CENSUSPLUS 2016
RELEASE NOTES

DATA VINTAGE
2016

BASE LEVEL GEOGRAPHY
Dissemination area

VARIABLES
847

To view the complete list of variables please visit:

environicsanalytics.com/en-ca/variables

WHAT IT IS

The 2016 CensusPlus dataset includes more than 847 popular variables, based on data collected by Statistics Canada during the 2016 Census. This database marks the return of the mandatory census after it was replaced by the voluntary National Household Survey (NHS) in 2011. This is an important change since the NHS saw a significant drop in response rate from the previous census, which resulted in several challenges, including variability of response rates at lower geographic levels, sampling error and non-response bias.

CensusPlus includes many of the popular variables that analysts and marketers rely on from the census, including age and sex by five-year age cohorts, family households by presence of children, children by age group, housing type and tenure, as well as after tax income.

For this product, we developed a set of proprietary algorithms for adjusting census data to make them more usable. This database is enhanced by our modellers to fill in missing values where data are suppressed by Statistics Canada and to correct for random rounding, while maintaining a close relationship to the original census. This work ensures that there are no missing values in CensusPlus and the variables add up within thematic categories and across all levels of geography.

With this product update we will be migrating to the geographic framework used for the 2016 Census. This significant adjustment is required to reflect actual changes on the ground to ensure you are working with the best estimates available. CensusPlus is available for any geographic level, including the new aggregate dissemination area (ADA), a sub-provincial census dissemination geography created by Statistics Canada for the 2016 Census. The intention of the new ADA geography is to ensure the availability of census data across all regions of Canada using a single consistent level of geography.

The 2016 Census was the first time Statistics Canada used administrative data sources, such as income data from the Canada Revenue Agency, to gather income information. This is a notable change since it reduced the response burden while it increased the quality and quantity of income data available. CensusPlus offers a snapshot of the Canadians in 2016, it does not include any current year projections or estimates for future years. For forward looking data based on the census please consult DemoStats.

HOW IT'S USED

Marketers can use CensusPlus' demographic data to analyze custom trade areas to help locate attractive target markets for more effective direct mail campaigns.

Retailers can enhance their customer databases with demographic profiles to better understand their best customers. CensusPlus' multicultural data can also help users analyze their diverse customers to make more informed decisions on how to meet their needs.

Creating target sets by grouping together demographically similar customer segments can help marketers develop meaningful messaging that is more likely to resonate with current and prospective customers.

SAMPLE QUESTIONS IT CAN ANSWER

- What is the population breakdown by age within my trade area?
- How many women aged 25 to 34 live in the Calgary CMA?
- What can the data reveal about the demographics within my trade area?
- How many households in Canada speak Italian at home?
- Which municipalities have an average household income over $100,000?