Making Sense of the Census

By Environics Analytics and Statistics Canada

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Introduction

- Why census data make peoples lives better

- Privacy

- COVID impacts

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What's Important About the 2021 Census?

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THE CENSUS PROGRAM

Engaging with the 2021 Census of Population

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Census and COVID-19 – Overview

- The 2021 Census has begun! May 3rd to May 10th cards arrive in the mail.

- Statistics Canada has adapted the Census Program to the new COVID reality.

- A contact-free census is the goal, as much as possible.

- Online self-response is the preferred collection method.

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Census and COVID-19 – Collection procedures

- Completing the census online is the best and safest way for Canadians to participate.
- In-person visits will take place only when other options (i.e., online, phone) are not available.
- Census employees will respect a no-contact protocol during in-person visits (e.g., observing public health guidelines).

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Census and COVID-19 – Remote, northern and Indigenous Communities

- Early enumeration did not take place for the 2021 Census, but instead coincides with regular census activities between April and July.

- Enumerators are being hired locally and will follow a protocol that avoids entry into dwellings.

- Online (self-response) option is available for these areas, rather than the traditional canvasser approach.

- Completion by phone (Census Help Line) is also available, given Internet accessibility challenges.

Census and COVID-19 – Collective dwellings

- No census employee will visit/enter institutional collective dwellings (e.g., long-term care facilities).

- Administrators of dwellings will be asked to respond online, providing basic information (Form 2A) on residents.

- Other arrangements will be made when there is no administrator or no administrative records.

Why is the census important?

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The Census paints a portrait of people in Canada and the places where they live. Census data are used in many important planning decisions, by both governments and the private sector.

Census data are used to:
- Calculate transfer payments between different levels of
     government
- Determine representation in Parliament
- Plan daycare, schools, hospitals, public transportation and
     emergency services
- Make business decisions – understand at local level the community and
     the people to serve
- Help in planning vaccine distribution
- Serve as benchmarks

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Census of Population – Short form

- Three **<u>new</u>** questions to ensure relevance and meet broad data needs of Canadians
  - ✓ Gender
  - ✓ Canadian military experience
  - ✓ Instruction in the official minority language (5 questions)

- Existing short-form content
  - ✓ Demographics (name, sex, date of birth and age, marital status, family status)
  - ✓ Language (knowledge of official languages, language spoken at home, mother tongue)

Sex at birth and gender

2 What was this person's **sex at birth**?

Sex refers to sex assigned at birth.

○ Male

○ Female

3 What is this person's **gender**?

Refers to current gender which may be different from sex assigned at birth and may be different from what is indicated on legal documents.

○ Male

○ Female

Or please specify this person's gender:

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Census of Population – Long form

- Five **<u>new questions</u>** to respond to the evolving data needs of policy makers and stakeholders:
  - ✓ Membership in a Métis organization or Settlement (1 question)
  - ✓ Enrollment under an Inuit land claims agreement (1 question)
  - ✓ Main reason did not work whole year (1 question)
  - ✓ Main reason only worked part-time (1 question)
  - ✓ Use of multiple modes of transportation to get to work (1 question)

- Includes religion: asked every ten years since 1871 (last asked in 2011)

- Existing long-form content:
  - ✓ Activities of daily living
  - ✓ Place of birth and citizenship
  - ✓ Ethnocultural diversity
  - ✓ First Nations peoples, Métis and Inuit
  - ✓ Mobility
  - ✓ Education
  - ✓ Labour market activities and commuting
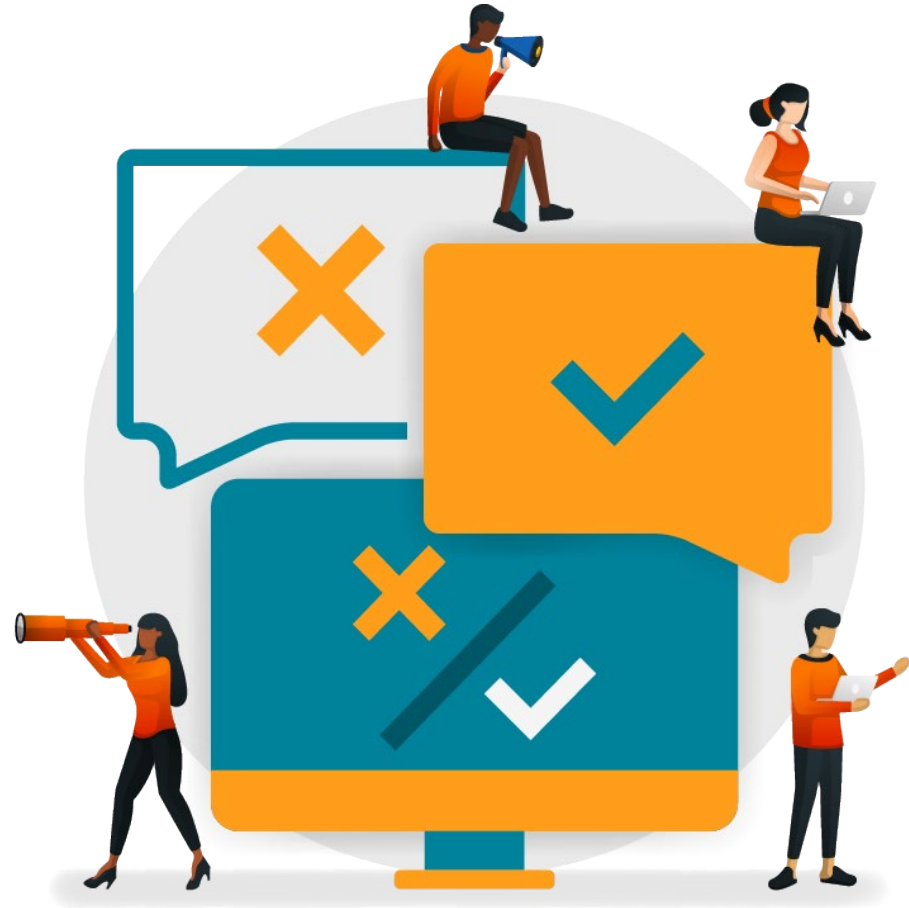 - ✓ Expenditures and housing

2021 Census dissemination strategy

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Better meet our users needs

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Dissemination strategies

- Maximize reach

- Strengthen partnerships and collaboration

- Increase the value of statistical information

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Maximize reach

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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Strengthen partnerships and collaboration

Sharing and outreach

- Increase trust and transparency through information sharing

Communication

- Conduct webinars and round tables around the time of major release

Collaboration

- Design products with partners in advance

Data integration

- Integrate statistical data on external websites and share links

Partnership

- Increase relevance by adding partner variables to the dissemination database
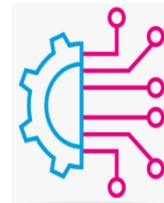
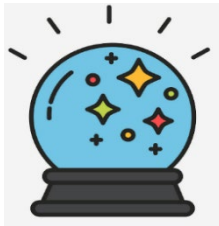CENSUS · RECENSEMENT

Increase the value of statistical information

Relevance
- Group topics together that address the key societal questions of the day

Data Integration
- Integrate data from non-census sources

Foreseeable
- Publish schedules, reference materials and product previews ahead of major releases

Continuity
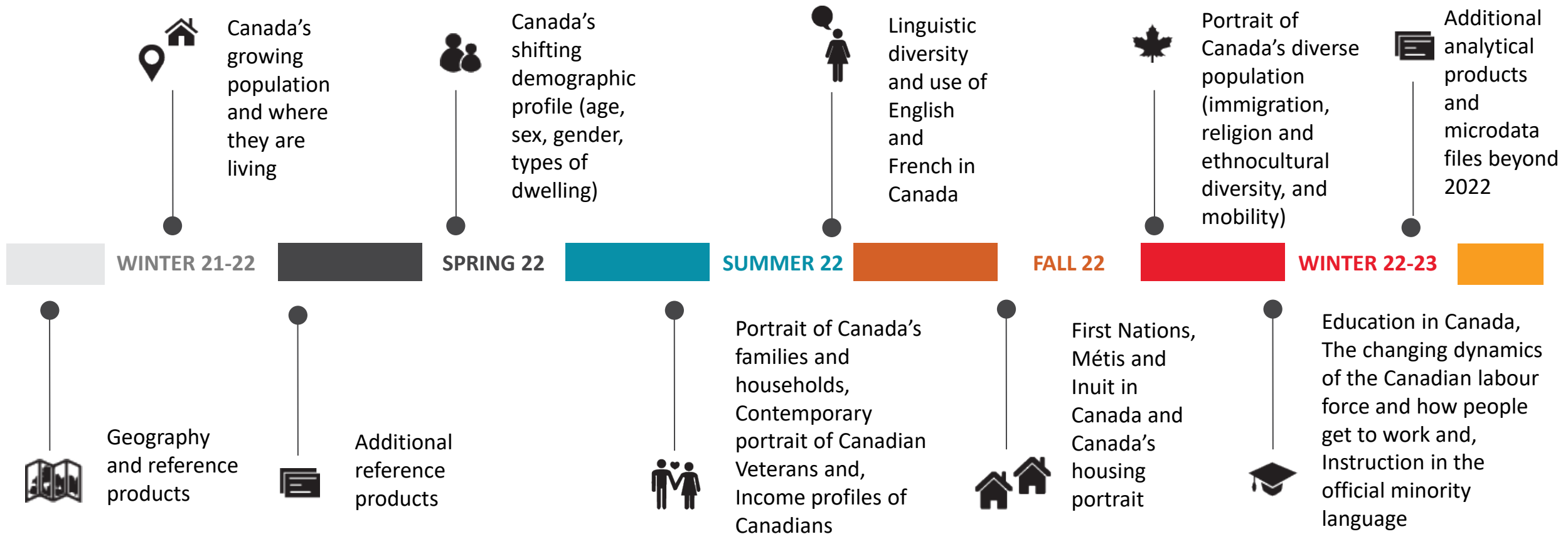- Release new analysis and data beyond the day of release

Data visualization
- Provide information in alternative formats

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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)

Additional analytical products and microdata files beyond 2022

WINTER 21-22 | SPRING 22 | SUMMER 22 | FALL 22 | WINTER 22-23

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, Instruction in the official minority language

# How Environics Analytics Uses Census Data

Key Uses of Census Data

- Census data is a key input to a number of EA products

- Census is the basis for developing products for census year and then these are updated for future years

- Census data are foundation for good sample surveys that drive many of our Opticks products

- Census data and derivatives are used to harness "Big Data"
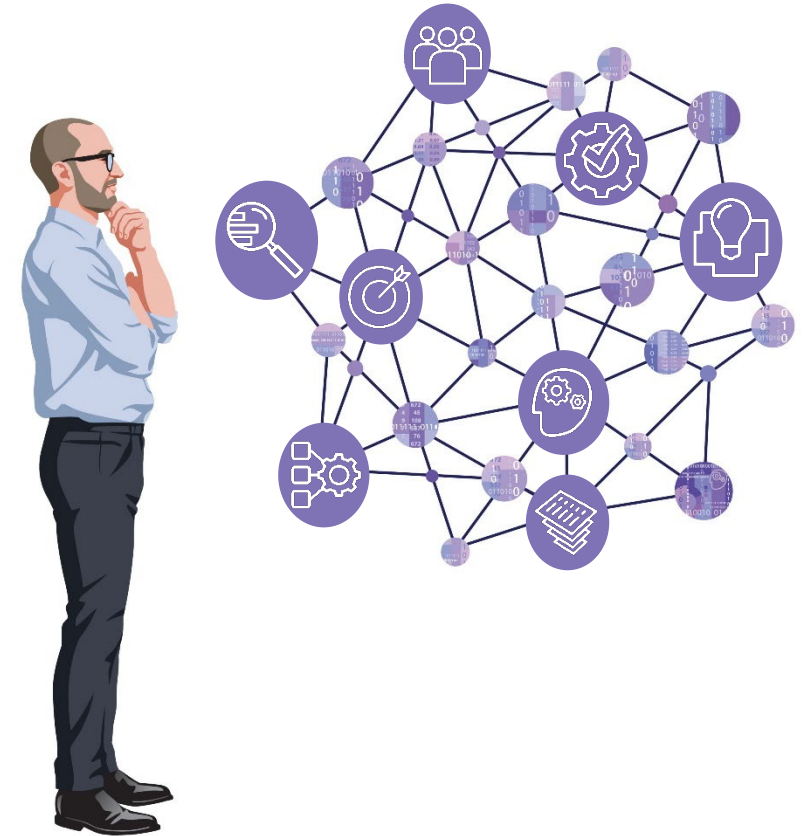
Products Heavily Based On Census Data

1) CensusPlus

2) DemoStats estimates and projections

3) AccultuRates

4) PRIZM

5) Opticks

6) Big Data – e.g. MobileScapes

7) Custom projects

Opticks

PRIZM

Demographic

Mobile Analytics

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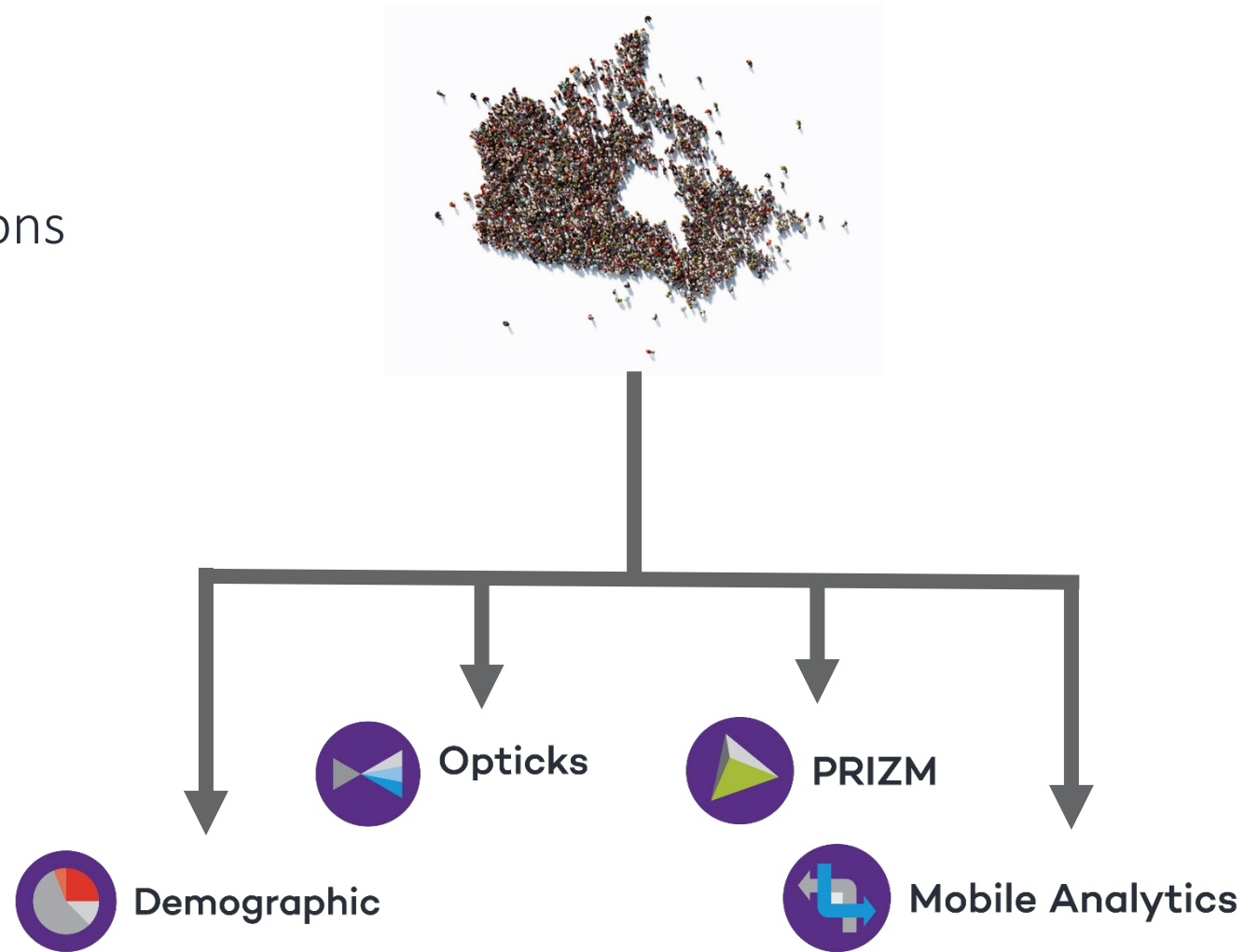
CensusPlus

- Census DA profile data but adjusts for missing data and techniques are used to have unrounded data

- Variables add up within thematic categories and across all levels of geography

- The 2021 Census data will become available in waves throughout 2022 and CensusPlus will be produced in several batches of variables beginning in 2022.

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DemoStats Estimates and Projections

- Annual small area (DA) estimates, 5-year historical data and 10-year projections for many census characteristics

- New census data will be gradually incorporated into annual estimates beginning in the 2023 year

- The 2021 geographic structure will be introduced for 2023

AccultuRates

- AccultuRates is available for both the Chinese and South Asian populations

- It classifies these populations into six acculturation segments based on census data

- Each dissemination area (DA) with a significant Chinese or South Asian population is classified into one of six acculturation segments

- New version of AccultuRates should be available for the 2024 release

PRIZM

- Flagship segmentation product that classifies Canadians into 67 unique segments, capturing demographics, lifestyles, consumer behaviour and settlement patterns

- The methodology to define the 67 segments is based on census data but also includes other databases

- The characteristics of the current PRIZM segments will be updated as new 2021 Census data become available, beginning in 2023

- The entire system will be reviewed in 2024 to decide if modifications are needed

Opticks Example: MoneyMatters

- Produced from Canadian Financial Monitor survey of 18,000 respondents. The survey captures 2000+ financial attitudes and behaviours and includes information on banking, insurance, credit cards & attitudes.

- Sampling methodology leverages the Census to create a properly stratified sample.

- Variables are projected to all levels of Census geography.

- Data from any other sample surveys from partners are projected to the postal code using EA processes

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Big Data – MobileScapes

- A mobile movement database combining data collected from privacy-compliant mobile devices that identifies visitors to a defined area, like a store or public park, for a given date and time range.

- MobileScapes data are weighted to the general population using census-derived demographic and PRIZM data to produce a more representative population estimate of visitors.

- 2021 Census data will be incorporated into the population weighting methodology via DemoStats and PRIZM, starting in the 2023 calendar year.

Custom Products – Site Modelling

- Census data used as the basis for much of analytical work that goes into forecasting performance for individual locations

- Depending on business questions posed, different analytical approaches are used that leverage Census information

- Results used for many applications such as site selection, merchandizing, target marketing and online marketing

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Questions?

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