

Education, Culture and Tourism Division

Annual Program Report

1994-95

July 1995



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## Introduction

### The Divisional Scope

The Education, Culture and Tourism Division is responsible for providing client-oriented information for its three subject matter areas. The scope of the program is large, covering a wide range of data concerning both the producers and consumers of the products. As well, it analytically services clients that range from large policy-oriented federal government departments to small companies and individuals with pragmatic and specific information needs.

Conceptually, and managerially, the three Subdivisions have several things in common yet unique to subject specific areas:

- each area is challenged to define, both conceptually and statistically, its specific subject matter domain;
- each area is highly dependent on external clients for the articulation of their user requirements as well as for financial support through contributions to surveys or product purchase;
- each area deals with data gathered and integrated from a wide range of sources from both inside and outside Statistics Canada and acts as a "window" into these data for its subject-matter client community, and,
- within each area, there is a high degree of congruence between the users of the data and the providers of the data.

### The Divisional Size

In 1994-95, the Education, Culture and Tourism Division employed approximately 105 people. This translated into a person-year utilization of 94 py's, of which 20 (21%) were financed on a cost recovery basis. The total budget utilized by the Division was \$6.1 million in 1994-95, of which \$1.3 million (21%) was financed through cost-recovery revenues.



This compares to the divisional person-year utilization of 93 in 1993-94, of which approximately 22 py's (24%) were financed on a cost recovery basis. The total budget of the Division was \$6.0 million in 1993-94, of which \$1.8 million (30%) was financed through cost-recovery revenues.

| Education, Culture and Tourism Division<br>Annual Expenditures (dollars and person-years) |         |      |         |      |         |      |         |      |         |      |
|---|---------|------|---------|------|---------|------|---------|------|---------|------|
| Program   | 1990-91 |      | 1991-92 |      | 1992-93 |      | 1993-94 |      | 1994-95 |      |
|   | \$000   | py's | \$000   | py's | \$000   | py's | \$000   | py's | \$000   | py's |
| Headquarters  |         | 3.9  |         | 5.8  | 257     | 6.5  | 333     | 6.9  | 467     | 5.6  |
| Education   | 1684    | 29.6 | 1652    | 30   | 1916    | 35.2 | 2177    | 36.8 | 2647    | 41.6 |
| Culture   | 1042    | 17.9 | 1129    | 18   | 969     | 17.5 | 974     | 17   | 1034    | 16.7 |
| Tourism   | 948     | 14.4 | 902     | 14   | 822     | 13.4 | 669     | 10.4 | 687     | 9.9  |
| Subtotal  | 3615    | 65.8 | 3583    | 68   | 3964    | 72.6 | 4152    | 71.1 | 4835    | 73.8 |
| Cost-recovery   | 2648    | 8.9  | 2624    | 11   | 1645    | 18   | 1846    | 21.7 | 1281    | 20.1 |
| TOTAL   | 6263    | 74.7 | 6207    | 79   | 5609    | 90.6 | 5999    | 92.8 | 6117    | 93.9 |

### Divisional Trends and Initiatives

The activities and performance of each of the subdivision are detailed in the following three sections of the report. However, the some activities are undertaken on Divisional basis and thus reported here.

#### a. Cost Recovery Work

Surveys are undertaken on cost-recovery basis within the Division when the subject matter is a direct fit with the divisional program, work on the development of the survey would enhance the analytic skill sof the staff involved, and the survey has the potential of becoming an ongoing part of the divisional program.

Cost recovery work in the Division has fluctuated conserably from \$1.5 million in 1989-



90 to a high of \$2.6 million in 1990-91 and 1991-92, to the more recent level of \$1.3 million in 1994-95. The increased cost recovery revenues from 1990 to 1992 reflect the convergence of several large contract from Human Resources Canada -- the College Statistics Enhancement Program, the National Training Survey and the School Leavers Survey. The first program has come to an end, the Training Survey has been cancelled, and the School Leavers Survey is being repeated only on a smaller scale. Continued cutbacks in resources at Human Resources suggest that future cost-recovery contracts will be at a reduced scale.

The \$1 million increase in funds for the Education Statistics Program from 1991-92 to 1994-95 reflects the phased-in "gaps" funding, while \$300,000 decrease in the culture and tourism areas reflects efficiency and program cutbacks.

#### **b. Adoption of Technology**

Over the past five years the Division has been rapidly increasing its stock of computers and moving to a micro-computer environment. Every employee now has a computer. In the past year the Division has switched to a "Windows" network environment and all employees have adapted to the use of the new communications tools and are taking advantage of the new software -- greatly increasing the overall efficiency of the staff.

#### **c. Training**

Along with the rest of the Agency, the Division has greatly increased its training activities over the past few years. This is reflected in the level of expenditures on training undertaken over the past three years.

| Training Expenditures |          |         |          |
|-----------------------|----------|---------|----------|
|                       | 1992-93  | 1993-94 | 1994-95  |
| Courses               | \$8,027  | \$4,962 | \$14,997 |
| Conferences           | 6,732    | 4,660   | 6,585    |
| Other (Language)      | 1,428    |         |          |
| Total                 | \$16,187 | \$9,622 | \$21,582 |



Much of the recent training has focussed on the aquisition of computer skills in order to maximize the utility of the technological investment.

**c. Internal Communications**

The Employee Opinion Survey identified a weakness within the Division in communications -- on both project-related and personnel-related matters. Several initiatives were undertaken to remedy this situation: some successful and some not so successful.

The most enduring initiative has been the use of more frequent staff meetings to keep individuals informed about new initiatives in all areas. Staff members all participate in a "round table" at each meeting which highlights the latest products, issues and managerial challenges in each of the three areas of the Division. The senior staff also meet with all new employees on a regular basis (about every three months) to introduce them to the Division and give an orientation to the work and general expectations. These meeting are useful as there is a fairly constant flow of new staff through the Division with the ES recruit program and CAD's.

The Division has also initiated an "instant awards program" which highlights special efforts and activities undertaken by employees within the Division. The program is successfully run by a group of employees representing different levels and areas within the division.

The Division also experimented with a staff newsletter which kept people informed about new products an activities as well as the comings and goings of personnel on the floor. However, this activity, which was run by employees on a volunteer basis, has gradually faded away.

**c. Managing Target Groups**



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## Education Statistics Program

### 1. Definition of the Product

#### a. Program Objectives

The Education Subdivision is responsible for "collecting, compiling, analyzing, and publishing" information on the educational characteristics of Canadian society. Its goal is to provide relevant, accurate, timely and comparable data to Canadian education policy-makers and administrators, and to Canadian society, about Canada's education processes and their outputs.

#### b. Scope and Focus

The Program covers virtually all aspects of education and training: from pre-school to industry-based programs; from the teaching processes to the individual learning processes; from the capital investment in education to the attitudes of students.

The focus of the Subdivision has been changing from the measurement of the inputs and processes of the education systems to their outputs: and from the compilation of data to their analysis.

Much of the source data for the measurement of the basic education inputs and processes comes from surveys of the administrative records of the institutions providing and the governments financing education. From these, detailed data are produced on enrolments and graduates, educators, and the financial aspects of the education system for all levels of the formal education system. The data on the outcomes come primarily from specialized population-based and industry-based surveys -- most operated on a cost recovery basis.

#### c. Clients, Partners and Users

##### i. The Provinces

In Canada, education is primarily in the domain of the provincial governments. It is a jurisdictional responsibility which has traditionally been closely guarded by the provinces. Hence, the statistical programs, and particularly those based on administrative records and systems, have been developed and maintained in close cooperation with the 18 ministries and agencies responsible for education and training



in provinces and territories.

In 1989, Statistics Canada entered into a protocol with the Council of Ministers of Education, Canada (CMEC) which saw the creation of the **Canadian Education Statistics Council (CESC)**. This Council, which consists of all provincial and territorial deputy ministers responsible for education and is co-chaired by a deputy minister of education and the Chief Statistician, provides the forum to forge new statistical programs with the provinces and to ensure administrative cooperation. The protocol was renewed in 1992 and is now under review for renewal again in September, 1995.

Over the past two years the provinces have undergone a "sea change" -- becoming very proactive in their requirements for information relating to the accountability of their education systems. This has led to a dynamic work agenda within the Council to develop a *Pan-Canadian Education Indicators Program* -- a program that re-orientes the focus of the work to the measurements of outcomes of the education systems.

## ii. The Federal Government

The Education Statistics Program has joint programs or projects with 7 federal departments and agencies.

The federal department most keenly involved with education and training information is **Human Resources Development Canada (HRDC)**. The department has, for the past several years, sponsored about \$2 million to \$4 million annually in cost-recovery surveys relating to adult education and training, school leavers, graduates and the work force, apprenticeships, and training in industry. HRDC also has commissioned the Subdivision to provide analytical support for many of the special surveys they have sponsored.

HRDC (which has assumed several of the responsibilities formerly under the Department of the Secretary of State) is also responsible by legislation for producing the annual Report to Parliament on the Financing of Post Secondary Education -- a report which is directly dependent on the data produced by the Education Program.

HRDC is currently considering a major expansion of education statistics and research under their *Learning Initiative* if it is not affected by the budget cuts. This could involve increases of from \$7 million to \$9 million in the overall resources allocated to the production of information on education and related topics for projects such as expansions to the National Longitudinal Survey of Children, the development of pan-



Canadian student record data bases at all levels of education, and the creation of an integrated framework for outcome surveys such as the NGS, School Leavers Survey and the AETS.

Other federal users include:

- **External Affairs** and **CIDA**, who finance a joint publication on foreign students taking part in Canadian education, Canadians studying abroad and the international comparability of education credentials;
- **Heritage Canada**, who use Statistics Canada data on their Official Languages in Education program as the basis upon which payment is made to the provinces.
- **Industry, Science and Technology** who are high-volume users of data on highly qualified personnel related to engineering, science and technology;
- **Indian and Northern Affairs** which maintains schools for the native population and provides funding for educational support at all levels;
- **National Defence**, which provides data on the education facilities for the dependants of members of the forces; and,
- the research councils, **NSERC**, **SSHRC**, and **MRC**, which support post-graduate work in their areas as well as the supply of highly qualified personnel in their specialized scientific areas. A joint research program with NSERC is currently under consideration by Statistics Canada and HRDC.

Federal interests regarding education statistics are aired in an Interdepartmental Committee on Education Statistics chaired by HRDC.

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### iii. Associations

Over one hundred national organizations are involved in one manner or another at the national level in the education sector, while even greater numbers are active at the provincial level. Some of the key Associations with which the Program is closely involved are the following:

- the **Association of Universities and Colleges of Canada (AUCC)**, which holds a regularly-updated mini-data base from the Program's University Student Information System,



- the **Canadian Association of University Business Officers (CAUBO)** which jointly develops and administers the financial survey of universities with Statistics Canada,
- the **Association of Canadian Community Colleges (ACCC)**, which is collaborating with the Division in the revision and updating of the data system for colleges,
- the **Canadian Federation of Teachers** which relies on Statistics Canada's data base of teachers for its policy development and negotiations with the provinces and school boards, and
- the **Canadian Education Association**, which is collaborating with Statistics Canada and other federal and provincial agencies to establish a national research agenda for elementary/secondary education.

#### iv. The Media and the General Public

Education is a prominent issue in the public agenda, and the media are increasingly active users of the information provided by the Program. The Globe and Mail, the Financial Times, Southam News and CBC all have reporters specializing in Education. The Program has also been involved in the provision of data for the high-profile *Macleans* "Report on Universities", which has become an annual feature of that magazine.

#### d. Program Structure

The Education Subdivision is divided into five sections: Elementary/Secondary, Postsecondary, Adult and Continuing Education, the Survey Development Section, and Analytic Outputs and Marketing.

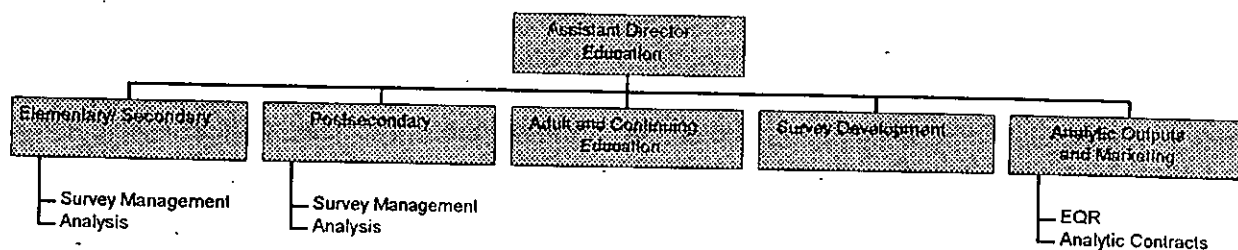
This recently-reorganized division of responsibilities reflects the key issues and managerial priorities of the Program. It recognizes:

- the changing requirements from the earlier priorities on education inputs and processes -- particularly costing information to support federal/provincial negotiations on the Established Program Financing (EPF) transfers -- to the current federal and provincial focus on education outcomes;



- the increasing need by clients for "information" in lieu of "numbers" as their own analytic resources are reduced; and
- the fact that an increasing amount of the information produced by the program will be "multi-sourced" -- from administrative data, to *ad hoc* cost-recovery surveys in cooperation with other partners, to Statistics Canada's own range of household and establishment surveys.

The basic organization of the Education Subsection is currently as follows:



The **Elementary/Secondary Section** develops information on enrolments, graduations, staff, finance and student transitions and outcomes at the pre-elementary, elementary, and secondary levels in both public and private institutions. The Section sources the data through a variety of means, such as direct surveys of schools and school boards, the exchange of administrative records with school boards or the provincial ministries responsible for education, extractions from public documents or reports and extractions from household surveys such as the School Leavers Survey, the Census, the Labour Force Survey (LFS), the General Social Survey (GSS) and the Survey of Labour Income and Dynamics (SLID).

The information is released through the *Education Quarterly Review* and published as well as in the statistical compendium *Education in Canada*. Analytic contributions by the Elementary-Secondary section to the EQR include *Private Elementary and Secondary Schools*, a profile of private education in Canada, *Teacher Workloads*, a study of employment patterns and hours of work among school teachers using Labour Force data, and *Canada's Investment in Education* which examined expenditure changes in elementary/secondary education over the past several decades.

The elementary-secondary section is also involved in a number of on-going projects



which complement its regular outputs. These include:

- finalization of the 199-92 and 1992-93 indicators to be included in the third edition the Canadian Education Statistics Council (CESC) / Statistic Canada publication entitled *A Portrait of Elementary and Secondary Education in Canada*.
- publication of a companion handbook of education terminology which provides an ongoing reference of inter-provincially agreed upon definitions of the variables and derived measures included in the portrait publication
- compilation and calculation of statistics related to the payments to provinces and territories under the *Official Languages in Education Financing Program* administered by the department of Heritage Canada and the Office of the Commissioner of Official Languages for their annual Report to Parliament, and
- reports to UNESCO and OECD on the status of elementary and secondary education in Canada.

The **Postsecondary Section** focuses on information on enrolments, programs, graduates and their transition into the labour force, staff and revenues and expenditures of colleges, universities and trade/vocational schools.

Much of the data on students and staff is in the form of individual records which come from institutions and which are maintained in database format. In 1993-94, the section assumed responsibility for the surveys of educational finance, fully integrating all survey and research activities of higher education. Financial information is collected through surveys of institutions and the examination of public documents. The remainder is aggregate information collected by surveys of institutions or provincial departments responsible for postsecondary education. The surveys of trade/vocational and apprenticeship enrolments are funded on an ongoing basis by Human Resource Development Canada.

Analytic work carried out by the Postsecondary Section is also published in the EQR. During 1994/95, the section published articles on university and college enrolments, tuition fee increases, a profile of part-time faculty at Canadian universities, and on apprenticeship training, to name a few.

Over the past two years, the Section is also involved in a number of on-going projects which complement its regular outputs. These include the development of:



- a *Statistical Portrait of University-level Education in Canada* with the CMEC along with its companion handbook on terminology;
- a framework for data on college-level education;
- educational indicators (with OECD and UNESCO) along with methodologies which enabled the Program to respond to the requests;
- statistical information for HRDC's Report to Parliament on *Federal and Provincial Support to Postsecondary Education in Canada*;
- a database Canadian students studying abroad to complement the current statistics on foreign students studying in Canada; and,
- a data/software package which integrates time series data with a utility software developed by CANSIM.

In the non-governmental area, the Section assisted in the creation of the Canadian Institutional Research and Planning Association (a client base of university administrative researchers). It also participated in activities of the Canadian Society for the Study of Higher Education, the Association of Universities and Colleges of Canada, the Association of Canadian Community Colleges, the Canadian Association of University Teachers, the Canadian Vocational Association and the Canadian Association of University Business Officers.

The **Training and Continuing Education Section** is responsible for research and analysis of the ongoing training and development of the adult population and "lifelong learning" which takes place in either formal or non-formal education settings. The section has been involved mainly in analysis of data from existing surveys but has been also assisted in the development of concepts and definitions for adult and continuing education which could ultimately result in new information about these activities.

During 1993/94 and 1994/95, the section undertook analysis of the 1992 Adult Education and Training Survey (AETS) under a contract with HRDC and prepared several analytic articles for the *Education Quarterly Review* including *Training for the Unemployed, Returning to School Full-time*, using information from the AETS, and *Adult Education and Training: A Practical Definition* intended to propose useful guidelines for the collection of information on this growing and important aspect of education.

The section has also been involved in the development of the questionnaire and



supporting material such as Interviewer's Manuals which were used in the 1994 version on the AETS.

In its role as the subdivision's subject matter focus on adult and continuing education, the section has made substantial contributions to a number of related projects, including:

- a review of the Manual on Training Statistics being developed by the Australian authorities under contract from the OECD.
- development of additional questions on on-the-job training which will be carried on the revised LFS in 1996, and
- input into the development of questions for the General Social Survey.

The **Survey Development Section** is responsible for the development and conduct of ad hoc and first time surveys in the Education Subdivision, the majority of which are conducted on a cost recovery basis. It is also responsible for the evaluation and formulation of recommendations of changes in content, methodologies and procedures for these surveys and is available to assist in a similar capacity for the surveys which are part of the core program. In this capacity, it maintains a core of survey managers and technical specialists who are assigned to projects as required. In carrying out its responsibilities, the Survey Development Section works closely with other areas of the department involved in similar activities, such as Special Surveys Division.

Projects undertaken by the section during 1993/94 and 1994/95 included:

- **School Leavers Survey (SLS):** Three activities were undertaken related to leavers (graduates, non-completers and continuers) of secondary school systems in Canada: a survey which collected information from individuals 18 to 20 years old about their demographics, school experiences and employment outcomes was released in September 1993 in a major publication commissioned by HRDC; a commissioned Evaluation looked at the survey's ability to meet its established objectives and examined the methodology and recommendations were delivered to HRDC in the spring of 1994; and, developmental work on a School Leavers Follow-up Survey during 1994/95 for implementation in 1995/96.
- **National Apprenticed Trades Survey (NATS):** This survey focuses on graduates and non-completers from apprenticable trades across Canada: their experiences



in school, barriers to getting into programs, demographic characteristics and work experiences since they left the program. Development work on this survey took place primarily in 1993/94 and collection in the fall of 1994 for release in mid-1995.

- National Graduate Survey Evaluation (NGS): This project examines the series of Graduate Surveys which have been conducted over the past 15 years with a view to providing the contractor, HRDC, with recommendations on how to adapt the surveys to meet the current and emerging information requirements. The study looks at the user requirements, the methodologies and the data outputs.
- National Training Survey (NTS) - This survey, which is managed by a Steering Committee under the aegis of the Canadian Labour Market Productivity Centre, has been under development (questionnaire and methodology) in 1993/94. The Pilot is currently scheduled for 1995 and the survey itself for 1996. Field work has been delayed by the funder (HRDC) due to budget cut-backs.
- National Longitudinal Survey of Children (NLSC) -- Education Module:

The **Analytic Outputs and Marketing Section** is responsible for the integration of the publications functions in the Education Subdivision, ensuring that there is a wider awareness of education products and services by establishing and developing a marketing and communications strategy that incorporates client needs into the program, and developing dissemination products and the establishment of a dissemination program in order to facilitate the accessibility of a variety of statistical and analytical material from the Education Statistics Program in electronic and traditional media.

During 1993/94, the Section created a prototype version of the *EQR* to develop the content and style features and to test the market and to obtain feedback on the content from potential users. The section undertook an extensive process of market research identified number of features which would become standards of the final product. This research proved to be very useful in building the subscription base to more than 700 by 1994/95.



The section also established the infrastructure for the publication by creating an editorial board, a schedule for the preparation of analytical pieces with the chiefs from the subject matter sections and a training program to help the analysts prepare material. The section also developed a marketing program to be used in the promotion of both the new publication and the ongoing products of the subdivision.

**e. Publications and Surveys**

In 1993, the Education Subdivision reviewed its program of data dissemination, which at that time consisted of a series of 11 specialized publications, a Bulletin series, 2 compendia and 2 joint publications with the Canadian Education Statistics Council. Following market research and client consultation, management decided to discontinue the specialized, survey-specific publications as well as the Bulletin series. By the end of 1993-94, these reports were replaced with an expanded version of *Education in Canada*, the statistical compendium, and *Education Quarterly Review (EQR)* – a publication which provides analytical reports on current issues and trends in education using information from a variety of statistical sources, both from within the program and across the department. The *EQR* was launched in January, 1994.

A list of the sections surveys and administrative data bases, as well as a list of current publications is attached in Appendix A.

**f. Program Evaluations**

The Education Statistics Program underwent its most recent Program Evaluation in 1986. That evaluation recommended "a significant redirection of the Education Statistics Program in the next five years". The main thrust of the recommendations was that the Education Statistics Program should relate its work more closely to the needs of its clients, strengthen the interprovincial comparability of its data and improve its communications to the public.

In a status update provided to the Program Evaluation Division in 1992, it was noted that a number of steps have been taken which responded to the recommendations, in particular the establishment of the Canadian Education Statistics Council and the development of the Program's publication and communication strategies.

**2. Ongoing Performance Monitoring**

The following section briefly reviews the current performance measures for the Education Program. These measures, however, are limited by a lack of historical



records, other than for general overall costs. Also, information on the quality of the data is limited by the fact that while coverage of the universe of institutions or jurisdictions can be assessed, no satisfactory measure of the "quality" of the estimates produced from these sources has yet been developed.

**a. Program Costs**

The total Program costs (non cost-recovery) for the 1993-94 and 1994-95 fiscal periods were \$2.954 million and \$x.xxx million, respectively. As in previous years, expenditures were somewhat below the budget – attributable to both the high level of cost recovery work which has been taken on by the subdivision, and staffing shortfalls. In a number of cost recovery projects which are short term in nature, or where we did not anticipate there to be an ongoing requirement on our part, existing staff were assigned those tasks as part of their overall duties. In addition, availability of persons on the rotation program resulted in some assignments remaining vacant for short periods.

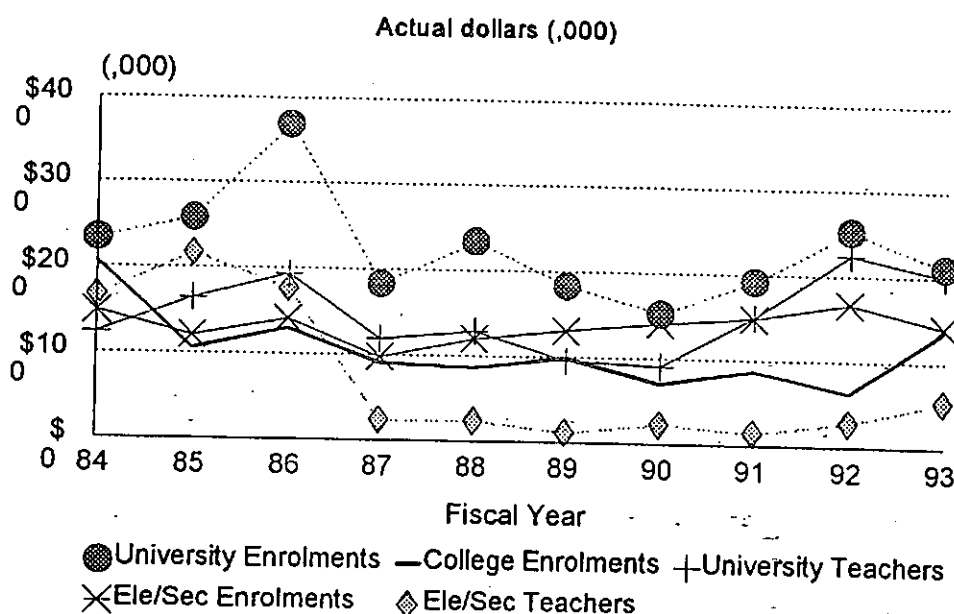
| Education Program<br>Budget vs Consumption (\$000) |       |       |     |      |     |     |
|--|-------|-------|-----|------|-----|-----|
| Fiscal Year  | Total | ECTD  | SDD | SSMD | OID | MCC |
| <b>1990/91</b>                                     |       |       |     |      |     |     |
| Budget   | 2,446 | 2,082 | 68  | 51   | 141 | 73  |
| Consumption  | 1,997 | 1,684 | 7   | 46   | 176 | 57  |
| <b>1991/92</b>                                     |       |       |     |      |     |     |
| Budget   | 2,422 | 2,006 | 96  | 88   | 150 | 64  |
| Consumption  | 2,042 | 1,652 | 92  | 56   | 140 | 76  |
| <b>1992/93</b>                                     |       |       |     |      |     |     |
| Budget   | 2,650 | 2,098 | 121 | 115  | 266 | 50  |
| Consumption  | 2,532 | 2,010 | 125 | 49   | 292 | 57  |
| <b>1993/94</b>                                     |       |       |     |      |     |     |
| Budget   | 3,006 | 2,286 | 60  | 116  | 493 | 52  |
| Consumption  | 2,954 | 2,264 | 75  | 118  | 437 | 60  |
| <b>1994/95</b>                                     |       |       |     |      |     |     |
| Budget   |       |       |     |      |     |     |
| Consumption  |       |       |     |      |     |     |



## b. Unit Costs

The following chart highlights the trends of the actual costs of a number of the surveys over the past decade.

Total Expenditures by Task



A number of the program's surveys produced notable cost declines in the late eighties due to program cuts. Most significant of these was the Elementary/ Secondary Teacher Survey with a wholesale reduction in the details on teacher characteristics (though not without the loss of data sorely missed by several user groups).

A number of initiatives continue to be taken to reduce the overall cost of the Program:

- negotiations were undertaken with officials in the larger institutions to improve the quality of data received and to expand the coverage of electronic filers.
- at the elementary/secondary level, arrangements were made to combine





information required by Statistics Canada and by the CMEC into one survey,

- work has continued with Operations and Integration Division on the identification of further operational efficiencies which could be realized throughout the area.

The increase in costs for the University Teachers Survey (1991), the University Student Information System (1991), and the college enrolment survey (1992) are due to enhancements to these surveys to incorporate much needed information such as on part-time faculty and part-time enrolments and the extension of the individual student records for college enrollments to a greater number of institutions.

### c. Quality

Four indicators of quality have been provided in the accompanying table for a cross section of the surveys which are conducted by the Subdivision.

| Quality Indicators for Selected Education Surveys<br>(Percentages) |                  |                  |                          |                      |
|--|------------------|------------------|--------------------------|----------------------|
| SURVEY NAME  | COVERAGE<br>RATE | RESPONSE<br>RATE | ELECTRONIC<br>DATA FILER | RECORD ERROR<br>RATE |
| E/S Enrolment  | 100              | 100              | 90                       | 20                   |
| E/S Teachers   | 100              | 99               | 99                       | 15                   |
| Private Schools  | 99               | 99               | 50                       | 15                   |
| USIS   | 100              | 100              | 90                       | 10                   |
| UCASS  | 100              | 99               | 85                       | 10                   |
| ACCESS   | 100              | 99               | 75                       | 15                   |
| CCSIS  | 100              | 100              | 86                       | 5                    |
| Trade/Vocational   | 100              | 96               | 50                       | 10                   |
| Fed. Expenditures  | 100              | 95               | 30                       | N/A                  |
| Priv School Finance  | 99               | 65               | 35                       | N/A                  |
| School Bd Finances   | 100              | 100              | 50                       | 5                    |
| Apprenticeship   | 100              | 83               | 70                       | N/A                  |

**Coverage :** The coverage rate is a measure of the degree to which the surveys provide information on the target population. In almost all cases, one hundred percent of the universe of the survey is included in the enquiry. In the few cases where this is not so, such as in the Survey of Private Schools, there may be a question as to whether all institutions are covered due to differing definitions.

**Response Rates:** Institutional response rates also are close to, or at, one hundred percent for almost all of the surveys conducted by the Subdivision. In most cases, the surveys deal with small number of institutions which represent a large number of records (students, teachers). A high response rate is therefore essential and extensive follow-up of delinquent respondents is undertaken to ensure as complete coverage as possible, even though such follow-up sometimes results in delays in providing estimates. The somewhat lower response rate for the Survey of Financial Statistics of Private Schools is consistent with the general reluctance of private institutions to provide this sort of information to government institutions. To alleviate this, a model has been developed which enables estimates to be produced based upon enrolment information.

**Electronic Data Filers:** The third indicator is the percent of records provided by the respondents in electronic format. Surveys which require access to administrative data files achieve higher levels of quality when information is transferred directly from the data files. The information is likely to be more complete, contain fewer errors due to transcription, data capture, and misinterpretation of instructions, be provided in a more timely fashion and be more verifiable -- as well as costing less. The Subdivision has endeavoured to convert as many of its respondents to electronic filers as possible. During the past two years, efforts continued along this line, particularly with the college enrolment survey and the college and university staff surveys.

**Record Error Rates:** Record error rates indicate the percentage of records received in each of the surveys listed where some edit and correction had to be carried out. These range from a high of 20% for the Elementary/Secondary Enrolment Survey to about 5% for the Community College Student Information Survey. This rate is not applicable to the Registered Apprenticeship Survey, which receives an aggregate report of participants in apprenticeship programs from the provincial offices responsible for those programs each year. It is also not relevant to several of the finance surveys which derive their data from public accounts documents and from other published sources of information.



**d. Response Burden**

Various efforts have been made to reduce the burden placed upon respondents of the surveys of the Subdivision:

- most data are now collected in electronic format directly from respondent records,
- partnerships have been forged with organizations and associations for joint collection of data: e.g., the University Finance Survey is collected jointly with the Canadian Association of University Business Officers (CAUBO), the Private School Survey is carried out with the associations of private schools in several provinces, and the Survey of Elementary and Secondary School Graduates is conducted jointly with the Council of Ministers of Education, Canada, who also use the information in their Student Achievement Indicators Project;
- extensive use is made of existing information from various secondary sources (Statistics Canada, Human Resources Development Canada, national associations, and public accounts records); and,
- certain surveys which present a significant burden to respondents, such as the Survey of Private School Finances, are conducted less frequently and information for the intervening periods is estimated with models.

**e. Timeliness**

With the revamping of the publication program, information on education is being released in a more timely manner. However, timeliness for the release of data remains a particular challenge for the Education Statistics Program -- especially for data related to the financing of education.

**f. User Access**

The Subdivision completed an overhaul of its publication line during 1993/94 to improve the cost-revenue performance of its published material while ensuring continued access to the data produced by the program. Extensive user consultations were held to identify the main users of the published material and to itemize their requirements. As a result, the number of publications produced by the program were reduced from 14 to one quarterly catalogue and two annual publications. The quarterly publication is the vehicle for the release of analytic outputs from the program and the



means by which new information is announced to users. Data supporting this analysis is concurrently available either in machine readable or electronic format on a cost recoverable basis. One of the annual publications, *Education in Canada*, which already was in the format of a data compendium, is being expanded to incorporate more of the basic data which users required. This data would also be available in machine readable format. The other annual publication, *Foreign Students Participation in Canadian Education* is produced on a cost recovery basis with several federal departments, and will continue to be published.

Supporting the published output, the subdivision is creating a database containing the data for all surveys conducted by the program, both ongoing and ad hoc in nature. It is expected that this base will be used internally at Statistics Canada and that portions of the data on the base will be available to external users via facilities such as StatsCan Online.

In a related manner, the Elementary/Secondary Section worked with the staff of Dissemination Division during the latter part of the fiscal year in order to increase the amount of information on that level of education which is available via CANSIM and consequently on the E-STAT CD. This initiative has resulted in the creation of a separate "Education" module on E-STAT which became available in 1994-95.

In addition to its own publications, information on education is provided to clients on a cost recovery basis for dissemination in their own publications. Among these are publications on elementary/secondary and university education which are produced jointly with the Council of Ministers of Education, Canada. The third edition of the *Portrait of Elementary/Secondary Education* is being released in 1995/96. A similar publication, *Portrait of University Education*, will be released in 1995/96 after extensive negotiations with the provinces on the comparability of the data.

In addition information on federal involvement in education is provided to the Secretary of State, international student participation in Canadian education is published by the Canadian Bureau for International Education, and a number of annual documents provided by national associations such as the Association of Universities and Colleges of Canada, the Association of Canadian Community Colleges and the Canadian Education Association contain data which is provided directly by the subdivision.

Staff of the subdivision respond to a number of telephone and written enquiries which usually can be dealt with during the initial contact or by mailing or FAXing information directly. There were about 100 such contacts in 1993-94 and xxx in 1994/95 where follow-up resulted in special tabulations or other chargeable services.



Information from the User Advisory Services Division indicates that there were 2,640 calls to their offices requiring reference to one of the publications of the Program. There were 350 CANSIM inquiries in 1993-94.

**g. Revenue Generation**

The main source of outside revenue to the Program is **cost recovery** work for federal departments and other outside agencies. The following table lists the projects and gives the value of the work conducted at the cost recovery rate.

| Cost Recovery Projects of the Education Subdivision |                    |         |
|---|--------------------|---------|
| PROJECT TITLE                                       | 1993-94            | 1994-95 |
| Joint Stats Canada - CMEC Publications              | \$37,712           |         |
| Development of National Training Survey             | \$474,953          |         |
| Tabulations and Other Services                      | \$22,939           |         |
| Foreign Students in Canada                          | \$29,293           |         |
| School Leavers Survey Evaluation                    | \$36,892           |         |
| National Apprenticed Trades Survey                  | \$367,882          |         |
| Official Languages in Education Program             | \$48,378           |         |
| Analysis of the FOG Survey                          | \$69,965           |         |
| Federal Expenditures on Education                   | \$5,459            |         |
| Analysis of 1990 AETS Results                       | \$3,678            |         |
| Analysis of 1994 AETS Results                       | \$45,183           |         |
| School Leavers Follow-up Survey                     | \$133,410          |         |
| Review of College Staff Survey                      | \$55,093           |         |
| Analysis of the National Graduate Survey            | \$25,214           |         |
| Trade/Vocational Enrolment Survey                   | \$198,968          |         |
| Record Linkage Review                               | \$16,097           |         |
| College Statistics Enhancement Program              | \$47,141           |         |
| <b>TOTAL</b>  | <b>\$1,618,257</b> |         |



The total cost recoverable expenditures of \$1.618 million and \$x.xxx million are below the volume contained the previous report (\$1.9 million) but still represent a significant portion of the overall program (54% and xx%, respectively). The decrease was due primarily to the fact that there was no field work for any of the surveys under development in the subdivision during those years.

As part of the reorganization of the subdivision and the revamping of its publication program, the area has begun to undertake a number of **marketing initiatives** which are expected to increase sales of program products and services and to enhance user awareness of the program. The marketing component of the newly created **Analytic Outputs and Marketing Section** is in the process of developing medium and long range marketing and communications plans for the Subdivision's products, services and analytical expertise.

The decision to discontinue the survey-specific publications and replace them with compendia publications (*Education Quarterly Review* and *Education in Canada*) was implemented in 1993-94. Activities undertaken in 1993/94 and 1994/95 as part of this included:

- forming a Steering Committee to guide the development of *EQR* (mission, strategic goals, organizational structure and success measures) and an Editorial Board to review proposed articles.
- conducting **market research** of our current subscriber base and similar compendia publications.
- consulting with the Library Consultative Committee and our current subscribers regarding the proposed changes.
- producing a prototype edition of *EQR* and administering a series of questionnaires and focus group interviews to evaluate its content.
- Developing and executing a direct-mail promotional campaign
- Implementation of a communications plan, which included writing to the Directors of all provincial and national education organizations and the Editors of education journals and newsletters, placing announcements on the Internet and Schoolnet systems, preparing Major Releases for *The Daily* and presenting a bi-weekly in-house seminar series.
- Investigation of options for increased electronic dissemination of education data and metadata.



**h. Compliance with International Standards**

OECD and Unesco initiatives

**3. Management Initiatives**

**a. Reorganization**

During 1993-94 and 1994/95, the re-organization which had been underway for several years in Education Subdivision was implemented. The organization structure which was presented at the beginning of this report now reflects a reporting structure which will enable the program to collect, compile, analyse and disseminate its data in the most effective manner. While the management structure is in place, there remains some administrative tasks to complete, including the staffing of two of the section chief's positions and final classification and staffing of the positions in the analysis units which have been created in the Postsecondary and Elementary/Secondary Sections. All of these outstanding tasks are expected to be completed in 1995-96.

**b. Development of a Meta Database**

**4. Specific Initiatives**

The Education Subdivision was involved in a number of initiatives during the 1993-94 and 1994/95 fiscal years in addition to its ongoing work. A number of these new activities were made possible as the result of new resources which became available to the program as the result of funding which has been provided to Education Subdivision



as part of a wider departmental initiative to fill identified data gaps.

a. **Education Quarterly Review**

The creation and development of the EQR publication was a significant accomplishment -- not only did it allow the program to change the focus of its publication program, realizing resource savings and generating greater net revenues as a result, but it signalled a change in direction of the program. It highlights the greater emphasis on the analysis and interpretation of the data which is collected by the program or available throughout the department.

b. **Canadian Education Statistics Council (CESC) Workplan**

During 1993-94 and 1994/95, the Education Subdivision, as a member of the Program Liaison Committee (PLC) of the CESC, was a key participant in the development of a Workplan which would enable the CESC to achieve certain strategic objectives which it had set for itself over the next decade. This Workplan included a number of initiatives which involve Statistics Canada directly, such as the preparation of publications, a communications plan, and development of an enhanced statistical database. The long term viability of the CESC, and the benefits which accrue to Statistics Canada through its existence, are dependant on the achievement of the projects in the Workplan. The specific projects which were undertaken during the year included:

- Initiation of a program of **Education Indicators (PCEIP)** intended to provide better measurements of the performance of the Canadian education systems. The work which was undertaken in 1993-94 included the development of the overall framework for the project, identification of the areas under which indicators would be developed, and the initiation of a consultation process which would involve a broad range of stakeholders into the process. The areas which were selected for initial work are:
  - Satisfaction
  - Accessibility
  - School / Work Transitions
  - Citizenship
  - Achievement
  - Student Flows

Statistics Canada was given responsibility for the School/Work Transition area. It has developed the initial proposal for work in this area, focusing on an



evaluation of the "employability skills" developed in recent graduates from the education systems. A paper describing this work was prepared, and several briefings and discussions followed as a means of fine tuning the proposal and building support for it.

- Conducting a series of **Workshops** with education experts to increase the knowledge and awareness of research topics and issues and data and information requirements which would help establish the content and direction of the Education Statistics program into the next century. Workshops included:

- Herb Walberg (University of Chicago) and Ramsey Seldon (U.S. Council of Chief State School Officers) on the issues of importance at the elementary/secondary level of education.
- Ian McKinnon (Decima Research) and Darrell Bricker (Angus Reid Group) on the measurement of "satisfaction" with education systems.
- Eric Hanushek (University of Rochester) and Dan Keating (OISE) on frameworks and objectives for education statistical systems
- Stephen Lawton (OISE - University of Toronto) and Bernard Shapiro (McGill University) on the development of "indicators".

c. **OECD International Indicators Project**

The Education Subdivision continued to be significantly involved in the OECD's special project on the development of international indicators of education. Statistics Canada representatives were members of one of the networks (Education and Labour Market Destinations), and the Technical Group.

1993-94 and 1994/95 saw the completion of the data collection for the second edition of the OECD publication *Education at a Glance*, which was released in December 1993 and the third edition which will be released in April of 1995. As part of the release of this publication, Statistics Canada has provided the provinces with a companion document containing provincial equivalents of the international measures. During the year, work also continued on the development of further measures to be carried in subsequent editions of the publication.



d. **Longitudinal Survey of Children**

The education subdivision is sponsoring significant enhancements to the education module on the Longitudinal Survey of Children. During 1993-94 work began on the development of a **teacher and principal's questionnaires** to be used as part of the main survey. In the initial phase of this work, a research paper was commissioned which identified the factors critical to the education development of children. This report was used as the basis for the development of the preliminary drafts of the questionnaires. The questionnaires were reviewed by a focus group of experts and additional topics were proposed for inclusion.

Throughout the early part of 1994/95, the Subdivision continued work on the development of the teachers' and principals' questionnaires and the creation of an assessment tool to be used by teachers to provide an objective measure of math abilities for children in grades 2 through 5 who were part of the survey. A pilot of the two questionnaires was conducted in the spring, and the results of this was used to make final adjustments to the instruments. The survey went into the field in the fall of 1994/95 and the teachers', principals' and math test were scheduled for use in the spring of 1995. The Subdivision will spend approximately \$600 thousand of its "Gaps" funding on this project through the first cycle of this survey.

e. **School Leavers Survey**

Final results from the School Leavers Survey were released in the Fall of 1993 in a major report which was commissioned by HRDC. The survey was one of the first to provide national information on the number of persons who leave school at the secondary level prior to graduation, provide a profile of their demographic and social characteristics, and generate data on their attitudes toward school and reasons for leaving. It has stimulated a great deal of interest among policy makers, administrators, counsellors, and researchers from a number of disciplines. After an evaluation, a follow-up survey was commissioned in 1994/95 which will go into the field in 1995/96.

f. **Development of Student Record Data Systems**

Education Subdivision hosted a two day workshop with representatives from the provinces and territories in order to begin the development of a consensus on the need to create data bases of records for individual students for all levels of education in Canada as a means of meeting the administrative, statistical and analytic requirements of the key stakeholders of education.



The workshop enabled a number of provinces to provide demonstrations of systems which are in place or are under development, to exchange information on the development and maintenance of individual identification numbers for students, and to discuss the confidentiality and privacy issues associated with this sort of record keeping.

At the conclusion of the workshop, agreement had been reached on the need to develop a list of the variables and information which would serve the minimum requirements of the administrative, analytical and statistical work of the various jurisdictions. It was agreed that two provinces, Alberta and B.C. would attempt to determine what those requirements were through a survey of all jurisdictions and that these results would be brought back to the group at a subsequent workshop to be held in the spring of 1995.

**g. College Statistics Enhancement Project**

The College Statistics Enhancement Program began in the Fall of 1991 with funding from Human Resources Development Canada and involved a number of projects from 1991 through to the end of the 1993-94 fiscal period improve the overall base of information available on Canada's community college and CEGEP system. Particular emphasis for improving data holdings was placed on information about the trade/vocational and apprenticeship systems.

This project was completed in 1993-94 with the completion of the Survey of Private Trainers, a survey which selected a sample of establishments from a combination of administrative sources and the business register in order to derive up-to-date estimates of the volume of training which was taking place outside of the formal education system and to provide a profile of the persons being trained and the skills being developed.

**h. Integration with the Public Sector Universe Framework**

Work progressed with the Public Institution Division on two fronts. First, the listing and profiling of all education entities, public and private educational institutions to be included in the new public sector universe, has been completed. A set of definitions and guidelines for including schools, colleges and universities in this universe was developed with PID and published in 1994-95.

Second, the feasibility study to integrate the capture, coding and processing of government revenue and expenditures data with the Public Sector Financial System (PSFS) has been completed. The committee which conducted the study concluded that



the integration was feasible and recommended that PID and ECTD get together to review their coding structures as well as their coding practices in order to accommodate a more direct link between the various classifications (SNA, FMS and PROVEX). The proposed integration should eliminate the duplication of work by the two divisions, improve timeliness, enhance the overall quality of education data and provide harmonized and reconcilable set of financial statistics between the two divisions.

## **5. Opportunities and Threats**

The heightened public interest in education issues, particularly the increasing interest in outcome and accountability measures, combined with diminishing public resources, has forged partners between governments, departments and agencies that previously found little in common. Some of these are highlighted below.

### **a. Education Indicator Project**

The Canadian Education Statistics Council has begun the development of a set of indicators that will describe the outputs of the various education systems in Canada. It is a sensitive topic with the provinces, as they have resisted measures in the past that would allow outside evaluation of their systems. Work has now progressed to the development of specific measures and the identification of data sources. Consultations have been held with a broad range of stakeholder groups involved in education and offers have been extended to enable them to become involved in the development of the indicators. The CESC has undertaken to report on a range of indicators in each of the identified areas to the meeting of Ministers in January of 1996.

### **b. Education Program Enhancements**

A number of projects were initiated in 1994-95 to improve the Education Statistics Program:

- The development of the Integrated Education Metadata System, the Student Record Databases and Student Flows Project, the Integration of the Public Sector Finance Information, completion of the first cycle of the NLSC, and the Education Research Symposium are some of the major projects which will be funded from the "Gaps" resource allocation. The success of several of these projects depends upon the cooperation of the provinces through the Canadian Education Statistics Council – a cooperation fostered by the current high level of public interest in education measures.



- the creation of a research program within the subdivision (in both the elementary/secondary section and the postsecondary sections) and the development of a capacity to undertake analysis of a broad range of data sets which may become available through emerging partnerships at the provincial and local level.
- Continued involvement in the work at UNESCO and the OECD in revising the ISCED (International System of Classification For Education) and their joint data collection instruments will provide useful insights and benefits to our system.

**c. Follow-up Surveys of Education System Leavers**

Work on the National Apprenticed Trades Survey will continue, under contract to Human Resources Development Canada, throughout 1994-95 with the survey expected to be conducted in the fall of 1994. The survey will provide an opportunity to provide information about this segment of the education system which is not well covered by the current program and will complement the information on completers of other forms of postsecondary education which is now provided from the NGS. It is hoped that, along with the National Graduate Survey Program (incorporating the recommendations which should arise out of the review process for those surveys) and the School Leavers Program, commitments can be reached with HRDC to fund repetitions of this survey at regular intervals into the future.

**d. Possible HRD Initiatives**

Education Subdivision has submitted several projects which are part of the proposal which was made to Human Resources Development Canada as part of the department's response to HRD's paper entitled "A Knowledge Generation and Dissemination Strategy". The projects can be summarized under three main areas: a) the development of an integrated survey framework for a number of the surveys which are now sponsored on an ad hoc basis by HRDC such as the NGS, SLS, AETS, and the NATS; b) the establishment of a system of student record data bases at the provincial and national level covering all levels of the formal education system which would enhance the development of more complete information on student flows and on outcome measures; and c) funding of enhancements to the current NLSC to provide, for instance, a clustered sample which would enable the development of more specific information on the interactions between neighbourhood, family, school and the classroom children's development and academic achievement.

Work on a number of these projects would require several years to be fully



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implemented. In order to begin the activities necessary to undertake these projects, a funding proposal of \$975 thousand was made to HRDC for the 1995/96 fiscal period while ongoing funding for the entire package outlined above would require about \$7 million to \$9 million per year.

**e. CMEC Secretariat**

A point of concern, if not an actual threat to the Program, is the diminishing resources available to the Council of Ministers of Education, Canada to support their participation in the Canadian Education Statistics Council. Resources are needed to fund a number of the projects which have been initiated under the Indicators project (PCEIP) and to ensure that there is ongoing involvement from the provinces in a number of the other initiatives (Portrait publications, Handbooks, Student Record Databases). It is also important that the CMEC be able to staff a strong secretariat in order to facilitate a number of projects during their initial stages until sufficient evidence has been generated as to their benefits to the provinces to then secure provincial participation.



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## **Culture Statistics Program**

### **1. Definition of the Product**

#### **a. Program Objectives**

The Culture Subdivision collects data and analyses and disseminates information on the cultural sector in Canada. Culture is broadly defined to include the production, distribution and trade of cultural goods and services in Canada, consumers of culture, the labour force in the cultural sector, and government involvement.

#### **b. Scope and Focus**

The culture sector in Canada is an amalgum of several dynamic industries (publishing, communicating, filming, recording, performing) and heritage institutions (museums, archives, libraries) -- the creators and the conservers.

The primary focus for information has been on the economic activities and impact of these industries -- particularly television, films, sound recording and book and periodical publishing. A second area of keen interest has been the the equity of government financing programs. As Canada moves into the "information age", however, there has been increasing focus on the characteristics of the culture products (language, Canadian content) for regulatory programs and policies, the dynamics of consumption in a market exploding with new products, and the nature and contribution of the of the labour force in the culture sector.

#### **c. Clients and Partners**

Over the past five years the Subdivision's client base has shifted significantly. The Program was initiated as a jointly administered venture with the then Department of Communications (now Department of Canadian Heritage). Since then, the relationship has evolved towards a "favoured client" relationship which has helped clarify the roles and responsibilities of each of the departments.

The Subdivision has broadened its clientele to include close working partnerships with other departments and agencies such as Human Resources Development (HRD), the Canada Council, the Canadian Radio and Television Commission (CRTC), the Canadian Conference of the Arts and the provinces. The Program also has a very active National Advisory Committee on Cultural Statistics which reports annually to the Chief Statistician and the Deputy Minister of Communications on the Program. In



addition, the Program has begun to establish strong links with cultural consultants, university researchers, the over 140 NGO's and industry associations representing the diverse interests of the cultural community, and, increasingly, the media.

**d. Program Structure**

Reorganization (org chart)

**e. The Products**

Through its own surveys the Subdivision collects data on the cultural industries (film & video, sound recording, book and periodical publishing) and cultural institutions (heritage institutions, performing arts companies, public libraries), as well as government expenditures on culture and, through purchased data, on television and radio audiences.

Information from all surveys and projects are released annually. Data are normally available at the provincial level, and in some instances can be released for major Census Metropolitan Areas. In general, the annual surveys collect information on revenues and expenditures, employment, level of production by type, format, commercial category, origin of material, sales and language.

By using information from elsewhere within Statistics Canada (Census, Family Expenditure and Household Facilities surveys, Input/Output, Import/Export and Taxation data bases), and from outside the agency, the Subdivision produces and release indicators on a broad range of cultural activities in Canada.

A list of the surveys and publications are attached in Appendix B.

**f. Program Evaluations**

The most recent evaluation of the Program was in 1989-90. Its report concluded that the Program is the major source of information on all culture sectors and that the information it provides is both essential and widely recognized as being of high quality. The continuing need for Statistics Canada as a source of culture statistics was not put into question by those interviewed. It also noted that the Program had managed to



resist reductions in its scope despite stringent resource constraints and had made progress in various areas, such as its survey coverage and the timeliness of its output.

A critical problem identified by the report was communications with clients: an issue which the Program has responded to with a revision of its publications and the development of "partnerships" with major clients, increased federal-provincial contacts, and a clarification of its working relationship with the Department of Communications.

A new quarterly publication, *Focus on Culture*, with a current circulation of 868, is reaching a broad readership within the culture community, and establishing a dialogue with this group. A survey of its readership was undertaken in 1991-92 and further marketing of this publication will be carried out in 1992-93.

The evaluation also noted clients' concerns about the timeliness of data released by the Program, and their ability to use it effectively to meet their needs. A two-pronged approach was taken to address these problems. First, data releases were highlighted in *Focus on Culture* through a regular feature article and a summary of recently released data. Since some users equate released data with published information, a special effort to get out annual publications was undertaken. All data for the 1989-90 reference period were published during the 1991-92 fiscal year. Second, *Focus on Culture* has also published articles showing how analysis of existing data can shed light on specific policy relevant issues. As a result there has been increased press coverage of data and publication releases, and more reliance on the Program's information by a wide range of users.

## **2. Ongoing Performance Measurement**

### **a. Program Costs**



| Culture Program<br>Budget vs Consumption (\$000) |       |      |     |      |         |     |
|--|-------|------|-----|------|---------|-----|
| Fiscal Year                                      | Total | ECTD | SDD | SSMD | OID/SOD | MCC |
| <b>1992/93</b>                                   |       |      |     |      |         |     |
| Budget   | 1819  | 1177 | 14  | 120  | 489     | 18  |
| Consumption                                      | 1686  | 1070 | 7   | 123  | 457     | 28  |
| <b>1993/94</b>                                   |       |      |     |      |         |     |
| Budget   | 1740  | 1179 | 14  | 116  | 411     | 20  |
| Consumption                                      | 1646  | 1099 | 7   | 93   | 417     | 31  |
| <b>1994/95</b>                                   |       |      |     |      |         |     |
| Budget   |       |      |     |      |         |     |
| Consumption                                      |       |      |     |      |         |     |

### 2.1.2 Unit Costs

The unit costs for the surveys have declined over the past four years. The calculations are based on the number of respondents to the subdivision's surveys and include the costs of all work from frame development to data release.

| Unit Costs               |         |         |          |         |         |
|--------------------------|---------|---------|----------|---------|---------|
| Fiscal Year              | 1990-91 | 1991-92 | 1992-93  | 1993-94 | 1994-95 |
| # Respondents            | 7,094   | 7,173   | 6,752(1) | 6,594   |         |
| Collection Costs (\$000) | 744     | 741     | 696      | ???     |         |
| Unit Costs: \$           | 105     | 103     | 103      | ???     |         |

(1) The Public Library Survey was suspended in 1992-93



**C. Quality descriptors**

All publications contain a statement about possible source of errors. All but the municipal expenditure series are based on a full census of the known population. Because of the relatively small populations involved the Subdivision's surveys are censuses of the defined groups. All annual publications provide sections on survey methodology and data quality, particularly on the possible impact of non-sampling error. These conform to the corporate policy of quality descriptors.

**d. Response Burden**

Little information is currently available for the program. Previously some of the collection forms asked the respondent to provide an estimate of the amount of time spent in completing the questionnaire, but following adverse respondent reaction to the question, they were removed from all forms in respect of 1993-94.

The information collected in relation to 1991-92 and 1992-93 suggests that the response burden (based on the average amount of time to complete the questionnaire fell between 10 and 30 %). Although every effort is made to ensure the questionnaires are as easy as possible to complete, one wonders whether respondents have become more efficient or less thorough.

It is expected that more detailed information on this topic following the introduction of CATI techniques for all follow-ups.

**e. Timeliness**

Timeliness targets are based on the number of days from the end of the reference period to the release of data in *The Daily*. Since the Subdivision began keeping track of the exact date of data releases in the mid 1980's there have been few cases of slippage reported. In general timeliness has improved by nearly 20%. In 1992-93 the Sub-division met all the timeliness targets reported in Part III of the Main Estimates.



| Timeliness of Data Released<br>(in Months) |                |         |         |
|--|----------------|---------|---------|
| SURVEY                                     | Selected Years |         |         |
|  | 1986-87        | 1989-90 | 1994-95 |
| Film:                                      |                |         |         |
| Producers                                  | 24             | 17      |         |
| Distributors                               | 19             | 17      |         |
| Post-production                            | 24             | 17      |         |
| Cinemas                                    | 21             | 17      |         |
| Sound Recording                            | 9              | 9       |         |
| Book Publishing                            | 16             | 14      |         |
| Periodicals                                | 16             | 16      |         |
| Performing Arts                            | 20             | 15      |         |
| Heritage                                   | 21             | 21      |         |
| Public Libraries                           | 16             | 16      |         |
| Government Expenditures                    | 15             | 14      |         |
| AVERAGE                                    | 18.3           | 15.7    |         |

#### f. User Access

Users obtain access to culture statistics primarily through the purchase of publications or through *ad hoc* requests for data.

The publications program of the Culture Statistics Program is being revamped in 1995/96 with two publications taking the place of the 7 previous publications on specific surveys.

*Focus on Culture*, the Subdivision's quarterly newsletter was introduced in xxxx, greatly expanding the market reach of the Division's products. In 1994-5, its circulation paid reached xxx -- as compared to the paid circulation of the individual publications which seldom exceeded 150.



| Focus on Culture<br>Sales, Revenues and Costs |                     |                      |          |                 |          |             |
|---|---------------------|----------------------|----------|-----------------|----------|-------------|
|   | Number of<br>Issues | Total<br>distributed | Revenues | Direct<br>Costs | Overhead | Total Costs |
| 1992/93                                       | 3                   | 2,201                | \$7,503  | \$7,312         | \$6,839  | \$14,151    |
| 1993/94                                       | 4                   | 2,656                | \$14,845 | \$12,679        | \$9,153  | \$21,833    |
| 1994/95                                       |                     |                      |          |                 |          |             |

In terms of enquiries, User Advisory Services Division reports that enquiries have risen from 1,856 in 1991-92 to xx in 1994/95 a xx% increase over the three year period.

The data are disseminated using the software **SAS** and **TPL**. Material is provided by hard copy (tables), publications, on diskettes (data and/or tables) and sometimes by telephone, according to the needs of the client.

The major activity supported by corporate funds has been the promotional marketing of *Focus on Culture*. It has recently taken the form of two direct-mail campaigns - one in February 1993 and one in January 1994. In the first of these campaigns, sales of new subscriptions exceeded the target of 200 by 15, and revenues exceeded costs. The January 1994 campaign similarly exceeded its targets in terms of total revenue and number of sales. However, in this campaign, which actively marketed the other publications of the Culture Statistics Program, it was sales of these other publications that permitted us to surpass our projected revenues. Sales of *Focus on Culture* subscriptions fell short of the targeted 225, by 111, while sales of the other publications far exceeded projections - 50 sales were targeted and 178 came in! It is anticipated that another marketing campaign will be launched within the 1994-95 fiscal year.

#### g. Revenue

The Subdivision generates three types of cost-recovery revenue, in addition to that generated through publication sales: namely, support for the regional office costs of its surveys from the Department of Communications, direct sales of data and analysis, and



specialized surveys or survey addenda.

The following chart highlights the significant increase in billings for special products over the past three years. The large increase in Specialized Surveys is due to the contracted Cultural Labour Force Survey.

| Revenue Type                          | 1992-93  |              |                | 1993-94 |  |  | 1994-95 |  |  |
|---------------------------------------|----------|--------------|----------------|---------|--|--|---------|--|--|
|                                       | Revenues | Expenditures |                |         |  |  |         |  |  |
|                                       |          | Total        | without<br>o/h |         |  |  |         |  |  |
| Cost Sharing<br>Regional Office Costs | 65       | 129          | 89             |         |  |  |         |  |  |
| Specialized Surveys                   | 935      | 820          | 585            |         |  |  |         |  |  |
| Special Products and Analysis         | 141      | 123          | 85             |         |  |  |         |  |  |
| (Number of customers)                 | (46)     |              |                |         |  |  |         |  |  |

#### i. Cost Sharing

What's happening with Heritage Canada

#### ii Cost Recovery Surveys

##### The cultural Labour Force Story

The **Cultural Labour Force Survey** was completed in 1994/95 and the data and related analysis will be disseminated in 1995/96. The survey is the first of its kind and has been funded primarily by the Department for Human Resources and Development.

The Culture Sub-division has a series of contracts worth about \$2.8 million over four



years, mainly from Human Resources Development Canada (HRDC), to conduct a study of the Cultural Labour Force. This is a two part study. First, a consortium of federal and provincial government bodies, has been put together to support analysis of the 1991 Census data related to employment in the cultural area. Second, a full scale survey of the cultural labour force will be carried out, using a population frame based on lists of national and provincial cultural organizations. Work has included development of the questionnaire and associated CATI system. The survey completed its field phase in September 1994 with results expected to be released progressively from February 1995. It was originally hoped that a third part, a general survey of the population as a supplement to the labour Force Survey would be conducted in January 1994. HRDC eventually decided not to continue with this part of the strategy.

Reports are being released throughout the life of the project. A newsletter, *Culture Counts*, has been used to promote the survey to interested parties (both users and respondents). It is considered to be one of the reasons that good response rates have been experienced.

### iii. Publications

There are difficulties in trying to relate costs and revenues from year to year primarily due to the changes to the program undertaken over 1994/95 and 1995/96.

(Past Sales of Focus on Culture, Anticipated sales, compendium plans, etc,

The quarterly publication **Focus on Culture** further increased its profile during the year as a key form of communication regarding cultural statistics. This publication now has subscribers of over 850 each quarter and reaches places such as Australia, New Zealand and Holland.

### h. Compliance to International Standards

There are no internationally adopted standards for culture statistics. The Program maintains comparability with the UNESCO guidelines for cultural statistics, to the extent possible, and remains in contact with Unesco and statistical units covering culture in other countries. (Current Unesco work?)



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### 3. Management Issues

The past year has seen an **exchange of personnel** at the assistant Director level in the Culture Subdivision. The Australian Bureau of Statistics have only recently developed a Cultural Statistics Program and were keen to learn from the Canadian experience -- leading to an exchange of 18 months duration that began in July 1994.

In addition to normal skills training, the Sub-division, in conjunction with the Tourism Statistics Section, developed a seminar on Quality Service, which was offered to all employees. It stressed consultancy skills, the importance of positive communication, and promoted team building across hierarchical lines.

The subdivision has put a considerable effort into **promoting joint ventures and cost-recovery projects**. There is evidence from the culture community that a variety of special or supplementary surveys and data analysis projects which broaden the relevance of our data and make them more accessible to users would be welcome. Some of the areas being explored for cost-recovery projects are heritage, film and video and publishing statistics.

All of the cultural statistical collections are currently being "**re-engineered**". The process has to significant efficiencies in collection activity. -- with savings of about \$xx over the past two fiscal years. In addition, most of the surveys are being put on a two-year (instead of annual) cycle, and the savings from that process are being directed into increased analytic work. During the fiscal year 1992/93 "negotiations" took place to re-engineer the method of collection and capture of all cultural surveys. A decision was reached to transfer the method of collection and capture to the Surveys Operations Division for the fiscal year 1994/95. The survey activities for the fiscal year 1993/94 remain with Operations and Integration Division.

Throughout the summer months of 1993/94 streamlining of the surveys began. During this time, micro and macro data applications were reviewed and priority information were identified. The questionnaires were streamlined and Questionnaire Design Resource Centre was contacted for feedback and recommendations for improvements to the culture questionnaires. QDRC recommended various improvements to the questionnaires and these changes have been implemented. The edit system was revised and updated for all cultural industry surveys.

Discussion are ongoing with SOD and ECTD to finalise the responsibilities for both areas. Programming of the questionnaires by SOD onto CATI will commence in September 1994. It is expected that significant savings will accrue to Statistics Canada



as a result of this re-engineering.

#### **4. Specific Initiatives**

There have been a number of developments within the program over recent times. Most of these developments are evidence that the user community is becoming more aware of the need for statistics as a tool for assisting in informed decision making and improved policies in relation to culture.

##### **a. New Media**

The project on new media was created in response to recent developments relating to the Information Highway and expected increases in the use of digital communications as a part of a wide variety of business and personal activities. Recommendations for a comprehensive data collection and analysis programme to meet the needs of Statistics Canada's clients for economic and social research are expected outcomes of the project. The initial phase of the project has been the development of a network of interested parties within and beyond the Federal Government. The next phase will be a working group involving Canadian Heritage and Industry Canada and colleagues from elsewhere in the Bureau with a view to outlining an analytical framework which will address initial ways of coordinating research and approaches to strategic, content and infrastructure issues.

##### **b. General Social Survey, Cultural Activities Participation Supplement**

Data from the GSS Time-Use module, including a cultural participation supplement, have now been released. The purchase of the supplement was made possible by the creation of a consortium of federal and provincial clients interested in Canadian's involvement in selected cultural and leisure activities. Data collection, using monthly samples, was completed at the end of December 1992. The data are currently being analyzed, and a package for consortium members is being designed to meet their expressed needs. The cost of the extra package was approximately \$95,000 (over two years).

##### **c. Film and Video Redesign Project**

Special support was obtained from the Field through the 1992-93 LTOP process to redesign the distributors, post-production and film theatres surveys. This involved extensive consultation with users and respondents. The new questionnaire for the film and video distributors survey was in the field last spring, while the data from the new



film and video producers survey are now being analysed. This project is now as complete as possible (although contacts made during the process have proven that the ongoing contact with our clients is essential and that therefore the process is an iterative one). One of the outcomes has been the establishment of a film statistics advisory committee. Industry members have joined with us and the Department of Canadian Heritage to continue the work of improving and expanding the film industry surveys, on a cost-recovery basis.

It is expected that similar statistical advisory committees will be fruitful. One is in the process of being established for the Sound Recording industry, with periodical publishing likely to be next.

**d. Federal-Provincial Committee on Cultural Statistics**

Uncertainty over the constitution and jurisdiction over cultural affairs has meant that ministers of culture have not met in three years. As a result there have been no joint meetings of the Interprovincial Committee of Culture Directors (ICCD) and the Interprovincial Heritage Advisory Committee (IPHAC) to which a federal-provincial meeting on cultural statistics could be attached. The need for a meeting is evident however, from the broad range of items for an agenda, which include: our strategy for expanding culture statistics through partnerships and joint ventures; provincial involvement in the Cultural Labour Force Project; the GSS supplement; the report of the standards and definitions working group and the development of a framework for culture statistics; expanded provincial contact with the Program and the future of this type of meeting; contingencies; improved means of communicating the value and uses of statistical information to users; a discussion of needs for heritage statistics; and, on-going work within the provinces. A meeting of the federal-provincial committee in conjunction with the interprovincial committees is planned for this fall, with the strong expectation that statistical issues will be a separate agenda item.

**e. Marketing**

The Culture Sub-division has redesigned *Focus on Culture*, based on the responses to a readership survey which gathered over 100 responses. The consensus on the value of the publication, which is being circulated to a number of users well beyond the number of subscribers, has been borne out by the success of the recent subscribe campaign. Starting in June 1993, supplementary information on sub-division surveys and analytical products is being sent to subscribers each quarter. We have received a favourable reaction to this service, and have landed some additional sales already.



To improve its general marketing efforts, the Subdivision is putting together a relational data base, containing information on all our known customers and contacts. It will cover all types of contact with the Subdivision, including subscriptions to publications. This information will help target future marketing campaigns.

**f. Framework for Culture Statistics**

In conjunction with the Bureau de la statistique du Québec, the Sub-division has been working on a new framework for culture statistics. It will have three basic components: a classification of industries in the cultural sector; a classification of cultural occupations; and, a classification of cultural commodities. Priority is being given to the industry classification, which will include the public and private institutions and industries which make up the sector. The work on this classification is being supplied to Standards Division as the Sub-division's input to the 1997 revision of the SIC. Additional information required to create a comprehensive classification of cultural occupation will be available through the Cultural Labour Force Survey. This will, therefore, be the second classification tackled.

**6. Opportunities and Threats**

**a. Re-organization of the mandates of federal ministries**

The consequences of the amalgamation of responsibility for cultural affairs within the Ministry of Canadian Heritage has not yet been assessed, but it is an issue that will be addressed immediately. There are potential advantages in having an enlarged policy department as our major client. On the other hand, some regular clients, such as the Federal-Provincial Relations Office and Investment Canada have been amalgamated with other departments.

**b. Reductions in Base Program**

In 1992-93, as part of the general expenditure restraint program announced in the 1992 federal budget, the Culture Subdivision reduced its base budget through the elimination of a survey, the Survey of Public Libraries. All the major associations representing the Library Community expressed concern about this cut, and, because they felt the information is critical to its operations, entered into discussions with the Division to determine if alternative financing for the Survey could be found. Despite this cutback there is enthusiasm within the cultural community for the work being undertaken by Statistics Canada. There is an expectation however that additional (external) resources will eventually be found to expand the scope of our current program.



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## Tourism Statistics Program

### 1. Definition of Product

#### a. Program Objectives

#### b. Scope and Focus

Tourism statistics cover three fairly distinct programs: the *Domestic Tourism Statistics Program* (AE 2656) and the *International Travel Statistics Program* (AE 0858) and development of the *Tourism Satellite Account*.

Information on domestic travel is collected through a biennial consumer survey -- the Canadian Travel Survey, also known as the CTS. The CTS, a supplement to the Labour Force Survey, is sponsored by Tourism Canada and the Provinces and conducted by the Special Surveys Division. The financing and content parameters of the questionnaire are negotiated by the Tourism Section, as is the dissemination and post-survey analysis.

Information on international travel is collected through frontier counts taken by Canada Customs at each port of entry into Canada and a series of surveys conducted by Statistics Canada that determine the characteristics and spending patterns of travellers into and out of Canada.

A list of the publications of the two Programs are attached in Appendix C.

#### a. Domestic Tourism (AE 2656)

The primary objective of the Domestic Tourism Statistics Program is to report on the domestic travel patterns and expenditures of residents of Canada. The overall budget of the Program is \$157,000, however it operates at a much larger scale as it generates an equal amount of money (\$160,000) in cost recovery. This does not include the \$0.8 million of cost recovery revenues (1993-94) directed towards the Special Surveys Division for the conduct of the Labour Force Supplement.

In its analytic work, this Program integrates data from other sources in Statistics Canada, such as the Services Division's data on restaurants and accommodations for



the information of its clients in the tourism industry.

The Division also provides 2 py's to (and works in close conjunction with) the National Accounts Division for the development of a Satellite Account for Tourism.

The Program publishes a quarterly bulletin on tourism data (*Travel-Log*) and a biennial publication based on the results of the Canadian Travel Survey. It also has published a biennial compendium (*Tourism Digest*) of tourism-related data for the industry -- however, that publication has been cancelled due to budgetary restrictions.

**b. International Tourism (AE 0858)**

The main purpose for the creation of the International Travel Statistics Program was to provide estimates of receipts and payments for the Travel Account of the Balance of Payments. The information is also used by the National Accounts Division.

Following the report of the National Task Force on Tourism Data (1986-87), the International Travel Section's mandate expanded to include an array of additional elements to meet the needs of the Tourism Industry.

The overall budget of the Program is \$1.2 million. It also operates at a much larger scale, however, as it generated \$0.6 million in cost recovery revenues.

The collection of international travel statistics consists of two components: "Frontier Counts" and "Questionnaire Surveys".

Frontier counts - All ports of entry or reentry across Canada participate in enumerating the number of travellers by selected categories (country of residence, type of transportation and length of stay). This enumeration is conducted on a census basis except for seven heavy volume land ports which are using sampling to estimate automobile flows.

Questionnaire Surveys - A total of five questionnaires are used to supplement the frontier counts. Data collected include: place of residence, postal or zip code, age groups by sex, purpose of trip, activities, place visited, length of stay, accommodation used, transportation, fares, spending by category, source of funds and rating trip to home-country supply. The questionnaires are distributed using a stint distribution system. (A stint consists of a selected period of several days during which questionnaires are to be distributed to eligible travellers.)



The Program covers the international travellers visiting or returning to Canada. While the universe is determined by the frontier counts, its characteristics are derived from the questionnaire sample surveys.

This Program made 17 releases in the Daily in 1993-94, and released 17 publications. The adjusted and unadjusted Series on travel flows are available on CANSIM.

### **Tourism Satellite Account**

#### **c. Client and Partners**

The main clients for the Program's data are Tourism Canada (who sponsors 50% of the cost of the Canadian Travel Survey) and the Provinces (who collectively pay for the other 50%). As well the Program provides data directly to many tourism-related businesses, to the Canadian Tourism Research Institute (Conference Board) and occasionally to U.S. and overseas customers wanting information on the travel patterns and habits of Canadians. In addition, the National Accounts Division makes considerable use of the domestic tourism data as a basis for making its provincial estimates.

Public sector decision-makers use this information in analyzing the need for public policies and programs and evaluating policy and program options. Private sector decision-makers also use the information for marketing decisions and the development of new products.

#### **d. Program Structure**

#### **e. Publications and Surveys**

#### **f. Program Evaluation**

A major program evaluation was done with the work of the National Task Force on Tourism Data. The main recommendations from this 1986 Report were that:

- the domestic and international tourism questionnaires be made as similar as possible so that there might be some congruency in the resulting information.



- there be more emphasis on data from the supply side of the tourism activity to aid the comparative industry analysis of tourism activities and impact;
- a satellite account for tourism be developed.

Work has been proceeding on all these fronts. The International Travel Survey was redesigned to include more questions on the characteristics and spending habits of the international travellers and to focus on the 13 main data elements identified by the Task Force for both domestic and international tourism. A framework for a Satellite Account has been developed and presented at both the OECD and the World Tourism Organization where it has been adopted as a model for all countries to work towards. Extra financing from Tourism Canada has been undertaken to strengthen the supply-side data by obtaining more detail on suppliers such as the accommodations industry.

A mechanism for program review by major clients has been set up. The Canadian Travel Survey is the object of a twice-a-year meeting with representatives of five Provinces, Tourism Canada and the Consultant community to discuss concepts, methodology, content and costs. The International Travel Survey will be the object of a similar mechanism which will be set up next fiscal year.

## **2. Ongoing Performance Measurement**

### **a. Program Costs**

The total Program costs (domestic and international) for 1993-94 were \$1.650 million (non-cost-recovery). As illustrated in the table, consumption exceeded the budget by \$0.308 million.



| Tourism Budget Summary<br>(\$000) <sup>1</sup> |                    |              |                  |            |
|--|--------------------|--------------|------------------|------------|
|  | Internal<br>Budget | Expenditures | Cost<br>Recovery | Difference |
| 1989/90  | 1428               | 1755         |                  | 327        |
| 1990/91  | 1728               | 2198         |                  | 470        |
| 1991/92  | 1422               | 2092         |                  | 670        |
| 1992/93  | 1310               | 1731         |                  | 421        |
| 1993/94  | 1342               | 1650         |                  | 308        |
| 1994/95  |                    |              |                  |            |

Factors accounting for the difference are as follows:

- Expenditures in support of the Satellite Account for Tourism in the National Accounts are being underwritten by one of these programs;
- A 1 million \$ project with the Ontario Ministry of Culture, Tourism and Recreation, commenced in October 1993, aborted by fiscal year-end. Only a portion of expenditures were recovered.
- The ITS, which has just completed a redesign on March 31, 1993, began another redesign (referred to as Redesign II). Whereas Redesign I was lead by Statistics Canada, Redesign II was sparked by Canada Customs in an effort to improve ways of doing business at the border. Redesign II will be around for a few years.

Listed below are details by Program, by FY and participating FRCs.

<sup>1</sup>

Does not include costing for Canadian Travel Survey which is undertaken by Special Surveys Division.



| Domestic Tourism Program<br>Budget vs Consumption (\$000) |       |      |      |      |
|---|-------|------|------|------|
| Fiscal Year   | Total | ECTD | SSMD | MCC  |
| <b>1990/91</b>  |       |      |      |      |
| Budget  | 261   | 242  | 14.7 | 4.3  |
| Consumption   | 447   | 430  | 8.1  | 8.8  |
| <b>1991/92</b>  |       |      |      |      |
| Budget  | 176   | 154  | 13.7 | 8.8  |
| Consumption   | 375   | 345  | 22.2 | 8.7  |
| <b>1992/93</b>  |       |      |      |      |
| Budget  | 177   | 126  | 45.2 | 5.8  |
| Consumption   | 299   | 253  | 34.6 | 11.4 |
| <b>1993/94</b>  |       |      |      |      |
| Budget  | 157   | 100  | 43.3 | 13.7 |
| Consumption   | 272   | 189  | 63.5 | 19.5 |
| <b>1994/95</b>  |       |      |      |      |
| Budget  |       |      |      |      |
| Consumption   |       |      |      |      |



| International Tourism Program<br>Budget vs Consumption (\$000) |       |      |     |      |     |            |             |     |               |
|--|-------|------|-----|------|-----|------------|-------------|-----|---------------|
| Fiscal Year  | Total | ECTD | SDD | SSMD | OID | OID<br>MCC | MCC<br>ECTD | Geo | Time<br>Serie |
| <b>1990/91</b>   |       |      |     |      |     |            |             |     |               |
| Budget   | 1467  | 525  | 165 | 155  | 536 | 47         | 10          | 4   | 25            |
| Consumption  | 1751  | 518  | 287 | 146  | 742 | 28         | 3           | 2   | 25            |
| <b>1991/92</b>   |       |      |     |      |     |            |             |     |               |
| Budget   | 1246  | 477  | 69  | 109  | 520 | 3          | 42          | 0   | 25            |
| Consumption  | 1717  | 557  | 129 | 113  | 815 | 21         | 67          | 0   | 15            |
| <b>1992/93</b>   |       |      |     |      |     |            |             |     |               |
| Budget   | 1133  | 469  | 46  | 68   | 511 |            | 48          |     |               |
| Consumption  | 1432  | 583  | 46  | 102  | 649 |            | 49          |     |               |
| <b>1993/94</b>   |       |      |     |      |     |            |             |     |               |
| Budget   | 1185  | 424  | 45  | 102  | 575 |            | 39          |     |               |
| Consumption  | 1378  | 541  | 47  | 105  | 630 |            | 55          |     |               |
| <b>1994/95</b>   |       |      |     |      |     |            |             |     |               |
| Budget   |       |      |     |      |     |            |             |     |               |
| Consumption  |       |      |     |      |     |            |             |     |               |



| Satellite Account<br>Budget vs Consumption (\$000) |       |      |     |     |               |
|--|-------|------|-----|-----|---------------|
| Fiscal Year  | Total | ECTD | I/O | MCC | Cost Recovery |
| 1990/91<br>Budget<br>Consumption                   |       |      |     |     |               |
| 1991/92<br>Budget<br>Consumption                   |       |      |     |     |               |
| 1992/93<br>Budget<br>Consumption                   |       |      |     |     |               |
| 1993/94<br>Budget<br>Consumption                   |       |      |     |     |               |
| 1994/95<br>Budget<br>Consumption                   |       |      |     |     |               |

**b. Unit Costs**

**c. Quality**

The Canadian Travel Survey, as a supplement to the Labour Force Survey, has good coverage for the needs of the data, and the response rate to the questionnaires is such that fairly high degrees of quality can be set for the resulting data. However, some provinces would still like to have a higher sample within their bounds to allow for



disaggregation at the regional level and the Yukon and Northwest Territories often register complaints that they are not covered under the normal program.

In addition, the provinces have expressed concern about the possible underestimation due to "recall" and therefore, in 1992, the survey modified its collection methodology from a 3-month recall period to one-month, with the same respondent being retained for three consecutive months.

This change in method was introduced during mid-year of the survey. While it cured the "recall" problem, it generated a new one: "respondent fatigue". An adjustment model was developed to offset both the mid-year change in methodology and the respondent fatigue.

| Domestic Tourism<br>Response Rates of the Canadian Travel Survey |                            |                       |                   |
|--|----------------------------|-----------------------|-------------------|
| Year   | Theoretical<br>Sample Size | Actual Sample<br>Size | Response<br>Rates |
| 1988   | 57,230                     | 48,300                | 84.4%             |
| 1990   | 81,050                     | 70,510                | 87%               |
| 1992   | 52,000                     | 46,340                | 89.1%             |
| 1994   |                            |                       |                   |

The coverage and quality of the estimates from the International Travel Survey are of more concern. Insofar as the volume counts are concerned, the survey achieves a census -- or 100% coverage. However, the accuracy of the reporting of the Customs officials cannot be properly assessed, however, spot checks have not shown up any serious errors. Canada Customs has automated two ports of entry during 1993-94 and is planning to expand automation to all major ports during the new two fiscal years. The reporting will become more accurate.

Questionnaires are distributed on a stint basis to assess the characteristics of the international travellers, their spending volumes and patterns, and some rudimentary routing of the visitors to Canada. As can be seen from the following table, the questionnaires do not achieve a very high response rate -- although enough questionnaires are distributed to allow for releasable data.



| International Tourism<br>Combined Response Rates of the<br>Five International Travel Surveys |  |   |                   |
|--|--|---|-------------------|
| Year   | Number of<br>Questionnaires<br>Distributed | Number of<br>Questionnaires<br>Returned | Response<br>Rates |
| 1989   | 1,144,348                                  | 144,921                                 | 12.7%             |
| 1990   | 1,342,539 <sup>2</sup>                     | 130,921                                 | 9.8%              |
| 1991   | 1,420,940                                  | 122,041                                 | 8.6%              |
| 1992   | 1,412,951                                  | 115,564                                 | 8.2%              |
| 1993   | 1,402,026                                  | 113,251                                 | 8.1%              |
| 1994   |  |   |                   |

The International Travel Statistics Program also took over the administration of the Survey of U.S. Visitors to Canada to try to improve the response rate (which was sometimes less than 1% for the U.S.) and obtain more information on the characteristics of the visitors. The response rates obtained are noted in the chart below.

| International Tourism<br>Combined Response Rates of the<br>Five International Travel Surveys |  |   |                   |
|--|--|---|-------------------|
| Year   | Number of<br>Questionnaires<br>Distributed | Number of<br>Questionnaires<br>Returned | Response<br>Rates |
| 1990   | 481,921                                    | 39,332                                  | 8.2%              |
| 1991   | 494,480                                    | 36,752                                  | 7.4%              |
| 1992   | 522,176                                    | 35,011                                  | 6.7%              |
| 1993   | 515,980                                    | 35,174                                  | 6.8%              |
| 1994   |  |   |                   |

2

Canada took over the administration of the Survey of U.S. Visitors to Canada on January 1, 1990. Previously, the survey was administered by the U.S. Government.



The response rate in all five ITS surveys has weakened in the past years, likely in response to the longer 2-page questionnaire which now asks for more information on travel and household characteristics.

In 1990, a follow-up study was undertaken to assess the impact of a follow-up methodology on the response rate and to assess whether there was identifiable bias in responses in the current methodology. An earlier test on the PAC Highway was unable to identify any significant bias. Responses under the follow-up study were significantly higher and the effect of non-responses on the estimates of spending and nights by Canadian and U.S. Residents were relatively small. Conclusions for the overseas visitors could not be made because the response rates were judged to be too low.

| International Tourism<br>Response Rates of the "Follow-up" Survey (1990) |  |   |                   |
|--|--|---|-------------------|
| Year   | Number of<br>Questionnaires<br>Distributed | Number of<br>Questionnaires<br>Returned | Response<br>Rates |
| Canadians Returning  | 13,054                                     | 10,218                                  | 78.3%             |
| U.S. Visitors to Canada  | 9,285                                      | 6,701                                   | 72.2%             |
| Visitors from Other Countries  | 5,607                                      | 1,414                                   | 25.25             |
| TOTAL - all flows  | 27,946                                     | 18,333                                  | 65.6%             |

Concerns over the declining response rates have lead to the possibility of developing new sample frames. Such possibilities, along with development at the border by Canada Customs, LEd to a number of projects undertaken in 1994-95.

#### d. Timeliness

The two Programs had 21 releases in the DAILY throughout FY 1993-94, published under five catalogued publications.



## Tourism Statistics Program

| <u>Title and Cat. No.</u>                 | <u>Elapsed Time(i)</u>         | <u>Release Dates</u>                                     |  |
|---|--------------------------------|--|--|
|   |                                | <u>Planned</u>   | <u>Actual</u>                                    |
| International Travel - Monthly (66-001p)  | 6 weeks after end of period.   | All monthly release dates were met.                      |  |
| International Travel - Quarterly (66-001) | 13 weeks after end of quarter. | Apr 09/93<br>Jul 09/93<br>Oct 08/93<br>Jan 07/94         |  |
| International Travel - Annual (66-201)    | 11 months after year-end.      | Summary for Year 1992 was released during November 1993. |  |
| Travel-log (87-003)                       | Not applicable.                | Apr 02/93<br>Jul 02/93<br>Oct 02/93<br>Jan 02/94         | Apr 22/93<br>Jul 09/93<br>Oct 04/93<br>Feb 09/94 |
| Domestic Travel (87-504)                  | 9 months after year end.       | Oct./93 Release delayed to next FY.<br>See Note (ii).    |  |

Note (i): The difference between planned release date and reference period is known as "elapsed time".  
 Note (ii): Considerable delays were met in producing this biennial publication on account of a change in the collection methodology.

### e. User Access

Espri

### f. Revenue Generation

The tourism section generates revenue catalogued publications, for ad hoc sales and from contractual agreements. Details appear below.

### CATEGORY 1 - Catalogued Publications

| <u>Cat No.</u> | <u>Title</u> | <u># Copies Sold During 1993/94</u> | <u>Production Costs, 1993/94</u> |
|----------------|--------------|-------------------------------------|----------------------------------|
|----------------|--------------|-------------------------------------|----------------------------------|



# Tourism Statistics Program

## Revenues

|         |                        | (i)             | (ii)     |          |
|---------|------------------------|-----------------|----------|----------|
| 66-001p | Int'l Travel Monthly   | 342/monthly av. | \$16,700 | \$12,540 |
| 66-001  | Int'l Travel Quarterly | 323/monthly av. | 9,500    | 30,300   |
| 66-201  | Int'l Travel Annual    | 607/monthly av. | 12,700   | 12,280   |
| 87-003  | Travel-log Quarterly   | 498/monthly av. | 11,300   | 13,320   |
|         | TOTAL                  |                 | \$50,200 | \$68,440 |

(i) Includes all types of sales.

(ii) Includes Direct and Division Overhead.

Revenues are higher than shown in above table. Throughout 1993-94, past issues brought \$12,750 in revenues not shown under the Revenues column. The highest generator of revenues is the Int'l Travel Quarterly.

## CATEGORY 2/3 - Ad hoc Sales

|                     | <u>1991-92</u> | <u>1992-93</u> | <u>1993-94</u> |
|---------------------|----------------|----------------|----------------|
| Can. Travel Survey  | \$23,000       | \$20,000       | \$ 20,000      |
| Int'l Travel Survey | 12,000         | 17,000         | 185,000        |
| TOTAL               | \$35,000       | \$37,000       | \$205,000      |



Sales of International ad hoc tabulations have been tremendous during 1993-94 due to the availability of a powerful, flexible, retrieval system having the capacity of generating "ITS Profiles". Such profiles structure all characteristics collected in the ITS, focussing on any Province, US State or Country of choice of Clients, cross-referenced by Purpose or other characteristics of choice to Clients.

#### Category 4 - Contractual Agreements

| <u>Contracts</u>           | <u>1991-92</u>   | <u>1992-93</u>   | <u>1993-94</u>   |
|----------------------------|------------------|------------------|------------------|
| U.S. Visitors to Canada    | \$300,000        | \$200,000        | \$200,000        |
| New question added to ITS  | -                | -                | 40,000           |
| Quebec Special Tabulations | -                | -                | 20,000           |
| CTS Consortium (i)         | 120,000          | 120,000          | 120,000          |
| Northern Ontario Project - | -                | -                | 25,000           |
| <b>TOTAL</b>               | <b>\$420,000</b> | <b>\$320,000</b> | <b>\$405,000</b> |

(i) Revenues shown here are part of a much larger contract undertaken in Special Surveys Division.

#### e. Compliance to International Standards

In March 1993, the United Nations Statistical Commission adopted a set of Recommendations on Tourism Statistics. These recommendations were prepared by the World Tourism Organization (WTO) as a follow-up to the *Ottawa International Conference on Travel and Tourism Statistics*, jointly organized by WTO and the Government of Canada in June 1991.

The adoption of these Recommendations represents a milestone for the improvement of tourism statistics and their comparability at the international level. The adoption of a common language for tourism statistics by Governments and the tourism trades will enhance the credibility of the tourism industry in the various countries of the world.



Discussions are continuing, on a regional scene, to operationalize these recommendations. Canada, United States and Mexico met in December 1993 to explore integration of travel and tourism statistics for North America.

Implementation of these recommendations in Canada will be gradual and will require the concerted efforts of federal and provincial administrations as well as that of related industries and associations.

### **3. Management Initiatives**

The international travel survey section and the domestic tourism section have been managerially combined on a trial basis. Efficiencies have been established, bringing expenditures more into line with the budget, as shown in an earlier Table.

Because of changes being introduced by Canada Customs at ports, it was necessary to develop an expertise in monitoring and assessing these changes with a view to adjust our methods and procedures. The cost of this expertise was borne from cost recovery monies in the Tourism Programs.

### **4. Specific Initiatives**

Several specific initiatives have been undertaken in the two Programs:

- The International Travel Survey began another round of redesign (referred to as Redesign II). This new cycle, which began on April 01, 1993, was sparked by Canada Customs changing their methods of doing business at the border, coupled with the continued declining response rates.
- The Northern Ontario Project, for the Ontario Ministry of Culture, Tourism and Recreation, began during FY 1993-94 for completion in 1996-97. It was aimed at developing an economic impact model for communities in Northern Ontario. The project aborted.
- A large number of standard data tabulations, referred to as ITS Profiles, have been made available in paper form from the data generated by the survey redesign. Expectations in generating revenues from sales were met.
- The first module of the Satellite Account, expected to be ready for presentation to the provinces and to the WTO within the 1993-94 fiscal year, was delayed to



next year.

- With the introduction of new methodology in 1992, data from the Canadian Travel Survey will not be comparable with previous years. The 12-year series is now broken.
- Collection methodology, content and costs of the 1994 CTS were discussed with major clients. It was anticipated that Computer Assisted Technology (CAI) would be in place early during 1994. That did not materialize and hence, the 1994 survey reverted back to paper questionnaires. The benefits of CAI, namely more timely data and better edits, have been relegated to the 1996 survey.
- A marketing study conducted during this fiscal year was undertaken by Marketing Division on Travel Profiles. The report concludes that there a vast North American market to be tapped, inasmuch as the Travel Profiles can be tailored to the audience (by geography, by industry-supply side, by industry-demand side).
- Methodology (SSMD), recognizing the complexity underpinning the ITS and the continued declining response rate, increased its participation. In addition, it assigned a Team Leader having ITS as its only subject-mater.

## **5. Opportunities and Threats**

- Relations with Canada Customs are good. Whereas Canada Customs are introducing more efficient methods of dealing with traffic at the border, they are respecting the long tradition of collecting statistics at the border. However they have asked that Statistics Canada consider reducing the burden of Customs Inspectors.
- The funding of \$200,000 from Tourism Canada for the Survey of U.S. Visitors is not secure, and contingency plans will need be devised should the Agreement be abrogated.
- Negotiations with the provinces and Tourism Canada have taken place with a view to secure the financing of both the 1994 and 1996 CTS surveys. An innovative formula was proposed and accepted by the sponsors of the survey whereby the combined costs of the 1994 and 1996 surveys are amortized on the basis of equal payments over four fiscal years.







## Publications

### Elementary Secondary Education

- 81-210 Elementary-Secondary School Enrolment
- 81-257 Minority and Second Language Education

### Post- Secondary Education

- 81-204 Universities: Enrolments and Degrees
- 81-219 Tuition and Living Accommodation Costs at Canadian Universities
- 81-222 Community Colleges and Related Institutions: Postsecondary Enrolment and Graduates
- 81-241 Teachers in Universities
- 81-258 Salaries and Salary Scales of Full-time Teaching Staff at Canadian Universities
- 81-261 International Student Participation in Canada's Education

### Education Finance

- 81-208 Financial Statistic of Education
- 81-260 University Finance Trend Analysis

### Compendia

- 81-002 Education Statistics Bulletin
- 81-229 Education in Canada.
- 81-220 Advanced Statistics of Education.

### Joint Publications with Canadian Education Statistics Council

- A Portrait of Elementary Secondary Education in Canada
- A Portrait of Postsecondary Education in Canada (Prototype)



## Surveys

### Program Surveys

- Elementary and Secondary School Enrolment
- Minority and Second Language Education - Elementary and Secondary Levels
- Elementary and Secondary School Teachers Survey
- Full-time and Part-time Enrolment and Graduates of Postsecondary Programs of Community Colleges
- University Student Information System
- Annual Community College Educational Staff Survey
- University and College Academic Staff Survey
- Survey of Financial System - School Boards
- Survey of Financial Statistics of Community Colleges and Vocational Schools
- Survey of Financial Statistics of Universities and Colleges
- Survey of Federal Government Expenditures in Support of Education
- Provincial Expenditures on Education in Reform and Correctional Institutions
- Tuition and Living Accommodation Costs for Full-time Students at Degree Granting Institutions

### Cost Recovery Surveys

- Survey of Full-Time Enrolment in Trade/Vocational Training Programs
- Registered Apprenticeship Training Survey
- School Leavers Survey
- National Training Survey

### Cost Recovery Surveys - Joint with Special Surveys Division

- National Graduates Surveys
- Follow-up of Graduates Surveys
- Adult Education and Training Survey



## Program Elements and Surveys

### 1. The Media

#### a. Film and Video

The film and video project compiles information on the production, distribution and exhibition of feature films, television programs, commercials, educational, and other films in Canada. Information has been collected on production and distribution since the 1940's and on exhibition in cinemas since the 1920's. The project's four annual surveys request information on revenues, expenditures, employment and cultural characteristics of the films and videos produced and distributed. There are currently 602 producers, 146 distributors and wholesalers, 148 post-production houses and 773 cinemas in the data file.

#### b. Sound Recording

The sound recording project provides information to monitor both the health of the industry and the output of recordings required by radio stations to meet Canadian content regulations. The survey has collected information on sound recordings produced in Canada on an annual basis since 1977-78. The survey requests information on revenues and expenditures, employment, numbers of new releases, and on sales by content and format. The data file currently contains information on 179 record label companies.

#### c. Broadcasting

The broadcasting project provides information on Canadians' listening and viewing habits. It also affords an analysis of the availability of radio and television programming, as broadcast. Television data were first purchased from the Bureau of Broadcast Measurement in 1978; annual viewing data are available from 1982. Radio data are available from 1986. The BBM television data are enhanced by the coding of program characteristics prepared by the CRTC. Station formats, as determined by the CRTC, are added to the radio data. In both surveys information is collected on the demographic characteristics of viewers and listeners, and on the hardware they are using. The television survey uses a sample of approximately 65,000 Canadians aged 2 and over; the radio sample is currently about 75,000 and includes respondents 12



and over.

## 2. Publishing

### a. Book Publishers and Exclusive Agents

The project provides information required by government and industry to promote the work of Canadian writers and to strengthen Canadian publishers. Information on book publishing has been collected on an annual basis since 1972-73; the exclusive agent segment was added in 1975-76. The survey has questions on revenues and expenditures, employment, number of titles published by format, commercial category and origin of the author, sales by commercial category, and language of the book. The data base currently contains information on 355 publishers and exclusive agents.

### b. Periodicals

The newspaper and periodical project obtains data required to monitor the development of the Canadian periodical industry and to review policies and programs (e.g. Bill C-58 and tariff item 9958 on advertising in foreign periodicals directed to the Canadian audience, and federal and provincial subsidy programs). General circulation information has been made available from commercial sources from 1972. Since 1984 it has been augmented by an annual survey of periodicals. The survey concentrates on circulation, sources of revenue, origin of editorial content, means of distribution, language, type of periodical and subject matter. There are 1,494 periodicals on the data base.

## 3. Activities

### a. Performing Arts

This project provides information on the performing arts required for arts policy planning and evaluation. Information has been collected annually on theatre, dance music and opera companies since 1973. The survey collects information on the number of productions and presentations, attendance, revenues and expenditures and sources of un-earned revenue. There is information on 402 professional, non-profit performing arts companies on file.

## 4. Institutions



a. Heritage Institutions

This project provides information required for the development and evaluation of museum, archive and other heritage policy. Information on museums has been collected on an irregular basis from the 1930's to 1979. Since 1982 there has been an annual survey of museums, art galleries, archives, nature parks, observatories and planetariums, zoos, botanical gardens and aquariums, and historical sites. The survey requests information on attendance, category of institution, weeks open, admission fees, employment, volunteers, and revenues and expenditures. There are 2296 institutions on the data base.

b. Public Libraries (Survey for 1992-93 is suspended)

The project provides information on public libraries for policy, evaluation and research use. The survey has existed since 1921. Data have been collected through the provinces annually since the second world war. Information is requested on acquisitions, holdings, transactions, facilities, normal hours, employment and revenue and expenditures. There are currently 988 libraries on the data base.

c. Public Expenditures on Culture

The project provides information on government (federal, provincial and municipal) expenditures on Culture for policy analysis, evaluation and research use. Information on federal expenditures has been collected annually since 1976-77. Provincial data are available since 1978-79. Municipal data have been acquired through Public Institutions Division since 1984. Information is requested on types of expenditure by category of cultural activity, and on employment. The data base contains information on 198 federal and provincial departments, ministries and agencies.



**Publications**

**Quarterly Bulletin**

87-004      Focus on Culture

**Service Bulletins**

87-001      Culture (6 issues per year)

**Annual Statistics**

87-202      Sound Recording

87-203      Periodical Publishing

87-204      Film and Video

87-205      Public Libraries

87-206      Government Expenditures on Culture

87-207      Heritage Institutions

87-208      Television Viewing

87-209      Performing Arts

87-210      Book Publishing



### The TOURISCOPE Family of Publications

All publications under the Tourism Statistics Program, Domestic and International, are known under the family name "TOURISCOPE".

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66-001p     International Travel - Monthly

#### Quarterly Bulletins

66-001     International Travel - Quarterly

87-003     Travel-log (Service bulletin)

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