Product Information

What it is

Our 2011 CensusPlus dataset includes more than a thousand popular variables that analysts and marketers rely on from the Census, plus valuable additional variables from the National Household Survey (NHS). Due to changes in methodology, Statistics Canada is not officially releasing dissemination area (DA) data from the 2011 NHS, which replaced the long-form census. CensusPlus offers enhanced data for the most important NHS themes for all DAs in Canada, fills in missing values and eliminates random rounding in both NHS and Census data. The result is a comprehensive set of demographic variables available for any geographic level—be it standard census and postal geographies or custom client trade areas.

How it's used

The advantage of EA's CensusPlus is that it provides extensive socioeconomic and demographic profiles of Canadian consumers for small and custom areas for the census year 2011—including DAs. Analysts use these data to enhance their customer databases, target markets for direct mail, analyze trade areas, build statistical models and make varied business decisions. In addition, the income data in CensusPlus are essential to both businesses and not-for-profits. With detailed multicultural data, CensusPlus also helps users understand their ethnic customers as well as the diversity within ethnic segments.

How it was developed

EA developed a set of proprietary algorithms for adjusting Census and NHS data to make them more usable. These algorithms fill in missing values where data are suppressed by Statistics Canada, and they also correct for random rounding. As a result, there are no missing values in CensusPlus and the variables add up within thematic categories and across levels of geography.

EA developed or implemented three additional processes for this release to produce DA-level NHS data that are reliable and consistent with the Census:

1. The NHS variables in CensusPlus were adjusted to match the Census household and household population universes. The 2011 Census universes are higher quality than those in the NHS because of the latter's smaller sample size and voluntary nature.

2. EA did not use NHS income data. Instead, Canada Revenue Agency files were used along with 2006 Census and other sources to model 2011 CensusPlus income data. These data are consistent with the estimates produced in our sophisticated WealthScapes dataset.

3. We adjusted NHS immigration themes and visible minority data based on 2011 Census mother tongue counts, Citizenship and Immigration Canada statistics, and Statistics Canada's published intercensal statistics.

Product Information

Levels of geography

EA's CensusPlus is available at the smallest market level—dissemination areas (DAs) and all higher levels of standard Census and postal geography.

Level of Geography	Description
CAN	Canada
PR	Province
CMA	Census Metropolitan Area
CD	Census Division
CSD	Census Subdivision
CT	Census Tract
DA	Dissemination Area
FSA	Forward Sortation Area (December 2013)

List of Categories

Total Population by Single , Five, Ten Year Age and Sex
Male Population by Single, Five, Ten Year Age and Sex
Female Population by Single, Five, Ten Year Age and Sex
Household Population by Age
Marital Status
Census Families by Family Size and Structure
Census Family Households by Family Size and Structure
Total Children At Home by Age
Households by Living Arrangement
Households by Household Type
Occupied Private Dwellings by Structure Type
Households by Size of Household
Detailed Mother Tongue
Knowledge of Official Languages
First Official Language Spoken
Detailed Language Spoken Most Often at Home
Aboriginal Identity
Mobility Status
Labour Force Status
Labour Force by Occupation, Industry and Place of Work
Labour Force by Mode of Transportation
Occupied Private Dwellings by Period of Construction and Tenure
Households by Maintainer Age
Religion
Household Income (Current Year)
Population 15 Years or Over by Educational Attainment
Population by Visible Minority Status
Population by Citizenship
Population by Period of Immigration
Total Immigrant Population by Place of Birth
Recent Immigrant Population by Place of Birth

Data format

The ZIP file you download contains the following documents and tables:

- Three PDF documents
- One variable list in both CSV and PDF format
- Nine data tables in CSV format

The data variables are listed as columns and the levels of geography as rows.

Your data package includes more than 1,000 CensusPlus variables for your selected area as well as all geographic levels within your selected area.

For example, if you select a municipality (defined as a census subdivision or CSD) such as Guelph, you will also get CensusPlus data for all the census tracts (CTs), dissemination areas (DAs) and forward sortation areas (FSAs) in Guelph. Additionally, the data will include the national (CAN) and province (PR) values for benchmarking. The chart below illustrates what data are provided depending on the level of geography you select.

Selected Area	Benchmarks		Data Detail Level							
Canada	N/A	N/A	CAN	PR	CMA	CD	CSD	CT	DA	FSA
Province	CAN	N/A	N/A	PR	CMA	CD	CSD	CT	DA	FSA
Census Metropolitan Area	CAN	PR	N/A	N/A	CMA	CD	CSD	CT	DA	FSA
Census Division	CAN	PR	N/A	N/A	N/A	CD	CSD	CT	DA	FSA
Census Subdivision	CAN	PR	N/A	N/A	N/A	N/A	CSD	CT	DA	FSA

Documentation

Your data package includes a release note that provides a description of the data, how it's used, how it was developed, and a list of all the data categories.

You'll also receive a variable list—in both PDF and CSV formats—and an end-user data license agreement.

Period of use

CensusPlus data are valid for the next several years. The next Statistics Canada Census and National Household Survey takes place in 2016, and it typically requires two years before complete results are released.

CensusPlus Q&A Fact Sheet

What is CensusPlus?

Our 2011 CensusPlus dataset includes more than a thousand popular variables that analysts and marketers rely on from the Census, plus valuable additional variables from the National Household Survey (NHS). Due to changes in methodology, Statistics Canada is not officially releasing dissemination area (DA) data from the 2011 NHS, which replaced the long-form census. CensusPlus offers enhanced data for the most important NHS themes for all DAs in Canada, fills in missing values and eliminates random rounding in both NHS and Census data. The result is a comprehensive set of demographic variables available for any geographic level—be it standard census and postal geographies or custom client trade areas.

What is different about this release of CensusPlus?

In 2011, Statistics Canada replaced the mandatory long-form census with the voluntary National Household Survey (NHS). But due to large variations in response rates among population groups, Statistics Canada chose not to officially release DA-level data from the 2011 NHS because they did not meet their traditional quality standards. To fill the gap, EA developed processes to produce DA data for the most popular NHS data themes used by marketers. CensusPlus includes variables from the 2011 Census, plus enhanced data from the NHS.

Why do marketers and analysts need these data?

EA's CensusPlus provides extensive socioeconomic and demographic profiles of Canadian consumers for small and custom areas for the census year 2011—including DAs. Analysts use these data to enhance their customer databases, target markets for direct mail, analyze trade areas, build statistical models and make varied business decisions. In addition, the income data in CensusPlus are essential to both businesses and not-for-profits. With detailed multicultural data, CensusPlus also helps users understand their ethnic customers as well as the diversity within ethnic segments.

Aren't the census-tract level data that are available from StatsCan sufficient for marketers and analysts?

No. A census tract (CT) contains about 4,000 people or 1,800 households—and is roughly six times larger than a DA. A CT may be diverse and contain a number of single-family homes as well as a few high-rise buildings. A DA is more homogeneous, so it's more effective for understanding residents and executing marketing campaigns. When we examined CT- versus DA-level data, we found that the diversity that exists within CTs is better captured by DA-level data. The granularity demonstrates that DA data are essential for a range of small-area analysis and marketing applications.

We keep hearing about all the Big Data out there. Why are Census data needed when there are so many sources of data?

Some people have expressed the belief that we don't need government statistics because of all the data available from other sources. Unfortunately, we can't estimate population based on "likes" and tweets. And we can't identify employment from Kijiji or economic trends by aggregating online shopping trends. Big Data can only be leveraged for quality analytics when those databases are weighted, benchmarked and analyzed using a known, accurate, comprehensive universe—derived from a Census or other official statistical databases. Essentially, there is no substitute for data derived from government sources.

Can you give me a non-technical explanation of how EA created DA-level data?

Basically, we had to create estimates of many household variables at the DA level—not all the NHS variables but more than one thousand of the most important variables for marketers. We started with the complete 2011 Canadian Census and combined it with the raw NHS data. Then we developed a set of proprietary algorithms for adjusting Census and NHS data to make them more usable. These algorithms filled in missing values where data are suppressed by Statistics Canada, and they also corrected for random rounding. As a result, there are no missing values in CensusPlus and the variables add up within thematic categories and across levels of geography.

Finally, EA developed or implemented three additional processes to produce DA-level NHS data that are reliable and consistent with the Census:

1. The NHS variables in CensusPlus were adjusted to match the Census household and household population universes. The 2011 Census universes are higher quality than those in the NHS because of the latter's smaller sample size and voluntary nature.

2. EA did not use NHS income data. Instead, we used Canada Revenue Agency files along with 2006 Census and other sources to model 2011 CensusPlus income data. These data are consistent with the estimates produced in our sophisticated WealthScapes dataset.

3. We adjusted NHS immigration themes and visible minority data based on 2011 Census mother tongue counts, Citizenship and Immigration Canada statistics, and Statistics Canada's published intercensal statistics.

Is the NHS type data in CensusPlus as good as data previously available from the Census long form?

No, it's not, although we have no way of knowing. We have a significant number of analysts with extensive expertise in this field. We employed best practices and external sources to develop CensusPlus. And we think that most experts would agree that the approaches we have taken are reasonable and reliable. The mandatory long-form census would have resulted in a better database, but in its absence CensusPlus offers marketers and social scientists the best alternative.

How can people purchase CensusPlus?

CensusPlus data are available on demand through our website CensusPlus.ca.

Questions

For more information or questions, please send an email to pm@environicsanalytics.ca or contact EA at 647-259-2816.