



Statistics Canada

Performance Report

For the period ending
March 31, 2000

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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Foreword

On April 24, 1997, the House of Commons passed a motion dividing on a pilot basis the *Part III of the Estimates* document for each department or agency into two separate documents: a *Report on Plans and Priorities* tabled in the spring and a *Departmental Performance Report* tabled in the fall.

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.

The Fall Performance Package is comprised of 83 Departmental Performance Reports and the President's annual report, *Managing for Results 2000*.

This ***Departmental Performance Report***, covering the period ending March 31, 2000 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 *Report on Plans and Priorities* for 1999-00 tabled in Parliament in the spring of 1999.

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 its management systems and performance framework. 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/rma/dpr/dpre.asp>

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) 957-7167
Fax (613) 957-7044



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Departmental Performance Report

For the
period ending
March 31, 2000

John Manley
Minister of Industry

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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.

The Agency plays a central role in informing public policy discussion. Domestic issues such as those covered daily by the media very often rely on information produced by Statistics Canada. The *Speech from the Throne* identified eight domestic issues: children, youth, dynamic economy, health, environment, stronger communities, Aboriginal Peoples and Canada's place in the world, every one of which continues to require statistical analysis and research. The Agency's data helped to quantify the issues, and its objective analyses made a significant contribution to the identification of potential options or solutions.

This report provides an overview of the mission and priorities of the Agency as well as the achievements of its two business lines — Economic and Social Statistics, and Census of Population Statistics, in 1999-2000. The assessment of Statistics Canada's performance is presented both quantitatively and qualitatively in a manner that respects the Agency's quality assurance framework.

In 1999-2000, Statistics Canada continued to make progress on a number of fronts. New information needs for policy formulation have been recognized in the areas of the knowledge based economy, economic growth, social cohesion, human resource development, and global challenges and opportunities. The Agency is in the process of developing survey enhancements or new surveys to meet these information requirements, as well as those related to Aboriginal Peoples and the Project to Improve Provincial Economic Statistics (the latter of which will support the Harmonized Sales Tax allocation formula), among others. User access to data holdings has also been enhanced through new Internet use developments.

SECTION I: MINISTER'S PORTFOLIO MESSAGE

Canada stands at the threshold of the new century as a world leader in the new economy, an economy fundamentally different from that of even ten years ago. In the past decade we have seen unprecedented changes around the world, and Canada has moved quickly to take advantage of the opportunities offered. The forces of globalization mean that we are no longer competing locally, or even regionally, but with economies around the globe. And the pace of change has accelerated at a dizzying speed. New electronic communications and information technologies have hastened our transformation into a knowledge-based economy, where skilled workers are our most significant resource and innovation is the key to success. Canada is in the vanguard of this, and our economy is strong and dynamic.

The Industry Portfolio is ...

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

** Not required to submit Performance Reports*

The Government of Canada identified the challenges and opportunities of the new economy at an early stage, and we have been following a clear plan to capture its benefits for all Canadians. A key element of this agenda is investing in research and knowledge, and strengthening Canada's capacity for innovation, in order to increase productivity and to create well-paying jobs to improve our standard of living. We are also investing heavily in human resources, developing the knowledge workers we will need for the economy to continue to thrive, and fostering an entrepreneurial business climate. And we are working to make Canada the most connected country in the world, to maintain our position as a leader in the use of the Internet.

As Minister of Industry, I am responsible for the Industry Portfolio which consists of fourteen departments and agencies that play a key role in delivering on the government's agenda. With over 40% of federal government spending on science and technology, and a wide range of complementary programs to help businesses both large and small thrive and prosper, the Industry Portfolio represents a powerful toolkit for the government as it leads Canada's transition to the new knowledge-based economy and society.

I am pleased to present this Performance Report for Statistics Canada, which shows its contribution to the government's agenda by setting out the commitments made in its Report on Plans and Priorities, and its success in meeting them over the 1999-2000 fiscal year.

1999-2000 was a year of continued challenge for Statistics Canada with its implementation of a wide range of large and important new statistical programs. Over and above such major undertakings as the Project to Improve Provincial Economic Statistics, those related to the Policy Research Initiative, the Health Roadmap and the Censuses of Population and Agriculture, the Agency has undertaken the development of special surveys (among others) on Health and Activity Limitations, Aboriginal Peoples, Literacy and Ethnicity. These are being realized through a sound approach of organization and management of the Agency's skilled human resources.

Working together to invest in our people and our future, we are making our country a stronger and more prosperous place for all Canadians. I am proud of the Industry Portfolio's significant contributions toward meeting these government priorities.

The Honourable John Manley

SECTION II: DEPARTMENTAL PERFORMANCE

A Societal Context

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

Agency data are increasingly used in a statutory or regulatory mode. Uses include:

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

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

Among the areas requiring more information and analysis to assist public and private decision makers in understanding the issues they face are new federal-provincial fiscal arrangements, the health of Canadians and the systems that support it, the factors affecting economic performance in the new knowledge-based economy, economic growth, the micro-economic factors affecting competitiveness, social cohesion, human development, global opportunities and challenges as well as the outcomes of social programs. Maintaining the relevance of the Statistics Canada program by meeting such information needs and maintaining the integrity of the core program continues to be the primary goal for the Agency.

Objectives

From Statistics Canada's mandate are derived two primary objectives:

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

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

Stakeholders:

- Public and Media
- Government
- Business and Labour Unions
- Academic Sector
- Foreign and International Bodies
- Other Client Groups

- ◆ **Public and Media:** Statistics Canada's basic information on Canadian society - economic growth, employment, inflation, balance of payments, population, family income, health, education, justice, and a host of other subjects - is communicated to the public largely through the media;
- ◆ **Governments:** Most federal departments and agencies are major users of Statistics Canada data and several are also important suppliers of administrative data to the Agency. Intensive bilateral arrangements are in place to ensure an effective flow of information. Provincial and territorial governments, like the federal government, are heavily dependent on Statistics Canada data over the entire range of subjects covered by the Agency; they are also major suppliers of data on health, education and justice;
- ◆ **Business and Labour Unions:** 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;
- ◆ **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. (Additional information on statistical products and their users and uses may be found in Section IV of Statistics Canada's 1997-98 Departmental Performance Report).

B. Performance Results Expectations

The Agency's fundamental *raison d'être* lies in the production of statistical information. The effectiveness of Statistics Canada depends on its credibility, the relevance of its information, the accuracy, timeliness 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 and undertakes to monitor progress through its quality assurance framework.

Table 1: Key Departmental Commitments

<p>Statistics Canada commits: <i>To provide Canadians with:</i></p>	<p>As demonstrated by:</p>
<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"> • Relevant to policy formulation and decision making • Responsive to emerging issues • Of high quality <p>and which contribute to:</p> <ul style="list-style-type: none"> • The fulfillment of legal requirements • Informing Canadians about current and emerging economic and social issues • The maintenance of a national statistical knowledge infrastructure. 	<p>Relevance:</p> <p>Use of statistics in policy formulation and decision making.</p> <p>The production of new statistical information in areas required to formulate policy and to 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 fills the needs of users.</p> <p>Information Quality:</p> <p>The timely release of high-quality statistical information.</p> <p>Statistics which adhere to recognized national and international standards.</p> <p>Availability of quality descriptors and technical notes.</p> <p>Statistics which are accessible to Canadians.</p> <p>Maintenance of a national statistical knowledge infrastructure:</p> <p>Controlled respondent burden.</p> <p>Maximum use of administrative data.</p> <p>Use of modern methods and technologies.</p> <p>Skilled and responsive staff.</p>

The above Commitments and Performance Measures are tracked through the following indicators

Table 2: Key Departmental Commitments

Performance Measures of Commitments:	Performance Indicators:	Achievements Reported on page
Relevance: Use of statistics in policy formulation and decision making. The production of new statistical information in areas required to formulate policy and to 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 fills the needs of users.	Program Relevance Support to policy decision making. The production of new statistical information. Program improvements resulting from user feedback.	15 21 27
	Accuracy of Information Survey coverage (mission critical surveys*). Sampling error (mission critical surveys). Response rates (mission critical surveys). Periodic analyses of statistical revision patterns.	29 31 32 33
	Timeliness of Information Measures of elapsed time between reference period and release dates.	34
Information Quality: The timely release of high quality statistical information. Statistics which adhere to recognized national and international standards. Availability of quality descriptors and technical notes. Statistics which are accessible to Canadians.	Accessibility of Information Access to information products and services including: Media citations Internet connections Web site services Client contacts with Regional Offices Sales Partnerships Client satisfaction measurements.	35 35 36 37 38 39 42
Maintenance of a national statistical knowledge infrastructure: Controlled Respondent Burden. Maximum use of administrative data. Use of modern methods and technologies. Skilled and responsive staff.	Interpretability of Information Availability of quality descriptors and technical notes. The availability of meta-data	45 45
	Coherence of Information Use of Classification Standards (mission critical surveys).	47
	Maintenance of a National Statistical Knowledge Infrastructure Calculated respondent burden Use of administrative data in lieu of surveys. Alternative means of reporting and collecting data. Employee Survey. Employee turnover rates. Investments in employee training.	48 49 50 50 51 51

* Mission critical surveys : The Agency has identified as "departmental mission critical programs" those that provide key current socio-economic indicators. These are: the Labour Force Survey, the Consumer Price Index, the Monthly Survey of Manufacturers, International Trade Statistics, Monthly Wholesale/Retail Trade Survey, the Quarterly Gross Domestic Product, the Survey of Employment, Payrolls and Hours (income component), the Quarterly Financial Survey and the Industrial Product Price Index.

C. Performance Accomplishments

Departmental Performance

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

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

It is not possible to produce direct quantitative results or output measures for all aspects of performance. Statistics Canada has chosen a broad concept of information quality based on fitness for use¹. There are six aspects of information quality that are pertinent to the use of information: relevance; accuracy; timeliness; accessibility; interpretability; and coherence. Some of these aspects can be quantified in numerical indicators; some are best described qualitatively, while others can be assessed only in terms of the processes followed by the Agency.

Financial Performance can be reviewed in section III of this report while information on respondent burden and Statistics Canada’s performance in human resources management is discussed at the end of the Performance Accomplishments section.

¹ To ensure “fitness for use”, Statistics Canada developed the quality assurance framework in 1998-99. This is the central framework through which the Agency ensures information quality by conducting an assessment of progress and performance on the basis of six aspects: relevance, accuracy, timeliness, accessibility, interpretability and coherence. The Auditor General’s Report in April 1999, contained a Chapter on “Managing the Quality of Statistics”. The Auditor General’s review was based on the Quality assurance framework, and in conclusion noted Statistics Canada’s commitment to producing high-quality statistics and improving quality on a continuing basis.

Program Relevance

Program relevance refers to the degree to which the information produced responds to the needs of the user community that the National Statistical Agency aims to serve. Relevance is more meaningfully assessed in terms of how well the full repertoire of available information satisfies user needs. Relevance can be demonstrated through the association between the release of information and the topical public policy or societal issue on which it sheds light, as this emphasizes the significance of the Agency's outputs to questions that are clearly important to the country. Statistics Canada is committed to producing statistical information that is relevant to current and future needs of Canadians. Ensuring program relevance in the face of economic, social and demographic change requires constant attention. Several performance measures have been developed.

Program Relevance: Support to policy decision making

Statistics Canada is the core of Canada's Social and Economic information system. It serves the information needs of all levels of government, of businesses and labour unions, of the media, of the academic sector and of the general public. The major challenges facing the country require good descriptive information on the issues at stake. Analysis of the issues requires information that will provide insights into the underlying realities and causalities, and facilitate decisions based on the best possible factual understanding of what is involved. The following and other findings have been used to illuminate important issues and support policy debate.

Science and Innovation

Statistics Canada released new information on the use of advanced technologies in manufacturing, including using the Internet to buy and sell goods and services. It was found that the commercial use of the Internet is becoming widespread. A full 70% of manufacturing

firms use the Internet; of those, 40% use it to buy and sell products.

The Agency also released the results of its survey of innovation and advanced technologies and practices in construction and related industries. One of the findings was that innovative firms in this industry tend to find their sources of information for innovation from their clients, suppliers, trade associations and other firms in the business, rather than from their own research and development or from public sector organizations. Not surprisingly, 4 in 10 of these firms cite computer-based information networks, including the Internet, as a source of new ideas for innovation.

The analysis of the first-ever survey of the commercialization of intellectual property in universities was presented to the Prime Minister's Advisory Council on Science and Technology. The survey found that while almost two-thirds of universities had a central office to manage their inventions, copyrights, trademarks, and other creations, only one-third required the researcher to report the intellectual property to the university. These and other findings were helpful in the deliberations of the Council and the President of the Association of Universities and Colleges in Canada, who have subsequently volunteered to work with Statistics Canada on the next round of the survey.

Pan-Canadian Education Indicators

Statistics Canada published *Education Indicators in Canada, 1999*. The report contains the most extensive range of comparative indicators ever accumulated on the Canadian education system. Consequently, the document fills an important void in the public debate about the equity and efficiency of the education system. The

report is also the first substantial product of Statistics Canada's renewed collaboration with the Council of Ministers of Education, Canada and the provincial ministries of education under the aegis of the Canadian Education Statistics Council.

The report includes, in addition to administrative data, relative performance data derived from the Third International Mathematics and Science Study and the International Adult Literacy Survey. These data show that the test results of Canadian children and youth, when compared with the results of other countries, are about average or slightly above average. Some provinces—for example, Quebec (mathematics) and Alberta (science)—rate with the best in the world. This raises the question in understanding what these jurisdictions do which is successful in these disciplines. The complete answer will require further research but some very interesting results have already emerged. For example, the discrepancy between Quebec and other provinces in mathematics is primarily due to the fact that their system achieves much better results for children at the low end of the socio-economic stratum.

The report also examines the educational performance of different employment equity groups and reveals that :

- although the educational attainment of Aboriginal youth is improving, it remains far below that of the non-Aboriginal population; and
- people from low socio-economic status (SES) families are less likely to complete high school or get a university education when compared with the rest of the population. Perhaps not as well known, the gap between the low SES group and the others in terms of the university participation rate has widened between the mid-1980s and mid-1990s.

National Longitudinal Survey of Children and Youth (NLSCY)

Statistics Canada released a second wave of information from the 1995–96 cycle of the NLSCY in July 1999. The new release included variables from a questionnaire completed by children between 10 and 13 years of age, as well as content related to the school component of the NLSCY. The school component included test results administered to the children in school as well as

questionnaires filled in by school teachers and principals.

Most youth (93%) reported they were happy, and 95% indicated that their future looked good. These attitudes varied little by family type or income. Nevertheless, some are starting to report less socially acceptable behaviours, such as smoking, stealing and fighting. It is still too early to know whether these activities are part of an 'experimental' phase or indicate larger problems to come. The data nonetheless provide a strong starting point to follow the development of children through the many stages of adolescence.

In responding to questions about behaviours and activities, 31% of adolescents reported that they had stolen something from a store or a school or taken money from their parents without permission at least once during the last 12 months. The reported rate was higher for boys than girls (36% as opposed to 27%). Also, more than 4 in 10 adolescents reported having threatened to beat someone or having been in a fight involving no serious injuries; however, less than 10% reported three or more such incidents over the last 12 months.

Approximately one adolescent in seven (15%) reported belonging to a group that did 'risky' things. Those adolescents who considered themselves to be part of such a group were far more likely (in some instances six or seven times more likely) to report risk-taking behaviours.

About 7% of Canadian youth have seriously thought about suicide. Twice as many girls (8.4%) as boys (4.6%) have considered suicide. As with being part of a group doing 'risky' things, young people who have a low self-image are also more likely to have considered suicide (23%) than youth who do not have a low self-image (5%). Research shows that several other factors are related to suicidal thoughts:

- *depression* (29% of depressed youth considered suicide versus 4% of non-depressed youth);
- *anxiety* (25% of youth experiencing anxiety considered suicide versus 5% of youth not experiencing anxiety);
- *family conflict* (Early analysis reveals that, after controlling for child's sex, family type, change of school, family income and the presence of depression, anxiety, and low-self esteem, adolescents who reported having a difficult relationship with one or both of their parents were 5.5 times more likely to have seriously considered suicide in the past year.)

Peer influence also plays a role in smoking habits. At 10 and 11 years of age, the percentage of children who had started smoking was too small to be reported. At 12 to 13 years, more than 10% reported they had started smoking and 6% reported they were smoking at least once or twice a week. A full 84% of the youth who had started smoking also reported they had three or more friends who smoked.

Distributional Outcomes of the 1990s Labour Market

The labour market in the 1990s - There is a general sense that the 1990s labour market was unique. It has been characterized by downsizing, technological revolution, the knowledge-based economy, and rising job instability. The Agency provided an extensive overview of the 1990s labour

market and asked just how different it was from the 1980s. It wanted to discover whether the facts were consistent with many of the commonly held beliefs and explanations. The study focused on overall labour market outcomes, as well as outcomes for different groups. Some of the findings include the following:

The changing nature of work - While there was a remarkable shift in job creation during the 1990s from full-time paid jobs to own-account self-employment, there is too little available research to assess whether this is an enduring change in the nature of work in Canada. It may be a reaction to the very slack labour market of the 1990s. Indeed, in 1999, job creation was largely in full-time paid employment.

Job stability - Overall, job stability in the 1990s resembled that of the 1980s. Employers' response to the weak recovery and slow employment growth appeared to be to hire fewer people rather than to lay off more of their existing staff. So, although hiring rates were low during the 1990s, the likelihood of permanent layoff was no higher than during the 1980s. Consistent with poor job opportunities, fewer people quit their jobs. The low quit rates actually increased job tenure among the employed. Hence, while job stability did not fall, this is not necessarily good news, as it was associated with weak job opportunities (that is, low levels of hiring and quitting).

Deterioration in labour market outcomes - Even though the unemployment rate was not ratcheting up, nor was there an increase in lay-offs or shorter job duration, there was deterioration in labour market outcomes. The explanation for this apparent contradiction is that there was an increase in the quality of Canadian workers (i.e., a more experienced and educated work force). After controlling for education and experience, the Agency found substantial deterioration in the labour market of the 1990s compared with the 1980s: 'standardized' unemployment increased two percentage points, and the likelihood of being employed in paid work fell by five percentage points. This deterioration was particularly evident for men.

Outcomes for men and women - Although men continue to earn more than women in the aggregate, one of the most striking features of the 1990s labour market was the broad-based improvement for women and deterioration for men in unemployment rates, employment rates, earnings levels, and earnings inequality. It is likely that the improvement in the relative education level of women is associated with these results.

No general increase in the relative wages of the highly educated (or income inequality) - Despite the notion of a shift to the 'knowledge-based economy', which suggests a rapid increase in the demand for the highly skilled, there has not been a general increase in the relative earnings for the more highly educated in Canada (although there is some evidence of an increase among the young). This is unlike the case in the United States. Research suggests one factor in this is the rapid increase in the relative supply of the highly educated in Canada.

A general deterioration for recent labour market entrants - Among men, youth and recent immigrants face a deterioration in earnings. The cause of this deterioration in the labour market for these groups is not well understood.

Brain Drain and Brain Gain – The Migration of Knowledge Workers Into and Out of Canada

Each issue of the Agency's *Education Quarterly Review* focuses on topics of current concern to education researchers and policy makers, as well as to Canadians in general. A recent issue was devoted to the topic of brain drain and brain gain, to respond to public and policy needs with the latest available statistical information and analysis on this widely debated topic. Findings included:

- During the 1990s, Canada incurred a net loss of highly skilled workers to the United States in several key knowledge-based occupations. However, evidence from a variety of sources suggests this 'drain' is offset by a concomitant 'gain' of highly skilled workers from abroad.
- The magnitude of the loss was relatively small — about 0.1% of all taxfilers in 1996, and less than 1% of the stock of workers in any specific knowledge occupation.
- Even so, the number of people leaving Canada for the United States and other countries grew steadily during the 1990s. In addition, these individuals tended to be better-educated than the population as a whole, and they were higher-income earners and individuals of prime working age.
- While evidence indicates that Canada suffers from a 'brain drain' to the United States, it is also clear that the issue is far more complex than it first appears. While losses of highly skilled workers to the United States accelerated during the 1990s, so too did the influx of highly skilled workers into Canada from abroad.
- Canada gains four university graduates from abroad for every one university grad it loses to the United States. There are as many immigrants entering Canada with a master's degree or doctorate as the number of university graduates at all levels leaving for the United States.
- Recent immigrant high-technology workers have made an important contribution in meeting the rapidly-growing demand in the high-technology sector. Immigrants in the 1990s accounted for about one-third of the increase in employment among computer engineers, systems analysts and computer programmers.

Also, the results of the *Survey of 1995 Graduates who Moved to the United States* were released. This survey covered post-secondary graduates from the class of 1995 who moved south of the border between graduation and the summer of 1997. The survey examined graduates' characteristics, reasons for relocating, education and work experiences, as well as future plans. Highlights include:

- About 1.5% of the more than 300,000 men and women who graduated from a Canadian post-secondary institution in 1995 moved to the United States after graduation. Despite this relatively small proportion, those who moved tended to be high-quality graduates in certain key fields.
- About 20% of these graduates had moved back to Canada by the time of the survey—March 1999.
- Nearly half of the graduates who relocated to the United States ranked themselves near the top of their graduating class in their field of study and were more likely to have received scholarships or other academic awards than their counterparts.

- Graduates who moved were highly successful in the United States labour market, working in occupations such as health professions and computer programming that required high skill levels and paid high salaries.
- More than half of the 1995 graduates who relocated (57%) did so for work-related reasons and another 23% moved south of the border for further education purposes. Many graduates were lured by the greater availability of jobs, either in a particular field or in general. A negligible proportion mentioned taxes as a reason for moving, although taxes might implicitly have been a factor for those who cited higher salaries as a reason.
- More than one-third of the graduates who were working upon arrival in the United States (36%) were concentrated in health occupations, followed by those working in engineering and applied sciences (26%).

Health Research

Statistics Canada, in collaboration with Health Canada, the Canadian Institute for Health Information, the Canadian Cardiovascular Society, the Canadian Stroke Society and the Heart and Stroke Foundation of Canada, produced the report *The Changing Face of Heart Disease and Stroke in Canada*.

Cardiovascular disease (heart disease and stroke) is the leading cause of death for over one-third of Canadians and is the third leading cause of premature death under age 75. Although mortality rates for ischemic heart disease and acute myocardial infarction continue to fall, mortality rates for stroke have been reasonably constant over the past 10 years. Since behaviours that increase the risk of heart disease and stroke begin early in life, there are concerns about increases in youth smoking, obesity in pre-teens and decreasing physical activity during the teenage years.

Body mass index and health described the prevalence of being underweight, overweight and obese among adult Canadians. In 1996 and 1997, almost half (48%) of Canadians aged 20 to 64 were in an acceptable weight range. Another third (34%) were overweight, and 12%, or approximately 2.1 million, were obese. Obese adults reported the largest number of health problems of any weight category. People who were obese had higher age- and sex-adjusted odds of asthma, arthritis, back problems, diabetes, high blood pressure, heart disease, urinary incontinence, bowel disorders and activity limitations, compared with people who were not overweight.

The paper *Dental Insurance and the Use of Dental Services* discussed socio-economic differences in dental insurance coverage among Canadians and factors associated with going to the dentist. Using data from the National Population Health Survey (NPHS), this analysis showed that dental insurance coverage was a key factor in explaining dental visits. Almost three-quarters of those with insurance (73%) had visited a dentist in the previous year, compared with 43% of the non-insured. The study also showed that, even when they had insurance, individuals with low incomes or low educational attainment had much lower odds of visiting a dentist than did those with higher incomes or more education.

Health Effects of Physical Activity used longitudinal data from the NPHS to examine the association between physical activity and the incidence of heart disease and depression. Moderate leisure-time physical activity was associated with lower odds of being diagnosed with heart disease or suffering an episode of depression.

The study also found that a growing number of workers who are spending longer hours on the job may be putting certain aspects of their health at risk. For some of these workers, changing from a routine to a substantially longer workweek may have increased their chances of weight gain, smoking or alcohol consumption.

Program Relevance: Production of new statistical information

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

Response to the Government's Policy Research Initiative

The Government's Policy Research Initiative (PRI) seeks to strengthen the policy research capacity in Canada. In July 1996, the Policy Research Committee (PRC) was established as part of a review by the Privy Council Office (Canada 2005 project) to understand the policy environment over the medium term and to begin planning for the next decade. The PRC identified four broad areas of current and emerging policy concerns – *the knowledge-based economy, economic growth, social cohesion and human development* (a fifth area, *global challenges and opportunities*, was added later). Statistics Canada continues its development activities on a number of new survey initiatives that respond to the research challenges and statistical information gaps identified by the Policy Research Committee. These new initiatives are being developed to address the specific research priorities and information needs identified and provide an integrated and coherent program response. 1999-2000 was the second year in the development of these surveys (the data release for some of these will be in 2000-01 and reported on next year). The specific projects are set out under the 5 broad research and policy headings and are described in part D of the Other Information section of this report.

Education statistics

Education statistics are entering a period of significant transformation. Working in collaboration with the Council of Ministers of Education, the program has used funding from the Policy Research Initiative, and HRDC to greatly increase the range and depth of educational data collected—particularly with respect to educational outcomes. Major efforts are underway in three broad areas:

- First, longitudinal surveys have been introduced to collect data related to several key transition points in the educational life course, including the National Longitudinal Survey of Children and Youth (NLSCY), the Youth in Transition Surveys (YITS), and the Post-secondary Transitions Surveys (PTS). These studies show how educational outcomes are conditioned by prior experience.
- Second, the value of existing individual-level administrative collections from post-secondary institutions have been significantly enhanced through longitudinal linkage and the use of intelligent electronic data interchange protocols with education institutions. Conducted under the aegis of the Enhanced Student Information System (ESIS) project, the new data set will permit detailed analyses of educational pathways at the post-secondary level, educational content and, ultimately, offer explanations as to how these variables affect the economic success of participants.
- Finally, we are assessing skill levels at various stages of life. Far more reliable than other measures, this assessment of proficiency in selected skills will shed light on educational discrepancies between geographic regions or income groups, and the subsequent economic, educational and social outcomes. The data will be based on the International Adult Literacy Survey (IALS), the International Adult Literacy and Skills Survey (IALSS), the Organisation of Economic Co-operation and Development's Programme for International Student Assessment (PISA), the Third International Mathematics and Science Study (TIMSS) and the Council of Ministers Student Achievement Indicators Project (SAIP).

Health Information

The federal budget of February 1999 approved a major expansion in health funding. This has prompted the initiation of several projects at Statistics Canada in conjunction with the Canadian Institute for Health Information.

The Canadian Community Health Survey will commence in the fall of 2000 with 130,000 expected respondents. The survey will provide a range of information on health status and risk factors for 127 health regions across Canada. Wide ranging consultations were held with representatives of health regions, provincial health ministries, health agencies, health researchers and special interest groups. From these consultations, the highest priorities identified for the survey content included a wide range of topics related to health status, to lifestyles with significant health impacts, and to the use of the health system. Major challenges of the Canadian Community Health Survey include the size of the sample, the sensitivity of topics and the fact that, for the first time, the Agency will offer all 127 health regions the choice of optional content modules. Other challenges include overcoming organizational and logistic problems involved in retraining and reassigning many of Statistics Canada's Labour Force Survey interviewers to this new survey.

Person Oriented Information - Another major commitment within the field of health statistics is the development of Person Oriented Information (POI). The POI project will bring together data from several sources in order to construct a rich database on personal health histories. The Community Health Survey will provide information on health risks and lifestyle. Linkage with provincial records will also add detailed data on health system use (both in physician offices and in hospitals). Further linkage with the Agency's vital registers will eventually add information on cause of death. The POI database will provide analysts with tremendous opportunities to examine a wide range of issues relevant to improving both the health system and the health of Canadians. It is important to note, however that the Agency is always mindful of the critical importance of its commitment to respondents that all identifiable information is treated with absolute confidentiality and that it will never be released in a form that will identify them without their authorization. Confidentiality is the cornerstone of Statistics Canada and must be honoured in all respects to ensure a continuing supply of data from respondents.

**Project to Improve
Provincial Economic
Statistics
(PIPES)**

Statistics Canada launched a large and important project to improve provincial economic statistics during 1996-97. The approved ongoing budget is \$44.4 million per annum. The project is the outcome of discussions in 1996 between the governments of Canada, New Brunswick, Newfoundland and Labrador, and Nova Scotia on sales tax harmonization, resulting in the decision to use a

revenue allocation formula based on aggregate statistics. To minimize the burden on business, this approach was adopted rather than one that attempts to track every business transaction involving the payment or rebate of sales taxes. It was recognized that for this revenue allocation method to be used, substantial improvements in the quality of provincial economic statistics were necessary. As a consequence, Statistics Canada has been strengthening its provincial economic statistics over the last three years. Fiscal year 2000-01 will mark the completion of the project, as Statistics Canada begins producing provincial input-output statistics for use in the revenue allocation formula.

Input-output tables present the most comprehensive accounting of the economy, national or provincial, in matrices that show a great deal of detail in terms of industries and commodities (goods and services). The output matrix shows the commodities produced by each industry, the input matrix shows the inputs (materials, energy, services, labour and capital) used by each industry to produce that output, and the final demand matrix shows goods and services used for final use. The provincial tables have the added features of a trade flow matrix that traces the origin and destination of traded goods and services among provincial economies.

Being the principal product of PIPES, the delivery of annual provincial tables marks a key milestone for the project. Data taken from these tables have a major impact at both the national and provincial levels. The two levels of government rely on them for appropriate allocation of significant sales tax revenue. At the provincial level, the delivery of the tables respond to the provinces' needs for reliable data on economic activities in their respective province. Although the Harmonized Sales Tax (HST) is currently in effect in three provinces, a comprehensive national statistical system must provide comparable data for all provinces and territories.

From 1997 to 1999, the project outputs were used by federal and provincial finance department officials to prepare preliminary and interim estimates of the HST revenue shares. In 2000, the statistical outputs will have reached a stage of completeness permitting them to be used to produce annual provincial and territorial input-output accounts and provincial economic accounts. These accounts will, in turn, be used by federal and provincial finance departments to calculate the final revenue shares. In addition to their role in the HST revenue allocation formula, the new statistics produced as a result of this initiative will be useful in a wide range of other applications ranging from intergovernmental transfer arrangements and regional development policy formulation to business investment, marketing and cost analysis.

Canadian Vehicle Survey

The first estimates for the new Canadian Vehicle Survey, covering some 16 million vehicles in the ten provinces and three territories, will be released in June 2000 for the fourth quarter 1999 reference period. The survey's goal is to provide estimates of the amount of road travel broken down by type of vehicle and other variables, such as age and sex of driver, time of day and season. Transport Canada sponsors the survey and will use the information in conjunction with other data to monitor how vehicle use changes over time and how use affects safety, fuel consumption and the environment. The results should also be the prime source of road vehicle use information for researchers and interested members of the public.

Post Censal Surveys

The Agency is working on developing two surveys to be conducted after the 2001 Census:

Aboriginal Peoples Survey (APS) As part of the Government's Gathering Strength Initiative, Statistics Canada has been given the responsibility to carry out a comprehensive post-censal survey of the Aboriginal population. In developing and conducting this survey, Statistics Canada is working in close partnership with Aboriginal groups and organizations. To achieve this partnership an APS Implementation Committee has been formed to oversee all aspects of the survey process. The Committee consists of representatives of major Aboriginal groups (a majority of members), two federal departments, a provincial and territorial ex officio representative and Statistics Canada. The Committee met regularly in 1999-2000 to oversee the development of the survey questionnaire. The questionnaire will be tested in the fall of 2000. The survey is being planned with a heavy emphasis on building long-term statistical capacity for Aboriginal governments and organizations. In addition to the APS, the broader program involves statistical training, including an Aboriginal internship program at Statistics Canada, as well as the development of a statistical infrastructure that can serve as the basis for other statistical activities in the longer term. Through its Aboriginal statistical training program, Statistics Canada has trained some 127 Aboriginal persons over the last year. As well, the first three of six Aboriginal interns have started their two-year assignment program with the Agency.

Health and Activity Limitation Survey (HALS) Post-censal surveys of persons with disabilities have been conducted twice by Statistics Canada. The first survey occurred following the 1986 Census, and the second following the 1991 Census. There was no post-censal disability survey in 1996. The two previous surveys contributed to the development of a valuable database on persons with disabilities, which has been used extensively by disability and social policy analysts

at all levels of government as well as by researchers working in the field of disability policy development and evaluation. The absence of HALS in 1996 created a crucial gap for data users. This situation has led to a repeat of HALS following the 2001 Census. Extensive user consultation and research on measurement of disability over the last year has led to the development of the 2001 HALS questionnaire that will be tested in the fall of 2000.

At the request of Human Resources Development Canada, Statistics Canada is also considering the development of a longitudinal or follow-up component to HALS. A feasibility study on measurement issues, sampling methodology and collection procedures will be conducted during the year 2000, with a view of possibly beginning the first phase of a longitudinal survey in 2002.

Activities Related to the Youth Justice Renewal Initiative

The Canadian Centre for Justice Statistics (CCJS) continues to be involved in several types of work related to the six-year *Youth Justice Renewal Initiative* and to the development and implementation of its legislative component, the *Youth Criminal Justice Act (YCJA)*. Activities include:

- *Consultations with Jurisdictions on Information Needs:* The Centre conducted consultations in 1999-2000 with the justice jurisdictions with regard to the revisions to information requirements as a result of new legislation (which is still in draft form and may require repeat consultations when the details of the new law have been finalized). A report on the results of these consultations, scheduled for release in the summer of 2000, will form the basis for the development of plans to re-develop information systems to comply with the new legislation. It will also assist the Centre in adapting the content of its existing surveys.
- *Re-development of Jurisdictional Information Systems:* Treasury Board funding for 1999-2000 also included resources to assist the provinces and territories to revise their automated information systems to include the new services and procedures defined in the proposed YCJA legislation. Since the legislation has not yet been finalized, the resources allocated in 1999-2000 were used to conduct impact assessments.
- *Provision of Data for Legislative Support:* The CCJS has undertaken several types of activities related to the provision of data to the jurisdictions and Justice Canada, to assist in the development and implementation of the proposed legislation. These include special data tabulations, the development and implementation of new surveys, and the creation of a special data-base to assist the jurisdictions to estimate the cost implications of the legislative changes. Research proposals were also made to investigate the phenomenon of recidivism among young persons in the justice system. The Centre is also providing professional advice to Justice Canada on the design of data collection methodologies to evaluate the changes brought about by the implementation of the new legislation.

Gender Equality

In response to a request from Status of Women Canada for updating gender equality indicator statistics, and to increased attention to gender issues and related statistics and analysis among international organizations, Statistics Canada has produced a new version of the Total Work Accounts System Master Files, based on the 1998 General Social Survey. This new data resource will support a wide variety of studies on issues relating to gender and the links between paid and unpaid work. This development will be highlighted at an October 2000 meeting of a United Nations Working Party on Gender Issues and Related Statistical Requirements.

Connecting Canadians

The government is committed to enabling electronic commerce and to providing government services on-line. To track these initiatives, the Household Internet Use Survey is collecting data on purchases made over the Internet and a completely new cross-economy survey is measuring the use and planned use of information and communication technologies by business and public institutions. These uses include e-mail, web site provision, as well as buying and selling on the Internet. As technologies for getting onto the Internet converge, data are being collected on the revenues and number of subscribers to Internet service offered by cable companies. These surveys, and the results that they will provide, address policy issues related to connecting Canadians.

Measuring—and preparing for—e-commerce

Interest in e-commerce is growing. Statistics Canada's response has been to prepare the statistical system for the measurement of e-commerce and its impact on the economy and society. The Agency has launched a program to measure the scale of e-commerce in business as it evolves and the first results are expected to be released in the summer of 2000. As well as measuring e-commerce in a cross-economy survey, and the electronic purchases by households, Statistics Canada is also co-ordinating the measurement of e-commerce activities across the span of its annual surveys with a view to providing a coherent, and detailed picture of the activity as it grows.

Requirements Emerging from the Reform to Canada's Financial Services Sector

In June 1999, the Minister of Finance announced a new policy framework for the financial services sector in response to the recommendations of the task force on the future of the Canadian Financial Services Sector, (commonly known as the Mackay Task Force). In his statement, the Minister of Finance emphasized that in a global economy the government's role is to ensure that Canada has an appropriate policy framework to facilitate change and to provide ground rules to ensure it takes place in a way that reflects the needs of all Canadians. The following specific measures will be undertaken to achieve government objectives:

- Statistics Canada will be given the mandate to collect and publish data on the supply of debt and equity financing to Small and Medium Enterprises (SMEs).
- Industry Canada will be given the mandate to establish a dedicated SME Finance Group to analyze Statistics Canada data, conduct other surveys, continue research on SME financing issues and report annually to the House of Commons Standing Committee on Industry regarding the state of SME financing in Canada.
- To meet these needs, Statistics Canada will institute two new surveys. The first will be an annual survey of the suppliers of debt and equity financing to SMEs. Respondents will be asked to provide information about the type of financing they provide, broken down by the size and industry as well as, various characteristics of the borrower. An accompanying survey of SMEs themselves is also being planned. It would track the significance of certain types of non-institutional financing, such as loans from friends and relatives and credit from inventory suppliers. It would also probe businesses on the degree of difficulty or ease they have experienced in obtaining financing from all different sources.

Foreign Affiliate Trade Statistics

The liberalization of trade and investment policies around the world has led to the need for integrated data on investment and trade to support policy analysis and trade negotiations. Results will be forthcoming in 2001. This project is to develop a new survey covering the foreign operations of Canadian companies. Canadian companies have been rapidly expanding their foreign operations in recent years.

Canadian Agriculture at a Glance

The Agriculture Division has just published "Canadian Agriculture at a Glance", a publication based on data from the Census of Agriculture and the Census of Population as well as on a broad spectrum of other data from Statistics Canada and other sources. With its 42 background articles, the book touches upon subjects such as current American agricultural import levels in the aftermath of NAFTA, agri-food industry workers in Canada, the history of irrigation in western Canada, profiles of Dutch speakers, one of the most successful groups of agricultural immigrants in Canada, the role of women in agriculture and many other subjects. This publication is intended for a wide audience, including agricultural companies and organizations, universities and secondary schools, federal and provincial departments and libraries. It will serve as a key reference document for teachers and will be designed for and made available to secondary school teachers.

Program Relevance: 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.

Education Statistics – The 1997 strategic plan of the Centre for Education Statistics, which resulted from extensive consultations with the education community, pointed to the need for data quality improvements, the development of education indicators and the implementation of new surveys to fill data gaps. To improve data quality, a committee (the Working Group on Quality Improvement of the Education Statistics Program), with representation from all provincial and territorial ministries responsible for education as well as from the Centre for Education Statistics, developed a plan for improving timeliness of data, and has begun implementation efforts. The Centre also worked collaboratively with ministries and the Council of Ministers of Education, Canada, to develop relevant education indicators for public reference as well as for use by policy makers and administrators (see Pan-Canadian Education Indicators). Results were also released within the year for two new surveys carried out in 1999:

- *The Survey of 1995 Graduates who Moved to the U.S.* responded to a need, by policy departments and the public, for more information on the Brain Drain,
- the second *Information Technology in Education Survey*, provided internationally comparable data on use of information technology in elementary and secondary schools.

Agriculture Statistics - New information was released displaying the cattle industry by province and type of operation (e.g. beef, dairy). The requirement for this new information stems directly from provincial user consultations and the needs expressed for Canadian data under NAFTA/ WTO that were clarified in agreements related to agricultural trade made between the Canadian and American governments. The provincial categories include the dairy and beef sectors along with finer classifications for the beef industry. This will allow for a much more comprehensive analysis of the sector than was previously possible, and is crucially important when analysing the supply, demand and price of beef because of the time required to get the product to the marketplace.

Demography – In the fall of 1998, the demography program began consultations to evaluate the quality of its products and services. Internal staff, divisions that used its products and services, the Advisory Committee on Statistics and Demographic Studies and the Federal-Provincial Committee on Demography were consulted. The evaluation addressed the relevance, accuracy, timeliness accessibility, interpretability and coherence of the information provided. The program review provided an opportunity to develop a number of approaches designed to improve the demography program in the coming years such as improving the quality of international migration data, as well as, improving the quality of population estimates for the census subdivisions.

Demographic estimates As a result of federal-provincial meetings in June and October 1999, estimates for international emigration have been revised. The demography program has introduced new methods for estimating emigration and the return of emigrants. As well, Canadians who are temporarily abroad without maintaining Canadian residency are no longer included in Canadian population estimates.

Census of Population – In preparation for the 2001 Census, Statistics Canada continued its tradition of consulting data users and other interested persons to obtain their views on the content of the next census questionnaire. These consultations contributed greatly to the development of the National Census Test, in which a number of suggestions were tested. The results of this test combined with the results of qualitative testing were used to make the final recommendations in the fall of 1999. The Census content is now approved and final preparations are being made to conduct the 2001 Census on May 14, 2001.

Accuracy of Information

A second aspect upon which Statistics Canada focuses to ensure that its activities and products fulfill the needs of its constituents is information accuracy.

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

Coverage errors occur when the list of people, households, institutions or businesses, on which a survey is based, is incomplete and, as a consequence, the missing units are not represented in the survey results. Sampling errors occur when only a sample of respondents are included in the survey. Estimates based on a sample will vary from another sample survey, and typically they will be different from results based on a complete census. Nonresponse occurs because data cannot always be obtained from all selected units. Statistical adjustments can be made to compensate, but there cannot be complete assurance that the characteristics of nonrespondents are appropriately reflected in the survey results. Response errors occur if, for a variety of reasons, incorrect responses are obtained. Some are detected and compensated, others may cancel out within larger aggregations of data, and some may remain undetected.

Statistics Canada's Policy on Informing Users of Data Quality and Methodology (see the 1997-98 Departmental Performance Report for more information) requires each data release to be accompanied by, or make reference to, descriptions of methodology and indicators of data quality. Indicators of coverage, sampling error, and response rates are mandatory wherever they apply, while an array of additional measures may be provided depending on the size of the program and the importance of the estimates.

Accuracy - Survey Coverage

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

Business Surveys

Most business surveys use the Business Register (BR) as their frame. The BR attempts to cover all active businesses in Canada. The BR uses the administrative data from the Canada Customs and Revenue Agency to provide the best up to date list of businesses in Canada. Periodically, studies are conducted on the BR to measure the quality of the coverage and the quality of the information residing on the BR (e.g., industrial and geographical classifications). Since 1997, the coverage of the BR has been extended with the use of the Goods and Services Tax (GST) data. The coverage of the Business Register is estimated to be over 97% of those businesses meeting at least one of the following three criteria:

- having a workforce for which they submit payroll remittances to the Canada Custom Revenue Agency,
- being an unincorporated business having a minimum of \$30,000 in estimated sales revenue, or
- being incorporated under a federal or provincial act and an active Federal Corporation Tax filers.

Household Surveys

The Labour Force Survey, and many other household surveys, make use of a common area frame that covers all of the geography of Canada's ten provinces, with some small exceptions². Geographic areas are randomly selected from this frame. Within these selected areas, households are chosen randomly from lists of dwellings compiled for these areas. Coverage problems can arise if some dwellings are missed in these lists, or if households in selected dwellings fail to report some of their members. The coverage of the survey is monitored, in part, by comparing the estimate of total population obtained by weighting up the survey sample to the official population estimates at the provincial and national levels. This provides an indicator of the direct coverage of the survey. The final survey estimates are further weighted up to the official population estimates so that the published survey results correctly cover the total population.

In the case of the Labour Force Survey, direct coverage has remained constant, close to 90%, over the past three years. This rate tends to be highest (at about 94%) immediately after a sample redesign (last carried out in 1994), and then to decline gradually until the next redesign occurs. This rate is also monitored for particular age-sex groups.

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

For surveys aimed at particular subsets of the population, a list frame of persons (or households) having a certain characteristic may be used if it exists. Such a list could be derived from an administrative data source (see below), or, as in the case of post-censal surveys, from a Census of Population. For example, the Health and Activities Limitation Surveys following the 1986 and 1991 Censuses used as a frame the set of individuals reporting activity limitation in the Census. The coverage of such surveys is assessed in terms of the coverage of the source list.

Administrative Data Sources

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

2 Indian reserves, military establishments, and institutions are excluded for the Labour Force Survey.

Accuracy - Sampling Error

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

As noted earlier, estimates based on a sample can be expected to vary from sample to sample, and to differ from those that would result from a complete census. The expected size of these variations and differences depends on the sample design, among other factors. The reliability of each estimate from a particular sample can be estimated from the sample data. The measure of reliability that is most frequently conveyed to users is the “coefficient of variation” or “CV”.

A low CV means a high degree of statistical confidence in the reliability of the associated estimate. Conversely, a higher CV would mean a lower degree of statistical confidence in the reliability.³

In Table 3 coefficients of variation for the primary estimates or results of the mission critical surveys are presented.

Table 3: Coefficients of Variation for Mission Critical Surveys

Mission Critical Survey¹

		Coefficient of variation (%)			
	Estimate	1996-1997	1997-1998	1998-1999	1999-2000
Labour Force Survey					
Employment	Total Employment	0.3	0.3	0.3	0.3
Unemployment	Total Unemployment	1.7	1.8	1.8	1.9
Monthly Survey of Manufacturers ²	Total Shipments	0.2	N/C	N/C	0.5
Monthly Wholesale Trade	Total Wholesale Sales	1.4	1.3	0.9	1.1
Monthly Retail Trade	Total Retail Sales	1.3	1.0	0.9	1.1
Survey of Employment, Payrolls and Hours ³	Employees	0.3	0.2	0.1	0.4
Quarterly Financial Survey ⁴	Revenues and Profits	N/C	N/C	N/C	< 5%

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

N/C not calculated

² The Monthly Survey of Manufacturers was recently undergoing redesign during which time the CV was not calculated.

³ The increase in the CV for the Survey of Employment Payrolls and Hours is due to changes in the method of calculation. Historical corrections are not available.

⁴ The Quarterly Financial Survey has been under redesign. As this is complete, tracking for this indicator is now calculated and will continue in future years.

³ A CV expresses variability as a % of the estimate. Normally, a range of plus/minus 2 CVs around the estimate provides a 95% confidence interval for the value being estimated.

The Coefficients of Variation presented in Table 3 are all very low (and thus the estimates are considered very reliable), which speaks to the importance of these programs. More disaggregated results from these programs would tend to have higher CVs since, typically, as the size of the domain or sub-group of interest decreases, the CVs of the related estimates rise. In 1999-2000, the introduction of a new estimation system in the Labour Force Survey significantly reduced the CVs of many of the detailed estimates by province and industry that the survey produces.

Accuracy - Response Rates

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

Table 4: Response Rate for Mission Critical Surveys

	<i>Mission Critical Survey¹ Response Rate</i>			
	1996-97	1997-98	1998-99	1999-2000
Labour Force Survey	95%	95%	95%	94%
Monthly Survey of Manufacturers ²	97%	96.6%	97.6%	96.3%
Monthly Wholesale Trade Survey	90%	90.4%	91.8%	92.2%
Monthly Retail Trade Survey	94.1%	93.5%	93.3%	92.1%
Survey of Employment Payrolls and Hours (Income component) ³	77.7%	79.6%	82.6%	80.9%
Quarterly Financial Survey	83.4%	83.1%	79.6%	79.7%
Industrial Product Price Indexes	90%	90%	90%	90%

¹This table omits the Consumer Price Index, International Trade and the Monthly/Quarterly Gross Domestic Product which do not collect data directly from respondents.

²The drop in the response rate for the Monthly Survey of Manufacturing is the result of a new method to calculate the response rate following the redesign of the survey.

³ The Quarterly Financial Survey has undergone a complete redesign over the last two years. The new methodology required that another sample be drawn and resulting from subsequent technical problems, an update of another 2000 respondents was required. These changes have resulted in a decrease in the response rate over the past two years.

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

The Agency is actively managing its relationship with respondents through a new respondent relations 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, provide interviewer training on how to handle non-response, and provide communication material for respondents, explaining in an understandable manner the need for information and the need to obtain the participation of each respondent.

Accuracy - 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, or 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.

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

Timeliness of Information

Timeliness refers to two distinct phenomena. For continuing programs it normally refers to the elapsed time between the end of the reference period and the appearance of the data. For one-time or new surveys it can refer to the interval between the time when the need is made known and the appearance of data. This latter sense may be better called “responsiveness”. The performance assessments concentrate on the first sense. Timeliness is clearly visible to users and easy to track. The choice of a timeliness target is closely related to relevance since information may not be useful if not available on time. Given timeliness targets, two performance measures are useful. The first is the existence of pre-announced release dates for regular series, and adherence to these dates. The second is improvements in the timeliness achieved - either through changes to the targets, or due to exceeding the targets. However, this measure has to be considered in conjunction with other factors since improvements that are achieved at the expense of accuracy, or at undue cost, may not represent an overall performance improvement. An appropriate balance must therefore be struck 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.

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

The elapsed time between reference period and release dates for mission critical surveys is a timeliness measure which serves to test the relevance of the statistics in terms of the “freshness” of the information released. Table 5 highlights the timeliness of a selection of major releases.

**Table 5: Elapsed Time between Reference Period and Release Dates
(mission critical surveys)**

Mission Critical Survey	Frequency	Timeliness Target*
Labour Force Survey	Monthly	21 days
Consumer Price Index	Monthly	21 days
Monthly Survey of Manufacturers	Monthly	48 days
International Trade	Monthly	49 days
Monthly Wholesale/Retail Trade	Monthly	52 days
Gross Domestic Product		
Monthly	Monthly	60 days
Quarterly	Quarterly	60 days
Survey of Employment Payrolls and Hours (Income component)	Monthly	60 days
Quarterly Financial Survey	Quarterly	55 days
Industrial Product Price Indexes	Monthly	30 days

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

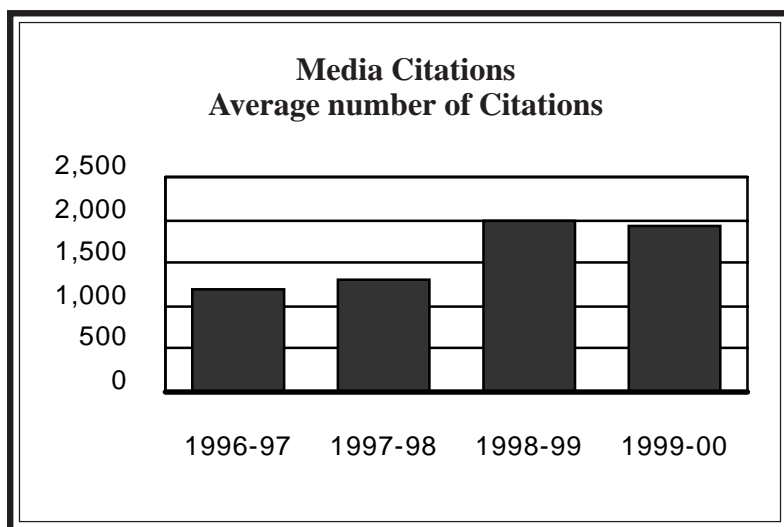
The timeliness of survey release is generally quite stable and changes occur over a long period of time. Change is often brought about when surveys undergo major redesigns. In 1999-2000, the Agency published 261 releases for which there had been a pre-established release date (all but four of which were on time). The Section on “Other Information” at the end of this report provides a more complete listing of major releases with pre-established release dates.

Accessibility of Information

Accessibility reflects the availability of information from the holdings of the Agency. It includes the existence of suitable modes of disseminating information to different audiences, the availability of catalogues or searching tools that allow users to know what is available and how to obtain it, and the provision of access that is affordable and convenient to different user groups.

The following performance information highlights the Agency’s achievements in improving the availability and delivery of its information in 1999-2000.

Access through the Media



Coverage of releases in the news media is the prime means through which the public learns of Statistics Canada products and data releases. The Agency tracks media coverage by monitoring 32 newspapers, three wire services and five national radio and television networks.

Although five fewer news sources were monitored in 1999-2000, the average number of monthly citations remained at a high level (1,925 compared to 2,000 the previous year). This

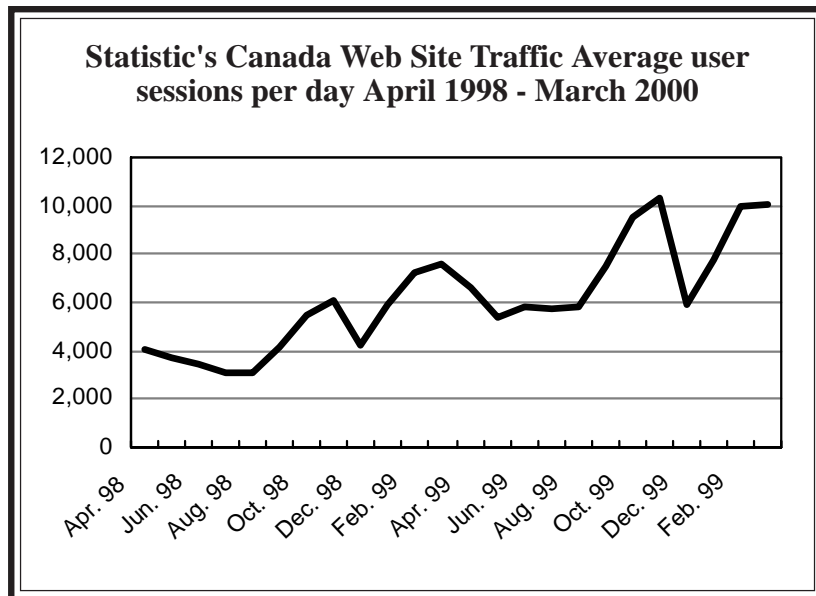
indicates that the Agency's releases continue to enjoy broad coverage in the media outlets monitored.

Access through the Internet

The major thrust of Statistics Canada's marketing and dissemination effort centres on making its information more accessible to its various publics. As technology evolves, an increasingly large proportion of the Agency's clients have access to the World Wide Web resulting in Statistics Canada's web site (<http://www.statcan.ca>) becoming the release mechanism and product vehicle of choice.

As illustrated in the accompanying chart, the use of Statistics Canada's web site

more than doubled over the past two years. Between April 1998 and March 2000, the average number of user sessions (i.e. visitors entering the Statistics Canada web site) per day has grown from 4,100 to 10,100. Since the launching of Statistics Canada's web site in March 1995, traffic has been increasing steadily and exceeded 2.7 million user sessions in 1999-00.



In addition to the general growth in use of the Internet, the increase in traffic on the Agency's site is attributable to:

- an increase in the volume of information available;
- the advertising of the site URL in publications targeting key audiences;
- the inclusion of the URL in all external communications;
- registering the site with over 200 search engines; and
- the Educational Outreach Program promoting the site with primary, secondary and post-secondary institutions.

Traffic levels are expected to continue to grow with the Agency's extensive involvement in the Government On-line initiative.

A research study conducted in November 1999 to profile site visitors and measure their satisfaction revealed growth in the number of visitors among all targeted occupational categories: students (who account for 40% of all visitors); senior managers; social scientists; economists; and academics. Overall satisfaction with the site was high. Eighty-seven percent of those sampled would visit the site again, while 82% would recommend the site to others. Business services will be an important focus of web site development and marketing activities in the coming year.

Also in 1999, Statistics Canada was winner of the best online product award for institutions (general category) at the 1999 Canadian Online Product Awards. This award follows the recognition of the site by 'Dow Jones' and, more recently, by 'Yahoo Canada'.

Equally, the Agency maintained its emphasis on expansion and enhancement of its web site. A *Seminars and Conference* module was added to the Home page promoting Statistics Canada sponsored conferences and workshops as well as other international statistical conferences and proceedings.

In response to feedback from clients, a number of enhancements to the site's content and functionality have been made, providing visitors with more information and easier access to it. These include:

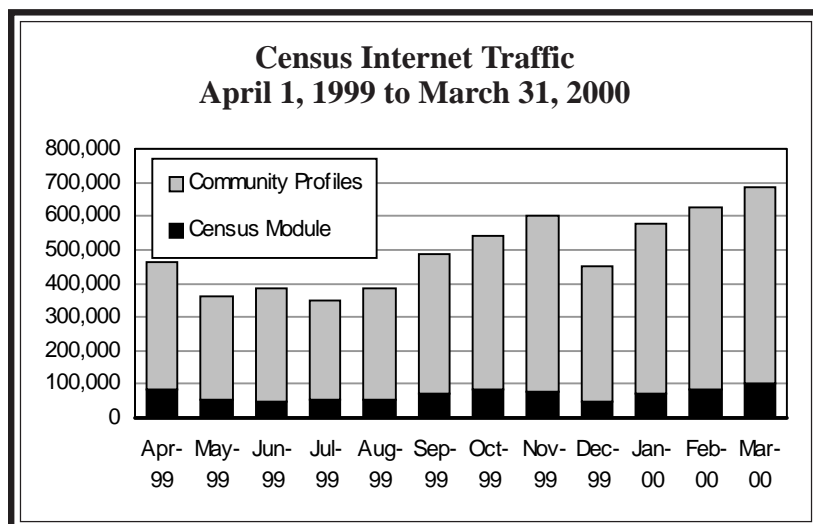
- improved search capability;
- thematic tagging of the site's contents, allowing users to access holdings in 26 general-topic areas;
- better techniques for ordering publications and other standard products; and
- the availability - at no charge - of most electronic publications (now numbering over 230 regularly released titles and 400 research papers).

During 1999-2000, 11% of all site visitors accessed the Products and Services module, which includes both free and priced products. *Canadian Statistics* continues to be a most popular area of the site. This module contains over 375 general interest statistical tables and will continue to be developed in response to user interests. Other popular areas include the *Census*, *Daily News* and *Profile of Canadian Communities*.

Accessibility: Census of Population

The Census module launched in April 1997 provides information on the social and economic characteristics of the Canadian population from the 1996 Census. National and provincial data tables from the 1996 Census of Agriculture are also presented within this module. In 1999-2000, the *Profiles of Canadian Communities* component was enhanced to include additional Health Statistics information for Births and Deaths for

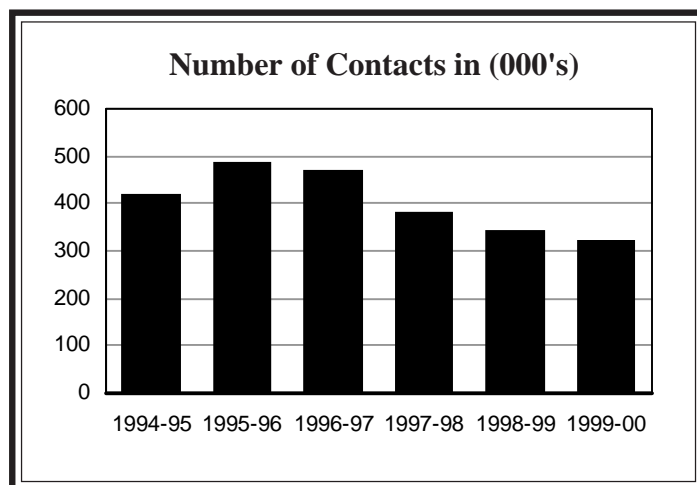
Canada's major metropolitan areas. The *Profiles of Canadian Communities* provides a 3-page summary for each of 6,000 Canadian cities, towns and villages. It is visited by almost one quarter of all users of the Agency's site, and will be further enhanced in the coming year to incorporate information on health status and health systems from the Canadian Institute for Health Information.



Accessibility: Client Contacts with Regional Offices

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

Visitors to the Agency's Reference Centres are provided free access to Statistics Canada publications. A toll-free inquiry service and electronic messaging services respond to frequently asked questions to ensure that non-visitors have equal access.⁴



⁴ See Section V of this report for further details about the Regional Offices and the toll-free access line

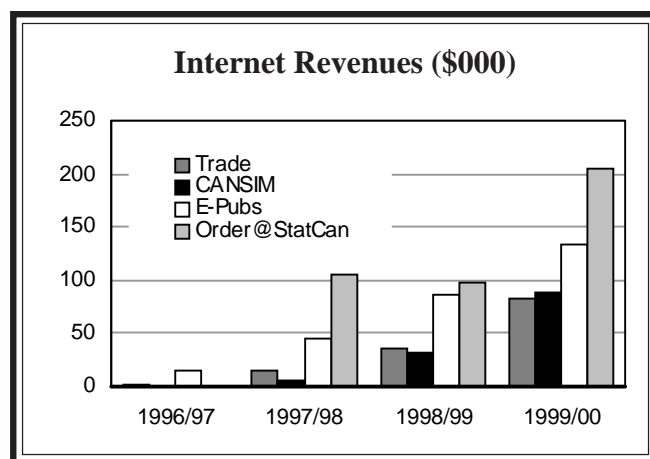
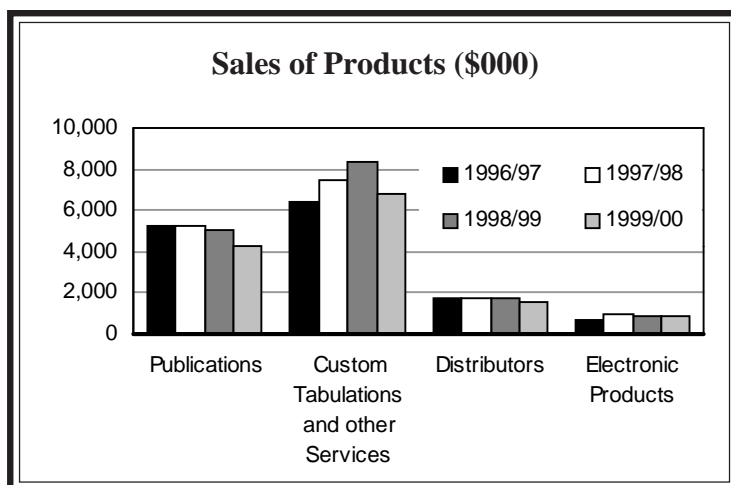
In 1999-00, 321,000 people contacted the Regional enquiry services. The decrease from previous years reflects the normal level of traffic in the five year Census cycle as well as increased use of the Internet to meet information needs. Increasingly, contacts with enquiries officers are for research requests through direct phone lines, by fax and by e-mail.

Accessibility: 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 'solutions' — information that is customized to specific needs — as well as an increasing preference for Internet access. Research indicates almost all of Statistics Canada's paying clients have access to the Internet. As a result, narrow interest publications have been migrated to electronic publications available on

the Agency's web site and print versions remain available as an on-demand service. In addition, the Agency's higher profile publications have been re-engineered to facilitate web site access. Clients place a high degree of importance on the immediacy of service and many now 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 800,000 time series, has been distributed to online information users since 1976). The drop in sales in of Custom Products in 1999-2000 is attributed to a decline in 1996 Census product-line revenues which, given the five year cycle of the Census program, is a normal occurrence.

E-Commerce sales on the Internet include revenues generated through the sale of CANSIM electronic publications, trade data and other standard products ordered via the Internet. While these sales account for only 4% of total sales, they have grown by 200% since 1997-98 and are expected to grow more rapidly with the introduction of Statistics Canada's new CANSIM II service and the continued growth in e-commerce generally.



Accessibility: Partnerships

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

Private Sector Partners

Since 1981, a group of private-sector secondary distributors, now numbering over forty, has been licensed to repackage and resell data, principally CANSIM, 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.

Partnerships

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

During the past four 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 easier access to Statistics Canada. Updated terms and conditions introduced for the 1996 Census dissemination cycle are designed to assist these firms in providing value added research and analysis services to serve the specialised information needs of narrow market segments.

Statistics Canada's private sector partners — many of Canada's major information providers — are promoted by the Agency on 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 Partners

Active partnerships are maintained by Statistics Canada with the Provinces and Territories, including the formation in 1999-2000 of a partnership with Nunavut. Of particular interest, it is noteworthy to mention special initiatives in the areas of Health, Education, Justice and Provincial Economic Statistics:

Bilateral relationships with key federal departments and provincial representatives - include:

Finance, Industry, Health, Human Resources Development, Environment, Agriculture, Transport, the Canadian Transportation Agency, Canada Customs Revenue Agency and, Heritage, Canada Housing and Mortgage Corporation, Citizenship and Immigration, the Board of Directors of the Canadian Institute for Health Information, the Canadian Education Statistics Council, the Council of Ministers of Education, and the Justice Information Council

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;

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

Provincial Economic Statistics: The Project to Improve Provincial Economic Statistics aims to improve the quality of Canadian provincial economic statistics by producing annual provincial and territorial input-output accounts and provincial economic accounts which, in turn, will be used by federal and provincial finance departments to calculate the final revenue shares. This requires Statistics Canada to be in frequent communication with the provincial departments of Finance.

A Statistical Focal Point in each provincial and territorial government is provided with a wide array of information products to serve the statistical information needs of their respective provincial and territorial administrations. Public sector partnerships will grow in importance as increasing numbers of federal and provincial departments and agencies provide information to their constituencies via the Internet.

The Agency is also participating in many of the Federal Government's prototype Government Online projects (Export Source; Invest in Canada) and its holdings will be accessible through all of the site portals and most E-clusters to be introduced in 2000-01.

Furthermore, an extensive partnership now exists between Elections Canada and Statistics Canada for the maintenance and expansion of a national road network. In the past year, this partnership has strengthened through the joint management of the National Geographic Database (NGD) Project. The result has been the creation of a seamless, integrated, up-to-date digital road network which is a critical and integral part of the Spatial Data Infrastructure (SDI) used to support Census activities. The effort to build and maintain this new integrated database has been extensive and could only have been achieved through partnership. The success of the Elections Canada and Statistics Canada partnership is being recognised by other federal departments.

The Depository Services Program (DSP) of Public Works and Government Services Canada is another 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. The continuing migration of print products to electronic files available via the Internet, has made the Agency's publications available to more libraries and therefore accessible to more Canadians without charge.

Education Partners

An Education Outreach Program has focused on building strong partnerships with Canada's schools and publishers of education materials - print and electronic. The Agency has invested in this sector to improve statistical literacy and to broaden long-term use of its information. The rapid growth in the use of the Agency's Web site by students can be related to the work of Education Account Executives in each Regional Office, partnerships with provincial education networks, school boards, the SchoolNet program and Faculties of Education which train new teachers. Statistics Canada has received wide recognition for these efforts.

Partnership with Academia

The Data Liberation Initiative (DLI) was developed in response to Canadian researchers' requests that Statistics Canada make its electronic data files more accessible to universities for research and teaching purposes. The DLI received approval in 1996 and was initiated as a 5-year pilot project. Virtually all Canadian universities and many colleges participate in the project; support and participation of the DLI from Statistics Canada data producing divisions remains high. Over time, the participating academic institutions have strongly indicated their need and desire for the DLI to become an ongoing initiative. Other feedback for enhancements, (for example, improved documentation of data files to enhance search and access), are being incorporated into an action plan. The DLI represents a key initiative on Canada's information highway and has created a Canada-wide learning network of data users and experts. The long term effect is expected to be a more extensive use of Canadian data in support of academic and policy research in Canadian universities and a broader usage of Canadian data and information when graduates enter the workforce.

Research Data Centres

One of the problematic issues related to longitudinal data files has been the difficulty of producing public-use microdata files that meet the level of detail required by researchers, and yet maintain the confidentiality of our respondents. This has had the effect of reducing the amount of analysis being conducted by the broader policy research community. Yet, more needs to be done to promote policy relevant research using the new longitudinal and other data sets that are now being produced.

To address this problem, Statistics Canada, in conjunction with the Social Science and Humanities Research Council (SSHRC), established a national task force of leading Canadian researchers and statisticians. The task force identified three main barriers to the analytic exploitation of the Agency's data files by academics, which are:

- an insufficient number of researchers trained in quantitative analysis,
- difficulty in gaining access to detailed microdata collected by Statistics Canada, and
- a lack of effective linkages between researchers and those involved in public policy development.

In January 1999, the joint task force recommended Statistics Canada and SSHRC build an integrated research system in social statistics. The task force recommended creating a system of Research Data Centres throughout the country where researchers can access complex microdata, but where confidentiality can be maintained in accord with the *Statistics Act*.

In response to this, the Agency envisions to establish a series of university-based sites that are essentially extensions of Statistics Canada and that operate under the same strict security provisions (each centre would have a full-time Statistics Canada employee on site at all times). Researchers using the data would have to apply to an SSHRC-led committee that includes a representative from Statistics Canada. If approved, the researcher would be sworn in under the *Statistics Act* and could then access the data with the same security provisions established for the Agency's own employees. All data physically removed from secure areas would be carefully screened to ensure confidentiality.

The researcher would also write a report based on the results of the research, which would be subject to Statistics Canada's rigorous peer and institutional reviews. Statistics Canada could then publish the results. Plans provide for the establishment of an initial set of Research Data Centres in the new year.

Accessibility: Client Satisfaction

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

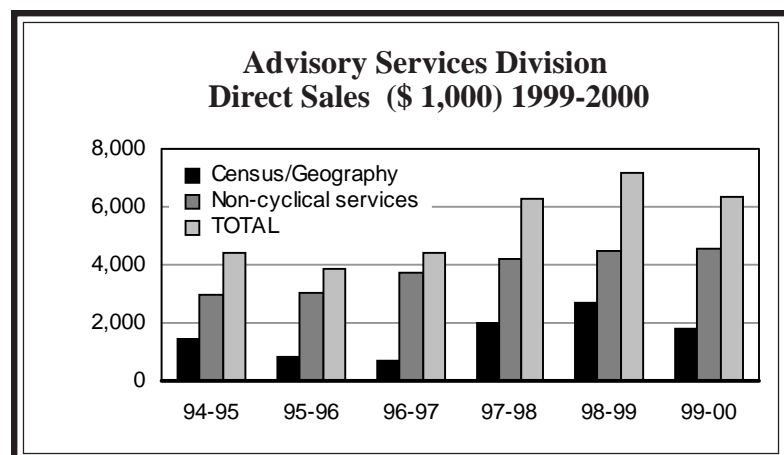
Service and Service Standards

The Account Executive Service has been operating in each of Statistics Canada's Regional Offices since 1993. The slight downturn in business activities in 1999-2000 is attributable to the latter stages of the 1996 Census production cycle. A client 'helpline' is available for users of all of Statistics Canada's electronic products, including Internet commercial services. This service also tests products from a user perspective prior to their market introduction and provides feedback to product developers for ongoing product enhancement.

The Agency has also developed and implemented Corporate Service Standards, and a brochure Entitled "Standards of Service to the Public" is available to customers. Training is being provided to Agency employees in the application of the Standards, and guidelines have been developed for employee-client communications to ensure a professional response to all client needs.

Service Improvements

The Agency is implementing a strategy to provide improved support to client service outlets that will enhance its ability to respond to customized information requirements in a timely manner, to build and manage client relationships, and develop and deliver client information sessions.



In support of this, a client database has been developed and information on clients is used extensively by program areas and client service areas to better understand their user community. This client information is also used to announce the availability of new information and for market research purposes. In response to growing concerns among consumers about how personal information provided to process Internet transactions is treated, Statistics Canada has created a Client Information Policy based on the principles of the Federal Privacy Act. Whenever clients are asked to provide personal information to complete a transaction they are advised how the information is used and protected. Clients can then choose to specify that they do not wish to be contacted for promotional or research activities.

An audit of the level of compliance with Statistics Canada's Service Standards was undertaken in 1999-2000. The audit, designed by representatives of the Communications Committee and the Agency's Audit and Evaluation Division, was conducted by an external consulting firm. The Service Standards were promulgated in 1997, and the audit was aimed at assessing the degree of compliance with the Standard in terms of staff being accessible, knowledgeable and courteous. The auditors used a «mystery shopper» technique where telephone calls, fax messages and electronic mail messages were made or submitted to 1,030 points of service throughout the Agency. The enquiries consisted of questions typically received from the public. The sample was designed to represent the distribution of incoming communications traffic to the Agency.

The audit found the Agency's staff to be accessible and quality of their responses to be very high. In over 98% of the telephone calls completed in the context of the audit sample, the person called was perceived as being courteous and helpful, and service was provided in the caller's language of choice. Staff practices with regard to telephone messaging were found to be in need of some improvement in a limited number of organizational units, and steps have been taken accordingly to ensure that voice-mail recordings are updated with a higher degree of diligence.

Building a knowledgeable client base

Besides responding to client questions, Statistics Canada looks for opportunities to explain its products to existing or potential users. This is done through programs designed to give talks to client groups, regional workshops, or preparing articles for trade journals since reams of statistical tables alone do not help Canadians understand issues. The Agency recognizes the need to make its information easy to digest and used by Canadians of all ages. The long-term benefits of a more knowledgeable client base will ensure continued viability of key programs through better response to surveys and citizen understanding of numbers quoted in the media. By investing in education and augmented interaction with the education community, Statistics Canada is helping to establish a data and knowledge culture in Canada.

In light of this, Statistics Canada has established an Education Outreach Program that focuses on bringing pertinent information and technology into classrooms to improve the statistical literacy of young Canadians. This is accomplished through a number of initiatives including hands-on teacher and student workshops, faculty of education training to pre-service teachers and encouraging employees to provide their expertise in local schools. A special area on the Statistics Canada web site brings together content of interest, online support where teachers talk with each other, and a section for students to get quick response to their questions. Teachers can also find pre-packaged classroom lessons, funding opportunities to encourage application of

electronic data and a congruency table which outlines specific data sets that support individual provincial curriculum outcomes for grade 7-10 social studies core subjects. Statistics Canada is building a relationship with the associations and organizations that support the education community by providing monthly information for their member newsletters.

Client Orientation Training

In another initiative to better serve Agency clients, a series of five client-orientation workshops have been developed as 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 1,000 employees have participated in this training which has contributed significantly to a strong client focus throughout the Agency. A workshop on *Measuring Client Satisfaction* was developed and tested in 1999-2000 and will be available to Statistics Canada managers to help them establish satisfaction benchmarks and to pinpoint areas of their service delivery which may require improvement. Recognizing the importance of the Internet as the Agency's primary dissemination vehicle, training on *Writing for the Web* for author areas has been organised to ensure the creation of user-friendly website content.

Market Research Studies

In 1999-2000, a number of market research studies and market tests were undertaken to better understand the needs of information users. These included:

- a study of the impact on clients of the Agency migrating print publications to the Internet;
- a study on a new electronic publishing format;
- a user evaluation of E-STAT, a product developed for use in secondary schools;
- a study to update the profile of visitors to the Agency's Web site and determine their level of satisfaction with the site.

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

Statistics Canada's Web site has emerged as critically important in enabling the Agency to achieve its public access objectives, as well as in delivering commercial services. The Internet is also proving uniquely valuable as a vehicle through which to conduct market research to improve access to the Agency's products and services. The evolution of the site and its strong public profile owes much to a number of market research projects in which user feedback on site design, content and tools available to visitors was solicited and measured. This research will continue as technology and service opportunities develop and expand.

Interpretability of Information

Interpretability refers to the ease with which users can understand and properly use and analyze information. It covers the availability of meta data (or information about the data), particularly descriptions of the underlying concepts and definitions used, of the methodology used in compiling the data, and of the accuracy of the data (as described in a previous chapter).

Interpretability: 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 within the Agency 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, and the measures of economic production.

Statistics Canada is actively pursuing its development of an Integrated Meta Data Base (IMDB) to facilitate the use of its information. The objective of the IMDB is to provide a central repository for meta-information regarding the statistical programs of Statistics Canada. It will replace many existing repositories that are currently used in the Agency for various purposes. The initial version of this database was implemented in the fall of 1999. Full implementation is scheduled for

October 2000. The IMDB provides users with information on each of Statistics Canada’s 400 active survey programs, including information on aspects of survey methodology such as sampling, collection and capture method, error detection procedures and imputation method.



Development of an Integrated Meta Data Base

In the second phase the meta-data base will be extended to cover other important information that will enhance the interpretability of Statistics Canada data, such as:

- the definitions of the concepts and individual variables being measured, and their classification;
- quality evaluation procedures, from which links to various reports and studies on sources of error and other aspects of data quality can be made; and
- a number of data quality measures including the components necessary to calculate the response rate, coverage error and imputation and sampling error for key variables. The IMDB will be linked to CANSIM II and accessible from the Agency’s website so that users accessing data electronically will have direct access to this information.

Coherence of Information

Coherence refers to the degree to which data or information from different programs are compatible and can be analyzed together. It is promoted by the use of common, or at least compatible, conceptual frameworks, definitions, classifications, and collection and processing methodologies across programs.

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

To this end, the Agency pursues three strategic goals:

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

In relation to conceptual frameworks, the Agency has an integral role in the Health Information Roadmap. The Roadmap identifies priority projects and activities for improving health information over a four-year period.

The Roadmap initiative is designed to provide answers to two basic questions: how healthy are Canadians and how healthy is Canada's health care system. The Agency along with its partners, the Canadian Institute for Health Information and Health Canada, has identified close to forty projects within a Strategic Framework with the following components: health information, research and analysis, health indicators framework, standards, data holdings and infrastructure. In addition, communication, consultation, dissemination, as well as privacy, confidentiality and security are considered essential underpinnings of the Strategic Framework.

As regards the use of standard definitions, Statistics Canada has implemented the Policy on Standards, under which standards have been declared covering a wide range of concepts, variables and statistical units for social statistics. During 1999-2000, standards were introduced or revised in occupational, geographic and industrial classifications.

On the international front, efforts to implement the North American Industry Classification System (NAICS) jointly with the United States and Mexico are being continued. As of March 2000, 34 of 80 statistical programs had converted to a NAICS basis, as per a conversion schedule that runs to the 4th quarter of 2001. Work was also started on the development of a North American Product Classification System. A pilot project to define the products of four NAICS sectors (Information, Finance, Professional Scientific and Technical Services, and Administrative and Support Services) was initiated. Finally, an agreement was reached between the statistical agencies of Canada, the United States and the European Union to seek convergence between

NAICS and the European industry classification by 2007.

In pursuing the third strategic goal stated above, the Agency has undergone a major redesign of its business statistics programs in which consistent survey methods and operations have been adopted across surveys. The Unified Enterprise Survey Program (UESP) has increased data consistency by extending the use of common concepts, terminology and standards across the economic statistics program. An integrated survey methodology is used with consistently defined statistical units across sectors. The coherence of data has been enhanced as the UESP focus is enterprise-centric, interrelating data about parts of enterprises into a coherent framework. Coherence analysis tools and the Key Provider Manager (portfolio management) approach for very large enterprises address potential internal data inconsistencies for complex enterprises.

The UESP has also augmented the breadth of the economic statistics program. The business economy is more comprehensively measured as gaps in the coverage of industrial sectors are filled. The enterprise-centric focus of the UESP ensures more comprehensive, non-duplicative coverage of the business activity of complex enterprises. Business surveys, both UES and non-UES, are also using the Business Register more extensively. By using a common registry, the coherence of surveys is increasingly assured.

Finally the economic statistics program is being deepened in terms of sample sizes and data elements measured. Sample sizes have been expanded to more equally measure economic activity by province. Data elements such as commodity production and inter-provincial trade are included across many sectors of the economy.

As of March 2000, 25 different survey programs had made the transition to the UES, including several large programs such as the Wholesale Trade Annual Survey, with plans in place to have the whole business statistics program converted by 2001.

Use of Classification Systems

The following table highlights the use of various classification systems by each of Statistics Canada's mission critical surveys.

Table 6: The Use of Standard Classification Systems for Selected Major Key Surveys

Selected Major Survey	1980 Standard Industrial Classification	North American Industrial Classification System	Standard Classification of Goods or Harmonized System	Standard Occupational Classification	Standard Geographical Classification
Labour Force Survey		✓	✗	✓	✓
Consumer Price Index ¹		✗		✗	✓
Monthly Survey of Manufacturers	✓		✓	✗	✓
International Trade	✗	✗	✓	✗	✓
Monthly Wholesale Retail Trade ²	✓	✓	✗	✗	✓
Monthly/Quarterly Gross Domestic Product	✓	✗	✓	✗	✗
Survey of Employment Payrolls and Hours	✓		✗	✗	✓
Quarterly Financial Survey		✓	✗	✗	✗
Industrial Product Price Indexes	✓		✓	✗	✓

Note: ✓ indicates that the classification is used and ✗ indicates that the classification is not applicable.

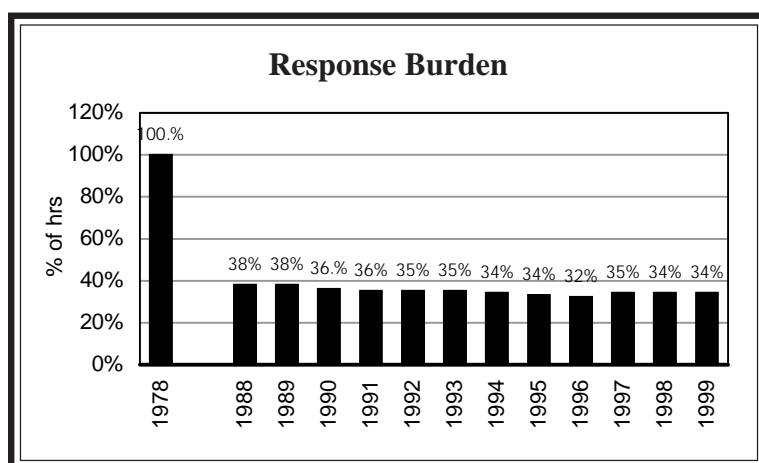
¹ Given the nature of the survey (pricing the basket of goods) the CPI uses its own classification system for products.

A National Statistical Knowledge Infrastructure

Knowledge Infrastructure: Calculated Respondent Burden

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

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.



The accompanying graph depicts a stable burden at 34% of 1978 levels. This is the result of the interplay of two opposing forces. Firstly, there was a slight decrease in the imposed respondent burden in 1999 of 4,000 hours or .5% from the previous year which resulted from the cumulation of the following measures: the removal of several questions from surveys, some surveys were not carried out, and the continued increase in the use of administrative data and electronic reporting.

This is a noteworthy accomplishment given two significant changes. First, the Project to Improve Provincial Economic Statistics, is currently in full swing which represents a considerable expansion in the volume of information gathered annually (yet, the Agency has been able to manage such growth without an overall increase burden imposed on respondents) and secondly, the Agency (a great number of its surveys) has been moving to the North American Industrial Classification System (NAICS) from the other Standard Industrial Classification coding systems. Both were anticipated to increase burden significantly in addition to the fact that 1999 was also the year when several biennial surveys were conducted.

Knowledge Infrastructure: 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 over the past several years.

- The Agency continues to use tax data to produce estimates instead of directly surveying small businesses.
- The Agency is working in close collaboration with the Canada Customs and Revenue Agency (CCRA) to exploit, for statistical purposes, the use of the General Index of Financial Information (GIFI). For tax year 1999, CCRA is transcribing all the financial statements from the corporation returns to the GIFI format. This format is also built into the tax schedules for corporate filing starting with the year 2000.
- The use of CCRA'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 was completed in the 1998-99 fiscal year.
- CCRA's recently developed Business Number and its subsequent adaptation by the Business Register made it feasible to explore the use of the Goods and Services Tax files. In this light, new initiatives will be reported on in future years.
- For the Survey of Labour and Income Dynamics, the number of respondents for which tax data were used to obtain income information totaled 48,940 compared to 4,958 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 enable the in-depth study of the evolution of personal and family incomes.

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

Knowledge Infrastructure: Alternative means of reporting and collecting data

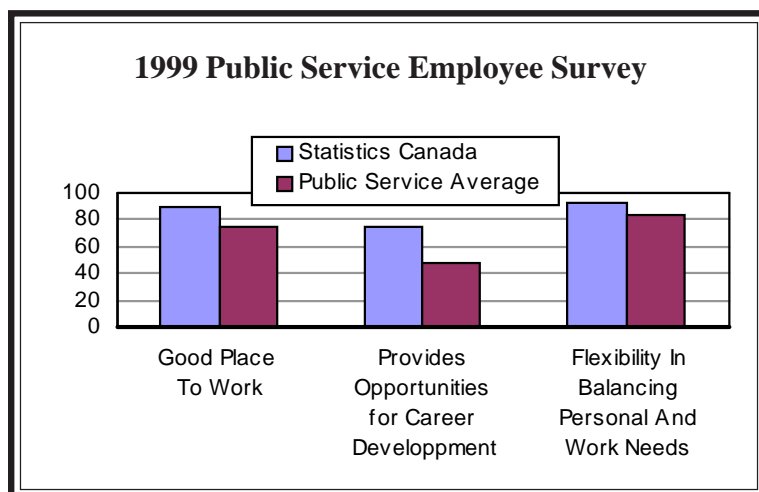
In 1999-2000, the Agency continued to progress in finding ways to facilitate electronic reporting as a replacement for paper questionnaires completed by respondents. Research initiatives aimed at improving the environment for business survey respondents to complete their questionnaires electronically were intensified. Electronic reporting can lead to a substantial reduction in response burden through the automated transfer of information from business data systems to Statistics Canada.

On the household survey side, electronic data reporting will be made available as an option in the 2001 Census (two test sites - one urban and one rural). This initiative will provide useful information on the readiness of households in completing surveys in an EDR environment, without compromising Census results.

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.

Knowledge Infrastructure: Employee Survey

Statistics Canada (SC) received very positive results in the 1999 Public Service Employee Survey (1999 PS-ES). The Agency's results were generally higher than those of the Public Service average, and were some of the best in the Public Service in the areas of: a good place to work (89% SC versus 75% Public Service average); flexibility in balancing personal and work needs (92% versus 84% Public Service average); providing opportunities for career development 75% versus 48% Public Service average). The Agency had significantly different results than those of the Public Service at large on the topics of harassment and discrimination (9% SC reported harassment versus 20% Public Service, and 11% SC reported discrimination versus 18% Public Service). Another finding revealed that employees felt that the work they do at Statistics Canada is very important (95%).

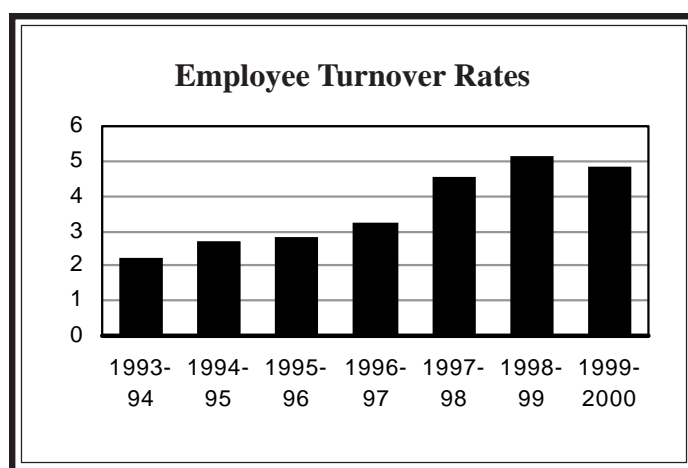


Statistics Canada has conducted three individual employee surveys on work-place well-being since 1992, and was therefore well prepared for the challenges arising from the 1999 Public Service Employee Survey. With a strong management experience in place to deal with employee opinion survey findings, the Agency was able to compare the 1999 PS-ES results with those of the Agency's own 1998 Employee Opinion Survey. Follow-up on issues arising from survey results has been initiated and specific areas targeted for improvements. Following the analysis of data, a process of communication with employees has been put in place with particular focus on enabling career development, and addressing the issue of workload. Despite having achieved more positive results with respect to harassment and discrimination than those of the P.S. overall, both topics have been identified as priorities for further action.

Knowledge Infrastructure: Employee Turnover Rates

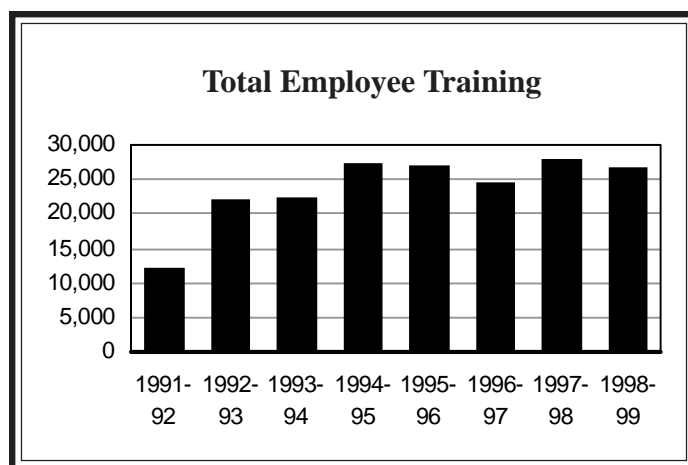
Although attrition rates continued to be higher than the stable rates of 1993/94 through 1996/97, overall in 1999/2000 the Agency experienced a modest decline in employee attrition. In 1998/99 attrition was fuelled by the job market and the high movement of staff in the computer science field. In 1999/2000 there was a slight slow down in the number of computer science staff leaving for jobs in the private sector.

The Agency is sensitive to the impending wave of retirements (projected to begin in the next few years with the aging baby boomers) and as such, strategies for recruitment and retention have been in place for some time to deal with these increased retirements.



Knowledge Infrastructure: Investments in Employee Training

Statistics Canada has long recognized the importance of lifelong learning, and continues to annually invest more than 3% of its budget in training. An overall training framework aimed at developing flexible employees with skills and expertise needed for current and future growth is managed by a corporate Training and Development Committee. This committee is comprised of a dozen divisional directors and chaired by a senior line executive. Over a ten year period, Statistics Canada has developed major "flagship" courses, some of which



are six weeks in duration or longer, all designed to address the major technical, professional and managerial needs of the organization. The majority of courses are designed in-house, and 90% of courses are delivered by Agency professionals on temporary assignments, as well as “guest lecturers” who donate their time to training, in addition to performing their regular job. The Agency continuously monitors access to training. A stable point in the level of training received by employees has been attained, at approximately 6 days per year per employee.

Each year new training programs are added to address identified needs and these programs build upon the best practices used by existing flagship courses. A relatively recent addition to the extensive catalogue of training and development programs being developed by the Agency, is the Management Training and Development Program. This new program, the result of a study and recommendation by a managerial task force, was designed to enhance managerial competencies via a comprehensive developmental program for middle managers. The program which is based on a framework of nine managerial roles and corresponding skill sets, is tailored to individual needs. The completion of its modules could take up to three years to complete.

Management Issue -Year 2000 After the Event

As was the case for all government departments and agencies, Statistics Canada recognized the critical nature of the year 2000 challenge. A coordinated and integrated approach consisting of five phases was adopted: assessment, strategy and planning, conversion/replacement, testing, and implementation.

The project involved all areas of Statistics Canada and project teams were in place to coordinate the efforts. The following list presents an overview of the major steps undertaken and completed:

- An overall project team was established and plans formulated.
- A communications plan was prepared early in the process.
- All computer systems (STC developed applications, purchased and STC generalized software) were inventoried.
- All departmental mission critical systems and 99% of other applications were tested, converted and labeled Y2K ready by the end of 1999. Similar work was done for the hardware.
- Reporting arrangements were made with data suppliers and partners.
- Contingency plans were developed and implemented in all areas of the Agency.
- Transition plans were in place to ensure normal operations when the workweek resumed on January 4, 2000 and in the following months.

The project was fully successful in that the “rollover” was completely smooth. The benefits of this project include numerous systems improvements and a more solid foundation for emergency/disaster planning and response. The exercise also contributed to raise staff awareness and knowledge of risk assessment techniques and contingency planning. The central systems inventory which was developed for the project will continue to be maintained and used for planning purposes.

SECTION III: FINANCIAL PERFORMANCE

Financial Performance Overview

A. Financial Summary Tables

Following is a list of financial tables included in this report.

Summary of Voted Appropriations	Reported - Table 7
Comparison of Total Planned to Actual Spending	Reported - Table 8
Historical Comparison of Total Planned Spending to Actual Spending	Reported - Table 9
Respendable Revenues	Reported - Table 10
Non-respendable Revenues	Reported - Table 11
Transfer Payments	Reported - Table 12

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

Financial Table 7: Summary of Voted Appropriations

Financial Requirements by Authority (\$ millions)

Vote	Planned Spending 1999-00	Total Authorities¹ 1999-00	Actual 1999-00
Statistics Canada			
110 Program Expenditures	260.0	301.7	297.6
(S) Contributions to employee benefit plans	50.8	58.3	58.3
Total Department	310.8	360.0	355.9

¹ Total Authorities are Main Estimates plus Supplementary Estimates plus Other Authorities.

Financial Table 8: Comparison of Total Planned Spending to Actual Spending

Departmental Planned versus Actual Spending by Business Line (\$ millions)

Business Lines	FTEs	Operating	Capital	Grants and Contri- butions	Total Gros Expen- ditures	Less: Respendable Revenues*	Total Net Expen- ditures
Economic and Social Statistics	4,313	333.5	0.0	0.0	333.5	58.5	275.0
	<i>4,321</i>	<i>378.1</i>	<i>0.0</i>	<i>0.6</i>	<i>378.6</i>	<i>58.5</i>	<i>320.1</i>
	4,394	368.3	0.0	0.6	368.9	52.3	316.6
Census of Population Statistics	660	51.3	0.0	0.0	51.3		15.5
	35.8						
	718	55.4	0.0	0.0	55.4		15.5
	39.9						
	700	54.8	0.0	0.0	54.8		15.5
	39.3						
Total	4,973	384.8	0.0	0.0	384.8		74.0
	310.8						
	<i>5,039</i>	<i>433.5</i>	<i>0.0</i>	<i>0.6</i>	<i>434.0</i>		<i>74.0</i>
	<i>360.0</i>						
	5,094	423.1	0.0	0.6	423.7		67.8
	355.9						
Other Revenues and Expenditures							
Non-Respendable Revenues **							1.0
							<i>1.0</i>
							1.1
Cost of services by other departments							35.6
							38.2
							38.9
Net Cost of the Program							347.4
							<i>399.2</i>
							395.9

Note:

Normal font numbers denote Planned Spending for 1999-00.

Numbers in Italics denote Total Authorities for 1999-00 (Main Estimates and Supplementary Estimates and Other Authorities).

Number in Bold denote Actual Expenditures/Revenues in 1999-00.

* These revenues were formerly called "Revenues Credited to the Vote".

** These revenues were formerly called "Revenues Credited to the CRF".

Financial Table 9: Historical Comparison of Total Planned Spending to Actual Spending

Historical Comparison of Planned versus Actual Spending by Business Line (\$ millions)

Business Lines	Actual 1997-98	Planned Actual 1998-99	Total Spending 1999-00	Authorities ¹ 1999-00	Actual 1999-00
Economic and Social Statistics	258.1	291.2	275.0	320.1	316.6
Census of Population Statistics	36.7	44.7	35.8	39.9	39.3
Total	294.8	335.9	310.8	360.0	355.9

¹ Total Authorities are Main Estimates plus Supplementary Estimates plus Other Authorities.

Financial Table 10: Responsible Revenues*

Responsible Revenues by Business Line (\$ millions)

Business Lines	Actual 1997-98	Planned Actual 1998-99	Total Spending 1999-00	Authorities 1999-00 ¹	Actual 1999-00
Economic and Social Statistics	51.3	48.1	58.5	58.5	52.3
Census of Population Statistics	13.5	17.7	15.5	15.5	15.5
Total Responsible Revenues*	64.8	65.8	74.0	74.0	67.8

¹ Total Authorities are Main Estimates plus Supplementary Estimates plus Other Authorities.

* These revenues were formerly called "Revenues Credited to the Vote".

Financial Table 11: Non-Responsible Revenues*

Non-Responsible Revenues by Business Line (\$ millions)

Business Lines	Actual 1997-98	Planned Actual 1998-99	Total Spending 1999-00	Authorities 1999-00 ¹	Actual 1999-00
Economic and Social Statistics	1.1	1.0	1.0	1.0	1.1
Census of Population Statistics	0.0	0.0	0.0	0.0	0.0
Total Responsible Revenues*	1.1	1.0	1.0	1.0	1.1

¹ Total Authorities are Main Estimates plus Supplementary Estimates plus Other Authorities.

* These revenues were formerly called "Revenues Credited to the CRF".

Financial Table 12: Transfer Payments

Transfer Payments by Business Line (\$ millions)

Business Lines	Actual 1997-98	Planned Spending 1998-99	Total Authorities 1999-00	Actual ¹ 1999-00	1999-00
GRANTS					
Economic and Social Statistics	0.0	0.0	0.0	0.0	0.0
Census of Population Statistics	0.0	0.0	0.0	0.0	0.0
Total Grants	0.0	0.0	0.0	0.0	0.0
CONTRIBUTIONS					
Economic and Social Statistics	0.4	0.5	0.0	0.6	0.6
Census of Population Statistics	0.0	0.0	0.0	0.0	0.0
Total Contributions	0.4	0.5	0.0	0.6	0.6
Total Transfer Payments	0.4	0.5	0.0	0.6	0.6

¹ Total Authorities are Main Estimates plus Supplementary Estimates plus Other Authorities.

SECTION IV: DEPARTMENTAL OVERVIEW

Mandate

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

Mission Statement

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

Organization and Business Line Matrix

The Minister of Industry is responsible for Statistics Canada. The Agency is headed by the Chief Statistician of Canada, 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 1999-2000 resources by organization and business line.

Table 13: 1999-00 Resources by Organization and Business Line

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

<div>Minister of Industry</div> <div>Chief Statistician</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	42.8 <i>45.1</i> 44.7	66.6 <i>70.3</i> 69.5	27.9 <i>32.2</i> 32.4	65.6 <i>84.8</i> 85.1	49.4 <i>61.5</i> 60.8	81.2 <i>84.7</i> 76.4	333.5 <i>378.6</i> 368.9	58.5 <i>58.5</i> 52.3	275.0 <i>320.1</i> 316.6	89% <i>89%</i> 89%
Census of Population Statistics	19.5 <i>22.3</i> 21.7	— <i>—</i> 0.0	— <i>—</i> 0.0	9.6 <i>10.0</i> 9.6	17.0 <i>17.6</i> 18.2	5.2 <i>5.5</i> 5.3	51.3 <i>55.4</i> 54.9	15.5 <i>15.5</i> 15.5	35.8 <i>39.9</i> 39.3	11% <i>11%</i> 11%
Total Program	62.3 <i>67.4</i> 66.5	66.6 <i>70.3</i> 69.5	27.9 <i>32.2</i> 32.4	75.2 <i>94.8</i> 94.7	66.4 <i>79.1</i> 79.0	86.4 <i>90.2</i> 81.7	384.8 <i>434.0</i> 423.7	74.0 <i>74.0</i> 67.8	310.8 <i>360.0</i> 355.9	100% <i>100%</i> 100%

Note: Regular numbers denote Main Estimate Levels, numbers in italic represent Total Authority and bold numbers denote Actual Expenditures/Revenues in 1999-00.

Business Line Descriptions

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

1. *Economic and Social Statistics Business Line*

Description

This Business Line is best described through the activities of its two subsidiary Service Lines - Economic Statistics and Social Statistics. It must be emphasized that the boundary between these subsidiary service lines is blurred: e.g., employment and unemployment are both social and economic phenomena, as are education, the cost of living and inflation.

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. 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*

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, and their associated costs and benefits, labour income and factors affecting labour supply; and information on topics of specific social policy concern.

This service line also provides information and analysis on the facilities, agencies and systems which are publicly funded to meet the socio-economic and physical needs of Canadians. These include justice, health care, education systems, and cultural institutions and industries. Information is provided on the nature and extent of their services, and operations, 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.

Economic and Social Statistics - 1999-2000

(\$ millions)

Planned Spending	\$275.0
<i>Total Authorities</i>	<i>\$320.1</i>
Actuals	\$316.6

Explanation of Variance between 1999-00 Planned Spending and Total Authorities.

The 1999-00 Total Authorities is 45.1 million or 16% higher than Planned Spending. Additional resources were received through Supplementary Estimates to provide for the GAPS II Program and from Treasury Board Vote 15 for Collective Bargaining Compensation. In addition, there was an increase in the charges for Employee Benefit Plan Contributions.

2. Census of Population Statistics Business Line

Description

This business line provides statistical information from the Census of Population. The Census provides benchmark information on the structure of the Canadian population and its demographic, social and economic conditions. It provides 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.

Census of Population Statistics - 1999-2000

(\$ millions)

Planned Spending	\$35.8
<i>Total Authorities</i>	<i>\$39.9</i>
Actuals	\$39.3

Explanation of Variance between 1999-00 Planned Spending and Total Authorities.

The 1999-00 Total Authorities is 4.1 million or 11% higher than Planned Spending. Additional resources were received through Treasury Board Vote 15 for Collective Bargaining Compensation. In addition, there was an increase in the charges for Employee Benefit Plan Contributions.

SECTION V: OTHER INFORMATION

A. Contacts for further information

Atlantic Region

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

Advisory Services
Statistics Canada
1741 Brunswick Street
2 nd floor, Box 11
HALIFAX, Nova Scotia
B3J 3X8
Local calls: (902) 426-5331
Fax: (902) 426-9538

Quebec Region

Serving the province of Québec and
the Territory of Nunavut

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) 973-6586
Fax: (416) 973-7475

Prairie Region

Serving Manitoba, Saskatchewan,
Alberta and the Northwest Territories.

Advisory Services
Statistics Canada
Via Rail Building suite 200
123 Main Street
WINNIPEG, Manitoba
R3C 4V9
Local calls: (204) 983-4020
Fax: (204) 983-7543

Advisory Services
Statistics Canada
Park Plaza, suite 440
2365 Albert Street
REGINA, Saskatchewan
S4P 4K1
Local calls: (306) 780-5405
Fax: (306) 780-5403

Advisory Services
Statistics Canada
Discovery Place, Room 201
3553 – 31 Street N.W.
CALGARY, Alberta
T2L 2K7
Local calls: (403) 292-6717
Fax: (403) 292-4958

Advisory Services
Statistics Canada
Park Square, 15th Floor
10001 Bellamy Hill
EDMONTON, Alberta
T5J 3B6

Local calls: (780) 495-3027
Fax: (780) 495-5318

Pacific Region

Serving British Columbia and the Yukon Territory.

Advisory Services
Statistics Canada
Library Square Office 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

B. 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 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
Corporations Returns Act	R.S.C., 1985, c. C-43, as amended
Electoral Boundaries Readjustment Act	R.S.C., 1985, c. E-3, as amended
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

C. *Pre-established Release Dates for Major Surveys*

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

Table 14: 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	Monthly
Raw materials price index	Monthly
Labour force survey	Monthly
Monthly survey of manufacturing	Monthly
New Housing Price Index	Monthly
New motor vehicle sales	Monthly
Real Gross Domestic Product	Monthly
Retail trade	Monthly
Travel between Canada and other countries	Monthly
Wholesale trade	Monthly
Balance of International Payments	Quarterly
Business conditions survey, manufacturing industries	Quarterly
Characteristics of international travelers	Quarterly
Farm cash receipts	Quarterly
Industrial capacity utilization rates	Quarterly
International travel account	Quarterly
National economic and financial accounts	Quarterly
Quarterly financial statistics for enterprises	Quarterly
Net farm income	Annual
Private and public investment in Canada	Annual
Field crop reporting	Seasonal

In 1999-2000, all of the above surveys, but one, met their pre-established release dates. Because of a major redesign, the Quarterly Financial Statistics for Enterprises Survey data were released later than initially announced.

D. Data Gaps II Initiatives

◆ *The Knowledge Based Economy*

- Workplace and Employee Survey

The Workplace and Employee Survey (WES) is designed to shed light on a broad range of current issues pertaining to the modern workplace and the inter-relationships between employers and employees.

- Citizen Access to Technology Project.

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

- Index of Total Labour Compensation.

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

◆ *Economic Growth*

- An Information System for Science and Technology

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

- Socio-Economic Indicators of “Connectedness”

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

- Environment Statistics

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

- Expanding Canada's Indicators of Sustainability – Monitoring Natural Capital

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

- Statistics on Recycling of Natural Resource Commodities

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

- The Horizontal Impacts of the Natural Resource Sector in Canada

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

◆ *Social Cohesion*

- Reorientation of the General Social Survey GSS)

The GSS will be redesigned and expanded to provide data to support research initiatives particularly in the areas of social cohesion and human development. In the year 2000, a survey on Citizen Access to Information Technology will be conducted which will also provide linkage to Knowledge-Based Economy and Society information. Preliminary plans also call for surveys on Families, Social Support and Caregiving and issues related to Ageing, Volunteering, Giving and Participation and Time Use in each of the subsequent 3 years.

- Longitudinal Survey of Immigrants

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

- Hate Crime and Other Diversity Issues in the Justice System

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

- Feasibility Study for a Survey of Agriculture Activities on Reserves

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

- Canadian Segment of the World Values Surveys 1999

This project aims to improve the understanding of value change by supporting Canadian

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

◆ *Human Development*

• Post-Secondary Transition Surveys

The Post-Secondary Transition Survey will provide information to better understand factors affecting the transitions Canada's young people face in moving between post-secondary education and the world of work, in order to help in development of youth policies and programs to achieve successful transitions into the labour market.

• "Life Skills" Survey

As Canada's economy and society changes to become more knowledge-based, Canadians will face a new set of transition and adjustment challenges. The purpose of the International Life Skills Survey (ILSS) is to directly assess the performance of adults aged 16 to 65 in the skill domains of *prose literacy*, *document literacy*, *numeracy*, and *problem solving*. The results of this survey will enable the profiling of the level of skills among Canada's working age population that will be comparable at the international level.

• Changing Life Paths and Time Allocation

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

• Survey on Ageing and Independence

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

• Survey of Financial Security

The Survey of Financial Security will provide information on the net worth of Canadians, that is, the value of our assets less our debts. The objective is to provide information on the long-term ability of Canadians to sustain themselves.

◆ *Global Challenges and Opportunities*

• International Merchandise Trade Data Reconciliation and Improvement

Two factors, in the development of Canada's trade policy, that require a better understanding are reconciliations with major trading partners and the characteristics of our exporting community. Mutually agreed trade data are a prerequisite for trade negotiations. This project will consist of reconciling, with Canada's major trading

partners, the bilateral trade flows on an annual basis. In addition, a population of exporters will be developed and maintained over time. This will allow an analysis of our exporters: who they are, what do they export and where to. Such information is a key component in order to monitor and focus trade promotion activities.

- Culture Trade and Investment Project (CTI)

This project is to develop data series on Canadian cultural goods and services imports and exports, and Canada's international cultural investment flows. Its aims is to collect and release data on the export and import of cultural services, including royalty receipts and payments, the ongoing tracking of international cultural investment flows over a multi-year period, and the collection and release of cultural trade and investment data for four years.

- Education and Training Services (ETS)

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

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