Canadian Demographic Data
2015 Update

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Summary

The Pitney Bowes Software (PBS) demographic data sets for Canada is an accurate, current and comprehensive data product containing more than 1,300 variables across eight layers of geography. In this 2015 Update, our data suite includes Base Year Estimates (2011), Current Year Estimates and Projections. Our first year of Base Year Estimates were released last year in 2014, which were derived from Census 2011 short-form data as well as the National Household Survey.

To facilitate ease-of-use, the data are available in multiple, stand-alone file formats that are compatible with Pitney Bowes Software including MapInfo Professional® and AnySite®. Pitney Bowes data are used to understand, estimate, project, compare and differentiate the demographic, economic, geographic and business characteristics of markets - including customized trade areas.

Key Benefits

1. These demographic estimates and projections provide a sound basis for making assessments about demographic trends and market characteristics.

2. The data set is consistent with the most current and authoritative demographic research, including census enumerations, of Statistics Canada.

3. Corrections and adjustments, as well as the projection methodologies, have been implemented based on decades of experience on the part of the PBS data team.

4. The Base Year Estimates are derived from both short-form census data and National Household Survey data. They are adjusted for census undercount. Imputations were made for unreliable or suppressed data in the NHS.
Variable List

See the file "CanadianDemographicData_variables2015.xls" for a complete list of variables.

Vintage Information

The key reference date for the Base Year Estimates is July 1, 2011 and for the Current Year Estimates is July 1, 2015. The Canada Wealth data set has a reference date of June 30, 2013.

Coverage Area

The data set covers all of Canada.

Number of Variables

Over 1,300 variables are contained in this data suite.

Number of Records by Geographic Layer

All databases contain eight layers of geography with the corresponding number of records by layer as indicated below.

<table>
<thead>
<tr>
<th>Geographic Layer</th>
<th>Source / Vintage</th>
<th>Records</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nation</td>
<td>Pitney Bowes Software, 2011</td>
<td>1</td>
</tr>
<tr>
<td>Province / Territory</td>
<td>Pitney Bowes Software, 2011</td>
<td>13</td>
</tr>
<tr>
<td>Census Metropolitan Area / Census Agglomeration</td>
<td>Pitney Bowes Software, 2011</td>
<td>147</td>
</tr>
<tr>
<td>Census Division</td>
<td>Pitney Bowes Software, 2011</td>
<td>293</td>
</tr>
<tr>
<td>Federal Electoral District (** Discontinued)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Forward Sortation Area</td>
<td>Pitney Bowes Software, September 2014</td>
<td>1,640</td>
</tr>
<tr>
<td>Census Tract</td>
<td>Pitney Bowes Software, 2011</td>
<td>5,452</td>
</tr>
<tr>
<td>Census Subdivision</td>
<td>Pitney Bowes Software, 2011</td>
<td>5,253</td>
</tr>
<tr>
<td>Dissemination Area</td>
<td>Pitney Bowes Software, 2011</td>
<td>56,204</td>
</tr>
</tbody>
</table>

** Federal Electoral District boundaries have been discontinued from the Pitney Bowes offering, hence demographic data sets will no longer be provided at the FED level of geography.

Methodology Statement

The methodology statement is included in the full User Guide to Canadian Demographic Data so that users will have a basic understanding of how the information was developed by Pitney Bowes Software’s demographers, geographers, and statisticians. A list of general caveats is provided so that as users develop their own analyses, the interpretation is guided within the proper context of demographic estimation and projection procedures.
Update Frequency

These data sets are updated annually. For this update, two new data sets were added to the Base Year and Current Year Estimates: Selected Ethnic Origins and Religion.