Wellington-Dufferin-Guelph Guide to the Community Data Program

A User's Guide for WDG Consortium Members

Contents

INTRODUCTION 2

What is the Community Data Program? *2*

How do I sign up? *2*

NAVIGATING THE CDP WEBSITE 3

GUIDE TO THE DATA CATALOGUE 7

USING BEYOND 20/20 13

1. Getting Started *13*

2. Manipulating Dimensions *15*

3. Searching and Sorting Items *16*

4. Working with Charts *17*

5. Exporting Tables *18*

ENVISION SOFTWARE 21

CENSUS GEOGRAPHY DESCRIPTIONS 31

Census Division (CD) *33*

Census Subdivision (CSD) *33*

Census Metropolitan Area (CMA) and Census Agglomeration (CA) *33*

Census Tract (CT) *33*

Dissemination Area (DA) *33*

AVAILABLE DATASETS 34

INTRODUCTION

Welcome to the Community Data Program! This guide was developed for members of the Wellington-Dufferin-Guelph (WDG) consortium and aims to provide users with valuable information to assist them in retrieving, analyzing and presenting data found on the Community Data Program website.

What is the Community Data Program?

The Canadian Council on Social Development established the Community Data Program (CDP) in the mid-1990s as a gateway for municipalities and community organizations to access customized tables from Statistics Canada and other agencies to monitor and report on social and economic development trends within their communities. Relying on a Community Consortium model, the CDP reduces the cost of acquiring community data, builds community data analysis capacity and connects a national network of data users.

How do I sign up?

Once your organization has become a member of the WDG consortium, there is no limit on the number of employees that can register to become members of the program.

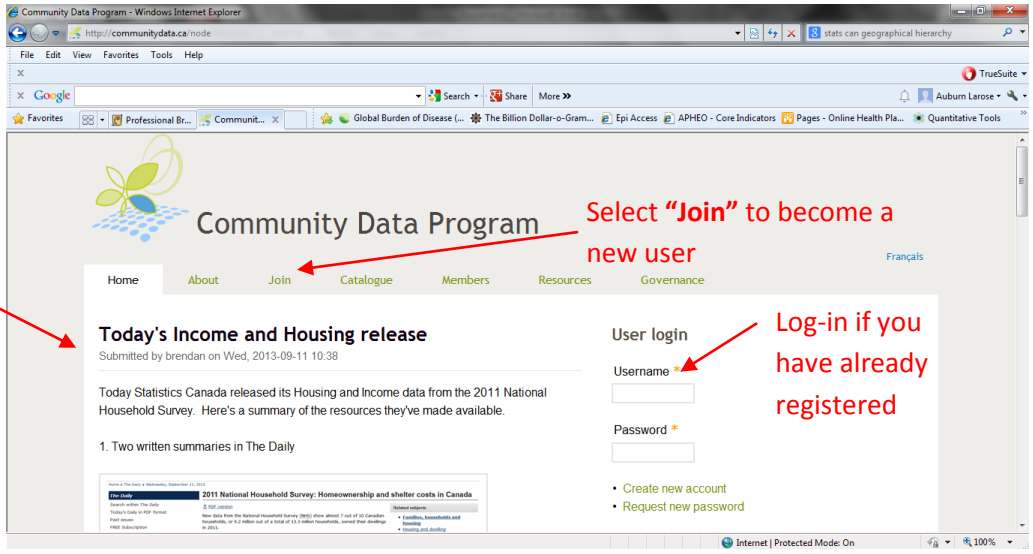
1. Go to www.communitydata.ca.
2. Click the "Join" tab
3. Select "Register as a new user"
4. You'll need to complete the registration form. Once you've completed the form you will be sent a temporary password to login.
5. Begin exploring the data catalogue. By registering as a member you now have access to range of different data sets as well as data analysis and visualization tools.

While becoming acquainted with the program and various data sets, if you have any questions you can always contact Brendan Rahman at the Community Data Program (Brendan@communitydata.ca). He can assist you with any technical issues you may have as well as help you to find data on particular topics that you are interested in.

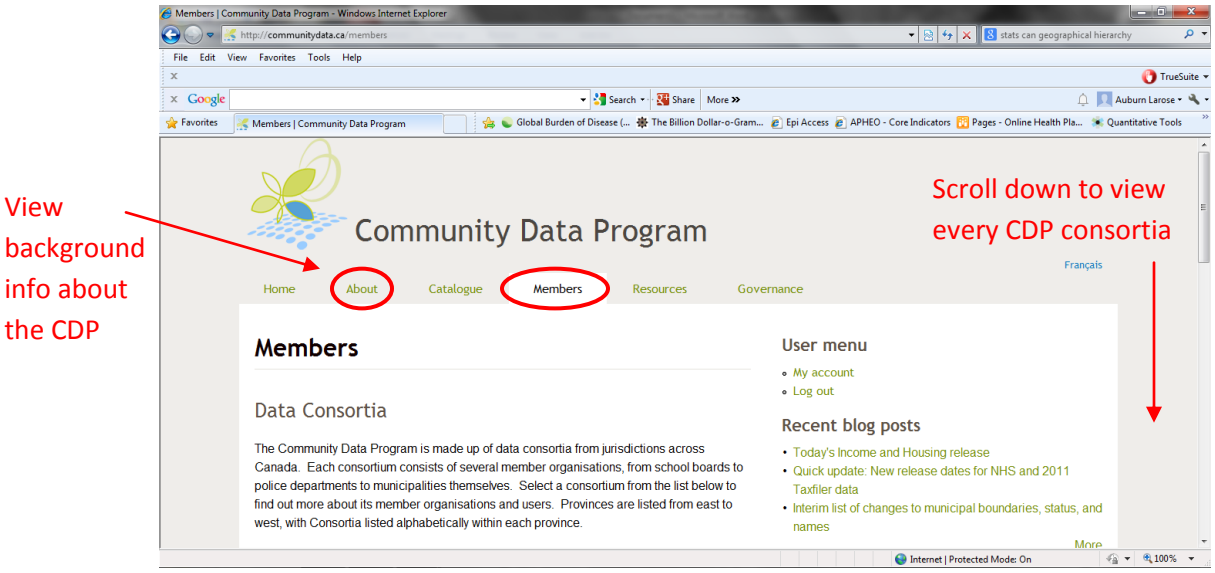
NAVIGATING THE CDP WEBSITE

This section will help you become acquainted with different sections of the CDP website. The site's content is continually being updated, so be sure to visit it often. When you visit www.communitydata.ca, you will be asked to enter your username and password. If you have not yet registered, you must select the **"Join"** tab at the top to become a new user.

On the CDP home screen, you will also be able to view Brendan's most recent blog posts in this window. **Brendan's Blog** is updated on a regular basis and provides users with valuable information about new datasets and answers frequently asked questions. Brendan also posts tutorials on how to find data within certain datasets and how to use various data programs and tools.



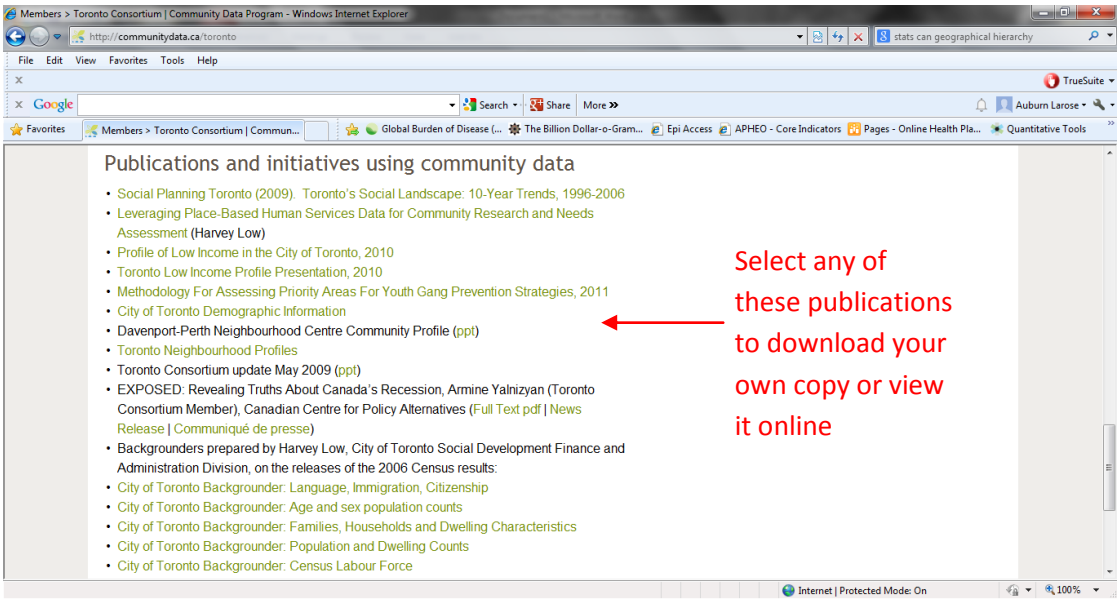
Once you are logged in, you have access each of the tabs on the website. The "**About**" tab provides you with background information on the Community Data Program. The "**Members**" tab provides a list of all CDP Consortia across Canada (see below).



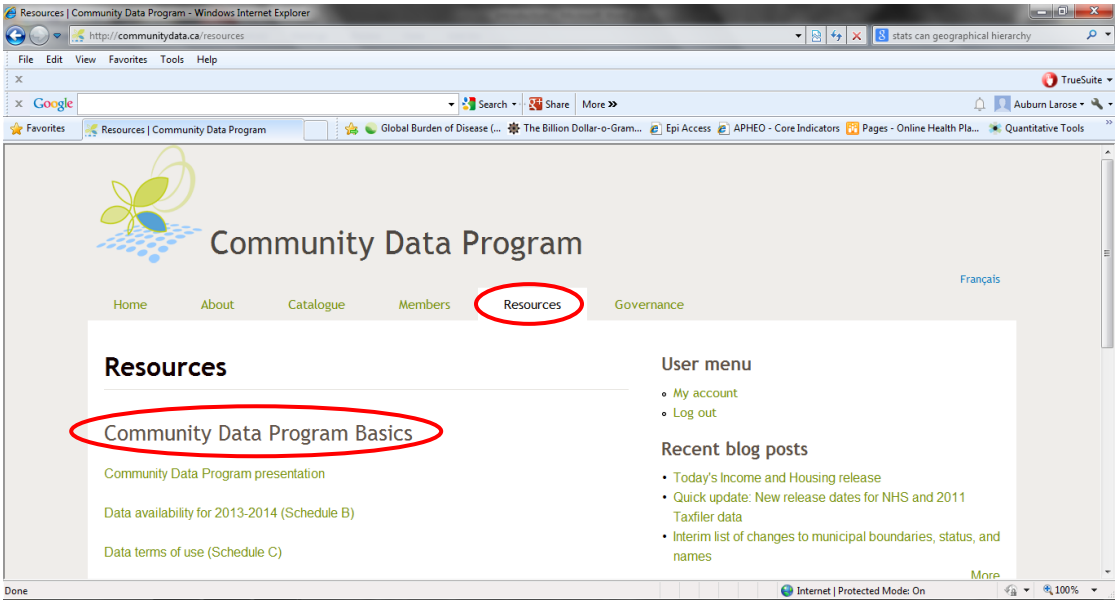
You can click on any consortium to view its membership. Below, I have selected the WDG Consortium.

Consortium members can also publicly post data products that they have created with CDP data on their Members Page. To do this, members must contact the Lead for their organization (for WDG that is Auburn.Larose@wdgpublichealth.ca).

Below, I have selected the Toronto Consortium from the Members Page, and scrolled down to view a list of their publications and initiatives using community data. All CDP users can freely explore data products from other consortia.

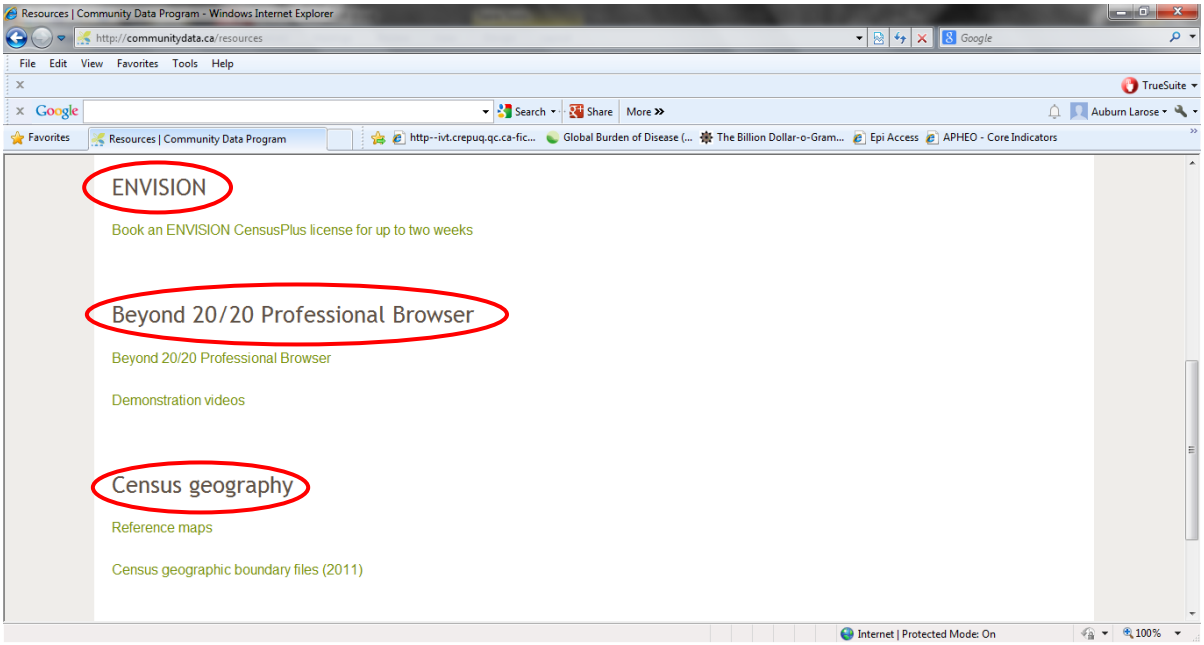


You can also select the **"Resources"** tab. Here, you will find "CDP Basics", which includes a presentation about the initiative, a timeline of the new data products expected in the coming year (Schedule B), and Schedule C, which outlines the terms of use.

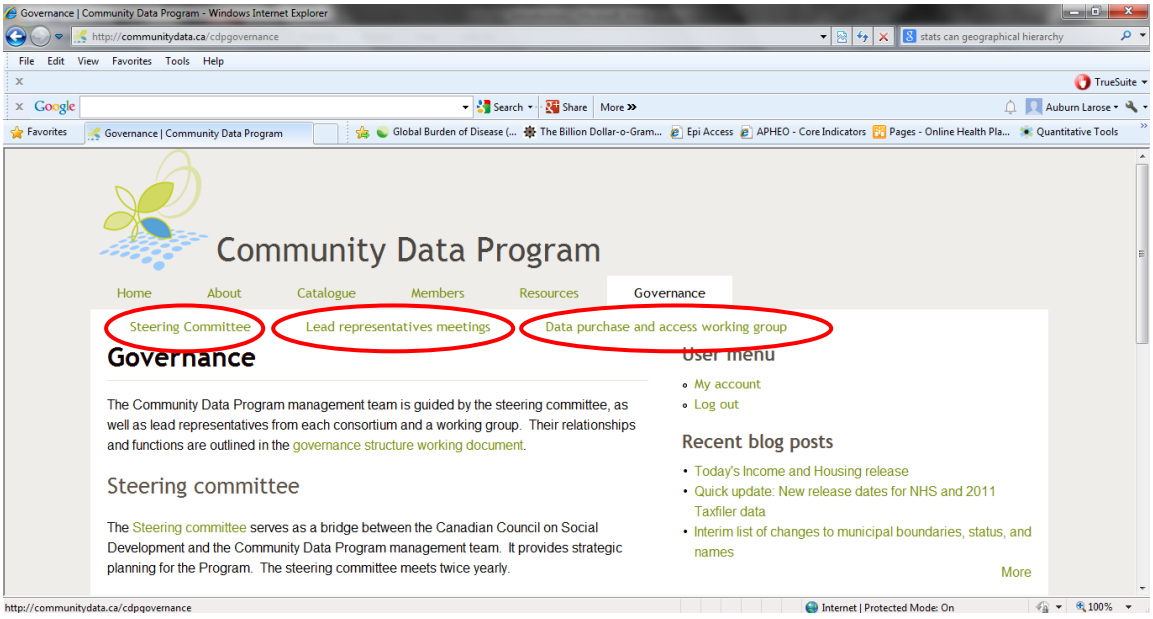


You will also find resources to enhance your data analysis experience. This includes a link to the ***ENVISION*** software, an online tool that allows users with no background in GIS to map and report on 2006 Census and 2011 Census/NHS data. Clicking the link will take you to the page that describes how to reserve and use the tool. The **"Resources"** tab also includes the ***Beyond 20/20*** download, a

program which is necessary for viewing some of the data found on this website, as well as 20/20 demonstration videos. Finally, this tab provides you with a link to census geography information.



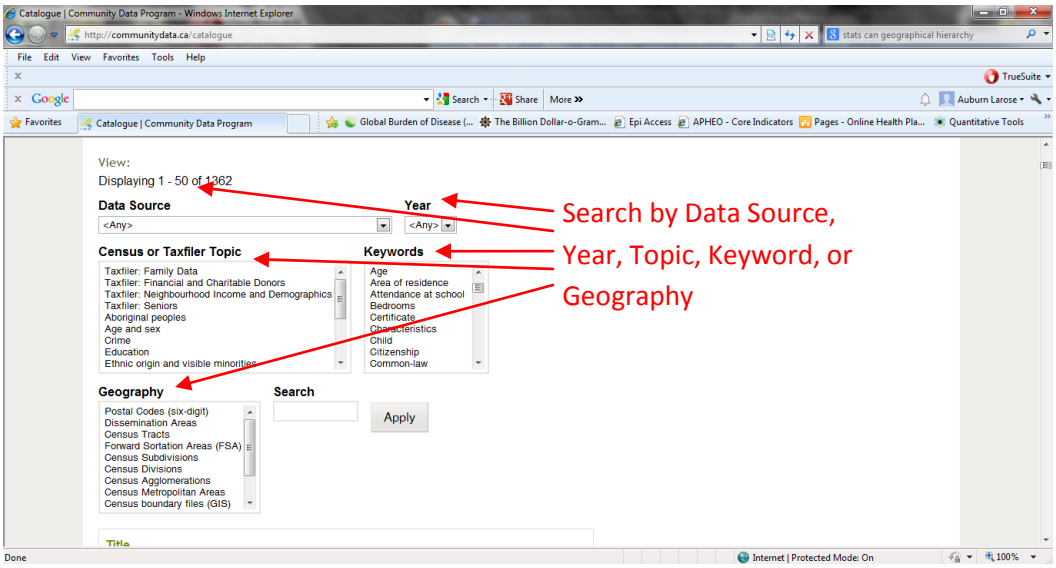
The **"Governance"** tab provides you with information about the CDP Steering Committee, an overview of Lead Representative meetings, and current undertakings of the Data Purchase and Access Working Group.



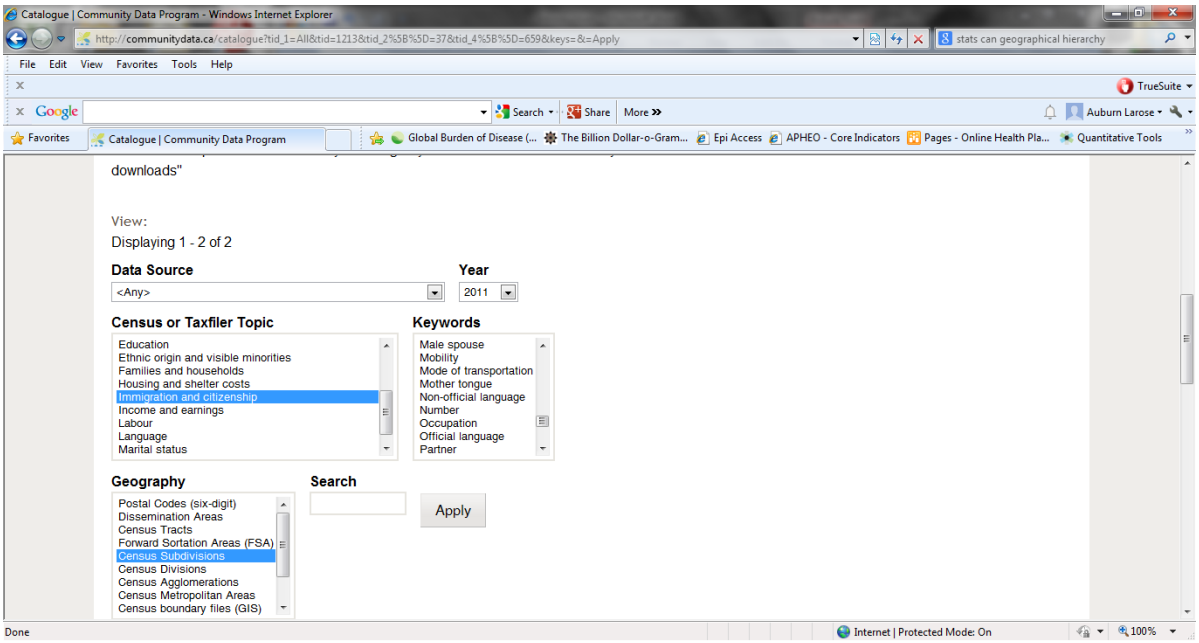
Finally and perhaps most importantly, is the **"Catalogue"** tab. This tab contains the search function, which allows you to explore the datasets that are housed on the CDP website. Refer to the following section for step-by-step information about how to search, order, and download datasets.

GUIDE TO THE DATA CATALOGUE

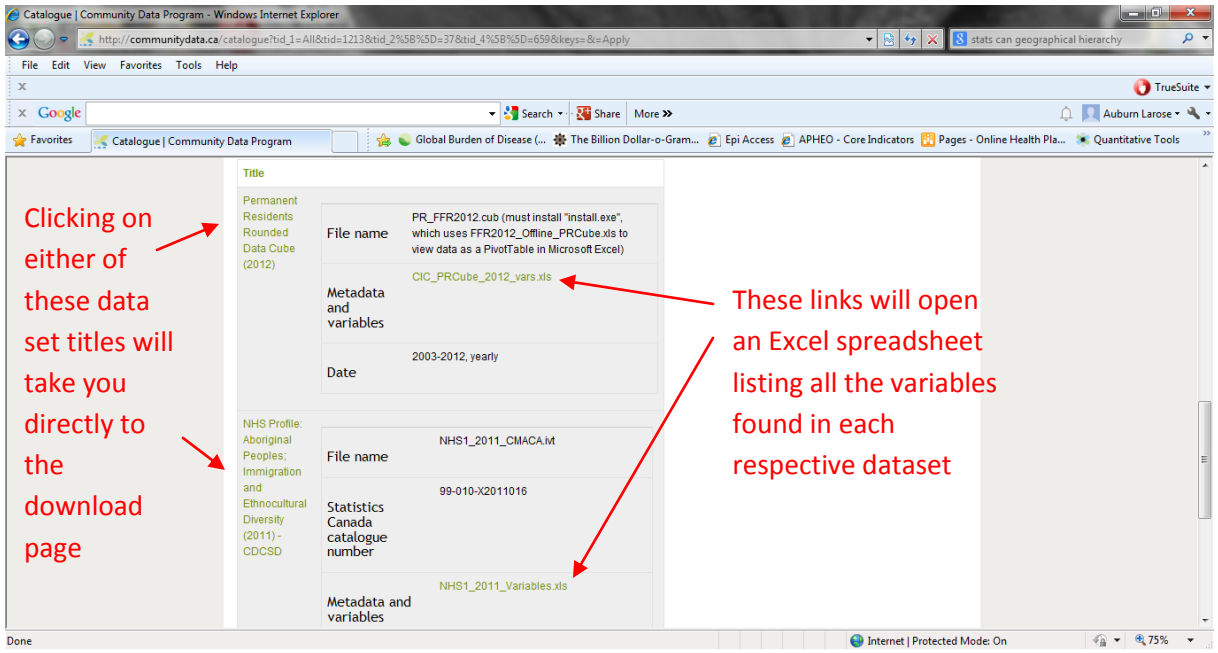
The Data Catalogue is found under the **"Catalogue"** tab of the CDP website. The search function allows you to filter data by source, year, topic, keyword, or geography. To select multiple search terms, hold down the *CTRL* key. You can search using as many or as few filters as you desire. ***Tip: For best results, use fewer search terms to avoid missing possible relevant data.*** Below is the search function you will find by scrolling down in the **"Catalogue"** tab.



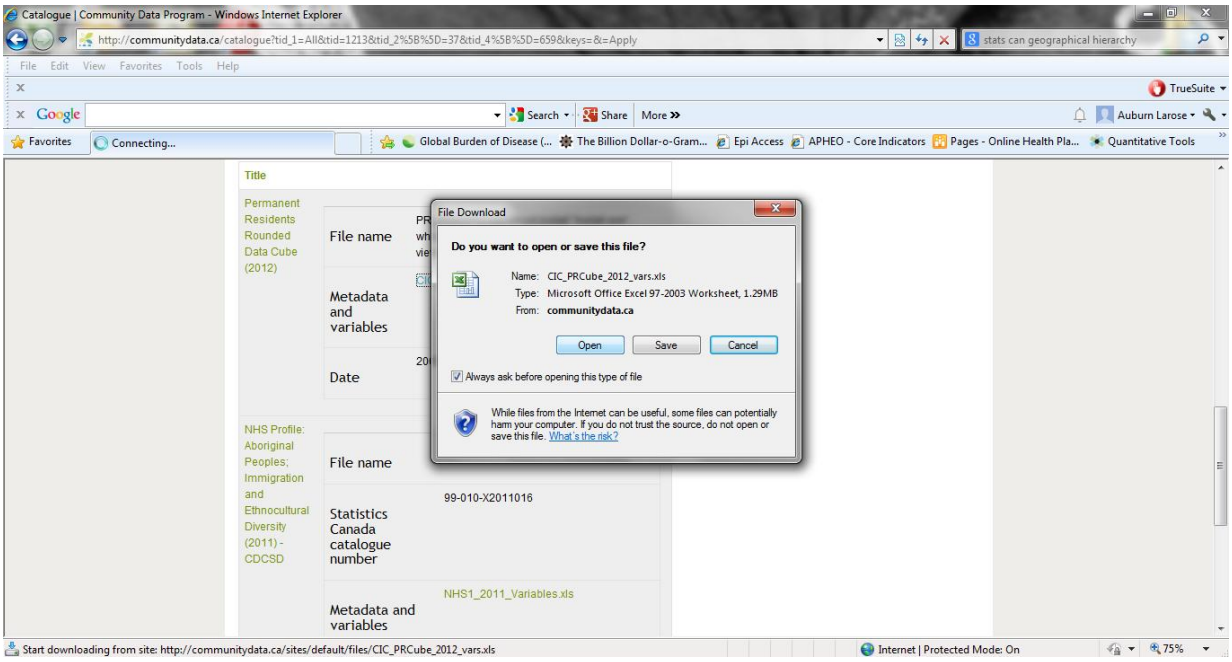
Select the search terms that you are looking for. For this example, I will search for Immigration and Citizenship statistics at the Census Subdivision level for 2011. For definitions of each geographic level listed, see the section titled ***Census Geography Descriptions*** further on in this guide.



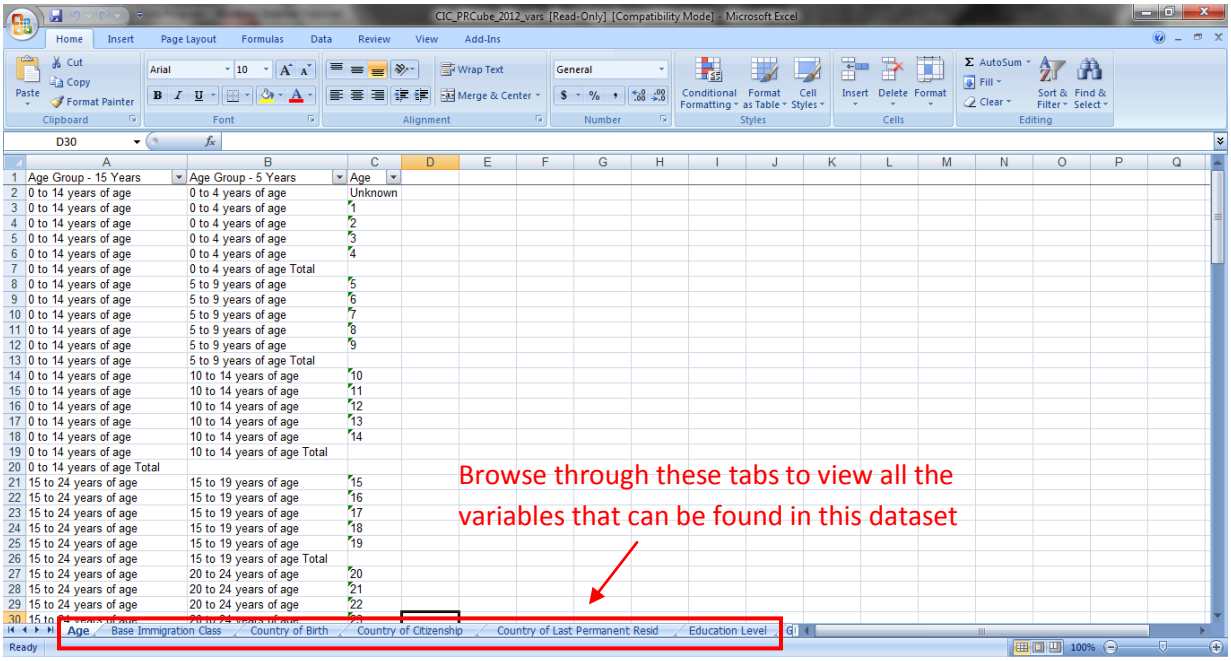
Click **"Apply"** and scroll down to view the search results. Search results will display a list of datasets that matched your query. The file name, the year, the geographic level, and a description of the variables are found next to each search result. As seen below, my search revealed two results. To view the variables found within each dataset, click on the link next to **"Metadata and variables"** for the dataset you are interested in.



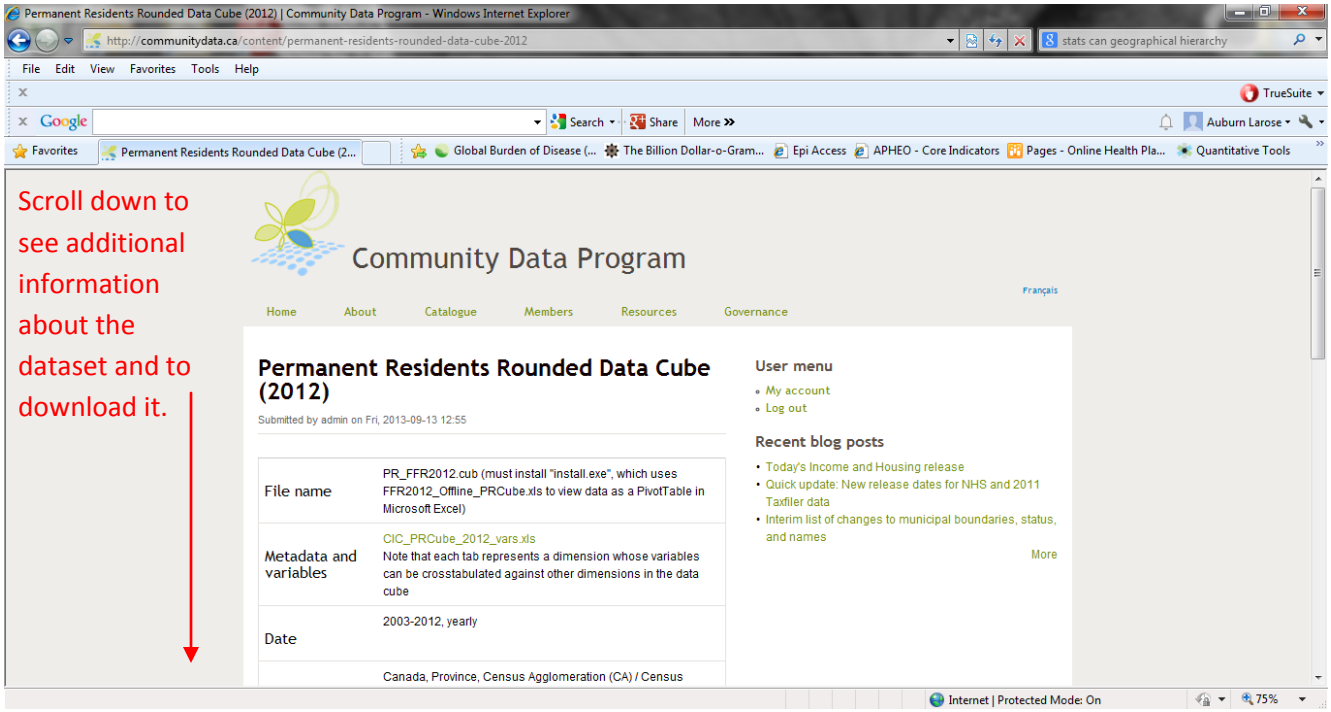
Once you click on the link to the variables spreadsheet, select "Open".



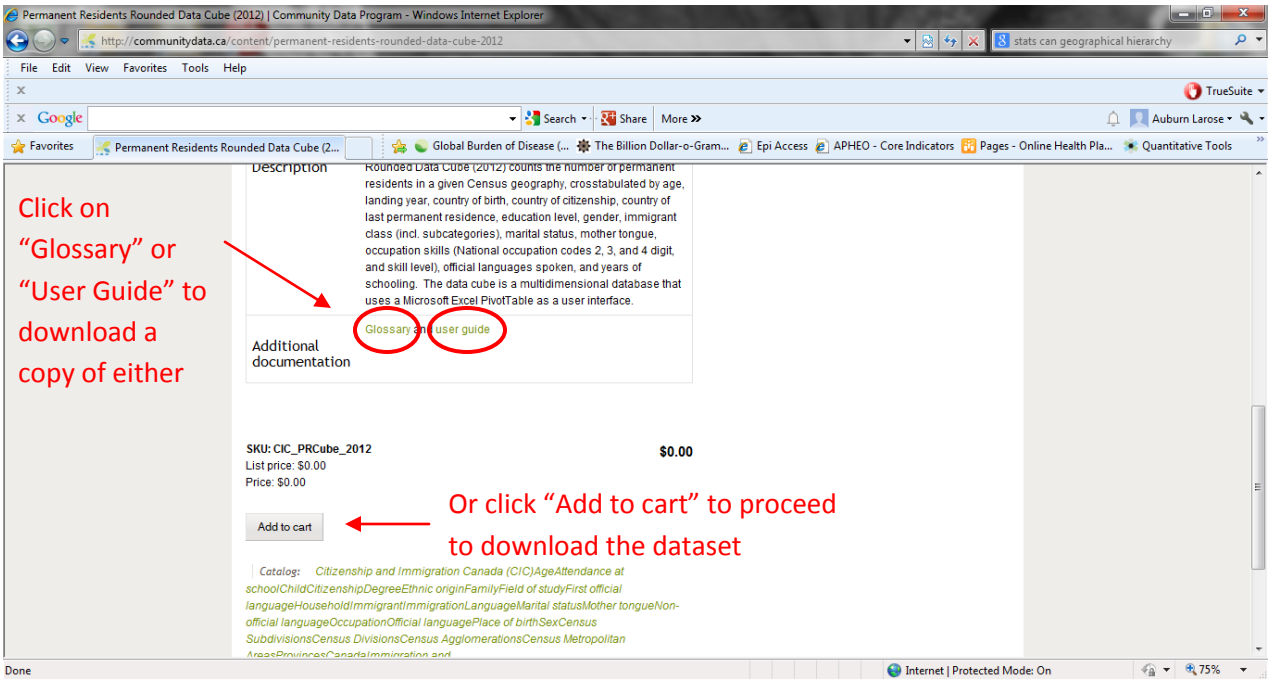
Browse the variables listed to determine if the data you are looking for can be found in this dataset. Note that there are often several tabs within Excel that list the variables by category. In this example, you can browse by Age, Base Immigration Class, County of Birth, and so on.



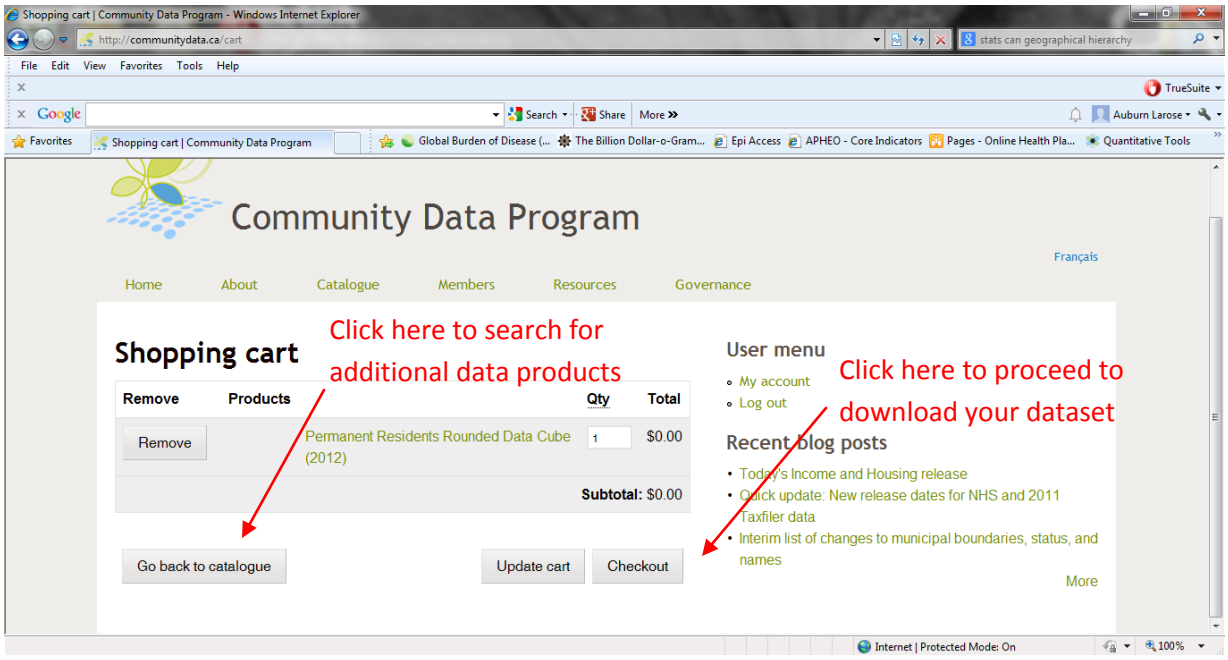
If the dataset has the variables you are looking for, go back to your internet browser and click on the title of the dataset. Clicking this link will take you to the download page (see the download page below).



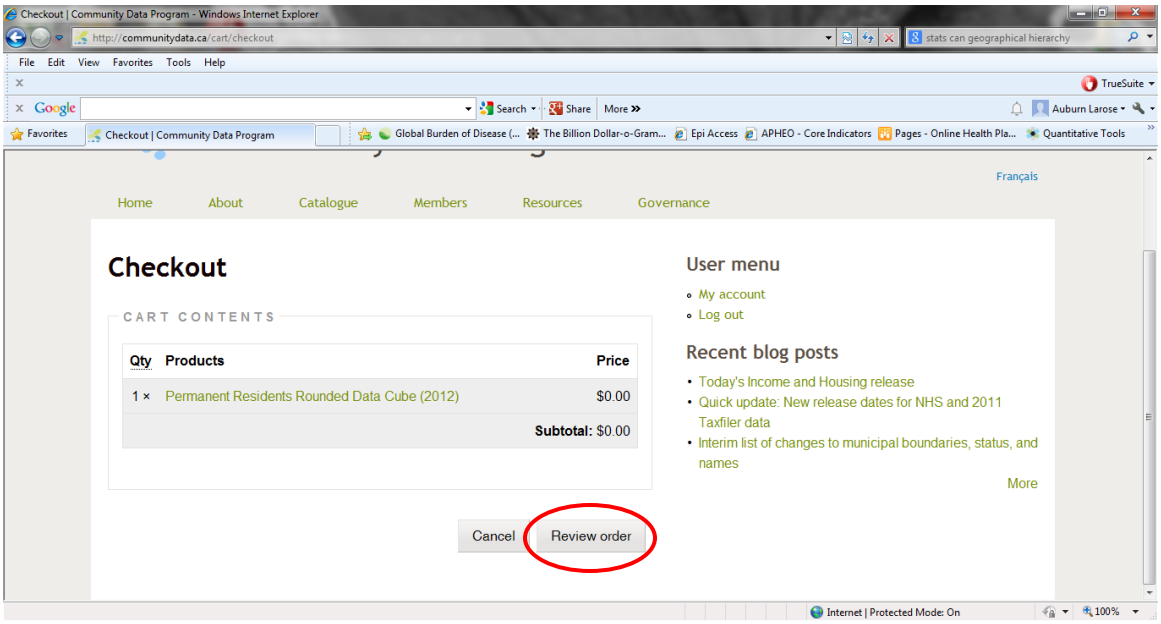
Here, you will see a more specific description of the dataset as well as additional documentation. For this dataset, a **glossary of terms** as well as a **user guide** is available. You can click on either resource to download your own copy, or you can simply click “Add to cart” to download the dataset.



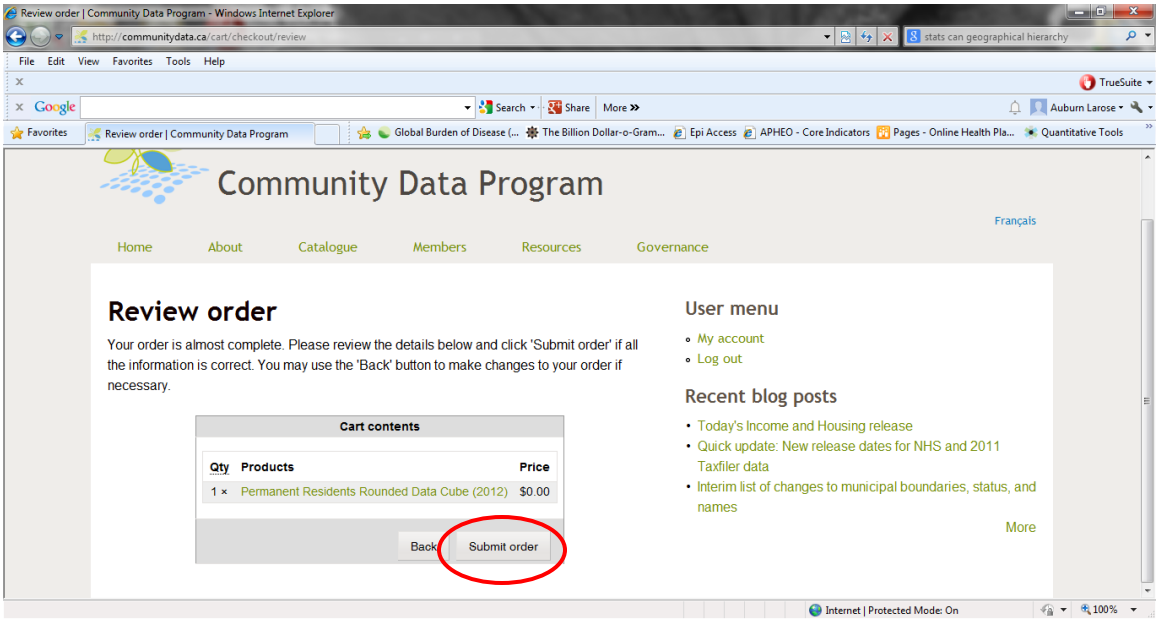
Clicking **“Add to cart”** will bring you to your Shopping Cart. If you only wish to download one dataset, select **“Checkout”**; if you wish to add more datasets to your Shopping Card, select **“Go back to catalogue”** to search for more datasets.



After proceeding to the Checkout, select **“Review Order”.**

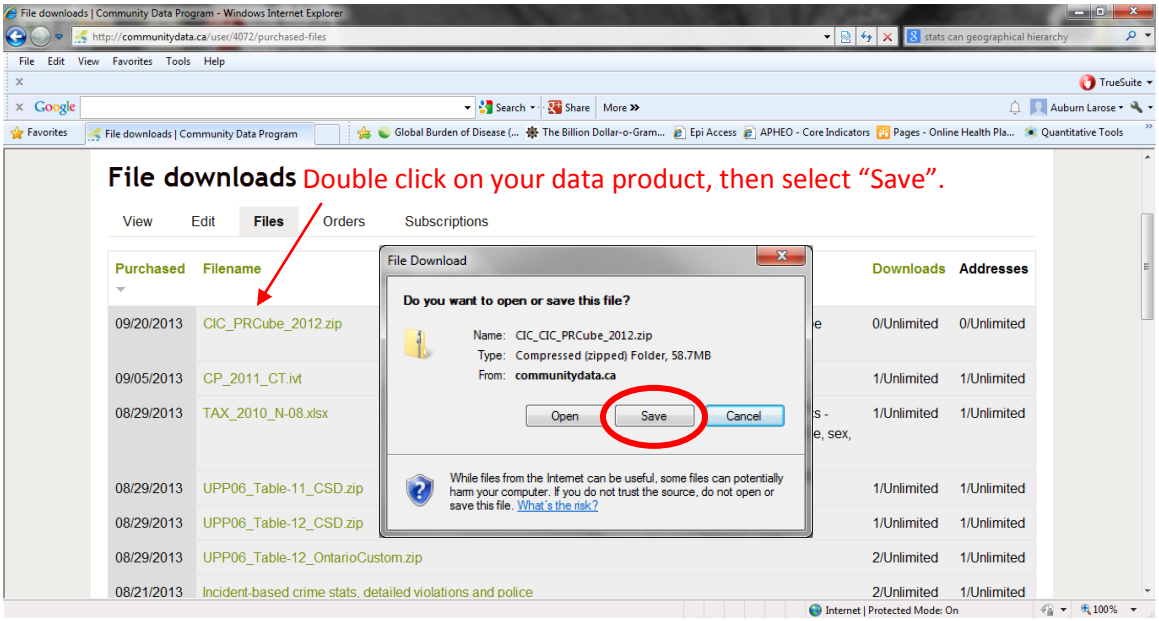


Your entire order will appear on the page. If all the information is correct, select **“Submit Order”.**



You will receive an email confirming your data order, and will be redirected to a page also confirming your order. Select **“Download your order”**. This will direct you to a list of all your data downloads.

From your list, select the dataset you wish to download and select “Save” to save it among your computer files. Data is downloaded as Excel Spreadsheets, CSV text files, or Beyond 20/20 IVTs. Data can be processed and analysed using your standard procedures.

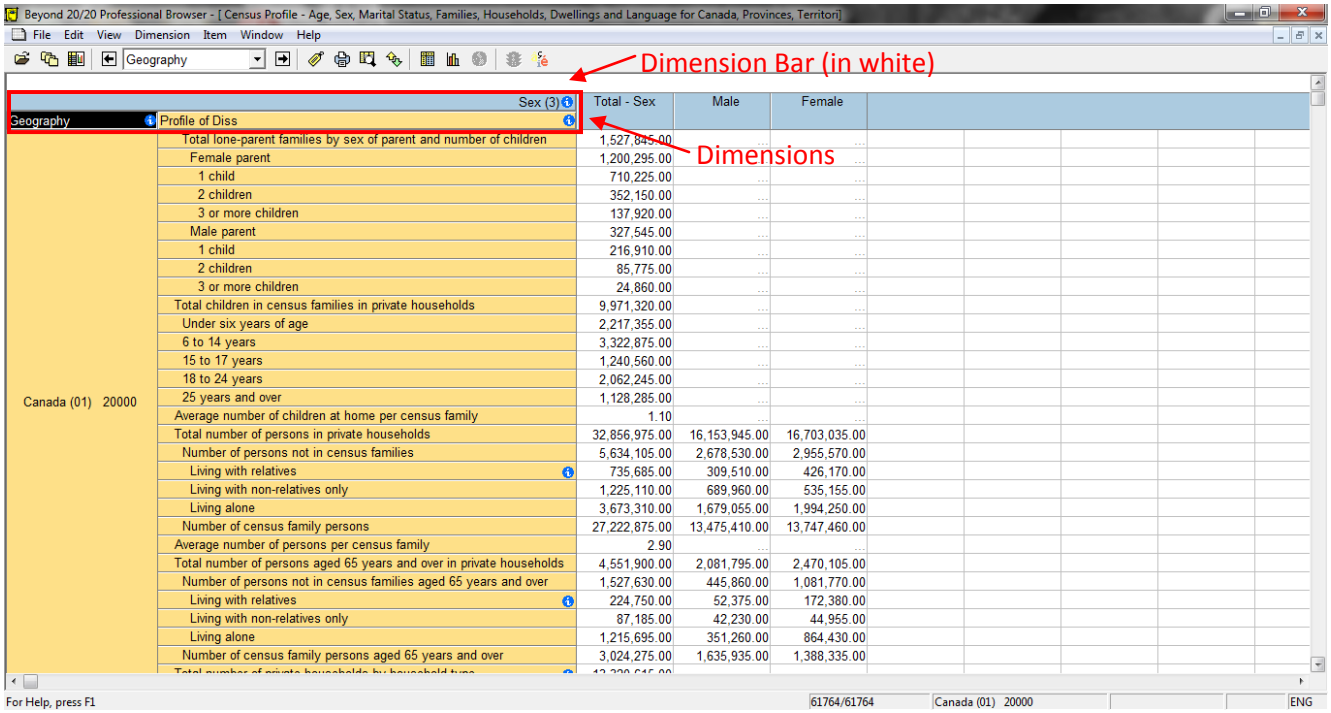


USING BEYOND 20/20

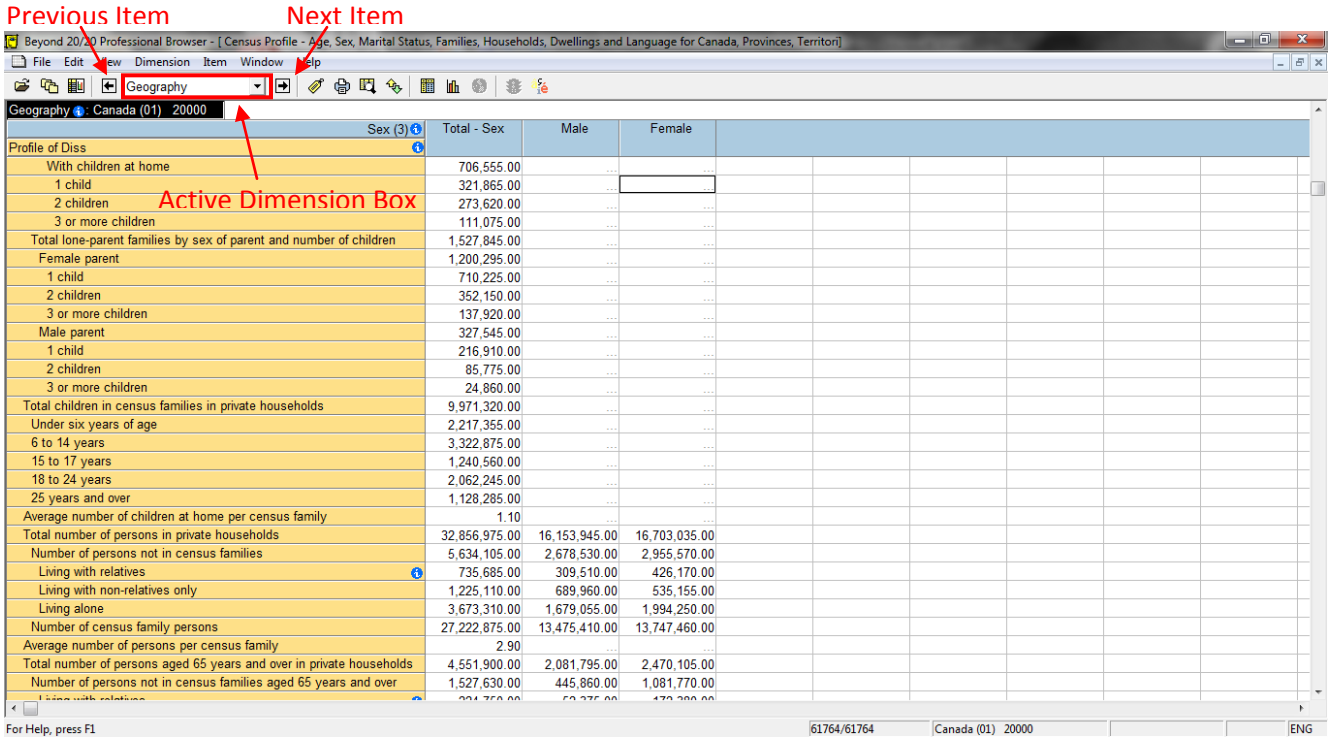
Many of the data files delivered through the Community Data Program are IVT files. These can be read using the **free** Beyond 20/20 software available through the Community Data Program at http://communitydata.ca/node/7685. There are also a series of Beyond 20/20 tutorials available at this link. Beyond 20/20 uses a drag-and-drop interface, allowing you to select the categories you need and produce tables using relevant data. Tables can then be copy-and-pasted or exported to Excel formats. This guide will walk you through the basics of Beyond 20/20:

1. Getting Started

When you open a dataset in Beyond 20/20, you will see a table, similar to the one below. In the table below, there are three **dimensions** (highlighted in red): Geography, Profile of dissemination area variables, and Sex. Each dimension contains several **items**. For example, "Sex" includes three items: Total, Male, and Female. To remove information from the table view, drag the dimension tile to the **Dimension Bar.**

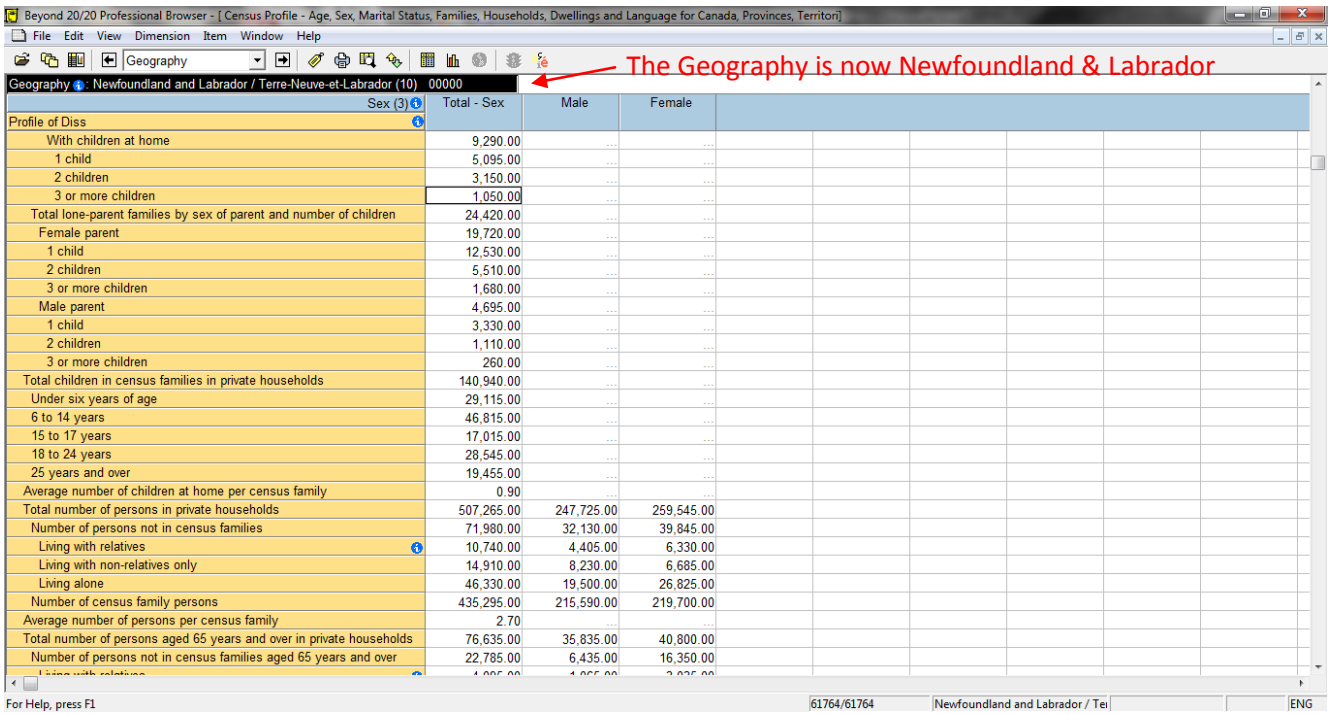


Clicking the “Geography” dimension and dragging it to the **Dimension Bar**, removes it from the table. When a dimension is in the dimension bar, only the data from one of its items is displayed. In the case below, only data from the geography level “*Canada”* is shown in the cells. With the Geography dimension still highlighted, you can now browse through the items. You’ll notice that the dimension is now shown in the **Active Dimension Box**. Click the **Previous Item** or **Next Item** to browse through the items.



Sex (3)	Total - Sex	Male	Female
Profile of Diss			
With children at home	706,555.00		
1 child	321,865.00		
2 children	273,620.00		
3 or more children	111,075.00		
Total lone-parent families by sex of parent and number of children	1,527,845.00		
Female parent	1,200,295.00		
1 child	710,225.00		
2 children	352,150.00		
3 or more children	137,920.00		
Male parent	327,545.00		
1 child	216,910.00		
2 children	85,775.00		
3 or more children	24,860.00		
Total children in census families in private households	9,971,320.00		
Under six years of age	2,217,355.00		
6 to 14 years	3,322,875.00		
15 to 17 years	1,240,560.00		
18 to 24 years	2,062,245.00		
25 years and over	1,128,285.00		
Average number of children at home per census family	1.10		
Total number of persons in private households	32,856,975.00	16,153,945.00	16,703,035.00
Number of persons not in census families	5,634,105.00	2,678,530.00	2,955,570.00
Living with relatives	735,685.00	309,510.00	426,170.00
Living with non-relatives only	1,225,110.00	689,960.00	535,155.00
Living alone	3,673,310.00	1,679,055.00	1,994,250.00
Number of census family persons	27,222,875.00	13,475,410.00	13,747,460.00
Average number of persons per census family	2.90		
Total number of persons aged 65 years and over in private households	4,551,900.00	2,081,795.00	2,470,105.00
Number of persons not in census families aged 65 years and over	1,527,630.00	445,860.00	1,081,770.00

By clicking **Next Item** once, the Geography dimension moves from “*Canada”* to “*Newfoundland and Labrador”*, and the data displayed in the cells shift to display data from this newly-selected geography.

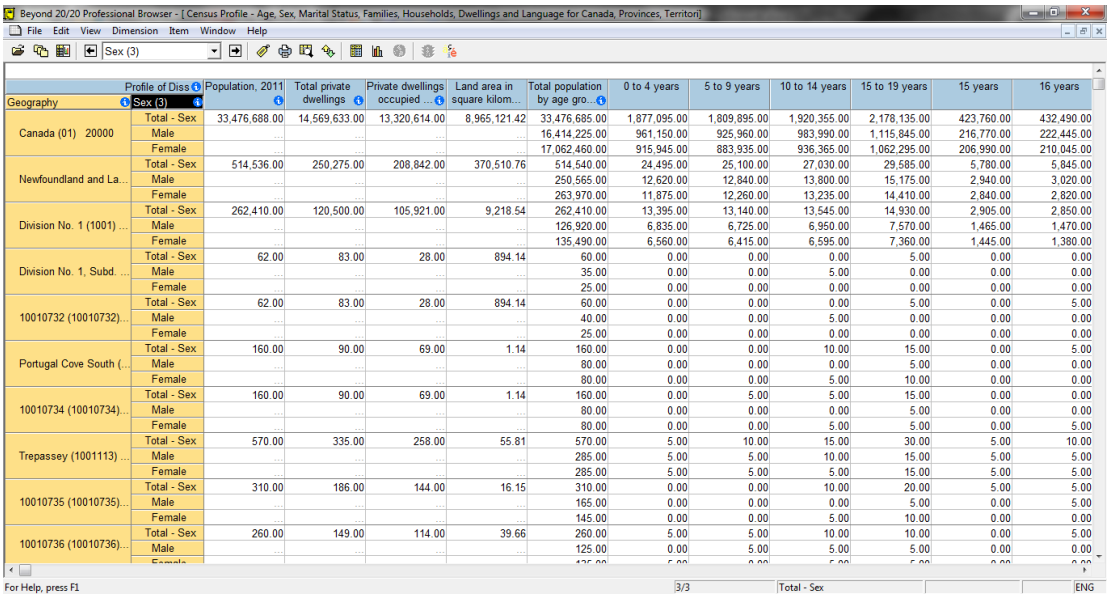


Sex (3)	Total - Sex	Male	Female
Profile of Diss			
With children at home	9,290.00		
1 child	5,095.00		
2 children	3,150.00		
3 or more children	1,050.00		
Total lone-parent families by sex of parent and number of children	24,420.00		
Female parent	19,720.00		
1 child	12,530.00		
2 children	5,510.00		
3 or more children	1,680.00		
Male parent	4,695.00		
1 child	3,330.00		
2 children	1,110.00		
3 or more children	260.00		
Total children in census families in private households	140,940.00		
Under six years of age	29,115.00		
6 to 14 years	46,815.00		
15 to 17 years	17,015.00		
18 to 24 years	28,545.00		
25 years and over	19,455.00		
Average number of children at home per census family	0.90		
Total number of persons in private households	507,265.00	247,725.00	259,545.00
Number of persons not in census families	71,980.00	32,130.00	39,845.00
Living with relatives	10,740.00	4,405.00	6,330.00
Living with non-relatives only	14,910.00	8,230.00	6,685.00
Living alone	46,330.00	19,500.00	26,825.00
Number of census family persons	435,295.00	215,590.00	219,700.00
Average number of persons per census family	2.70		
Total number of persons aged 65 years and over in private households	76,635.00	35,835.00	40,800.00
Number of persons not in census families aged 65 years and over	22,785.00	6,435.00	16,350.00

Summaries give additional textual information about the data you are viewing. **File Summaries** explain what is in the table, and can be viewed by selecting *File* (from the menu bar) then *Summary*. **Dimension** and **Item Summaries** provide additional information specific to a dimension or item. To view a **Dimension Summary** or an **Item Summary**, click the Summary icon ( ) next to a dimension or item name.

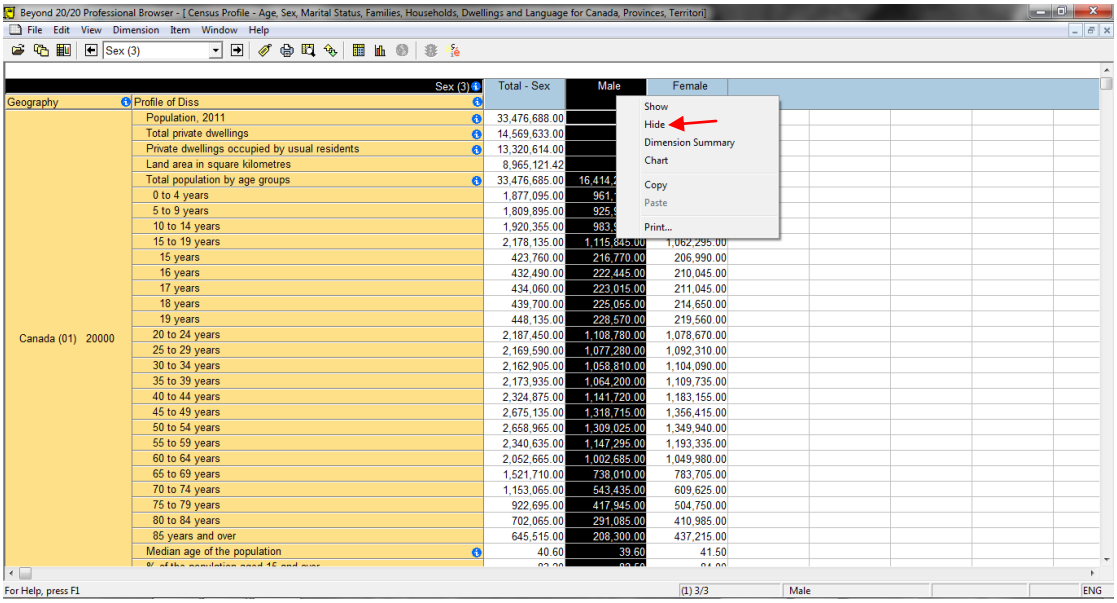
2. Manipulating Dimensions

You can also change the view of a table by dragging and dropping dimension tiles with your mouse. Using the example from the first Beyond 20/20 table, you can click on “Sex” and drag it over “Profile of Diss” to exchange the two dimensions. Now, “Sex” comprises the row labels and “Profile of Diss” comprises the columns (see below). When more than one dimension is displayed across the rows or columns, this is called **nesting**. In the example below, “Sex” is nested within “Geography”.



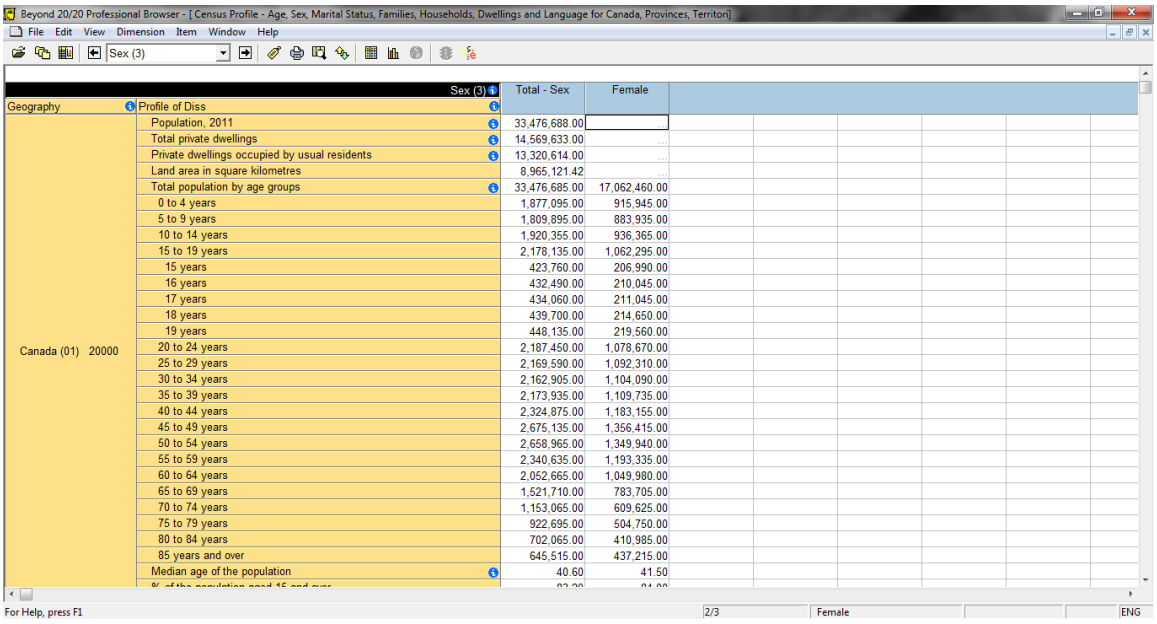
Geography	Sex (3)	Profile of Diss: Population, 2011	Total private dwellings	Private dwellings occupied ...	Land area in square kilom...	Total population by age gro...	0 to 4 years	5 to 9 years	10 to 14 years	15 to 19 years	15 years	16 years
Canada (01) 20000	Total - Sex	33,476,688.00	14,569,633.00	13,320,614.00	8,965,121.42	33,476,685.00	1,877,095.00	1,809,895.00	1,920,355.00	2,178,135.00	423,760.00	432,490.00
	Male					16,414,225.00	961,150.00	925,960.00	983,990.00	1,115,845.00	216,770.00	222,445.00
	Female					17,062,460.00	915,945.00	883,935.00	936,365.00	1,062,295.00	206,990.00	210,045.00
Newfoundland and La...	Total - Sex	514,536.00	250,275.00	208,842.00	370,510.76	514,540.00	24,495.00	25,100.00	27,030.00	29,585.00	5,780.00	5,845.00
	Male					250,565.00	12,620.00	12,840.00	13,800.00	15,175.00	2,940.00	3,020.00
	Female					263,970.00	11,875.00	12,260.00	13,235.00	14,410.00	2,840.00	2,820.00
Division No. 1 (1001) ...	Total - Sex	262,410.00	120,500.00	105,921.00	9,218.54	262,410.00	13,395.00	13,140.00	13,545.00	14,930.00	2,905.00	2,850.00
	Male					126,920.00	6,835.00	6,725.00	6,950.00	7,570.00	1,465.00	1,470.00
	Female					135,490.00	6,560.00	6,415.00	6,595.00	7,360.00	1,445.00	1,380.00
Division No. 1, Subd. ...	Total - Sex	62.00	83.00	28.00	894.14	60.00	0.00	0.00	0.00	5.00	0.00	0.00
	Male					35.00	0.00	0.00	5.00	0.00	0.00	0.00
	Female					25.00	0.00	0.00	0.00	0.00	0.00	0.00
10010732 (10010732)...	Total - Sex	62.00	83.00	28.00	894.14	60.00	0.00	0.00	0.00	5.00	0.00	5.00
	Male					40.00	0.00	0.00	5.00	0.00	0.00	0.00
	Female					25.00	0.00	0.00	0.00	0.00	0.00	0.00
Portugal Cove South (...	Total - Sex	160.00	90.00	69.00	1.14	160.00	0.00	0.00	10.00	15.00	0.00	5.00
	Male					80.00	0.00	0.00	0.00	5.00	0.00	0.00
	Female					80.00	0.00	0.00	5.00	10.00	0.00	0.00
10010734 (10010734)...	Total - Sex	160.00	90.00	69.00	1.14	160.00	0.00	5.00	5.00	15.00	0.00	0.00
	Male					80.00	0.00	0.00	0.00	5.00	0.00	0.00
	Female					80.00	0.00	0.00	5.00	5.00	0.00	5.00
Trepassey (1001113) ...	Total - Sex	570.00	335.00	258.00	55.81	570.00	5.00	10.00	15.00	30.00	5.00	10.00
	Male					285.00	5.00	5.00	10.00	15.00	5.00	5.00
	Female					285.00	5.00	5.00	5.00	15.00	5.00	5.00
10010735 (10010735)...	Total - Sex	310.00	186.00	144.00	16.15	310.00	0.00	0.00	10.00	20.00	5.00	5.00
	Male					165.00	0.00	0.00	0.00	5.00	0.00	5.00
	Female					145.00	0.00	0.00	5.00	10.00	0.00	0.00
10010736 (10010736)...	Total - Sex	260.00	149.00	114.00	39.66	260.00	5.00	5.00	10.00	10.00	0.00	5.00
	Male					125.00	0.00	5.00	5.00	5.00	0.00	0.00

If you are not interested in some of the items within a dimension, right click on the item name and select “Hide”. Here, I have right-clicked on “Males”. When I select “Hide”, that column will be removed.



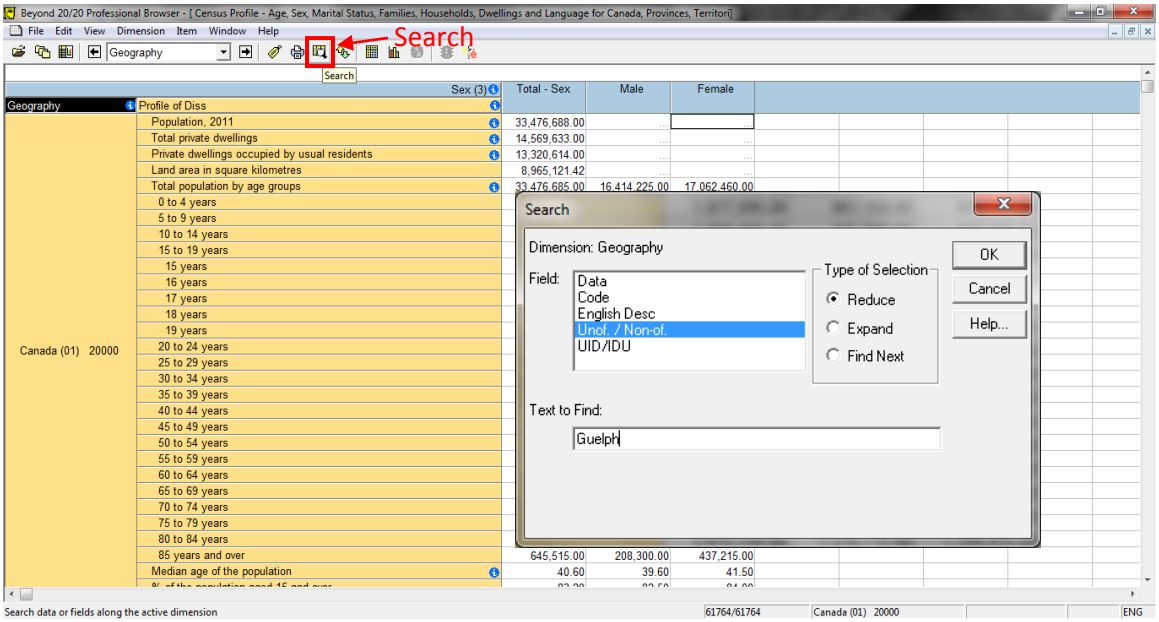
Geography	Sex (3) / Profile of Diss	Total - Sex	Male	Female
Canada (01) 20000	Population, 2011	33,476,688.00		
	Total private dwellings	14,569,633.00		
	Private dwellings occupied by usual residents	13,320,614.00		
	Land area in square kilometres	8,965,121.42		
	Total population by age groups	33,476,685.00	16,414,2	
	0 to 4 years	1,877,095.00	961,1	
	5 to 9 years	1,809,895.00	925,9	
	10 to 14 years	1,920,355.00	983,9	
	15 to 19 years	2,178,135.00	1,115,845.00	1,062,295.00
	15 years	423,760.00	216,770.00	206,990.00
	16 years	432,490.00	222,445.00	210,045.00
	17 years	434,060.00	223,015.00	211,045.00
	18 years	439,700.00	225,055.00	214,650.00
	19 years	448,135.00	228,570.00	219,560.00
	20 to 24 years	2,187,450.00	1,108,780.00	1,078,670.00
	25 to 29 years	2,169,590.00	1,077,280.00	1,092,310.00
	30 to 34 years	2,162,905.00	1,058,810.00	1,104,090.00
	35 to 39 years	2,173,935.00	1,064,200.00	1,109,735.00
	40 to 44 years	2,324,875.00	1,141,720.00	1,183,155.00
	45 to 49 years	2,675,135.00	1,318,715.00	1,356,415.00
	50 to 54 years	2,658,965.00	1,309,025.00	1,349,940.00
	55 to 59 years	2,340,635.00	1,147,295.00	1,193,335.00
	60 to 64 years	2,052,665.00	1,002,685.00	1,049,980.00
	65 to 69 years	1,521,710.00	738,010.00	783,705.00
	70 to 74 years	1,153,065.00	543,435.00	609,625.00
	75 to 79 years	922,695.00	417,945.00	504,750.00
	80 to 84 years	702,065.00	291,085.00	410,985.00
	85 years and over	645,515.00	208,300.00	437,215.00
	Median age of the population	40.60	39.60	41.50

Now, the table looks like this. Notice “Males” is removed. To view males again, right-click on “Sex” and select “Show All”.

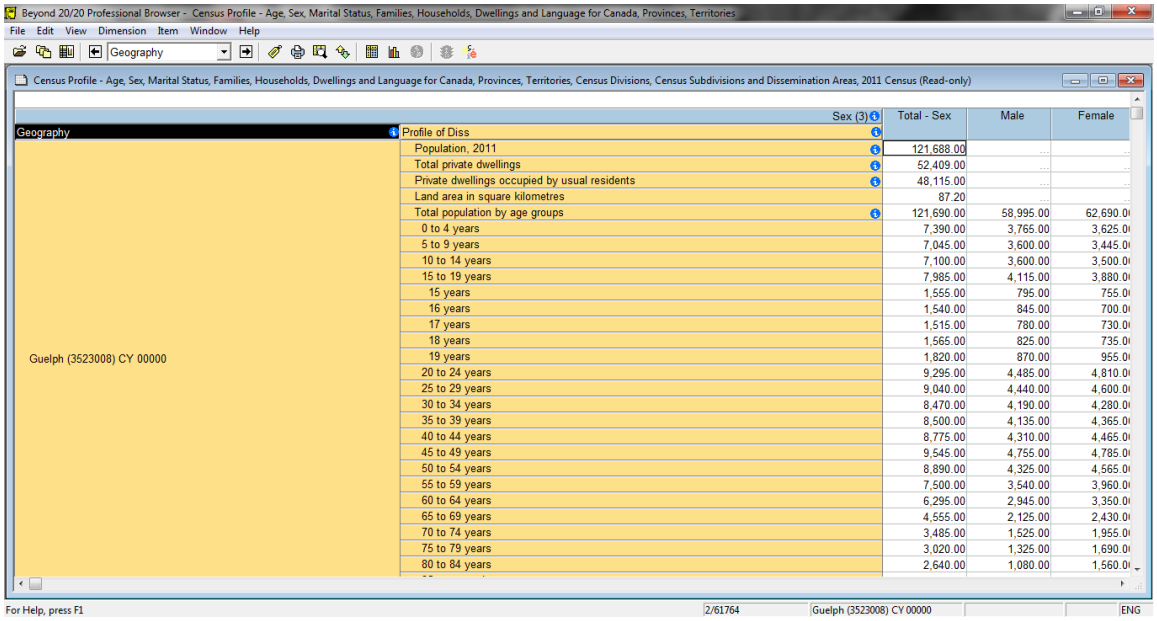


3. Searching and Sorting Items

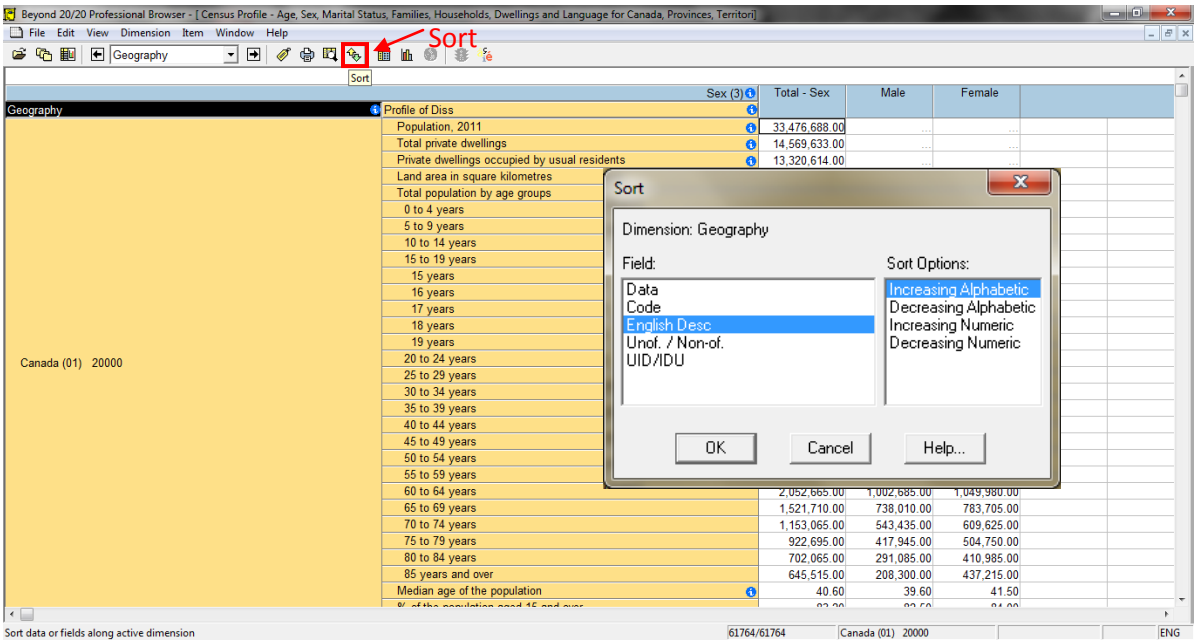
Often, Beyond 20/20 tables are quite large. In many cases, while the table lists information on communities across Canada, we are interested in local data, specific to Wellington, Dufferin, and/or Guelph. To search for a particular item, click on the dimension you are interested in. In the case below, I have selected “Geography” then clicked on the **“Search”** button on the toolbar (highlighted in red below). If you are interested in a data field, enter the minimum and/or maximum values to constrain your search. If you are interested in a non-data field, select “Unof. / Nonof.” and enter the text into the **Text to Find** bar. Here, I have entered the search term “Guelph”. I have selected “Reduce” as the Type of Selection to remove all items that don’t contain the word “Guelph”.



When I select “OK” only items with this text string will remain in the Beyond 20/20 table.

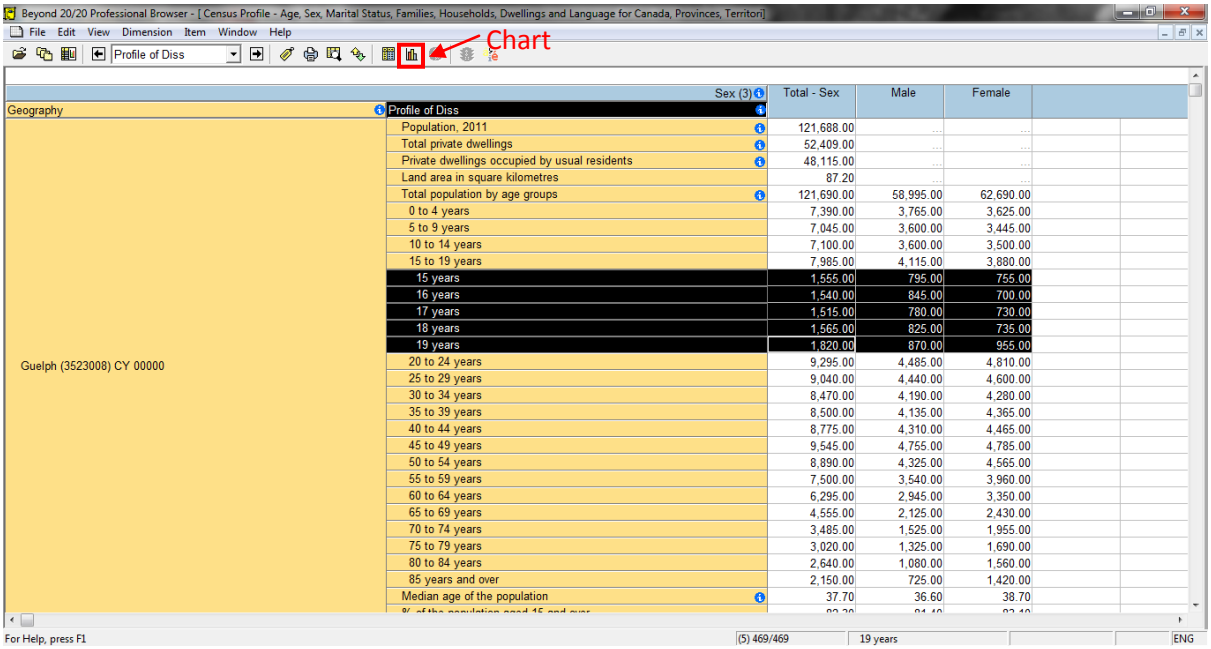


Items can also be sorted. To do this, select the “**Sort”** button on the toolbar (shown in red) and choose the way in which you want items to be sorted. Here, I have selected increasing alphabetic order.



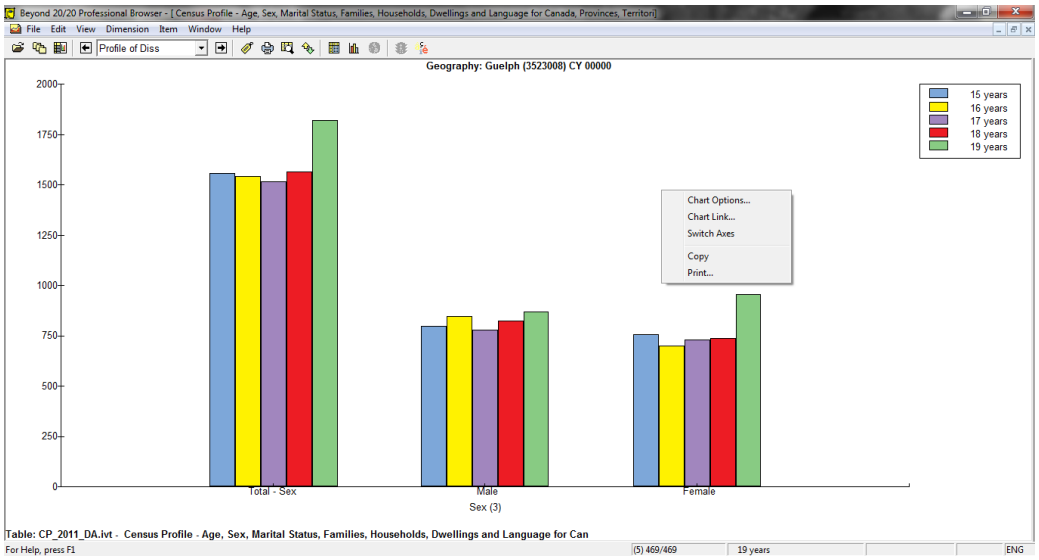
4. Working with Charts

To create a chart, first begin by highlighting the items you wish to chart. If you wish to chart multiple items, press and hold the *CTRL* key as you are selecting items. Below, I have selected several age categories of residents of Guelph. Select the **“Chart”** button on the toolbar.



A new window will open to display your chart. Right-click on the chart for **Chart Options** (selecting this will allow you to change the chart from a bar graph to a line graph, pie chart, etc. or alter the axis or footnote displays). You may also select **Switch Axes** to exchange your x- and y-axis.

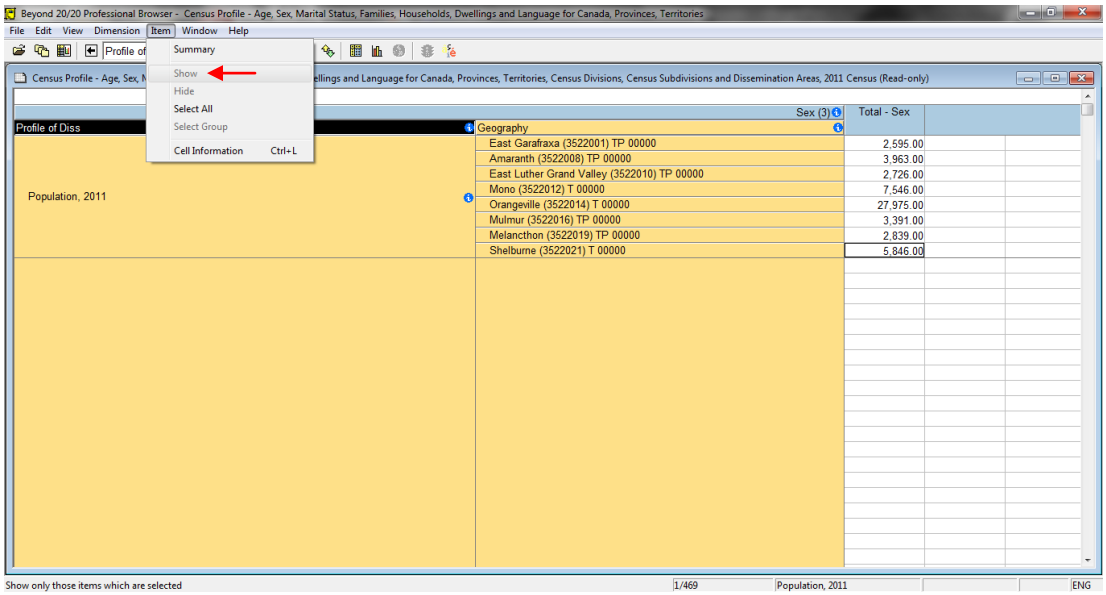
You can change the location of the legend by clicking and dragging it to a new location. Double clicking on an axis label will allow you to change its font. Double clicking on a bar will allow you to change its colour. To copy this chart into another program, select *Edit* from the menu bar then *Copy*; open the program or document you wish to add this graph to and select *Paste*.



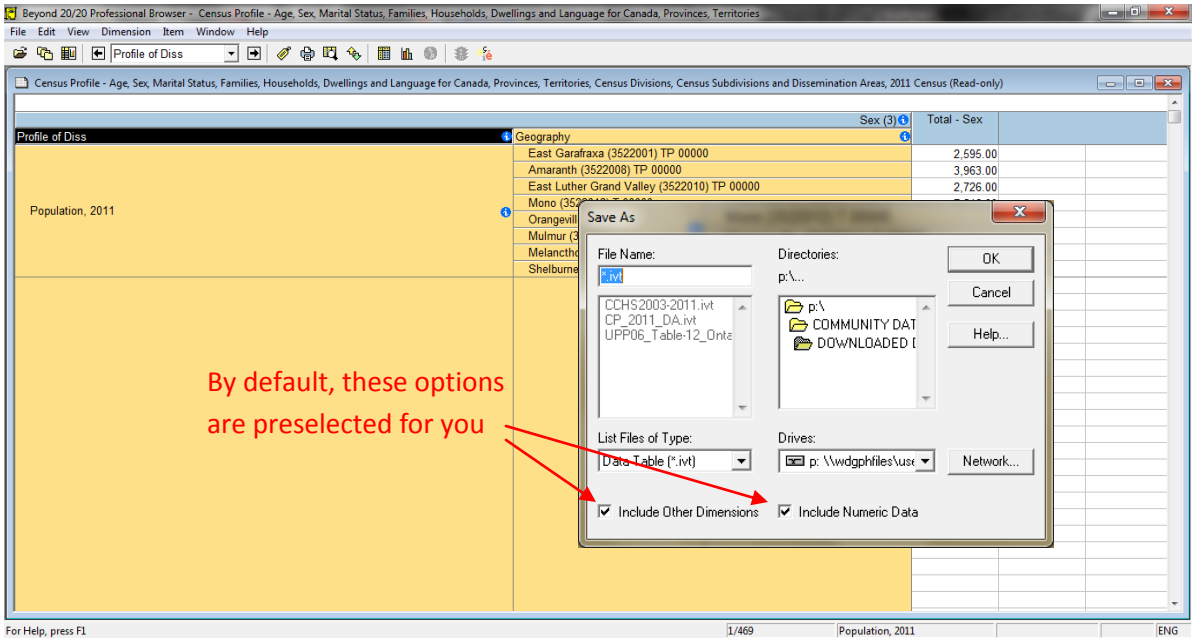
5. Exporting Tables

A Beyond 20/20 table can be customized and saved as another Beyond 20/20 table or exported as a different file format. To select the items you wish to include in your new table, press and hold the *CTRL* key while selecting these items. On the menu bar, select *Item* then *Show.* Selecting this will remove all items you

have not highlighted from the table. Below, I have selected the 2011 Population for each Census Subdivision of Dufferin County.

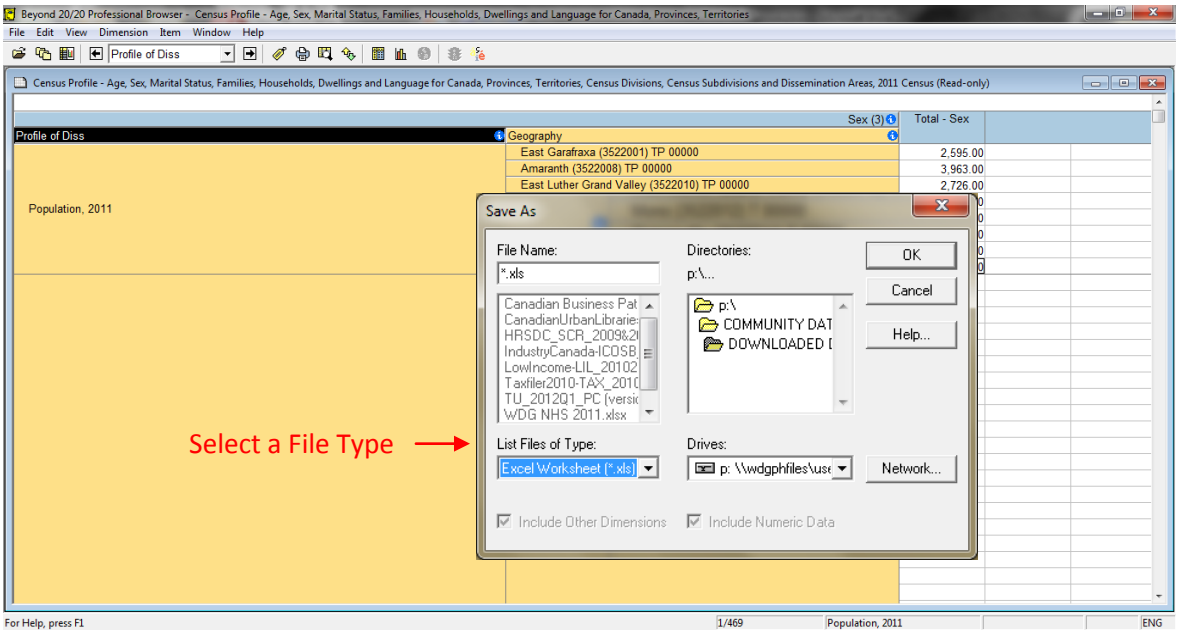


To save the table, select *File* from the menu bar, then *Save As*. The default file extension is IVT; however, you may also save tables as Excel files, or a variety of other formats. When saving as an IVT, you must decide if you want to deselect **Include Other Dimensions**. If this is deselected, only nested dimensions will be copied into your new table. You must also decide if you wish to **Include Numeric Data**; deselecting this will only save the table view (without numeric data values). Choose the name of the new file and select *OK*.



If you wish to save the table in a different file format, such as Excel, select it from the List of File Types. All of the dimensions you wish to view in the new file must be nested in order to be included. You will notice

that you cannot deselect **Include Other Dimensions** or **Include Numeric Data** when saving as a different file format. Select a name and location for the new file and click *OK.*



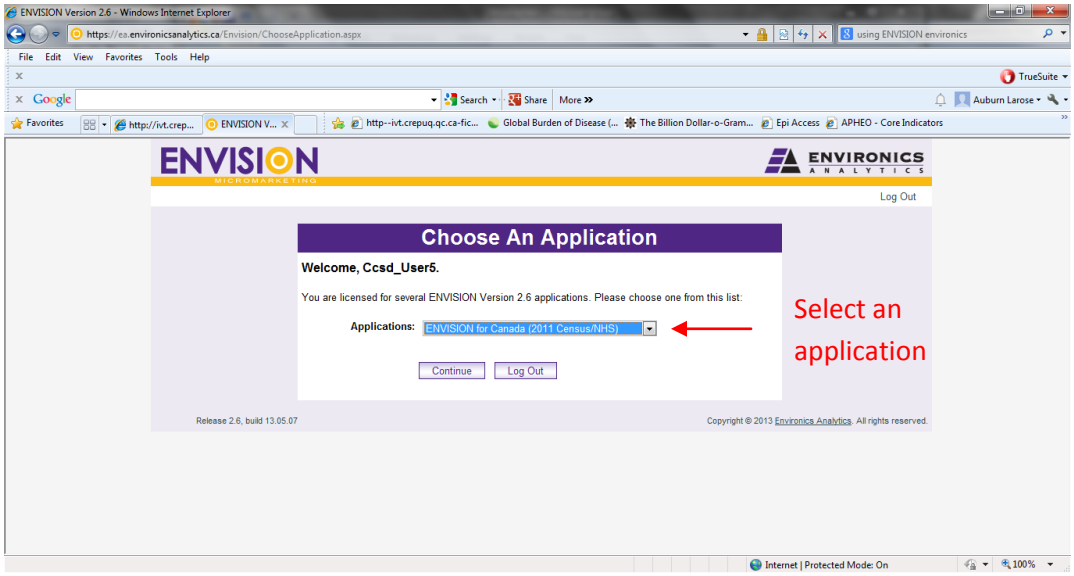
Note: When viewing your table, you can also simply click and hold *CTRL* while highlighting the data you wish to copy into another program. When the data is highlighted, select *Edit* from the menu bar, then *Copy.* Open the program you wish to paste your data into and select *Paste* (*CTRL* + V).

While this guide is meant to provide a brief overview of the key features of Beyond 20/20, you can find more comprehensive information about the program by downloading a user guide at: http://ivt.crepuq.qc.ca/fichiersAide/BrowserEng.pdf.

ENVISION SOFTWARE

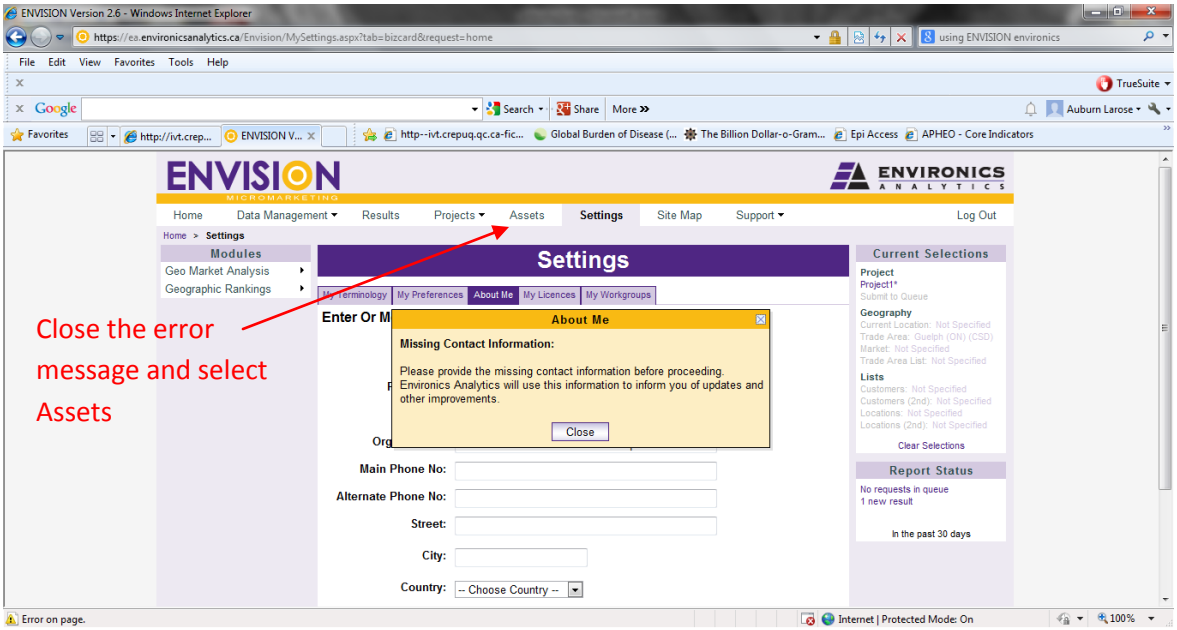
ENVISION is an online mapping tool geared towards users without GIS mapping experience. The program is offered through *Environics Analytics* and can be accessed by booking a time to use one of the Community Data Program licenses at: http://communitydata.ca/envision. Community Data Program licenses allow you to access a wide variety of Census variables at various geography levels. Once you have requested a license, you will receive an email with a username and password that is unique to the period of time you have booked the license.

Enter your username and password on the ENVISION log in page at: https://ea.environicsanalytics.ca/Envision/Login.aspx?ReturnUrl=%2fENVISION. You will then be asked to choose between two applications (ENVISION for Canada or ENVISION for Canada [2011 Census/NHS]). These two applications have the same user interface but offer different modules. If you want to see the difference between these applications, simply log out after exploring one and log in to restart the process and use the second application.

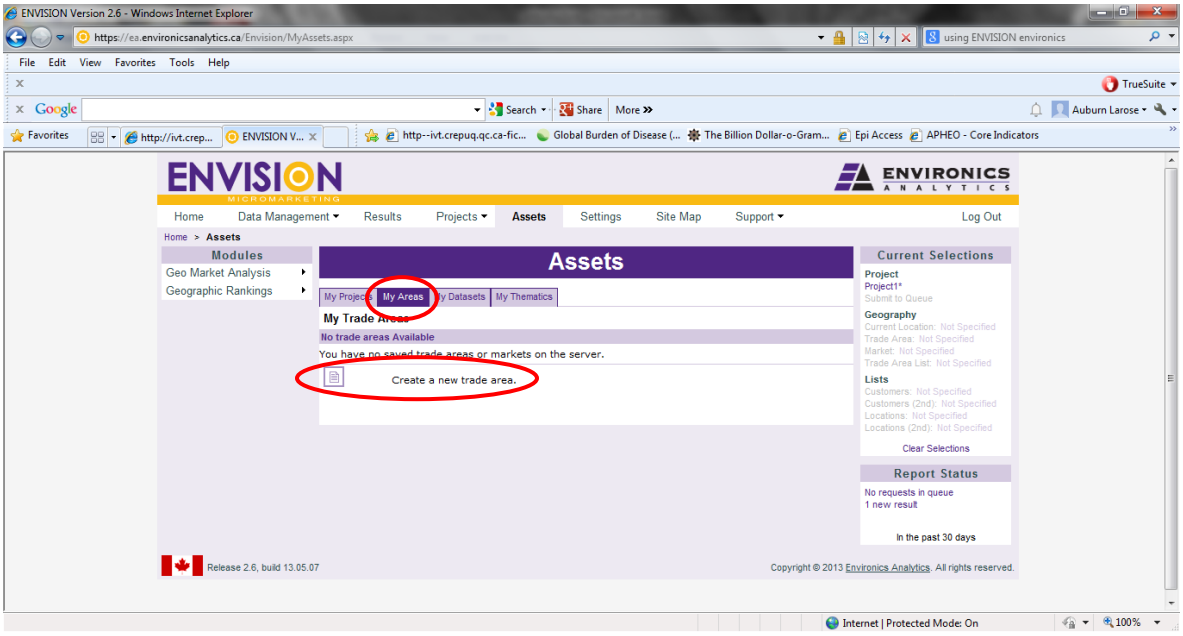


For the purposes of this user guide, I have selected the 2011 Census/NHS application. After selecting "Continue" you may be presented with a message about missing contact information. Select "Close" and do not fill in any contact information. This information should be left blank.

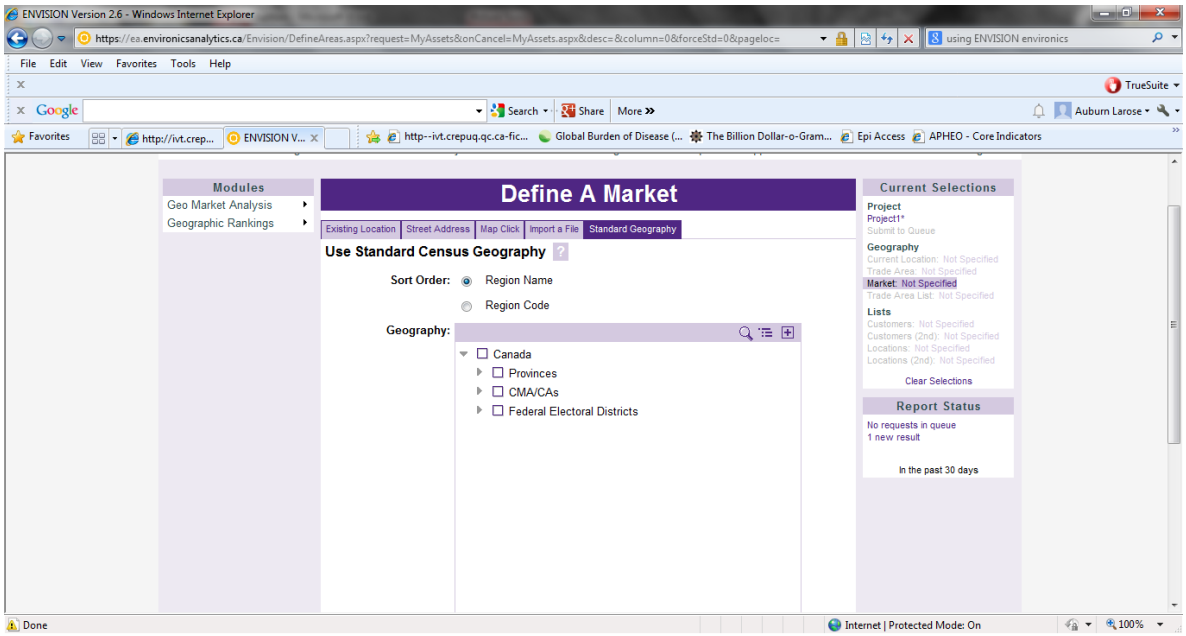
Once this error message has been closed, select “Assets” from the menu bar.



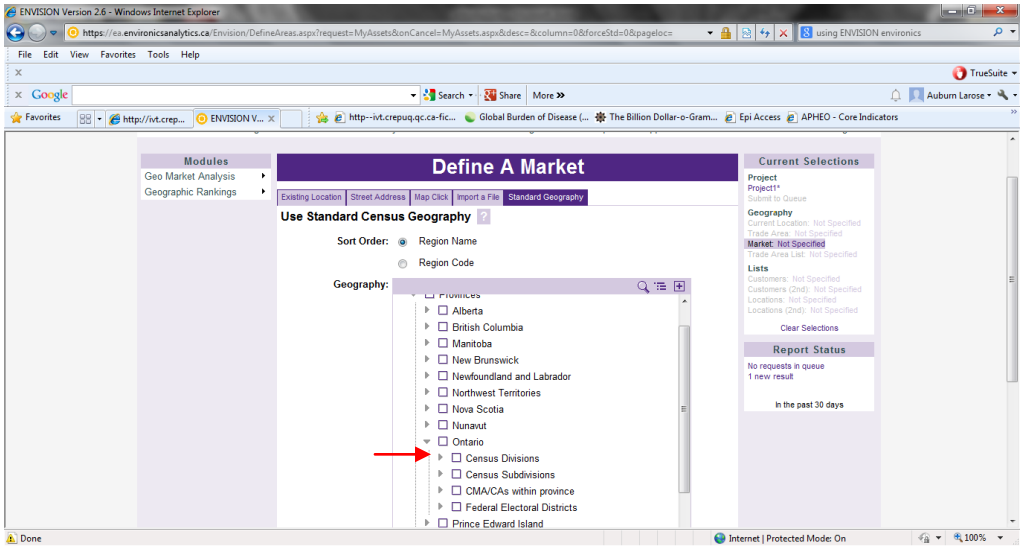
On the Assets page, select My Areas then “Create a new trade area”. Here you will select the geography you are interested in. ***Note: this program was initially created for business purposes and hence uses the term “Trade Area” instead of “Geography”. These terms are interchangeable.***



You can select a desired geography level in a variety of ways. If you wish to use a predefined census geography level, select “Standard Geography”. From here, you can select if you wish to obtain information for all of Canada, a particular province, a Census Metropolitan Area/Census Agglomeration, or a Federal Electoral District. ***Note: each of the three abovementioned geography levels can be further broken down once you select them.***

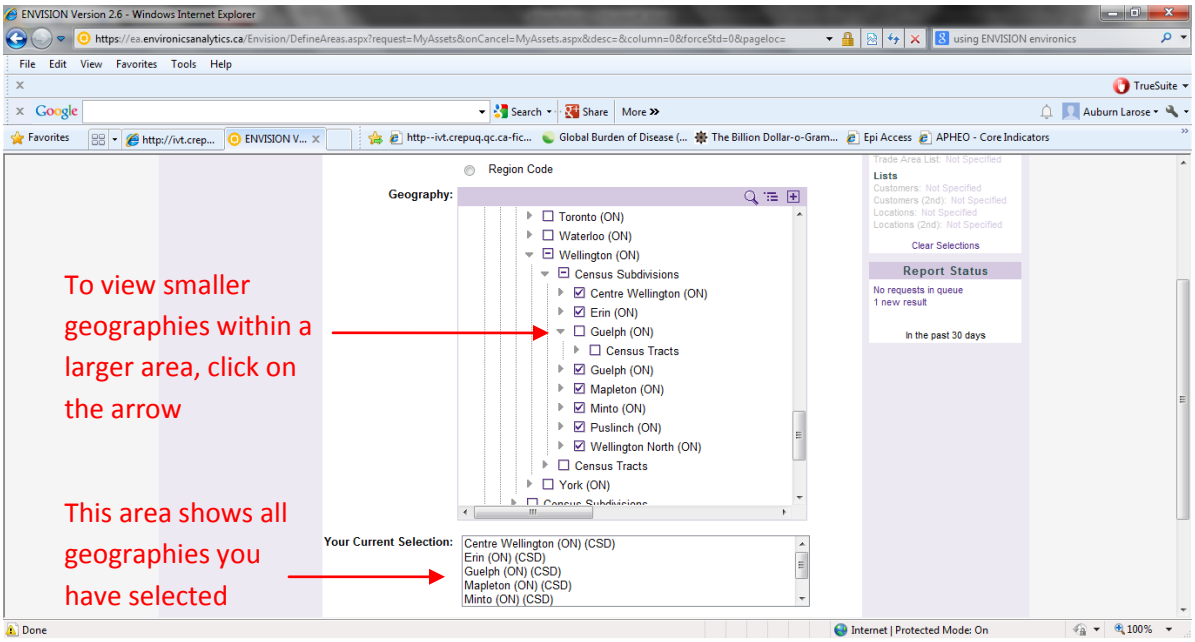


Below, I have select Provinces then Ontario. You may now select Census Divisions, Census Subdivisions, CMAs/CAs or FEDs. To find Wellington or Dufferin County, select Census Divisions and scroll to the county you are interested in.

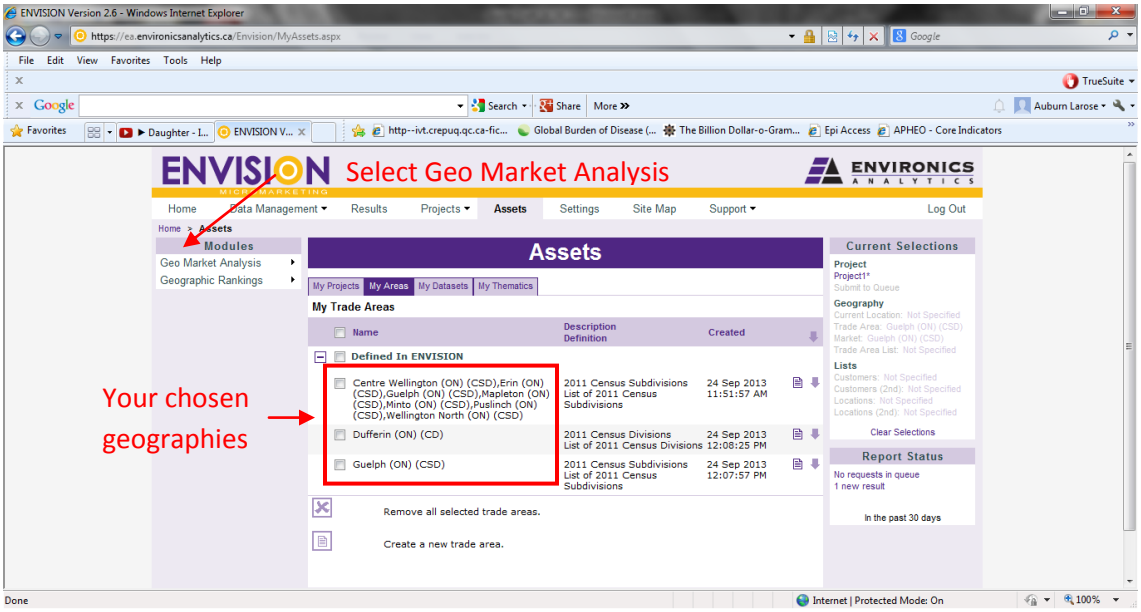


Below, I have selected the arrow next to Wellington County, clicked on Census Subdivisions and selected all subdivisions except the City of Guelph. ***Note: there are two Census Subdivisions listed that have “Guelph” as their name. The first one is the City of Guelph; the second is the Guelph/Eramosa CSD. You will note difference between these two CSDs by selecting the arrows next to each and seeing that the first***

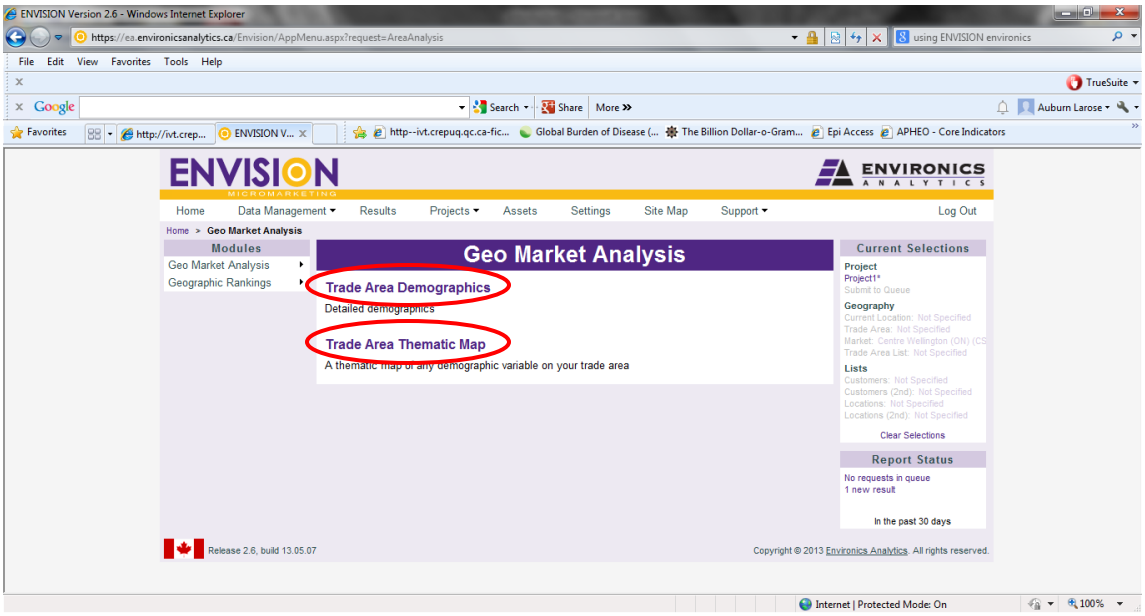
"Guelph" has a much larger number of Census Tracts. If you are only interested in one of the townships in Wellington, only select the checkbox next to these geographies. *Tip: If you select multiple CSDs, scroll to the bottom of the page and enter a title for this geography next to* ***Location Name****. For example, if you were to select all Wellington County municipalities, except Guelph, type in "Wellington County" next to* ***Location Name*** *to reduce the likelihood of receiving error messages during your analysis.*



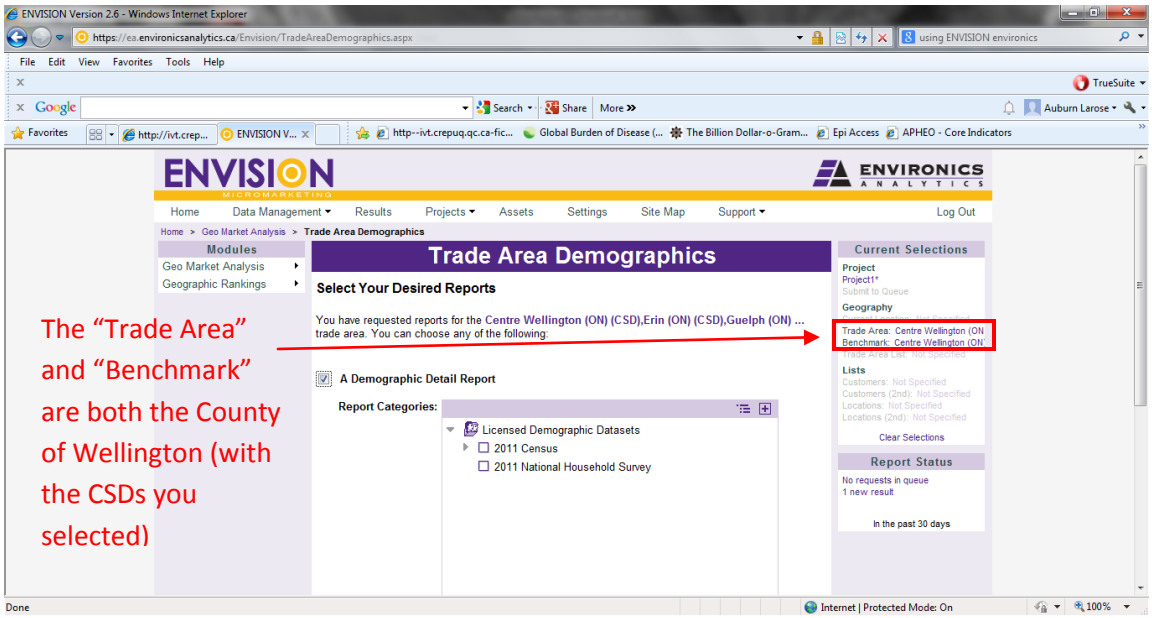
If you are only interest in Guelph, simply select the first "Guelph" listed. Once you have completed your selections, click "Continue" at the bottom on the page. You will be taken to a summary page. If you are satisfied with your selections, click on Geo Market Analysis to begin the analysis. If you wish to add additional geographies, follow the above steps once more.



Clicking on **Geo Market Analysis** will bring you to the Analysis page that asks you to choose between two options. The first, **Trade Area Demographics**, allows you to produce documents comprised of detailed demographic information for a desired geography. The second, **Trade Area Thematic Map**, allows you to map out Census/NHS information by CSD, CD or DA level using counts or percentages.

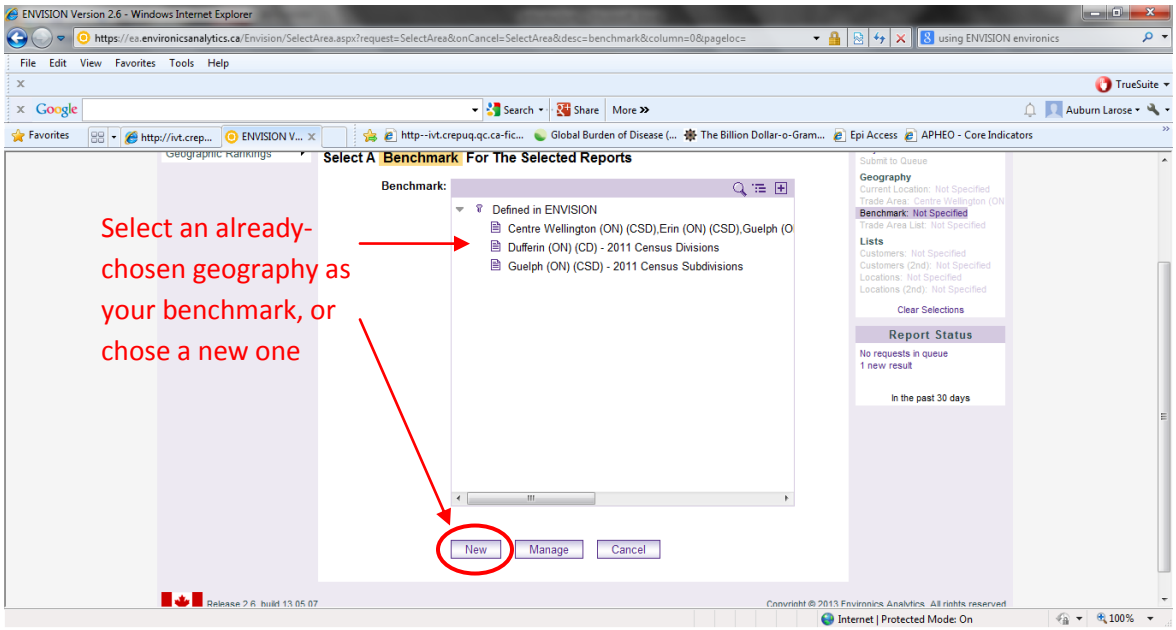


First, we will review the steps in completing a demographic analysis. Note that the default geography is Wellington County. If you wish to change this, or if you wish to create a Benchmark geography for the analysis, click on either “Trade Area” or “Benchmark” in the far-right column. You may wish to benchmark the data against Ontario or Canada or another local geography.



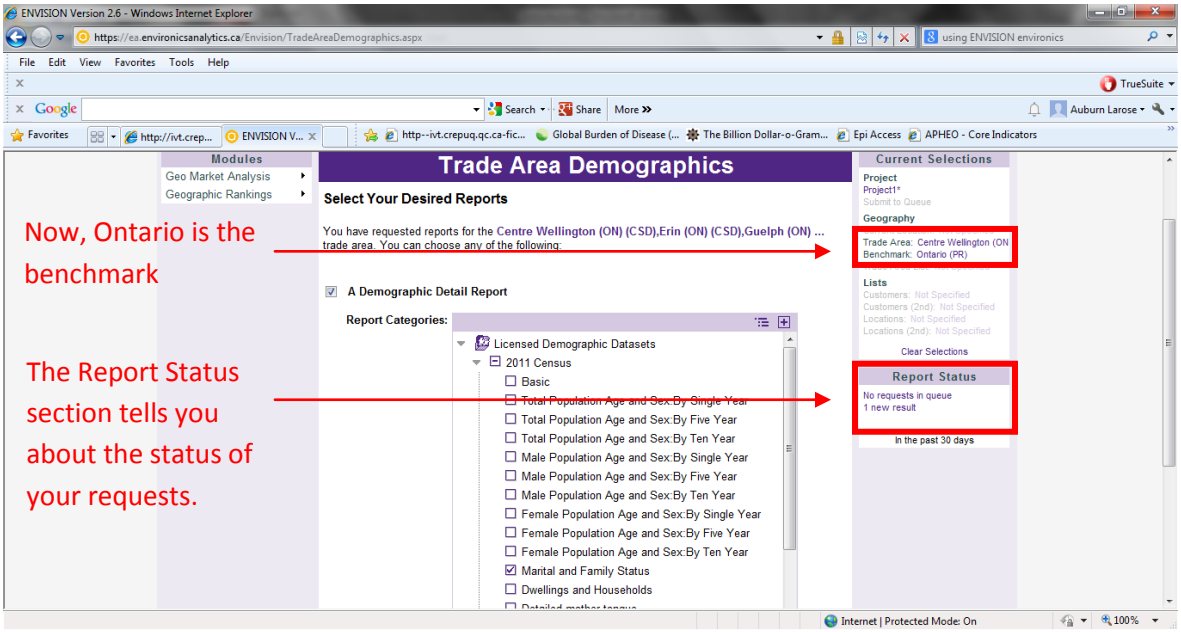
After selecting “Benchmark” on the right-hand side, you will be brought to this page. Here, you can select another of your chosen geographies as a benchmark or you may create a new one. If you select “New” you will be redirected to the Trade Area selection page. Here, you can select “Standard Geography” as you did

to select your first geography, and chose your desired benchmark. For the purposes of this guide, I have chosen the province of Ontario.

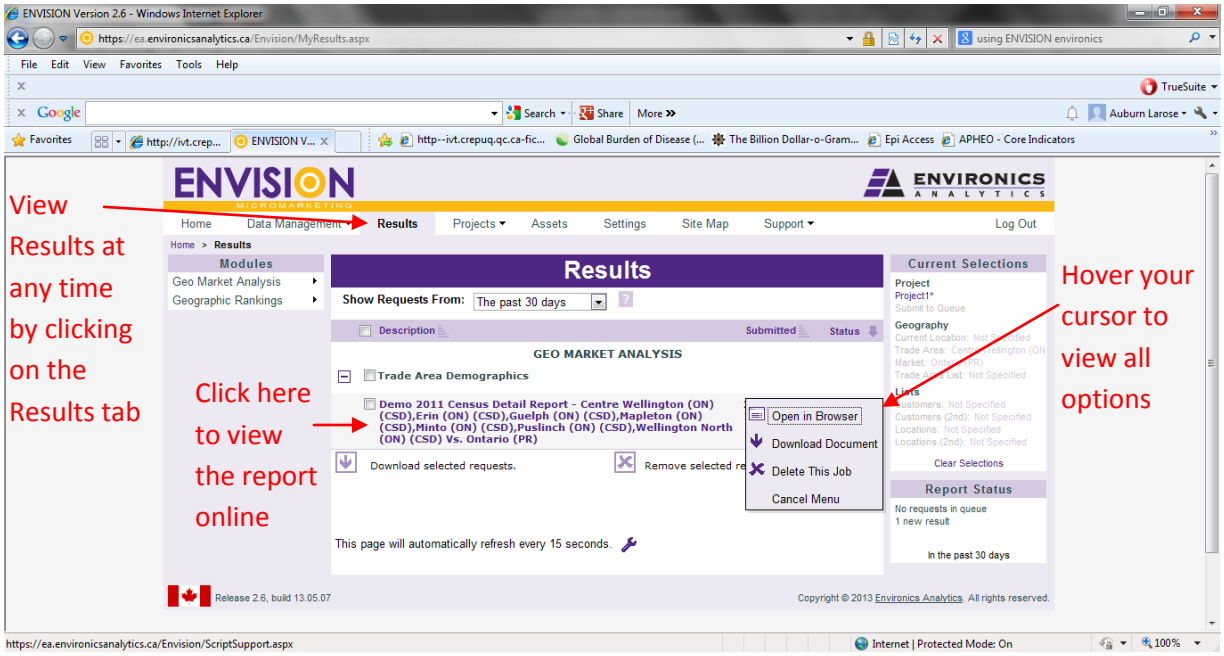


Go back to the **Geo Market Analysis** page and reselect **Trade Area Demographics**. You will now notice that Ontario is listed as the benchmark on the right-hand side.

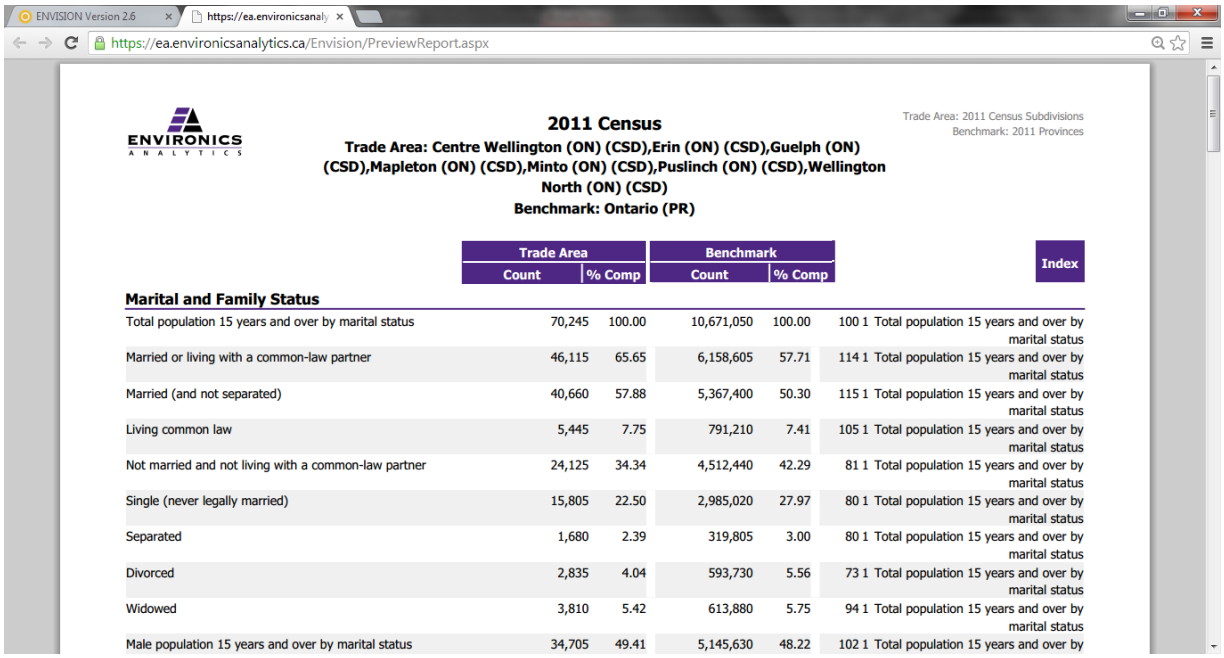
By clicking the arrow next to "2011 Census" you can choose which variables you want to explore (you may choose as many as you wish). Here, I have selected *Marital and Family Status*. After scrolling down and clicking "Submit", you will notice that the Report Status information in the far-right bar will update to reflect your request. Your request may take a few minutes to complete. When you see "1 new result", click on it to redirect you to the **Results** page.



Once on the **Results** page, you can either click directly on the report name to view the report in your internet browser, or you can hover your cursor over the purple down arrow to the right of the report name to view all options.



Here, I have simply clicked on the report name to view the results in my browser. ***Note: in some browsers, the column headings may have shifted too far to the right. Examine your own reports to see if this has occurred.*** The Data Source, Trade Area, and Benchmark of each report are noted at the top of the document. Each variable is displayed by count and percentage.



ENVIRONICS ANALYTICS

2011 Census

Trade Area: Centre Wellington (ON) (CSD),Erin (ON) (CSD),Guelph (ON) (CSD),Mapleton (ON) (CSD),Minto (ON) (CSD),Puslinch (ON) (CSD),Wellington North (ON) (CSD)

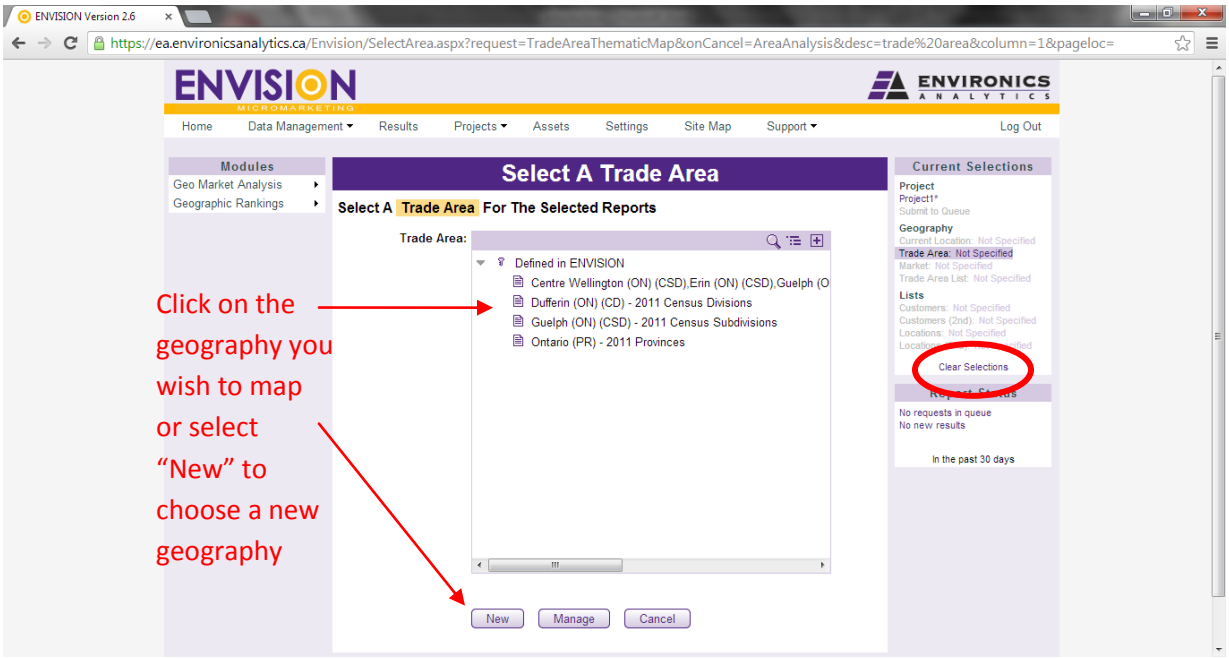
Benchmark: Ontario (PR)

Trade Area: 2011 Census Subdivisions
Benchmark: 2011 Provinces

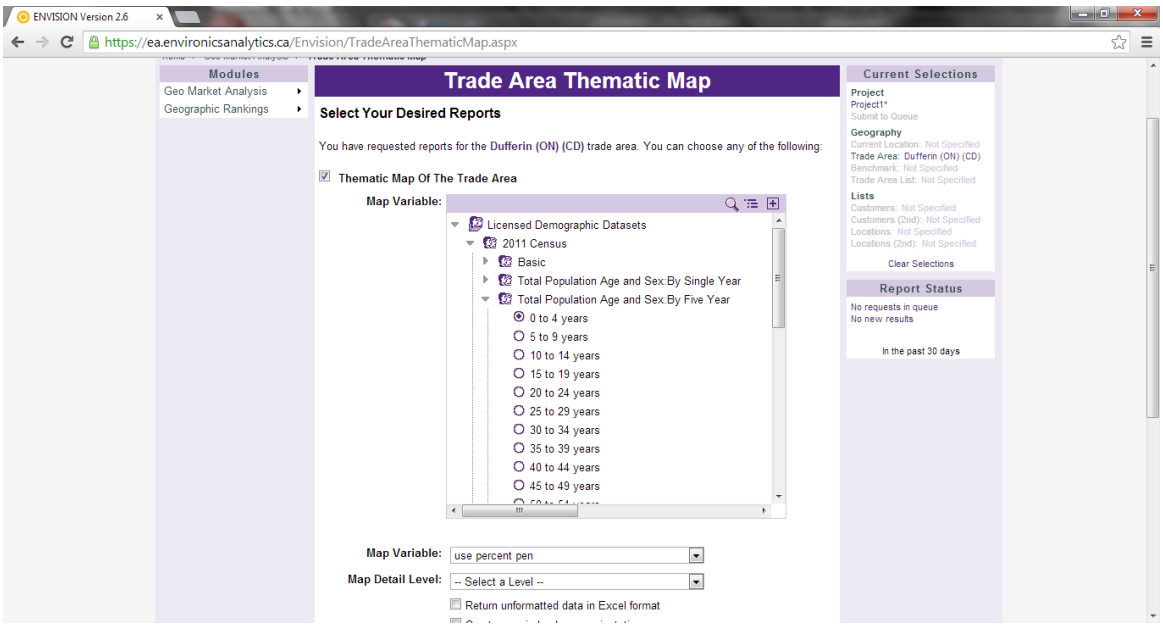
	Trade Area		Benchmark		Index	
	Count	% Comp	Count	% Comp		
Marital and Family Status						
Total population 15 years and over by marital status	70,245	100.00	10,671,050	100.00	100	1 Total population 15 years and over by marital status
Married or living with a common-law partner	46,115	65.65	6,158,605	57.71	114	1 Total population 15 years and over by marital status
Married (and not separated)	40,660	57.88	5,367,400	50.30	115	1 Total population 15 years and over by marital status
Living common law	5,445	7.75	791,210	7.41	105	1 Total population 15 years and over by marital status
Not married and not living with a common-law partner	24,125	34.34	4,512,440	42.29	81	1 Total population 15 years and over by marital status
Single (never legally married)	15,805	22.50	2,985,020	27.97	80	1 Total population 15 years and over by marital status
Separated	1,680	2.39	319,805	3.00	80	1 Total population 15 years and over by marital status
Divorced	2,835	4.04	593,730	5.56	73	1 Total population 15 years and over by marital status
Widowed	3,810	5.42	613,880	5.75	94	1 Total population 15 years and over by marital status
Male population 15 years and over by marital status	34,705	49.41	5,145,630	48.22	102	1 Total population 15 years and over by

Next, we will review the process of creating ***thematic maps***. Select **Geo Market Analysis** in the left-hand bar. If you wish to create a map for the same geography that you used in the demographic report, check the box next to *Theme Map of the Trade Area* to view possible variables.

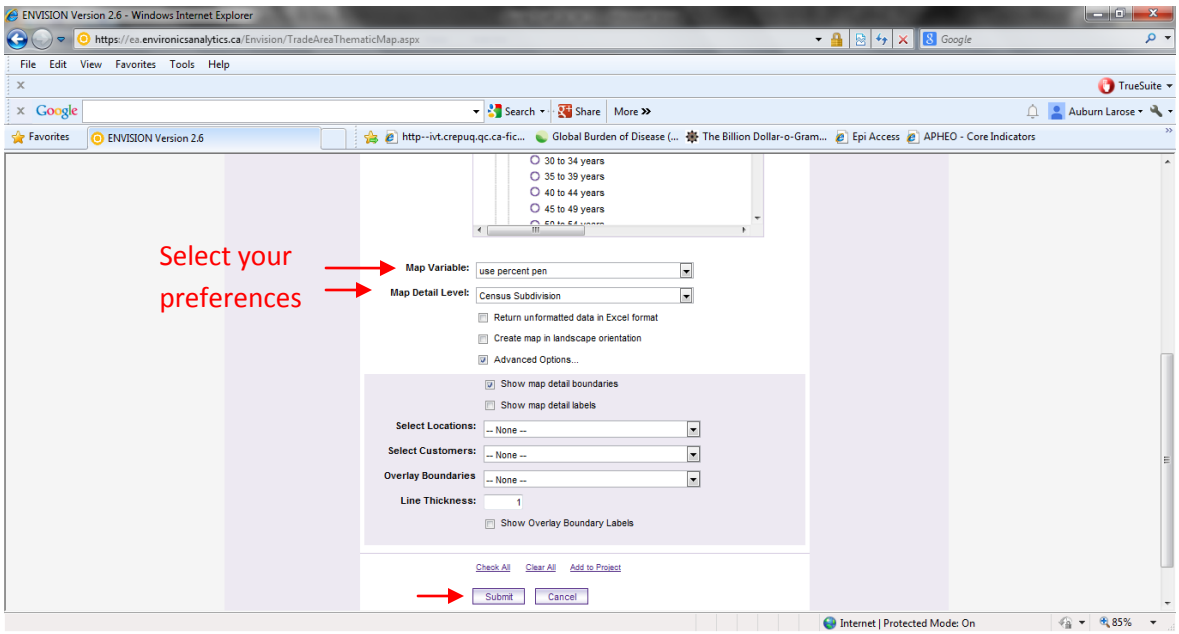
If you wish to change the geography, select **"Clear Selections"** in the right-hand column. The browser will now redirect you to a Trade Area Selection page (see below) where you can select your new geography.



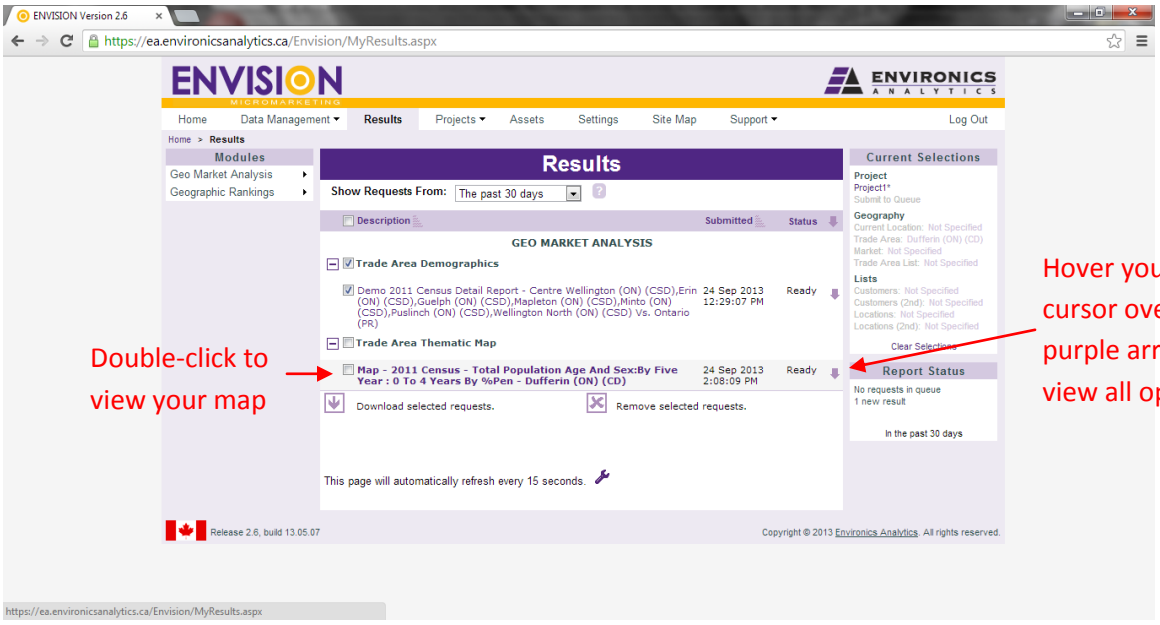
For this example, I have selected Dufferin County (CD). Once selecting the geography, you will be redirected back to the **Trade Area Thematic Map** page where you can choose your desired variables. Remember to click the arrow button next to categories to view all potential variables. Here, I have selected Total Population Age and Sex: By Five Year → 0 to 4 Years.



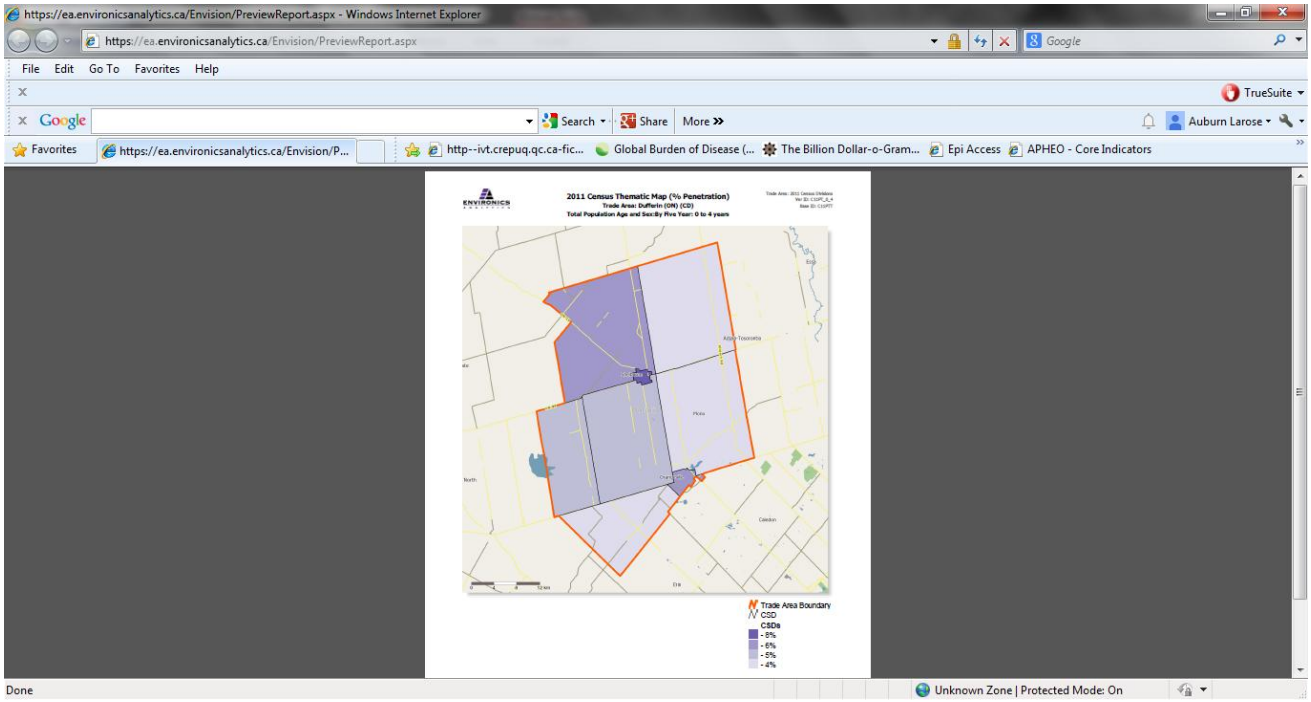
Scroll down to view your map options. First, choose your **Map Variable** (counts or percentages), then the **Map Detail Level** (level of geography). Here, I have chosen percentages at the CSD level. Click **"Submit"**.



Go to the **Results** tab to view your download. Double-click on the map name or hover your cursor over the purple down arrow next to the title to view other options.



Here, I have double-clicked on the map name to view it in my browser. Note that, just as with the demographic report, the map displays the data source, trade area and variable at the top of the map. View the legend in the bottom right-hand corner to interpret your results.



If you have any further questions about Envision, you can consult the "Support" section by clicking on the tab in the menu bar, or contact Vivianne at the Community Data Program (vivianne@communitydata.ca).

Note: ***This guide examined modules available through the ENVISION for Canada (2011 Census/NHS) Application. Selecting ENVISION for Canada after logging in will give you access to a variety of other data. This includes additional Trade Area Demographic Reports (e.g., A 2001 Census Religion Report, Demographic Trends Summary and Detailed Reports, and Census 2006 data), Trade Area Comparison Reports (using Census 2006 and 2011 data), Trade Area Thematic Maps (using Census 2006 and 2011 data) as well as Detailed and Summary Demographic Reports, created using concentric circles around your specified location.***

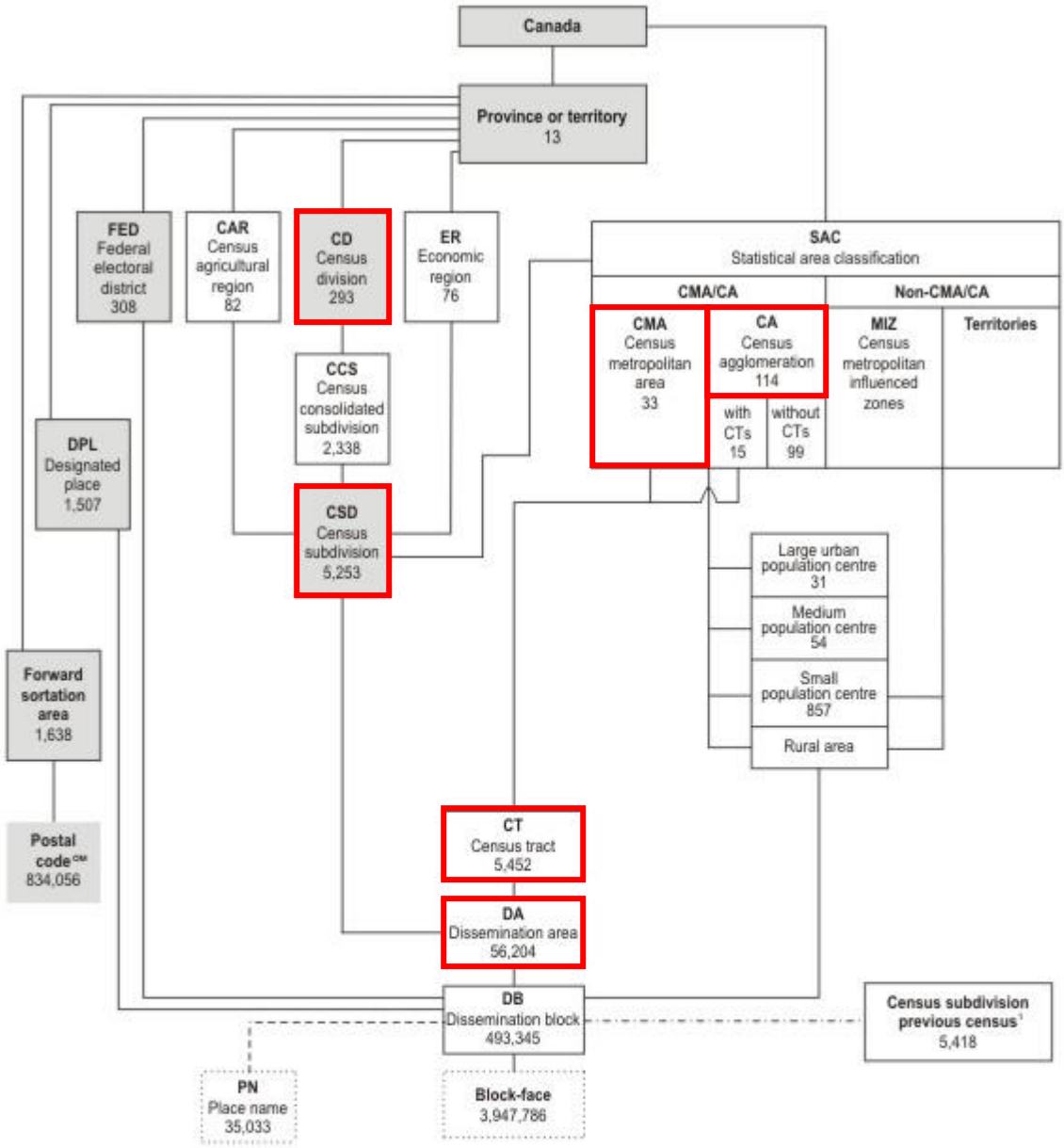
CENSUS GEOGRAPHY DESCRIPTIONS

There is a geographic component to every stage of the census cycle, from consultation through collection, processing and dissemination. To take full advantage of census data, users should have a basic understanding of the geographic dimensions of the data. Just as one can subdivide a population by sex, or into age and language groups, one can subdivide a population by different geographic areas. The geographic areas used by the census range in size from provinces and territories down to dissemination blocks, and are organized in a hierarchical model to show the nature of their relationships.

The geographic units used by Statistics Canada are represented in the flow chart on the following page. Each box in the hierarchy represents one type of geographic area while the relative position of each area shows how it can be subdivided or aggregated to form other geographic areas. For example, 13 provinces and territories can be subdivided into 293 census divisions. In the hierarchy diagram on the following page, geographic areas are depicted as being either administrative or statistical areas. Administrative areas are defined by federal, provincial, or territorial statutes and are adopted for the purposes of the census. Statistical areas, on the other hand, are defined by Statistics Canada for the purposes of disseminating census data and complementing the structure of administrative regions.

For the purposes of this guide, we will focus on the most frequently used geographic areas: Census Divisions, Census Subdivisions, Census Metropolitan Areas, Census Agglomerations, Census Tracts, and Dissemination Areas.

Figure 1. Hierarchy of standard geographic units for dissemination, 2011 Census



1. A best fit linkage is created between the previous census CSDs and the current census dissemination blocks to facilitate historical data retrieval.

Census Division (CD)

Census division (CD) is the general term for provincially legislated areas (such as a county or regional district) or their equivalents. Census divisions are intermediate geographic areas between the province/territory level and the municipality (census subdivision). Locally, Dufferin County and Wellington County are CDs. ***The County of Wellington includes the City of Guelph, which is a Census Subdivision***.

Census Subdivision (CSD)

Census subdivision (CSD) is the general term for municipalities (as determined by provincial/territorial legislation) or areas treated as municipal equivalents for statistical purposes (e.g., Indian reserves, Indian settlements and unorganized territories). Locally, the City of Guelph, the Towns of Orangeville, Shelburne, Mono, Minto and Erin, and each of the Townships are defined as CSDs.

Census Metropolitan Area (CMA) and Census Agglomeration (CA)

A census metropolitan area (CMA) or a census agglomeration (CA) is formed by one or more adjacent municipalities centred on a population centre (known as the core). A CMA must have a total population of at least 100,000 of which 50,000 or more must live in the core. A CA must have a core population of at least 10,000. To be included in the CMA or CA, other adjacent municipalities must have a high degree of integration with the core, as measured by commuting flows derived from previous census place of work data. ***Locally, Guelph is the only CMA.*** All areas inside the CMA or CA that are not population centres are rural areas. When a CA has a core of at least 50,000, it is subdivided into census tracts. Census tracts are maintained for the CA even if the population of the core subsequently falls below 50,000. All CMAs are subdivided into census tracts.

Census Tract (CT)

Census tracts (CTs) are small, relatively stable geographic areas that usually have a population between 2,500 and 8,000 persons. They are located in *census metropolitan areas* and in *census agglomerations* that had a core population of 50,000 or more in the previous census. A committee of local specialists (for example, planners, health and social workers, and educators) initially delineates census tracts in conjunction with Statistics Canada. Once a census metropolitan area (CMA) or census agglomeration (CA) has been subdivided into census tracts, the census tracts are maintained even if the core population subsequently declines below 50,000.

Dissemination Area (DA)

A dissemination area (DA) is a small, relatively stable geographic unit composed of one or more adjacent dissemination blocks, with a population of 400 to 700 persons. It is the smallest standard geographic area for which all census data are disseminated. DAs cover all the territory of Canada.

AVAILABLE DATASETS

Below is a summary of the data sources available through the Community Data Program. For each data source, you will find the title, the summary, local information, the years, the frequency of data release, and the available geography levels.

Geography levels include PT (Province/Territory), CMA (Census Metropolitan Area), CD (Census Division), CSD (Census Subdivision), CT (Census Tract), DA (Dissemination Area), FSA (Forward Sortation Area), PC (Postal Code), and RPC (Rural Postal Code).

Canadian Business Patterns

Data counts the number of businesses, by North American Industrial Classification System (NAICS) and number of employees.

Data available locally for both smaller and larger standard geographies.

2007-2012 | Bi-Annually | PT/CMA/CD/CSD/CT

Canadian Community Health Survey

Covers diseases & health conditions, lifestyle & social conditions, and prevention & detection of disease for people 12 and older.

Data available for Wellington-Dufferin-Guelph. Data cannot be extracted for individual counties or municipalities.

2003-2012 | Annually | PT & Health Unit

Census of Population

Population, age, marital status, family, dwelling, and language data collected from the Census Short Form.

Data available locally for both smaller and larger standard geographies.

2011 | Every 5 Years | PT/CMA/CD/CSD/DA/CT

Citizenship & Immigration Canada

Permanent & temporary resident landing data by age, country of birth, education, occupation, language & other variables.

Data available for Wellington and Dufferin Counties, the City of Guelph, and all municipalities.

2000-2012 | Annually | PT/CMA/CD/CSD

Employment Insurance Statistics

This dataset provides counts of the number of income beneficiaries from Employment Insurance.

Data is available for Wellington and Dufferin Counties as well as Guelph CMA.

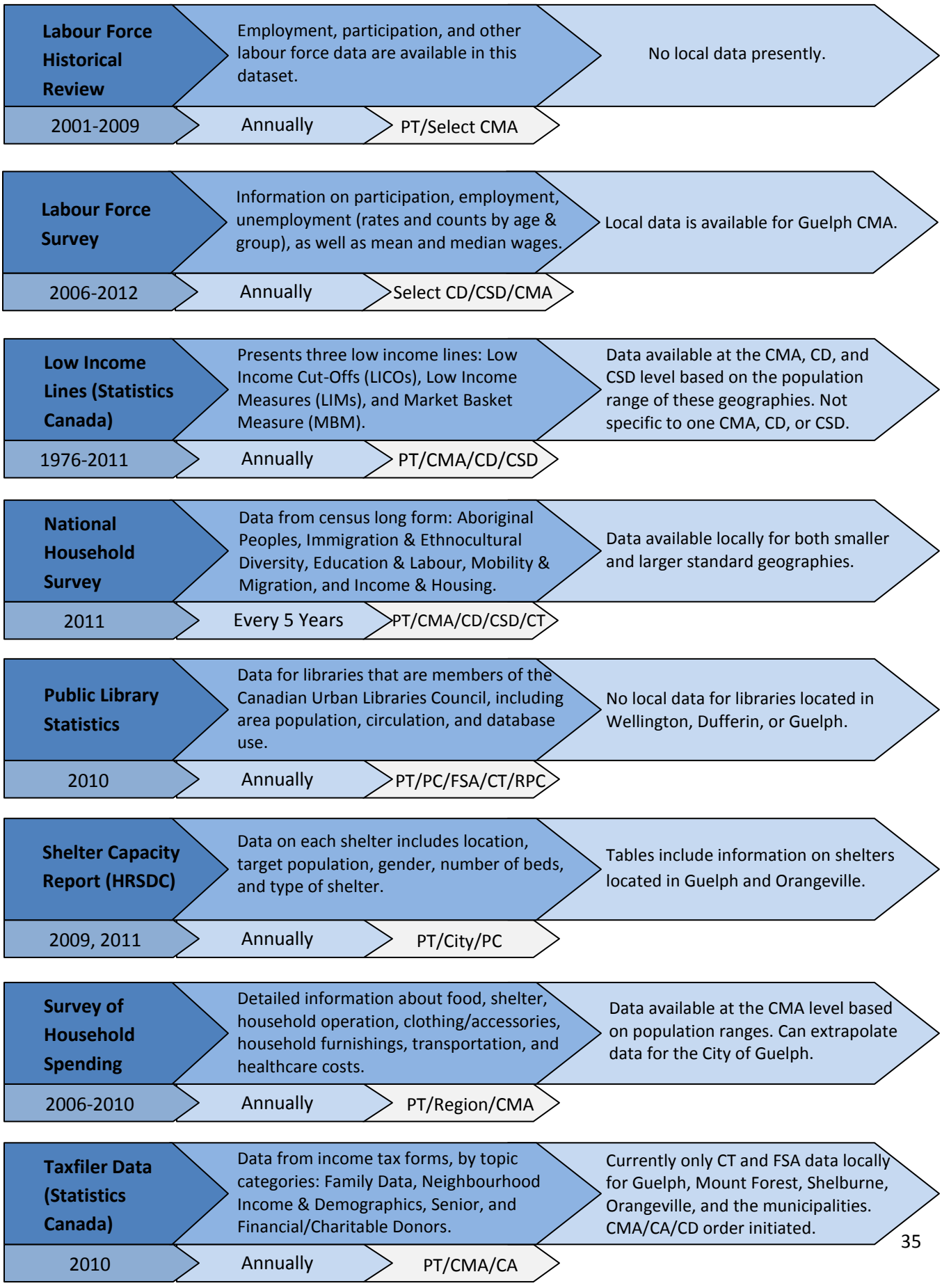
1997-2012 | Monthly | CMA/CA/CD

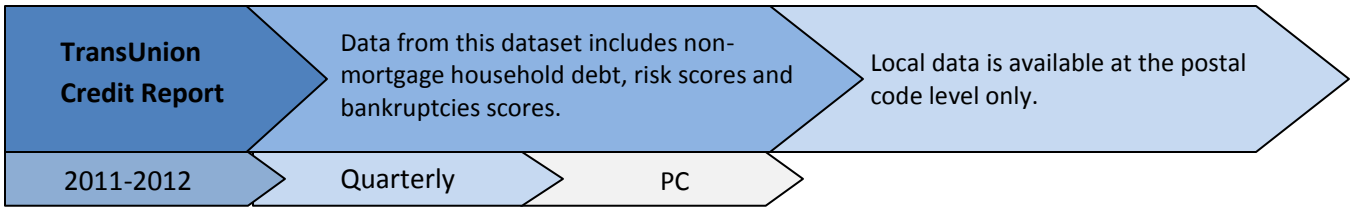
Industry Canada Insolvency Data

Tables provide counts of consumer and business bankruptcies, proposal, and insolvencies.

Local data only available by Forward Sortation Areas, which cannot be converted to standard geographies.

2003-2011 | Annually | PT/FSA


Labour Force Historical Review
Employment, participation, and other labour force data are available in this dataset.
No local data presently.
2001-2009
Annually
PT/Select CMA
Labour Force Survey
Information on participation, employment, unemployment (rates and counts by age & group), as well as mean and median wages.
Local data is available for Guelph CMA.
2006-2012
Annually
Select CD/CSD/CMA
Low Income Lines (Statistics Canada)
Presents three low income lines: Low Income Cut-Offs (LICOs), Low Income Measures (LIMs), and Market Basket Measure (MBM).
Data available at the CMA, CD, and CSD level based on the population range of these geographies. Not specific to one CMA, CD, or CSD.
1976-2011
Annually
PT/CMA/CD/CSD
National Household Survey
Data from census long form: Aboriginal Peoples, Immigration & Ethnocultural Diversity, Education & Labour, Mobility & Migration, and Income & Housing.
Data available locally for both smaller and larger standard geographies.
2011
Every 5 Years
PT/CMA/CD/CSD/CT
Public Library Statistics
Data for libraries that are members of the Canadian Urban Libraries Council, including area population, circulation, and database use.
No local data for libraries located in Wellington, Dufferin, or Guelph.
2010
Annually
PT/PC/FSA/CT/RPC
Shelter Capacity Report (HRSDC)
Data on each shelter includes location, target population, gender, number of beds, and type of shelter.
Tables include information on shelters located in Guelph and Orangeville.
2009, 2011
Annually
PT/City/PC
Survey of Household Spending
Detailed information about food, shelter, household operation, clothing/accessories, household furnishings, transportation, and healthcare costs.
Data available at the CMA level based on population ranges. Can extrapolate data for the City of Guelph.
2006-2010
Annually
PT/Region/CMA
Taxfiler Data (Statistics Canada)
Data from income tax forms, by topic categories: Family Data, Neighbourhood Income & Demographics, Senior, and Financial/Charitable Donors.
Currently only CT and FSA data locally for Guelph, Mount Forest, Shelburne, Orangeville, and the municipalities. CMA/CA/CD order initiated.
2010
Annually
PT/CMA/CA



The Community Data Program also has two custom datasets extracted from Canadian Census data. The first, the ***Target Group Profiles***, highlights data specific to certain population groups. These include: the francophone population, the population living with disabilities, the visible minority population, the aboriginal population, recent immigrants, female lone parents, and the population 65 years and over. The second, the ***Urban Poverty Project***, a series of comprehensive reports, resource tools and data profiles, which investigates different aspects of poverty locally, and throughout Canada. Reports in the UPP series pay special attention to the status of certain population groups who are particularly vulnerable to poverty, while others examine the concentration of poverty in urban neighbourhoods. Data will be available from the UPP will be available for the City of Guelph in 2014.

Other datasets are forthcoming through the Community Data Program, and are ordered based on popularity and requests from consortia representatives. For the 2014 year, data orders will include:

- Canada Mortgage and Housing Corporation: Market Analysis Centre products – 2012
- HRSDC: Database on Minimum Wages – 1965-2014
- Statistics Canada: Building Permits – 2013
- Statistics Canada: Estimates of Population by Age and Sex (alternate method) – 2013
- Statistics Canada: NHS Target Group Profiles – 2011
- Statistics Canada: NHS Urban Poverty Project – 2011
- Statistics Canada: Taxfiler Custom Data (Income Inequality & Working Poor) – 2010, 2011