

Enhanced PCCF

Release Notes

What is it?

The Enhanced Postal Code Conversion File (ePCCF) provides a link between the six-digit postal code and standard census geographic areas, as well as a latitude/ longitude point for each postal code. By correlating postal codes to a census dissemination area (DA), Enhanced PCCF allows marketers to easily append consumers' locations for mapping and analysis.

The ePCCF product is comprised of two files, the Unique Enhanced PCCF and the Rural Enhanced PCCF. The Unique ePCCF file contains 916,596 postal code points. The ePCCF is released twice per year to capture changes to the Canada Post postal code roster throughout the year. While the basic PCCF may report a single postal code representing a half-dozen rural communities, our Enhanced PCCF uses a combination of place name and postal code data to assign to each record the characteristics (and location) of the DA. For more information, refer to the Enhanced PCCF How to Use document for use of the Rural Enhanced PCCF.

Data Vintage

2025

Update Frequency

Bi-Annual (Spring/Fall)

Base level Geography

Postal Code

Records

916,596

Variables

76

How it's Used?



The Enhanced PCCF can be used to geocode a company's customer list and to append demographic and PRIZM® lifestyle segments to records for mapping and other analytical applications like data mining to uncover behavioural patterns for targeting campaigns.



The unique assignment file provides users with an exclusive link between all postal codes and all levels of geographic detail from the census. The Rural Enhanced PCCF refines rural postal code assignments by including the ability to match using a combination of postal code and community names commonly associated with that postal code. This combination provides a greater degree of precision in locating rural records and results in more accurate assignment of data to customer records for rural areas.