

Canadian Demographic Data

2018 Update

(on Census 2016 Geography)

Release Notes

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Summary

The Pitney Bowes (PB) demographic data sets for Canada is an accurate, current and comprehensive data product containing almost 2,000 variables across nine layers of geography. In this 2018 Update, our data suite is developed on Census 2016 geography and using Census 2016 demographic data inputs. This data suite includes Base Year Estimates, Current Year Estimates and Projections, and other derived data sets.

To facilitate ease-of-use, the data are available in multiple, stand-alone file formats that are compatible with Pitney Bowes software including MapInfo Professional®, GeoInsight™ and AnySite®. Pitney Bowes data are used to understand, estimate, project, compare and differentiate the demographic, economic, geographic and business characteristics of markets - including customized trade areas.

Key Benefits

1. These demographic estimates and projections provide a sound basis for making assessments about demographic trends and market characteristics.
2. The data set is consistent with the most current and authoritative demographic research, including census enumerations of Statistics Canada.
3. Corrections and adjustments, as well as the projection methodologies, have been implemented based on decades of experience on the part of the PB data team.
4. The Base Year Estimates are derived from the recent 2016 Census. The base 2016 Census population and household counts were adjusted using the Statistics Canada post-censal estimates of net under-coverage from the 2011 Census, as the official estimates of net Census 2016 undercount were not yet available.

What's New in this Release

The data products in this Release have been updated with the 2016 Canada Census. Pitney Bowes (PB) has made efforts to maintain similar data sets to our previously released 2017 Update. However, there are some modifications in the data sets that have been made to accommodate the changes in the Census.

Data set changes in the 2018 Update are noted below:

- Average Age variables were added for Females, Males and Total Population
- Household size variables have been changed from 5 Persons and 6 or more persons to a single variable of 5 or more persons
- Family Characteristics variables have been modified – Married and Common Law Couples with/without children have been collapsed to Couples with/without children
- Language Spoken Most Often at Home variable set has been restructured to include the top 25 single response home languages plus Aboriginal languages, with all other languages grouped into one category; total multiple language responses remain as a separate variable
- Immigration Status and Selected Places of Birth has been separated into two variable subsets: Immigration Status and Immigrant Selected Places of Birth
- Immigrant Selected Places of Birth has been updated to align with Census 2016 places of birth
- Period of Immigration year ranges have been updated to align with new census profile data
- Religion has been removed from our offering because religion is not included in the 2016 Census
- Education has been expanded to include post-Bachelor's degrees
- For Base Year Estimates only, Labour Force variable set now includes additional Employed and Unemployed variables for Females, Males and Total Labour Force
- Period of Construction year ranges have been updated to align with new census profile data
- Income ranges have been modified to align with Census 2016
- Canada Consumer Spend Potential (CanCSP) now replaces the Canada Expenditure Potential (CanEx) data product; CanCSP includes essentially most of the former CanEx categories and expenditure items, plus selected higher category food expenditure items; please refer to the User Guide for more information about changes to the methodology in this product
- Canada Food Expenditure Potential (CanFoodEx) and Canada Household Facilities and Equipment (CanHFE) data products have been discontinued
- Total Real Estate and Other Real Estate averages and aggregates (reaggcy, oraggcy, remnacy, remnocy, ormnocy) have been removed from the Canada Wealth product. Primary Residence variables are still available.

Variable List

See the file "CanadianDemographicData_variables2018.xls" for a complete list of variables.

Please note: all field names (variable names) and table names have been standardized to lower case characters.

Vintage Information

The key reference date for the Base Year Estimates is July 1, 2016 and for the Current Year Estimates is July 1, 2018.

The Canada Wealth data set has a reference date of June 30, 2017.

Coverage Area

The data set covers all of Canada.

Number of Variables

Almost 2,000 variables are contained in this data suite.

Number of Records by Geographic Layer

All databases contain nine layers of geography with the corresponding number of records by layer as indicated below.

Code	Geographic Layer	Source / Vintage	Records
CAN	Nation	Pitney Bowes, 2016	1
PR	Province / Territory	Pitney Bowes, 2016	13
CD	Census Division	Pitney Bowes, 2016	293
CSD	Census Subdivision	Pitney Bowes, 2016	5,162
CMA	Census Metropolitan Area / Census Agglomeration	Pitney Bowes, 2016	152
CT	Census Tract	Pitney Bowes, 2016	5,721
ADA	Aggregated Dissemination Area ** New for Census 2016**	Pitney Bowes, 2016	5,386
DA	Dissemination Area	Pitney Bowes, 2016	56,590
FSA	Forward Sortation Area	Pitney Bowes, September 2017	1,649

Methodology Statement

Methodology statements are included in the full User Guide to Canadian Demographic Data so that users can understand how Pitney Bowes' demographers, geographers, and statisticians developed the information. A list of general caveats is provided so that as users develop their own analyses, the interpretation is guided within the proper context of demographic estimation and projection procedures.

Update Frequency

These data sets are updated annually.