

Evolution of the Century Initiative National Scorecard



Century
Initiative | Initiative
du Siècle



Century Initiative's *National Scorecard on Canada's Growth and Prosperity* tracks Canada's progress on growing the population and building the social and physical infrastructure needed to support it.

The National Scorecard has been designed to help key actors in all sectors discuss and identify the factors that will allow Canada to *grow well*: ensuring that population growth is sustainable and that the benefits of this growth are shared by everyone who does and will call Canada home.

The first edition of the Scorecard published in 2021 set out the following vision:

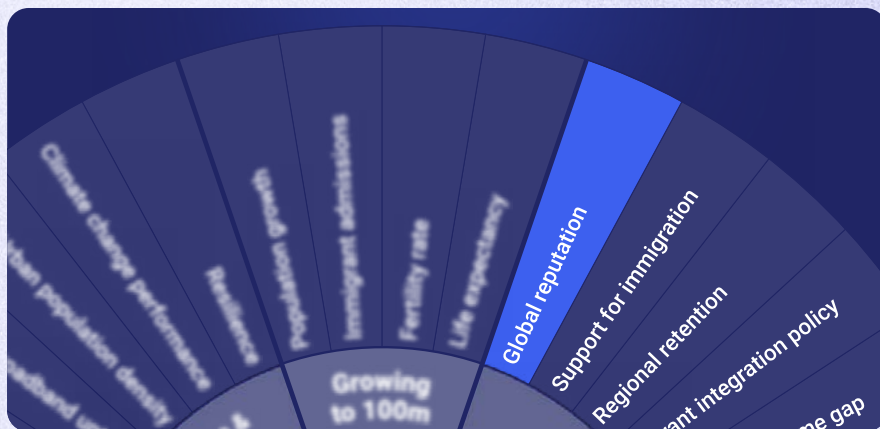
“The Scorecard engages with complex and dynamic issues... In the years ahead, our goal is to continue developing how we measure Canada’s progress through broad engagement with partners and other experts.”

Since 2021, Century Initiative has continuously improved the Scorecard with the input of its Expert Panel and a wider network of academics, policy, business, and non-profit leaders. This process has focused on responding to new trends and insights while balancing the value of continuity in measurement.

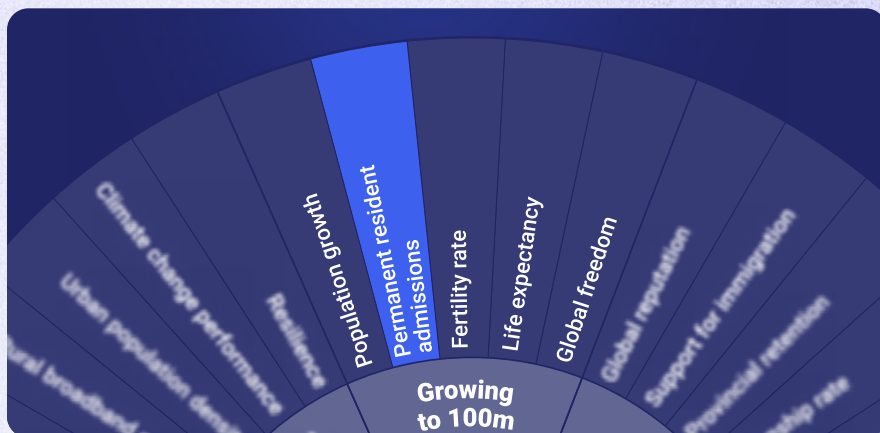
Ongoing indicator improvement

Some Scorecard indicators have evolved or been replaced since the first edition in response to changes in the data environment, and through continuous work to enhance clarity, consistency, and international comparability.

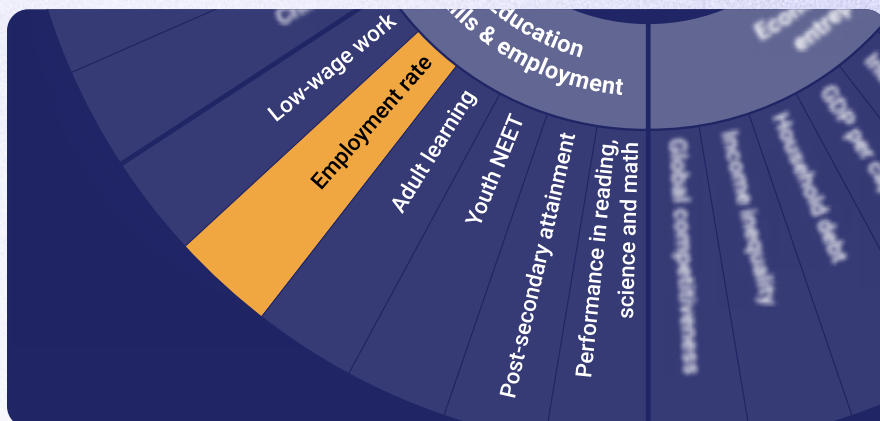
For some indicators, data sources have been changed as data availability shifts. For example, a new data source for **Global Reputation** was identified in 2022 and used thereafter.



Additionally, some indicator names have been refined to better align with their underlying data. In 2024, **Immigrant Admissions** has been renamed **Permanent Resident Admissions** to be clearer on what is being reported and better reflect the data source, which has remained the same since the first Scorecard.



Indicators have also evolved conceptually based upon expert input. For example, **Labour Force Participation Rate** in the first Scorecard became **Employment Rate** thereafter to better capture Canadians currently working, as opposed to those working as well as looking for work.



Indicator change linked to deeper conceptual development

Growing Well

The first Scorecard in 2021 introduced the concept of growing well as one of several focus areas in which to measure Canada's performance. In 2021, six indicators were used to track Canada's progress on "growing well." From 2022 on, a new and deeper approach to this concept was taken: integration of Growing Well as a cross-cutting theme throughout the full Scorecard. This led to a redistribution of four of the original six "growing well" indicators, and an amplification of equity issues through introduction of new indicators, including: **Diversity in Leadership**, **Incidence of Low-Wage Work**, and **Strength of Indigenous Economy**. This shift similarly led to the application of a "growing well lens" to interpretation of indicators across the full Scorecard.

Immigration and its impacts on Canada's society and economy

Century Initiative has continuously deepened its focus on immigration and its impacts on Canada's society and economy, and this is reflected in indicators introduced across Scorecard editions: **Public Support for Immigration** (added in 2022), **Temporary Foreign Workers** (added in 2023), and **Francophone Immigration** (added in 2024). The introduction of these indicators responds to macro-level questions and challenges, such as: Are Canadians supportive of immigration, and will they remain so? What role do temporary foreign workers have in the labour market? Is immigration supporting Francophone communities and Canada's character as a bilingual society? These additions to the Scorecard strengthen its capacity to track Canada's performance as a country of immigration, and key risks to that status.

Canada on the global stage

As Canada navigates a challenging global environment with deepening risks to freedom and democracy at home and abroad, monitoring the quality of Canada's democracy is increasingly important. For this reason, the **Freedom** indicator initially removed after its first appearance in Scorecard 2021, was re-introduced for Scorecard 2024. In Scorecard 2024, the order in which focus areas are presented has similarly shifted to better highlight how they relate to overarching themes reflecting Canada's place on the world stage: 1) Safeguarding our Future: Requires a Focus and a Plan to Grow Well; 2) Prosperity in Peril: The Urgent Need for Canada's Economic Recharge; and 3) Canada's Immigration Reality Check: Creating a World-Class Future-Ready Talent Pool.

Tracking Scorecard change

The following tables include the Scorecard indicators organized by focus area across all four editions. Indicators are colour-coded to track changes over time, as outlined in the legend below.

As visualized below, the most significant changes made to the Scorecard since its launch were between the first and second editions. These changes were made in response to the advice and feedback of a diverse advisory group convened to help review and improve the initial Scorecard concept. Since that time, there has been greater continuity and more incremental adjustment.

-  No change (name change only, no substantive changes in concept or data)
-  Indicator removed in next edition
-  Indicator concept or data adjusted in this edition
-  Indicator added in this edition
-  Indicator moved to another focus area in next edition, at times with revised title

Focus Area	Scorecard 1 - 2021	Scorecard 2 - 2022	Scorecard 3 - 2023	Scorecard 4 - 2024
# of indicators	40	38	39	40
GROWING TO 100M (All scorecards)	Population growth Immigrant admissions Fertility rate	Population growth Immigrant admissions Fertility rate Life expectancy	Population growth Immigrant admissions Fertility rate Life expectancy	Population growth Permanent resident admissions Fertility rate Life expectancy Global freedom
INFRASTRUCTURE AND URBAN DEVELOPMENT (Scorecard 1)	Investment in infrastructure Housing affordability	Investment in infrastructure Housing affordability	Investment in infrastructure Housing affordability	Investment in infrastructure Housing affordability
INFRASTRUCTURE & ENVIRONMENT (Scorecard 2-4)	Access to broadband internet Population density of metropolitan areas Quality of broadband internet State of infrastructure Income inequality in metropolitan areas	Broadband uptake Population density of metropolitan areas Climate change performance Resilience	Rural broadband coverage Population density of metropolitan areas Climate change performance Resilience	Rural broadband coverage Population density of metropolitan areas Climate change performance Resilience

Focus Area	Scorecard 1 - 2021	Scorecard 2 - 2022	Scorecard 3 - 2023	Scorecard 4 - 2024
ECONOMY, EMPLOYMENT AND ENTREPRENEURSHIP <i>(Scorecard 1)</i>	Entrepreneurship ecosystem	Early-stage entrepreneurship	Early-stage entrepreneurship	Early-stage entrepreneurship
	Spending on business research and development	Business spending on R&D	Business spending on R&D	Business spending on R&D
ECONOMY, INNOVATION & ENTREPRENEURSHIP <i>(Scorecard 2-4)</i>	Productivity	Productivity	Productivity	Productivity
	Business growth	Business growth	Business growth	Business growth
	GDP per capita	GDP per capita	GDP per capita	GDP per capita
	Household debt	Household debt	Household debt	Household debt
	Labour force participation rate	Income inequality	Income inequality	Income inequality
	Percentage of workers in registered pension plans	Global competitiveness	Global competitiveness	Global competitiveness
		Innovation	Innovation	Innovation
		Diversity in leadership	Diversity in leadership	Diversity in leadership
		Strength of Indigenous economy	Strength of Indigenous economy	Strength of Indigenous economy
SUPPORT FOR CHILDREN & FAMILIES <i>(All scorecards)</i>	Child care	Child care participation	Child care participation	Early learning and child care
	Child poverty	Child poverty	Child and youth poverty	Child and youth poverty
	Parental leave	Parental leave uptake	Parental leave uptake	Parental leave uptake
	Child and youth well-being	Employment rate for mothers	Employment rate for mothers	Employment rate for mothers
	Public spending related to children and families	Youth well-being	Youth well-being	Youth well-being

Focus Area	Scorecard 1 - 2021	Scorecard 2 - 2022	Scorecard 3 - 2023	Scorecard 4 - 2024
IMMIGRATION (All scorecards)	Global reputation	Global reputation	Global reputation	Global reputation
	Regional retention of immigrants	Regional retention of immigrants	Provincial retention of immigrants	Provincial retention of immigrants
	Immigrant income gap	Immigrant income gap	Immigrant income gap	Immigrant income gap
	International students transitioning to permanent residence	International students transitioning to permanent residence	International students transitioning to permanent residence	International students transitioning to permanent residence
	Migrant acceptance	Public support for immigration	Public support for immigration	Public support for immigration
	Immigrant life satisfaction	Migrant integration policy	Migrant integration policies	Citizenship rate
			Temporary foreign workers	Temporary foreign workers
				Francophone immigration
EDUCATION AND TRAINING (Scorecard 1)	Performance in reading, science and math among 15-year-olds	Performance in reading, science and math among 15-year-olds	Performance in reading, science and math among 15-year-olds	Performance in reading, science and math among 15-year-olds
	Proportion of population with tertiary education	Post-secondary attainment	Post-secondary attainment	Post-secondary attainment
	Youth not in employment, education or training	Youth not in employment, education or training (NEET)	Youth not in employment, education or training (NEET)	Youth not in employment, education or training (NEET)
	Public spending on training	Participation in adult learning	Participation in adult learning	Incidence of low-wage work
	Public spending on education	Incidence of low-wage work	Incidence of low-wage work	Employment rate
		Employment rate	Employment rate	
EDUCATION, SKILLS & EMPLOYMENT (Scorecard 2-4)				
GROWING WELL (Scorecard 1)	Global competitiveness			
	Income inequality			
	Life expectancy			
	Environmental sustainability			
	Freedom			
	Social progress			



**Century
Initiative** | **Initiative
du Siècle**

ABOUT CENTURY INITIATIVE

Century Initiative is a national, non-partisan charity with a mission to enhance Canada's long-term prosperity, resiliency and global influence by responsibly growing the population of Canada to 100 million by 2100. Century Initiative delivers its mission by leading, enabling and partnering on initiatives that support long-term thinking and planning in immigration; infrastructure and environment; economy, entrepreneurship and innovation; support for children and families; and education, skills and employment. Century Initiative takes a network approach, prioritizing inclusion of diverse perspectives to inform and advance its work.

www.centuryinitiative.ca | info@centuryinitiative.ca

Canadian charitable number: BN 843519638 RR0001



Century Initiative gratefully acknowledges the support of The Globe and Mail as the Exclusive Media Partner for the National Scorecard.

This work would not be possible without the generous support of our donors, including The Bank of Montreal, Scotiabank, TD Bank, CIBC, Quarrywood Foundation, The Lynwood Family Foundation, and The Srinarayanathas Foundation. We are grateful for their continued support of our work.



Century
Initiative

| Initiative
du Siècle