

CDP and StatCan webinar on the 2026 Census-20260908_133258-Meeting Recording

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● **Colina, Amanda (StatCan)** started transcription

S **Sadie Community Data Program** 0:05

start with our first presentation and the first presenter, Evelina Delahous. Evelina has worked at the Statistics Canada for over 20 years. She is currently the Assistant Director in Methodology Branch, responsible for the methodology work of the Census of Population.

She joined the Census of Population in this role in 2023, having spent the better part of the previous decade in various roles, managing and leading the Census of Agriculture. So with that, I would like to pass it to Ivelina for her presentation.

 **Delahousse, Ivelina (StatCan)** 0:44

Thank you, Sadie.

Are you able to see my screen?

S **Sadie Community Data Program** 0:51

Yes.

 **Delahousse, Ivelina (StatCan)** 0:53

Excellent, OK.

Let's make that bigger.

All right. So what I will do is I will go over, I'll cover the changes and updates to our methodology for the 2026 Census of Population. I'll go through really kind of the new elements that are there relative to previous cycles.

And so, where possible as well, I'll try and also share some of the results from 2026. So what's new in 2026? We have three main areas of innovations. We have a new

frame. We're now using the Statistical Building Register to define the list of dwellings in the target population for the Census. Prior to

This, we were using the address register, so this is a transition to a new register. In terms of our collection processes, we have a number of elements that are new. I'll go through our collection wave methodology. This is the approach that we use for... our invitation letters, reminders, and follow-ups. So kind of all the communication pieces that we have with respondents to inform them of their responsibility to fill in their census and remind them along the way.

This cycle had, for the first time, an alternate secure access code option. So this was made available to respondents as like an additional way to access the electronic questionnaire. So I'll explain how that worked.

At.

and what the results were. We also had early enumeration take place again. This operation was cancelled in 2021 due to COVID, and it was done during regular collection. So this cycle, it was brought back.

And finally, for collection processes, we had a chat that was introduced this cycle to help respondents find quick answers to common questions.

And then the third piece that we have for this cycle has to do with administrative data and how we're working to expand our use of it. And so I'll describe here the small-scale live test that we have done in using administrative data in new ways. and in particular to replace responses.

Okay, so let's get into some details on these things. So first, we have the Statistical Building Register. This is our new frame, as I said, and it has now replaced the previous address register. The SBGR covers the entire country, as did the address register.

And it is built from various administrative sources, which collectively provide a comprehensive list of residential, commercial, and mixed-use buildings. It also contains different building attributes, geolocation information, occupancy, and contact information.

and other characteristics about the buildings that help us really piece together how to use this frame for various purposes.

Approximately 91% of residential buildings on the SBGR have mailable addresses. And you'll see how that feeds into our Census collection strategy.

And in 2026, we used it to identify the dwellings that are associated to residential buildings, and those are the ones that received an invitation letter requested to

complete their questionnaire online.

So for areas without mailable addresses, we also sent invitations, but those were dropped off by field operations staff, or where these places were enumerated throughout this leave approach, more of like a canvasser type approach.

So in 2026, what's the result? Well, our transition to the SBGR was a success. It went really well. We felt we had really good coverage of the country as the role of the frame. So this was a really positive.

Here is our little diagram that walks us through how we approach our wave, what we call the wave methodology. So this is the process by which we send out our invitation letters first and then various reminders followed up by different ways of following up.

On respondents, so that everyone in the their Questionnaire.

So you can see here the 91% of the frame that has mail-out coverage. That's the first sort of row in the diagram. They received a wave one letter, so an initial invitation letter to

complete their Census on May 4th.

That's really when all of these invitation letters went out, so...

Following that, there were a number of reminder letters. There was a first reminder letter. There was a second reminder letter. There were also some text message reminders and voice broadcast reminders for respondents for dwellings for which we had telephone numbers available. And finally,

as a last step, there was a field and telephone follow-up as well. In the list leave and drop-off areas, we had our invitation letter reminders again start in May 4th. So they were dropped off at the door starting in May 4th.

and during those initial days up until May 11th. And then the remainder of the time, we had various non-response follow-up operations. So there was one text reminder or voice broadcast at

sort of towards the end of the month of May, followed by our more traditional non-response follow-up operations with telephone, caddy, phone call, and also field enumerators going out to do that last little bit of collection.

In our remote and reserve areas that make up approximately 1% of our population, we had the initial invitation letter. If there was a mail-out section, then it was mailed through the mail, and for the remainder, they were dropped off.

off as the other drop-off letters at the same time. And then non-response follow-up started on May 15th and went on until the end of July. And here we say end of July

as the end point, but I will note that there were some extensions in some areas for collection by. to wrap things up.

So at this point in time, as you can see, collection has finished and I can confirm it has gone very well. You may ask me at the end of my presentation, what is our final response rate? And I will tell you that I can't share that with you today, but there will be a statistical announcement on that topic next week.

So stay tuned, it's coming. You will find out shortly, but not today. Okay, so we'll move on to the other collection initiatives. The Alternate Secure Access Code was a new initiative for us. It was something that we brought in to allow respondents to fill in their electronic questionnaire whenever they didn't have their initial secure access code. So in the previous cycle and before that as well, we found that a lot of people, you know, they would get a reminder and they would see, oh yeah, I should go do this.

 **Bdrm CH-2G** 10:03
No.

 **Delahousse, Ivelina (StatCan)** 10:04
This new initiative allowed them to do this through the website itself. This was something we tested very well in 2024. And the goal was, of course, to enhance the respondent experience and really make self-response easier. So the way it works is in the EQ portal, you can generate a new secure access code by providing

 **Bdrm CH-2G** 10:12
Yeah.

 **Delahousse, Ivelina (StatCan)** 10:29
your address information. So if you put in all of the details of your address, the system will generate a secure access code that you can use. And it will aim to link your address that you provided to what we have On our on our on our register.
In our frame.
In some instances, there is a possibility that the linkage cannot happen because the information that the respondents provide might not be fully complete, or there may

be some missing piece that just doesn't allow the link to be perfectly made. In those situations, those unmatched secure access code requests were resolved after the fact and were linked in other processes that we have put in place. And of course, privacy and security are preserved all throughout this. There's really no difference with the alternate secure access code as there is with the regular secure access code.

So this response option really did reduce the number of people that were reaching out to the Census H  l  ne in search of a secure access code. So we really felt like it was a great success. And you can see here, I've shared some results about it. We had around 730,000 cases.

of respondents accessing the electronic Questionnaire this way. So this is this has gone really well.

Okay, so the next initiative is that we had early immigration return. This is not really a new thing. It's not an initiative in that sense, but it is something that was brought back in 2026.

And really this operation aims to enumerate people in some northern reserve and remote areas when it is easier to access these areas. So in winter, when we have ice Rd. access and when some people in those communities are more likely to be at their main residence. And this really makes a difference for these areas. So the timelines are a little bit shifted forward to allow us to do this. We start our pre-listing in January, wherever possible, and a collection really starts at the beginning of February.

Um...

This collection process was done through listing and drop off of invitation letters, but it did allow for online completions via the EQ whenever possible. And of course, the rest was all collected through in-person enumerations. The alternate



Jihyun Kwon 13:25

Yes.

Yeah.



Delahousse, Ivelina (StatCan) 13:34

secure access code portal was not available for this part of collection because these areas do not necessarily have addresses that are prone to being linked easily. So it wasn't going to be suitable for

for that reason. The Census Hélène, however, that support was available throughout the process.

And this too was a great success for this cycle. We have been able to enumerate around 160 communities through early enumeration. And it's really made a difference to the operations where we've been able to reach these places at a more opportune time.

So, it was, it was a really, it was a really positive outcome.

The last initiative that we have this cycle for collection was the introduction of our chat bot. So this was new, and it was really built to help respondents get the information they need quickly, efficiently, and really to bring about a consistency to the responses.

of that information. So it really provided that coherent, consistent, accurate, and approved responses to common questions. You know, respondents have questions like, what are you doing in the Census? What does this mean? Where can I find this information? And the chat bot was really good at providing that quick access to those questions.

and the information around it. So again, this automated support for respondents was really good at reducing, yet again, the access to the Census Hélène, which is where respondents would otherwise have gone with simple questions like this.

And whenever the chat bot was not able to provide a suitable answer or an answer that was sufficient or addressed the question adequately enough, the respondents were connected with a live agent. That option was available. So

So that worked very well as well. And you see it here again, the results for 2026 is that we had over 130,000 sessions of the chatbot were conducted. So that was very encouraging to us.

Okay, so this is the last piece for me. So the expansion of the use of administrative data, I mean, this is something that we've been doing cycle after cycle. Every cycle we bring in more and more administrative data in various ways.

Research activities are always ongoing for an increased use of administrative data. And in particular, now we're looking more towards a combined census in 2031, where information collected directly from respondents will be integrated with administrative data together.

And that's administrative data that individuals have already provided to other government organizations. So this will make up enumerations in a combined way. So, in this, so how does this work? The combined Census would leverage what we

call the Statistical Demography Database, which is built from the integration of already acquired federal and provincial government administrative data sources, which include demographic information at the person level.

So these are all linked together and brought together into one environment. And then we have statistical models that are used to create what we call an administrative household. But not just any administrative household, an administrative household of in-scope people

for the census. So people who are in the census target population. And this is done for a given address.

So it's a complex process. It requires a lot of modeling, a lot of work, a lot of linking. But in the end, we have these administrative households that we can use to leverage the information into the census. So in 2026,

We have conducted a live test with the goal to test replacement, data replacement using administrative data, and also test the combined census model in preparation for 2031, where we look to use even more administrative data potentially.

 **Chauhan, Shruti** 18:20

That's fine.

 **Delahousse, Ivelina (StatCan)** 18:34

So this test seeks to do data replacement for a limited number of short-form variables based on what we have available from the administrative sources.

 **Chauhan, Shruti** 18:36

Open.

 **Delahousse, Ivelina (StatCan)** 18:47

And it targets the use of administrative data for a small volume of dwellings with high quality data. And we do this at the time when we still have cases unresolved prior to starting the non-response follow-up. So

The goal here is to really leverage the administrative data without taking away from the self-response portion of the collection process, but really only in areas where non-response follow-up will be required.

That is, of course, a costly operation. And so for this test, we targeted approximately 130,000 dwellings. They were selected as eligible for the test. To ensure geographic

diversity, this sample was spread out across the country.

among all the mail out and mail out with drop off collection units. And it was limited to a small number of dwellings within each collection unit. So the eligibility was only up to a maximum of five occupied dwellings and two unoccupied dwellings per collection unit.

So this is how we have this small proportion of records that we are looking to test this with. In 2026, the result is that 93,500, or approximately that number of responses, will be enumerated using administrative data through this live test and this will be integrated into our results.

That's the end of my slides.

S

Sadie Community Data Program 20:42

Thank you, Ivelina.

So kind of opening the room for the questions for Ivelina before going to the next presentation. I see a couple of questions and some requests. So the first one is...

Kind of a request mentioning that if possible, update on completion rates for this most recent census, given digital submissions via historicals, particularly for rural Ontario, and a follow-up note mentioning that also completion rates for secondary residents census overall and rural Ontario.



Delahousse, Ivelina (StatCan) 21:28

Thank you for the question. So as I mentioned at the start of the presentation, completion rates, response rates, all of that will soon become available publicly. At this point today, I won't be able to speak to those numbers, but next week there should be an announcement about that.

and more information will come highlighting all of those results. I think in particular, later in the fall, there will be a formal publication of response rates from collection as well. So at that point, those details of more specific geographies will also be available at that time.

S

Sadie Community Data Program 22:12

Perfect. Thank you. If, Lori, if you have follow-up questions, you're welcome to unmute your device or add your question to the chat box. The next question, Martin asking about the early enumeration. What if the respondent dies before the census reference date?

Say Bob and Alice do the advanced census in April and Bob dies of heartbreak because of the leaf don't make the playoff. Is Bob censored from the results?



Delahousse, Ivelina (StatCan) 22:47

Good question. So early enumeration, of course, takes place before the Census Day reference date. And for those communities, we have to ask that they complete it on the day that they completed as what the household looks like at that time. However, we do have coverage evaluation that takes place after collection, where those things are looked at. We have an over-coverage study and an under-coverage study, and the precise goal of that is to really evaluate how many people did we overcount, how many people did we undercount, and that exact situation will be reflected in the overcoverage, for example, because that person who passed away prior to the date would be excluded or would be identified as part of the overcoverage study. and then adjustments in the demographic estimates will be allowed to take place after the fact.



Sadie Community Data Program 23:57

So, great. Okay.

I see that questions coming. If you have any question, please put in the chat box. The question is on the theme of response rate, understanding that we'll hear more next week. Are there any observation of whether this change the reach of a census among households living in secondary suite, examples basement units in detached houses?



Delahousse, Ivelina (StatCan) 24:31

Interesting question. I mean, the Census really does aim to capture all households living in any dwelling. And so part of the field operations exercise does actually identify new dwellings that may not be already on the frame represented in the same way. So as an example, the basement apartment could be something that is discovered during the field operations period and would be birthed as a separate dwelling to the one in the above. unit. So those adjustments do take place when they are identified in the field, absolutely, yes.

S **Sadie Community Data Program** 25:19

I see.

Thank you so much, Ivelina. We will go to the next presentation, but you can always put your questions in the chat box and we may have time at the end of all presentations for further questions.

So next presentation is by Tania Hinchcliff. Tania is the 2026 Census of Population Content Determination Manager. She joined the Census team in 2021. I turn the call over to Tania. Thank you.

HT **Hinchcliff, Tania (StatCan)** 25:55

Right, thanks, Sadie. Just going to share my screen. Please let me know when you can see my screen.

S **Sadie Community Data Program** 26:03

You can see that, yes.

HT **Hinchcliff, Tania (StatCan)** 26:05

Wonderful. Thank you, Amanda. I've included this first slide for your group. You're muted. Yeah.

CA **Colina, Amanda (StatCan)** 26:15

It's my group, hello.

HT **Hinchcliff, Tania (StatCan)** 26:22

Oh, we lost you.

CA **Colina, Amanda (StatCan)** 26:29

Sorry, I didn't, I didn't want, I didn't want to take up too much time. Oh, I'll introduce it. Sorry, I, yeah, I guess you're passing the torch. I'm so used to being the fly on the wall because I want this to be all about the subject matter experts. But now that I have the spotlight for a minute, so I've met a lot of you throughout the years, I'm sure the ones

who are in Ontario. I work out of Toronto and work with clients from basically Ontario, Ottawa region. All this to say, I have counterparts across the entire country.

So we are the data service center. We work for all of you who are in this call. Canadians, international people, academics. We do a lot of work for the public. So as it says here, we offer a complete range of services and we invited these subject matter experts to talk on census. And as you know, StatCan is much more than the census, although that is our biggest program. We have hundreds of surveys on virtually all things Canadian. So any questions you have that are beyond the scope of the community data program?

you would go to Info Stats and you can see that the link is, the e-mail there is down on the slide. I'm sure many of you have already used our services. Essentially, Info Stats will respond to data questions. If they're simple and maybe it's just something like an indicator on our website, they'll answer quickly. But if it's more complex and involves our team, you'll be hearing from one of us.

whether it's in the east, whether it's in the west, whether it's in the north, whether it's in the south.

Tania, thank you so much for allowing me the time and I wish you continued success in your presentation.

HT Hinchcliff, Tania (StatCan) 28:06

Thanks, Bender. So I have two presentations for you today. The first one is about the content, and I'm going to just move this forward. So this is the prescribed content for the 2026 Census. Now that it's over, for those of you who've seen the long form, this won't be any surprise. The content determination process started back in the fall of 2022 with stakeholder engagement.

and consultations to identify gaps in the census data and propose content changes to address those gaps. We then built on the momentum on the discussions by launching an anonymous survey on our website that allowed anybody to provide us with feedback on the perceived gaps in census data, and proposed content changes to address those gaps. During the second step, we went on to engage in qualitative testing. This phase involved one-on-one phone calls with Canadians across the country to discuss proposed content changes that ranged from alternate wording on a question to a completely new content.

Stepping out of that second step, we started to prepare for the Census test in 2024. The Census Test is Statistical Canada's second largest undertaking after the census itself. And it's essentially our dress rehearsal for the census. During this test, we test our communications, we test our wave methodology, we test the field operations, we

test IT, we test processing systems, everything WodeGo training. everything. We also have the opportunity for the content team to collect and analyze quantitative data about the proposed content changes. Once the data from the quantitative test has been analyzed, our subject matter partners develop recommendations for cabinet's consideration, and ultimately the final decision is made by cabinet.

Cabinet on content changes to the Census.

Here you can see here that there's the content decision. And then under the Statistical Act, we're required to publish the content in the Canada Gazette, which we do, as well as, of course, our website leading up to Census Day.

In 2026, we introduced new questions on general health, homelessness, and sexual orientation for Canadians aged 15 and older. These questions were all situated on the long form. So for those of you who got the short form Questionnaire, you would not have seen that necessarily. The religion question, which has also historically appeared on Census Questionnaire in years ending with one appeared for the first time in 2026, so a year ending in six. There are also minor modifications to many of our content areas, and these were all made in an effort to provide more clarity and reduce burden on respondents.

The next three slides show you what the new questions looked like. I'm not going to spend too much time on these because we're sharing the slides with you. If you have any questions, please reach out. For those of you who didn't get the long form, who haven't seen the content, these are the new questions. This is the general health question.

These are the homelessness questions.

This is our sexual orientation question. Please note that it is asked of Canadians aged 15 years and older.

And this is the religion question.

This is our full Census cycle. We started at the top of the wheel with the blue up here, and we worked our way around clockwise. And as of now, we're at around about the 11 o'clock position, indicating that we are coming to an end of our 2026 cycle. And I say that very loosely because

Nicole, I'm sure, would argue that it's not the end. It's only just ramping up on her end. So the best is yet to come.

Remaining steps for the 2026 cycle include processing and disseminating the data and then evaluating the census cycle. In 27-28, of course, we'll complete the

dissemination and data quality studies and we will round off the end of the 26th cycle in 28-29.

I've included here a bunch of links to summary products. We also have on the road to 2026, which is the second link here, you'll find a series of technical reports and fact sheets that explain the content changes and content decisions. They have more detail on our new content.

topics. So you're more than welcome to have a look. And hopefully, if there's any questions, hopefully these will provide answers. And if not, you can always reach out to us.

Very soon next year, we will be starting the content consultation for 2031. And so I hope to come forward to this group in about a year's time with information on our 2031 cycle. That's it for now on this. There are a bunch more slides that contain information on the modifications to existing content.

in the 2026 cycle. As I said, I believe these decks are shared, so I won't go into it too much, but you know how to reach me on this if there's any questions. I have a second presentation. Should I dive right in or did you want to stop there for a moment?

S **Sadie Community Data Program** 33:56

Yeah, so that's maybe just a very quick kind of...

pause here to see if anyone has any questions for this specific presentations.

Yeah, they want to see the two questions on the homelessness again, if it's possible.

HT **Hinchcliff, Tania (StatCan)** 34:18

Yeah, I was a little too quick there, so just give me a second. Just opening it back up. Here we go. Right here, homelessness.

S **Sadie Community Data Program** 34:25

Sure.

HT **Hinchcliff, Tania (StatCan)** 34:32

Bringing it back up now.

S **Sadie Community Data Program** 34:40

And you can unmute your devices if you have any questions for Tania.

Okay, another question asking that, do any of the modifications impact comparability of the 2026 Census to previous cycles? If so, in which topics?

HT Hinchcliff, Tania (StatCan) 35:02

Yeah, that's a great question, and it's definitely some that our subject matter partners were very concerned about. Obviously, we want the data to be comparable, we want to be able to show the trends over time. Each subject matter group did and analyze whether or not there were changes to the comparability. And some of that information is included in the technical reports and fact sheets that are that I highlighted on the Road to 2026 website. I would suggest that if you were interested in a particular topic, I'm

I don't, I do the content overall, but I don't specialize in a particular content area. So off the top of my head, I cannot tell you exactly which topics would have in-depth changes to comparability. If you have any specific question, please reach out, send me a note, and or you can send it to Amanda or Sadie and they'll get it to me. What I can do is I can connect you with our subject matter partner, and we can get an answer to you on that specific topic.

S Sadie Community Data Program 36:10

Awesome. Thank you. There is a question about the homelessness section. I believe it's question 34. And they are asking that, how were you able to identify the homeless person and collect information from them through that question?

HT Hinchcliff, Tania (StatCan) 36:30

Yeah, so important to note that the census is a dwelling-based survey. So we do survey people who are in dwellings on census night. Dwelling can be private dwellings, they can be collective dwellings. Our collective dwellings, which is the next presentation I'm about to give, goes into homeless shelters and covers people who are in homeless shelters or on census night. The main census or the general population census, where these questions 34 and 35 are specifically targeting people who have experienced homelessness in the last 12 months because by nature of the census being a Dwelling Bay survey, we were not serving homeless people on Census night. That being said, there are a lot of other activities taking place. I know that one of our other government, federal government counterparts,

does point in time counts where they go out and they do a count of people who are sleeping rough. And I believe that our homeless or our housing team would be able to provide more clarity on that. So if, again, if I haven't adequately answered your question, please send me a note.

And I will connect you with our housing team and we can get a bit more information back to you, hopefully, to respond to your question.

S **Sadie Community Data Program** 38:02

Awesome. Thank you.

I don't see any other question for this specific presentation, so I'll pass it to Tania for the next one.

HT **Hinchcliff, Tania (StatCan)** 38:13

Okay, so bear with me a second. I'm just going to...

I'm gonna bring this up.

And...

Again, please let me know when you can see my screen.

S **Sadie Community Data Program** 38:35

Yes.

HT **Hinchcliff, Tania (StatCan)** 38:37

Wonderful.

So back in March, one of my colleagues retired after 40 years and nine census cycles, and I have stepped in to try and fill her very large shoes while she's been away. This presentation has been slimmed down from the one that I've given the last couple of times to the CPD partners that made some modifications because collection is now over.

However, I understand that recordings of the previous deck and presentation are available if you need more detail. And again, please feel free to reach out. So this presentation is specific to collective dwellings. Oh, one other thing, just before I start, I do have one of my subject matter.

experts on the line here who will hopefully be able to hop in if there's any questions specific to collective dwellings.

So I'm going to walk through some of the definitions, talk about the Dwelling types,

past enumeration methods, enumeration changes that occurred in 2021 because of COVID, the challenges linked to those changes, and the objectives that we set for collecting data for 2026.

First off, definitions. So I'll reference private attached dwellings in this presentation.

Private attached dwellings are those that share the same address as a collective.

However, they're not affiliated with the collective and residents don't receive any services from the collective dwelling itself. A good example of this would be a condo tower that has a hotel located on the lower floors,

with private condos on the upper floors. In this case, the condos on the upper floors have no connection to the hotel. These meet our definition of private attached Dwelling.

You'll also see reference to usual residents, or URs, as we like to abbreviate in this presentation. So the census counts people in the dwelling in which they usually live to ensure that a person is enumerated once and only once. This is where we get the term usual residence, which is not to be confused with a temporary resident.

as these people would be enumerated elsewhere at their primary residence. So an example of a usual residence, temporary residence question would be somebody who has their usual place of residence in a private home, but is temporarily staying in hospital on Census Day as they recover from surgery.

In this case, they would be enumerated as a usual residence in their private Dwelling and not in the collective or collective Dwelling or the hospital. Finally, FSTATCAN identifies collective dwellings as follows: A commercial, institutional, or communal Dwelling where one or more persons reside.

or could reside. And the collective Dwelling must provide care or services or have common facilities like a kitchen, dining room, or bathroom shared by the occupants.

Excuse me. Collective dwellings can be split into two categories. Both are identified here with a number of examples. The institutional category includes places like hospitals, long-term care homes, correctional facilities, and shelters. The non-institutional category would include things like rooming houses, hotels, military bases.

Et cetera.

Prior to 2021, field enumerator activities would differ based on the type of collective.

So for institutional collective dwellings, the enumerator would work with dwelling administrators, so your hospital administrator, your long-term care home administrator, who would provide responses on behalf of their residents.

For non-institutional collective dwellings, such as the lodging and rooming houses and Hutterite communities is another example, the enumerator would leave a blank form for the usual residents to complete and then return to pick up the completed forms. Only the usual resident count would be captured for hotels, campgrounds and other establishments.

with temporary accommodation. However,

We had to make...

My slides are not. There we go. We had to make changes in 2021 due to the COVID-19 pandemic protocols, which eliminated the possibility of in-person visits for institutional collective dwellings. So we pivoted. We reduced field collection of rooming houses in Hutterite colonies only. So to rooming houses in Hutterite colonies only.

And we introduced an electronic questionnaire that could be completed by the administrator at their convenience. We suspended field non-response follow-up for institutional collectives, and we introduced telephone non-response follow-up. And finally, we worked with other StatCan partners to identify administrative data sources that could replace collected data.

Specifically, we collaborated with the StatCan Center for Justice and Community Safety Statistics to obtain administrative data for people incarcerated in federal penitentiaries.

So how did this all go for 2021? Well, we identified a few challenges. Because field staff were not permitted to enter the facilities that housed the most vulnerable due to COVID-19 pandemic, STATCANF relied on the administrators of these facilities to determine the status of their Dwelling, and the administrators did not always understand the concepts.

or what was required for the census. This resulted in a large number of cancelled or out-of-scope dwellings. There was also a high non-response rate for basic demographic information for residents. This was particularly evident for the living arrangements and language variables. Finally, we also noticed a large increase in the number of

private dwellings attached to a collective. These challenges were then used to help us set our objectives for 2026 Census. Specifically, our objectives for 2026 were to maximize the data collected from the usual residents of collective dwellings and to improve data quality.

To maximize data collected from usual residents, we revised the electronic

questionnaire and rolled it out to most usual residents of institutional and non-institutional collectives. As you may recall in one of the earlier slides, I mentioned that when we introduced the electronic questionnaire in 2021, we maintained field enumeration for rooming houses and Hutterite colonies.

As of 2026, field enumeration continues for rooming houses and Hutterite colonies. However, the electronic Questionnaire was available to enumerate and collect socio-demographic data for usual residents of the more transient collectives, such as hotels, motels, campgrounds, and military bases.

We also introduced the no secure access code. I believe, Evie, you were using the term an alternate secure access code. This portal was introduced where anybody could complete a census Questionnaire. This was available to residents of collective dwellings who wanted to self-enumerate.

It should be noted, however, that the primary enumeration method for 2026 was the collection of data from facility administrators, where possible, on behalf of their residents.

We undertook a number of initiatives to improve data quality. So first, we evaluated our electronic Questionnaire. And if you remember, we introduced it in 2021 in response to COVID-19 protocols, which restricted our field enumerators' access to institutional collective dwellings. The 2021 EQ was introduced very quickly and didn't go through StatCan regular questionnaire development process, or rather it did go through the regular questionnaire development process, but a very compressed version of it. To give you some context, we started working on the 26th Census Questionnaire, the one that was used for private dwellings in 2022. If we apply that process to the 2021 cycle, we would have had to start working on the questionnaire for

or for private dwellings, sorry, the 2021 Questionnaire for private dwellings would have been started in 2017, which was, of course, well before we knew that anything about the global pandemic. And so when it came time to developing the the Questionnaire for collective dwellings, we had to do it very quickly.

The.

We did do some qualitative tests to evaluate the electronic Questionnaire. During, as we led up to 2021 during this time, administrators from 60 collective dwellings participated and provided feedback on their understanding of the form and functionality of the test. My apologies, this is for the 2026.

So we did do some qualitative tests. So again, met with administrators and they gave

us some feedback on their understanding. Once this was done, we analyzed the data and we used that to make modifications to the questionnaire. Some of those modifications included simplifying definitions and adding help text.

to the EQ. We also introduced pre-filled responses for some questions and added a roster manager and component list. We improved the flow of questions and we added instruction blocks to reduce respondent burden and clarify complex concepts. Second, during our operational testing, our census test that was mentioned, the big test in 2024, we tested field collection and non-response follow-up procedures and processes, as well as the telephone follow-up on out of scope and blank or invalid attachments.

The outcome of these tests were changes to the non-response follow-up procedures, including expanding telephone follow-up calls and reintroducing in-person visits from our field enumerators.

Third, in 2025, we launched the Collective Dwelling Status and Classification Survey. During this survey, we conducted phone interviews with approximately one-third of collective dwellings identified in the 2021 census. During these calls, we confirmed address and contact information, we confirmed whether they were private or collective dwellings, and we also confirmed the status of the dwelling to know if it was still in operation. We also confirmed the collective dwelling type and the number of collective

dwellings at a given address. Finally, we confirmed whether there were any private dwellings attached to the collective so that we could be sure to mail secure access codes to those private dwellings to allow for self-response in 2026. This work all served to update the information on the Statistical Building Register, which is used as FSTATCAN frame for the collective Dwelling portion of the Census.

It also improved collection for private dwellings attached to collectives. Finally, we continued to build on 2021 success of using administrative data sources.

We're currently processing the 2026 Census data, and very shortly, our subject matter partners will turn their focus to preparing for our 2027 data releases. Once Dissemination is complete, we'll begin evaluating the 2026 cycle and identify recommendations for 2031.

That is all I have for the moment on collective dwellings. I see that things have been popping up in the chat. So, Sadie.



Yes, yeah, thank you, Tania. I see that Scott responded to a question about usual residents. And this is a kind of a Q&A session for Tania's presentations, if anyone has any other questions. There was a question about homelessness.

publish date that Nicole responds, responded, they will be published on December 1, 2027.

Awesome. Great. Thank you, Tania. And we will probably have some Q&A session at the very end of this webinar if anyone else has any questions for the whole team. But with that, I would like to welcome our presenter, Nicole Britnell. Nicole has worked on the Census of Population since 2011.

and is currently a Media and Marketing Officer in Census Production and Dissemination Services within the Census Operation Division. Her work focuses on user satisfaction measurement through the Census of Population Dissemination Consultation, as well as briefing and assisting media clients ahead of each of the major census data releases and assisting with standard product validation. So I'll pass it to you, Nicole. Thank you.

BN Britnell, Nicole (StatCan) 51:36

Thank you very much, Sadie. Oh, yeah, there's my mic. Thank you all to everyone who's joined today. I appreciate you taking the time. So I guess I've got the last portion of the presentations here. So I'll just share my screen and I will take you to our Statistics Canada website in just a moment.

What I will present to you is our release plans and Dissemination strategy for the Census. So I'll just start here on the Statistics Canada main page. I'm sure a lot of you are familiar with this page. To get to our Census website, otherwise known as the Census web module, you can click on Census just up here in our mega menu.

and click on Census of Population, and that takes you to all things census, all the data, analytical and reference products. So if it's been a little while since you've been on the website, there have been some changes just looking forward to the 2026 census Dissemination, starting with adding some branding up here for the 2026 census. This was new.

Some of the tools on this page we've maintained. So here you can still find our 2021 census data by typing in a place name, postal code, or geographic code. Further down, each of these buttons still links off to our 2021 census information. So all of our data analysis and reference products.

the topics from 2021 and our 2021 Census geography, including historical products

as well. We've got our most requested section here. Of course, it's only for 2021 products. Starting in Dissemination for 2026, this will be updated for the 2026 products.

And these are all based on web analytics. So the number of, say, page views that each of these products gets makes them most requested. So Census Profile, I'm sure a lot of you are familiar with that, is our top, top product, followed by data tables and these other products.

So probably what you're most interested in here is our upcoming 2026 Census releases, as well as what I'll talk about is our Census Dissemination Planning module. So I'll show you that today. Just looking to the left here of our upcoming 2026 Census releases, we have one coming very fast.

November 18th, 2026 will be the release of 2026 Census Geographic and Reference Products. So, for example, the Guide to the Census of Population will be published on November 18th. That's what we refer to currently as Release Zero because it doesn't contain any of our data.

that's coming out of our analysis. That doesn't start until February 10th of 2027 with our population and Dwelling counts, followed by May 5th with age, gender, and sex at birth and type of dwellings. And that's just a snapshot, of course, of all of the releases that are to come through 2027.

If you wanted to find out more about all those releases, you can click on more here for the release plans. Otherwise, we'll look to the right hand side here. And this is all about our plans for the 2026 Census. So this is what we're calling our Dissemination Planning module. I'll take you right into it, but first I'll highlight that you can go directly to some areas of it.

such as the release plans by clicking on this button and the products and services map. So what you can expect to see coming out for products and services for the 2026 census. So I'll click into Census Dissemination Planning and we'll go from there. So this page, as I mentioned, just informs our users about our planning and progress for the Dissemination of the 2026 Census. It has four tiles. So we've got overview and release plans, we have products and services, we have what's new, and then we have how to get involved and stay informed.

This page has been out since May 13th. It is. I'm also responsible for tracking web analytics, and definitely this page is rolling along and getting more and more popular. So I'll take you through each of those sections quickly, and we'll just see what's new and exciting for the update.

coming release of Census data.

So this is our overview and release plans page. This you can read about our Dissemination Strategy. So similar to the 2021 Census, not a lot of the strategy itself has changed. We're still looking to increase the value of statistical information. We're looking to strengthen partnerships and collaboration, as well as maximize reach. And I'll let you check the rest of these kind of sub points out. The completion of the release themselves will be done by December 2027. So December 1st will be our final major release. However, if you followed us through one or several cycles, you'll know that that's not the end of the road when it comes to disseminating data and products for us.

We continue to have complementary data and analysis that kind of rolls on past December 2027 in what we call cluster releases internally.

So probably one of the most important parts of this planning module is our release plans themselves. So here there's a whole section about our release plans. I'll just highlight the downloadable calendar. So that's an ICS file that you can click on. I'll just show you right now. And if you click on this link, it will take you to a file that you can put all of those Dissemination dates into your calendar. So whether it's an Outlook, Apple, or Google Calendar application, you can have all those dates downloaded. So you don't have to keep checking back to our page. They're all in your calendar. And secondly, we have a printable poster this time around. So I'm not sure if there's anyone that was around when we were doing printable bookmarks.

Those are those are no longer. We're now going with the printable poster, so I would encourage you to print one of these posters off. I'll just bring it up on screen. And share it with your colleagues and I don't know, post it in your office if you can. It will just take a moment to load here.

And something new that we've included on this poster is a QR code where if you scan the QR code that's on the poster, it will take you to our census web module. So that means census page that I showed you a few pages back.

Definitely being a bit slow today, but here it is. So this is what we're calling our key content release schedule. So this is that in poster form. So you'll see February 10th, we're starting with population and Dwelling counts. And then as we roll through the year, the releases get bigger and beefier. So starting

October 27th and December 1st, those last two releases were dealing with a lot of topics. So expect a lot of kind of cross tabulations with many different variables for

those last topics. And here is just that QR code that I was talking about that if you can't remember our Census Web Module address.

scanning that with your phone will take you to it.

I'll just head back now to our planning page. So for those again who have been around for a couple censuses or a census, we used to have a very traditional 7 release approach. Again, we are doing 7 data releases. However, the data releases will be varying in the scope of the product offerings.

So, for example, there are five releases where the full suite of census products will be released. So that would include the daily, our Census and Brief articles, data tables, the census profile, as well as reference guides. There will be two releases where the product offerings will be limited.

and will be limited only to the daily census and brief for the topics, a limited number of data tables, and reference guides. So it's important to note that on those two releases, I'll point out the dates for those shortly, the census profile won't be available on those dates.

So those two specific release dates where there will be a limited number of product offerings are September 8th, 2027 and October 27th, 2027. So there'll be smaller releases then. However, it's important to know that even though we are putting out less information on those two dates,

We're catching up on the following releases. So I'll just show you here in our release plans calendar. So for example, if I look at September 8th, 2027, we have the topics of language, housing, and Canadian military experience coming out. If we look on to the next release, September 28th,

We have three more new topics coming out. Well, not new, but new in terms of their new for 2026 on the release schedule. So Indigenous peoples, mobility and poverty. So what will happen is these three topics up above, so language, housing and Canadian military experience.

We'll jump down to September 28th, and we will be putting out additional data tables. In addition to what was released for each of these topics on September 8th, we will be putting out additional analysis and additional data tables for these three topics on September 28th, along with

data related to Indigenous peoples' mobility and poverty. Same here for the October 27th release, and you'll note there's a footnote here on these dates just to kind of explain that Statistical Canada will release additional data products and reference materials per topic at the subsequent Census release. So, you'll still get

a daily article, you'll get a Census and brief and a limited number of data tables for each of these topics starting October 27th and then starting December 1st. In addition to these topics, you'll also see further data and analysis for the October 27th, 2027 topics. So I hope that makes sense.

If not, please let me know in the chat. And also, I would like to point out if you do have questions or comments about what's new for the 2026 Census with regards to products, the release schedule, new topics, you can e-mail us. The e-mail goes right to me at 2026 Census Dissemination Consultation.

So if I can't answer a question for you, I will definitely go to find answers for you from our subject matter analysts.

So that was our overview and release plan section. Next, I'll take you to our products and services section.

So this just briefly talks about developing the product line. So one part of developing that product line is meeting with our users and having their feedback through the Census Dissemination Consultation. So we asked them how they felt about the various products from the previous census.

what we could improve upon for them. So that helps to inform the products and services line.

I would like to point your attention to a new product coming out for the 2026 Census. So, we heard through consultation, Dissemination Consultation, that many users wanted the ability to create and customize their own data tables. So, starting in later 2027, users will be offered access to a new online product called Census Data on Demand.

where essentially you can build your own table. So that's a brand new product coming out. There are a couple of products being retired. So one of the products that won't be back for the 2026 Census is the Focus on Geography series, otherwise known as FOGS, and the Thematic Map.

You may also notice fewer interactive charts compared to the number that we had published for the 2021 census. And this is just due to the increased number of census topics. I'm sure you noted those larger releases, there's a lot more topics on those.

And just with considerations to timeliness,

for delivery of information from the Census. We won't be offering these products for the upcoming Dissemination of 2026 Census data. We do offer a products and services map that you can check out through this page. So, I'll just quickly jump into it here. Kind of gives you a heads up of what to expect.

So, we've got our products broken down here: data products, analytical products, reference materials, data visualization, geography products, and custom services. So, for example, if I jump into data products...

I can see here that I have my whole list that I can explore, and these will be updated with links to the direct products themselves once they're released. So here, Census Profile, it just gives you a little blurb about what that is. It lets you know about the availability, so by topic according to the release.

Schedule.

Further down, we have a neat feature called, sorry, yeah, a neat feature called the feature comparison. So here you can compare the different products depending on what you're looking to do. So here you have, for example, your census profile, your data tables, your key indicators. You can compare the different geography levels that are available in each of those.

Products, the formats, whether there's a web data service available, if there's historical data sets available for those products, as well as supporting documentation, and just a note that if you are wondering what these acronyms are here, all you have to do is kind of hover over them and it will explain to you what.

For example, FSA means, so that's there. I will return back and just show you something that was new for 2026 planning module, and that came out of Dissemination Consultation. We heard that many clients felt that while we offered a lot of products,

online for users, they weren't always sure that the product that they were using was best suited for their needs. So we have come up with a document called which 2026 Census Population Product is best suited for my needs. And yeah, it's been designed to assist census users to select the appropriate products

to help meet their needs. And here, we just have some kind of self-answering questions. So, for example, do you want a comprehensive list of data characteristics, for example, a profile of a specific geographic area? By clicking this, this would recommend the census profile with a little description, the Indigenous population profile, and the special interest profile.

And then we go down kind of the various types of products. For example, do you want to read analysis of census data? Would point you towards the daily census and brief or insights on Canadian society. So we're hoping that this will help our users kind of

get themselves to the product that is best suited for the requirements they're looking

for. And again, any questions about the product line, please e-mail our e-mail here, 2026 Census Dissemination Consultation, and I will assist in providing a response to you.

Under what's new, we have a little bit of an overview, which Tania covered. So content Consultation and the 2024 Census Test. We have some information about the content changes. So we have a link here to our fact sheets, which offer an overview of content changes for the 2026 census.

explaining the reason for asking the questions, the Questionnaire content changes considered, and the resulting approach for 2026. There are 10 of these. So if you were to click this, it takes you directly to those fact sheets.

Heading back, again, we're highlighting some of the data products. So again, that new data product that will be coming out, Census Data on Demand. There is one product that we are rebranding. So that product used to be known as Census Program Data Viewer, CPDV. We have rebranded that.

to align with what that tool actually does for the user. So we've retitled it Census Data Maps and Charts. It's currently not retitled on our website. You'll still find it under Census Program Data Viewer. However, just a heads up that you can expect it to be called Census Data Maps and Charts in 2027.

And again, just to mention here that focus on geography series will not be offered and thematic maps will not be offered either.

So I'll scroll back here. And lastly, and I think one of the most important areas of these pages, are how to get involved and stay informed. So if you would like to be on the release e-mail list for each of those major Census releases, I would encourage you to visit this portion of the planning module.

And you can click on add my e-mail to the 2026 Census release e-mail list. And it simply puts you on a list that with each of the major releases, an e-mail will be sent out covering the products that are out with each release. And if ever that becomes too much in your inbox, you can definitely remove your e-mail from the release e-mail list.

and we can get you out of that list. So yeah, that is the planning pages and what's coming up for Census in terms of Dissemination. Are there any questions?

S

Sadie Community Data Program 1:09:44

Thank you, Nicole. We got some questions for you. Question is, when will FSTATCAN begin accepting requests for custom orders related to 2026 Census?

BN Britnell, Nicole (StatCan) 1:09:58

That's a great question. I would have to get in touch with our regional offices to discuss that. I'll put my e-mail address in the chat. I believe you can start discussing that now with our regional offices. Amanda, yeah, Amanda can speak better to this than I can.

CA Colina, Amanda (StatCan) 1:10:18

Yeah, so that's a good example of the work we do at the regional offices. So as you all know, based on Nicole's presentation, the first, we'll call it number one, is in February. So I mean, you can put requests in queue, but you know, nothing's coming out until February. And then if you wanted to, let's say, data on indigenous peoples, as you could see in the cycle, it's later on. So you're not really going to be getting anything until way later. Having said that, the plan, this is our plan. And I mean, plans are subject to change, of course. So I've been told it's definitely not before January next year. So we're not really, if you put something in next week, we're not going to accept it. But that's our plan. come January, who knows if that will be the same plan because plans can change. But so definitely wait until early 2027. That's definitely the earliest. So I hope that helps.

BN Britnell, Nicole (StatCan) 1:11:14

Thank you. Thank you, Amanda.

S Sadie Community Data Program 1:11:14

Thank you, Amanda.

There is a question about on demand tool asking, are you able to share how granular the data on demand tool will allow examples, levels of geography, number of dimensions, et cetera?

BN Britnell, Nicole (StatCan) 1:11:33

So, at this point, I can't really speak to the... the kind of details of the tool. I don't work in that team, but I have seen some instances of screenshots of the tool. From what I understand, it's going to work on a points-based system where based on like data quality and confidentiality, you can

build your table and as long as it meets under a certain number of points, you can proceed with running your table. So if you're trying to get really, really granular data at, for example, like the FSA level, forward sortation area level, I don't think that's going to work. But basically, the tool is going to make sure that we're still adhering to data quality and confidentiality rules.

And so there may be limitations in terms of granularity for that tool. And that's where I think our regional offices will really come into play with helping with custom requests where that tool won't be able to, you know, get you to maybe exactly the data table you're looking for.

S **Sadie Community Data Program** 1:12:46

Okay, okay, great. So something related, yeah, I'm not sure that's kind of the team can response, but what is the estimated release date for the data on demand tool?

BN **Britnell, Nicole (StatCan)** 1:13:00

So currently, the date is unknown. The date is to be announced. First, it has to go into beta testing, which is, I believe, coming later this year. And then the date will be announced following beta testing and successful testing of that.

And yeah, unfortunately, I can't speak too much to the date. I do anticipate being able to see the tool in late fall of 2027.

S **Sadie Community Data Program** 1:13:35

Okay, great. We have another question asking about, are you aware of any funding programs supporting local level, community level Dissemination of Census data?

BN **Britnell, Nicole (StatCan)** 1:13:50

a very good question. I am not. I'm sorry. I'm not aware of any funding programs that would support that. I can definitely take that question though and follow up with maybe our, hmm, that is a wild card question. I saw the comment there.

S **Sadie Community Data Program** 1:13:55

And.

BN **Britnell, Nicole (StatCan)** 1:14:09

I can follow up though and just we'll see. I'll see where that question takes me to in terms of my contacts.

S **Sadie Community Data Program** 1:14:18

Awesome. Thank you, Nicole. We have one question for Tania. Tania, would you like me to read it for you?

HT **Hinchcliff, Tania (StatCan)** 1:14:31

I see it. So it was wanting more information on how different institutions are currently collecting socio-demographic data, including the response options being used. So I will say that

S **Sadie Community Data Program** 1:14:33

Okay, perfect.

HT **Hinchcliff, Tania (StatCan)** 1:14:48

We do have the Questionnaire for collective dwellings is actually the, there's actually an HTML version of it on our website. And so I can share the link to that so you can go in and see what is collected as part of the collective dwellings Census Questionnaire itself. You'll see the administrator questions as well as the socio-demographic questions that are asked for each of the residents.

Also wondering whether it's been an effort to develop a consolidated inventory of data collection instruments or forms to better understand how variables are being captured within the justice and administrative systems. So I'm going to call out and see if my subject matter partner is on the line. I know he was on the line earlier. He may have had to step off.

Scott, are you with us?

Okay.

I guess he stepped away. So I'm going to have to circle back with him and try and get an answer to that. I will say that the data collection instruments, like for collective dwellings,

We do have the electronic questionnaire. We also have another form which can be filled out as another way for administrators to give us their information. So there's multiple ways of getting that information just through the census partner, census collective dwellings themselves. The justice system and administration systems, I'm

not too sure at the moment myself on how like the different forms and instruments that are being used. So I really will have to get Scott to weigh in on that.

BC Bdrm CH-2G 1:16:27
Yeah.

S Sadie Community Data Program 1:16:42
Awesome, thank you. There is a question for, I think, the whole team asking, can you share anything at the high level about the strategy for releasing data from the new topic, sexual orientation, homelessness, and general health? And mentioning that in the 2021 Census StatCan was quite cautious with the data from the new gender question.

BC Bdrm CH-2G 1:16:59
And.

S Sadie Community Data Program 1:17:03
So I'm curious how the new topic will be treated and any indication of what level of detail to expect in the standard release products.

BN Britnell, Nicole (StatCan) 1:17:18
In terms of level of detail, I know that we're aiming to go down in our data tables, at least as far as the census subdivision level. But with regards to kind of the data itself now that we have, it's hard to say at this point.
what kind of detail we'll be able to provide. I can check with our subject matter experts though and get back to you about maybe what they have to say at this point in time.

S Sadie Community Data Program 1:17:53
So I'm looking at that. There is a follow-up message for Nicole and there is a response from Scott from StatCan regarding that question for Tania.

HT Hinchcliff, Tania (StatCan) 1:18:08
Thanks, Scott.

S **Sadie Community Data Program** 1:18:12

Awesome. So we have almost 10 minutes to the end of the webinar.

BC **Bdrm CH-2G** 1:18:19

I.

S **Sadie Community Data Program** 1:18:21

In the meantime, that you may have more questions to put in the chat box, I will put our upcoming webinar page for our members, the webinars that we'll have in fall, September 15th, September 29th, October 13th, and November 3rd so far. And if you have already subscribed to this newsletter, you will receive the promotional e-mail and details about the webinars. If not, please add your name to the mailing list. So we'll make sure we send you the the webinar details for you to register. So we have a question here. Along with new census topics, are there existing variables that will be published at granular levels like cities or they will be same as 2021?

BN **Britnell, Nicole (StatCan)** 1:19:27

That one I will have to check with subject matter on and get back to you.
Thank you for your question.

● **Colina, Amanda (StatCan)** stopped transcription

Additional note from Tania Hinchcliffe regarding the presentation on Collective dwellings, post webinar:

Tania had mentioned an HTML version of the content of the questionnaire from the 2026 Census for Collective Dwellings on the StatCan website.

- Questions 1-12 and 24-26 are for the administrator.
- Questions 13 -22 collect demographic information for residents of collective dwellings.