Business Data Sources

This edition of the Guide features data sources that will meet a variety of needs.

Included here are statistics about Canadian industry and labour, household spending, housing (CMHC data), and population.

In addition to population estimates, we feature population data from the 2011 Census of Population and the 2011 National Household Survey. Included in this section is information about the content in each of these sources, as well as instructions on how to find data at the lower geographic levels (Census Tracts and Dissemination Areas).

Also included is a very brief introduction to Statistics Canada’s three major classification systems—for industry, occupations and geography. The results in many data products are sorted according to one or more of these classifications.

A valuable source of basic geographic information is GeoSuite, a free downloadable product. With GeoSuite, it is possible to find the geographic data for any municipality, such as census population, number of dwellings, longitude and latitude, and more.

Lastly, there is information about CANSIM, a valuable source of time series data, stored in an accessible database.

If you would like more information, please contact us at statcan.westinfo-ouestinfo.statcan@canada.ca
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Canadian Business Counts
These data provide counts of active business locations by industry classification and employment size categories for Canada and the provinces/territories. The data are compiled from the Business Register, which is a repository of information on the Canadian business population.

Data are presented according to the 2011 Standard Geographical Classification, the 2012 North American Industry Classification System (NAICS) and employment size categories.

Starting with the December 2011 reference period, CBP data are available in CANSIM. Each reference period appears in a separate CANSIM table.

Changes in business industrial classification strategies used by Statistics Canada’s Business Register over the past year can create increases or decreases in the number of active businesses reported in CBP. As a result, these data do not represent changes in the business population over time. Statistics Canada advises users not to use these data as a time series.

CANSIM Table 552-0004 Canadian business counts, location counts with employees, by employment size and North American Industry Classification System (NAICS), Canada and provinces, June 2016, semi-annual (Number)

Search for 552* or 553* to find the most recent table. Lower geographies (municipalities) are available as a cost recovery ($) product.

Financial Performance Indicators (FPI)
This series uses up-to-date, reliable and comprehensive data on Canadian businesses derived from Statistics Canada databases of financial statements and offers a full slate of financial ratios and a common-sized balance sheet for sectors and industries in Canada.

The CD-ROM product is an authoritative reference source of 15 key financial ratios by industry groupings compiled from the North American Industry Classification System (NAICS 2007). It is based on up-to-date, reliable and comprehensive data on Canadian businesses, derived from Statistics Canada databases of financial statements for three reference years.

The CD-ROM enables users to compare their enterprise’s performance to that of their industry and to address issues such as profitability, efficiency and business risk. Financial Performance Indicators can also be used for inter-industry comparisons.

Volume 1 covers large enterprises in both the financial and non-financial sectors, at the national level, with annual operating revenue of $25 million or more.

Volume 2 covers medium-sized enterprises in the non-financial sector, at the national level, with annual operating revenue of $5 million to less than $25 million.

Volume 3 covers small enterprises in the non-financial sector, at the national, provincial, territorial, Atlantic region and Prairie region levels, with annual operating revenue of $30,000 to less than $5 million.


These are cost-recovery ($) products.

For more information, please contact statcan.westinfo-ouestinfo.statcan@canada.ca.

The products are available in larger (depository) libraries.

Financing and Growth of Small and Medium Enterprises (Survey on) 2011
This survey is conducted on behalf of Industry Canada. It collects general characteristics on small- and medium-sized businesses and their financing activities, including types of debt, lease and equity financing, and recent attempts to obtain new financing. It also “gathers information on firm growth, engagement in international business activities, innovation and intellectual property, as well as owner characteristics” (Industry Canada). Find the results at Industry Canada’s website.
**Fixed Capital Flows and Stocks**
The Fixed Capital Flows and Stocks program produces annual estimates of gross and net capital stocks and depreciation by industry, and by province and territory. The estimates are produced for building, engineering and machinery and equipment asset groupings. The estimates are available historically in constant, current, chained (Fisher) and original (book value) dollars.

CANSIM table 031-0005 Flows and stocks of fixed non-residential capital, by industry and asset, Canada, provinces and territories, annual (Dollars), 1961 to 2014

CANSIM table 031-0006 Flows and stocks of fixed non-residential capital, by industry and asset, Canada, annual (Dollars), 1961 to 2014

CANSIM table 031-0007 Flows and stocks of fixed non-residential capital, total all industries, by asset, Canada, provinces and territories, annual (Dollars), 1961 to 2014

CANSIM table 031-0008 Flows and stocks of fixed residential capital, Canada, provinces and territories, annual (Dollars), 1961 to 2014

See also: Industry Canada.

**Gross Domestic Product (GDP) by Industry**
The Gross Domestic Product is the total unduplicated value of the goods and services produced in the economic territory of a country or region during a given period. It is a valuation expressed in terms of the prices actually paid by the purchaser after all applicable taxes and subsidies.

Gross domestic product by industry, also referred to as value-added, equals output by the industry minus the value of intermediate inputs that were purchased from other industries, domestic or foreign. Gross domestic product by industry for the economy as a whole is the sum of values added by all industries resident in Canada.

CANSIM Table 379-0028 Gross domestic product (GDP) at basic prices, by North American Industry Classification System (NAICS), provinces and territories, annual (Percentage share), 2002 to 2015

CANSIM Table 379-0029 Gross domestic product (GDP) at basic prices, by North American Industry Classification System (NAICS), annual (Dollars), 2007 to 2012

CANSIM Table 379-0030 Gross domestic product (GDP) at basic prices, by North American Industry Classification System (NAICS), provinces and territories, annual (Dollars), 1997 to 2015

CANSIM Table 379-0031 Gross domestic product (GDP) at basic prices, by North American Industry Classification System (NAICS), Canada, monthly (dollars x 1,000,000). Jan 1997 to June 2016

See also, Industry Canada.
Imports and Exports
Statistics Canada’s Canadian International Merchandise Trade Database (CIMT) is an online database offering detailed trade data using the Harmonized System (HS) classification of goods (up to the 6-digit commodity level).

In the database, it is possible to select a trading partner and specific variables (e.g., country, province, state, year, month, or frequency) or search by commodity or Harmonized System code.

Industry Canada’s Trade Data Online (TDO) provides the same data in a dynamic system that can generate reports and graphs.

Data at the 6-digit level are free on both websites.

Exported products are recorded to the 8-digit HS (Harmonized System) level. The export classifications, descriptions and code numbers, can be found in the Canadian Export Classification on the Statistics Canada website.

Imports are coded to the 10-digit level. These codes are located on the CBSA website in the Customs Tariff.

For more information, please refer to Industry Canada or Statistics Canada’s websites. See Browse by key resource > Imports and Exports at www.statcan.gc.ca.

Eight-digit exports, 10-digit imports, and custom tabulations are available as cost recovery ($) products.

Manufacturing and logging
The Annual survey of manufactures and logging (ASML) collects financial information on over 250 different industries. Details collected include principal industrial statistics (such as revenue, employment, salaries and wages, cost of materials and supplies used, cost of energy and water utility, inventories, etc.), as well as information about the commodities produced and consumed.


Small Business Profiles
These profiles provide financial data for small businesses in Canada, defined as those having annual total revenue between $30,000 and $5 million. Businesses are classified by industry (NAICS), by province or territory, and by legal status (incorporated or unincorporated).

The profiles are located in the Financial Performance Data (FPD) product from Industry Canada.

This tool provides information about more than 600 industries across Canada, including more than 30 performance benchmarks to help small businesses determine how they measure up to their competitors.

Business operators can enter their own data in order to compare their business with others in their industry.

For a complete listing of industry codes (classification structure and definitions), use the most recent NAICS list.

Use the FPD Tool to search for an industry code and then create a report.

Each report includes the categories shown on the next page.
Small Business Profiles, continued

The contents of the Financial Performance Data tool

Report includes data for the following:

Whole Industry; Bottom Quartile; Lower Middle; Upper Middle; Top Quartile; % of Businesses Reporting

Number of Businesses
Revenue Range:
  Low value ($000)
  High value ($000)

REVENUES AND EXPENSES (percent of total revenue)
Total revenue
Sales of goods and services
All other revenues
Cost of sales (direct expenses)
  Wages and benefits
  Purchases, materials and sub-contracts
  Opening inventory
  Closing inventory
Operating expenses (indirect expenses)
  Labour and commissions
  Amortization and depletion
  Repairs and maintenance
  Utilities and telephone/telecommunication
  Rent
  Interest and bank charges
  Professional and business fees
  Advertising and promotion
  Delivery, shipping and warehouse expenses
  Insurance
  Other expenses
Total expenses
Net profit/loss

BALANCE SHEET (thousands of dollars)
Total assets
  Total current assets
    Accounts receivable
    Closing inventory
  Other current assets
    Net tangible and intangible assets
  All other assets and adjustments
  Net profit/loss

Total liabilities
  Total current liabilities
    Current bank loans
    Other current liabilities
  Long term liabilities
  Total equity

FINANCIAL RATIOS
  Current ratio
  Debt to equity ratio
  Interest coverage ratio
  Debt ratio
  Revenue to equity ratio
  Revenue to closing inventory ratio
  Current debt to equity (%)
  Net profit to equity (%)
  Net fixed assets to equity (%)
  Gross margin (%)
  Return on total assets (%)
  Collection period for accounts receivable (days)

PROFITABLE vs NON-PROFITABLE BUSINESSES ($000)
Profitable
  Percentage of businesses (%)
    Total revenue
    Total expenses
    Net profit
Non-Profitable
  Percent of businesses (%)
    Total revenue
    Total expenses
    Net loss
Sub-provincial (taxfiler) data
These annual tables are compiled using income tax data that have been aggregated. All personal identifiers are removed from the data.

CANSIM Tables
Sub-provincial tables are available in CANSIM for CMAs (Census Metropolitan Areas), CAs (Census Agglomerations), Canada, provinces and territories. The tables are organized into these categories:

- Neighbourhood income and demographics
- Family characteristics
- Seniors’ characteristics
- Labour income profile
- Economic dependency profile
- Canadian savers
- Canadian investors
- Canadian investment income
- RRSP contributions
- RRSP room
- Canadian taxfilers
- Canadian capital gains

To find a list of these tables, please search CANSIM for 111*.

Custom Tables ($$)
User-defined custom tables can be created from the following:

- Family Income (Cat. number 13C0016)
- Seniors’ Data (Cat. number 89C0022)

Income of individuals:
- Neighbourhood Income and Demographics (Catalogue number 13C0015)
- Labour Income Profiles (71C0018)
- Economic Dependency Profiles (13C0017)

Charitable Donors:
- Charitable Donors (13C0014)

Investment income:
- Canadian Taxfilers (17C0010)
- Canadian Investment Income (17C0008)
- Canadian Investors (17C0007)
- Canadian Savers (17C0009)
- Canadian Capital Gains (17C0012)

Registered retirement savings plan contributions:
- RRSP Contributors (17C0006)
- RRSP Room (contribution limit) (17C0011)

To inquire about standard or custom tables, please contact statcan.westinfo-ouestinfo.statcan@canada.ca.

These are cost-recovery ($) products. CANSIM tables can be accessed through the Statistics Canada website.

Note: Migration estimates are also available as a standard table.
- Migration Table E (61C9956)

IMPORTANT:
Please read the Footnotes at the bottom of each CANSIM table, especially the last footnote.

In CANSIM tables, click on Related information at the top of each table. Look for Additional Information in this link.

Statistics Canada’s Postal CodeOM Conversion File (PCCF) is used to convert postal codes to standard geographic areas (Census Divisions, Census Metropolitan Areas, Census Agglomerations and Census Tracts).
Trade — Retail and Wholesale
The retail industry is primarily engaged in selling consumer goods and related services to the general public. Retailers come in all shapes and sizes, from large chain stores and car dealerships to small independent stores as well as catalogue and Internet retailers.

Wholesale traders are essentially involved in the middle of the trading process, linking manufacturers to the marketplace.

Statistics Canada provides statistical and analytical information on retail and wholesale sales by type (such as establishment and product) as well as providing financial information such as operating profits and expenses, profit margins, and cost of goods sold.

Tourism Data
Tourism indicators are related to travel and tourism consumption, such as implicit price indexes for tourism demand, as well as economic indicators for businesses involved in travel and tourism, such as Gross Domestic Product, revenues, expenses, and prices.

To find the list of CANSIM tables for these indicators, click on Tourism indicators. For a wider view of Travel and Tourism, including domestic and international travel, tourism employment and indicators, click on the Travel and Tourism subject under Browse by Subject on the Statistics Canada webpage.

Data on the sale of alcoholic beverages is found in the CANSIM series 183*.

For more information on retail and wholesale, at www.statcan.gc.ca, in Browse by Subject, find Retail and wholesale for retail sales by type of product, retail sales by type of store, and wholesale sales and inventories.

For Summary Tables on this topic, go to Tables by subject: Retail and wholesale. At the bottom of each of these summary tables, find the related CANSIM number. In CANSIM, it is possible to customize a table by adding or removing elements.
Labour Statistics

Labour Market Measures
- Labour Force Survey (LFS)
- Survey of Employment, Payrolls and Hours (SEPH)
- Employment Insurance Statistics (EIS)
- Job Vacancy Statistics (JVS)

Together these four surveys tell a more complete story of current labour market events.

The Labour Force Survey (LFS) focuses on its strengths: timely data on the labour market, including the unemployment rate and demographic analysis.

Survey of Employment, Payrolls and Hours (SEPH) reports, which come out later each month, show greater detail on non-farm industry employment and earnings.

Employment Insurance Statistics (EIS) provide substantial detail on recipients of EI regular benefits by detailed geography, by socio-demographics and by former occupation.

Job Vacancy Statistics (JVS) offer information on labour demand by reporting on the number of job vacancies by industry.

In CANSIM, search for these table prefixes:
- LFS - 279* (absence rates)
- - 282* (labour force survey estimates)
- SEPH - 281*
- EIS - 276*
- JVS - 284*

National Household Survey labour data

The 2011 National Household Survey (NHS) provides information on the labour market activities of the Canadian population aged 15 and over living in private households.

The survey excludes persons living in institutional collective dwellings such as hospitals, nursing homes and penitentiaries; Canadian citizens living in other countries and full-time members of the Canadian Forces stationed outside Canada. Also excluded are persons living in non-institutional collective dwellings such as work camps, hotels and motels, and student residences.

Labour data from the NHS can be divided into three groups:

- Labour force status data for the ‘reference week’ of Sunday May 1 to Saturday May 7, 2011 (for example, persons who were employed, unemployed, not in the labour force, unemployment rate, participation rate and employment rate).

- Job characteristics describing a person’s current position or the position of the longest duration since January 1, 2010 (for example, industry, occupation and class of worker).

- Data relating to work activity in the 2010 calendar year (for example, number of weeks worked and whether mostly full-time or mostly part-time).

Find the NHS labour data in the NHS Profiles and in the Data Tables. For more information, see the Labour Reference Guide, NHS, 2011.

Labour Productivity Measures

Productivity measures, inputs and outputs by industry in current and constant prices provide statistics on productivity growth and recent trends in productivity performance of industries in Canada.

Find labour productivity data in CANSIM series 383*.
Household Expenditure Data
The Survey of Household Spending (SHS) primarily collects detailed information on household expenditures. It also collects:

- information about the annual income of household members (from administrative data files)
- demographic characteristics of the household
- certain dwelling characteristics, e.g., type, age and tenure
- certain information on household equipment, e.g., electronics and communications equipment.

The survey is conducted annually in the 10 provinces and usually every other year in the territories. The data are collected on a continuous basis from January to December of the survey year, from a sample of households spread over twelve monthly collection cycles.

The SHS combines a questionnaire with recall periods based on the type of expenditure (1, 3 or 12 months, last payment, four weeks) and a daily expenditure diary that selected households complete for two weeks following the interview.

SHS data are used at Statistics Canada by the System of National Accounts, in particular as input to calculate the gross domestic product (GDP). The data also helps to update the proportions (weights) of the Consumer Price Index (CPI).

Household spending and savings
The Household spending and savings subtopic on the Statistics Canada website lists these data sources (not all content is from the SHS):

- Latest news releases in The Daily (33)
- Summary tables (10)
- Detailed tables from CANSIM (40)
- Publications (135)
- Information for analysts and researchers (67 studies, research papers and technical papers).

The Household Expenditures Research Paper Series, Catalogue number 62F0026M, includes links to the past and present user guides for the SHS.

Summary Tables
- Average household expenditure, by province
- Average household expenditures, by household type
- Average household food expenditure, by province
- Dwelling characteristics and household equipment, by province.

CANSIM Tables (To find list, search for 203*)
Table 203-0021 Survey of household spending (SHS), household spending, Canada, regions and provinces, annual (dollars), 2010 to 2014
Table 203-0022 SHS, household spending, Canada, regions and provinces, by household income quintile, annual (dollars), 2010 to 2014
Table 203-0023 SHS, household spending, by household type, annual (dollars), 2010 to 2014
Table 203-0024 SHS, household spending, by household tenure, annual (dollars), 2010 to 2014
Table 203-0025 SHS, household spending, by size of area of residence, annual (dollars), 2010 to 2014
Table 203-0026 SHS, household spending, by age of reference person, annual (dollars), 2010 to 2014
Table 203-0027 SHS, dwelling characteristics and household equipment at time of interview, Canada, regions and provinces, annual (number), 2010 to 2014
Table 203-0028 SHS, detailed food expenditures, Canada, regions and provinces, annual (dollars), 2010 to 2014
Table 203-0030 SHS, household spending, three territories and selected metropolitan areas, annual (Dollars), 2012
Table 203-0031 SHS, dwelling characteristics and household equipment as of December 31, three territories and selected metropolitan areas, annual, 2012
Table 380-0085 Detailed household final consumption expenditure, quarterly (dollars x 1,000,000), 1981 to 2016
Table 384-0041 Detailed household final consumption expenditure, provincial and territorial, annual (dollars x 1,000,000), 1981 to 2014
**CMHC (Canadian Mortgage and Housing Corporation) data**

This is non-Statistics Canada information. These tables cover such topics as:

- housing starts
- under construction and completions
- vacancy rates
- mortgage lending rate
- average rents.

To find the series, please search **CANSIM** for 027* (Not all table titles are shown below).

**Housing starts:**
Table 027-0001 CMHC, housing starts, under construction and completions in centres 10,000 and over, Canada, provinces, selected census metropolitan areas, monthly (Units), Jan 1948 to Jul 2016

Table 027-0006
Table 027-0008
Table 027-0009

Table 027-0034 CMHC, housing starts, by type of dwelling and market type in centres 10,000 and over, Canada, provinces, census metropolitan areas and large census agglomerations, monthly (Units), Jan 1948 to Jul 2016

Tables 027-0041 to 027-0042
Tables 027-0044 to 027-0046
Tables 027-0048 to 027-0059

**Vacancy rates:**
Table 027-0011 CMHC, vacancy rates, apartment structures of six units and over, privately initiated in census metropolitan areas, annual (Rate), 1971 to 2015

Table 027-0012 CMHC, vacancy rates, apartment structures of six units and over, privately initiated in urban centres of 50,000 and over, annual (Rate), 1974 to 2015

Table 027-0013 CMHC, vacancy rates, apartment structures of six units and over, privately initiated in urban centres of 10,000 to 49,999, annual (Rate), 1988 to 2015

Table 027-0035 CMHC, vacancy rates, row and apartment structures of three units and over, privately initiated in census metropolitan areas, weighted average, annual (Rate), 1992 to 2015

Tables 027-0036 to 027-0037

**Conventional mortgage lending rate:**
Table 027-0015 CMHC, conventional mortgage lending rate, 5-year term, monthly (Percent), Jan 1951 to Jul 2016

**Preliminary housing starts:**
Table 027-0018, CMHC housing starts, by type of dwelling and market type in centres 10,000 and over, Canada, provinces, census metropolitan areas and large census agglomerations, monthly (Units), Jun 1988 to Jul 2016

Table 027-0020

**Absorptions and unabsorbed inventory:**
Table 027-0038 CMHC, absorptions and unabsorbed inventory, newly completed dwellings, by type of dwelling unit in census metropolitan areas, monthly (Units), Jun 1988 to Jul 2016

Table 027-0039 CMHC, absorptions and unabsorbed inventory, newly completed dwellings, by type of dwelling unit in census agglomerations of 50,000 and over, monthly (Units), Jun 1988 to Jul 2016

**Average rents:**
Table 027-0040 CMHC, average rents for areas with a population of 10,000 and over, annual (Dollars), 1987 to 2015

**Housing under construction:**
Table 027-0043 CMHC, housing under construction in all centres 50,000 and over for Canada, provinces and selected census metropolitan areas, monthly (Units), Jun 1988 to Jul 2016

Table 027-0047 CMHC, housing under construction in all centres 10,000 and over for Canada, provinces and selected census metropolitan areas, quarterly (Units), 1962 to 2016

**Newly completed and unoccupied housing:**
Table 027-0060 CMHC, newly completed and unoccupied housing in selected census metropolitan areas and census agglomerations of 50,000 and over, monthly (Units), Jan 1992 to Jul 2016
Population Estimates
These estimates by age and sex are based on the most recent census counts adjusted for census net undercoverage and incompletely enumerated Indian reserves to which is added the estimated demographic growth.


*Annual Demographic Estimates: Subprovincial Areas*, Catalogue number 91-214-X presents annual estimates of population for census metropolitan areas (CMAs), economic regions (ERs) and census divisions (CDs).

Both publications also include estimates of the following components of population change: births, deaths, immigration, emigration, returning emigration, net temporary emigration, net non-permanent residents and inter-provincial migration.

Population and Demography
The *Population and Demography* section on the Statistics Canada website includes these subtopics:
- Population and demography (general)
- Births and deaths
- Mobility and migration
- Population aging
- Population changes
- Population estimates and projections
- All subtopics for Population and demography

Under each subtopic, there are links to the most recent releases in *The Daily*, Summary tables, CANSIM tables, publications, and more.

CANSIM Tables
To find the tables below, search for each table number in CANSIM. To find a list of all tables in the series, search for 051*.

CANSIM table 051-0001 Estimates of population, by age group and sex for July 1, Canada, provinces and territories, annual (Persons), 1971 to 2015

CANSIM Table 051-0004 Components of population growth, Canada, provinces and territories, annual (Persons), 1971/1972 to 2014/2015

CANSIM Table 051-0005 Estimates of population, Canada, provinces and territories, quarterly (Persons), Jan 1946 to Apr 2016

CANSIM Table 051-0011 International migrants, by age group and sex, Canada, provinces, and territories, annual (Persons), 1971/1972 to 2014/2015

CANSIM Table 051-0012 Interprovincial migrants, by age group and sex, Canada, provinces and territories, annual (Persons), 1971 to 2015

CANSIM Table 051-0041 Number of non-permanent residents, by age group and sex for July 1, Canada, provinces and territories, annual (Persons), 1971 to 2015

CANSIM Table 051-0056 Estimates of population by census metropolitan area, sex and age group for July 1, based on the Standard Geographical Classification (SGC) 2011, annual (Persons), 2001 to 2015

CANSIM Table 051-0059 Estimates of population by economic region, sex and age group for July 1, based on the Standard Geographical Classification (SGC) 2011, annual (Persons), 2001 to 2015

CANSIM Table 051-0062 Estimates of population by census division, sex and age group for July 1, based on the Standard Geographical Classification (SGC) 2011, annual (Persons), 2001 to 2015

Please contact statcan.westinfo-ouestinfo.statcan@canada.ca for CSD (Census Subdivision - municipal) estimates.

Demographic growth rate by age group between 1983 and 2013, Canada
Reference - Classification search tools

Classification Systems

North American Industry Classification System (NAICS) 2012

The North American Industry Classification System is a common industry classification system used by Canada, the USA and Mexico, and was first introduced in 1997 to support NAFTA.

NAICS divides the economy into twenty sectors. Industries within these sectors are grouped according to the production criterion. Four sectors are largely goods-producing and sixteen are entirely services-producing industries.

For more information, please see the 2012 NAICS Introduction. The classification structure is located at this link: North American Industry Classification System (NAICS) Canada 2012. In the structure, click on the code numbers to drill down to the Subsectors (3-digit), Industry groups (4-digit), Industries (5-digit), and in some cases, Canadian Industry (6-digit).

The 2-digit NAICS classification structure

<table>
<thead>
<tr>
<th>Code</th>
<th>Sector</th>
</tr>
</thead>
<tbody>
<tr>
<td>11</td>
<td>Agriculture, forestry, fishing and hunting</td>
</tr>
<tr>
<td>21</td>
<td>Mining, quarrying and oil and gas extraction</td>
</tr>
<tr>
<td>22</td>
<td>Utilities</td>
</tr>
<tr>
<td>23</td>
<td>Construction</td>
</tr>
<tr>
<td>31-33</td>
<td>Manufacturing</td>
</tr>
<tr>
<td>41</td>
<td>Wholesale trade</td>
</tr>
<tr>
<td>44-45</td>
<td>Retail trade</td>
</tr>
<tr>
<td>48-49</td>
<td>Transportation and warehousing</td>
</tr>
<tr>
<td>51</td>
<td>Information and cultural industries</td>
</tr>
<tr>
<td>52</td>
<td>Finance and insurance</td>
</tr>
<tr>
<td>53</td>
<td>Real estate and rental and leasing</td>
</tr>
<tr>
<td>54</td>
<td>Professional, scientific and technical services</td>
</tr>
<tr>
<td>55</td>
<td>Management of companies and enterprises</td>
</tr>
<tr>
<td>56</td>
<td>Administrative and support, waste management and remediation services</td>
</tr>
<tr>
<td>61</td>
<td>Educational services</td>
</tr>
<tr>
<td>62</td>
<td>Health care and social assistance</td>
</tr>
<tr>
<td>71</td>
<td>Arts, entertainment and recreation</td>
</tr>
<tr>
<td>72</td>
<td>Accommodation and food services</td>
</tr>
<tr>
<td>81</td>
<td>Other services (except public administration)</td>
</tr>
<tr>
<td>91</td>
<td>Public administration</td>
</tr>
</tbody>
</table>

2011 National Occupational Classification (NOC)


This revised edition eliminates the differences between the two former systems. The first use of the NOC 2011 was in the 2011 National Household Survey.

NOC Classification structure

<table>
<thead>
<tr>
<th>Code</th>
<th>Broad occupational category</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>Management occupations</td>
</tr>
<tr>
<td>1</td>
<td>Business, finance and administration occupations</td>
</tr>
<tr>
<td>2</td>
<td>Natural and applied sciences and related occupations</td>
</tr>
<tr>
<td>3</td>
<td>Health occupations</td>
</tr>
<tr>
<td>4</td>
<td>Occupations in education, law and social, community and government services</td>
</tr>
<tr>
<td>5</td>
<td>Occupations in art, culture, recreation and sport</td>
</tr>
<tr>
<td>6</td>
<td>Sales and service occupations</td>
</tr>
<tr>
<td>7</td>
<td>Trades, transport and equipment operators and related occupations</td>
</tr>
<tr>
<td>8</td>
<td>Natural resources, agriculture and related production occupations</td>
</tr>
<tr>
<td>9</td>
<td>Occupations in manufacturing and utilities</td>
</tr>
</tbody>
</table>

2011 Standard Geographical Classification (SGC)

The 2011 SGC consists of two parts, Volume I, the Classification, and Volume II, Reference Maps. It is Statistics Canada’s official classification for geographic areas in Canada.

Volume I describes the classification and related standard geographic areas and place names. It also explains the changes between the current census edition of the SGC and the previous census edition that impact directly upon the SGC, such as changes in name, type, or code, and indicates how the new and old codes relate to one another.

Volume II contains reference maps showing the locations, boundaries, names and codes of the standard geographic areas in the classification.
Population Data

2011 Census of Canada & 2011 National Household Survey

An overview
In 2011, Census data were collected on the 2A form, commonly known as the short form. The 2011 National Household Survey was introduced to collect the data previously recorded on the census 2B, or long form.

There are significant differences in the methodology used for the Census and the NHS. The Census was mandatory for all Canadian residents. The NHS was a voluntary sample survey.

For more details, please refer to the Census Reference Materials and the National Household Survey (NHS) Reference Products.

Content in the 2011 Profiles
2011 Census Profiles include data about:
- Population and dwelling counts
- Age and sex
- Marital status
- Family characteristics
- Household characteristics (census families, household size)
- Structural type of dwellings
- Language (official languages, mother tongue, home language(s))

2011 National Household Profiles include:
- Citizenship, immigration, generation status
- Visible minority, ethnic origin
- Religion
- Aboriginal population
- Language (non-official spoken, at work)
- Mobility and migration
- Education
- Labour force, occupation, industry, work activity, place of work, commuting
- Dwellings (repairs, age, rooms, bedrooms)
- Households (own/rent, condos, maintainers)
- Shelter costs
- Income (individuals, families, households)

2011 Census data products
- 2011 Census Profiles
- 2011 Census Topic-based Tabulations
- 2011 Census Highlight Tables
- 2011 Census Focus on Geography Series (for CSDs with 5,000+ population)
- Census Data Navigator
- Visual Census (CMAs only)
- Comparison Age Pyramids (CMAs/CAs only)

2011 National Household Survey (NHS) data products
- 2011 NHS Profile
- 2011 NHS Aboriginal Population Profile (Each municipality must have 250+ people with an Aboriginal identity before a profile is created)
- 2011 NHS Data Tables
- 2011 NHS Focus on Geography Series (for CSDs with 5,000+ population)

Profile availability (levels of geography)
Census Profiles are available for these geographic levels:
- Canada, Provinces, Territories
- Census Divisions (CD)
- Census Metropolitan Areas (CMA), Census Agglomerations (CA)
- Census Subdivisions (CSD - municipality)
- Economic Regions (ER)
- Federal Electoral Districts (FED)
- Designated Places (DPL)
- Population Centres (POPCTR)
- Census Tracts (CT)
- Dissemination Areas (DA)

NHS Profiles are available for:
- Canada, Provinces, Territories
- Census Divisions (CD)
- Census Metropolitan Areas (CMA), Census Agglomerations (CAs)
- Census Subdivisions (CSD - municipalities)
- Federal Electoral Districts (FED)
- Census Tracts (CT)
- Dissemination Areas (DA) ($ - cost recovery)

2011 Census Reference maps

The 2011 Reference maps provide valuable information at a number of geographic levels. These are located through the Census Geography screen.

Use the Standard Geographical Classification (SGC) reference maps for locating geographic areas and place names.

Census Tract & Dissemination Area Maps
Reference maps for Census Tracts and Dissemination Areas are used to identify the geographic codes necessary for finding the profiles for these smaller geographies.

See pages 15 and 16 for instructions.

Census Tracts and Dissemination Areas
- What’s the difference?

Census Tracts (CTs) usually have a population between 2,500 and 8,000, and are located in CMAs (Census Metropolitan Areas) and CAs (Census Agglomerations) with a population of 50,000 or more.

Dissemination Areas (DAs) have populations between 400 and 700. They cover all of Canada, and respect the boundaries of CSDs (Census Subdivisions - municipalities) and Census Tracts.

On the partial CT map (below), we can see the Census Tract numbers for the Stanley Park/West End area of Vancouver. On any CT map, click on any of the red CT numbers to drill down to the Dissemination Area maps (not shown).

An example of Census Tract 0019.00 (red boundary) with its Dissemination Areas (green boundaries)
Using geocodes to find a profile

Census Tract and Dissemination Area profiles: identifying the code numbers
To find the Census or NHS Profile for a Census Tract (CT), take note of the three-digit CMA or CA ID number. This is found on the Census Tract Reference Map in the top right corner and will look similar to this:

![Census Tract Reference Map](image)

Put the CMA/CA number together with the Census Tract number as in: **933 0019.00**.

To find a Dissemination Area (DA) profile, use the 2-digit Province code instead of the CMA/CA code. Each Dissemination Area has a six-digit number, always shown in green (see map below). To find a DA profile, you will type in a number similar to this one: **59 150695**, where 59 is the province code for BC, and 150695 is the DA number found on the map.

Finding a Census or NHS Profile

Note:
- Census profiles are available online for Census Tracts and Dissemination Areas.
- NHS profiles are available online for Census Tracts only (not Dissemination Areas).

When you have a Census Tract or Dissemination Area geocode, go to the 2011 Census Profile screen or the 2011 NHS Profile screen. If you will be searching for both the Census and the NHS Profiles for a single Census Tract, you can skip a step by searching first for the 2011 NHS Profile.

The search screens look like this:

![Search screen](image)

Click on Geographic code, type in a code and then Search. This example is the CT code.

![Search screen](image)

This will bring up the selected profile.

If you have searched for an NHS profile, at the top of the screen will be links to both the NHS and Census profiles. You can toggle back and forth between the profiles.

![NHS Profile](image)

To download a list of all your municipal CTs or DAs, use GeoSuite (see pages 17 and 18).
**2011 GeoSuite**

**2011 GeoSuite**  
*GeoSuite* is a free geography product that supports the use of census data. It enables the user to explore the links between all standard levels of geography and to identify geographic codes, names, unique identifiers, and, where applicable, types, as well as land area and population and dwelling counts.

It can provide a list of Dissemination Areas or Census Tracts associated with any Census Subdivision (municipality).

GeoSuite must be downloaded before using.

---

**Finding all of the Dissemination Area (DA) geocodes for a municipality**  
Open GeoSuite and choose the language. At the Main Menu, choose Name Search. Type in the name of the desired municipality, and if there are duplicates, scroll up or down until you find **CSD** as the Level. Click on that line.

Step 4 will provide a list of the DAs in the municipality (CSD), plus the population counts and the number of dwellings.

Click Next. At Step 2, click on the radio button for Dissemination Areas. Next.

At Step 3, move **DAuid** (DA unique identifier) to the box on the right. Also move **DApop2011** (DA population counts) and **DATdwell2011** (DA total private dwellings) to the box on the right. Click Next.

Print, or export as text (.txt) file.
Finding all of the Census Tract (CT) codes for a municipality

The process for CTs is different from the DA process because there is no natural link between Census Subdivisions (municipalities) and Census Tracts. Census Tracts are portions of Census Metropolitan Areas, whereas Census Subdivisions are created from Census Divisions (Regional districts). A diagram (Appendix B) from the Geography Catalogue helps to explain these relationships.

However, by using GeoSuite to create a report, we can find a list of the CTs in a municipality which is part of a CMA or CA.

Open GeoSuite and choose the language. At the Main Menu, choose Reports. At the next screen, choose "CSD: CT Reference list", then "Select Area".

GeoSuite CSD:CT Reference list for Saskatoon

<table>
<thead>
<tr>
<th>Census Subdivision: Census Tract Reference List</th>
<th>Subdivision de recensement: Liste de référence des secteurs de recensement</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>066 Saskatoon</strong></td>
<td></td>
</tr>
<tr>
<td>SGC: 4711066</td>
<td>CSD Type: CY</td>
</tr>
<tr>
<td>CMA/CA: 725</td>
<td>Saskatoon</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td><strong># of CTs in the CSD / # de SRs dans la SDR:</strong></td>
<td>49</td>
</tr>
<tr>
<td><strong># of complete CTs in the CSD / # complet de SRs dans la SDR:</strong></td>
<td>48</td>
</tr>
<tr>
<td><strong># of partial CTs in the CSD / # partiel de SRs dans la SDR:</strong></td>
<td>1</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>CT Name / Nom de SR</td>
<td>CT (1) / SR (1)</td>
</tr>
<tr>
<td>Complete CTs / SRs Complet</td>
<td>Total # of DAs in the CT / Total # de ADs dans SR</td>
</tr>
<tr>
<td>0000.00</td>
<td>2041 / 10</td>
</tr>
<tr>
<td>0000.01</td>
<td>2794 / 5</td>
</tr>
<tr>
<td>0000.02</td>
<td>2795 / 9</td>
</tr>
<tr>
<td>0000.03</td>
<td>2043 / 10</td>
</tr>
<tr>
<td>Partial CTs / SRs Partiel</td>
<td># of DAs in the CT and the CSD / # de ADs dans SR et SDR</td>
</tr>
<tr>
<td>0100.01</td>
<td>1425 / 9</td>
</tr>
<tr>
<td>Other CSDs Partial CTs/ SR Partiels et autre(s) SDR</td>
<td></td>
</tr>
<tr>
<td>0100.01</td>
<td>1425 / 9</td>
</tr>
</tbody>
</table>

The summary provides the numbers of complete and partial Census Tracts in Saskatoon. More information about the partial CT is found at the bottom of the report.

This section lists the CTs in numerical order. The screen capture only shows part of the entire list.

Here, at the bottom of the report, we see that CT 0100.01 is located partly in Saskatoon and partly in Corman Park No. 344.
CANSIM Database

CANSIM — Canadian Socio-economic Information Management system

CANSIM is Statistics Canada’s key socioeconomic database. Updated daily, it provides fast and easy access to a large range of the latest statistics available in Canada.

In the database, tables are sorted into twenty-four sections. Each section includes a unique series of tables; each series begins with its own three-digit prefix. For instance, most Agriculture tables begin with 001, 002, 003 or 004.

- The CANSIM Table Directory lists tables by subject, in numerical order. Find the directory in the About CANSIM link.

- When a table is first opened, the data shown are an initial view of what is available. Click on [Add/Remove data] at the top of the screen to select geographies, variables, time periods and output choice(s).

- When there is a long list of items to choose from, look for the Expand link on the right side of the screen. This will open the entire list of items. Use Collapse to close the list.

Searching in CANSIM:

- Search terms will be highlighted in yellow if the term(s) appear in the title of the table.

- To find related tables, search using the first three digits of the table plus an asterisk, as in 001*. This will find all of the tables with the same prefix.

Read the metadata:

- Be sure to read the notes at the end of any table. These are key to understanding the data.

- Similarly, look at Related Information at the top of every table. This will provide links to more data, related publications and information about the survey.

- Terminated tables are clearly marked with *Terminated* in the table titles. Time series are terminated if the data are no longer being updated, or if the methodology has changed so that the old and new data are not comparable. Often, a new table will replace one that has been terminated.
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Note of appreciation
Canada owes the success of its statistical system to a long-standing partnership between Statistics Canada, the citizens of Canada, its businesses, governments and other institutions. Accurate and timely statistical information could not be produced without their continued co-operation and goodwill.

Note de reconnaissance
Le succès du système statistique du Canada repose sur un partenariat bien établi entre Statistique Canada et la population, les entreprises, les administrations canadiennes et les autres organismes. Sans cette collaboration et cette bonne volonté, il serait impossible de produire des statistiques précises et actuelles.