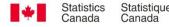


2016 Census Dissemination

Release Strategy and Products & Services Line

ACCOLEDS / DLI Western Training
University of Victoria, B.C.
November 29, 2016







Overview

- ☐ 2016 Census collection experience and response rates
- ☐ 2016 Census release strategy
- ☐ Overview of the 2016 Census products and services line
- ☐ Data quality indicators
- ☐ Census of Agriculture
- ☐ Post day-of-release plans







Very successful collection operations ...

With the return of the mandatory long-form census – the collection operations were the most successful on record
Building on the wave methodology fully implemented in 2011, Internet response exceeded planning assumptions (68.3%) as did self-response (88.8%)
Excellent response rates for all provinces and territories (both short and long forms), as well as for most communities
Linking income tax to short-form respondents is expected to produce high-quality income information
Integrated communications strategy, designed as a social marketing campaign, was effective and very efficient
 Use of behavioural economics and segmentation tailored to reach hard to



enumerate populations





Some work remains ...

- ☐ Fort McMurray situation was mitigated with innovative solutions
 - Research work on the integration of administrative data to reproduce the census head count served as the starting point
 - Validated by administrative data obtained from Alberta
 - Collection of long-form data conducted in August
- ☐ Situation for First Nations communities
 - Participation of on-reserve communities was excellent
 - Should be able to release results for vast majority of participating reserves









What does this mean for users?

- ☐ Quality of the data will be high
 - Significant decrease in item non-response for both short and long forms
- ☐ Will allow better interpretation of 2011 Census
- ☐ High-quality census data at all levels of geography improve the survey frame for the social survey program
 - Improved record linkage opportunities to meet growing demands for data





Collection response rates

2016 Census of Population collection response rates

ward Island 98.2% 44.9% 89.6% 97 Ilia 98.4% 55.8% 89.6% 98 Ewick 98.3% 65.4% 89.7% 97 98.7% 70.5% 89.4% 98 98.6% 70.9% 90.0% 98 98.2% 61.1% 88.9% 97 Ewan 98.1% 54.2% 88.6% 97 Iumbia 97.8% 71.2% 88.1% 97 Jumbia 97.8% 71.2% 88.1% 97			1
ward Island 98.2% 44.9% 89.6% 97 Itla 98.4% 55.8% 89.6% 98 swick 98.3% 65.4% 89.7% 97 98.7% 70.5% 89.4% 98 98.6% 70.9% 90.0% 98 98.2% 61.1% 88.9% 97 ewan 98.1% 54.2% 88.6% 97 lumbla 97.9% 65.3% 83.3% 97 lumbla 97.8% 71.2% 88.1% 97 1 Territories 96.6% 39.5% 87.2% 96 95.2% 7 95			-
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hey are calculated as the number of private dwellings for which a questionnaire was returned, divided by the number of private dwellings classifies occupied by census enumerators. verall response refers to the completion of a census questionnaire with or without assistance from a Statistics Canada representative.	lonnaire	r of private dwellings for which a que irs.	They are calculated as the numb as occupied by census enumera
iternet refers to the completion of a census questionnaire via internet by the respondent. It excludes dwellings in canvasser enumeration areas ar dian reserves.	y the re	f a census questionnaire via internet	Internet refers to the completion Indian reserves.
elf-response refers to the completion of a census questionnaire without assistance from a Statistics Canada representative. It excludes dwellings anvasser enumeration areas and Indian reserves.	assista		
ong form refers to the overall response for the subset of private dwellings from which households were asked to complete a census long form.	gs from	ponse for the subset of private dwell	Long form refers to the overall re
he rates for Alberta exclude the municipality of Wood Buffalo.		municipality of Wood Buffalo.	The rates for Alberta exclude the
anvasser enumeration was the only method used to enumerate Nunavut.	ut.	nly method used to enumerate Nuna	Canvasser enumeration was the
:			ol:
ot applicable			not applicable













Release strategy

- All major releases take place in calendar year 2017
 Additional product/levels of geography releases to follow
 Continuous releases of additional analysis planned until 2019
 Products and services line is very similar to 2011 however, modernizing some products 'Preview-type' content to be released soon
- ☐ Greater use of social media and data visualization
- METADATA review and standardization of variables, stubsets, definitions, and classifications for consistency across Statistics Canada, internationally







Release dates, 2016 Census geography products

Release date	Census geography products
November 16, 2016	 Spatial information products Boundary files, first edition Road network files Hydrography files Reference maps, first edition Attribute information products (correspondence files) Reference guides and documents, first edition
February 8, 2017	 Spatial information products Boundary files, second edition Reference maps, second edition Attribute information products (GeoSuite, Geographic Attribute File) Reference guides and documents, second edition

Release dates, 2016 Census Program

Release date	Release topic
February 8, 2017	Population and dwelling counts
May 3, 2017	Age and sex Type of dwelling
May 10, 2017	Census of Agriculture
August 2, 2017	Families, households and marital status Language
September 13, 2017	Income
October 25, 2017	Immigration and ethnocultural diversity Housing Aboriginal peoples
November 29, 2017	Education Labour Journey to work Language of work Mobility and migration



2016 Census Products and Services Line

Day of release products



The Daily article



Aggregate Dissemination Area (ADA) Profile



Census in Brief articles



Highlight tables



Infographics



Data tables



Social media (e.g., Twitter, Facebook, YouTube, Videos, Chat)



Census Dictionary



Age pyramids



Reference guides



Statistics Canada Data Viewer (SCDV)



Guide to the Census of Population



Focus on Geography Series (FoGS)



Geography products



Census Profile



Custom products & services



Census Datasets

Post-release products



Insights on Canadian Society (ICS) articles



Additional Data tables



Aboriginal Population Profile



Portrait of OL Communities in Canada



RDC files & PUMFs



Technical reports







Geography Products and Services

- November 16, 2016 Release of census geography products in advance of population and dwellings (P&D):
 - Census Dictionary geography component (i.e., definitions, supporting tables & figures)
 - New Aggregate Dissemination Area (ADA) information, reference maps, boundary file
 - Spatial information products: boundary files, road network files, hydrography
 - Reference maps (Standard Geographical Classification reference maps)
 - Attribute information products: correspondence files
 - Reference documents: interim list of boundary changes
 - Reference guides
- □ February 8, 2017 with release of P&D:
 - Updated Spatial information products: boundary files, road network files, hydrography
 - Reference maps
 - Attribute information products: correspondence files
 - GeoSearch
 - GeoSuite Web and DVD

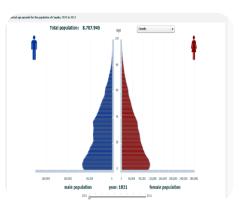






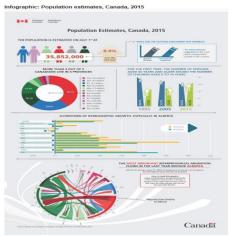
Day of release - Analytical Products

☐ *The Daily* article, Census in Briefs, Infographics, Age pyramids, Thematic maps, Indicators, Social media (Twitter, Facebook, YouTube videos, Chat)



Age pyramids

- ☐ Historical age structure (CAN, PROV-TERR), 1851-2016
- ☐ Compare age structure for 2 geographies (CAN, PROV-TERR, CMA/CA), 2011-2016



Infographics

- ☐ Complement 2016 Census releases by presenting analytical highlights via graphic representations
- ☐ Combine data and related information to provide quick way to make ideas easy to interpret by telling a visual story







Day of release - Data Products

□ Census Profile

- Combined short/long form, univariate profile per GEO that builds throughout releases
- Can compare GEOs, exploring adding percentages along with counts
- Down to DA on DofR and will include new Aggregate Dissemination Area (ADA) level of GEO
- ADA Profile Oct. 25, 2017 release (first long form), same content but presents standard error
- Download .csv, .tab, .ivt

☐ Highlight tables

- Back for all 2016 releases, support analysis, present key indicators % change, ranking/sorting
- All CSDs (new) used to be CSD 5,000+
- Download .csv and .tab

☐ Focus on Geography Series (FoGS)

- Similar to 2011, merged in content from Visual Census, organized by topic
- Improved/modernized graphics
- Can/Prov/Terr, CMA/CA, CSD (All CSDs new)
- Investigating customizable comparison geography

■ Data tables

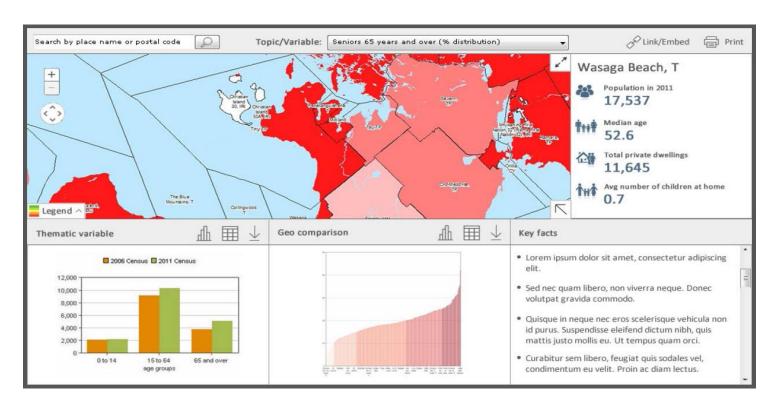
- Traditional cross tabulations that begin with Age and sex
- New down to DA for Age and sex (May 3, 2017) others TBD
- Remaining releases to CSD on DofR, lower level GEOs and additional tables to follow
- Download .csv, .tab, .ivt







'Statistics Canada Data Viewer'



- Statistical dashboard map, pre-defined charts, images, graphics, highlight text and supporting HTML
- Select from an extensive list of census indicators/geographic units and results displayed
- Some interactive capabilities to select and/or adjust some elements of the dashboard







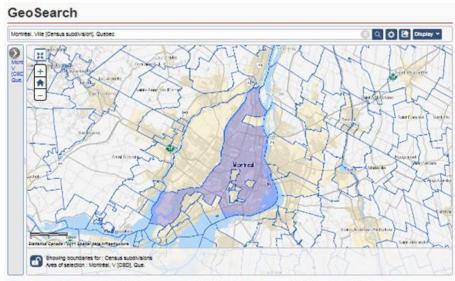
Day of release - Reference Products

- ☐ Guide to the Census of Population, 2016 (Census Overview content, short/long form user guide, released iteratively starting with P&D)
- ☐ Census Dictionary (moving towards using established standards for all metadata)
- ☐ Reference guides









Results for Montréal, Ville [Census subdivision], Quebec - 2016 and 2011 Censuses

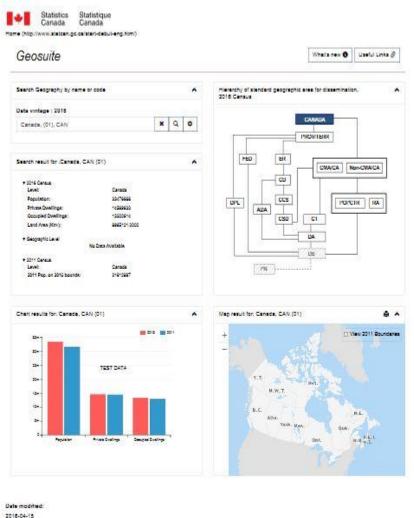
Show 10	entries		Search:
Census	Date	Topic	Title
2011	Feb 8, 2012	All topics	2011 Census Profile
2011	May 8, 2012	All topics	2011 NHS Profile
2011	Nov 13, 2013	All topics	2011 NHS Aboriginal Population Profile
2011	Feb 8, 2012	Population and dwelling counts	Population and dwelling counts, for Canada and census subdivisions (municipalities), 2011 and 2006 censuses
2011	May 29, 2012	Age and sex	Population by broad age groups and sex, 2011 and 2006
2011	Sep 19, 2012	Families, households and marital status	Couple families by presence of children in private households
2011	Sep 19, 2012	Families, households and marital status	Private households by household type
2011	Oct 24, 2012	Language	Population by mother tongue and age groups

GeoSearch

- ☐ To be launched with P&D Counts release (Feb. 8, 2017)
- ☐ Default will find 2016 and 2011 results except for areas with geographic boundary changes. If these exist default is to present 2016 information only
- ☐ Possibility to isolate geographic vintage 2016 or 2011 (one or the other)
- ☐ Results for data, analysis and maps







GeoSuite Web

- Online version of GeoSuite
- Downloadable version will remain
- To be launched with P&D counts release (February 8, 2017)

2018-04-15











Census Datasets Filter Datasets 2011 Census of Population Change survey Showing 1 to 10 of 222 entries 2011 Census of Population ✓ Sort by - table title Submit 1. Age (131) and Sex (3) for the Population of Canada and Forward Sortation Areas, Topic Age and sex Catalogue number: 98-311-XCB2011022 Families, households and marital status Release date: February 5, 2013 Language Formats: HTML Beyond 20/20 SDMX (XML) Structural type of dwelling and collectives 2. Age (131) and Sex (3) for the Population of Canada, Provinces, Territories and Economic Regions, 2011 Census Geography Catalogue number: 98-311-XCB2011024 Census Division Release date: May 29, 2012 Census Metropolitan Area / Census Formats: HTML Beyond 20/20 SDMX (XML) Agglomeration 3. Age (131) and Sex (3) for the Population of Canada, Provinces, Territories and Federal Census Subdivision Electoral Districts (2003 Representation Order), 2011 Census Census Tract Catalogue number: 98-311-XCB2011020 Designated Place Release date: May 29, 2012 Dissemination Area Formats: HTML Beyond 20/20 SDMX (XML) Economic Region 4. Age (131) and Sex (3) for the Population of Canada, Provinces, Territories and Federal Federal Electoral District Electoral Districts (2013 Representation Order), 2011 Census Federal Electroral District (2013 Representation Catalogue number: 98-311-XCB2011028 Release date: May 21, 2014 Forward Sortation Area Formats: HTML Beyond 20/20 SDMX (XML) Population Centre 5. Age (131) and Sex (3) for the Population of Canada, Provinces, Territories, Census Divisions and Census Subdivisions, 2011 Census Province / Territory Catalogue number: 98-311-XCB2011023 Variable Release date: May 29, 2012 Age (131) Formats: HTML Beyond 20/20 SDMX (XML) Age group of child (12) 6. Age (131) and Sex (3) for the Population of Canada, Provinces, Territories, Census Age group of child (13) Divisions, Census Subdivisions and Dissemination Areas, 2011 Census Age group of child (2) Catalogue number: 98-311-XCB2011018 Age group of child (5) Release date: May 29, 2012 Age groups (13) Formats: HTML Beyond 20/20 SDMX (XML) Age groups (13A) 7. Age (131) and Sex (3) for the Population of Canada, Provinces, Territories, Census Metropolitan Areas and Census Agglomerations, 2006 and 2011 Censuses Age groups (17) Catalogue number: 98-311-XCB2011021 Age groups (17A) Release date: May 29, 2012 Age groups (21) Formats: HTML Beyond 20/20 SDMX (XML)

Census Datasets

☐ Will be updated with 2016 information starting with Age and sex release



Statistics Canada

Age groups (25)

Statistique Canada







Data quality indicators

Aiming to ...

- Produce and publish data quality indicators for select variables from the long form at the Canada, province/territory level, potentially select CSDs as well (as per 2011)
- Produce and publish global non-response rate (GNR) values for short form (new) and long form (as per 2011 NHS). Integrated into products for all levels of geography.

Exploring how to best preser	nt data	quality i	indicators	and flaggir	ng -
will use standards					

- ☐ Suppression thresholds for DQ and confidentiality being established
- ☐ Suppression lists will be maintained







Proposed data quality indicators – previous census counts

			F	opulation		Private dwe	ellings, 20XX	Land area in	Population density per	CSD pop rank,			
Geographic name	Geographic name		Prov. / Terr.	20XX	20XX	20XX	20XX	20XX	% change	Occupied square by usual kilometres, Total residents 20XX	square kilometre,	are	Prov. / Terr.
*	\$	\$	•	\$	*	\$	\$	♦	\$	*	\$		
Canada 2			33,476,688	31,612,897	5.9	14,569,633	13,320,614	8,965,121.42	3.7				
Twillingate	I	N.L.	2,269	2,448	-7.3	1,190	985	25.74	88.2	1,226	36		
Rankin Inlet	HAM	Nvt.	2,266	2,660 R	-15.1	708	626	20.24	112.0	1,227	3		

Note:

- Census subdivisions (CSDs) are classified into 54 types according to official designations adopted by provincial/territorial or federal authorities. Two exceptions are 'subdivision of unorganized' (SNO) in Newfoundland and Labrador, and 'subdivision of county municipality' (SC) in Nova Scotia, which are geographic areas created as equivalents for municipalities by Statistics Canada, in cooperation with those provinces, for the purpose of disseminating statistical data.
- Excludes census data for one or more incompletely enumerated Indian reserves or Indian settlements
- This geographic area underwent a formal review in 20XX; the 20XX count have been adjusted due to overcoverage or undercoverage. The count presented in this table may not match the original counts published in 20XX for this area.
- This geographic area underwent a formal review in 20XX; the 20XX count have been adjusted due to boundary and/or population and/or dwelling change(s). The count presented in this table may not match the original counts published in 20XX for this area.
- Use the 20XX count with caution. This geographic area underwent a formal review in 20XX and a 'should read' count was published. As a result of the review, and possible subsequent changes, the 20XX count presented are the best available.
- 6 20XX adjusted count due to updates received.
- The 20XX Census was not completed during the 20XX collection period for this area. A <u>special collection</u> which contains 20XX estimates for population and dwellings was completed later in 20XX (October).

Symbols:

- R Revised. The 20XX count for this area has been revised and may not match the original count published in 20XX.
- E Use with caution







Data quality indicators

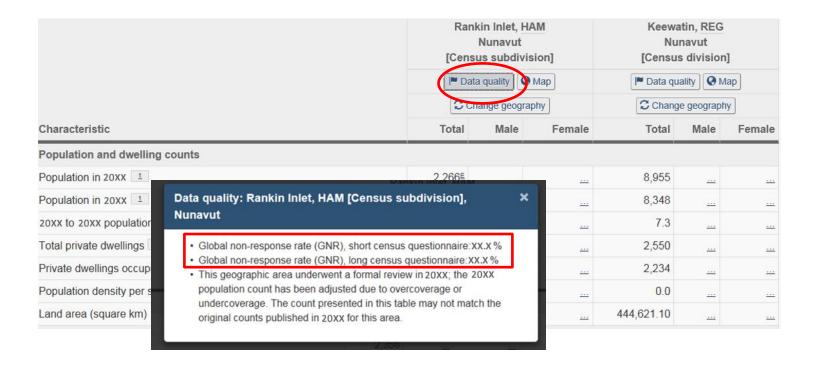
	Rank [Censi	Keewatin, REG Nunavut [Census division]				
Characteristic	Total	Male	Female	Total	Male	Female
Population and dwelling counts					-	
Population in 20xx 1	2,266≝		222	8,955		***
Population in 20xx 1	2,358			8,348		<u></u>
20xx to 20xx population change (%)	-3.9⊑		***	7.3	2-1	
Total private dwellings 2	708	242	244	2,550		
Private dwellings occupied by usual residents 3	626	<u></u>	222	2,234		***
Population density per square kilometre	112.0			0.0	(<u>***</u>)	
Land area (square km)	20.24	<u></u>	2.0	444,621.10		<u></u>







Data quality indicators

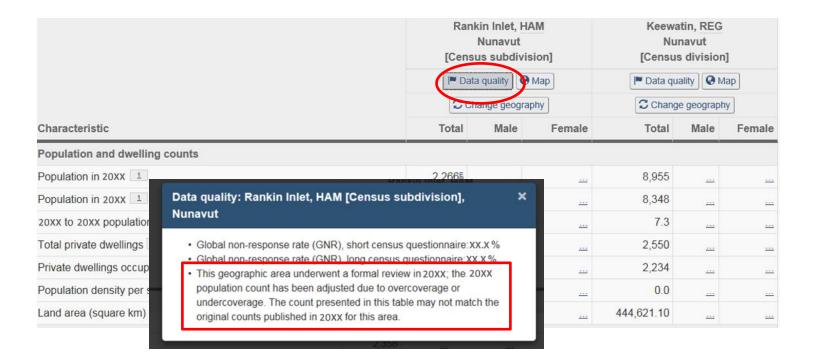








Data quality indicators









Data quality indicators - Highlight tables

			Population			Private dwe	Land area in	
Geographic name	Type 1	Prov. / Terr.	20XX	20XX	% change	Total	Occupied by usual residents	square kilometres 2000
Φ	•	0		•		ф	Φ	φ
Canada 2			33,476,688	31,612,897	5.9	14,569,633	13,320,614	8,965,121.42
Toronto 5	С	Ont.	2,615,060	2,503,281 <u>R</u>	4.5	1,107,851	1,047,877	630
<u>Montréal</u>	V	Que.	1,649,519	1,620,693	1.8	813,819	759,946	365
Calgary 2	CY	Alta.	1,096,833	988,812 <u>R</u>	10.9	445,848	423,417	825
<u>Ottawa</u>	CV	Ont.	883,391	812,129	8.8	370,217	353,244	2,790
Edmonton	CY	Alta.	812,201	730,372	11.2	348,672	324,756	684
Mississauga [2]	CY	Ont.	713,443	668,599 <u>R</u>	6.7	242,538	234,582	292
Winnipeg	CY	Man.	663,617	633,451	4.8	280,489	268,753	464
Vancouver	CY	B.C.	603,502	578,041	4.4	286,742	264,573	114
Brampton	CY	Ont.	523,911	433,806	20.8	154,663	149,271	266

Select a geographic name – map provide with data quality information



CSD population rank, 20XX

20XX National

Prov. /

Terr.

density per kilometre.









The Census Program provides a statis of Agriculture, For upcoming release of	stical portrait of the country every five plates, refer to the 2016 Census Progra	years. The 2016 Census Program im release schedule.	m includes the Census of Population and the Censu
<u> </u>	A- A A	a _	Find latest data from the 2016 Census Profile
134 A		284	Place name:
A COUNTY OF THE PARTY OF THE PA			
	10.00		Submit
	3		Geosearch
			Geosearch Map-to-data
2016 Census: Population and dwell February 8, 2017	Ing counts		Census of Agriculture
(1 of 3)		▶ Play	Census of Population Program datasets
O 1610 O			NAME OF TAXABLE PARTY.
Key statistics: Canada	a		[More key statistic
	Canada N.L. P.E.I. N.S. N.B. Que.	Ont. Man. Bask. Ata. B.C. Y.	T. N.W.T. Not.
Median age	% immigrants	Median household total I	Income (\$) Average farm size (acres)
(2011 Census of Population)	(2011 National Household Survey)	(2011 National Household	(2011 Census of Agriculture)
40.6	20.6	61,072	778
Topics			
The Census of Population Program of	fers a wide range of analysis, data, ref To access topics from the previous Cs		ation according to topics (subjects) that paint a
Release dates, 2016 Census Pro	gram		
February 8, 2017	Population and dwelling counts		
May 3, 2017	Age and sex, Type of dwelling		
August 2, 2017	Families, households and marital statu	is, Language	
September 13, 2017	income		
October 25, 2017	immigration and ethnocultural diversity	, Housing, Aboriginal peoples	
November 29, 2017	Education, Labour, Journey to work, L	anguage of work, Mobility and mi	Igration
Information and consi			
Information and servion The Census of Population Program in		tical, reference and geography p	roducts. Videos present highlights and provide an
verview of our major releases. Custo	m services are available for more com	iplex Information requests.	
Data products	Analytical pro	ducts	Reference materials
	MINISTER AND ADDRESS OF THE PARTY OF THE PAR		
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	01001111 0101100C	/-	
Statistical Information Including tabula	tions, An analytical persper	ctive on Census of Population	Supporting documentation to assist users with
profiles, microdata and data visualizat	Ions. Program topics.		understanding and Interpreting Census of Population Program Information.
Geography	<u>Video centre</u>		Census consultation
			64.464.3.4.1
Seographical information that will assi	ast with A collection of victors	s providing insight and	Data users and interested parties across Canada
nterpreting Census of Population Pro-			are asked for their views on the type and extent of
nformation.			Information they believe should be available from the census.
D			District
Previous censuses	Future cens		Related links
2011 Census of Population		am Transformation	- Custom services
 ARCHIVED - 2006 Census of 			
 ARCHIVED - 2006 Census of ARCHIVED - 2001 Census of 			Accessing my Census Information Census Program corrections and updates

Web module progression – February 8, 2017

- ☐ Add to spotlight link to Population and Dwelling Counts topic page
- ☐ Update key statistics with 2016 indicators
- ☐ Switch topic list to 2016 topic list format by sequential release
- ☐ Data, Analytical and Reference Product links point to new 2016 landing pages







AGRICULTURE

Product	Description	Release date
Data	1. Farm and farm operator Data	May 10, 2017
products	2. Selected Historical Farm and Operator Data from the Census of Agriculture	Dec 13, 2017
	3. Census of Agriculture and Tax Linkage Data	TBD
	4. Agriculture-Population Linkage Data	Nov 27, 2018
Geography	5. Census Agricultural Regions Boundary File and Reference Guide	May 10, 2017
products	6. Agricultural Ecumene Census Division Boundary File and Reference Guide	Sep 13, 2017
	7. Census of Agriculture Thematic Maps	Dec 13, 2017
Reference products	8. Census of Agriculture Reference Maps	May 10, 2017
Analytical products	9. Analytical series – Farm and Farm Operator Data	May 17, 2017 to Jun 21, 2017
	10. Canadian Agriculture at a Glance	Fall 2017 through Fall 2018
Services	11. Custom products and services	On demand







Post-day of release

Analytical products -	Insights on	Canadian	Society ((ICS) –	addition	ıal
articles						

☐ Data products

- Data tables (additional plus lower-levels of geography)
- Aboriginal Population Profile (customized profile focussing on Aboriginal content)
- Portrait of Official Language Communities in Canada (specialized bundle of data tables focussing on language)
- ☐ **Reference products** Technical reports (Sampling/weighting, Coverage, Aboriginal)
- □ 2017-18 completion of new dissemination model (NDM) census development (software/features), additional corporate web enhancements
- □ 2018-2019 census conversion and integration into NDM







Post-day-of release - Microdata files

Consultation on PUMFs

- ☐ December 2015, a usage survey questionnaire was sent to all 2011 NHS PUMF (Individuals and Hierarchical) users to gather feedback
- ☐ The survey questions related to content, variables, geography and sampling
- □ Requests received to increase the PUMF samples, increase number of variables, stubset details and levels of geography all of these impact confidentiality and following consideration and assessment from Methodology ... we are not able to implement these suggestions







Post-day of release - Microdata files

Public Use Microdata Files (PUMF)

- 2016 Census: Individuals PUMF File Winter 2018/2019
- □ 2016 Census: Hierarchical PUMF File Summer 2019

Research Data Centre (RDC) files

□ 2016 Census Long Form Microdata File – Summer 2018

Current RDC Holdings:

- ☐ 1911 to 1951 CCRI microdata files
- □ 1971 to 2006 100% 2B files (down to DA level)
- □ 2011 NHS Microdata File
- □ 2011 Census Microdata File (short form)







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