

## 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.

## List of variables

Follow this link to find the complete list of variables: [CensusPlus 2011 Variables List](#).

## Levels of geography

Most of our data files are supplied at standard levels of geographic detail, and geographic file names appear in an abbreviated form. This document explains the abbreviations to help you understand the contents of the data sections.

[GEO]

Value	Description
CAN	Canada
CMACA	Census Metropolitan Area
CMACT	Census Tract
PR	Province
PRCD	Census Division
PRCDCSD	Census Subdivision
PRCDDA	Dissemination Area
FSAQ413	Forward Sortation Area (December 2013)
PRFED03	Federal Electoral District

## List of Categories

### Census Themes

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

### NHS Themes

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 location and layout

If you are an ENVISION subscriber, the data have been pre-loaded into the software and it will be available for use immediately upon logging on.

Clients who receive the data outside of the ENVISION software will find the file in this location:

**[ShippingDate] - Fulfillment\Demographic Data\CensusPlus**

Note: ShippingDate is in the format [yyyymmdd]

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### Legal

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### Contact Information

For more information on the CensusPlus dataset, please contact your Environics Analytics Account Representative or email [pm@environicsanalytics.ca](mailto:pm@environicsanalytics.ca).