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[www.statcan.gc.ca](http://www.statcan.gc.ca)

# New Dissemination Model and Outreach

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# Outline

- Background – Evolution of Dissemination at Statistics Canada
- The New Dissemination Model
- Open Dialogue through Outreach and New Media



## 30 Years of Transformation

- 1985 – Hundreds of print publications
- 1990 – New client-centric, marketing approach
- 1995 – Launch of the Statistics Canada website
- **2000** – Publications and CANSIM data sold online
- 2006 – Free online publications
- 2012 – Free online CANSIM data
- 2013 – Open data
- 2015 – New Dissemination Model



# The New Dissemination Model



## Current Website

- Generally successful
  - 25 million visits annually; 70% of visitors find what they are looking for on the site
- Areas for improvement: Findability, search
  - Overwhelming amount of search results and products
  - Difficulty to find all information for a specific region
  - Variety of products with inconsistent look and feel, presentation and table viewer functionality



# **New Dissemination Model**

## **Objectives**

- Establish a comprehensive registry of products allowing for enhanced and consistent navigation through the site
- Simplify the product line and bring consistency to presentation
- Consolidate output databases to deliver a consistent, dynamic presentation of interactive data tables



# **New Dissemination Model Vision**

## **Enhanced navigation to information**

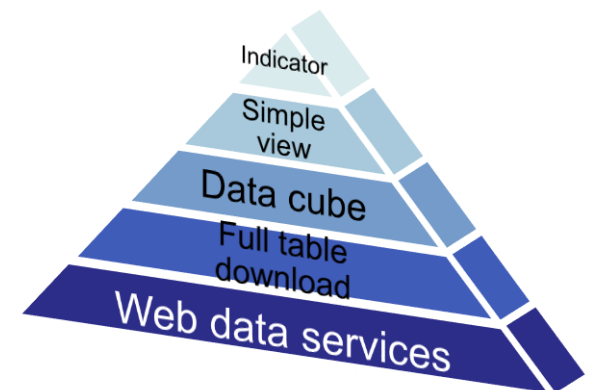
- Browse by subject complemented with A to Z listing
- Presentation of key statistics at the subject level
- New way in by geography
- Standard look and feel for all subject portals
- Ability to find outputs by statistical program/survey
- Content organized by type: data, articles, reference
- Series of filters allow users to refine results



# New Dissemination Model Vision

## Consistent and simplified products

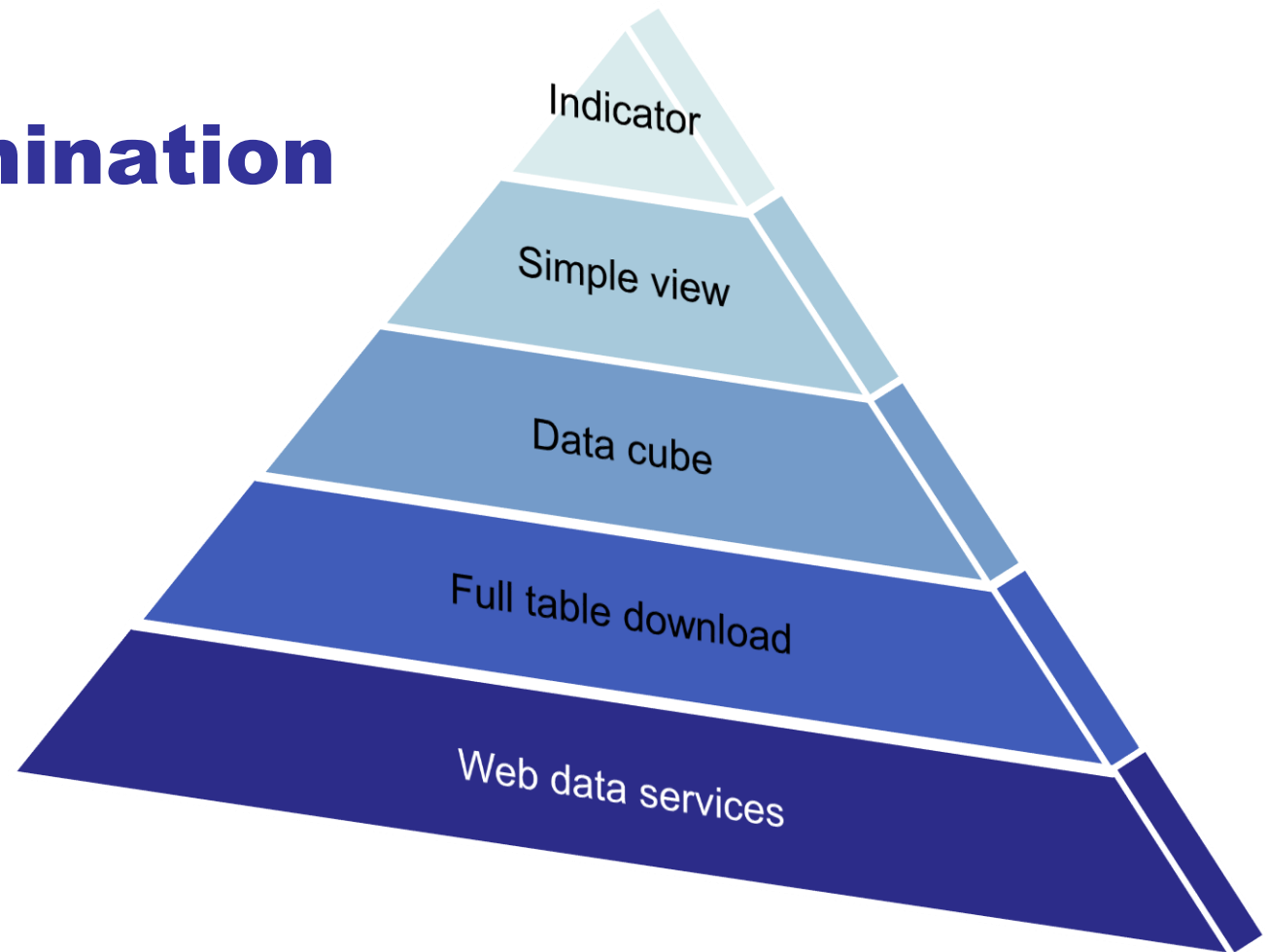
- Consistent look and feel, presentation, functionalities
- Layers of data products to meet diverse needs
- Key indicators at national and provincial levels
- Simple dynamic tables with basic functionality
- Complex dynamic tables -- data customization
- For more sophisticated users:
  - Download full data sets
  - Web data services







# New Dissemination Model





# **New Dissemination Model**

## **A few Website Components**



# Data way in Sorting and filtering results

## Data

**Filter results by**

Manufacturing **\*** Clear all

**Keyword(s)**

Search title, description, etc.

**Subjects**

- Manufacturing (139)
  - Chemicals, plastics and rubber (5)
  - Food, beverage and tobacco (28)
  - Machinery, computers and electronics (6)
  - Non-metallic mineral and metal (19)
  - Other Manufacturing content not categorized in a subtopic (29)
  - Other manufactured products (8)
  - Petroleum and coal (19)
  - Textiles, clothing and leather (4)
  - Transportation equipment (3)
  - Wood, paper and printing (17)

**Type**

- Tables (135)
- Maps (3)
- Public use microdata (1)

**Geography**

- Canada (43)
- Province and territory (38)
- Outside Canada (2)

Sort by

- [Canadian crude oil, liquefied petroleum gases \(LPG\) and products, monthly inventories](#)  
 Tables: 1611002501 (formerly: 133-0001)  
 Geography: Canada  
 Description: •Data presented at the national level. •Source of inventories (3 items: Total inventories in Canada and the United States;Held in Canada;Canadian products held in the United States)...
- [Canadian pipelines, monthly operating statistics](#)  
 Tables: 1611002601 (formerly: 133-0002)  
 Geography: Canada  
 Description: •Data presented at the national level. •Type of liquid hydrocarbons (3 items: Total liquid hydrocarbons;Crude oil and pentanes plus;Liquefied petroleum gases (LPG), and refined...
- [Chemicals and synthetic resins, annual production](#)  
 Tables: 1611004101 (formerly: 303-0053)  
 Geography: Canada  
 Description: Chemicals and synthetic resins products annual production, data in tonnes.
- [Monthly production and destination of shipments by Asphalt roofing products](#)  
 Tables: 1611004001 (formerly: 303-0052)  
 Geography: Canada  
 Description: Monthly production and destination of shipments in metric bundles by asphalt roofing products.
- [Natural gas liquids and sulphur products from processing plants, monthly supply](#)  
 Tables: 1611002401 (formerly: 131-0002)  
 Geography: Canada, Province and territory



## Consistent simple view of a data table

### Seniors' characteristics, family type

Table: 11-11-0036-01

Geography: Canada; Province and territory; Census metropolitan area (CMA); Census agricultural region (CAR)

Geography <sup>1</sup>

Canada

Age of oldest individual <sup>2</sup>

Total all ages

Apply

Add/Remove data

Download

Table summary

Canada <sup>1</sup>					
Total all ages <sup>2</sup>					
Family type	2009	2010	2011	2012	2013
Number					
Total families and persons not in census families <sup>3,4,5,6,7</sup>	14,714,650	14,888,680	15,120,820	15,299,720	15,529,000
Couple families <sup>4,5</sup>	7,926,210	7,989,380	8,091,960	8,169,080	8,273,180
Lone-parent families <sup>4,7</sup>	1,389,570	1,401,870	1,403,940	1,410,890	1,408,400
Persons not in census families <sup>4,5</sup>	5,398,860	5,497,430	5,624,920	5,719,750	5,847,420
Couple families with children and lone-parent families <sup>4,5,6,7</sup>	5,553,720	5,576,210	5,601,600	5,627,300	5,648,840
Couple families without children and persons not in census families <sup>4,5,6,8</sup>	9,160,930	9,312,460	9,519,230	9,672,420	9,880,160

#### Notes :

Information on the data source, the historical availability, definitions of the terms used, and the geographies available can be found at <http://www.statcan.gc.ca/imdb-bmdi/4105-eng.htm>. Because they are based on a different methodology, estimates of the number of Census families presented in this table differ from estimates produced by Demography Division. For questions and commen... [More](#)

**How to cite:** Statistics Canada. [Table 11-11-0036-01 Seniors' characteristics, family type](#)

#### Related information

- ▶ Surveys and reference
- ▶ Subjects and keywords

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## Results and documentation of surveys and statistical programs



**Filter results by**

Business performance and ownership \* Clear all

**Keyword(s)**

Search title, description, etc. Q

**Subjects**

- Business performance and ownership (83)
  - Business dynamics (8)
  - Business ownership (3)
  - Financial statements and performance (63)
  - Other Business content not categorized in a subtopic (83)

**Type**

- Surveys and statistical programs – Documentation (83)

**Status**

- Active (59)
- Inactive (24)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

### A

- [Annual Cable Television Survey](#)
- [Annual Survey of Service Industries: Personal Services](#)
- [Annual Survey of Internet Service Providers and Related Services](#)
- [Annual Survey of Service Industries: Automotive Repair and Maintenance Services](#)
- [Annual Survey of Manufacturing and Logging Industries](#)
- [Annual Survey of Service Industries: Software Development and Computer Services](#)
- [Annual Survey of Service Industries: Traveller Accommodation](#)
- [Annual Survey of Service Industries: Architectural Services](#)
- [Annual Survey of Service Industries: Travel Arrangement Services](#)
- [Annual Survey of Service Industries: Amusement and Recreation](#)
- [Annual Survey of Service Industries: Consumer Goods Rental](#)
- [Annual Survey of Service Industries: Advertising and Related Services](#)
- [Annual Survey of Service Industries: Engineering Services](#)
- [Annual Survey of Service Industries: Commercial and Industrial Machinery and Equipment Rental and Leasing](#)
- [Annual Survey of Service Industries: Automotive Equipment Rental and Leasing](#)
- [Annual Survey of Telecommunications](#)
- [Annual Survey of Service Industries: Heritage Institutions](#)
- [Annual Survey of the Aquaculture Industry](#)
- [Annual Survey of Service Industries: Food Services and Drinking Places](#)
- [Annual Survey of Service Industries: Real Estate Rental and Leasing and Property Management](#)
- [Annual Survey of Service Industries: Real Estate Agents, Brokers, Appraisers and Other Real Estate Activities](#)
- [Annual Survey of Service Industries: Database, Directory and Specialty Publishers](#)
- [Annual Survey of Service Industries: Surveying and Mapping](#)

# Finding information for a specific geographic area

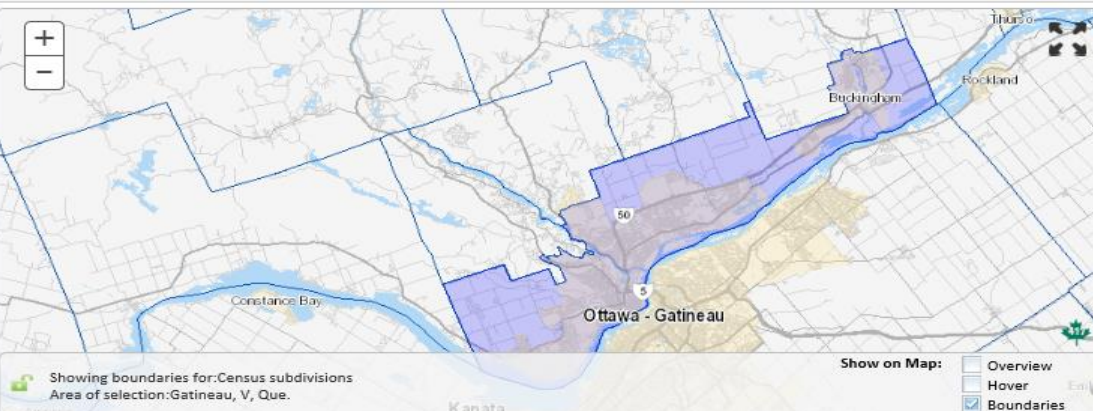
## Geography - Find information by region or area

Gatineau, Ville [Census subdivision], Quebec

Search options ▾

Related Geography

- ▼ Provinces or territories
  - > Quebec
- ▼ Regions
  - > Quebec
- ▼ Census agricultural regions
  - > Outaouais
- ▼ Census divisions
  - > Gatineau, TÉ
- ▼ Census metropolitan areas or census agglomeration
  - > Ottawa - Gatineau
- ▼ Census metropolitan areas part or census agglomeration
  - > Ottawa - Gatineau (Quebec part)
- ▼ Economic regions
  - > Outaouais
- ▼ Federal electoral districts
  - > Gatineau
  - > Hull - Avlmer



Showing boundaries for: Census subdivisions  
Area of selection: Gatineau, V, Que.

## Results for Gatineau, V, Que.

### Filter results by

#### Keyword(s)

#### Subject

- Families, households and housing (1)
- Population and demography (1)
- Languages (1)

#### Type

- Tables (1)

#### Survey or statistical program

- Census of Population (1)

Sort by

#### [Focus on Geography Series, 2011 Census](#)

Tables: 98-314-X2011004

#### Description:

Focusing on a selected geographic area, this product presents data highlights for each of the major releases of the 2011 Census. These data highlights are presented through text...

#### [More](#)

Release Date: 2012-10-24



# **Open Dialogue Outreach and New Media**



## **Open Dialogue Purpose**

Strategies and methods to ensure that Statistics Canada is known and trusted by Canadians, and that its information is broadly used and well understood.





# Open Dialogue

## The Foundation

### The Daily

Statistics Canada's official release vehicle

- New information published every working day at 8:30 a.m.
- Ensure all Canadians have equal access to data at the same time

<http://www.statcan.gc.ca/eng/daily>

### Media Relations

- Foster a positive public image for Statistics Canada by maintaining positive relationships with the media
- Ensure inaccurate coverage is rectified
- Services for journalists: Media hotline, interviews, media lockups



# Open Dialogue

## Engagement with the Public



- [@StatCan\\_eng](#): 124,000 followers
- [@StatCan\\_fra](#): 15,400 followers
- **Total: 139,400 followers**



- [Facebook.com/StatisticsCanada](#): 5,893 likes
- [Facebook.com/StatistiqueCanada](#): 2,212 likes
- **Total: 8,105 likes**



- [Youtube.com/StatisticsCanada](#): 35,397 views
- [Youtube.com/StatistiqueCanada](#): 11,176 views
- **Total: 46,573 views**

\*Social Media stats as of October 25, 2015



# Open Dialogue Engagement with the Public



StatCan Blog

<http://www.statcan.gc.ca/interaction/eng/blog-blogue>



Consulting Canadians – Question of the month

<http://www.statcan.gc.ca/interaction/eng/consultation/question-eng>



# Open Dialogue Engagement with Data Users

## Talking Stats events

Public presentations and panel discussion with the Chief Statistician

<http://www.statcan.gc.ca/eng/events/about-eng>



## Chat with an expert sessions

Real-time online chat sessions with subject-matter experts and the public

<http://www.statcan.gc.ca/eng/chatwithanexpert>





# Open Dialogue Outreach to the General Public

## Publications

Canada at a Glance

<http://www.statcan.gc.ca/pub/12-581-x/12-581-x2015000-eng.htm>

## Marketing material

Infographics, brochures, flyers to promote Statistics Canada's services or products



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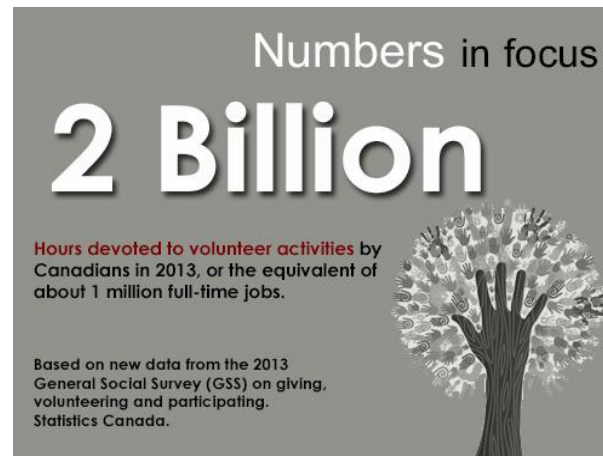


# Open Dialogue Outreach to Communities

## Business and Community Newsletter

- Monthly publication sent to data users, stakeholders, government organizations, associations, etc.
- Numbers in Focus related to specific data

<http://www.statcan.gc.ca/pub/11-632-x/11-632-x2015002-eng.htm#a5>





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