ENVIRONICS
ANALYTICS

DATA VINTAGE
2021

BASE LEVEL GEOGRAPHY
Dissemination Area

VARIABLES
Release 1 – 101
Release 2 - 177

To view the complete list of variables please visit:
environicsanalytics.com/data/variables-list

WHAT IT IS

The 2021 CensusPlus dataset will include more than 750 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.

CensusPlus will be released in three phases for flat file deliveries and two phases for ENVISION. The first release via flat file includes variables from Statistics Canada profile data, which enumerates the entire Canadian population. This release will include 101 demographic variables covering 5 themes.

The second release, also via flat file, due out later this year, will parse data from the mandatory long-form census, which was sent to approximately 25 percent of Canadian households. The first release of CensusPlus data in ENVISION will be available in Spring 2023 with an additional release In Summer 2023.

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?