

PRASC



**Project for the Regional
Advancement of Statistics
in the Caribbean**

**Projet régional pour
l'avancement de la statistique
dans les Caraïbes**



In partnership with
Canada



Visual Products

An introduction



Delivering insight through data for a better Canada

Prepared by Statistics Canada
February 2020

What we will be covering today



PART 1: THE IDEA OF PRESENTING DATA VISUALLY

- 1.) A dream: the origins of visual products at StatCan
- 2.) Why are visual products a good idea?
- 3.) Deciding what you want to accomplish.
- 4.) Knowing your audience
- 5.) Visual Product types
- 6.) What is Canva?
- 7.) Questions

PART 2: LET'S GET TO WORK

- 7.) Canva exercise: let's design an infobyte!

THE ORIGINS: the history is rich.

The 2012 Canadian Internet Use Survey (CIUS) was StatCan's first experiment with presenting data, visually.

In an effort to connect with Canadians about Internet use, this design was produced aimed to resonate with our core audience.

And to our surprise (*not mine*), it was immensely successful.

This spawned a new era of how we disseminate data to our audiences.

A dream was realized.

And our workload grew exponentially!



BUT HOW CAN
WE DELIVER
INSIGHT
THROUGH DATA
FOR A BETTER
CANADA...



IF WE'RE NOT
FULLY
CONNECTING
WITH OUR
PEOPLE?

Easy.

Visual products.

Why?

THEY WORK!



To give you some perspective...

We process visuals **60,000** times faster than text

Visuals are **30** times more likely to be read

People remember **80%** what they see and do, and only retain **20%** what they read.

Infographics are shared **3X** more than other posts on social media.

What are we looking to accomplish?

DETERMINE
YOUR
OBJECTIVE:

Promoting a product or survey?

Is it about raising awareness?

Recruitment?

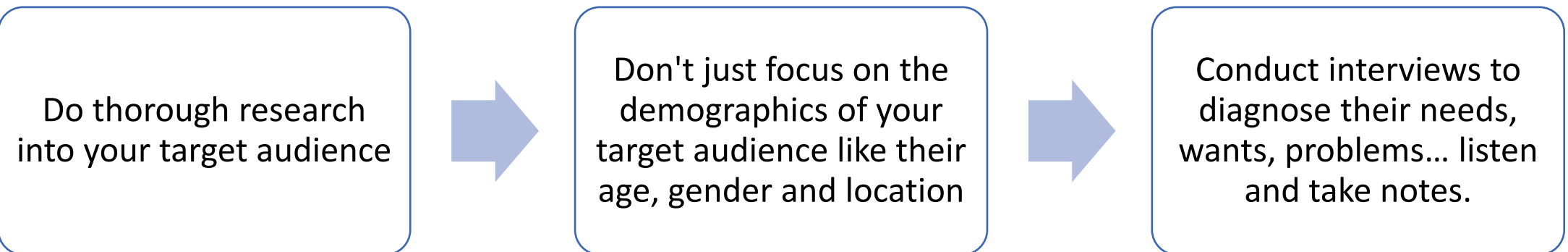
Want your staff to change a behaviour or adopt a service?

Know your audience.

RESEARCH IS PARAMOUNT.

The success of your product hinges on whether or not you fully understand your audience. This is arguably the most important aspect of producing your visual products.

There are a few things you can do to gain that understanding...

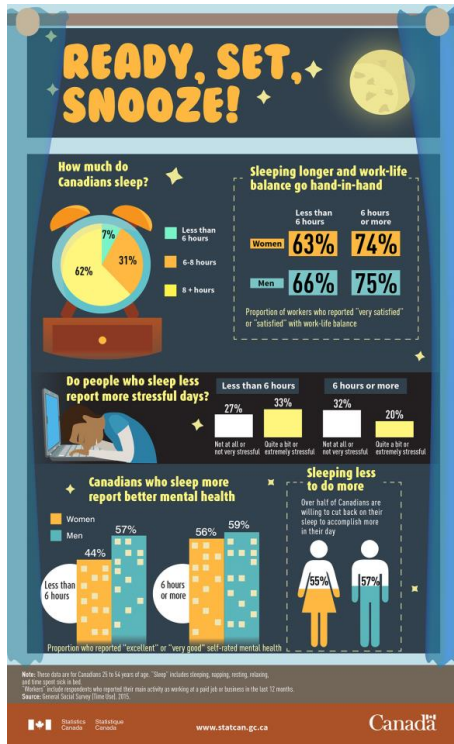


Visual Products take many forms...

Infographics

Videos and GIFs

Social media posts/infobytes



According to the #2016Census, there were a total of **5,816,420 families** with children in Canada.

#FamilyDay2019


Canada



SOME COOL & YUMMY INFOGRAPHICS

MAPLE SYRUP

Nature's gold



CANADA EXPORTED \$405.5 MILLION WORTH OF MAPLE SUGAR AND MAPLE SYRUP IN 2018.

In 2018, Canada produced 9,796,000 gallons of maple syrup, valued at \$384.4 million.

Quebec produced over 90% of all Canadian maple products in 2018.

Province	Production (gallons)
Canada	9,796,000
Quebec	8,914,000
Ontario	465,000
New Brunswick	361,000
Nova Scotia	55,000

Maple syrup production in gallons

The United States was the main importer of Canadian maple syrup in 2018.

Top 5 countries to which Canada exported maple sugar and maple syrup in 2018:

Country	Quantity
World	8,042,663
United States	5,024,420
Germany	831,848
United Kingdom	402,713
Japan	400,722
Australia	354,293

There were 0.35 kg of maple sugar available per person in Canada in 2017, a 250% increase from 0.10 kg per person in 1987.

The number of maple taps in Canada has tripled over the past 30 years.

Year	Number of Taps
1981	16,945,452
1986	15,699,068
1991	18,297,386
1996	23,026,708
2001	33,680,376
2006	38,075,953
2011	44,440,024
2016	46,995,360

By Census year

Source: Production and Value of Maple Products table 23-10-0354, Food Available in Canada table 23-10-0254, Exports - Canadian International Merchandise Trade Database.

READY, SET, SNOOZE!

How much do Canadians sleep?

Hours	Percentage
Less than 6 hours	7%
6-8 hours	62%
8+ hours	31%

Sleeping longer and work-life balance go hand-in-hand

Gender	Less than 6 hours	6 hours or more
Women	63%	74%
Men	66%	75%

Proportion of workers who reported "very satisfied" or "satisfied" with work-life balance

Do people who sleep less report more stressful days?

Hours	Not at all or not very stressful	Quite a bit or extremely stressful
Less than 6 hours	77%	33%
6 hours or more	32%	20%

Canadians who sleep more report better mental health

Hours	Women	Men
Less than 6 hours	44%	57%
6 hours or more	56%	59%

Sleeping less to do more

Over half of Canadians are willing to cut back on their sleep to accomplish more in their day.

Gender	Percentage
Women	55%
Men	57%

Proportion who reported "excellent" or "very good" self-rated mental health

Note: These data are for Canadians 25 to 64 years of age. "Sleep" includes sleeping, napping, resting, and time spent sick in bed. "Women" includes respondents who reported their main activity as working at a paid job or business in the last 12 months. Source: General Social Survey (Time Use), 2016.

Family Matters

Couples who live apart¹

In 2017, nearly 1.5 million people in Canada aged 25 to 64 were in a couple relationship with someone living in a different home

The share of "living-apart-together" couples increased over the past decade

Year	Percentage
2006	6%
2017	9%

Living-apart-together was more common among young adults

Age Group	Percentage
of 25 to 34 year olds in couples	20%
of 35 to 54 year olds in couples	7%
of 55 to 64 year olds in couples	5%

Almost half had never considered living together

Response	Percentage
had never considered living together	15%
or said it was a choice to live apart	34%
Other circumstances	51%

4 out of 5 individuals in a living-apart-together relationship live in the same province, the majority (64%) within 20 km of each other

Source: General Social Survey (Family), 2017 and 2006.

Note: ¹ Includes Area in long-term relationship who were married, single, never married, widowed, divorced or separated.

The road ahead is electric

Zero-emission vehicles have grown in popularity. See how this market is gaining traction in Canada!

Share of zero-emission vehicles in new vehicle registrations in Quebec in 2018: 3.8%

Share of zero-emission vehicles in new vehicle registrations in 2018: 2.2%

97% of zero-emission vehicles have been registered in just three provinces: Quebec, Ontario and British Columbia.

There were 43,655 zero-emission vehicles registered in 2018.

Note: ¹ Zero-emission vehicles are battery electric vehicles (BEV) or plug-in hybrid electric vehicles (PHEV) that have the potential to produce no tailpipe emissions. ² Her Majesty the Queen in Right of Canada, as represented by the Minister of Industry, 2019. Source: New Motor Vehicle Registrations, 2011-2018.

Infographics are our bread and butter...or in this case, our bun, beef, tomatoes, and whatever else you like on your burger.

- Portmanteau of 'information' and 'graphic'
- Visual representation of data or information
- Compelling images simplify complicated content
- Data is clear, compact, and shareable
- More to follow, tomorrow.
- BTW, notice anything wrong here?



\$287

The average expenditure on cheese per Canadian household in 2015.

Source: Statistics Canada, Canada Day... by the numbers, 2017.

Canada

SCRUMPTIOUS INFObyteS!

HAPPY PINEAPPLE DAY!

Canada imported **126,053 tons** of fresh pineapples in 2018.

In 2017, **9 out of 10** Canadian households reported using at least one type of energy-saving light bulb at home.

In 2016, there were **8,227,920** married couples and common-law partners in Canada.

#SpouseDay

2015

Canada

EATING OUT:
Nutrition information on menus and menu boards

How often people eat out affects their use of nutrition information

Of those who eat out **once a week or more**, **58%** change their order

Of those who eat out **less than once a week**, **32%** change their order

870 Calories 1380 Calories 450 Calories 480 Calories

DID YOU KNOW?

Canadian children consumed up to **25%** of their energy intake per day from **total sugars** in 2015.

Protein sources in the Canadian diet

2015

33.7%
NUTS OR SEEDS

All statistics include household population aged 1 and over in the 10 provinces. Source: 2015 Canadian Community Health Survey - Nutrition.

Statistics Canada / Statistique Canada

"I am your father."
- Darth Vader

In 2011, there were **8.6 million** fathers in Canada, including biological, adoptive and stepfathers.

#StarWarsDay!
#MayThe4thBeWithYou

Source: General Social Survey - Family, 2011 cycle 25

Statistics Canada / Statistique Canada

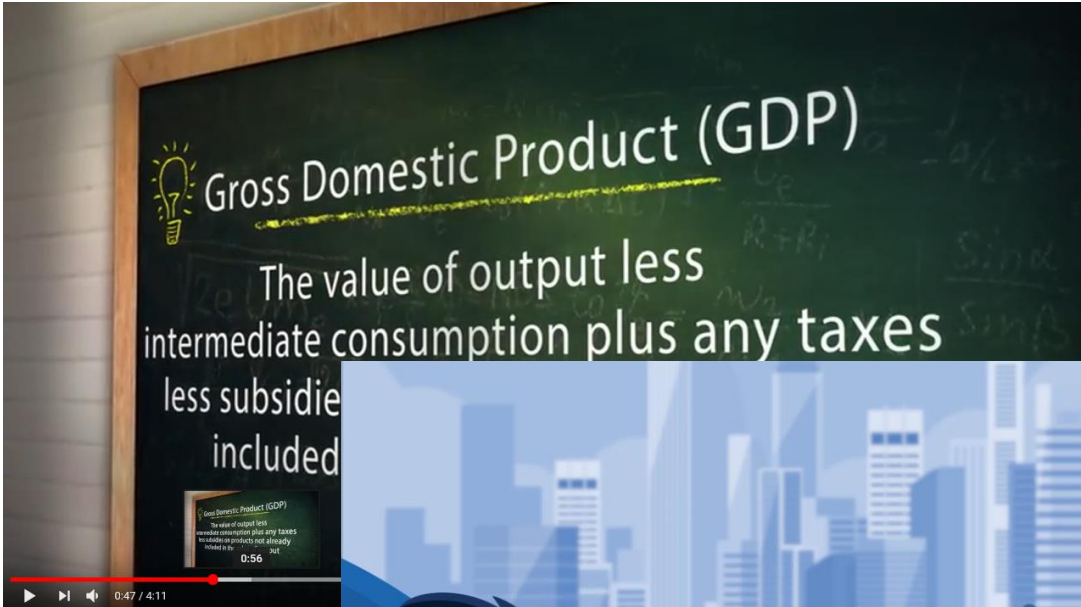
Statistics Canada / Statistique Canada

Canada

Statistics Canada / Statistique Canada

Canada

AWESOME VIDEOS AND GIFS!





Canva is a cloud-based tool, which enables users to create simple graphics with impact. Canva is an interactive, easy-to-use tool that uses a drag-and-drop format, and provides access to photographs, vector images, graphics and fonts, along with many templates.

Canva has been adopted by StatCan to meet the organizational demand for infographics and various other promotional material including visuals for social media, web banners, placemats, presentation material, and so much more.

CENSUS COMMUNICATIONS

- ## 1 Strategic Planning and Advertising (COSP)

Formulating integrated and internal communication strategies for the Census of Population and the Census of Agriculture by organizing:

 - The planning, coordination, output and evaluation of all advertising activities for the 2021 Census Program
 - The creative approach for the census brand and developing comprehensive and cohesive products (e.g., templates, graphics, visuals, etc.)
- ## 2 Communications Marketing, Engagement, Research and Stakeholder Relations (CMERS)

Increasing awareness and facilitating calls to action for the to Census of Population and the Census of Agriculture by facilitating:

 - Marketing and Engagement
 - Census Website and Web Presence
 - Research and Market Analysis
 - Stakeholder Relations
- ## 3 Communications Messaging, Production and Respondent Relations (COMPRR)

Developing communication materials to support the Census Program including:

 - The production of communication materials and products
 - The use of consistent of messaging across all internal and public-facing communication products
 - The response to inquiries received by mail, email and social media

Designing with Canva

Some fundamentals before we have some fun.

Start your design using the Canva tool.

Extensive tutorials and assistance are available on their website: <http://designschool.canva.com/courses/>

But remember: do not, under any circumstance, use pre-released data in your Canva design.

Choose the right dimensions for your design

- To begin, choose your design type from the Canva homepage.
- These are set to the optimal dimensions for each graphic, whether it's a social media post, flyer or another product. You have the option of using custom dimensions by searching for "custom size". You can choose from pixels, millimeters or inches. For most infographics, it's best to use either 8.5 x 11 or 8.5 x 14(1140x) .

Designing with Canva

Some fundamentals before we have some fun.

Choose a background

The background for your design could be a colour, or an image.

- To choose a colour, use the Colour Picker tool in the toolbar at the top of the editor. It's very important that your design meets accessibility standards (*see section 12*).
- To use a photo as a background, first add a grid. Once placed on a grid, photos can be resized, cropped, flipped and layered to create a variety of visual effects.
- Then drag and drop your image onto the grid: it will snap to fit.

Designing with Canva

Some fundamentals before we have some fun.

Add design elements

Your design might include text, icons, photos or illustrations. These need to be combined in a way that is visually appealing. Keep it simple!

- Don't overload your design with too many elements, as it can confuse the visual message.
- Don't use text within an image
- Do make sure to use clear headings and labels

Choose the right fonts

- The look of your fonts can have a huge impact on your design.
- Choosing one font is hard enough. But your design may need more than one typeface. Canva suggests never using more than two fonts in a design, as too many fonts tends to make a design look messy.

EXERCISE #1

Let's design an infobyte in **Canva!**

