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Item 3 of the provisional agenda

Experiences with census users: who they are, what they need, how they are involved

Users' requirements: Planning for content of the 2016 Canadian Census Program¹

Appendix to ECE/CES/GE.41/2015/9

Note by Statistics Canada²

Discussion Points

1. The topics for the Census Program are listed below. Considering the following definitions and your data needs, how important is each topic?

Essential implies that the topic is required to fulfil a legislative requirement or the needs of a regulation, policy or program. **Strong need** implies that the topic is not required but is used to fulfil the needs of a regulation, policy, program or other application. **Some need** implies that the topic could be used to fulfil the needs of a regulation, policy, program or other application. **No need** implies that the topic is not used.

Please refer to Appendix B of the *2016 Census Program Content Consultation Guide* for a list of 2011 Census Program questions by topic.

¹ This paper is based on a document prepared by Statistics Canada entitled *the Census Program Content Consultation Report, Census year 2016*, released September 10, 2014 (catalogue no. 92-137-X).

² Drafted by Johanne Denis (Director General, Census Subject Matter, Social and Demography Statistics Branch) and Margaret Michalowski (Assistant Director, Census Subject Matter Secretariat).

Table 1
Importance of Census Program topics

Census Program topics	Importance of topic			
	Essential	Strong need	Some need	No need
Basic demographics (age, sex, marital status and common-law status)				
Families and households				
Activity limitations				
Place of birth, citizenship and immigration				
Language				
Ethnic origin				
Aboriginal peoples				
Visible minorities				
Mobility and migration				
Education				
Labour				
Place of work and commuting to work				
Income and earnings				
Housing and shelter costs				

Note: The question on religion is asked every 10 years. The last time was in 2011.

2. For topics considered 'essential,' please indicate which 2011 Census of Population or 2011 National Household Survey questions you intend to use and provide examples of their application.

3. Would you recommend any changes to the existing questions from the 2011 Census of Population or 2011 National Household Survey for consideration during the planning of future Census Programs? For each suggested change, please:

- indicate the level of priority (low or high)
- provide a rationale (and include references to the Statistics Canada socioeconomic data source(s) you use, if applicable). You may wish to consult *Your Guide to Data Sources on Census-related Topics*
- suggest ways respondent burden can be managed by editing or eliminating questions in the same grouping.

4. Do data gaps exist that could be addressed through the 2016 Census Program? If yes, please describe the information that should be included in the 2016 Census Program along the seven dimensions listed below (please refer to Table 2 for an explanation of each dimension) and explain why.

Note: The extent to which an information need meets the seven dimensions of the proposed framework will be a main consideration in determining whether or not it will be collected by the 2016 or future Census Programs. In your response, please address as many of the following dimensions as possible:

- Strength of user need
- Size of the population of interest
- Suitability of alternative sources
- Cross-classification of data / Multivariate analysis
- Comparability across Canada
- Continuity over time
- Frequency of outputs.

Geography needs

5. Which of the standard geographic areas do you currently use, or intend to use in the future?

6. Do you consider the ongoing process of aligning the Statistics Canada geographic boundaries with provincial/territorial digital road networks worthwhile?

For more information on the standard geographic area concepts, hierarchy and spatial data infrastructure, consult the 'Geography' section in the 2011 Census Dictionary at: <http://www12.statcan.gc.ca/census-recensement/2011/ref/dict/univ-index-eng.cfm>.

7. Do you have any other comments, for example, on geography concepts or the dissemination strategies for the Census Program?

Please note that your responses may be made public in the documentation highlighting the findings of the 2016 Census Program content consultation.

Data Uses and Requirements questionnaire

For **each** key use identified, please provide details about the type and characteristics of Census Program data used by your organization. For the purpose of this consultation, please consider both the census and National Household Survey (NHS).

<p>Name of the use of Census Program data Enter name: _____</p>
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1. Please describe, **with as many categories as necessary**, how census and NHS data are currently being used to support this activity.

<ul style="list-style-type: none"> • Resource allocation • Performance reports • Planning • Policy development • Program monitoring and evaluation • Research 	<ul style="list-style-type: none"> • Site location • Human resource planning • Modelling and microdata analysis, using complex analytical techniques • Other, please specify. <hr style="border: 0; border-top: 1px solid black; margin-top: 10px;"/>
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<ul style="list-style-type: none"> • Service delivery • Cross-classification (multivariate) • Geography distributions (geographic profiles) • Marketing / market segmentation 	<hr/> <hr/>
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2. Please check **all** the census and NHS topics that apply (e.g., education; labour).

<ul style="list-style-type: none"> • Basic demographics (age, sex, marital status and common-law status) • Families and households • Activity limitations • Place of birth, citizenship and immigration • Language • Ethnic origin • Aboriginal peoples • Visible minorities 	<ul style="list-style-type: none"> • Mobility and migration • Education • Labour • Place of work and commuting to work • Income and earnings • Housing and shelter costs • Other, please specify.
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3. Please check **all** the levels of geography at which census and NHS data are needed (e.g., census subdivision; census tract).

<ul style="list-style-type: none"> • Canada • Province / territory • Census metropolitan area / census agglomeration (CMA/CA) • Census division (CD) • Census subdivision (CSD) 	<ul style="list-style-type: none"> • Census tract (CT) • Dissemination area (DA) • Trade / service area • Other, please specify. <hr/> <hr/>
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4. Do you require data on any specific groups? If yes, please check **all** that apply.

<ul style="list-style-type: none"> • Aboriginal peoples • Businesses • Condominium dwellers • Ethnic groups • Households in crowded housing 	<ul style="list-style-type: none"> • Recent immigrants • Same-sex couples • School age children • Seniors • Travellers to work
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<ul style="list-style-type: none"> • Institutions • Institutional residents • Interprovincial movers / migrants • Language - Official language minority groups • Language - Other than official language minority groups • Lone-parent families • Low income families • Near retirees • Persons with activity limitations / disabilities • Population: provincial • Population: other 	<ul style="list-style-type: none"> • Visible minorities • Women • Working age • Youth • Other, please specify. <hr/> <hr/> <hr/> <p>OR</p> <ul style="list-style-type: none"> • No
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5. How long after the data are disseminated (approximately 12 months after collection) are they still useable for your needs? Please select **one** answer only.

<ul style="list-style-type: none"> • For 6 months • For 1 year • For 2 years • For 5 years • For 10 years
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6. How important is data comparability across the country, or provinces/territories? Please select **one** answer only.

Essential implies that data comparability across geographies is necessary for this use. **Strong need** implies that while data comparability across geographies is not necessary for this use, it is beneficial. **Some need** implies that data comparability across geographies could be beneficial for this use. **No need** implies that data comparability across geographies is not beneficial for this use.

<ul style="list-style-type: none"> • Essential • Strong need • Some need • No need
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7. How important is data comparability over time (i.e., over three consecutive census cycles)? Please select **one** answer only.

Essential implies that data comparability over time is necessary for this use. **Strong need** implies that while data comparability over time is not necessary for this use, it is beneficial. **Some need** implies that data comparability over time could be beneficial for this use. **No need** implies that data comparability over time is not beneficial for this use.

- Essential
- Strong need
- Some need
- No need

8. Are there other data holdings, within your organization, which can provide the **same information** as census and NHS data? If yes, please list **all** that apply.

- Yes, please list them.

- No → Go to question 12

9. Are there any barriers associated with accessing or limitations in using the data holdings indicated in question 10?

- Yes, please list them.

- No

10. Do you have any additional comments you would like to provide on **this use**?

- No
- Yes, please comment (150 words maximum).

11. Do you have any additional comments you would like to provide to Statistics Canada with regard to your census and NHS data needs?

- No
- Yes, please comment (150 words maximum).

Responses will be considered representative of your organization and may be made public in documentation highlighting the findings of the 2016 Census Program content consultation.

Thank you for participating in this consultation. Your feedback is important to us.

