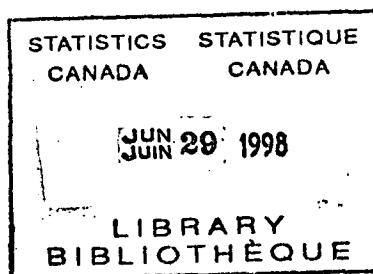


# **1994-1995 PROGRAM REPORT**

**SOCIAL CONDITIONS  
Housing, Family and Social  
Statistics Division**

**November 1995**



1940

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## EXECUTIVE SUMMARY

The Social Conditions work covered in this report is conducted within the Housing, Family and Social Statistics Division.

The report for the FY 1994-1995 is divided into two sections. Section I deals with the General Social Survey Program while Section II deals with the Social Data Integration Program. The latter reports on three distinct projects, the Social Reporting Project (Canadian Social Trends), Part A; the Target Group Project, Part B; and the Employment Equity Data Program, Part C.

There were no major staffing changes during FY 1994-95. Although some human resource management decisions may be touched on as part of the individual program descriptions, many of these are division wide and are therefore mentioned here.

All managers are thoroughly versed on the principles of employment equity and good progress continues to be made. Nearly two-thirds of staff at the senior ES and SI levels (ES-4/SI-4 and above) are female, including 7 of 11 ES-05's. Over the past year progress was also made on the placement of two persons with disabilities as ES recruit rotation assignments. Progress was also made on the recruitment of Francophones and nearly 30% of senior staff are now Francophone. In fact, the work on the 1994 GSS cycle is being done by a project team working mostly in French.

The division continues to make good use of both the CAD and ES recruitment programs and both continue to work very well for the division.

Training and development continues to be a high priority for the division and the annual performance reviews are tied to these objectives. During fiscal year 1994-95, 2.6 PYs and \$24,400 in non-salary dollars were used on training. This represents 4.7% of the division's PY budget.

Internal communications are increasingly handled through MS-mail. The division also initiated Internet training for staff and it is hoped to greatly expand use of the Internet to external communications and data dissemination. Once a week the director meets with each project manager and his or her key staff. There is also a weekly collective meeting of the Divisional management team which comprises all senior managers in the division.

The division continues to accommodate a wide range of flexibility in hours and location of work. Ten employees are involved in the telework program, working part-time at home on a regular basis and many more have some type of modified work week.

On average, results for the division met or exceeded the departmental results of the Employee Opinion Survey. Increasing the opportunities for communication between management and staff, and facilitating flexible work arrangements, are two of the initiatives undertaken to address specific issues identified by employees. Consideration is also being given to establishing divisional committees on technology and marketing to encourage employee input into planning and decision



making.

In September 1994 there was a change in the management of the division with the appointment of Doug Norris as Director. Recently (May 1995) Roy Jones joined the division as the manager of the Social Conditions Program. The work program and organization of the division is currently under review. Areas that will be given particular attention include:

- 1) the strengthening of the analysis function of the division;
- 2) the increased involvement of the division in other departmental programs to work towards better harmonization of subject matter content for which the Division is responsible;
- 3) the review of dissemination and marketing of products and services of the Division through such means as the Internet with a view towards cost efficiency and revenue generation;
- 4) the development of more efficient ways of providing needed input into the 1996 and 2001 census programs.





# **I. GENERAL SOCIAL SURVEY PROGRAM**

## **BASELINE INFORMATION**

### **1.0 Executive summary**

The General Social Survey (GSS) is an annual program that covers a different core topic each year for five years. The set of surveys is repeated every five years in order to develop a time series of indicators to monitor changes in social conditions.

A major challenge for fiscal year 1994-95 was to address the problem of the development and release of more timely analytic outputs. With the decision to move away from these publications, new strategies for the dissemination of GSS analytic results are being developed. Results will continue to be disseminated in the flagship publications and opportunities for joint publications with other federal departments will be pursued.

The GSS participated in a broader review of the HFSSD dissemination program. Results indicated that though there is still a market for printed products, the format and focus of reports must be much more user oriented. It was also determined that the GSS dissemination strategy must include more timely and accessible electronic products.

The use of a CATI approach to the collection of the data continues to be successful. The improved response rates and cleaner data, first apparent in the 1993 GSS on Personal Risk, have continued in the 1994 GSS on Work, Education and Retirement and the 1995 GSS on Family, and are in part due to the system. The success and experience gained by using CATI for the three survey cycles will allow for more complex question flow in cycle 11 on Social and Community Support.

In addition to maintaining the production schedule, a high priority for FY 1994-95 was to continue to promote the use of the GSS data. The consortium arrangement of making the GSS microdata files available to 24 universities continues to pay dividends as an increasing number of uses of the data sets are coming to our attention. These include not only research papers published or presented at conferences, but also use of the data sets for teaching purposes, as well as for Masters and PhD dissertations. Thus far, more than 100 research papers have come to our attention.

During FY 1994-95, collection and processing of the cycle 9 work, education and retirement data took place. This is the first repeat of the 1989 survey content. The data were released in June 1995 in the Daily and in the form of a fact sheet on computer use in the workplace available on the Internet. The public use file was release in September 1995 along with a second Internet fact sheet on retirement. A publication on retirement is under development and is scheduled for release in June 1996.



Although the core content of the General Social Survey was intended to be repeated every five years, changes have been necessary. The introduction of the National Population Health Survey will satisfy the information needs in the health area, thus eliminating the need to run the health cycle of the GSS scheduled for 1996. It was decided that in view of the widespread interest in the content of the 1990 cycle on the family, the content covered in that survey would be split and covered over two cycles. The family history content was expanded in the 1995 GSS (cycle 10). This topic attracted considerable interest during consultations and resulted in Québec purchasing additional sample. The other topic covered in the 1990 GSS, social support, will form the basis of the 1996 GSS (cycle 11). In the longer term, the possibility of a major new time use survey as part of the HRD initiative would have further implications for the GSS. The implications of the recent decision to move the GSS to a biennial cycle must also be addressed.

## **2.0 Definition of product**

### **2.1 Baseline description**

Increased pressure to operate more efficient government funded programs, has led to a related increase in the information needed for policy formulation, program development and evaluation. Many of these needs could not be filled through existing data sources or vehicles because of the range or periodicity of the information required. The two primary objectives of the General Social Survey aim at closing these gaps. These objectives are:

- a) to gather data on social trends in order to monitor temporal changes in the living conditions and well-being of Canadians; and
- b) to provide immediate information on specific social policy issues of current or emerging interest.

The first GSS was conducted in 1985 and one survey is done each year. The content of the GSS is divided into two main components which reflect these objectives. Core content, which is repeated periodically, is aimed at meeting the first objective. Over the years, time series data from this component will provide an increasingly valuable resource for analysis and research into social issues. The five general topic areas for core content are now social support, time use, personal risk, work and education, and the family. Within a particular cycle, data are collected not only on the status of the content area but also on barriers and bridges to improving the status. For example, in cycle 1, data were collected not only on health status measures such as disability and health problems, but also on barriers and bridges to improving health status. These included data on smoking, alcohol use and physical activity.

The second major component, focus content, is aimed at the second survey objective. This component obtains information on specific policy issues which are of particular interest to certain federal departments or other user groups. While core content is funded by Statistics Canada, costs associated with focus content are recovered from sponsors.



A third component, classification content, provides the means of delineating population groups and is used in the analysis of core and focus data. Examples of classification variables include age, sex, education and income.

#### Nature of product and purpose

The GSS provides the following types of outputs:

- 1) Initial Release of Data. This consists of an announcement in the Daily providing highlights from the survey results. Summary documentation and tables are also produced and provided to users on request.
- 2) Public Use Microdata File. This is the main output from each survey and includes most variables and additional derived variables with the contents screened for confidentiality protection.
- 3) Analytic publications. For each survey there are one or more publications are produced which provide detailed survey results and serve to demonstrate the utility of the survey content.
- 4) Articles in flagship publications including Canadian Social Trends, Perspectives on Labour and Income, Juristat and Health Reports provide focussed information of interest to the public and specific user communities.
- 5) Special request tabulations and analysis are undertaken on a cost-recovery basis.

Information from the GSS is used by federal and provincial government departments and by advocacy groups to identify needs and to develop and monitor policies and programs to aid particular target groups such as the elderly, lone-parent families, women and others. It is increasingly used in academic teaching and research.

#### **2.1.2 Basic product parameters**

The target population for the GSS consists of the non-institutionalized population aged 15 and over living in the ten provinces. It was decided that the Labour Force Survey would not be used as a vehicle for the GSS in order to avoid placing an excessive response burden on those persons in the LFS sample and to free the GSS from the restrictions of the LFS sample design. The target sample size for each survey is 10,000 individuals, which was arrived at as a compromise between the competing demands of precision of estimates, budget and length of interview. However, there exists within the GSS program the potential for sponsors to expand the sample for a target population or geographic area.

The budget for each survey allows for a sample size of 10,000 with each interview lasting an average of about 25 minutes. An additional 5 - 10 minutes is available for focus content which can be added



to the survey on a cost recovery basis. During the first five cycles, data collection was done out of eight regional offices over a 6 - 8 week period. The 1988, 1989 and 1990 surveys were done over the period January - March. Monthly data collection began in 1991.

The GSS usually does not accept proxy responses and so individuals who cannot use a telephone (those unable to hear or unable to speak) or who cannot be reached by phone during the survey period or who do not speak either English or French were excluded from the responding population. Proxy responses were permitted for the 1991 Health survey for reasons of ill health or language.

When supplementary samples are drawn from lists of persons interviewed by the Labour Force Survey, residents of Indian Reserves and full-time members of the Canadian Armed Forces are excluded from these samples.

#### Date of last major change to basic parameters

CATI was successfully introduced in cycle 8 (1993) for data collection and has continued to perform well through cycles 9 and 10. CATI has permitted the development of more complex questionnaire flow patterns such as those being used to establish relationships between household members in cycle 10.

## **2.2 Results of recent evaluations**

The last major evaluation was initiated in the fall of 1990. Overall, the evaluation indicated very strong support for the program in the user community. It was recognized that the first five years of the program represented the initial development phase and it was suggested that a comprehensive review of the design and contents of the five core surveys be undertaken in order to build on the firm foundation established and to develop the data base that would be built up over time. The evaluation also recommended that marketing efforts be undertaken to increase the awareness and use of GSS.

The major new focus of evaluation work within GSS is dissemination. Timeliness of the GSS analytic publications was problematic and investigations indicate that they should not be continued. The GSS is currently working with other sections of HFSSD to improve dissemination and marketing of publications.





## PERFORMANCE MEASUREMENT

### 3.0 On-going performance monitoring

#### 3.1 Cost

##### 3.1.1 Actual versus budgeted total costs - annual

The activities of the GSS program include all phases of the survey cycle - planning and design, collection, processing, analysis and dissemination. The total budget and expenditures for the GSS program in 1994-95 was approximately \$1.6 M.

The program budget and expenditures for the year were as follows:

<b>GSS Budget and Expenditures FY 1994-95</b>		
	Dollars ('000)	
	Budget	Expenditure
<b>Salary expenditure</b>		
HFSSD	752.4	701.4
Census Operations Division		34.2
Survey Operations Division		194
Operations and Integration		12.1
SDD		8.2
Methodology	195	148.6
Cost Recovery	150	
<b>Non Salary</b>		
HFSSD	386.9	171.9
Survey Operations	95	294
MCC	15	20.3
<b>TOTAL</b>	<b>1594.3</b>	<b>1584.7</b>



### 3.1.2 Unit costs

The total and unit (per completed interview) cost of the recent cycles is estimated to be as follows:

	Cost (000)	Sample size	Unit cost (\$)	Unit Cost Constant 1992 dollars
Cycle 2	1613	16,390 98	126	
Cycle 3	1041	9,870	105	124
Cycle 4	991	9,338	106	119
Cycle 5	1136	13,495 96	103	
Cycle 6	1155	11,924 97	98	
Cycle 7	1271	9,815	129	129
Cycle 8	1144	10,385 119	117	
Cycle 9*	1194	11,876 101	99	

\* Estimate since not all work on cycle is completed. As expected the unit costs of the larger cycles are somewhat lower.

### 3.1.3 Percentage of records requiring manual intervention

No exact count are available on the number of records that required manual intervention; however, the introduction of CATI resulted in a significant decrease in the approximately 50% of questionnaires normally requiring manual intervention. CATI has allowed editing during collection and required fewer processing steps, resulting in better quality data.

### 3.1.4 Degree of manual intervention as a % of transactions

Not applicable

### 3.1.5 Response burden time series expressed in total hours and the degree of use of administrative data

The estimated interview time for the 1994 Work Education and Retirement Survey was 29 minutes and the total response burden was 5,778 hours. Except for changes that result from sample size, the response burden has been approximately the same for each cycle of the GSS.

The program does not make use of administrative data.

### 3.1.6 Paper burden

Not applicable



## 3.2 Quality

### 3.2.1 Availability of quality descriptors

A main measure of data quality for the survey is the response rate that can be broken down into a number of components.

The GSS microdata file documentation includes a section on data quality that provides approximate coefficients of variation for estimates derived from the data. All GSS publications also include appropriate information on data quality.

Reinterview studies have been periodically carried out; however, no reinterview study was done from the 1994 Work, Education and Retirement Survey.

### 3.2.2 Actual quality estimates - time series

The overall non-response can be broken down into four components and the results for the first nine surveys are shown in the table below.

#### Response and non-response rates

RESULT	CYCLE								
	1 1985	2 1986	3 1988	4 1989	5 1990	6 1991	7 1992	8 1993	9 1994
	(Percent)								
Household refusal	6.5	6.2	6.0	7.2	10.3	5.6	7.3	5.6	5.9
Other household non-response	4.4	6.8	6.6	6.4	7.2	9.6	5.1	4.2	3.7
Respondent refusal	1.3	2.8	1.2	1.7	2.4	1.5	4.0	3.6	4.5
Other respondent non-response	4.8	3.5	3.7	3.9	4.3	3.1	6.8	5.0	4.6
Response	83.4	78.9	82.4	80.7	75.8	80.2	76.8	81.6	81.2

The overall response rate for Cycle 7 was down and it is thought that part of this is due to the difficulty of collecting time use data on the day following the reference day. The response rate increased to normal levels for Cycles 8 and 9. Response rates for the individual regional offices fluctuate around 80% and are shown in following table:



## Response rates by cycle and regional office, GSS

Regional office	Cycle						
	3 1988	4 1989	5 1990	6 1991	7 1992	8 1993	9 1994
St. John's	84.1	82.8	90.9	-	-	-	-
Halifax	84.7	84.1	85.9	81.7	77	79	82
Montreal	83.0	79.6	81.2	80.2	81	82	82
Sturgeon Falls	76.5	81.1	71.5	70.8	54*	-	-
Toronto	87.0	75.4	63.0	-	-	-	-
Winnipeg	84.3	87.0	84.3	88.1	82**	84	83
Edmonton	83.2	79.4	76.8	-	-	-	-
Vancouver	75.3	80.2	79.6	80.9	74	78	80

\* Three months only.

\*\* Includes Ontario interviews for most of the year. The first three months of data collection for the Cycle 7 survey in Ontario was done through the Sturgeon Falls Regional Office but was moved to the Winnipeg office due to poor response rates. The Winnipeg Regional Office continues to do data collection for Ontario.

### 3.2.3 Results of quality studies

A study of Cycle 7 was done concerning the suitability of various approaches to the measurement of time use. Results are available in Working Paper No. 10 entitled "Estimating the Volume of Unpaid Work Activities in Canada, 1992: An Evaluation of Data from the General Social Survey." A small re-interview study was conducted as a follow-up to the cycle 6 survey. The focus of the study was to test the reliability of questions developed by researchers at McMaster University which were intended to classify individuals along a continuum of health status. Results of the study confirmed the reliability of the scales being used and also determined that the response variance was acceptable. The issue of the possibility of interviewer effects referred to in last year's Annual Program Report (APR) continues to be a concern; however, the investigation has not progressed due to other priorities.

### 3.2.4 Extent and nature of analytical activities

The Cycle 6 publication *Health Status of Canadians*, the last in the formal series of General Social Survey reports, was released in April 1994. The section is moving away from these analytical publications as alternate, more timely methods of getting GSS data into the public domain are being pursued. Work on a time use (Cycle 7) publication is nearly complete with a planned release date of December 1995. The report is shorter and is designed to have greater popular appeal than previous analytical publications. Analysis of the cycle 9 retirement data is well underway. It is





expected that this report will be available in June 1996.

Papers presented at recent conferences included:

Boyd, M. and Norris, D. "The Cluttered Nest Revisited: Young Canadian Adults at Home in the 1990's", Canadian Population Society, Montreal, June 1994; Working Paper 95-127, Center for the Study of Population, Florida State University.

Frederick, J. "The Struggle to Juggle: An Analysis of Canadian Baby Boomers Aged 25 - 44", International Association for Time Use Research, Bielefeld, Germany, July 1994.

Norris, D. and Hatcher, J. "The Impact of Interviewer Characteristics on Responses in a National Study of Violence Against Women. American Statistical Society, Toronto, August 1994.

Norris, D. and Knighton, T. "New Approaches to the Collection of Family Data", Population Association of America, San Francisco, April 1995.

Boyd, M. and Norris, D. "Migrating Flocks and Fledglings: Ethnic Immigrant Variations in Young Adults Living at Home", Federation of Canadian Demographers, Ottawa, October 1995.

A joint effort with the Canadian Centre for Justice Statistics to analyse and release the Cycle 8 victimization data resulted in a series of Juristat releases beginning in June 1994. Analysis with Health Canada resulted in a report on drug and alcohol use in June 1994. Support is also being provided to CHIRPP (Health Canada) and Health Division to analyse and report accident data through Health Report in the fall 1995..

In total, approximately 10% of the total salary budget was expended on analytic work.

### **3.2.5 Qualitative indicators for each service**

Not applicable

## **3.3 Timeliness**

### **3.3.1 Actual versus planned release dates**

Timeliness can be measured for both collection and output.



1) Collection

To date, data from nine surveys have been collected, and collection has been initiated for the tenth. Collection has proceeded on schedule in all except Cycle 2 (where collection was delayed one month due to a late change in survey content) and Cycle 8 where it was delayed one month due to implementation and training required for CATI. It is expected that data collection for Cycle 11 in 1996 will be delayed by approximately six weeks due to delays in finalizing survey content and completing the CATI programming and testing, as a result of a new approach to the collection of social network data.

2) Output

Target release dates for the various products are measured from the end of collection. For the first five cycles the target release dates were:

preliminary release of data	- 12 months
public use microdata file release	- 18 months
first publication release	- 28 months

Since the sixth cycle of the survey, data have been collected on a monthly basis, thus allowing data processing to begin while collection in the field continued. Target dates for release have been modified to reflect this operational change. In terms of elapsed time from the end of collection the new release targets are:

preliminary release of data	- 5 months
public use microdata file release	- 9 months
first publication release	- 19 months

Actual release dates compared to targets are summarized in the table below.

The move to monthly collection did not delay the release of the Cycle 6 data and the new targets for release were met. In fact, the microdata were released six months after completion of collection, and this has been the new target for subsequent microdata releases. The release of Cycle 7 data occurred 8 months after the completion of collection due to the requirement to create 3 separate microdata files. Although a three month target date had been set for the preliminary release of data for Cycles 6 through 8, this did not allow sufficient time for analysis and the preparation of a product to accompany the availability announcement. It is considered important to have a strong initial release of the data, and to allow for this, the target for the preliminary release of data was moved back to five months date for Cycle 9.

As indicated in last year's report, release of the analytic publications is problematic due to the length of time required to produce them and the associated costs. The overdue Cycle 5 *Family and Friends* publication was finally released in August 1994. The Cycle 6 *Health status of Canadians*



publication, released in April 1994, was a much more timely release, however, it was still thought to be too long. In view of the delays with the publications, it has been decided to discontinue them.

The more timely publication of articles in flagship publications will hopefully result in increased attention for GSS data. To this end, the Cycle 8 Personal Risk data were released in the June 1994 Juristat. This method resulted in a slight delay in the initial release of the data, however, for the first time there was a publication available at the time of release. For Cycle 9, a fact sheet on the increasing use of computers in the workplace was prepared for the preliminary release in June 1995. A second fact sheet on the transition to retirement was released on the Internet in September 1995 to accompany and advertise the microdata file.

### Actual release dates compared to targets

#### (Months from end of collection to release)

	Completion collection	Preliminary release		Microdata file		Publications		
		Planned	Actual	Planned	Actual	Planned	Actual	
Cycle 1	Oct. 85	12	9	18	15	28	27	Health
Cycle 2	Dec. 86	12	27	18	36	28	56 28	Time Use Social Mobility
Cycle 3	Mar. 88	12	14	18	22	28	25 28	Victimization Accidents
Cycle 4	Mar. 89	12	10	18	16	28	36 28	Education, Computers & Retirement Service Sector
Cycle 5	Mar. 90	12	10	18	14	28	53	Family and Friends
Cycle 6	Dec. 91	3	3	9	6	28	28	Health
Cycle 7	Dec. 92	3	4	9	9	28	36*	Time Use
Cycle 8	Dec. 93	3	5	9	8			None Planned
Cycle 9	Dec. 94	5	5	9	9	19		Retirement

\*estimate

### 3.3.2 Elapsed time between release dates and reference period



(See table above)

### 3.4 User access

#### 3.4.1 Information storage and dissemination

The GSS provides users access to the information in a number of ways. Early access to a broad range of users is done through the availability of preliminary highlights published in the Daily and the availability, on request, of a set of preliminary tabulations. The release of Cycle 6 data in *Canadian Social Trends* and Cycle 8 data in the Juristat attracted considerable attention. As well, the release of the two Cycle 9 fact sheets on the Internet resulted in more than a thousand user hits.

The data are also used as a basis for various articles published in Statistics Canada's flagship publications. Articles based on GSS that have been published or planned for publication in the various flagships are as follows:

	87-90	90/91	91/92	92/93	93/94	94/95
Canadian Social Trends	4	9	5	5	4	2
Perspectives on Labour and Income	-	-	3	2	2	1
Juristat	-	3	-	-	1	4
Health Reports	-	1	1	2	1	1
Target Groups Reports	-	3	2	2	2	2

The GSS also produces one or more analytical reports from each cycle of the survey. Many of these have been authored by academics. GSS data are also available electronically. A public use microdata file has been produced for each of the 9 cycles released to date.

#### 3.4.2 CANSIM hits - time series

Not applicable

#### 3.4.3 User inquiries - time series

A count of user inquiries concerning the GSS data is not available. Based on a sample of contacts received in late 1994, it is estimated that the majority of user requests received by the division each year involve GSS data and analysis.





The number of requests for special data tabulations continues to be small since the research community has good access to the microdata files. Other requests for non-published data are received from non-profit social agencies, however, the costs of data retrieved are generally too high for these users who are directed to published data.

### 3.4.4 Publications sales volume and number of subscribers

To date, nine reports have been published, and total distribution as of May, 1995 is as follows:

Publication	Release		Sales		
			Depository libraries	Other sales	Total
Health and Social Support	Jan. 1988	English	404	1340	1744
		French	146	247	393
Victimization in Canada	Apr. 1990	English	430	554	984
		French	139	65	204
Accidents	Mar. 1991	English	377	536	913
		French	140	98	238
Time Use	Aug. 1991	English	402	598	1000
		French	151	141	292
Social Mobility	Oct. 1991	English	370	584	954
		French	140	72	212
Quality of Work in the Service Sector	Mar. 1992	English	329	346	675
		French	125	49	174
Human Resource Challenges of Education, Computers and Retirement	Mar. 1992	English	329	400	729
		French	125	75	203
Health Status of Canadians	Apr. 1994	English	391	873	1264
		French	149	125	274
Family and Friends	Aug. 1994	English	377	415	792
		French	116	51	167

The principal means of data access for the academic and research community is the availability of a public use microdata file. During 1990/91, an agreement was reached with the Canadian Association of Research Libraries (CARL) to purchase and redistribute microdata files from the first nine GSS cycles to 24 participating universities.



The agreement has facilitated the use of the GSS data sets for teaching and research purposes. Agreement has been reached with the CARL consortium to extend the arrangement for cycles 7, 8 and 9.

While the CARL consortium has been effective in providing easy data access for researchers in the larger universities, the access still requires computer mainframe facilities. In order to expand easy access to microcomputer users, a secondary distributor agreement has been finalized with MICROCASE Corporation who packages and markets the GSS data sets in a microcomputer format compatible with MICROCASE statistical software. This U.S. firm has been successful in using this approach for a range of U.S. data sets, including the U.S. General Social Survey. The firm targets universities and community colleges and is involved in developing educational material (e.g. class texts) around the data sets. MICROCASE has also published several textbooks which include subsets of U.S. microdata sets as part of a student version of the software. A Canadian workbook to accompany the text "Social Statistics Using MICROCASE" is being developed and this will include a subset of the 1993 GSS on Victimization.

#### **3.4.5 Number of clients serviced**

Not applicable

#### **3.4.6 Number of transactions**

Not applicable

### **3.5 Revenue generation**

#### **3.5.1 External cost recovery revenues and expenditures**

The main sources of revenue generation for the GSS are the sale of focus content and the sale of additional sample. Total revenues from these sources are as follows:



**Total revenues generated from sale of focus content and additional sample**

	Total \$	% of Total Costs	Source
Cycle 1 (1985)	\$ 0	-	
Cycle 2 (1986)	\$300,000	19%	(focus and sample - federal departments)
Cycle 3 (1988)	\$170,000	16%	(focus - Justice)
Cycle 4 (1989)	\$ 0	-	
Cycle 5 (1990)	\$236,000	21%	(sample - Ontario Govt. Health and Welfare Canada)
Cycle 6 (1991)	\$ 66,000	6%	(focus and sample - Health and Welfare Canada)
Cycle 7 (1992)	\$171,000	13%	(focus - Sports Canada and consortium of federal and provincial cultural groups)
Cycle 8 (1993)	\$170,000	14%	(focus - Health Promotion Branch, Health and Welfare Canada)
Cycle 9 (1994)	\$158,000	13%	(focus and sample - Seniors Secretariat, Health Canada)
Cycle 10 (1995)	\$115,000	N/A	(focus - Health Canada and sample - Québec Bureau of Statistics)

The program continues to have modest success in raising cost recovery revenues that represent 10-20% of total survey costs.

**Publication costs/revenues 1994-95**

The Cycle 6 GSS analytic publication on health was released in April 1994 and the Cycle 5 publication on family was released in August 1994. Total revenue from the sale of publications (released in earlier years) was \$26,217. Since the lifespan for the sale of GSS publications stretches over several years, a cost/revenue analysis on a fiscal year basis does not provide a good picture of publication success.



### **3.6 Internal cost recovery**

Not applicable

### **3.7 Program documentation**

#### **3.7.1 Existence and extent of program documentation**

The GSS maintains a variety of material intended to provide users with information on the contents, methodology and products of the GSS. A program status report is maintained and updated on a regular basis and is the main source of general information on the program. "Questionnaire packages" are available for each cycle and these provide highlights from each survey, together with a copy of the survey questionnaire.

An article providing an overview of the GSS contents and methodology was published in Survey Methodology in December 1991. In addition, the GSS Working Paper Series continues to be used to provide background documentation on the survey. Currently, there are eleven completed working papers and one in preparation for cycle 10.

#### **3.7.2 Existence and extent of catalogue of services**

Not applicable.

#### **3.7.3 Availability of cost data to users**

Not applicable

### **3.8 Compliance to standards**

#### **3.8.1 Extent of compliance to international standards**

International standards are not a major issue with the survey, however, staff have participated in ECE and Eurostat meetings to keep abreast of what other countries are doing. Canada is participating in the ECE program of international family and fertility surveys based on the 1990 and 1995 GSS cycles on the family.





## **SPECIAL ISSUES**

### **4.0 Management initiatives**

#### **4.1 Employment equity initiatives and their impact**

Management of the GSS program works closely with other divisional programs to ensure staffing initiatives take into account employment equity objectives. Currently, several employees work at home on a part-time basis. The 1994 GSS cycle was completed by a team working mainly in French. Fact sheets were drafted in French and the upcoming retirement report is being drafted in French as well.

#### **4.2 Human resource training/development measures**

During 1994-95 staff development and training was given a high priority as part of the annual appraisal process, and management worked with Personnel Division to monitor staff training plans. Most senior subject matter and technical staff have either taken the survey skills development course or on the nominations list. Similarly, division staff responsible for the preparation of outputs have taken the course on "Writing for the Daily". A separate training plan is maintained and monitored for informatics and software applications to ensure staff remain current with system and software upgrades. Staff have also taken training on the Internet to position the division to take full advantage of the dissemination, marketing and research opportunities available through the Net.

The GSS program also makes use of the ES recruitment program, as this offers recruits an excellent opportunity to gain experience as part of a survey team. On average there are two ES recruits working for the GSS during the year.

#### **4.3 Extent and nature of internal communications mechanisms**

The GSS program manager is a member of the divisional management team which meets on a weekly basis to discuss division-wide administrative and program matters. In addition, senior staff of the GSS meet with the program manager twice per month to discuss the status of the various activities. GSS staff maintain close contact with the staff of other programs to exchange information on the plans for implementation of various surveys. This regular contact is increasingly important as new surveys (e.g. SLID, NPHS) are brought on line, since the content of these surveys may impact on the GSS plans. In addition to the impact on the Health cycle that was discussed previously, discussions with HRDC concerning a major new time use survey would impact on the 1998 GSS Time Use cycle. The GSS is also working with other survey programs to harmonize concepts and definitions and to develop microdata documentation approaches, particularly concerning derived family composition variables.



#### **4.4 Status report on the initiatives taken in response to the Employee Opinion Survey**

Discussed at divisional level in "Preamble" to this report.

#### **5.0 Specific status reports (time, cost, quality)**

##### **5.1 Update on Long Term Planning Decisions**

Not applicable

##### **5.2 Report on initiatives outlined in the previous APR**

Nothing to report.

##### **5.3 Progress report on multi-year development projects**

Nothing to report.

#### **6.0 Specific initiatives for FY 1994-95**

##### **6.1 Project management structure**

Not applicable

##### **6.2 Deliverables and target dates**

###### **Cycles 9 and 10**

During the current year, work on the regular program focused on the collection and processing of the 1994 Education, Work and Retirement Survey. The content of the 1995 Family History Survey was finalized and collection began in January 1995. Health Canada sponsored a focus module on retirement and income in 1994, as well as additional sample for seniors. A module on environmental tobacco smoke was also sponsored by Health Canada in 1995. The Québec Bureau of Statistics purchased additional sample in Québec in 1995.

Currently the ECE has a project to encourage countries to conduct comparable family surveys and GSS 10 is part of the ECE project. A presentation on the experience gained in conducting the Family survey will be made at the ECE-sponsored Work Session on Fertility and Family Surveys in Geneva in January 1996. Canada's participation in this project will provide Canadian researchers with access to other international data sets on the family.

###### **Cycle 11 (1996)**



Work on the development of the 1996 GSS progressed through 1994-95 and 1995-96 resulting in finalization of the test questionnaire in September 1995. The social support focus for 1996 expands the level of detail covered in the 1990 Family and Friends Survey.

### Research and Analysis

Analytic work during the year will focus on the analysis of the data from Cycle 7 (Time use) and Cycle 9 (Education, Work and Retirement). Health Canada has indicated an interest in time use data for adults as well as for children. Similarly, Health Canada is involved in the review of the analysis of the retirement data from Cycle currently underway.

### Product Development and Marketing

With the release of Family and Friends in August 1994 and the release of Time Use in December 1995 the backlog of GSS analytic reports has been cleaned up. Market research looking at alternatives to the GSS series report format was conducted to determine user preferences for analytic outputs. The results suggest that products must be available on a much more timely basis. Beginning with the GSS 9 report on retirement, a more concise, focussed analytical report will be produced which should result in improving the timeliness of the product. It is currently scheduled for early summer 1996. Similarly, the release of the Family report using Cycle 10 data has been set for early summer 1997.

Efforts are also being made to further develop effective formats for increasing the awareness of GSS data sets and reports through the use of companion Internet releases. Highlight and thematic fact sheets and supplemental indicators are being developed for this purpose.

Priority will also be given to continuing to track the uses of the GSS data sets. Currently there is a list of about 100 papers that have been done using the data however, identifying papers has proven difficult and it is thought that there are many more papers that have not come to our attention.

Finally, work will continue on identifying major federal departments who might use GSS as a vehicle for data collection. There has been some interest from various programs at Health Canada (health promotion, seniors) to use GSS on a regular basis instead of ad hoc special surveys as a data collection vehicle. These opportunities will continue to be pursued.

## **6.3 Extent and source of resources**

The overall program budget for FY 1994-95 is estimated at approximately \$1.5 M, and it is expected that approximately 10 - 15% of this may be raised by cost recovery work. This is about the same as in the past few years.

## **6.4 Relationship to corporate priorities**

As mentioned above, an important priority in the coming year will be the reassessment of GSS



analytic products. This review will take into account the corporate priorities in the marketing and dissemination area.

Consultations and partnerships with other departments and academics to develop survey content and analytical products will continue to be pursued. The University of Western Ontario, University of Montreal, Health Canada and the Institut national de la recherche scientifique have been engaged in the development of Cycle 10. These interactions ensure that the content and outputs maximize the investment made in the survey series and generate cost recovery opportunities.

## **7.0 Opportunities and threats**

The GSS has completed its second round of data collection on each of the core topics. The data sets are increasingly used by academic and policy analysts for both research and teaching purposes. In particular the data have been an important source of new information on issues related to the aging of Canada's population and several branches of Health Canada have taken an interest in the survey. In addition, various federal programs are looking at the focus-content capacity of the GSS as a vehicle for regular data collection on topics of particular interest.

Over the next few years, the GSS data will be increasingly used to look at change over time, one of the main objectives of the program. This should provide increased opportunities for the program to develop further.

On the other hand, the GSS has been identified as a program where budget reductions have been necessary. The frequency of the survey has been reduced to a biennial collection, meaning each of the core topics would be covered once every ten years. The first impact of this decision for data collection will be the postponement of the Cycle 12 Time Use Survey from 1997 to 1998.

Other major surveys are also having an impact on GSS content. Cycle 11 will focus on social and community support rather than health due to the National Population Health Survey. Core content has been replaced with an expanded version of what normally would have been Cycle 10 content (i.e. social support). Over the next year, the future of the GSS will need to be reviewed in light of the move to a biennial survey and the developments in other survey programs.





## II. SOCIAL DATA INTEGRATION PROGRAM

### A. SOCIAL REPORTING PROJECT (Canadian Social Trends)

#### BASELINE INFORMATION

##### 1.0 Executive summary

The Social Reporting Project is now commencing its ninth year of operation. In March 1995, circulation of the publication, *Canadian Social Trends*, was 6547 copies per quarter. This is down slightly from 6,856 the previous fiscal year. The subscription levels in previous years had experienced slow but fairly steady growth, (up from 4,900 in 1989). This was mainly attributed to regular major initiatives in marketing the publication.

Subscribers were divided among:

- Education - primary & secondary	25%
- Government	15%
- Health & social services	11%
- Education - universities and colleges	11%
- Primary, manufacturing, transportation communications, utilities, trade	10%
- Finance, insurance, real estate, business services	8%
- Membership organizations including unions	7%
- Individuals	5%
- Public libraries, museums, archives	2%
- News media	2%
- Consultants	2%
- Other	3%

Non-library readership is estimated to be five to ten readers per copy (Source informal readership survey). There is also evidence of a substantial amount of reproduction of the publication through the photocopying of articles.

A second edition of a thematic reader was produced by Thompson publishing in 1994. The *Canadian Social Trends* reader has been adopted for introductory sociology courses at a number of universities and is listed among the approved curriculum source books by the Ontario Ministry of Education. A licensing fee of \$75,000 was paid to Statistics Canada for the 1994 edition.



## **2.0 Definition of product**

### **2.1 Baseline description**

*Canadian Social Trends* is a quarterly publication with separate French and English editions carrying a current subscription price of \$34 a year (with a one-third discount for educational subscribers). A single copy price will be raised from \$9.00 to \$10.00 in the winter 1995. It provides a broad-spectrum social statistical report both for the non-specialist audience and for educators who require instructional material. Using standard magazine page size and format, and employing photos, original drawings, charts and graphs, the publication contains recent and historical evidence for interpreting the direction and magnitude of social change in Canadian society.

#### **Nature of product and purpose**

From its inception, the mandate of Canadian Social Trends has been: a) to develop and maintain a knowledge base concerning the state of Canadian society, by monitoring social conditions and analysing and integrating data; and, b) to report on social change in Canada, by publishing a periodical review of important aspects of this information.

In support of this activity, it is necessary to maintain linkages to the internal Statistics Canada sources of information in the social statistics field, and to maintain similar ties with the wider Canadian social research community. It is only in this way that the relative importance of new data can be analysed and assessed against a background of baseline social data, an assessment based in part on communications with the readership community.

#### **2.1.2 Basic product parameters**

In addition to its immediate usefulness to individual readers, *Canadian Social Trends* also serves to flag important issues for readers employed in the mass media and articles continue to generate many news stories. In so doing, the publication provides Statistics Canada with a flagship to raise awareness of its corporate character and information products, and its value and contribution to national life.

By their nature, emerging social trends may lead to confrontation with conventional wisdom. A good deal of discretion is required to ensure that the balance between an analysis of emerging social trends and current government policy or practice is monitored carefully. The role of the Editorial Board in this respect is particularly important.

### **2.2 Result of recent evaluations**

The program was last evaluated in October of 1990. While many of the recommendations have been addressed, there remains further work to be done with respect to increased frequency of publication. This would entail a significant increase in program costs. There is no scheduled date for the next



program review.

### 2.3 Response to recommendations from Internal Audit Committee

Not applicable.

## PERFORMANCE MEASUREMENT

### 3.0 On-going performance monitoring

#### 3.1 Cost

##### 3.1.1 Actual versus budgeted total costs

For 1994-95, CST total expenditure was \$392,000, down slightly from \$415,573 the previous year. Salary expenditures for the program's six staff members totalled \$340,760. Non-salary expenditures were lower than forecast. Approximately \$51,200 of \$81,100 in non-salary funds allocated to the project were spent. The \$30,000 non-salary surplus resulted primarily from under-expenditures in MCC resources, and equipment and data acquisition.

A long term planning proposal for a budget adjustment was approved for a five-year period beginning in 1994-95. The project budget was increased by \$81,500 in salary and \$25,000 in non-salary. To bring staff levels to working levels, an ES-4 analyst was added to the staff in 1994-95. One ES-4 analyst (whose training had been deferred the previous year) was sent on French training from April through October. A second ES-4 analyst was redeployed to CST in late August 1994. By late October 1994, therefore, an experienced analytic staff was fully in place.

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#### Cost for CST project, 1986-87 to 1992-93 (\$,000)

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	<u>Total</u>		<u>Salary</u>		<u>Non-salary</u>	
	Budget	Actual	Budget	Actual	Budget	Actual
1986-87	275.6	357.1	225.2	316.5	50.4	40.6
1987-88	321.5	483.1	269.9	421.0	51.7	62.1
1988-89	316.8	514.9	291.2	404.6	25.6	110.3
1989-90	346.9	372.6	291.2	340.3	55.7	32.2
1990-91	358.8	469.9	306.1	428.2	52.7	41.7
1991-92	376.6	489.4	322.8	433.4	53.8	56.0
1992-93	323.1	425.9	268.2	374.6	55.0	51.3
1993-94	372.9	415.6	268.2	338.7	104.7*	76.9
1994-95	430.8	392.0	349.7	340.8	81.1	51.2

\* Includes special funds for micro-computer systems upgrade.









### 3.1.2 Unit costs (in constant dollars (1992))

The following table shows costs per issue for the English and French issues combined. Information in section 3.5 indicates that taken separately, the publication unit cost for the French issues are higher than the cost of the English issues. Editorial costs, however, cannot be broken down in this way. As was the case in the previous year, the per issue cost was about \$22.

Cost per issue (1992 constant dollars)	94-95	93-94	92-93	91-92
Number of issues	26,543	27,935	28,066	28,842
Publication & marketing costs	\$ 7.73	\$ 7.13	\$ 8.29	\$ 8.07
CST program costs	\$14.48	\$14.88	\$15.17	\$17.22
<b>Total cost</b>	<b>\$22.21</b>	<b>\$21.74</b>	<b>\$23.46</b>	<b>\$25.29</b>

### 3.1.3 Percentage of records requiring manual intervention

Not applicable

### 3.1.4 Degree of manual intervention as % of transactions

Not applicable

### 3.1.5 Response burden

Not applicable

### 3.1.6 Paper burden

Not applicable

## 3.2 Quality

### 3.2.1 Availability of quality descriptors

The project tends to integrate data already released through other vehicles or publications. These sources are referenced in *Canadian Social Trends* and readers can seek information on methodology and quality measures in those sources. Considerable care is taken, however, to include notes on definitions and concepts in *CST* itself to ensure easy and correct interpretation of the analysis.



### **3.2.2 Actual quality estimates**

With respect to the quality of the product (rather than the quality of the underlying data), clients have been extremely positive in their praise of the publication. One illustration of the high regard for CST's product is the nature of the copyright requests that are regularly received. These tend to be requests to reproduce CST articles in trade magazines, text books, and in the classroom. In the first half of calendar 1995, for example, there were 27 requests for copyright permission. These requests made reference to a total of 94 articles or charts. Most were from commercial textbook publishers or from educational institutions publishing course "readers". About half of the requests were for post-secondary student audiences, with the remainder concentrated in secondary school applications. The use of CST materials in the educational sector attests to its general relevance and readability.

In September 1995, the Senior Editorial Board discussed the reviews of four articles from the spring 1995 issue of *CST*. The review provided editors and the CST Review Board with guidance on the approach, format and analysis required to be consistent with Statistics Canada product standards.

### **3.2.4 Extent and nature of analytical activities**

Since the objective of the program is to analyse and report on emerging social trends, well over 90% of the program resources are analytical in nature. The program integrates social and socio-economic data from various other sources, mainly from within Statistics Canada. Analysis includes gathering and integrating information from many sources in order to write articles describing a wide variety of social phenomena. It also includes evaluating and adapting the content of articles written by outside authors.

### **3.2.5 Quality indicators for each service**

Not applicable

## **3.3 Timeliness**

### **3.3.1 Actual versus planned release dates**

Releases in the past year have been made within targeted frames. Although there is no specific release day, CST is nominally scheduled to be released during the latter half of March, June, September and December. The design contractor's experience with publication has helped ensure a smooth running production cycle. It has also meant less divisional time allocated to the production function.

### **3.3.2 Elapsed time between release dates and reference period**



CST tries to ensure articles reflect the latest information available. The length of the elapsed time for both the analytic and production processes can make this difficult. Within the constraints of maintaining subject or "issue" balance throughout the year, attempts are made to include articles which relate to significant debates, events or issues.

### **3.3.3 Adherence to target turnaround times**

Not applicable.

### **3.3.4 Improvement in turnaround time over the years**

Not applicable.

## **3.4 User access**

### **3.4.1 Information storage and dissemination**

User access is gained by subscribing to the publication. Articles are indexed by title in the Statistics Canada Catalogue for user reference. CST has a site within Statistics Canada's Worldwide Web site on the Internet. In addition to marketing information about CST, it contains an index to CST articles, and a sample article and the popular "Social Indicators" table from each issue since the spring 1995.

A feasibility study completed by Dissemination Division in late 1994 estimated the cost of archiving the complete CST collection on CD-ROM to be \$73,000. This was not considered to be a cost effective option. Dissemination Division is searching for a less expensive ROM software alternative.

## **Marketing**

It should be noted that the growth in STC-sponsored circulation is most often due to major initiatives in marketing of the publication. However, there appears to be a general contraction of the periodical market.

In an effort to improve access to previously released CST material, two editions of a thematic reader have been produced by Thompson publishing (1990 and 1994). The *Canadian Social Trends* reader has been adopted for introductory sociology courses at a number of universities and is listed among the approved curriculum source books by the Ontario Ministry of Education. A licensing fee of \$75,000 was paid to Statistics Canada for the 1994 edition.

New departments, Educators' Notebook and Keeping Track, were added to the publication in the spring 1995 to increase the utility of the publication for the education sector. A quarterly user survey was initiated in the fall 1995 to monitor reader satisfaction and to gather suggestions for improvements.



### **3.4.2 CANSIM hits**

Not applicable

### **3.4.3 User inquiries**

After each quarterly release, there are two to three days during which there are many media enquiries. These have not been quantified. At other times there are enquiries for data that are normally referred to the appropriate author division (partly due to CST's high profile and partly due to the interest generated by an article, many users look to CST as a source of Statistics Canada data.) Requests for subscriptions, back-issues and copyrights are also received and relayed as appropriate.

### **3.4.4 Publications sales volumes and number of subscribers**

The following table presents publication sales of Canadian Social Trends (both English and French versions) from June 1989 to March 1995.

Date		Depository	STC	Paid	Total
June	1989	529	169	4187	4885
March	1990	576	325	4377	5278
March	1991	607	419	4148	5174
March	1992	644	481	5063	6188
March	1993	654	486	5727	6867
March	1994	611	482	5706	6856
March	1995	637	499	5411	6547

### **3.4.5 Number of clients serviced**

Not applicable

### **3.4.6 Number of transactions**

Not applicable





### 3.5 Revenue generation

#### 3.5.1 External cost recovery revenues and expenditures

##### Canadian Social Trends Quarterly

Based on data from Marketing Division for the 1994-95 fiscal year, the total publishing costs for both English and French issues of CST were \$209,264 compared to total revenues of \$174,380, giving a net loss of \$34,884. Revenues were therefore 83% of production costs including overhead. This proportion is down from the 95% observed the previous year.

Dissemination Division is currently using a measure of performance that includes only cash revenues and direct costs. According to the redesigned performance report for 1994-95, the combined English and French issues performance shows a ratio of 0.008. This is calculated as: (cash revenues - direct production costs)/direct production costs. The English issue had a performance ratio of +0.20 compared with the French issue with -0.52. The ratios for the previous fiscal year were +0.77 and -0.34 respectively. Revenues were reduced for both the English and the French issues while production costs rose slightly for the French issue compared to 1993-94.

Cost and Revenues for Canadian Social Trends Quarterly, (11-008E and F)

	93/94			94/95		
	English	French	Total	English	French	Total
Total Copies	23,800	4,135	27,935	22,630	3,913	26,543
Cash \$	155,426	21,722	177,148	142,270	20,892	163,162
STC \$	2,360	849	3,209			
DSP \$	10,355	3,218	13,573	8,470	2,748	11,218
Total revenue\$	168,141	25,789	193,930	150,740	23,640	174,380
Direct costs \$	87,706	33,105	120,811	118,282	43,645	161,927
Indirect costs \$	68,372	14,173	82,545	37,870	9,467	47,337
Total production costs\$	156,078	47,278	203,356	156,152	53,112	209,264
Net revenue:						
(cash\$-direct costs)	\$67,720	-\$11,383	\$56,337	\$23,988	-\$22,753	\$1,235
Ratio:						
(net revenue/direct costs)	0.77	-0.34	0.47	0.203	-0.52	0.008



### **3.6 Internal cost recovery**

Not applicable

### **3.7 Program documentation**

#### **3.7.1 Existence and extent of program documentation**

Activities and performance are documented in the divisional annual report.

#### **3.7.2 Existence and extent of catalogue of services**

Not applicable

#### **3.7.3 Availability of cost data to users**

Not applicable

### **3.8 Compliance to standards**

#### **3.8.1 Extent of compliance to international standards**

Program output adheres, to every degree possible, to departmental and international standards. From time to time, where relevant, international data are also included in the analysis.

## **SPECIAL ISSUES**

### **4.0 Management initiatives**

#### **4.1 Employment equity initiatives and their impact**

Discussed in Preamble to this document. With such a small staff, employment equity concerns are addressed at the divisional level.

#### **4.2 Human resource training/development measures**

Two analysts completed french language training during 1994-95. Staff also attended seminars, completed courses and received training in a number of software applications, management principles, graphic design, analytical techniques, and using the Internet.

#### **4.3 Internal communications mechanisms**

*Canadian Social Trends* regularly holds informal communication sessions, where articles in various



states of completion are critically reviewed. These sessions serve not only to enhance the quality of the resulting articles, but help solidify CST as a team both in terms of content and administrative issues. The program manager attends weekly meetings with the Director, Assistant Director and the other integration program managers. Quarterly meetings are held with the CST Editorial Review Committee.

#### **4.4 Status report on initiatives taken in response to the Employee Opinion Survey**

Discussed in the Preamble to this report.

### **5.0 Specific status reports (time, cost, quality)**

#### **5.1 Update on Long Term Planning Decisions**

Nothing to report.

#### **5.2 Report on initiatives outlined in the previous APR**

An LTP request for a budget adjustment was made and additional funds were granted for a 5 year period beginning in 1994-95. This adjustment covers the salary costs above the 3.4 person years in the base budget. There are five analysts in the program.

#### **5.3 Progress report on multi-year development projects**

Not applicable.

### **6.0 Specific initiatives to be carried out in the coming year**

#### **6.1 Project management structure**

Project management principles are used to ensure the quarterly production of CST. The Editorial Review Committee functions as a steering committee, although it mainly concerns itself with content issues. The project manager is also the program manager and ensures production mainly through the intermediary of the Managing Editor and the Publication Liaison Officer. This structure applies equally to the development of new production systems using desktop techniques (i.e. details of the system are worked out by the participants). On the analytic side, the small group of analysts functions as a team, seeking consensus for most content decisions.

#### **6.2 Deliverables and target dates**

No change to the quarterly production cycle is planned.



### **6.3    Extent and source of resources**

1994-95 was the first of a five-year LTP adjustment to project budget which added 1.5 person years to the 3.5 person year base budget. This has made it easier to attract and retain analysts. An additional \$25,000 was also added to the non-salary budget through LTP to facilitate data access and retrieval. This has help to free analysts from being restricted to data which are on the shelf.

### **6.4    Relationship to corporate priorities**

As a flagship publication, Canadian Social Trends Quarterly provides objective analyses of social issues and phenomena in an easy-to-read format. To do this well, it attempts to integrate information from a variety of data sources. It reaches ordinary citizens directly, through schools and libraries, as well as indirectly through ample media coverage every quarter. It provides a highly visible vehicle for disseminating and marketing information from a wide variety of social and institutional surveys. With one-third of subscribers in the education sector, CST has become an important tool for familiarizing Statistics Canada's future clients with its products and how to use them.

## **7.0    Opportunities and threats**

Recent marketing campaigns have not returned the numbers of orders at the rates observed in earlier years. The periodical industry in general has been having difficulty maintaining current distribution levels. An on-going reader survey is being implemented beginning in the fall 1995 to help the program be more responsive to user needs. Some small changes have already been made to the publication's format.

Moving to 6 issues per year has been evaluated as a positive move to increase subscriptions. However, the idea of moving from 4 to 6 issues per year cannot be considered without additional funding.





## **B. TARGET GROUPS PROJECT**

### **BASELINE INFORMATION**

#### **1. Executive Summary**

The Target Groups Project is responsible for (1) integrating and disseminating information on key equity-issue groups such as women, the elderly, youth and children, aboriginal peoples, immigrants, visible minorities, the family, and people in low-income situations; and (2) responding to a wide range of ad hoc requests on these groups and related topics from users including academics, the media, other government departments including MPs, and non-government organizations.

In 1994-95 the Target Groups Project released two catalogued publications: A Portrait of Persons with Disabilities and Women in the Labour Force. As well, the Project produced several short articles which were published in Canadian Social Trends or non-government publications. The Project also provided the Canadian Polar Commission with a statistical profile of the north which was eventually published in its annual report. The Project also was involved in the preparation of the Federal Action Plan on Gender Equality prepared for the 1995 World Conference on Women in Beijing. The Project also provided HRDC with a prototype statistical profile of seniors, as well as regular information on Statistics Canada activity for their DMs Seniors Activity Report.

The coordination of Statistics Canada's overall response to the United Nations International Year of the Family in 1994 was also aligned with the Target Groups Project. Activities from the International Year of the Family program focused mainly on initiatives and research leading up to the celebration of the year in 1994.

#### **2.0 Definition of Products**

##### **2.1 Baseline description**

The Target Groups Project was designed to integrate data from diverse Statistics Canada holdings, to address the growing demands of federal and other outside users for information on various target groups and to provide Statistics Canada with the capacity to respond quickly to requests from these users.

##### **2.1.2 Basic product parameters**

Each year, the product has typically consisted of two pre-planned catalogued publications, one technical publication, several major user requests, and some measure of cost-recovery. The work of the Target Groups Project is guided by the Advisory Committee on Social Conditions.

In 1994-95, the Target Groups Project released two major publications: A Portrait of Persons with Disabilities (STC Catalogue 89-542) and Women in the Labour Force (STC Catalogue 75-507). In



addition, a number of adaptations and abstracts of these and other reports were prepared for other publications. These articles included: "Trends in Family Formation" and "Common-law Families" in the Family Services Canada quarterly "Let's Talk Families"; and "Working Teens" in Canadian Social Trends, Winter 1994; and "Drug Use among Senior Canadians" in Canadian Social Trends, Summer 1994.

## **2.2 Result of recent evaluations**

The Target Groups Project was formally evaluated by the Program Evaluation Division; the report was released in October 1990. The evaluation report suggested the Project's main drawbacks were its small resource base, absence of a non-salary budget, commitment to doing un-billed jobs, and low profile. No date has been set for a future evaluation.

# **PERFORMANCE MEASUREMENT**

## **3.0 Ongoing Performance Monitoring**

### **3.1 Cost**

The salary budget for the Target Groups Project in 1994-95 was \$195,267, however, \$252,390 was actually spent. This deficit of \$57,123 was accounted for by work that went into producing the third edition of Women in Canada (which was released in August 1995) and was covered by contributions of \$55,000 from Status of Women Canada and several other departments.

The Project is also forecasting a deficit of around \$30,000 in 1995-96, again largely because of activities surrounding the production and release of Women in Canada.

The Target Groups had surpluses of \$39,000 and \$24,000 the previous two fiscal years.

The Target Groups Project had a non-salary budget of \$10,000 in 1994-95 which included \$4,300 for operations and \$5,700 for micro-computer services. The project had a non-salary deficit of \$12,000. The bulk of this deficit was accounted for by expenditures on other services related to the production on Women in Canada. The project had non-salary deficits of \$2,000 in 1993-94 and \$400 in 1992-93. In previous years, the Project did not have a non-salary budget.

The International Year of the Family had a small non-salary budget of \$3,000 in 1992-1993. The bulk of this budget (\$1,875) was transferred to Communications Division to develop the media strategy. The balance was used for promotions and printing of International Year of the Family materials.

### **3.2 Quality**

As the Project uses previously released information from diverse sources in its integration activities, users are informed that definitions, concepts, methodology, and quality measures may be found in



the basic source documents referenced. The formal evaluation found that the work of the Project was highly valued by outside interest groups and other federal departments.

### **3.3 Timeliness**

Selection of a target group or theme to be profiled in a catalogued publication is normally based on some current or projected societal issue and/or event (e.g., International Women's Day, World Summit on Children, lone parenthood). All releases so far have been on, or ahead, of schedule. Ad hoc requests from the U.N. Statistical Office, U.S. Bureau of the Census, The Canadian Polar Commission, etc. have all been completed and returned, normally through the Chief Statisticians Office, on, or ahead, of schedule.

### **3.4 User access**

The evaluation report indicated that the Project has been very successful in satisfying specific or primary clients associated with various target groups, but no attempt was made to assess what surely must be a much broader user community.

#### **3.4.1 Volume of publication sales**

As indicated in Table 1, sales of Target Groups publications remain strong. There were almost 1,500 total sales (including 860 cash and STC sales) of Women in the Labour Force, the last Target Groups publication for which relatively complete sales figures are available. Overall, revenues from sales of this publication had totalled over \$36,000 (\$23,400 from cash/STC sales) by the end of the fiscal year.

These figures are similar to those for earlier Target Group publications. For example, A Portrait of Families in Canada has sold over 2,600 copies (1940 cash/STC) and generated \$73,000 in total revenues (\$59,000 cash/STC), while Canadians in the Pre-retirement Years has sold 1,600 copies (915 cash/STC) and generated \$49,000 in total revenues (\$29,000 cash/STC). In fact, the English versions of both these publications have sold out and have been reprinted.

As well, most of these publications continue to have strong sales even several years after release. For example, in 1994-95 there were a total of 273 sales of Lone-parent Families in Canada, which had originally been released in December 1992.



**Table 1 Total Sales and Revenues: Recent Publications**

	<b>Sales</b>	<b>Revenues</b>	<b>Net Revenues</b> (cash\$ - direct costs\$)	<b>Ratio</b> (net revenue\$ / direct cost\$)
Canadians in the Pre-retirement Years (Nov. '91)	1,634 (915)	\$48,724 (\$29,150)	\$14,763	1.23
Lone-parent Families in Canada (Dec. '92)	1,411 (910)	\$37,142 (\$25,633)	\$13,610	1.28
Women in the Workplace (Mar. '93)	1,243 (689)	\$32,733 (\$20,912)	\$5,392	0.43
A Portrait of Families in Canada (Nov. '93)	2,634 (1940)	\$73,019 (\$58,539)	\$29,808	1.09
Youth in Canada (Mar. '94)	1,200 (605)	\$27,250 (\$15,958)	\$4,957	0.49
Women in the Labour Force (Oct. '94)	1,455 (856)	\$36,061 (\$23,424)	\$2,118	0.10

Note: Cash and STC sales and revenues are presented in brackets.

The strong sales of Target Groups publications reflects, in part, effective marketing campaigns. Typically \$10,000 has been allocated for marketing each year; this has involved the distribution of a brochure advertising two or three Target Groups publications at the same time. In 1994-95, for example, a brochure describing Youth in Canada and Women in the Labour Force was distributed in the fall.

Even more aggressive marketing has been planned for 1995-96. A total of \$15,000 has been allocated for marketing A Portrait of Persons with Disabilities, while \$25,000 has been ear-marked for Women in Canada. Along with the regular mail-out of brochures, both campaigns will include searches to find associations and organizations willing to "piggy-back" Target Groups brochures in their regular mailings. In addition, the Women in Canada campaign also included a day of release facsimile promotion.

A marketing coordinator within the Division co-ordinates marketing activities with Marketing Division. These include producing informal pamphlets and flyers advertising the various products and distributing these at selected conferences and meetings. However, because no money has been





set aside for these activities, they only include those in which Target Groups can "piggy-back" with other initiatives or for which there is no direct cost. The Project has also "traded" marketing activities, for example, providing non-government publications with adaptations of sections from Target Groups publications in exchange for advertisements in those publications.

### **3.5 Revenue generation**

In 1994-95, the Target Groups recovered a total of \$55,000 from several departments as a contribution to the production of Women in Canada. In 1993-94, the figure was \$62,000, up from \$7,500 in 1992-93 and \$20,000 in 1991-92.

The evaluation report observed that some aspects of cost-recovery do not work well in the circumstances of this project, which is committed to filling a significant number of un-billed ad hoc reports for the United Nations, E.C.E., O.A.S., U.S. Bureau of Census, Status of Women Canada, etc.

The cost-recovery of Target Groups publications is also positive, particularly when "lifetime" revenue is considered. All Target Group publications released since 1991 have made a positive contribution to net revenue, including a high of almost \$30,000 for Families in Canada. The total contribution for Target Group publications in the period since 1991 was \$70,000. In addition, Women in Canada, which was released in August 1995 is projected to net \$38,000.

### **3.6 Program documentation**

From its inception, the Project has had a Project Description and long-term plan document. Its activities and performance are documented annually in the Divisional Report, which, in turn, feeds into Statistics Canada's Annual Report. A professional evaluation report (involving Professor John Gartrell, Population Research Laboratory, University of Alberta) was released in October, 1990, providing significant detail on the program's operation and performance.

### **3.7 International Standards**

When coordinating Agency inputs into requests from the O.A.S., U.N., E.C.E., etc., the Project does its best to ensure that the format complies, as much as possible, with international reporting standards.



## **SPECIAL ISSUES**

### **4.0 Specific Initiatives**

In 1994-95, the Project produced a number of short articles based on the major publications and other reports which were published in vehicles such as Canadian Social Trends. The Project also provided the Canadian Polar Commission with a statistical profile of the north for their annual report, prepared a prototype profile of seniors for HRDC, and provided analytic and editorial assistance to Health Division in the preparation of the National Population Health Survey overview report.

It is difficult to assess employment equity concerns with such a small staff. The staff currently consists of four analysts, three of whom are women. As well, a woman of aboriginal descent worked with the project team preparing the Aboriginal section of Women in Canada.

All staff have taken the media relations course to help prepare them for the publicity which has accompanied the release of recent Target groups publications. Training and development of staff through formal courses and conference and workshop attendance is a project priority. With a small staff, communication goals are easily achieved through weekly staff meetings and in the daily interaction characteristic of the work.

### **5.0 The Coming Year**

The project released Women in Canada: Third Edition, in August 1995. As well, a number of other products related to the release of Women in Canada were produced including a set of non-catalogued indicators for each province, a fact sheet on major CMAs, and a separate profile of senior women. In addition, a number of spin-off articles are being drawn from Women in Canada for inclusion in vehicles such as Canadian Social Trends.

The project is currently involved in the preparation of profiles of immigrants from the major countries of origin. This activity is being undertaken in collaboration with Immigration and Citizenship. A total of thirteen immigrant groups are being profiled, along with separate profiles of both the overall immigrant and Canadian populations. It is hoped that this activity will lead to more in-depth studies of this type with data from the 1996 Census.

The project is also putting together a profile of families in British Columbia, using the Target Groups publication A Portrait of Families in Canada as a model. This work is being funded by the B. C. Council for the Family, and it is hoped that this activity may lead to other similar contracts with other jurisdictions in the future.

A profile of the Métis population of Canada will be developed using data from the Aboriginal Peoples Survey for release in the fall 1996. In early 1996, work will also begin on a second edition of A Portrait of Seniors in Canada, with the intention of releasing this report in November 1996. It



is anticipated that, in addition to the regular sources of data on seniors, this report will be able to draw on data from the NPHS and the GSS Family Cycle.

Profiles of lone-parent families and the second edition of A Portrait of Children in Canada are planned for release in 1996/97. Other possible future projects include profiles of the post-baby boom generation, youth, the unemployed, the urban population and the northern population.

The project will also be involved in several other analytic activities including an examination of the living arrangements of non-family persons, in particular those living in extended families, for the Family Folio Research Series. In addition, the project will be analysing data from the GSS Family Cycle values and attitudes section dealing with gender, work and family.

The project has also begun to look at possible ways of marketing Target Groups data and services. These include making direct contact with specific sub-markets (such as Faculties of Women's Studies for Women in Canada) and offering services such as presentations etc. The project is also developing overview presentations on women, families and youth appropriate for conferences and schools.



## **C. EMPLOYMENT EQUITY DATA PROGRAM**

### **BASELINE INFORMATION**

#### **1.0 Executive summary**

Reliable data for Employment Equity (EE) purposes for the four designated groups, namely persons with disabilities, women, visible minorities and Aboriginal peoples, continue to drive the work of the Program.

Significant interest in the Program's activity has been generated by the Special Parliamentary Committee on the Review of the *Employment Equity Act*. The Committee released its report "A Matter Of Fairness" in May 1992. The impact of the recommendations concerning the role of Statistics Canada was examined by the Program, and the Program also provided input to the government response. The key thrusts of the recommendations are that Statistics Canada should continue to provide statistical support to the federal departments responsible for EE programs, and to initiate further refinements to the data used to reflect the labour force availability of the four designated groups.

The Program was active in chairing the monthly meetings of the Interdepartmental Working Group on Employment Equity Data (IWGEED) as well as in conducting research on the harmonization of ethnicity data for the subject matter Ethnicity Committee. Through the Program, major development work was undertaken towards producing the 1991 profiles on the various designated groups, as well as projection reports for these groups.

The Program also provided administrative and management support to several consultants involved in completing research projects. The work undertaken used census data and other Statistics Canada survey data to explore employment equity topics of special interest to the IWGEED.

During fiscal year 1994-95, the main task of the project was the production and dissemination of data products on the designated groups. In addition, the new Ontario legislation on EE also impacted on the Program, although Human Resources Development Canada, is the lead department in coordinating activities with Ontario.

#### **2.0 Definition of product**

##### **2.1 Baseline description**

In January 1986, Cabinet approved the establishment of a program, resident in Statistics Canada, for





the purpose of providing statistical support to the federal departments<sup>1</sup> responsible for planning, implementing, monitoring and enforcing the employment equity policies and programs of the Government of Canada. The passage of the *Employment Equity Act* in 1986, establishment of the Federal Contractors' Program and implementation of the Treasury Board Employment Equity guidelines have all generated and increased demands for employment equity data over the years.

Under the *Employment Equity Act*, there are four designated groups (women, Aboriginal peoples, visible minorities and persons with disabilities). The objectives of employment equity programs and initiatives are to identify and remove barriers to the employment of persons in these four designated groups and to ensure that such groups achieve a degree of employment proportionate to their representation in the work force, as defined by qualification, eligibility or geography.

### **2.1.2 Basic product parameters**

Through the Employment Equity Data Program, Statistics Canada has been working towards addressing two goals in the context of the *Employment Equity Act*:

- (a) ensuring that the best possible data on the labour force characteristics of the four designated groups are available to assist in defining the nature of employment equity in Canada; and
- (b) providing statistical support for the design and evaluation of remedial programs geared to the achievement of employment equity.

A related responsibility has been the provision of consultative services on data which can be and are being used in support of employment equity initiatives. Such data emanate from a variety of sources, including the Census of Canada, the Health and Activity Limitation Survey (HALS) and the Survey of Labour and Income Dynamics (SLID).

In order to ensure continuity in the provision of data and information for administering, revising and evaluating the federal employment equity program, Treasury Board approved the allocation of funding to the Employment Equity Data Program permitting its work to continue until at least 1994-95. In broad terms, the mandate of the EEDP is to conceptualize, collect, develop and disseminate data and information on the employment equity designated groups.

#### Nature of products and services

Benchmark data indicating total numbers and characteristics of persons in the designated groups continue to be very much in demand and are a major product of the EEDP. Employment equity data are produced for and disseminated by Human Resources Development Canada (HRDC) in the form

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<sup>1</sup>These departments are, Human Resources Development Canada, Treasury Board Secretariat and Canadian Human Rights Commission.



of *1991 Employment Equity Data Report*. The information contained in these reports, was derived from two Statistics Canada surveys. The 1991 Census served as the source of data for women, aboriginal peoples and visible minorities and the Health and Activity Limitations Survey (HALS) provided data on persons with disabilities (HALS was conducted as a post-censal survey in 1991).

**2.2 Report on actions taken since the last APR to implement the recommendations approved by the Program Evaluation Committee**

Not applicable

**2.3 Report on actions taken in response to recommendations approved by the Internal Audit Committee**

Not applicable

**PERFORMANCE MEASUREMENT**

**3.0 On-going performance monitoring (for last completed FY)**

**3.1 Cost**

**3.1.1 Actual versus budgeted total costs - annual**

Treasury Board's funding levels are as follows:

	1990-91	1991-92	1992-93	1993-94	1994-95
Person-years	10	15	12	14	11
Salary (\$000's)	500	750	605	700	550
Non-salary (\$000's)	755	715	750	875	665
Total (\$000's)	1,255	1,465	1,355	1,575	1,215



During fiscal year 1994-95, expenditures totalled \$981,900 or 81% of the available budget. Expenditures by cost centre within Statistics Canada were as follows:

	(\$000's)
MCC .....	19.4
Electronic Data Dissemination .....	20.9
Census Operations. ....	68.0
Post-censal Surveys (HALS) ....	50.0
Demography .....	60.2
Housing Family and Social .....	723.3
Special Surveys .....	<u>40.1</u>
Total . . . . .	981.9

The major expenditure for non-salary items was for professional services contracts (\$193,500) which were for a number of Employment Equity research projects, initiated and approved by the Interdepartmental Working Group. Section 4 provides a description of the results of these projects.

## 3.2 Quality

### 3.2.1 Availability of quality descriptors

Papers and reports that use data from the Census and HALS contain statements concerning the source of data, sample size, etc.

In planning for statistical products such as the *Profile of Visible Minorities* and *Projections of Canada's Population with Aboriginal Ancestry*, initial qualitative feedback on user satisfaction was obtained from the regional offices and other users of the profiles.

### 3.2.2 Actual quality estimates

Not applicable

### 3.2.3 Results of quality studies, if any

Not applicable



### **3.2.4 Extent and nature of analytical activities**

The Program was responsible for a number of professional services contracts (\$193,500) for employment equity related research. These were initiated and approved by the Interdepartmental Working Group on Employment Equity Data. These included an annotated bibliography on employment equity groups, and an evaluation of products and services produced by the Program.

### **3.2.5 Qualitative indicators for each service**

Not applicable

## **3.3 Timeliness**

### **3.3.1 Actual versus planned release dates**

There are no publication deadlines, since there are no regular publications. However, efforts were made to disseminate the data on the profiles and projections in a timely fashion.

### **3.3.2 Elapsed time between release dates and reference period**

Not applicable

### **3.3.3 Adherence to target turnaround time**

Not applicable

### **3.3.4 Improvement in turnaround time over the years**

Not applicable

## **3.4 User access**

### **3.4.1 Information storage and dissemination**

Research reports produced through the Program are available to users as hardcopy products.

### **3.4.2 CANSIM hits**

Not applicable

### **3.4.3 User inquiries**

Consultative services in support of a range of EE activities were provided by the Program. The Program responded to close to 200 requests.





The users of employment equity data include:

- employers reporting under the Legislated Employment Equity Program and the Federal Contractors Program;
- federal government departments, principally Employment and Immigration Canada, the Treasury Board Secretariat, the Canadian Human Rights Commission, and the Public Service Commission;
- designated group organizations;
- provincial and municipal governments;
- academics and students;
- private consultants; and
- non-governmental organizations.

#### **3.4.4 Publications sales volume and number of subscribers**

Not applicable

#### **3.4.5 Number of clients serviced**

Not applicable

### **3.5 Revenue generation**

Most products and services are provided free of charge in accordance with the directives of the Interdepartmental Steering Committee on Employment Equity Data and the funding provided by Treasury Board.

### **3.6 Internal cost recovery**

Not applicable

### **3.7 Program documentation**

#### **3.7.1 Existence and extent of program documentation**

The activities of the EEDP are addressed by and coordinated through two bodies, both of which have representation from STC. The manager of the EEDP chairs the Interdepartmental Working Group on Employment Equity Data and acts as secretary to the Interdepartmental Steering Committee on Employment Equity Data. The Steering Committee gives overall direction and policy guidance to the Working Group. As such, all discussion, decisions, actions and disbursement of monies are documented and archived in Records Management. The EEDP maintains a user file upon which each request for information is documented including the name, organization, type and frequency of data/information required. Annual reports have been prepared discussing the achievements of the past year and plans for the coming year. A list of all documents prepared by EEDP staff, through the



use of contractors, through sponsorship or allocation of budgets is regularly updated to ensure current information is available to users.

### **3.7.2 Existence and extent of catalogue of services**

Not applicable

### **3.7.3 Availability of cost data to users**

Not applicable

## **3.8 Compliance to standards**

### **3.8.1 Extent of compliance to international standards**

The EEDP is managed by two interdepartmental groups, a steering committee chaired by HRDC and the working group chaired by STC. The Steering Committee is responsible for making decisions on the use of STC Census and surveys to provide the data and information necessary for the EE programs of the federal government. The concepts and definitions that are applied to data and distribution are driven by the departments responsible for EE programs.

## **SPECIAL ISSUES**

### **4.0 Management initiatives**

#### **4.1 Employment equity initiatives and their impact**

This topic is discussed at the divisional level in the Preamble to this report.

#### **4.2 Human resource training/development measures**

Training and development expenditures were \$4,937 or \$500 per person.

#### **4.3 Extent and nature of internal communications mechanisms**

Weekly staff meetings are held within the Program and every Wednesday, the Program Manager meets with the Director to review progress and assess developments. In addition, all information, memos and letters coming into or going out of the Program are circulated to all staff in the Program.

There is also staff participation in committees relevant to EE (eg. Harmonization Committee - Ethnic Data, Aboriginal Data Committee, Federal/Provincial Working Group on Multiculturalism Research and Data, Interdepartmental Working Group on Self-identification)

#### **4.4 Initiatives taken in response to the Employee Opinion Survey**



This topic is discussed at the divisional level in the Preamble to this report.

## **5.0 Specific status reports (time, cost, quality)**

### **Report on Specific Initiatives 1994-95**

In 1994-95, the Employment Equity Data Program undertook several activities in connection with data and conceptual requirements of the Employment Equity Act. The more significant ones were:

- production of statistical profiles on visible minorities, Aboriginal peoples, and persons with disabilities who are limited at work;
- production of fact sheets on the designated groups;
- production and dissemination of the employment equity data using the National Occupation Classification (NOC);
- production of up-dated projections for the employment equity groups (1991-2016);
- completion of an annotated bibliography of employment equity data research;
- production of analytical papers on the employment equity groups for publication in *Canadian Social Trends* and the third edition of *Women in Canada*;
- completion of a report on the measurement of Canada's visible minority population;
- an assessment of the five-year employment equity data initiative was completed;
- an evaluation of National Census Test results to determine whether questions on visible minorities and Aboriginal peoples can be included on the 1996 Census was completed;
- a number of other research projects were carried out (for example, comparison of data for the 1991 Census and 1991 Aboriginal Peoples survey, analysis of job prospects for members of employment equity groups in certain sectors/industries, etc.);
- preliminary analysis of data from the first round of data collection for the Survey of Labour and Income Dynamics was completed;
- data requests from an increasing number of users affected by federal, provincial and municipal initiatives on employment equity were answered;
- papers presented at a workshop on employment equity data held in March of 1994 were compiled and disseminated.



### **5.1 Update on Long Term Planning Decisions**

Not applicable

### **5.2 Report on initiatives outlined in the previous APR**

Not applicable

### **5.3 Progress report on multi-year development project**

Not applicable

## **6.0 Specific initiatives to be carried out in the coming year**

### **6.1 Project management structure**

As mentioned above, the Program is managed through two interdepartmental committees, the Interdepartmental Steering Committee on Employment Equity Data and the Interdepartmental Working Group on Employment Equity Data.

### **6.2 Deliverables and target dates**

The production of the employment equity data continues to be a priority for the Program. Although the Program officially ceased to exist in March of 1995, the Housing, Family and Social Statistics Division is committed to completing projects that were initiated in 1994-95.

### **6.3 Extent and source of resources**

As indicated above, the funding for the continuation of the Employment Equity Data Program was not extended to the 1995-96 fiscal year.

### **6.4 Relationship to corporate priorities**

The Program is client-driven. The Program was established for the purpose of providing statistical support to the federal departments responsible for EE programs and policies

## **7.0 Opportunities and threats**

The funding for the Employment Equity Data Program ended with the 1994-95 fiscal year. A Multi-Year Operational Planning (MYOP) was submitted to Statistics Canada for approval to cover the next five years - 1995-1996 to 1999-2000. The results of the MYOP submission conclude that the funding for the Program will not continue past March 1995.

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