



Example: Media Lines- Thank you Campaign

Prepared by Statistics Canada
December 2022



MEDIA LINES STATISTICS CANADA THANKS CANADIANS FOR COMPLETING THE CENSUS

Context:

Statistics Canada is conducting a campaign to thank Canadians for their contribution in making the 2021 Census a success.

Key messages:

Despite the pandemic, the 2021 Census was an outstanding success, thanks to the commitment and cooperation of Canadians.

The overall collection response rate of 98 per cent will enable Statistics Canada to provide high-quality information to government, businesses, researchers, non-governmental organizations and individual Canadians to make informed decisions they can trust.

Over 84 percent of questionnaires were completed online, exceeding our ambitious objective of 80 percent and establishing a new record for online response. Information from the 2021 Census will be particularly crucial to evaluate the impact of COVID-19 and to plan for the future.

The strong response from Indigenous communities will ensure communities and leaders have access to high-quality census data that builds capacity to self-govern and make important decisions which impact the lives of Indigenous Peoples.

Background

- Census data are used every day by all levels of government, businesses, and individuals to make important decisions, such as planning community services (e.g., schools and emergency services), determining consumer and market demand, and the purchase of a house.
- Statistics Canada adapted to the reality of the pandemic and redesigned the census approach to ensure that all Canadians and our employees remain safe while participating in this vital national

exercise.

- The census is the primary source of socioeconomic data for specific population groups (e.g. First Nations people, Métis and Inuit, immigrants, language groups) and for detailed or small geographies.

Conducting the census during the pandemic

- It was essential to gather the data this year to assist in assessing the impacts of COVID-19 in communities across Canada and in charting a path to recovery.
- Census data are commonly used for emergency response and preparedness purposes.
- Federal and provincial governments use local-level Census population, age, income and housing data to determine who is most vulnerable to the current health and economic crisis.
- Furthermore, vaccine allocations have been conducted on a per capita basis, based on Census data.

How the Census was conducted safely:

- Statistics Canada undertook major changes to its operations to ensure the safety of Canadians and census employees, while retaining the highest standard for data quality.
- Statistics Canada strove for a contact-free approach, as every reasonable attempt was made to collect the information without coming into contact with respondents.
- The safest way to respond to the census was to do so online, or by completing it on paper or over the phone. In-person visits took place only when other options (e.g., online, by phone) were not available.
- Collection through self-response was available in remote, northern and First Nations communities for the first time in 2021. Enumerators were hired locally first, then from neighbouring communities as necessary, to minimize risks.

Protecting the health of Canadians at their homes:

- If it was not possible to obtain census information online or over the phone, a census employee, as a last resort, went to residents' dwellings to offer assistance in completing the census.
- In such cases, a new no-contact protocol was followed. Under this protocol, no interviews were to be conducted inside the respondent's dwelling.
- These interviews were instead be physically distanced and census employees were required to wear masks, in accordance with guidelines from public health authorities
- Hand sanitizer was also provided to employees so they could frequently wash their hands.
- No census employee from Statistics Canada was permitted to visit or enter institutional collective dwellings, especially the dwellings housing residents who are most vulnerable to COVID-19.

Refusals to complete the census

- Statistics Canada refers refusal cases to the Public Prosecution Service of Canada (PPSC) only after repeated efforts to obtain cooperation have failed, or after a serious threat to the safety of an enumerator.

- Once a case is referred to the PPSC, the decision to impose a fine and the ultimate outcome of the case rest exclusively with the PPSC.

Ensuring high-quality data in challenging circumstances

- Statistics Canada took steps to ensure the 2021 census provides high quality data.
- Self-response by Internet or by completing the census over the phone or on paper enabled most responses to be gathered without in-person contact.