

# About Statistics Canada

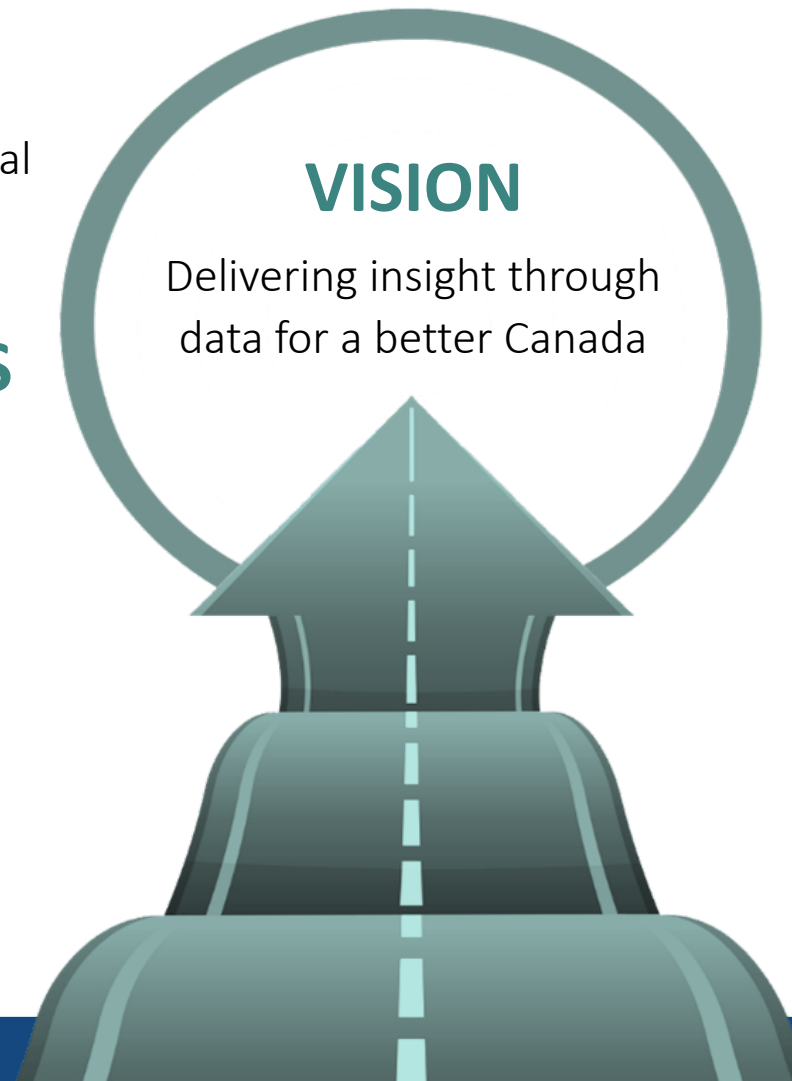
## MISSION

Serving Canada with high-quality statistical information that matters

## MODERNIZATION PILLARS

1. User-centric service delivery
2. Leading-edge methods and data integration
3. Statistical capacity building and leadership
4. Modern workforce and flexible workplace
5. Sharing and collaboration

*Ensuring no one is left behind*



## VALUES



TRUSTWORTHY



PURPOSEFUL



CARING AND INCLUSIVE

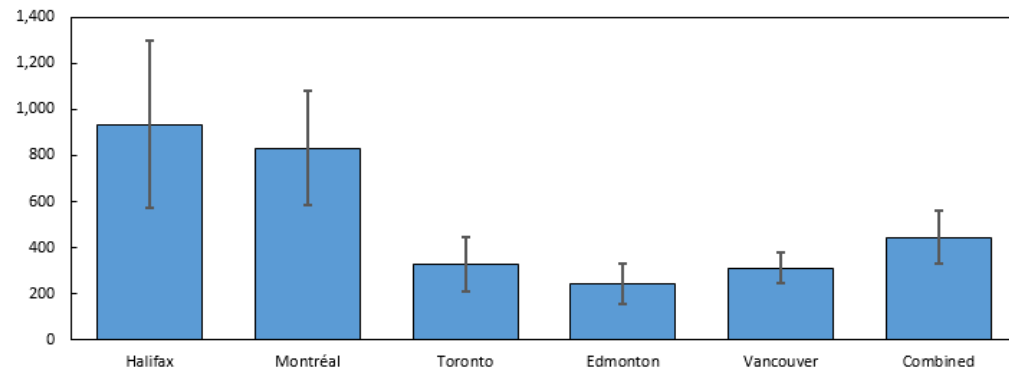


CURIOS AND ALWAYS LEARNING

# Innovation was in action pre-pandemic

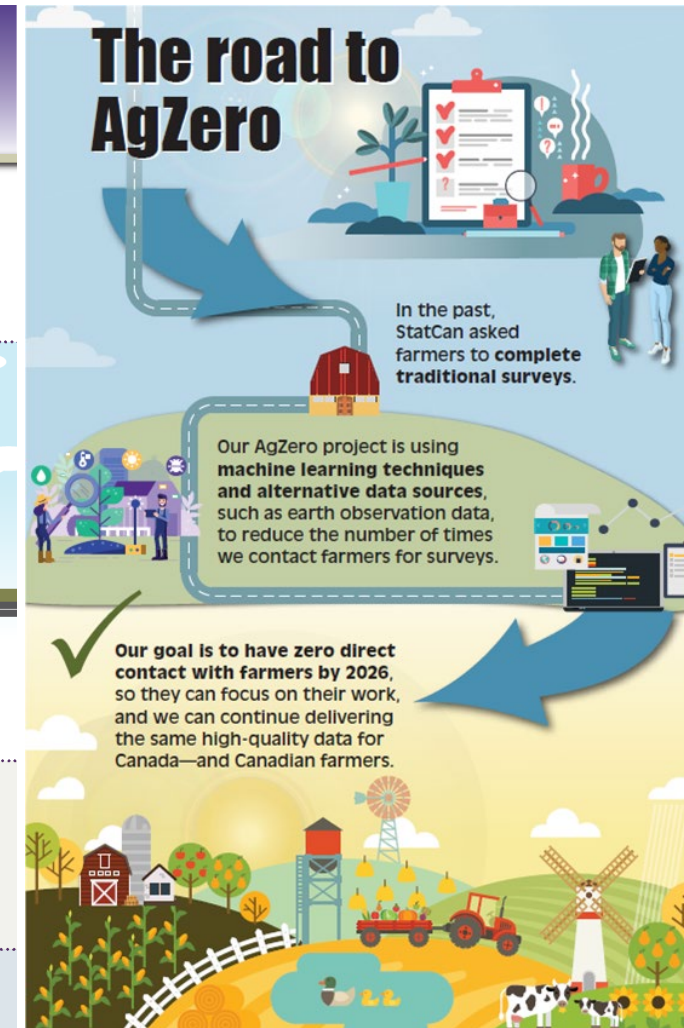
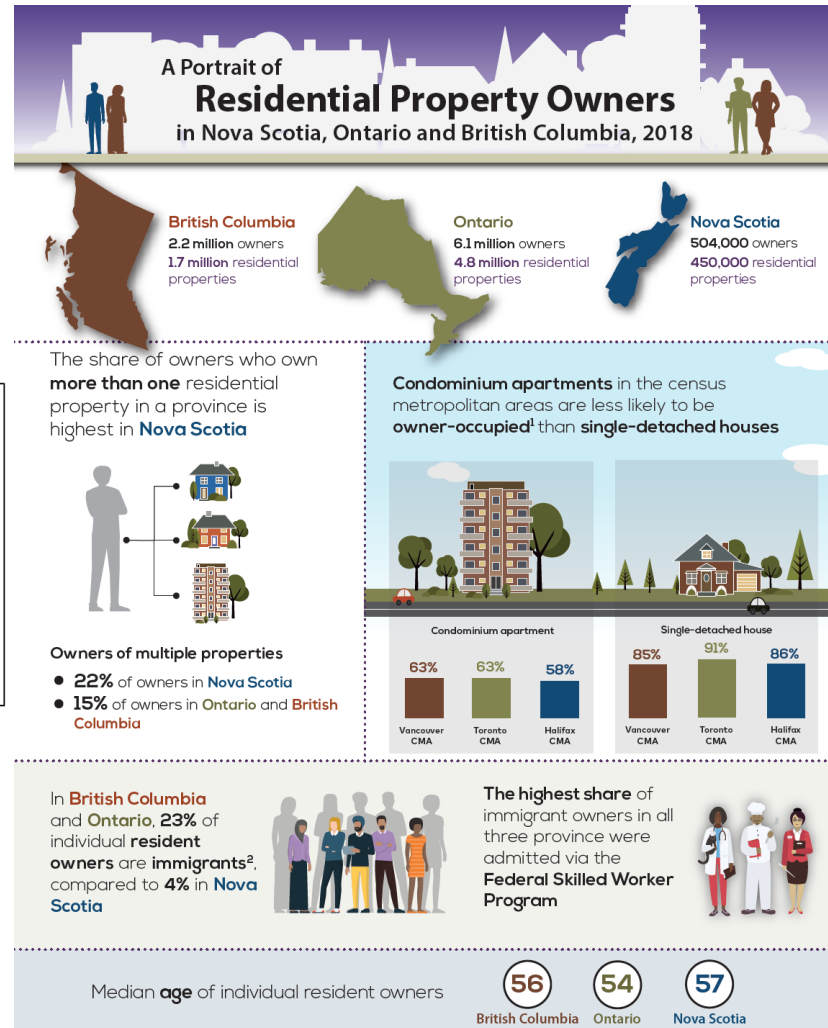
## Wastewater-based Estimates of Cannabis Use in Canada, March 2018 to February 2019

load per capita (grams per 1,000,000 people per week)

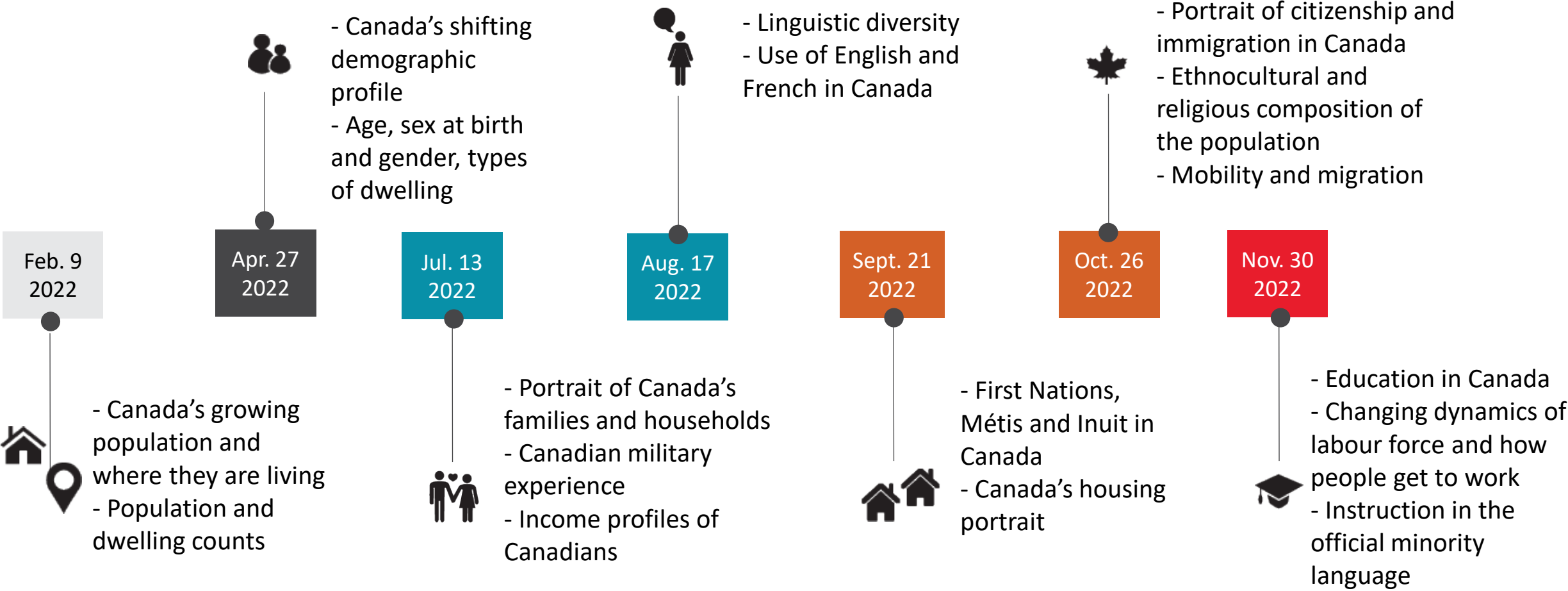


Note: The cannabis metabolite is THC-COOH, which represents 11-nor-9-carboxy-tetrahydrocannabinol.

Source: Statistics Canada, 2019.



# 2021 Census of the Population Release Schedule



# Statistics Canada's Strategic Plan

## Modernization Principles

User-Centric  
Services

Sharing and  
Collaboration

Modern Workforce and  
Flexible Workplace

Leading-Edge Methods  
and Data Integration

Statistical Capacity  
Building and Leadership

### Partnership

Professionalize stakeholder engagement across the agency.

### Data Services

Direct attention towards producing more actionable insights while remaining at the leading edge in acquiring, processing, integrating and analysing data.

### Trust

Earn, strengthen and secure the agency's position of trust in every interaction we have with Canadians.

### Integration

Leverage the agency's expertise to produce integrated data and insights efficiently and sustainably.

People Initiatives

# Statistics Canada's Success

- Stable and low turnover rate of 12% for 2020-2021
- Awarded Canada's Top 100 Employers 2020
  - Canada's Best Diversity Employers 2021
  - Canada's Top Employers for Young People 2021 and 2022
- More than 400,000 social media followers (up 32% from previous year)
- Almost 40 million social media impressions (up 99%)
- 25 million website visits (up 24%)
- Assisted in making the equivalent of more than 1.5 million calls for contact tracing
- Member of over 190 international fora
- 2021 Census achieved 98% overall response rate, record-setting 84% online response rate

# To support public policy effectively, make strategic investments in ...

