



C E N S U S • R E C E N S E M E N T

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# 2016 Census

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May 2016



# Census of Population

- A Canadian tradition
- An obligation as mandated by the *Constitution Act* and the *Statistics Act*



## Importance of the census

- The basis for federal transfer payments: \$300 billion in the past five years
- Redistribution of electoral boundaries: 30 seats added to the House of Commons for the 2015 federal election
- Its data required to administer federal legislation (*Official Languages Act*)
- Main source of small-area data on population trends



## Late changes to the 2016 Program

- On November 5, 2015, the new government asked Statistics Canada to restore the mandatory long-form census for 2016.




## The 2016 Census at a glance...

- Census Day: **May 10, 2016**
  - Invitations to respond to be mailed out on May 2
- Various other collection approaches:
  - Rural areas
  - Reserves
  - Collective dwellings
- Early enumeration in northern communities began on February 1, 2016
- **Objective: 65% of responses online**



# The Electronic Questionnaire

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- an application for *all* types of technology - laptops, tablets or smartphones
  - Easier, faster to use and accessible to people with visual impairments



## Content

- Generally same content as in 2011
- 1 in 4 households will receive the long form
- New paper questionnaire format that combines the short and long forms
- New approach for collecting income information



## Key Topics

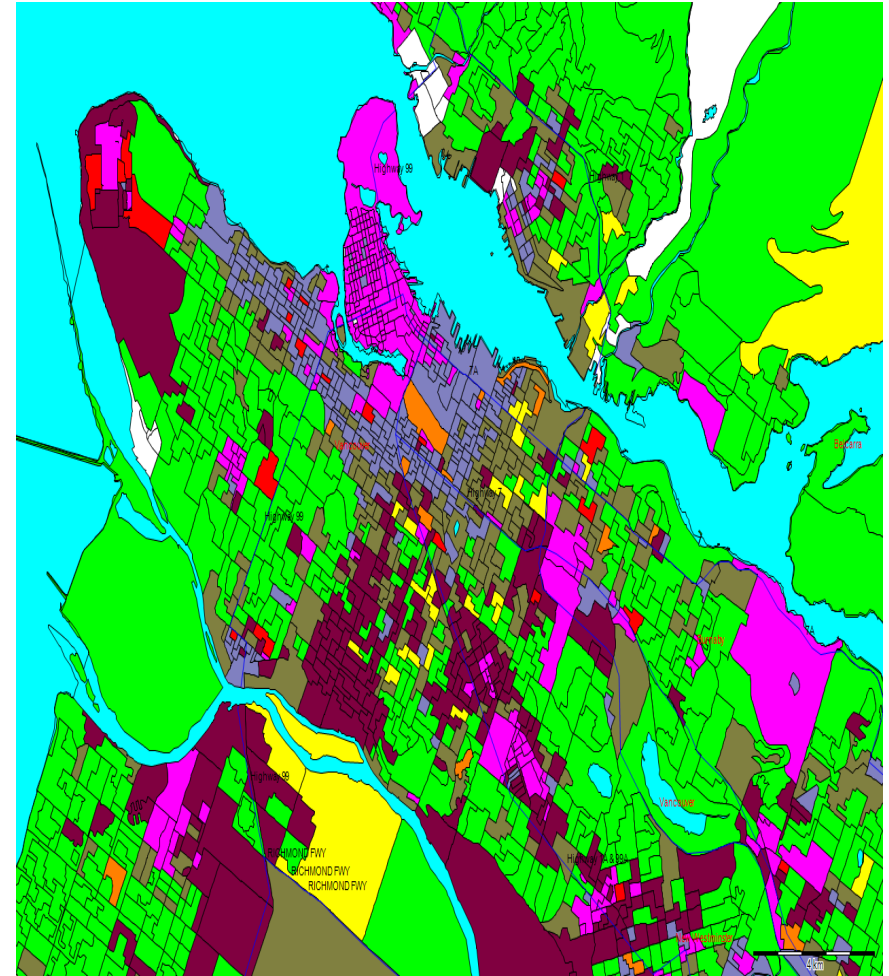
- Aboriginal peoples
- Activities of daily living
- Commuting to work
- Education, training and learning
- Ethnic diversity and immigration
- Family composition
- Households and housing
- Income
- Industries and occupations
- Labour market activities, employment and unemployment
- Languages
- Mobility
- Permission to make personal information public in 92 years
- Population and demography





## Communicating with Canadians

- The Integrated Communications Strategy will use social marketing practices on various channels to encourage participation (paid media, outreach, social media, etc.).





## Communicating with Canadians (cont.)

- National advertising campaign starting in April
- Securing support of governments, municipalities and organizations
- Media Relations
- Census Helpline





## Releasing the results

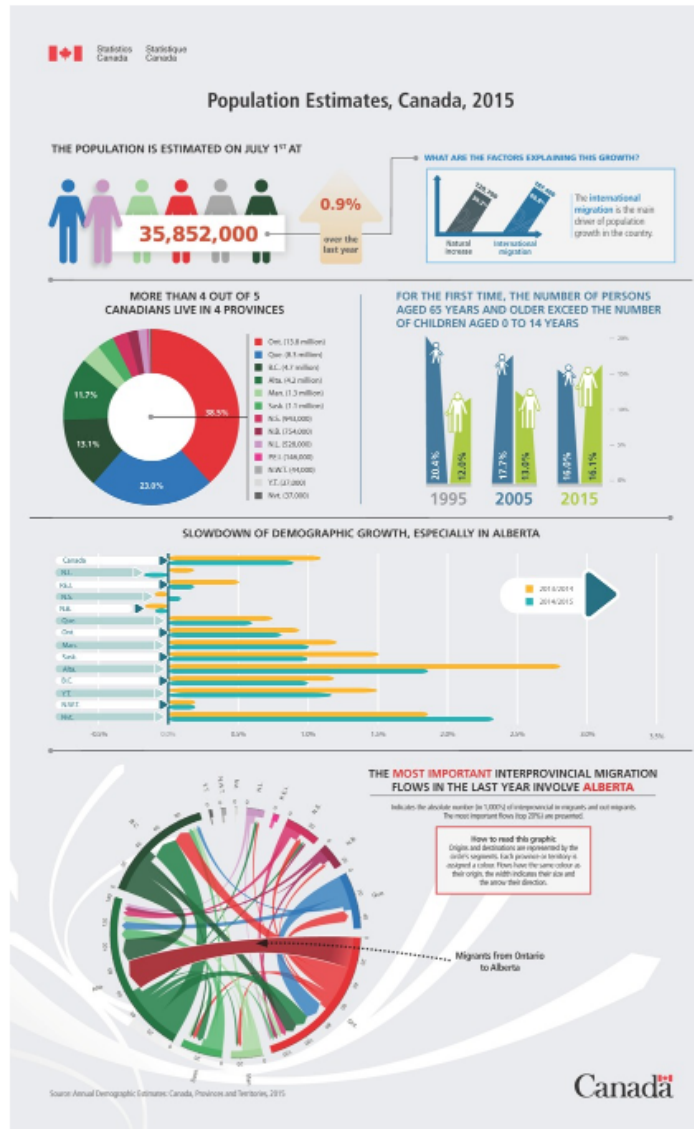
- Results will be released to the public **18 months after Census Day** (10 months earlier than in 2011)
- Modernizing our dissemination vehicles:
  - Census Program Data Viewer
  - Instructional videos
  - Infographics



# CENSUS • RECENSEMENT

## Infographics

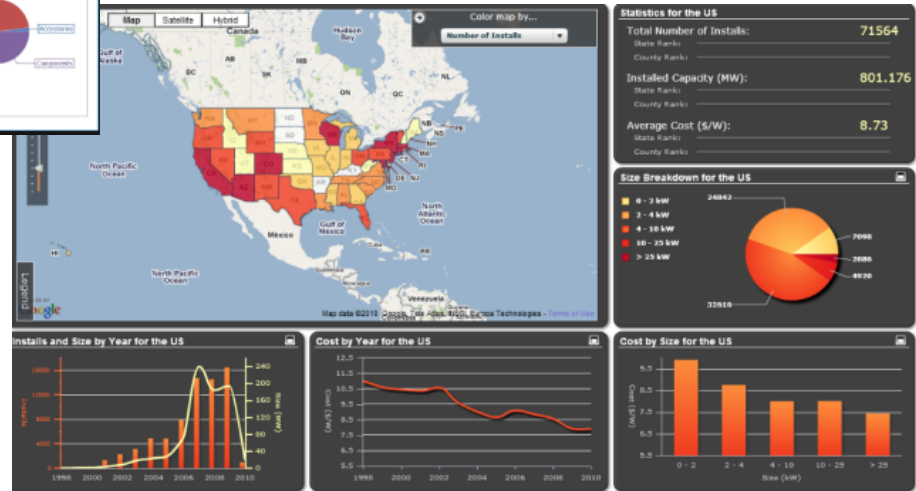
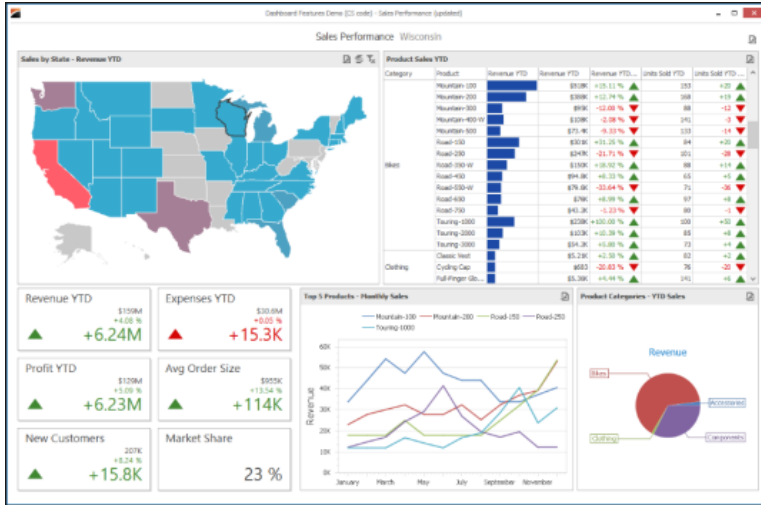
Infographic: Population estimates, Canada, 2015





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## Census Program Data Viewer





## 2016 Census Program release schedule: Census Program

- 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 Program release schedule: 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



## Geography ... what's new?

- ❑ **Aggregate Dissemination Area (ADA)** - ensure data are released at a consistently small geographic level for entire country for 2016 Census
  - Delineate national coverage using existing geographic areas:
    - Group CTs or CSDs or DAs to meet pre-set range of approx. 5-15K
  - Areas with CTs: use CTs as start, group small pop CTs to meet criteria
  - In non-CT areas use CSDs or DAs:
    - If CSD population counts are small (< 5,000), then group them. If CSD population counts are large (> 15,000), then subdivide within these by using DAs
  - Reserves and 100% canvasser areas would form their own ADAs
  - Create a unique geographic code structure: PR+CD+4 digit code





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## Proposed 2016 product and service line

### Release day products



**The Daily article**



**Analytical Briefs**



**Infographics**



**Census Program Data Viewer (CPDV)**



**Social media (Twitter, Facebook, YouTube, Chat)**



**Indicators**



**Topic-based tabulations / Highlight tables (sorting)**



**Census Profile**




**Dictionary**



**Reference guides**



**Technical Reference Guide**



**DQ & Confidentiality Standards & Guidelines**



**Geography Products**



**Custom products and services**

### Post-release products



**Insights on Canadian Society (ICS) articles**



**Additional data tables**




**Aboriginal Population Profile**



**Portrait of OL Communities**



**RDC files & PUMFs**



**Technical Reports**



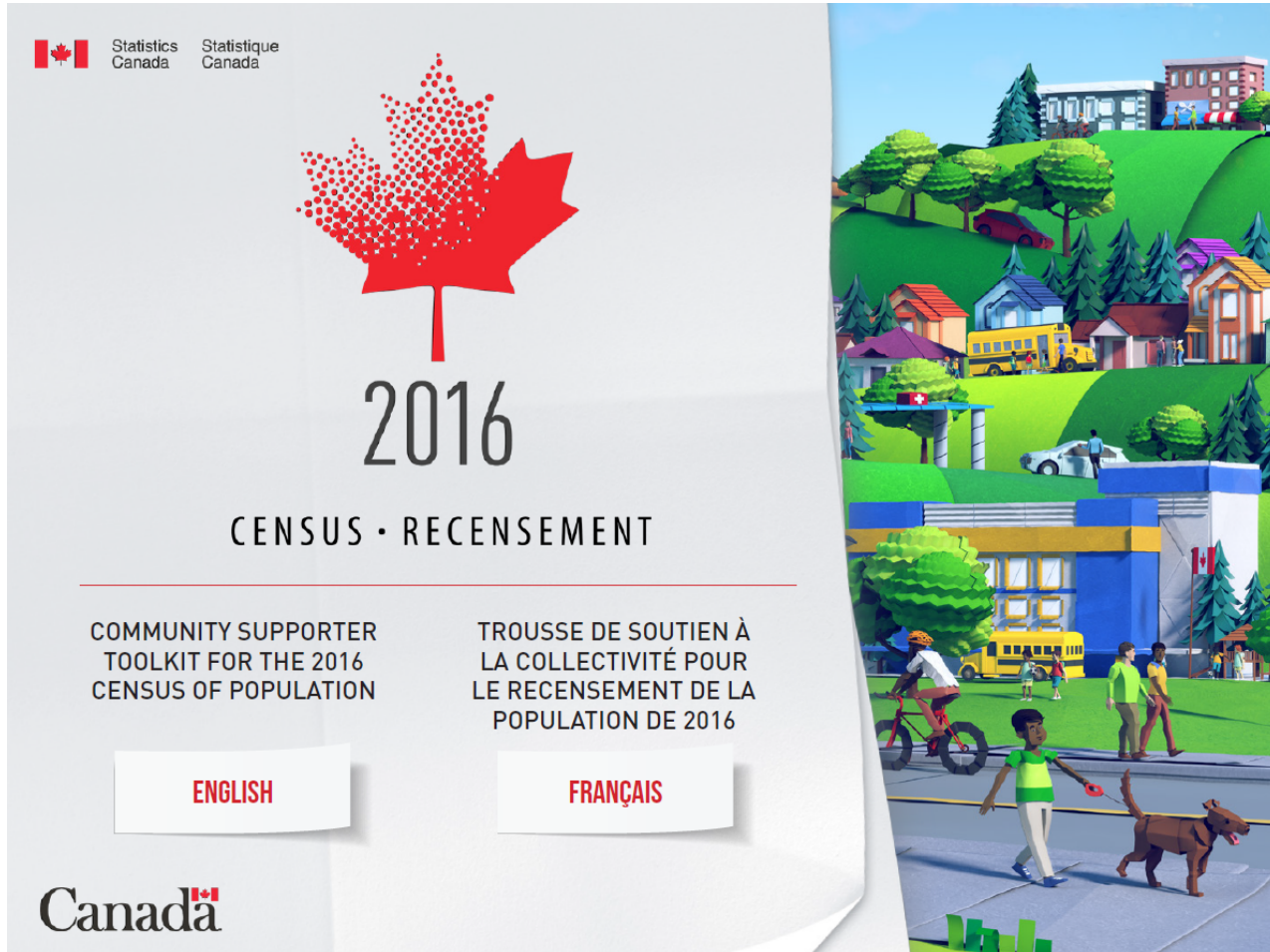
## How you can help

- **Jobs:** Tell your family and friends
  - Apply online at [www.census.gc.ca/jobs](http://www.census.gc.ca/jobs)
- ***Community Supporter Toolkit:*** interactive PDF document with access to web banners and content for emails or newsletters
- Follow, like us on **Facebook** and **Twitter**
- **Your child's classroom:** Teacher's kit available for download at [http://www.census.gc.ca/ccr16e/ccr16e\\_002-eng.html](http://www.census.gc.ca/ccr16e/ccr16e_002-eng.html)
- **Speaking opportunities:** Let us know of groups that may want to hear from us



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## Community Supporter Toolkit





## Community Supporter Toolkit

**THE CENSUS**

Planning services for your community requires an accurate count of all of its members. The benefits to your community increase with every completed questionnaire.

**Tools and Resources**

- Web buttons and banners
  - Web images
- Content for articles and newsletters
  - Content
- Statistics Canada social media
  - Social media calendar
- Posters and postcards
  - Print materials
- Videos and YouTube links
  - Videos

**2016**

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**What do I do?**  
Click on a tab to view and download products from the toolkit.

**Terms of Use**  
For information on appropriate usage, please consult the [TERMS OF USE](#) tab.

## Web banners





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## Social Media Cover Image





## Questions

For any questions, contact Statistical Information Service :

- 1-800-263-1136
- [STATCAN.infostats-infostats.STATCAN@canada.ca](mailto:STATCAN.infostats-infostats.STATCAN@canada.ca)