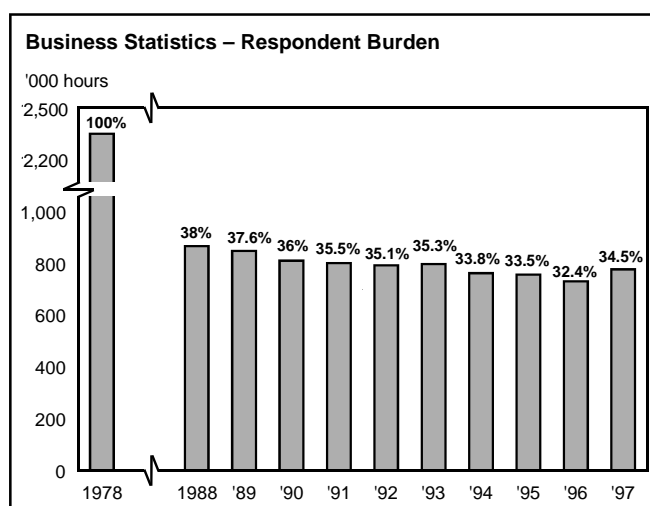
### ***Calculated Burden***

Reducing and controlling respondent burden remains a high priority of the Agency. Accordingly, research and other efforts are undertaken continually to control the degree of burden imposed.

#### ***Business Statistics***

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

There was an increase in the total respondent burden of 47,000 hours (6%) in 1997. This was due in large part to new survey activity related to the Project to Improve Provincial Economic Statistics (PIPES). The burden increase is anticipated to be temporary as the PIPES program will be increasing its use of administrative data (tax records) to replace survey responses, especially for small businesses (See discussion on use of administrative data – below). Furthermore, 1997 was a year that several biennial and occasional surveys took place. Both of these factors contributed to the overall increase in response burden.



### ***Social Statistics***

In 1997, on average, nearly 100,000 Canadian households spent approximately ten minutes per month responding to Statistics Canada's largest household survey, the Labour Force Survey (LFS), including its assorted supplement over the six month period that they were in the sample. This is equivalent to an average of 33 seconds per month over all Canadian households.

### ***Census of Population Statistics***

The census questionnaires' content are a compromise between user requests for information and the capacity of the respondents to provide that information. In 1997-98, a test of the short questionnaire was completed in an effort to determine the most "user friendly" format for the 2001 census questionnaire.

## ***Use of administrative data in lieu of surveys***

The increased use of administrative records in lieu of direct surveys of respondents has resulted in a very substantial reduction in respondent burden.

- The Agency continues to use tax data to produce estimates instead of directly surveying small businesses.
- The Agency is working in close collaboration with Revenue Canada to exploit, for statistical purposes, the use of the General Index of Financial Information (GIFI) which is under development. For tax year 1998 Revenue Canada will transcribe all the financial statements from the corporation returns to the GIFI format. Full implementation including unincorporated businesses is scheduled for the 1999 tax year and will include approximately 1 million corporations.
- The use of Revenue Canada's employer Payroll Deduction files has substantially decreased the sample size of the Survey of Employment, Payrolls and Hours from 860,000 business contacts a year in 1994 to about 120,000 contacts when the last portion of the survey redesign is completed in 1998-99 fiscal year.
- Revenue Canada's newly developed Business Number and its subsequent adaptation by the Business Register now make it feasible to explore the use of the Goods and Services Tax files.
- For the Survey of Labour and Income Dynamics, the number of respondents for which tax data were used as coverage of income information totaled 45,000 compared to 8,600 surveyed respondents.
- Administrative records are being used in lieu of surveys to provide statistical data for individuals and families for small areas, and to create longitudinal samples which enables the in-depth study of the evolution of personal and family incomes.

Despite the benefits of using administrative records, there are serious privacy and confidentiality constraints, which are observed and which 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.

## Response Rates

If surveys are difficult to complete, respondents will generally not provide the information required. Thus response rates are a proxy for the ease with which information is provided. Table 6 below provides a measure of response rates for selected major surveys.

**Table 6. Response Rate for Selected Major Surveys**

<i>Selected Major Survey</i>	<i>Response Rate</i>	
	1996-97	1997-98
Labour Force Survey	95%	95%
Monthly Survey of Manufacturers	97%	96.6%
Retail Trade	94%	96%

Statistics Canada is continually conducting research to minimize difficulties associated with survey responses.

Statistics Canada seeks to balance the need for accurate, timely data against the burden on individual survey respondents. The Agency is actively managing its relationship with respondents through a new program initiative. The program is designed to develop guidelines and standards of conduct for business and household surveys, as well as a compendium of “best practices”. “The program will also develop a pool of expertise for use by survey managers in their efforts to communicate effectively with respondents, explaining in an understandable manner the need for information and the need to obtain the participation of each respondent.

## Alternative means of reporting and collecting data

### Technology in Data Collection

The Agency continued to progress in 1997-98 in finding ways to facilitate electronic reporting as a replacement for paper questionnaires completed by respondents. Electronic reporting can lead to a substantial reduction in response burden through the automated transfer of information from business data systems to Statistics Canada.

In the past year, electronic reporting capabilities were expanded to encompass reporting by electronic mail and file transfer over the Internet as well as electronic data interchange. The security of data transfer over the Internet was achieved with the introduction of encryption technology. The Business Payroll Survey, the Unified Enterprise Surveys and the International Trade Export Declaration made use of these new capabilities to offer an electronic reporting option, allowing for the transfer of electronic files and questionnaires to, and from, their respondents. The Unified Enterprise Survey offers twenty-one different electronic questionnaires. This method is also used to receive administrative data from Revenue Canada as a major data source for the International Travel Survey.

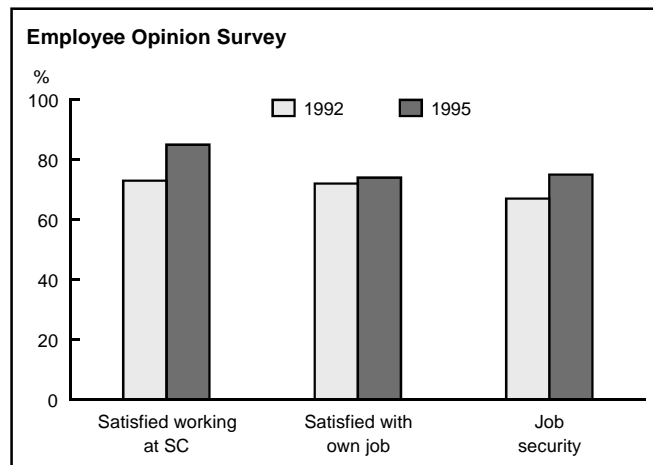
It is expected that an electronic reporting option will be offered for an increasing number of surveys over time. However, it must be emphasized that the pace at which these developments take place will be very much governed by the technological readiness of respondents to adopt such methods and the availability of approved and widely accepted security procedures.

## Maintain Knowledge Infrastructure

### *Employee Opinion Survey*

Statistics Canada conducts an Employee Opinion Survey every three years. These Surveys provide Agency managers with the “pulse” of their workforce. The main benefit of the surveys is that they provoke focused communications between employees and managers, thus providing employees with an opportunity to participate in the improvement of their work environment.

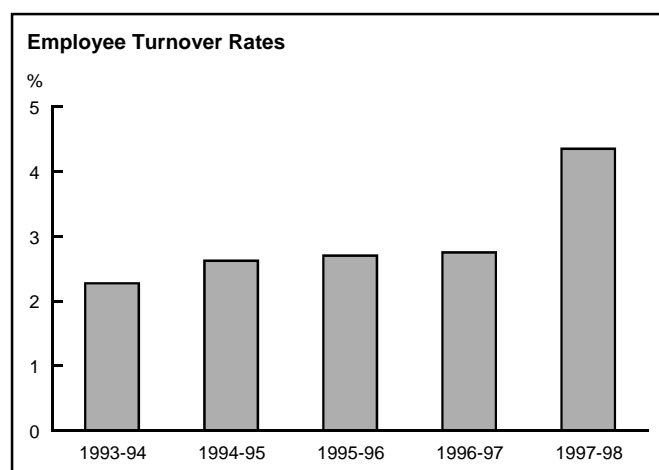
The Agency first conducted this survey in 1992 and followed up in 1995. The response rate was 74% in 1992 and 77% in 1995. The following provides a sample of the questions and responses. Although most responses were more favourable in 1995, some indicated areas in need of improvement.



A new survey was conducted in the spring of 1998 and Statistics Canada will report on its findings in next year's Departmental Performance Report.

### *Employee turnover Rates*

Employee attrition has remained relatively steady over the years 1993-94 to 1996-97. The increase in employee turnover in 1997-98 is largely the result of the movement of staff in the computer science field of work. In this field, the job market, both within and outside the Public Service, has provided many opportunities for career mobility in the past year.

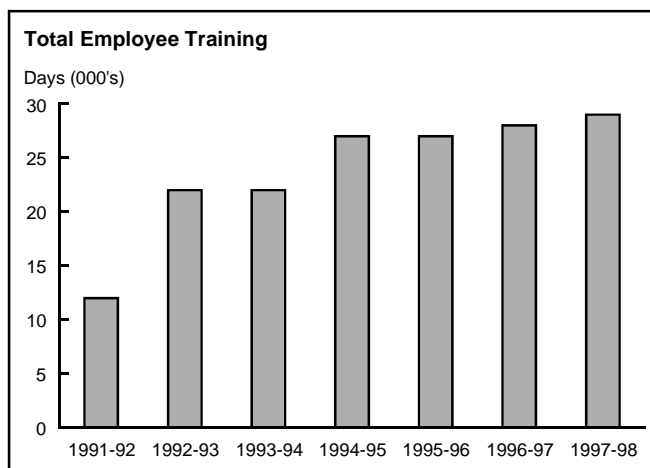


## ***Investments in employee training***

The accompanying chart depicts the total training invested by the Agency for its employees per year.

In order to maintain a motivated, flexible and versatile staff, Statistics Canada seriously invests in training. In the early 1990's, Statistics Canada invested about 1% of the departmental budget on training. Today the investment is about 3%. This significant increase is primarily in the areas of survey skills and management, data analysis, statistical methods, computer systems applications and marketing. Employee training fits into the Agency's overall human

resource management framework designed to address the major technical, professional and managerial needs of the department and career aspirations of its employees.



## **Management Issue**

### ***Year 2000 Readiness***

Statistics Canada recognizes the seriousness of the year 2000 issue, and has given it the highest priority. Statistics Canada is working on three main fronts:

The Agency is adapting and testing its own systems in order to be able to continue to supply the information required by clients;

The Agency is alerting its data suppliers and partners to the Year 2000 problem and negotiating arrangements that will ensure that data exchanges continue to function through the year 2000; and

The Agency has conducted two surveys of the state of preparedness of Canadian businesses as recommended by Minister Manley's Task Force 2000.

## ***Agency preparedness***

Although Statistics Canada does not have any designated Government Wide Mission Critical systems (other than its pay and cash handling systems), it has identified a number of key economic indicators as mission critical for the delivery of its own mandate. These are:

- Monthly Labour Force Survey,
- Monthly Consumer Price Index,
- The Survey of Employment, Payroll and Hours (SEPH),
- Monthly International Trade Statistics,
- Monthly Survey of Manufacturing,
- Monthly Wholesale Retail Trade Survey,
- Monthly and Quarterly System of National Accounts (SNA),
- Quarterly Financial Survey, and
- Industrial Price Indexes.

The Agency's senior management receives monthly reports from its Y2K Steering committee, chaired by the Director General of Informatics. An elaborate coordination structure has been in place since 1996 and the inventory, planning and assessment stages of Statistics Canada's preparation of systems for the Year 2000 were completed in late 1997.

Statistics Canada is making good progress in its year 2000 effort, with a completion percentage currently estimated at 75%. 134 major computer applications out of approximately 1,100 have been considered mission critical. Statistics Canada is planning to have all these mission-critical computer applications converted by end of September, 1998 and to have in place contingency plans for most of them. End-to-end testing of each mission critical program is slated for completion by early 1999. All other departmental computer applications are planned to be converted or replaced before January 2000.

## SECTION IV: SUPPLEMENTARY INFORMATION

### A. Key Reviews

Key Reviews
<b>Telecommunications Service Providers</b> The Annual Survey of Telecommunications Service Providers was completely overhauled, following extensive discussions involving representatives from government, industry associations, industry analysts, and the academic community organized into an Advisory Group. The new survey better reflects the structure of the industry by including providers of alternative long distance telecommunication services, paging services, and satellite services and also reflecting the technological advancements and changing regulatory environment. Improvements will illuminate issues related to the new government connectedness initiative.
<b>Income Statistics</b> – The Agency’s Task Force on Income Statistics has examined ways of harmonizing the Agency’s income estimates, as well as improving quality and reducing costs in the production of these estimates. This review has resulted in the development of a more integrated program and a streamlining of activities.
<b>Survey of Employment, Payroll and Hours Redesign (in progress):</b> Redesign methodology to use Revenue Canada payroll deduction data as a substitute for surveying. The project to utilize Revenue Canada data in lieu of survey data has been completed and the planned reductions in response burden and program costs have been realized.
<b>Census of Population – Cyclical Review (continuing):</b> Before each Census, Statistics Canada asks data users and other interested parties across Canada what type of census and post-censal survey information they need. This ensures that Statistics Canada takes account of emerging social and economic issues and where appropriate, uses the Census and post-censal surveys to shed light on them.
<b>Health, Education and Justice Statistics (continuing):</b> Joint Councils comprising Statistics Canada and federal/provincial/ territorial officials oversee issues and develop priorities in each of these sectors with the view to facilitating data exchange and ensuring relevancy of products delivered.



## B. Financial Summary Tables

**Financial Table 1      Summary of Voted Appropriations**

### Authorities for 1997-98

### Financial Requirements by Authority (millions of dollars)

Vote	Planned Spending 1997-98	Total Authorities <sup>1</sup> 1997-98	Actual 1997-98
<b>Statistics Canada</b>			
110 Program Expenditures	225.0	260.1	<b>257.5</b>
(S) Contributions to employee benefit plans	37.3	37.3	<b>37.3</b>
<b>Total Department</b>	<b>262.3</b>	<b>297.4</b>	<b>294.8</b>

<sup>1</sup> Total Authorities are main estimates plus supplementary estimates plus other authorities.

**Financial Table 2      Comparison of Total Planned Spending to Actual Spending**

### Departmental Planned versus Actual Spending by Business Line (millions of dollars)

Business Lines	FTEs	Operating	Capital	Voted Grants and Contri- butions	Subtotal: Gross Voted Expenditures	Statutory Grants and Contri- butions	Total Gross Expenditures	Less: Revenue Credited to the Vote	Total Net Expenditures
Economic and Social Statistics	3,703	286.1	0.0	0.0	286.1	0.0	286.1	61.7	224.4
	<i>4,035</i>	<i>319.7</i>	<i>0.0</i>	<i>0.4</i>	<i>320.1</i>	<i>0.0</i>	<i>320.1</i>	<i>59.8</i>	<i>260.3</i>
	<b>4,189</b>	<b>309.0</b>	<b>0.0</b>	<b>0.4</b>	<b>309.4</b>	<b>0.0</b>	<b>309.4</b>	<b>51.3</b>	<b>258.1</b>
Census of Population Statistics	817	50.2	0.0	0.0	50.2	0.0	50.2	12.3	37.9
	<i>760</i>	<i>51.3</i>	<i>0.0</i>	<i>0.0</i>	<i>51.3</i>	<i>0.0</i>	<i>51.3</i>	<i>14.2</i>	<i>37.1</i>
	<b>770</b>	<b>50.2</b>	<b>0.0</b>	<b>0.0</b>	<b>50.2</b>	<b>0.0</b>	<b>50.2</b>	<b>13.5</b>	<b>36.7</b>
Total	4,520	336.3	0.0	0.0	336.3	0.0	336.3	74.0	262.3
	<i>4,795</i>	<i>371.0</i>	<i>0.0</i>	<i>0.4</i>	<i>371.4</i>	<i>0.0</i>	<i>371.4</i>	<i>74.0</i>	<i>297.4</i>
	<b>4,959</b>	<b>359.2</b>	<b>0.0</b>	<b>0.4</b>	<b>359.6</b>	<b>0.0</b>	<b>359.6</b>	<b>64.8</b>	<b>294.8</b>
<b>Other Revenues and Expenditures</b>									
Revenue credited to the Consolidated Revenue Fund									1.0
									<i>1.0</i>
									<b>1.1</b>
<b>Cost of services by other departments</b>									39.6
									<i>40.3</i>
									<b>41.1</b>
<b>Net Cost of the Program</b>									302.9
									<i>338.7</i>
									<b>337.0</b>

Note:

- Normal font numbers denote planned spending for 1997-98
- Italic font numbers denote total authorities for 1997-98 (main estimates and supplementary estimates and other authorities)
- Bolded number denote actual expenditures/revenues in 1997-98

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**Financial Table 3      Historical Comparison of Total Planned Spending to Actual Spending**

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**Departmental Planned versus Actual Spending by Business Line (millions of dollars)**

<b>Business Lines</b>	<b>Actual 1995-96</b>	<b>Actual 1996-97</b>	<b>Planned Spending 1997-98</b>	<b>Total Authorities<sup>1</sup> 1997-98</b>	<b>Actual 1997-98</b>
Economic and Social Statistics	222.4	246.9	224.4	260.3	258.1
Census of Population Statistics	92.3	190.9	37.9	37.1	36.7
<b>Total</b>	<b>314.7</b>	<b>437.8</b>	<b>262.3</b>	<b>297.4</b>	<b>294.8</b>

<sup>1</sup> Total Authorities are main estimates plus supplementary estimates plus other authorities.

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**Financial Table 4      Crosswalk between Old Resource Allocation and New Allocation**

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*This table is not required for Statistics Canada*

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**Financial Table 5      Resource Requirements by Organization and Business Line**

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*For more information please refer to table 1 on page 15*

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**Financial Table 6      Revenues to the Vote**

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**Revenues Credited to the Vote by Business Line (millions of dollars)**

<b>Business Lines</b>	<b>Actual 1995-96</b>	<b>Actual 1996-97</b>	<b>Planned Revenues 1997-98</b>	<b>Total Authorities<sup>1</sup> 1997-98</b>	<b>Actual 1997-98</b>
Economic and Social Statistics	43.4	47.9	61.7	59.8	51.3
Census of Population Statistics	8.0	8.6	12.3	14.2	13.5
<b>Total Revenues Credited to the Vote</b>	<b>51.4</b>	<b>56.5</b>	<b>74.0</b>	<b>74.0</b>	<b>64.8</b>

<sup>1</sup> Total Authorities are main estimates plus supplementary estimates plus other authorities.

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**Financial Table 7      Revenues to the Consolidated Revenue Fund**


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**Revenues Credited to the Consolidated Revenue Fund by Business Line (millions of dollars)**

Business Lines	Actual 1995-96	Actual 1996-97	Planned Revenues 1997-98	Total Authorities <sup>1</sup> 1997-98	Actual 1997-98
Economic and Social Statistics	0.1	0.2	1.0	1.0	1.1
Census of Population Statistics	0.0	0.0	0.0	0.0	0.0
<b>Total Revenues Credited to the CRF</b>	<b>0.1</b>	<b>0.2</b>	<b>1.0</b>	<b>1.0</b>	<b>1.1</b>

1    Total Authorities are main estimates plus supplementary estimates plus other authorities.

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**Financial Table 8      Statutory Payments**


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*Statistics Canada has no statutory payments*

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**Financial Table 9      Transfer Payments**


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**Transfer Payments by Business Line (millions of dollars)**

Business Lines	Actual 1995-96	Actual 1996-97	Planned Spending 1997-98	Total Authorities <sup>1</sup> 1997-98	Actual 1997-98
<b>GRANTS</b>					
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
<b>Total Grants</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>CONTRIBUTIONS</b>					
Economic and Social Statistics	0.4	0.9	0.0	0.4	0.4
Census of Population Statistics	0.0	0.0	0.0	0.0	0.0
<b>Total Contributions</b>	<b>0.4</b>	<b>0.9</b>	<b>0.0</b>	<b>0.4</b>	<b>0.4</b>
<b>Total Transfer Payments</b>	<b>0.4</b>	<b>0.9</b>	<b>0.9</b>	<b>0.4</b>	<b>0.4</b>

1    Total Authorities are main estimates plus supplementary estimates plus other authorities.

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**Financial Table 10      Capital Spending by Business Line**

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*Statistics Canada has no capital spending*

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**Financial Table 11      Capital Projects by Business Line**

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*Statistics Canada has no capital projects*

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**Financial Table 12      Status of Major Crown Projects**

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*Statistics Canada has no major Crown projects*

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**Financial Table 13      Loans, Investments and Advances**

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*Statistics Canada has no loans, investments and advances*

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**Financial Table 14      Revolving Fund Financial Summaries**

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*Statistics Canada has no revolving fund*

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**Financial Table 15      Contingent Liabilities**

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*Statistics Canada has no contingent liabilities*

## C. Contacts for further information

### **Atlantic Region**

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

Advisory Services  
Statistics Canada  
North American Life Centre  
1770 Market Street  
HALIFAX, Nova Scotia  
B3J 3M3  
Local calls: (902) 426-5331  
Fax: (902) 426-9538

### **Quebec Region**

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

### **Ontario**

Advisory Services  
Statistics Canada  
Arthur Meighen Building, 10th Floor  
25 St. Clair Avenue East  
TORONTO, Ontario  
M4T 1M4  
Local calls: (416) 973-6585  
Fax: (416) 973-7475

### **Prairie Region**

Serving Manitoba, Saskatchewan,  
Alberta and the Northwest Territories.

Advisory Services  
Statistics Canada  
MacDonald Building, Suite 300  
344 Edmonton Street  
WINNIPEG, Manitoba  
R3B 3L9  
Local calls: (204) 983-4020  
Fax: (204) 983-7543

Advisory Services  
Statistics Canada  
Avord Tower, 9th Floor  
2002 Victoria Avenue  
REGINA, Saskatchewan  
S4P 0R7  
Local calls: (306) 780-5405  
Fax: (306) 780-5403

Advisory Services  
Statistics Canada  
First Street Plaza, Room 401  
138-4th Avenue South East  
CALGARY, Alberta  
T2G 4Z6  
Local calls: (403) 292-6717  
Fax: (403) 292-4958

Advisory Services  
Statistics Canada  
Park Square, 9th Floor  
10001 Bellamy Hill  
EDMONTON, Alberta  
T5J 3B6  
Local calls: (403) 495-3027  
Fax: (403) 495-5318  
Pacific Region

### **Serving British Columbia and the Yukon Territory.**

Advisory Services  
Statistics Canada  
Library Square Tower  
#600-300 West Georgia Street  
VANCOUVER, British Columbia  
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 Avenue  
OTTAWA, Ontario  
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*

## D. Legislated Requirements

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:

Banks and Banking Law Revision Act, 1980	1991, c. 46
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 Student Loans Act	R.S.C., 1985, c. S-23, as amended
Children's of Deceased Veterans Education Assistance Act	R.S.C., 1985, c. C-28, as amended
Children's Special Allowances Act	1992, c. 48 (Schedule)
Competition Act	R.S.C., 1985, c. C-34, as amended
Constitution Act	1867
Corporation and Labour Unions Returns Act	R.S.C., 1985, c. C-43, as amended
Electoral Boundaries Readjustment Act	R.S.C., 1985, c. E-3, as amended
Excise Tax Act	R.S.C., 1985, c. E-14, as amended
Federal-Provincial Fiscal Arrangements and Federal Post-Secondary Education and Health Contributions Act, 1977	R.S.C., 1985, c. F-8, as amended
Employment Equity Act	R.S.C., 1985, c. 23, (2nd Supp.)
Income Tax Act	1948, c. 52
Judges Act	R.S.C., 1985, c. J-1, as amended
Municipal Grants Act	R.S.C., 1970, c. M-15, as amended
Official Languages Act	R.S.C., 1985, c. O-3, as amended
Old Age Security Act	R.S.C., 1985, c. O-9, as amended
Pension Act	R.S.C., 1985, c. P-6, as amended
Parliament of Canada Act	R.S.C., 1985, c. P-1, as amended
Railway Relocation and Crossing Act	R.S.C., 1985, c. R-4, 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
Unemployment Insurance Act, 1971	R.S.C., 1985, c. U-1, as amended
War Veterans Allowance Act	R.S.C., 1985, c. W-3, as amended

## E. Priority setting and Long Term Planning

The goal of the planning and performance monitoring system is to maintain the effectiveness of the overall program and each of its component parts. To this end the system has four main objectives:

- 5) to assess the Agency's programs and their resources, in order to adjust them to changing client needs and priorities, responding to opportunities and operational pressures, while minimizing the negative impact of budget reductions when they occur.
- 6) to surface and resolve cross-cutting issues which affect technical and management policies and practices;
- 7) to foster innovation and efficiency; and
- 8) to monitor the performance of ongoing programs and major initiatives in achieving their expected results and in supporting Agency objectives.

In meeting these objectives the process links strategic and operational plans and program performance to resource allocations. It is structured so that the major planning steps are carried out through a formal set of committees which reflect the Agency's program rather than organizational structure and provide the opportunity for review and debate at all levels.

The advice, guidance and feedback that the Agency receives from its various consultative mechanisms is taken under consideration during the course of the Agency's Long-Term Planning (LTP) exercise. This is coupled with the results and recommendations from management committees stemming from their review of various internal horizontal management issues.

The LTP component of the corporate system is aimed at a regular but gradual modification of the ongoing program, rather than its complete review and re-justification each year. Approximately 3-4% of the Agency's budget (excluding the Census budgets) is reallocated in each planning cycle.

This marginal change is achieved through investment in established programs to meet new needs and pressures, or to bring about future efficiencies, as well as through the reduction or elimination of programs which are considered to be of relatively lowest priority, whenever necessary.

Priorities are defined as those programs, technical or management areas most in need of attention over the planning period. Urgency of investments are assessed as a function of both the intrinsic importance of progress and the respective states of good repair.

The time horizon for the development of priorities and plans is generally three to five years, although some will continue beyond that. It is also recognized that resource issues beyond three years may need refinement in subsequent years.

All separately-funded initiatives are subject to the same planning rigour, and plans will be reviewed by the Corporate Planning Committee as required during the LTP process or throughout the year.

Strategic planning is the first formal step in the LTP. This phase encompasses the review of the Agency's total program of products and services, and of the technical and management infrastructures which support them, in terms of client needs, emerging economic, social and demographic trends, and technical and operational opportunities.

On the basis of these discussions and the financial outlook indicated at that time, the Corporate Planning Committee establishes the strategic priorities and issues for the Agency which are to be specifically addressed as part of each year's planning cycle.

## F. Selected major social and economic indicators produced by Statistics Canada and their uses

Business Line	Service Line	Area Affected	Socio-economic Indicators	Frequency	Uses and Users
Economic and Social	Economic	Monetary Framework	Consumer Price Index (CPI)	Monthly	<p>Uses and users include:</p> <ul style="list-style-type: none"> <li>• As the most widely accepted measure of inflation, the CPI is a key and timely indicator of Canada's economic health for economic policy analysis, used by the Department of Finance, Bank of Canada and other departments and also by the business sector for a wide variety of purposes such as wage contracts and price performance adjustments.</li> <li>• Essential input for the National Accounts to deflate personal expenditures. For Revenue Canada to index basic deductions legislated by the <i>Income Tax</i> and the <i>Excise Tax Acts</i></li> <li>• For Human Resources Development to index transfer payments legislated by the <i>Children's Special Allowances Act</i>, <i>Canada Pension Plan Act</i>, <i>Old Age Security Act</i>, <i>Pension Act</i> and <i>Supplementary Retirement Benefits Act</i></li> <li>• For Veterans Affairs to index transfer payments legislated by the <i>War Veterans Allowance Act</i> and <i>Children of the War Dead Act</i></li> <li>• For Elections Canada to calculate expense limitations prescribed by the <i>Canada Elections Act</i></li> </ul>
			Industry Product Price Index	Monthly and Quarterly	<p>Uses and users include:</p> <ul style="list-style-type: none"> <li>• As measures of inflation at various stages of production, these price series are used as key predictors of overall inflation and deflate production statistics and therefore better monitor the performance of Canadian economy by the Bank of Canada, Department of Finance and other departments. These statistics are also used to index a wide variety of industrial contracts and assess price performance and competitiveness.</li> <li>• It is also used to adjust budgets of administrative programs.</li> </ul>



Business Line	Service Line	Area Affected	Socio-economic Indicators	Frequency	Uses and Users
			Gross Domestic Product (GDP)	Quarterly	<p>Uses and users include:</p> <ul style="list-style-type: none"> <li>• The quarterly GDP estimates are for monitoring and forecasting economic performance.</li> <li>• They are essential for federal and provincial budget-making and forecasting, and for monitoring economic performance by both governments and businesses.</li> <li>• GDP and some of its components are used in federal-provincial transfer formulas.</li> <li>• GDP is also used by international organizations to calculate the annual contributions of member countries.</li> </ul>
			Industry Measures		<p>Information Produced:</p> <ul style="list-style-type: none"> <li>• Monthly Real Domestic Product by Industry</li> <li>• Annual Gross Domestic Product by Province by Industry</li> <li>• Industrial Monitor ( a compendium of current industrial statistics covering major indicators of supply, demand and price behaviour for 300 industries).</li> </ul> <p>Uses and users include:</p> <ul style="list-style-type: none"> <li>• Used by the macro policy makers such as the Bank of Canada, the Department of Finance and provincial governments to monitor the short and long term evolution of the economy, to formulate policies to guide this evolution and to decide on the timing of their implementation.</li> <li>• Industry specific data also assist micro decision makers such as commercial bankers and stock brokers to assess the risks and opportunities associated with business in particular industries.</li> </ul>
			Balance of Payments	Quarterly	<p>Uses and users include:</p> <ul style="list-style-type: none"> <li>• These statistics are major elements in the tracking of monetary flows and foreign ownership. As such, they are important to understand exchange rates and are used in the development of monetary and foreign ownership policy. ( Used by the Bank of Canada, Finance Canada, and other federal and provincial departments.)</li> <li>• The Balance of Payments are considered essential to monitor and forecast Canada's economic performance and are an important component of the System of National Accounts.</li> </ul>

Business Line	Service Line	Area Affected	Socio-economic Indicators	Frequency	Uses and Users
					<ul style="list-style-type: none"> <li>Multi-national enterprise statistics provide an indication of the extent and impact of ownership and control of Canadian Industry by multinationals.</li> <li>In addition they are supplied on a regular basis to the International Monetary Fund and the Organisation for Economic Co-operation and Development for use in international analysis and policy making.</li> </ul>
			Input-Output		<p>Information Produced:</p> <ul style="list-style-type: none"> <li>Benchmark production accounts of the System of National Accounts with full industry and commodity detail;</li> <li>GDP (income based) by industry, the estimates of GDP at factor cost by industry in constant prices, and GDP (expenditure based) by commodity, both in current and constant prices.</li> <li>Estimates of subsidies and indirect taxes by commodity industry on a national and provincial basis.</li> <li>National and interprovincial Input/Output tables and models, interprovincial trade flows</li> </ul> <p>Uses and users include:</p> <ul style="list-style-type: none"> <li>Used by government departments and agencies, universities, institutions, corporations and private consultants as the only source of integrated economic statistics.</li> <li>Departments of Finance and Industry use Input/Output statistics to analyze fiscal measures and to examine structural changes in the national economy.</li> <li>Input/Output products are used by institutions and private analysts to monitor the condition and performance of industrial sectors in the overall national or provincial economies as well as their exposure to international trade (impact of NAFTA or lower interprovincial trade barriers or major policy shifts)</li> <li>Starting with the reference year 1997, the data base of the inter-provincial Input-output table is to be used in the formula for allocating the Harmonized Sales Tax among the participating provinces</li> </ul>

Business Line	Service Line	Area Affected	Socio-economic Indicators	Frequency	Uses and Users
		Fiscal Framework <sup>4</sup>	Statistics on corporate profits.	Quarterly	<p>Uses and users include:</p> <ul style="list-style-type: none"> <li>● Government policy development and assessment:</li> <li>● Business financial performance, corporate taxes, concentration of financial resources, sources of and availability of funds, foreign control of businesses, Canadian control of businesses, labour union activities and finances.</li> </ul> <p>Transportation statistics are used for regulation and policy development by Transport Canada and the provinces.</p> <p>Agriculture statistics are used for policy development and regulation by Agriculture Canada and the provinces.</p> <ul style="list-style-type: none"> <li>● Businesses: Relative financial performance (within and outside Canada), investment decisions, financing decisions, marketing decisions</li> <li>● Inputs to other data series: Essential for tracking changes in financial assets and liabilities of non-financial industries and some financial industries; Real Domestic Product by Industries; Input/Output Tables; and Balance Sheet data on financial assets and liabilities for non-financial and some financial industries.</li> <li>● Required by the <i>Fiscal Arrangements Act</i> transfer formula</li> </ul>
		Production and Trade	International Trade	Monthly	<p>Uses and users include:</p> <ul style="list-style-type: none"> <li>● Government departments require trade data to measure international competitiveness, to effectively participate in international trade and tariff negotiations, to develop trade exchange policies and to stimulate international competitiveness</li> <li>● In the private sector, trade data are critical in determining market shares, in monitoring price trends, in identifying import and export markets and in guarding against unfair trade practices.</li> <li>● Essential input for the System of National Accounts (current dollar price indicators, price deflators and constant dollars produced for the SNA quarterly). In 1998, the value of exports alone accounted for more than 37% of Canada's GDP.</li> </ul>

Business Line	Service Line	Area Affected	Socio-economic Indicators	Frequency	Uses and Users
					<ul style="list-style-type: none"> <li>• The timeliness and detail of trade data make them one of the economic indicators that are of immediate use to small as well as large businesses and their demand is increasing as a result of changes in the international trading environment, increased globalization, expanded free trade and widespread tariff reductions.</li> <li>• The Memorandum of Understanding on Data exchange with the United States constitutes a legal requirement for these data (the collection of data falls under the Customs Act.)</li> </ul>
			Manufacturing	Monthly and annual	<p>Uses and users include:</p> <ul style="list-style-type: none"> <li>• Essential input to the System of National Accounts. (The manufacturing program is a major feeder system to the National Accounts to enable the publication of key macro-economic series such as the Input/Output Tables, Gross Domestic Product, and the Income)</li> <li>• As a key short-term economic indicator, the Monthly Survey of Manufacturing (MSM) has an impact on the exchange rate, Bank of Canada policy on interest rates, and stock markets.</li> <li>• Private companies make very extensive use of manufacturing data to make production, marketing, investment and export decisions. (e.g.. Businesses use the information in conjunction with import and export information to calculate their domestic market share and see whether further market penetration may be feasible.)</li> <li>• Business Associations use the data to inform their members and to make strategic decisions. ( for example, The Alliance of Manufacturers and Exporters use MSM data regularly in the economic analysis and forecasts presented in their Association periodicals.)</li> <li>• Provinces use the provincial data from the MSM extensively to monitor the economic well-being of their industrial production base.</li> </ul>

Business Line	Service Line	Area Affected	Socio-economic Indicators	Frequency	Uses and Users
			Monthly Wholesale Retail Trade Statistics.		<p>Uses and Users include:</p> <p>Retail Trade statistics provide an early indication of the evolution of economic expenditures which, in turn, account for 25% of the expenditure side of the Gross Domestic Product. As such, they serve as key short-term economic indicators eagerly monitored by the Department of Finance, Bank of Canada, provincial departments of finance, Banks and economic consultants.</p> <p>These are also used by Governments to develop national, regional and provincial programs and policies. For example, retail sales estimates serve as inputs to the calculation of equalization payments and HST allocations. Wholesale and retail trade data are also used by the business community to analyze market conditions and assist in decision making. In addition, retail sales are an important indicator of consumer confidence.</p>
		Provincial Economic data: macro and micro economic analysis	Provincial Accounts	Annual	<ul style="list-style-type: none"> <li>Used in Harmonized Sales Tax revenue allocation formula.</li> <li>Used by provincial governments and businesses to analyze current developments and forecast future ones.</li> </ul>
	Social	Labour (Supply)	Labour Force Survey	Monthly	<p>The Labour Force Survey is the only source of monthly estimates of total employment and unemployment. Data can also be cross-classified by job characteristics such as industry, class of worker (self-employed vs. paid employee), hours of work, hourly and weekly wages, job tenure, union membership, firm-size. Most variables collected by the survey are consistent back to 1976, and support analysis of cyclical and structural change in the labour market.</p> <p><b>Data uses and major beneficiaries</b></p> <ul style="list-style-type: none"> <li>Data are used to plan and develop macro economic and fiscal policies and assess their effects on the economy (employment and unemployment levels and rates, wage distribution).</li> <li>Unemployment rates derived from the survey are used to establish eligibility for and duration of Employment Insurance benefits. These data provide the earliest indicators of the country's economic performance and as such are used by federal and provincial governments, businesses, unions, researchers, and the public to understand and interpret economic and social trends.</li> </ul>

Business Line	Service Line	Area Affected	Socio-economic Indicators	Frequency	Uses and Users
	Economic	Labour (Demand)	Survey of Employment Payrolls and Hours	Monthly	<p>Uses and users include:</p> <p>The Survey of Employment, Payrolls and Hours (SEPH) provides both public and private sector users with levels and monthly trends in paid employment, earnings and hours of work. Data derived from the survey are the main source used in the calculation of la</p> <p>“Average weekly earnings” data are used in the indexation of the Canadian Pension Plans and the Employment Insurance premium payments and family. Provincial legislation and regulations, such as, <i>the Québec Automobile Insurance Act</i> and the <i>Workmen’s Compensation Acts</i> in Québec, Newfoundland New Brunswick and British Columbia, also use average weekly earnings data. In addition, the salary levels of judges, Lieutenant Governors, Members of Parliament and Senators have been adjusted on the basis of these data.</p> <p>More generally, SEPH data are used to develop both macro and micro-economic policy, as well as in productivity studies and long-term growth analyses. Data on employment and payrolls are generally used by all levels of government when they conduct studies on where to locate businesses, as well as in contract bids and econometric analyses. Data on earnings and wages are required to understand inflationary trends in the economy.</p>
		Income	Family Income and Expenditures		<p>Provides data on the levels and distributions of income of Canadian families and individuals including income from employment, transfer payments and other sources, and on expenditure patterns of households and families.</p> <p>Data uses and major beneficiaries</p> <p>Data are used to:</p> <ul style="list-style-type: none"> <li>● identify the income distribution of population groups and develop, assess and monitor the effects and cost of income-support, welfare, and housing policies and programs.</li> <li>● update statistical weights for the CPI and assess the effects of alternative taxation</li> <li>● assess policy issues of interest to governments, businesses and social interest groups on tax incidence and indirect taxes, “income distribution measures” (poverty level issue), and wealth redistribution among various population segments</li> </ul>

Business Line	Service Line	Area Affected	Socio-economic Indicators	Frequency	Uses and Users
					<ul style="list-style-type: none"> <li>provide input to the production of personal expenditures in the System of National Accounts</li> </ul> <p>Data are used by key federal policy departments (Human Resources Development, Health Canada, Canada Mortgage and Housing Corporation, Finance)</p>
		Health	Health Care	Annual	<p>Uses and users include:</p> <ul style="list-style-type: none"> <li>Federal, provincial and local levels of government for the development and administration of programs in health and institutional care and health care administration and financing.</li> <li>Information is provided in support of federal or provincial legislation such as the <i>Canada Health Act</i>.</li> <li>The information supports analysis of health care provision and costs; monitoring trends in the prevalence and treatment of disease; development of health care policy, legislation and programs; the monitoring of existing programs supported by various level of governments, and the conduct of special studies.</li> <li>Data are used by federal and provincial governments to develop and monitor policy and program initiatives to improve the health of Canadians</li> </ul>
			Health Status		
		Education	Education Institutions	Annual	<p>Uses and users include:</p> <ul style="list-style-type: none"> <li>The Education Statistics Program is the only integrated database across provinces which creates standardized and interprovincially-compatible information.</li> <li>Provincial departments of education, labour and employment and the Council of Ministers of Education.</li> <li>At the federal level, education statistics are in support of Heritage Canada's Official Languages in Education and Education Support programs, occupational supply and demand models of HRDC and the Department of Finance's analysis of Established Program Financing.</li> <li>National associations such as the Association of Universities and Colleges of Canada, the Association of Canadian Community Colleges.</li> <li>Private sector companies such as book publishers, producers of educational supplies.</li> <li>Research organizations such as the Conference Board of Canada.</li> </ul>

Business Line	Service Line	Area Affected	Socio-economic Indicators	Frequency	Uses and Users
					<ul style="list-style-type: none"> <li>● Academic researchers, consultants, commissions.</li> <li>● The general public, through the media.</li> <li>● International organizations such as OECD, UNESCO, Commonwealth Secretariat.</li> </ul>
		Culture		Annual	<p>Information is produced on cultural institutions and industries in Canada, including data on the creation, production, dissemination, consumption and conservation of products and services. Information is produced on government expenditures on cultural activities and on the characteristics of creative and performing artists.</p> <p>Information is also produced on cultural activities for the development and monitoring of national policies on culture.</p> <p>Uses and users include:</p> <ul style="list-style-type: none"> <li>● Federal departments such as Heritage Canada, Canada Council, Citizenship and Immigration, Environment Canada.</li> <li>● Provincial departments of culture and Arts Councils.</li> <li>● Private sector companies such as the book publishing, sound recording, film and video, television, newspaper and periodical publishing industries.</li> <li>● Special interest groups such as the Canadian Conference for the Arts and professional associations in the sphere of Arts and Culture.</li> <li>● International agencies such as UNESCO, OECD.</li> <li>● Academic researchers and consultants.</li> </ul>
		Justice		Annual	<p>The programs cover the civil and criminal justice systems, including law enforcement, prosecutions, legal aid, courts, and correctional services. The information is used to measure the extent of crime, to develop indicators of effectiveness and efficiency, to predict workloads on the various sectors of the system and to monitor the impact of policies and the need for change.</p> <p>Uses and users include:</p> <ul style="list-style-type: none"> <li>● Provincial and federal departments responsible for justice, and their deputies.</li> <li>● Interest groups such as the Canadian Association of Chiefs of Police, the Canadian Criminal Justice Association, various judges' associations (Family Court Judges).</li> </ul>



Business Line	Service Line	Area Affected	Socio-economic Indicators	Frequency	Uses and Users
Census Population		Census Estimates		Quinquennial	<p>Uses and users include:</p> <p>Census Estimates</p> <ul style="list-style-type: none"> <li>● provide comprehensive, integrated and consistent information to enable analysis of the social and economic issues of concern to Canadians (e.g. education and training, immigration, multiculturalism, income support programs, child and elder care and housing</li> <li>● provide information about specific population groups (e.g. visible minorities, Aboriginal Peoples, official language minorities) which are key targets of government policy;</li> <li>● support provincial and local government planning and program delivery (e.g. health services, education, transportation systems, policing, fire protection and emergency services);</li> <li>● supply data needed to design sample surveys to provide current estimates of employment, unemployment, family incomes and expenditures, and other topics of concern to government, industry, labour and the general public;</li> <li>● provide, through the use of post-censal surveys, the only effective means of filling important data gaps for specific populations (e.g. persons with disabilities, Aboriginal peoples) whose members are difficult to survey by other means; and</li> <li>● provide data to enable analysis of important issues that, because they change only slowly over time (e. g. language transfers), can not be measured accurately by sample surveys.</li> </ul>
		Population Estimates	National-Provincial Estimates	Annual and Quarterly	<p>Uses and users include:</p> <ul style="list-style-type: none"> <li>● Population estimates provide updated population counts and estimates which are directly used to determine federal-provincial transfer payments and payments to the Yukon and Northwest territories: a bias in the population estimates, due to the unavailability of census data to calibrate the estimates, could lead to the miscalculation of billions of dollars.</li> <li>● Federal Departments – wide range of Federal/ Provincial agreements</li> <li>● Citizenship and Immigration – establishment of immigration targets.</li> <li>● Finance – fiscal planning and economic forecasts</li> <li>● Health Canada – age distribution analysis for program support</li> </ul>

Business Line	Service Line	Area Affected	Socio-economic Indicators	Frequency	Uses and Users
					<ul style="list-style-type: none"> <li>● Provincial Governments – finance and economic development analysis and cost-sharing arrangements between provincial governments and local governments.</li> <li>● CMHC – housing planning and forecasts.</li> <li>● The population figures are basic for calculation of unemployment rates, per capita GNP, vital statistics and survey calibration.</li> <li>● Vital statistics are widely used by governments and the public as indicators of population trends and social well-being.</li> <li>● Information required in support of the <i>Federal-Provincial Fiscal Arrangements and Established Programs Act</i>.</li> <li>● Population trends including migration are basic for most economic and social planning.</li> </ul>
		Population Projections		Occasional	<p>Uses and users include: Population projections served several purposes namely in research, in planning and for policy development.</p> <p>Research: Projections are used to simulate future populations for instance, to:</p> <ul style="list-style-type: none"> <li>● study the extent of the ageing of the population and its impact on the future composition and age distribution of the Canadian population;</li> <li>● study the impact of immigration, or decreasing fertility, or differential migration on the spatial distribution of the population; and</li> <li>● study the possible future ethnic composition of Canada's population</li> </ul> <p>Planning:</p> <ul style="list-style-type: none"> <li>● private companies use projections in planning their production of various goods — foods; houses; clothes; diapers;</li> <li>● government agencies use projections in planning their programs such as: city transportation; planning the hiring of police officers; school buildings and teachers needs; hospital beds required; future number of doctors and nurses required;</li> </ul> <p>Government Policies: Government use projections in the preparation of policies, such as:</p> <ul style="list-style-type: none"> <li>● determining retirement age, developing pension plans;</li> <li>● determining family support policies such as family allowances or assistance to lone parent families;</li> <li>● developing energy or energy conservation policies;</li> <li>● planning the forthcoming census or general election.</li> </ul>