

DATA VINTAGE

February 2021

BASE LEVEL GEOGRAPHY

Postal code

RECORDS

896,991 Postal codes

VARIABLES

76

To view the complete list of variables please visit:

environicsanalytics.com/en-ca/variables

WHAT IT IS

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' location for mapping and analysis. The ePCCF product comprised of two files, the Unique ePCCF and the Rural Enhanced PCCF. The Unique Enhanced PCCF file contains 896,991 postal code points, 3,820 more records than our August 2020 release.

To ensure geocoding accuracy of rural postal codes, enhancements were made to the latest Rural Enhanced PCCF through the manual checking of locations, correcting known errors and improving geocoding for rural postal codes. 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.

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.