

DataVintage

2021

Baselevel Geography

Dissemination Area

Variables

Release 1 - 101

To view the complete list of variables please visit:

environicanalytics.com/data/variable-lists

What it is

The 2021 CensusPlus dataset includes more than 800 variables, based on data collected by Statistics Canada during the 2021 Census. CensusPlus includes many of the popular variables that analysts and marketers rely on from the Census, including age and sex by 5-year age cohorts, family households by presence of children, children by age group, housing type and tenure, as well as after tax income.

New for 2021, the Census introduced the concept of gender for the first time and makes the distinction between sex at birth and gender. With this, you will see the introduction of the terms Male+ and Female+ within the CensusPlus variable descriptions. Male+ includes cisgender and transgender men while Female+ includes cisgender and transgender women. Due to the small size of the non-binary population, non-binary

persons are distributed over these two categories to maintain confidentiality.

For this product, Environics Analytics 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.

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.

- ③③③ 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?