

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. And users can purchase the CensusPlus data they need to support their marketing strategies at the website CensusPlus.ca.

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.

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:

- Two PDF documents
- One variable list in CSV 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.

Questions

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