

Survey of Canadians' Views on Statistics Canada

Public Opinion Research 2018



100

STATISTICS CANADA
ONE HUNDRED YEARS AND COUNTING

Communications and Dissemination Branch
December 2018



Background Information



Survey Objectives

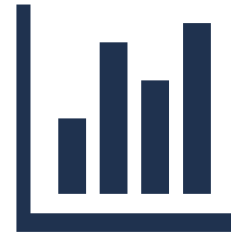
To gather Canadians' opinions on four themes:



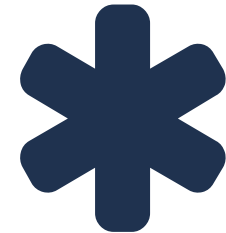
General knowledge
and perception of
Statistics Canada



Access and use of
Statistics Canada's
information



Trust in
Statistics Canada and
the data it produces



Value of official
statistics

Overview



12 questions
2,050 respondents from a
representative panel



May 25, 2018
POR contract
awarded to EKOS



July 13, 2018
Methodology report
and data delivered



June 18 – July 9, 2018
Online survey collection



July – August 2018
Analysis by CDB

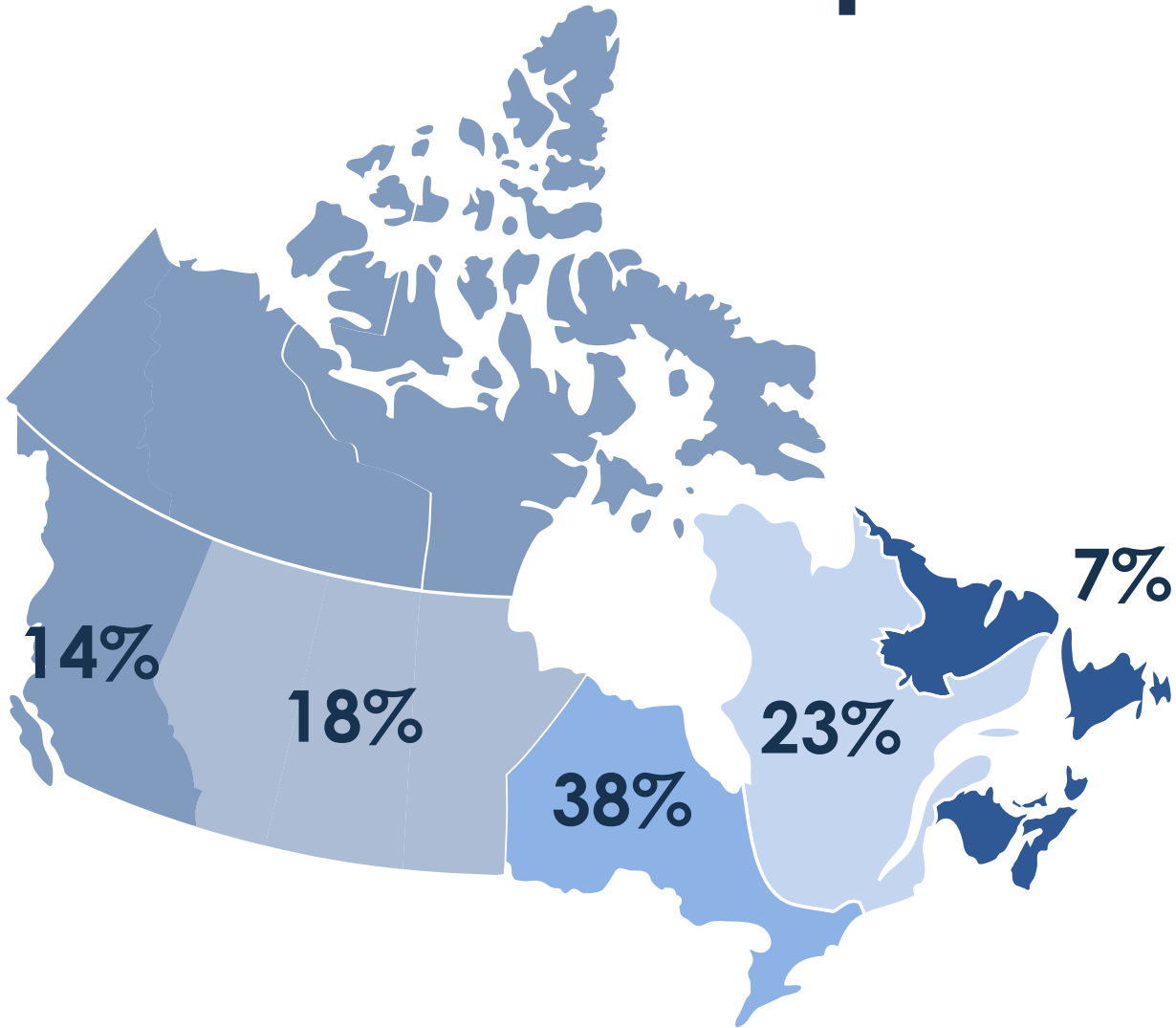


April 18, 2018
Management approval
of POR proposal

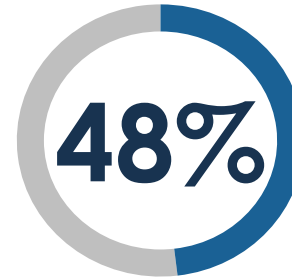


Respondent Profile

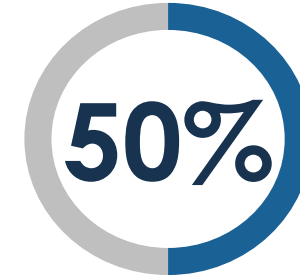
Respondent Profile



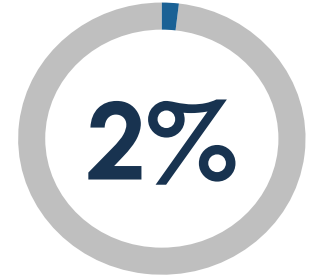
Gender



Male

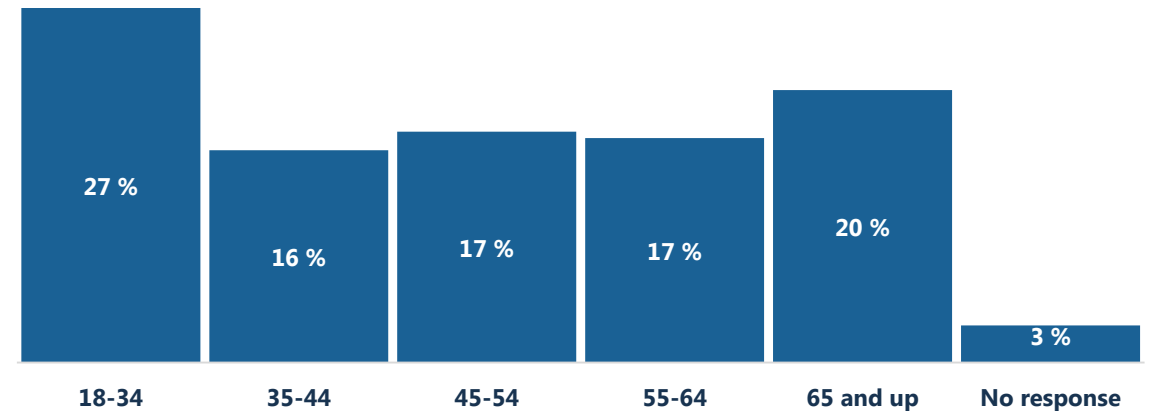


Female



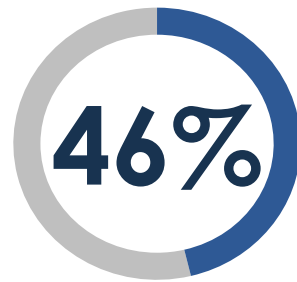
Other

Age Group

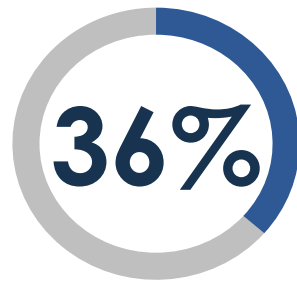


Respondent Profile

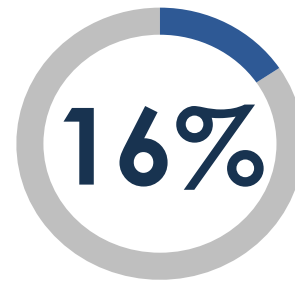
Education



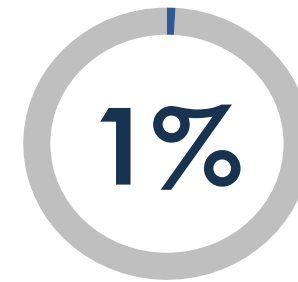
University



College



High school or
below



Don't know/
not stated

Income





High-Level Overview of Results

High-Level Results

Important business statistics **Census** Federal government

Statistics on Canadians

Census complaints

Conducts surveys **Quality data used for decision-making**



High-Level Results

Trust

Overall
88%

trust Statistics Canada

Quality
80%

trust the quality of the data that
Statistics Canada produces

Confidentiality
74%

agree that the personal information they provide to
Statistics Canada will be kept confidential



**Top purpose for using
Statistics Canada information**

General Interest



Preferred communication channel

Statistics Canada Website



**Preferred way to use
Statistics Canada information**

Visuals

(e.g., maps, infographics or interactive charts)



**Top method used to obtain
Statistics Canada information**

Statistics Canada Website

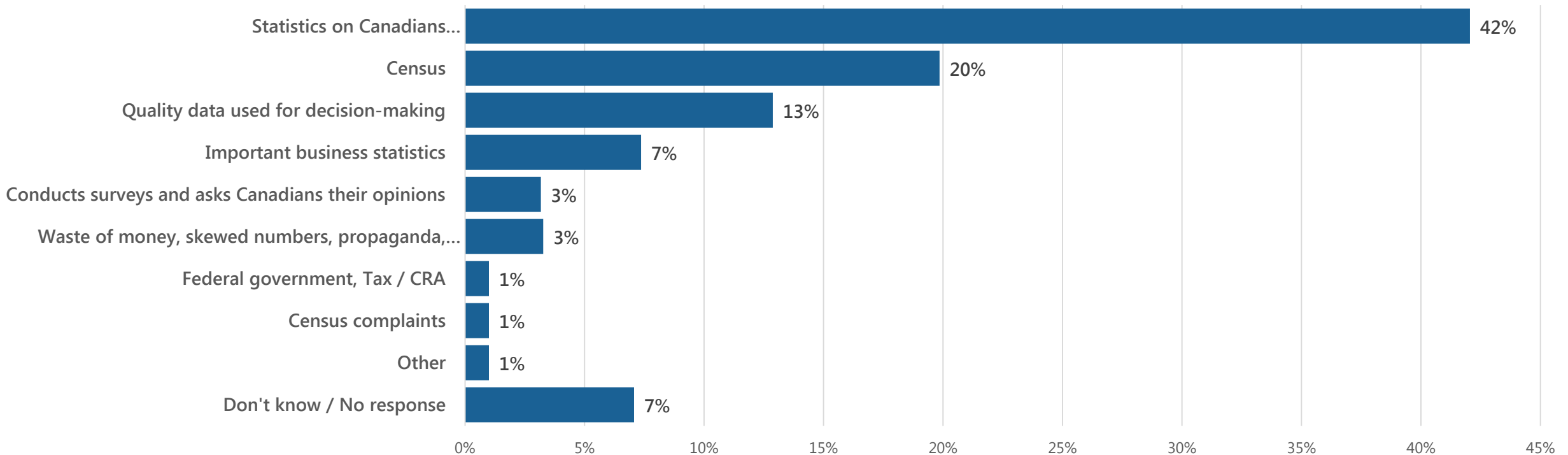




First Impressions and Perceptions

First Thing that Comes to Mind

Regardless of demographics, when asked about the first thing that comes to mind when they think of "Statistics Canada", respondents' top answer was Statistics on Canadians (gather, research, analyze and publish).



General Perception of StatCan

Positive

65%

Why?

- Reliable and useful statistics for Canada (53%)

Neutral

26%

Why?

- Little known about it, not enough knowledge to say (15%)
- Concerns about data validity, trustworthiness, government bias and use of data (12%)

Negative

5%

Why?

- Concerns about data validity, trustworthiness, government bias and use of data (30%)
- Ineffective department, waste of money, doubt usefulness (26%)



Positive perception of Statistics Canada **is highest with university graduates.**

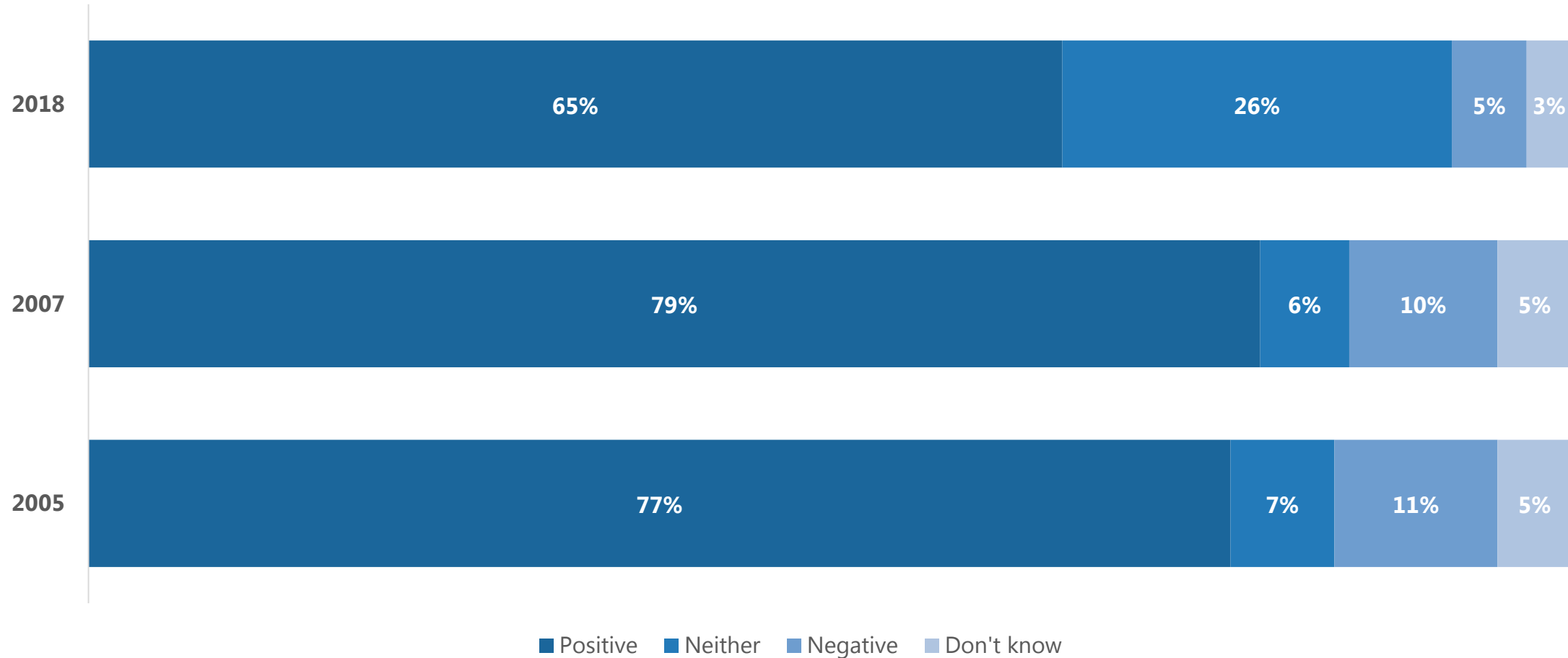


Canadians with an **income below \$100k are less likely to report a positive perception** (65%) than those making over \$100k (72%).



The **Prairies are less likely to report a positive perception** (55%), while respondents in **Ontario, Quebec, British Columbia** have the **most positive perception** (just under 70%) of Statistics Canada.









General Perception of StatCan



Note: Due to methodological differences, please use caution when comparing data from different years.

Familiarity with StatCan



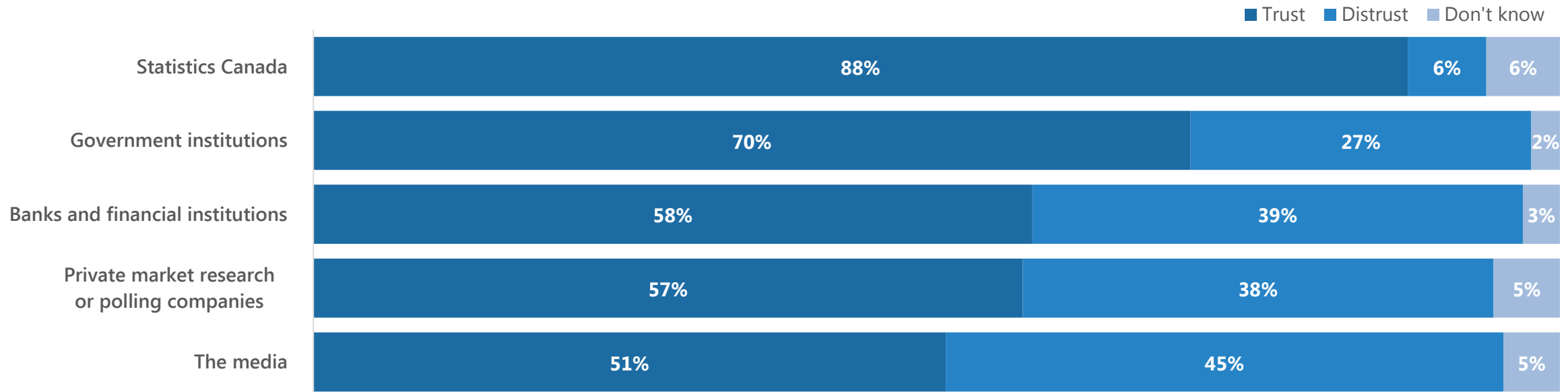
	Age Groups	Geography	Education	Income
Most Familiar	 18 – 34 (62%)	 Ontario* (64%)	 University (63%)	 \$150K + (70%)
Least Familiar	 65 + (50%)	 Quebec (35%)	 High school and below (46%)	 \$40K – \$60K (44%)

* Alberta (61%), Atlantic (60%), British Columbia (59%) and Saskatchewan/Manitoba (58%)



Trust and Value of Official Statistics

Trust in Institutions



Trust in StatCan data quality ↔ **Income**

Canadians with an income below \$60k have the lowest levels of trust at 78%, while 86% of those making over \$100k trust the quality of the data.

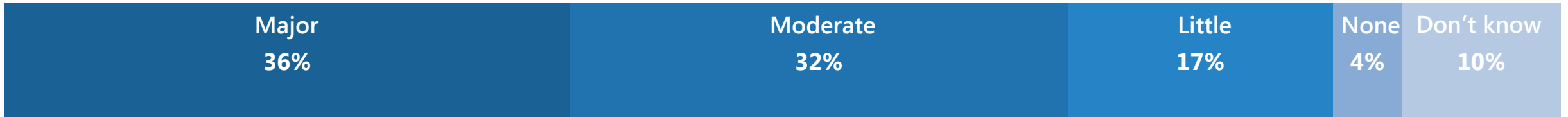
Trust in quality and confidentiality ↔ **Age**

Trust in data quality and confidentiality of personal information is highest in those Canadians under the age of 35.

Overall trust in StatCan ↔ **Education**

Overall trust in Statistics Canada, data quality and confidentiality of personal information is highest in respondents with a university education.

Contribution to Canadians' Quality of Life



Two thirds of Canadians believe the agency makes a major or moderate contribution to the life of Canadians, while 17% believe the agency's contributed a little and 4% believe there was no contribution.



University educated Canadians are the most likely to believe that activities of Statistics Canada make a **major contribution** to the quality of life of Canadians (47%).

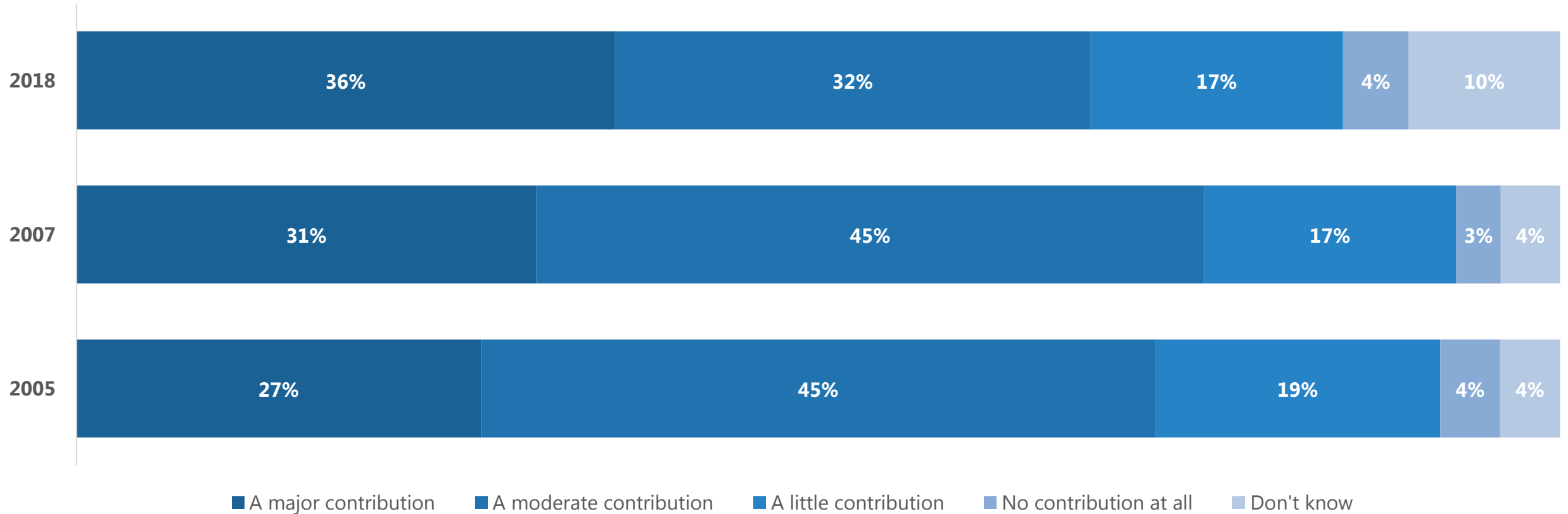


Canadians in Quebec are the **most likely** to believe that the agency makes a **major contribution** to quality of life of Canadians (42%), whereas the **Prairies** are the **least likely** (28%).



73% of Canadians that **frequently use or reference** Statistics Canada information believe its activities contribute to the quality of life of Canadians, compared with 45% of those that **occasionally use or reference** Statistics Canada information.

Contribution to Canadians' Quality of Life











Note: Due to methodological differences, please use caution when comparing data from different years.



Access and Use of Information

Frequency of Use of StatCan Data

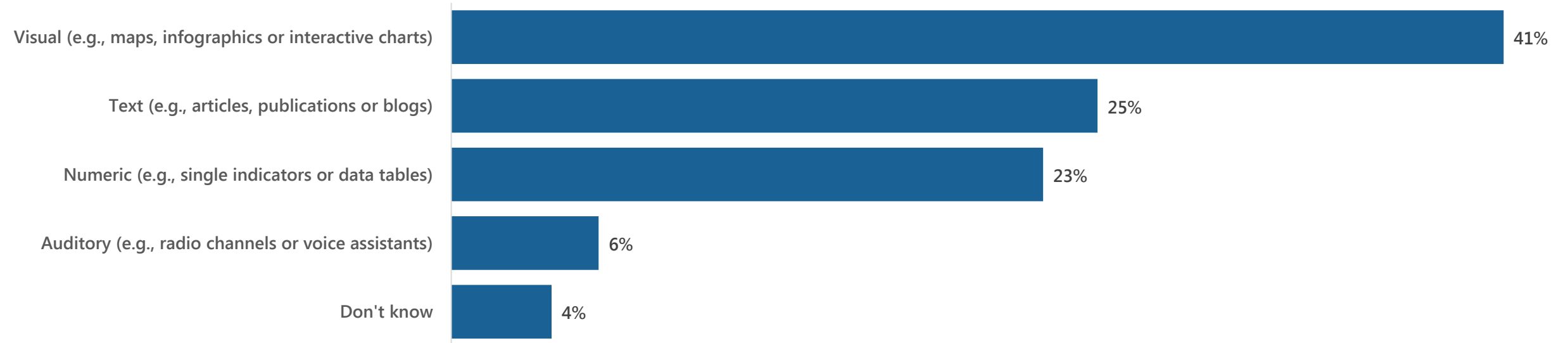


	Age Groups	Geography	Education	Income
Top Users (frequent and occasional)	 18 – 34 (70%)	 British Columbia* (61%)	 University (72%)	 \$150K + (72%)
Non-Users	 65 + (48%)	 The Prairies** (41%)	 High school and below (54%)	 Less than \$40K (44%)

* Ontario (60%) and Quebec (59%)

** Atlantic (39%)

Preferred way to use StatCan Data



Preferred way to use information by type of user

Frequent Users

Numeric (38%)

Occasional Users

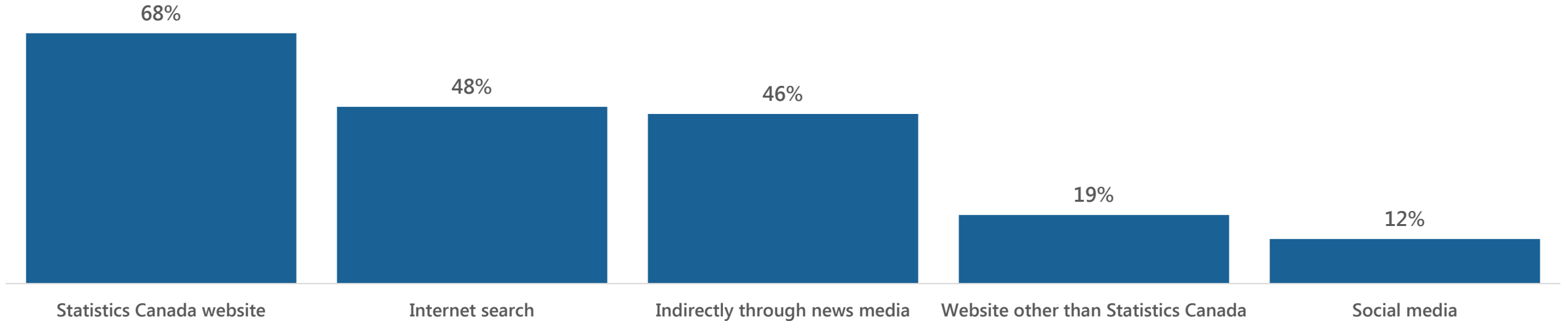
Visual (43%)

Non-Users

Visual (40%)

22

Methods Used to Obtain Information



Use of StatCan website to obtain info ↔ Familiarity

...decreases with familiarity, from 73% for users familiar with Statistics Canada to 53% for unfamiliar users.

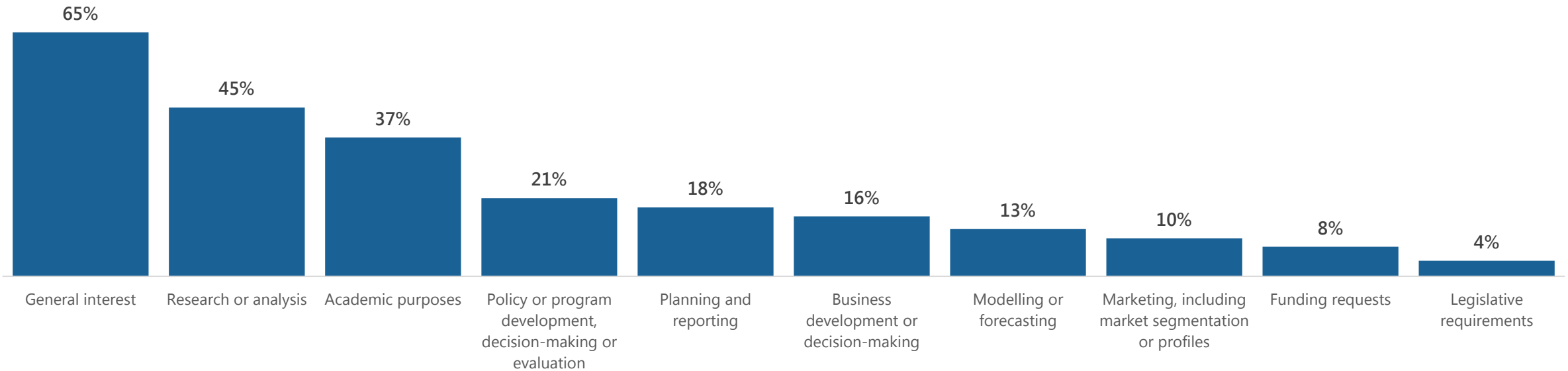
Use of StatCan website to obtain info ↔ Age









...decreases with age, from 85% for Canadians aged 18 to 34 to 46% for Canadians aged 65+.

Use of StatCan website to obtain info ↔ Education

...increases with education, from 55% for Canadians with a high school education to 75% for Canadians with university education.

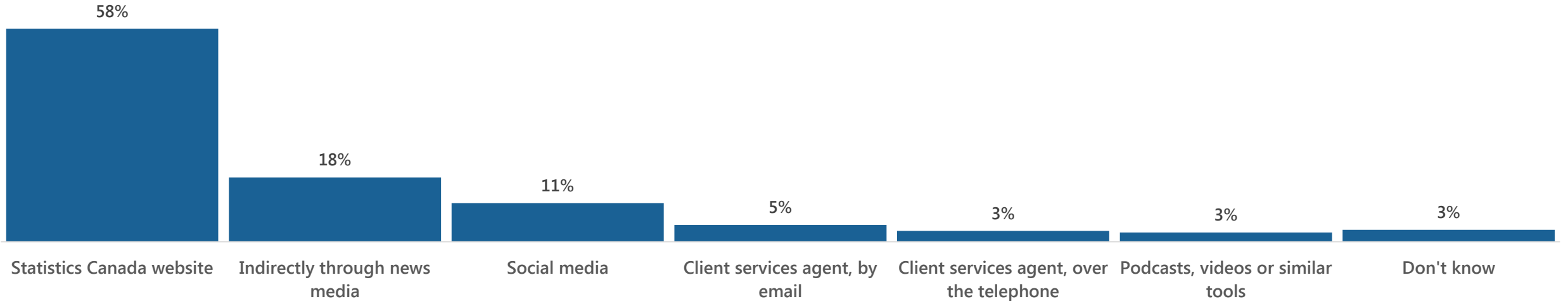
Purpose for Using StatCan Information



	Age Groups	Geography	Education	Income
General Interest	 55 – 64 (73%)	 Atlantic (71%)	 High school and below (80%)	 \$60K – \$100K (72%)
Research or Analysis	 18 – 34 (54%)	 Atlantic (49%)	 University (51%)	 \$\$ \$150K + (56%)

Communication Channels

Overall, Canadians believe Statistics Canada should primarily use its website to provide information.



The **number** of Canadians wanting information communicated through the **Statistics Canada website** increases with **education**.



Canadians in **Quebec** are the **least likely** to want information communicated through the **Statistics Canada website**.



The number of Canadians wanting information communicated through the **Statistics Canada website** increases with **income**.



Canadians over 65 years of age are the **least likely** to want information communicated through the **Statistics Canada website** and most likely to want the information **through the news media**.



THANK YOU!

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