

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



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Statistique
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Delivering insight through data for a better Canada

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GLEN HOHLMANN
CENSUS DISSEMINATION
MANAGER

2021 Census of Population Dissemination

The Canadian experience



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Background



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2021 Highlights (so far)

schedule

18 months

Analytical
articles

45

350+

Data
tables

32 billion

Data points

Fun fact!

We have published approximately **850 times** more data points than the number of people counted in the 2021 Census!

(31,443,500,222 data points)



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Dissemination
Activities
linked to
GSBPM (5.1)

Specify needs	Design	Build	Collect	Process	Analyse	Desseminate	Evaluate
1.1 Identify needs	2.1 Design outputs	3.1 Reuse or build collection instruments	4.1 Create frame and select sample	5.1 Integrate data	6.1 Prepare draft outputs	7.1 Update output systems	8.1 Gather evaluation inputs
1.2 Consult and confirm needs	2.2 Design variable descriptions	3.2 Reuse or build processing and analysis components	4.2 Set up collection	5.2 Classify and code	6.2 Validate outputs	7.2 Produce dissemination products	8.2 Conduct evaluation
1.3 Establish output objectives	2.3 Design collection	3.3 Reuse or build dissemination components	4.3 Run collection	5.3 Renew and validate	6.3 Interpret and explain outputs	7.3 Manage release of dissemination products	8.3 Agree on action plan
1.4 Identify concepts	2.4 Design frame and sample	3.4 Configure workflows	4.4 Finalise collection	5.4 Edit and impute	6.4 Apply disclosure control	7.4 Promote dissemination products	
1.5 Check data availability	2.5 Design processing and analysis	3.5 Test production systems		5.5 Derive new variables and units	6.5 Finalise outputs	7.5 Manage user support	
1.6 Prepare and submit business case	2.6 Design production systems and workflow	3.6 Test statistical business process		5.6 Calculate weights			
		3.7 Finalise production systems		5.7 Calculate aggregates			
				5.8 Finalise data files			

Key Players

- Subject Matter
- IT
- Geography
- Dissemination Division
- Methodology
- Census Communications



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130+



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Dissemination Strategy



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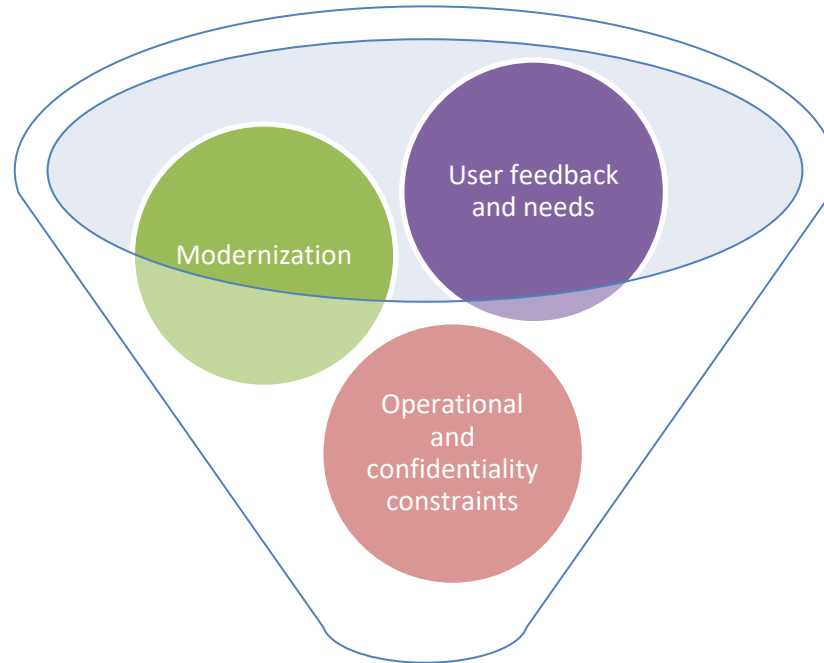
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Framework

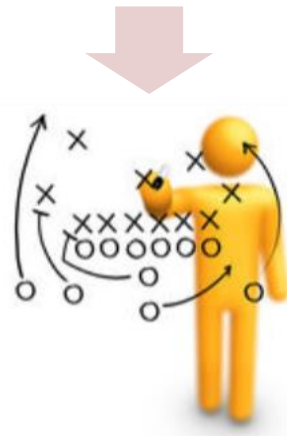


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Planning started in early 2018.

Strategy





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How to define user needs



Responses from
consultation



Segmentation analysis



Product metrics



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What we heard through 2021 Census Dissemination Consultation...

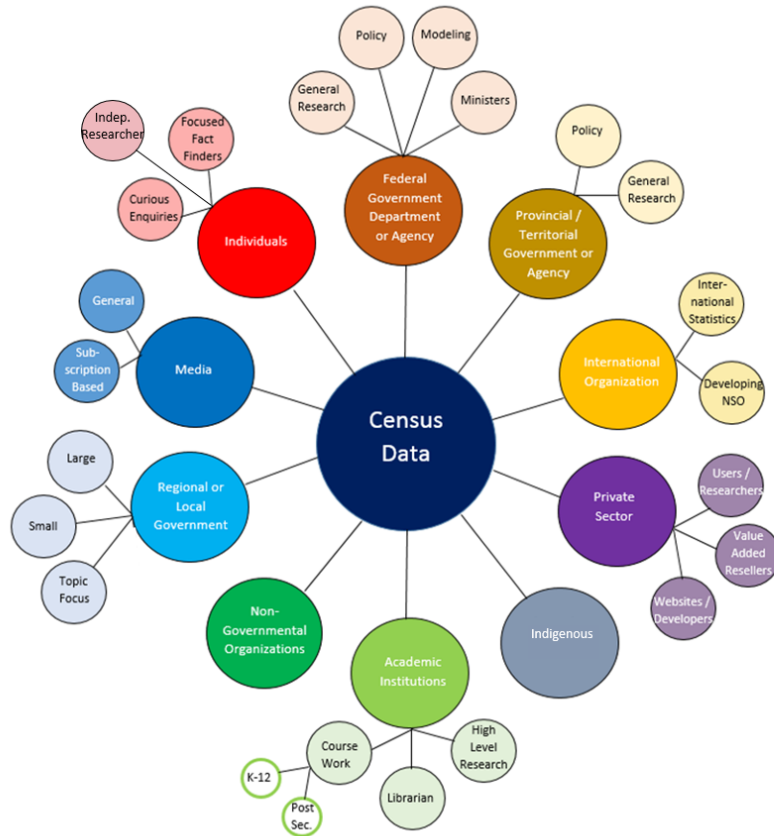
- The data tables are the most relevant to many users
- Users want access to microdata
- More timely data, especially with custom requests
- Analysis provides valuable context
- Knowing what will be released ahead of time is very important
- Users want data disseminated in standard products at all levels of geo
- More comparability and consistency in our products
- Improved accessibility
- Beyond 20/20





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Challenge with coming up with a strategy





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Flexible dissemination systems

- tools and processes that allow users to get the information they need



User-friendly products

- products based on simple design and increased functionality



Increase user knowledge base

- provide instruction and training materials to help users make sense of the data



Easier access

- Provide data in the most useful formats and current access modes



Improve timeliness

- ensure users have the data they need as soon as possible



Social media

- improve communication and presence online



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Schedule



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2021 Census of Population Releases



Canada's growing population and where they are living



Canada's shifting demographic profile (age, sex, gender, types of dwelling)



Linguistic diversity and use of English and French in Canada



Portrait of Canada's diverse population (immigration, religion and ethnocultural diversity, and mobility)

WINTER 22

SPRING 22

SUMMER 22

FALL 22

WINTER 23



Geography and reference products



Additional reference products



Portrait of Canada's families and households, Contemporary portrait of Canadian Veterans and, Income profiles of Canadians



First Nations, Métis and Inuit in Canada and Canada's housing portrait



Education in Canada, The changing dynamics of the Canadian labour force and how people get to work and, Minority language educational rights in Canada



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Challenges





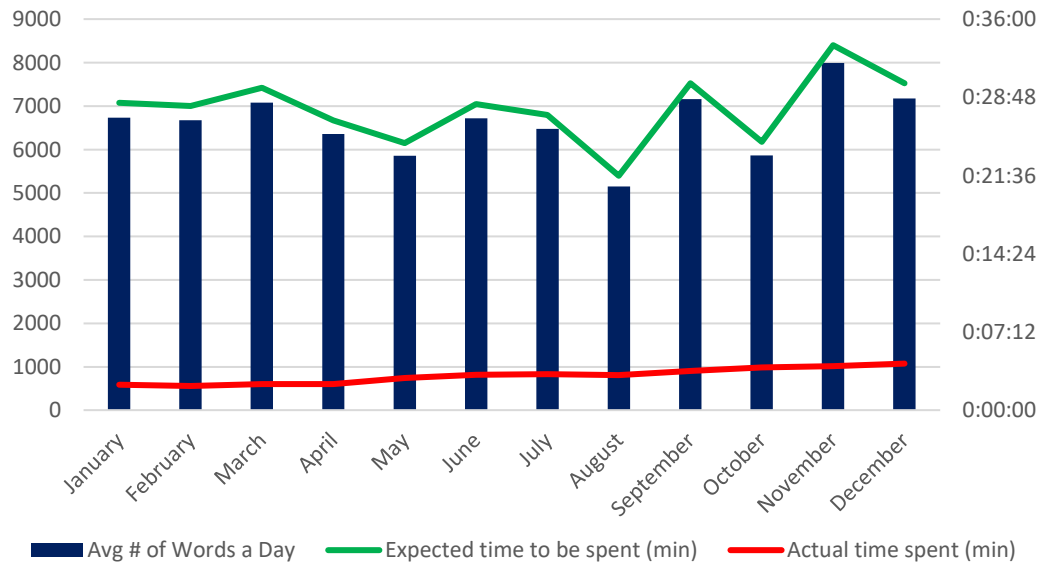
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- Essentially same since 2001 just faster
- Times and technology have changed
- Vocal groups but not many views
- Social media and communications
- Key performance indicators/metrics
- Preparation is key
- Some products were not as successful as we thought

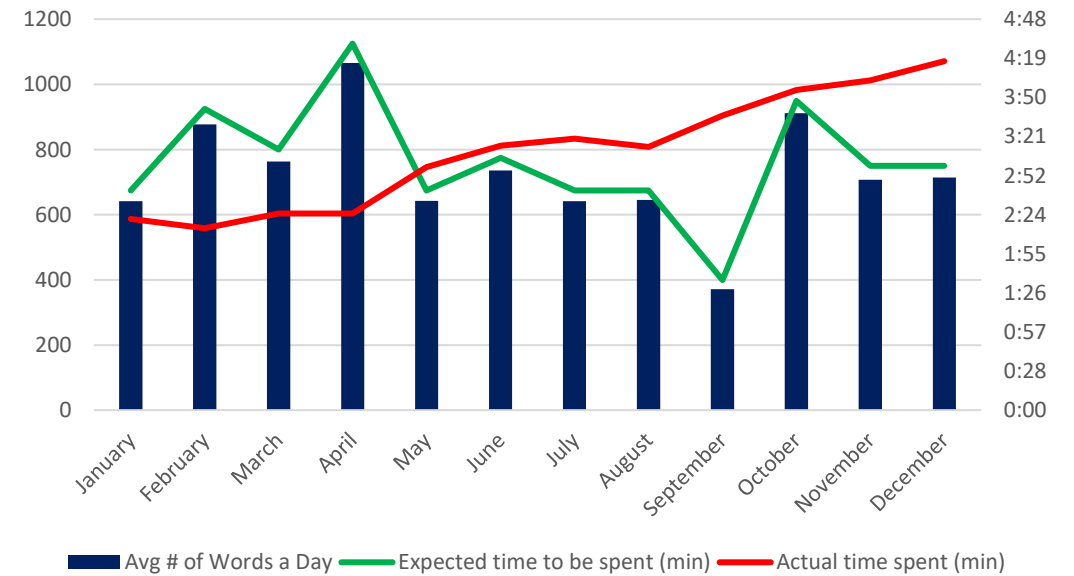


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The Daily Words/Time Spent



StatsCAN Plus Words/Time Spent



According to a study by Ghent University in Belgium: it is estimated that the average silent reading rate for adults in English is 238 words per minute (wpm) for non-fiction



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Questions / Comments?



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