
ArcGIS Business Analyst - 2024 Canada Data Update

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2024 Canada Data Update

Overview

This release contains the annual update to the Environics Analytics datasets. The 2024 data release reflects the impacts of the pandemic which resulted in more change than typically expected year over year:

The most notable change within DemoStats (current year estimates and projections) is that it was built from the complete 2021 Canadian Census. Environics updated the data inputs for each theme to include all available data from the 2021 Canadian Census, ensuring that users have access to the most current data available.

2024 Boundaries

All 2024 Canadian geographic boundaries are provided by TomTom, clipped to shorelines, and generalized based on the display level.

For this update, streets are provided by TomTom and are based on the StreetMap™ Premium for ArcGIS® TomTom 2024 Update.

2024 Demographic Data

The demographic data for this update is provided by Environics Analytics, comprising the CensusPlus, DemoStats, DemoStats Trends, HouseholdSpend, DaytimePop and PRIZM Segmentation data sets. Detailed documentation for these datasets is appended to this document. Additional documentation can be found on Environics Analytics web site: www.environicsanalytics.ca

All demographic data is aggregated to the 2024 geographies and FSA boundaries.

CensusPlus 2021

The CensusPlus database is an enhanced version of Statistics Canada's **2021 National Household Survey (NHS) and Canadian Census**¹. Environics Analytics enhances the Statistics Canada data to add missing values and eliminate random rounding (by Statistics Canada) that existed in both NHS and Census data, resulting in a significantly more comprehensive set of demographic data.

The CensusPlus database contains 811 variables. There are no changes to the CensusPlus variable and category types for this update. The CensusPlus data aggregation to the other administrative boundaries has been changed from the previous release to reflect the new 2021 Census Grid and updates to 2024. Refer to the CensusPlus documentation for a detailed listing of all CensusPlus 2021 variables.

2024 DemoStats for Current Year, 3yr, 5±yr and 10yr

The DemoStats database consists of current year estimates for 740 variables grouped into 44 demographic and socioeconomic categories. A smaller subset of 473 variables representing the core dimensions of the Canadian population is available for each of the historical and projection years, covering 24 of the 44 DemoStats categories.

Demographic variables were not projected if Environics Analytics determined there are not enough data available to reliably project beyond the current year. The below table lists the major data categories.

DemoStats Category	Years Variables Estimated/Projected				
	2019	2024	2027	2029	2034
Basics	x	x	x	x	x
Total Population by Age	x	x	x	x	x
Male Population by Age	x	x	x	x	x
Female Population by Age	x	x	x	x	x
Total Household Population by Age	x	x	x	x	x
Male Household Population by Age	x	x	x	x	x
Female Household Population by Age	x	x	x	x	x
Households by Maintainer Age	x	x	x	x	x
Households by Size of Household	x	x	x	x	x
Households by Household Type	x	x	x	x	x
Population 15 Years or Over by Marital Status	x	x	x	x	x
Census Families by Family Structure	x	x	x	x	x
Census Family Households by Family Structure	x	x	x	x	x
Total Children at Home by Age	x	x	x	x	x
Household Population by 5-Year Mobility		x			
Occupied Private Dwellings by Tenure	x	x	x	x	x
Occupied Private Dwellings by Period of Construction	x	x	x	x	x
Occupied Private Dwellings by Structure Type		x			
Occupied Private Dwellings by Condo Status, Tenure & Structure		x			
Occupied Private Dwellings by Band Status, Tenure & Structure		x			
Households by Income (Constant Year 2020)	x	x	x	x	x
Households by Income (Current Year)	x	x	x	x	x
Household Population 15 Years or Over by Income		x			
Household Population 15 Years or Over by Educational Attainment	x	x	x	x	x
Household Population 25 to 64 Years by Educational Attainment		x			
Household Population 15 Years or Over by Labour Force Activity	x	x	x	x	x
Household Population 15 Years or Over by Class of Worker	x	x	x	x	x
Household Population 15 Years or Over by Occupation		x			
Household Population 15 Years or Over by Industry		x			
Household Population 15 Years or Over by Place of Work		x			
Household Population 15 Years or Over by Method of Travel to Work		x			
Household Population by Religion		x			
Household Population by Visible Minority Status	x	x	x	x	x
Household Population by Indigenous Identity		x			
Household Population by Knowledge of Official Language		x			
Household Population by Mother Tongue	x	x	x	x	x
Household Population by Language Spoken Most Often at Home		x			
Household Population by Total Immigrants & Place of Birth	x	x	x	x	x
Household Population by Recent Immigrants & Place of Birth		x			
Household Population by Period of Immigration		x			
Household Population by Age at Immigration		x			
Household Population by Generation Status		x			
Household Population by Citizen Age		x			
Household Population by Non-Citizen Age		x			

New, changed or removed DemoStats variables for this update:

Please note that the number of children breakout variables were removed (e.g., 1 child, 2 children, 3 or more children) from the Census Families by Family Structure and Census Family Households by Family Structure categories because the 2021 Census data did not include the data required to retain these number of children breakout variables.

Variable Name	Description	Status
***HTY1FHP	HH Type: One-Family HHs With Additional Persons	New - *** applies to all years
***HTY1FHNP	HH Type: One-Family HHs Without Additional Persons	New - *** applies to all years
***HTYMGFH	HH Type: Multigenerational Family Households	New - *** applies to all years
***MOTMNON	MT: Multiple Non-Official Languages	New - *** applies to all years
***CFSC1C	Couple Families: 1 Child	Removed - *** applies to all years
***CFSC2C	Couple Families: 2 Children	Removed - *** applies to all years
***CFSC3C	Couple Families: 3+ Children	Removed - *** applies to all years
***CFSM1C	Married Couple Families: 1 Child	Removed - *** applies to all years
***CFSM2C	Married Couple Families: 2 Children	Removed - *** applies to all years
***CFSM3C	Married Couple Families: 3+ Children	Removed - *** applies to all years
***CFSCL1C	Common-Law Couple Families: 1 Child	Removed - *** applies to all years
***CFSCL2C	Common-Law Couple Families: 2 Children	Removed - *** applies to all years
***CFSCL3C	Common-Law Couple Families: 3+ Children	Removed - *** applies to all years
***CFSLP1C	Lone-Parent Families: 1 Child	Removed - *** applies to all years
***CFSLP2C	Lone-Parent Families: 2 Children	Removed - *** applies to all years
***CFSLP3C	Lone-Parent Families: 3+ Children	Removed - *** applies to all years
***CFSFP1C	Female Parent Families: 1 Child	Removed - *** applies to all years
***CFSFP2C	Female Parent Families: 2 Children	Removed - *** applies to all years
***CFSFP3C	Female Parent Families: 3+ Children	Removed - *** applies to all years
***CFSMP1C	Male Parent Families: 1 Child	Removed - *** applies to all years
***CFSMP2C	Male Parent Families: 2 Children	Removed - *** applies to all years
***CFSMP3C	Male Parent Families: 3+ Children	Removed - *** applies to all years
***HFSC1C	Couple Family Households: 1 Child	Removed - *** applies to all years
***HFSC2C	Couple Family Households: 2 Children	Removed - *** applies to all years
***HFSC3C	Couple Family Households: 3+ Children	Removed - *** applies to all years
***HFSM1C	Married Couple Family Households: 1 Child	Removed - *** applies to all years
***HFSM2C	Married Couple Family Households: 2 Children	Removed - *** applies to all years
***HFSM3C	Married Couple Family Households: 3+ Children	Removed - *** applies to all years
***HFSCL1C	Common-Law Couple Family Households: 1 Child	Removed - *** applies to all years
***HFSCL2C	Common-Law Couple Family Households: 2 Children	Removed - *** applies to all years
***HFSCL3C	Common-Law Couple Family Households: 3+ Children	Removed - *** applies to all years
***HFSLP1C	Lone-Parent Family Households: 1 Child	Removed - *** applies to all years
***HFSLP2C	Lone-Parent Family Households: 2 Children	Removed - *** applies to all years
***HFSLP3C	Lone-Parent Family Households: 3+ Children	Removed - *** applies to all years
***HFSFP1C	Female Parent Family Households: 1 Child	Removed - *** applies to all years
***HFSFP2C	Female Parent Family Households: 2 Children	Removed - *** applies to all years
***HFSFP3C	Female Parent Family Households: 3+ Children	Removed - *** applies to all years
***HFSMP1C	Male Parent Family Households: 1 Child	Removed - *** applies to all years
***HFSMP2C	Male Parent Family Households: 2 Children	Removed - *** applies to all years
***HFSMP3C	Male Parent Family Households: 3+ Children	Removed - *** applies to all years
ECYHOMMNON	2024 HL: Multiple Non-Official Languages	New
C4344POP	2043 to 2044 Percentage Change Total Population	New
Y44RINCAGG	2044 Constant Dollar Household Income	New
C4344RINC	2043 to 2044 Percentage Change Constant Dollar Household Income	New
Y44NINCAGG	2044 Current Dollar Household Income	New
C4344NINC	2043 to 2044 Percentage Change Current Dollar Household Income	New
Y44RINCAVG	2044 Constant Dollar Household Average Income	New
C4344RAVG	2043 to 2044 Percentage Change Constant Dollar Household Average Income	New
Y44NINCAVG	2044 Current Dollar Household Average Income	New
C4344NAVG	2043 to 2044 Percentage Change Current Dollar Household Average Income	New
***MTN75P	Maintainers - 75 or Older	Removed - *** applies to all years
***MTN7584	Maintainers - 75 to 84	New - *** applies to all years
***MTN85P	Maintainers - 85 or Older	New - *** applies to all years

Variable Name	Description	Status
ECYPIM0105	2023 Period of Immigration: 2001 to 2005	Removed
ECYPIM0610	2023 Period of Immigration: 2006 to 2010	Removed
ECYPIM1116	2023 Period of Immigration: 2011 to 2016	Removed
ECYPIM17CY	2023 Period of Immigration: 2018 to Present	Removed
ECYPIM0110	2024 Period of Immigration: 2001 To 2010	New
ECYPIM1115	2024 Period of Immigration: 2011 To 2015	New
ECYPIM1621	2024 Period of Immigration: 2016 To 2021	New
ECYPIM22CY	2024 Period of Immigration: 2022 To Present	New

Refer to the DemoStats documentation for a detailed listing of all 2024 DemoStats variables.

2024 HouseholdSpend

The HouseholdSpend database by Environics Analytics provides current estimates of annual expenditures for 462 variables spanning 20 categories of goods and services used by Canadian households. These categories are:

HouseholdSpend Categories
HouseholdSpend Basics
Household Expenditures (Category Summary)
Shelter
Food
Household Operation
Health Care
Household Furnishings & Equipment
Transportation
Recreation
Personal Care
Clothing
Education
Reading Materials & Other Printed Matter
Tobacco & Alcohol
Games of Chance
Miscellaneous Expenditures
Personal Insurance & Pension
Gifts of Money & Contributions
Real Estate
Goods & Services by Purchase Method

There are no HouseholdSpend variable changes for this update.

HouseholdSpend variables are estimated for the current year only.

Refer to the HouseholdSpend documentation for a detailed listing of all 2024 HouseholdSpend variables.

2024 Daytime Population

The Daytime Population database is Environics Analytics' estimate for the population that's reachable in any geographic area during daytime hours, grouped by 10 variable types. The 2024 Daytime Population database variables are:

DaytimePop Database	
Variable	Variable Description
ECYTOTPOPD	Total Household Population for Daytime
ECYDAYPOP	Total Daytime Population
ECYHOMEPOP	Total Daytime Population at Home
ECYHOM014	Total Daytime Population at Home Aged 0-14

ECYHOM1564	Total Daytime Population at Home Aged 15-64
ECYHOM65P	Total Daytime Population at Home Aged 65 and over
ECYWORKPOP	Total Daytime Population at Work
ECYWKPUSP	Total Daytime Population at Work at Usual Place
ECYWKPMOB	Total Daytime Population at Work Mobile
ECYWKPHOM	Total Daytime Population at Work at Home

Daytime Populations variables are estimated for the current year only. There are no variable changes for this update.

2024 DemoStats Trends

The DemoStats Trends database consists of estimated and projected average household income, total population, household population and households count encompassing over 427 variables. The database provides estimated counts all variables from 2016 to 2024 and projects values from 2025 to 2044. DemoStats Trends variables are available at the dissemination area (DA) level and all higher levels of geography. When using demographic trends, consider the differences between DemoStats Trends and DemoStats based on your business objectives:

	DemoStats Trends	DemoStats
Number of Variables	427	740
Historical Years	2016-2024	2019, 2024
Projected Years	2025-2044	2027, 2029, 2034
Base Geography	DA	DA

The areas in which business service change over time. A population trend analysis using DemoStats Trends can show how population and household counts are expected to evolve in their trade areas over the next 20 years, enabling long term planning. DemoStats provides in depth demographic and socioeconomic category estimates and projections, supporting current and shorter-term detailed planning.

New, changed variables for this update:

Variable Name	Description	Status
Y44BASHHD	2044 Total Households	New
C4344HHD	2043 to 2044 Percentage Change Total Households	New
Y44BASHPOP	2044 Total Household Population	New
C4344HPOP	2043 to 2044 Percentage Change Total Household Population	New
Y44BASPOP	2044 Total Population	New
C4344POP	2043 to 2044 Percentage Change Total Population	New
Y44RINCAGG	2044 Constant Dollar Household Income	New
C4344RINC	2043 to 2044 Percentage Change Constant Dollar Household Income	New
Y44NINCAGG	2044 Current Dollar Household Income	New
C4344NINC	2043 to 2044 Percentage Change Current Dollar Household Income	New
Y44RINCAVG	2044 Constant Dollar Household Average Income	New
C4344RAVG	2043 to 2044 Percentage Change Constant Dollar Household Average Income	New
Y44NINCAVG	2044 Current Dollar Household Average Income	New
C4344NAVG	2043 to 2044 Percentage Change Current Dollar Household Average Income	New

Refer to the DemoStats Trends documentation for a detailed listing of all 2024 DemoStats Trends variables.

2024 PRIZM

The 2024 PRIZM segmentation system database from Environics Analytics, classifies Canada's neighbourhoods into 7 unique lifestyle segments, grouped by population and household.

PRIZM® consists of 67 segments that capture current demographics, lifestyles, consumer behavior and settlement patterns in Canada. PRIZM highlights key demographic trends with more older Canadians and an emergence of retirement communities, more older children living at home, a growth in high-rise neighborhoods and condo dwellers, and fewer Francophones.

PRIZM reflects Canada's cultural diversity, with 14 Francophone segments, and another 16 segments with a large number of members who speak a non-official language. Together the segments help decision-makers understand what consumers are buying, doing and thinking, and anticipate their marketplace behavior.

PRIZM variables can also link to optionally purchased Canadian marketing surveys and databases, including Environics Research's Social Values, PMB, Numeris RTS Canada, NADbank, Canadian Financial Monitor, AskingCanadians™, and WealthScapes™. (Please contact Esri Canada for more information on these optional add-ons.)

PRIZM variables are estimated for the current year only.

Refer to the PRIZM documentation for a detailed listing of all 2024 PRIZM variables.

2024 Data Collections

Data Collections are thematically grouped sets of demographic and spending variables. Most Data Collections usually encompass variables of similar types that are used together in specific reports or infographics. 75 Data Collections, grouped into the following categories are included in this Data Update:

Category	Data Collections	Description
Age	2	Population counts by age and 5-year age groups and sex
Education	1	Totals by educational attainment
Households	12	Total household counts for various breakdowns plus trends
Housing	4	Totals for various physical housing statistical breakdowns
Income	8	After tax, current and constant year income breakdowns plus trends
Jobs	6	Population counts for populations in the workforce
Key Facts	2	Two collections of basic statistical demographic facts
Language & Immigration	10	Breakdowns by identity, immigration, birth, and language
Marital Status	3	Population and families by marital status
Population	7	Population totals, daytime population, and population by religion plus trends
Segmentation	2	Social categorizations by housing and populations
Spending	18	Total spending expenditures breakdowns

Refer to the Data Collections documentation for a detailed listing of all 2024 Data Collections and Variables.

2024 Business Listings

The 2024 Business Listings database is derived from a comprehensive list of business listings, licensed from the DataAxle®. The business listings database contains data on approximately 1 million Canadian businesses--including the business name, location, franchise code, industry classification code, number of employees, and sales volume--that is current as of June 2024.

Business Listings are valid for the current year only.

2024 Shopping Centre Listings

The ShoppingCentres database contains more than 3,100 shopping center records and is produced by EnsembleIQ. It lists most shopping malls in Canada, along with data on the type of center, the number of stores, floor area, retail levels, anchor tenants, and parking spaces. ShoppingCentres is a geocoded location database used for mapping and other analytical applications. It is updated annually and includes traditional and new format shopping centers.

ShoppingCentres Listings are valid for the current year only.

Data Structures

Geodatabases

The Business Analyst Pro 2024 Canada Data update is delivered in File Geodatabase format (FGDB). The data is stored in four (4) databases. Due to size limitations of the File Geodatabase format, the Demographic variables are stored in two Geodatabases. Business and Shopping Centre listings are stored in one FGDB each.

- CAN_DATAAXLE_2024.GDB
 - 2024 Business variables
- CAN_SHC_2024.GDB
 - 2024 Shopping Centre variables
- CAN_ESRI_2024.GDB
 - 2021 DemoStats variables
 - 2024 DemoStats variables
 - 2029 DemoStats variables
 - 2024 DaytimePop variables
 - 2024 HouseholdSpend variables
 - 2024 PRIZM variables
- CAN_CPY_2024.GDB
 - 2021 CensusPlus variables
 - 2027 DemoStats variables
 - 2034 DemoStats variables
 - 2024 DemoStats Trends

Access to the business and demographic databases is locked until a valid data license (e.g.: CAN_2024_Standard_National.sdlic) is received from Esri or Esri Canada and applied using the ArcGIS Administrator application.

StreetMap Premium Data

The Business Analyst Pro 2024 Canada Data update includes the June 2024 release of the StreetMap Premium mobile map package (MMPK). Mobile map packages contain vector tile package for mapping, locator for geocoding, and network dataset for routing. This dataset includes TomTom 2024.03 vintage.

StreetMap Premium Basemap

The 2024 Business Analyst Canada includes an .mapx map file that is part of the StreetMap Premium mobile map package (MMPK) as well as a basemap .lyrx file that can be added to your maps.