Using Census data to Enrich Alberta Non-profits

Delivering insight through data for a better Canada

Agenda

- About Us
- About 2021 Census and release schedule
- New Content and Changes to the 2021 Census
- Methodology
- How Census data are used
- Overview of 2021 Census of Population Products and Services
- Finding 2021 Census data on Statistics Canada website
- Activity

The national statistical agency of Canada

Mission: Serving Canadians with high-quality statistical information that matters

Recognized as one of the world's leading statistical agencies

Over 450 active surveys in the field

Trusted source of information – accurate, objective, and unbiased

Free information available on the website

About Us

Statistics Canada Statistique Canada

2021 CENSUS

Canada

2021 Census Release Dates

February 9, 2022 – Released!
- Population and dwelling counts

April 27, 2022 – Released!
- Age
- Sex at birth and gender
- Type of dwelling

July 13, 2022 – Released!
- Families, households and marital status
- Canadian military experience
- Income

August 17, 2022 – Released!
- Language

September 21, 2022 – Released!
- Indigenous peoples
- Housing

October 26, 2022
- Immigration, place of birth, and citizenship
- Ethnocultural and religious diversity
- Mobility and migration

November 30, 2022
- Education
- Labour
- Language of work
- Commuting
- Instruction in the official minority language

Coming soon!

[Release plans - 2021 Census dissemination planning (statcan.gc.ca)]

Selected Census Milestones

1666 Census

3,215 people

First census in New France, conducted by Jean Talon

1871 Census

3.463M people

First **decennial Census,** as required by the Constitution Act of 1867

1906 Census

6.097M people

Quinquennial Census in the Prairies Provinces

1941 Census

11.507M people

Sampling was used for questions on dwellings

1951 Census

14.009M people

Sampling was used for questions on dwellings

1956 Census

16.110M people

First **nation-wide quinquennial** census

1971 Census

21.720M people

First **self-enumeration** census

2006 Census

32.623M people

Canadians can complete their census over the **internet**

2021 Census

36.992M people

Census conducted under **SARS-CoV-2 pandemic** restrictions

Collection response rates, Canada, provinces and territories, 2021

Geography	Overall	Long form	Internet	Self-response
Canada	98.0	97.4	84.1	88.1
Newfoundland and Labrador	98.6	98.2	80.2	83.6
Prince Edward Island	98.7	98.6	79.0	84.2
Nova Scotia	98.5	98.1	81.9	87.1
New Brunswick	98.2	97.8	80.3	87.1
Quebec	98.1	97.5	84.2	89.4
Ontario	98.3	97.8	85.8	89.6
Manitoba	97.8	96.9	79.6	84.7
Saskatchewan	97.4	96.2	77.8	82.3
Alberta	97.1	96.5	81.8	84.3
British Columbia	97.9	97.1	85.7	88.7
Yukon	97.0	94.8	71.5	73.7
Northwest Territories	93.7	91.7	56.0	56.7
Nunavut	90.1	90.3	26.5	26.5

Source: *https://www12.statcan.gc.ca/census-recensement/2021/ref/response-rates-eng.cfm?utm_source=twt&utm_medium=smo&utm_campaign=statcan-2021census-diss-thankyou-en*

Census of Population

Provides a comprehensive collection of demographic, social, and economic conditions of the population of Canada

Conducted every five years

Key source for small geographical area data

Source of data for specific target populations such as lone-parent families, Indigenous peoples, immigrants, seniors and language groups

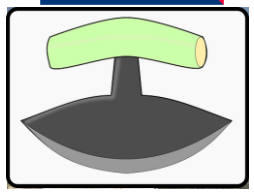
New Content and Changes to the 2021 Census

Gender

Instruction in the official minority language

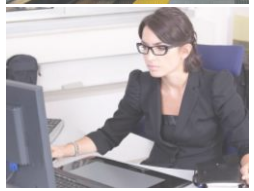
Canadian military experience

Membership in a Métis organization or Settlement



Enrolment under, or beneficiary of, an Inuit land claims agreement

Multiple modes of commuting



Main reason for not working the full year

Main reason for working mostly part time

Shelter costs

Methodology

Census Process and Procedures

Information collected by Statistics Canada is kept strictly **confidential**

By law, response to the census is mandatory

Statistics Canada employees are sworn to secrecy under the Statistics Act

Respondents name, address and telephone number are not entered in Statistics Canada's production database

Confidentiality is key!

Census Method

De jure census method

"Usual place of residence" as a means of ensuring that residents are counted once and only once. Counts the population at their usual or most common place of residence

De facto method

- Counts the population at the address they are found on census day

Data were **collected directly**, except:

- Income data
- Selected immigration variables

Data Collection

January 1, 2021

Geographic reference date

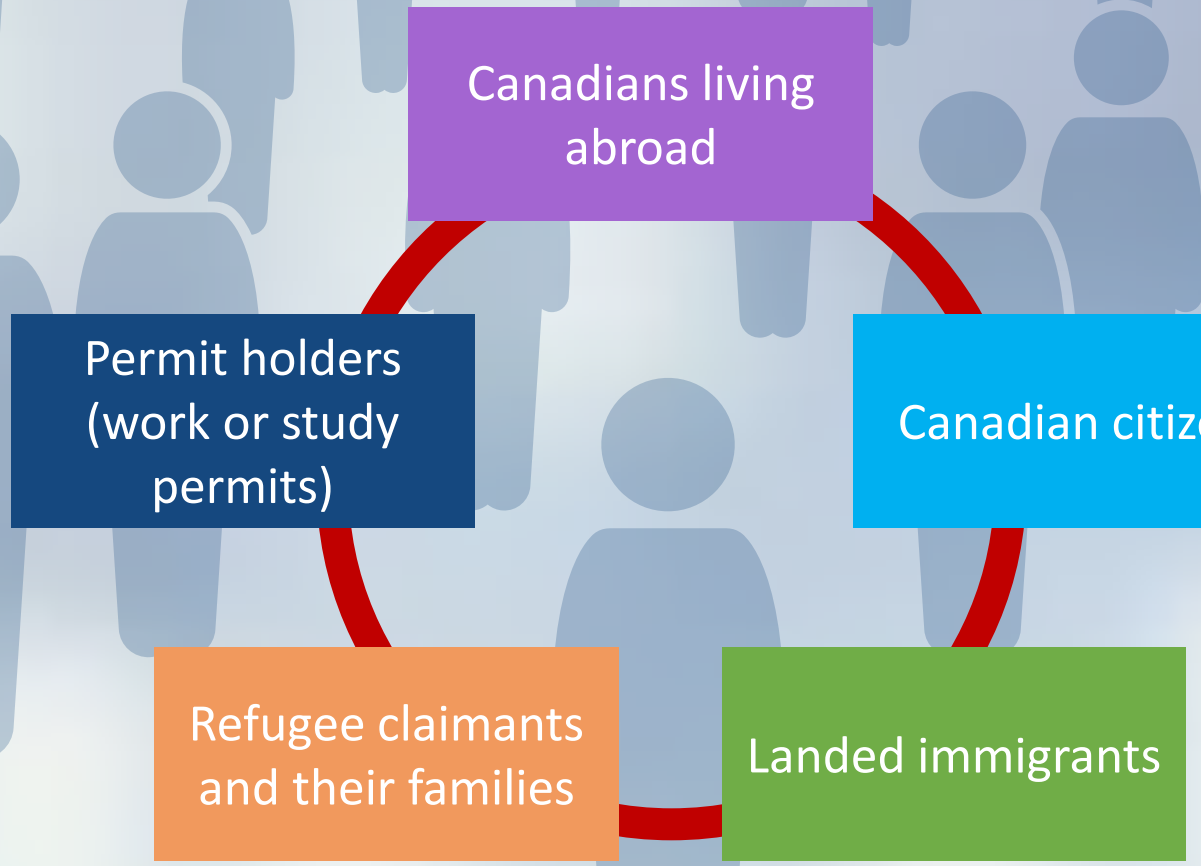
May 11, 2021

Reference date

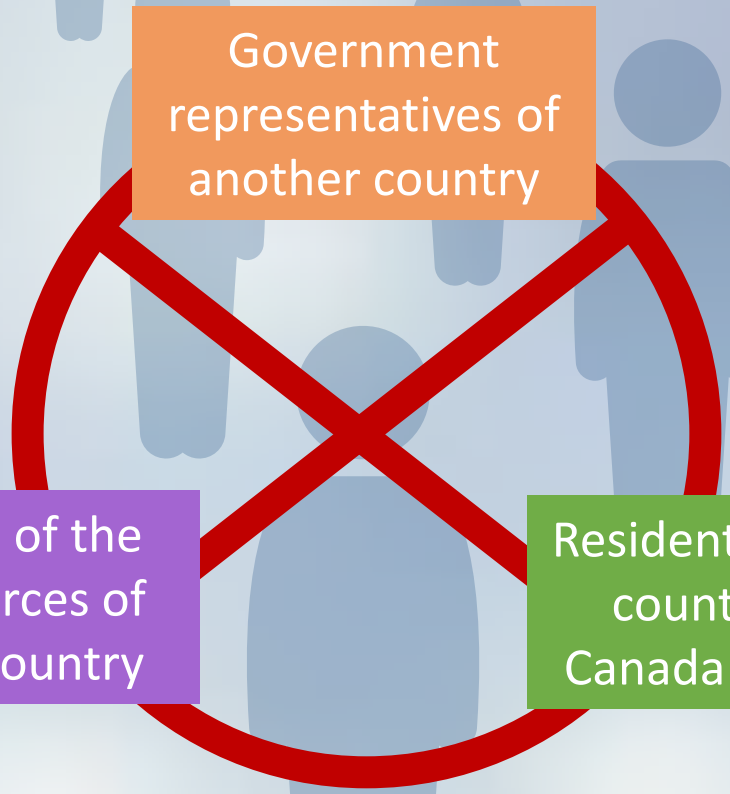
May 3 – September 24, 2021

Data collection period

Target Population of Census



Who is excluded from the Census?



Government representatives of another country

Members of the Armed Forces of another country

Residents of another country visiting Canada temporarily

How are Census data used?

To understand your community

- Age and demographic profile
- Household/Family composition & characteristics
- Socio-economic profile
- Ethnocultural diversity

How are Census data used?

…Because of the breadth of the census, we'll be able to better understand what's happening not just in Canada as a whole, but also from region to region, and from one group to another.

Video

https://www.statcan.gc.ca/en/sc/video/2021-census-partners-using-our-data

Census in the media

Despite pandemic, Canada's population grows at fastest rate in G7: census | CBC News

"'Despite the pandemic, Canada remains the fastest-growing country in the G7, thanks in large part to immigration, according to 2021 census data released Wednesday.

The newly released census numbers put Canada's population at 36,991,981 in the spring of last year, with close to 27.3 million Canadians living in one of Canada's 41 large urban centres.

There are approximately 1.8 million more people living in Canada than there were five years ago, a growth rate of 5.2 per cent between 2016 and 2021....."

Urban vs. rural growth rates

"…. Resort areas such as Squamish, B.C., Canmore, Alta. and the Ontario towns of Wasaga Beach and Collingwood were among the fastest growing towns in Canada…."

Source: https://www.cbc.ca/news/politics/census-2021-release-population-cities-1.6344179

Census in the media

"...The North's population continues to skew younger than the country as a whole with millennials now outnumbering baby boomers in all three territories, and Generation Z dominating in Nunavut, according to new census figures released on Wednesday.

"What we're generally seeing is a continuation of trends that have been going on for a while...[The territories] have some of the youngest populations in Canada."

According to 2016 census data, boomers then still made up the largest generational group in Yukon. By 2021, millennials had edged them out to become the larger group.
It means that all three territories are now out of sync with Canada as a whole when it comes to demographics. Nationally, boomers — people now aged 56 to 75 — continue to be the largest generational cohort even as their numbers decline due to mortality...."

Move over Boomer: Millennials, Gen Z dominate in the territories, StatsCan says | CBC News

Source: https://www.cbc.ca/news/canada/north/census-2021-demographic-data-north-population-1.6432896

Use Census data to understand **your community**

Population counts

Census Metropolitan Area (CMA), Edmonton & Calgary
2021 Census

Alberta

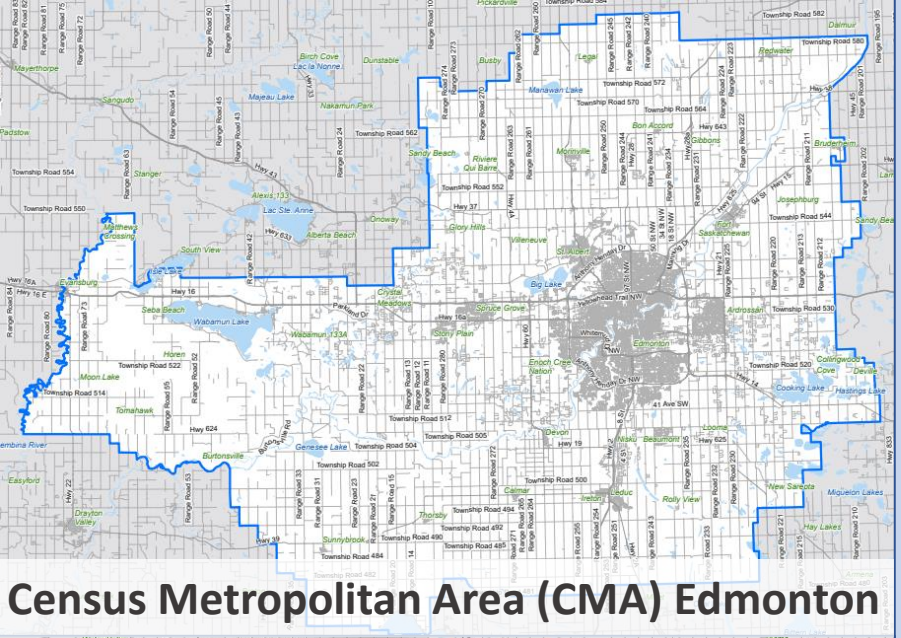
4,262,635

Edmonton CMA

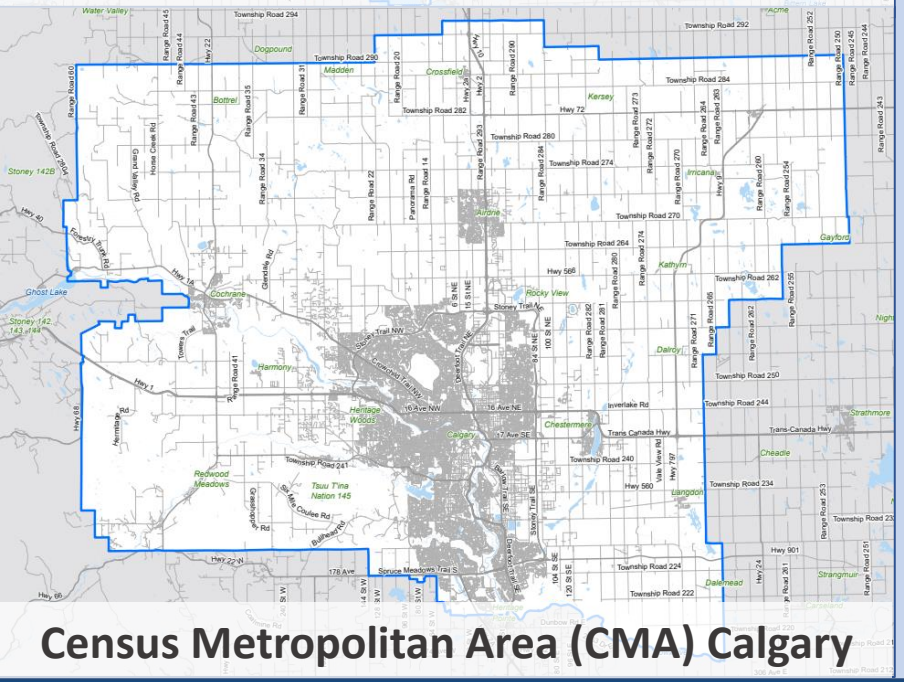
1,418,118

Calgary CMA

1,481,806

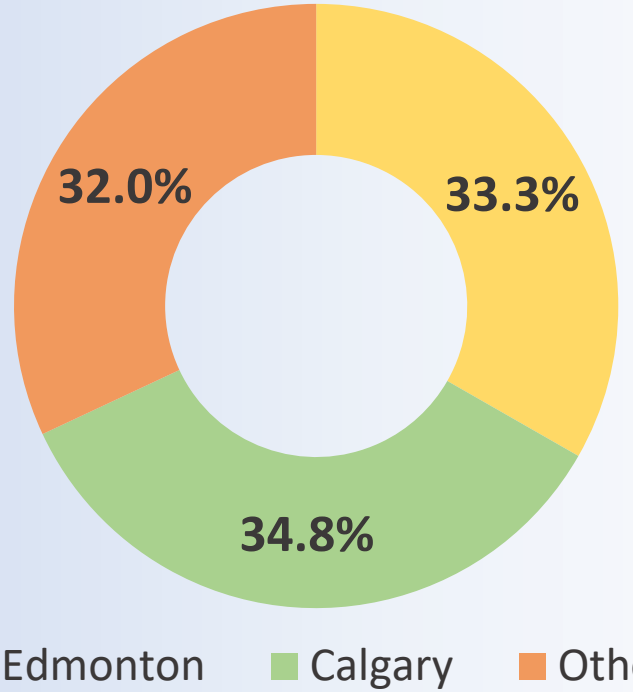


Census Metropolitan Area (CMA) Edmonton



Census Metropolitan Area (CMA) Calgary

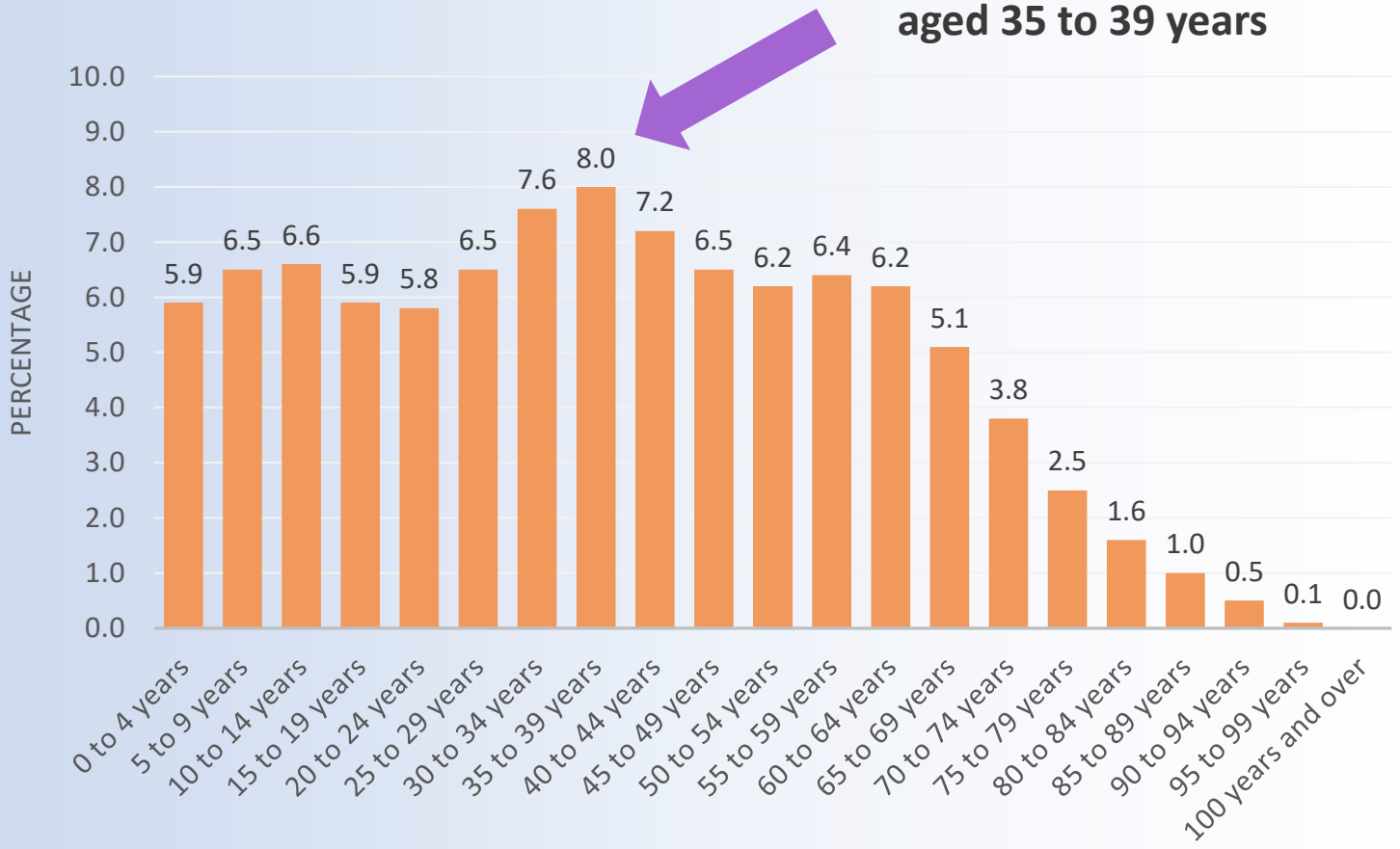
About **68% of the Alberta population** lived in the Census Metropolitan Areas of Edmonton and Calgary, as of the 2021 Census

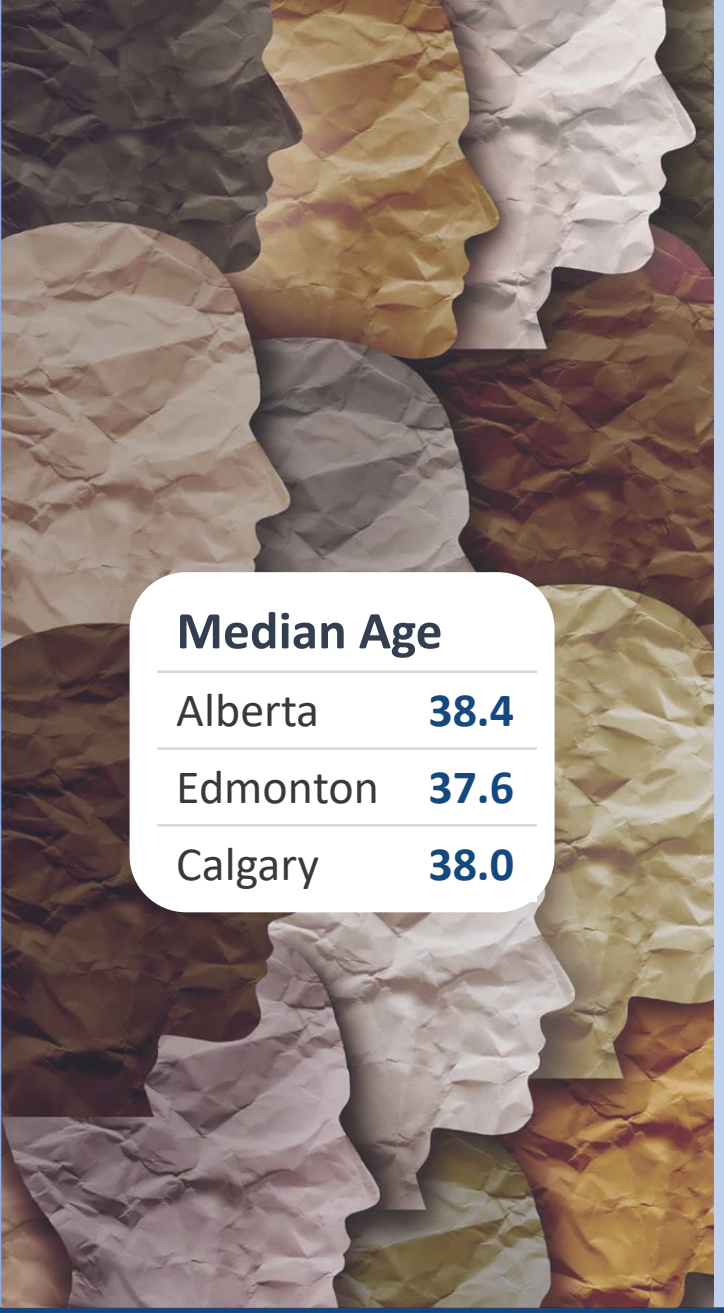


Age distribution (%)

Alberta
2021 Census

In 2021, about 8% of the population in Alberta were **aged 35 to 39 years**



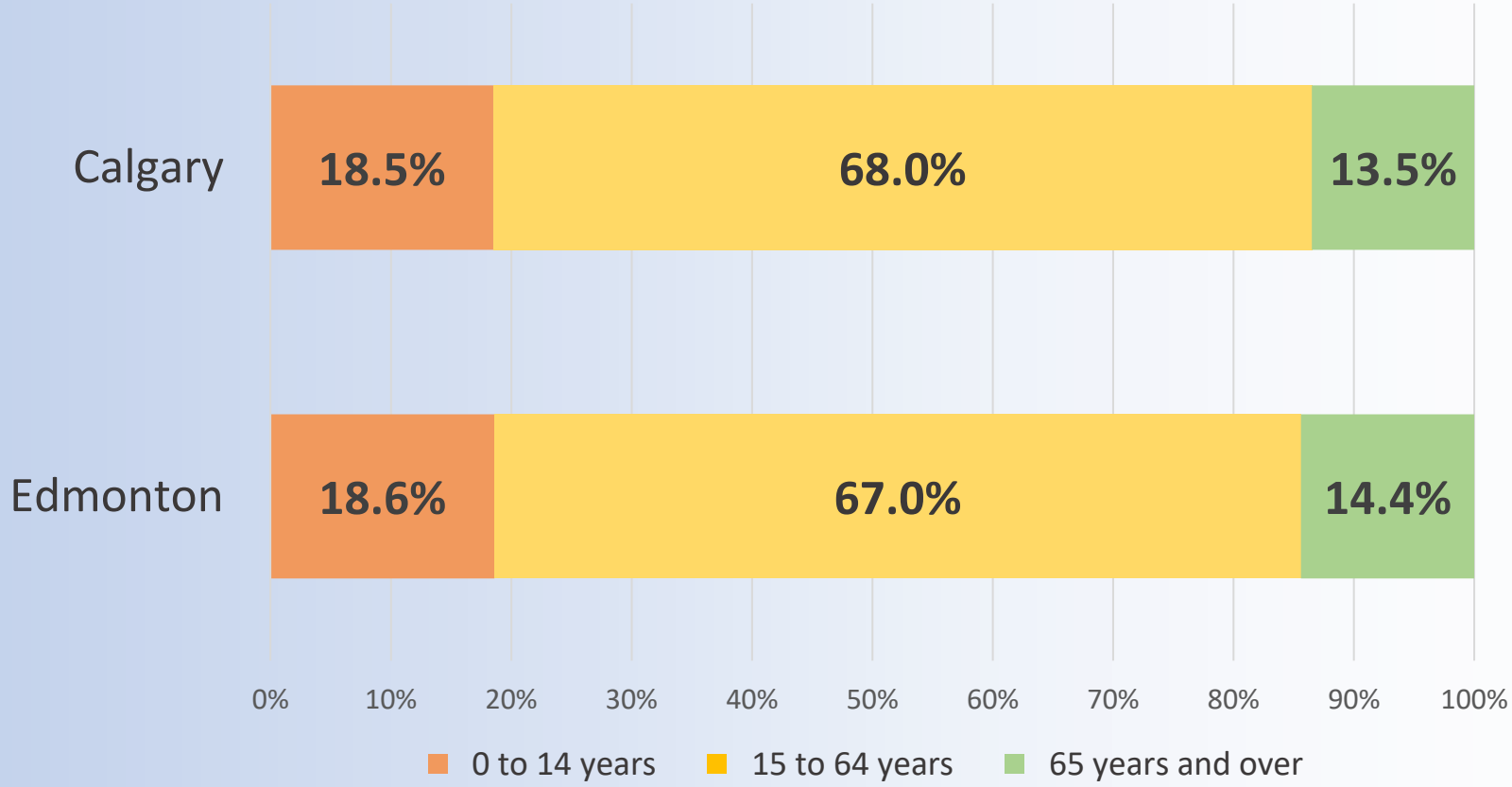


Median Age	
Alberta	38.4
Edmonton	37.6
Calgary	38.0

Distribution (%) of the population by broad age groups

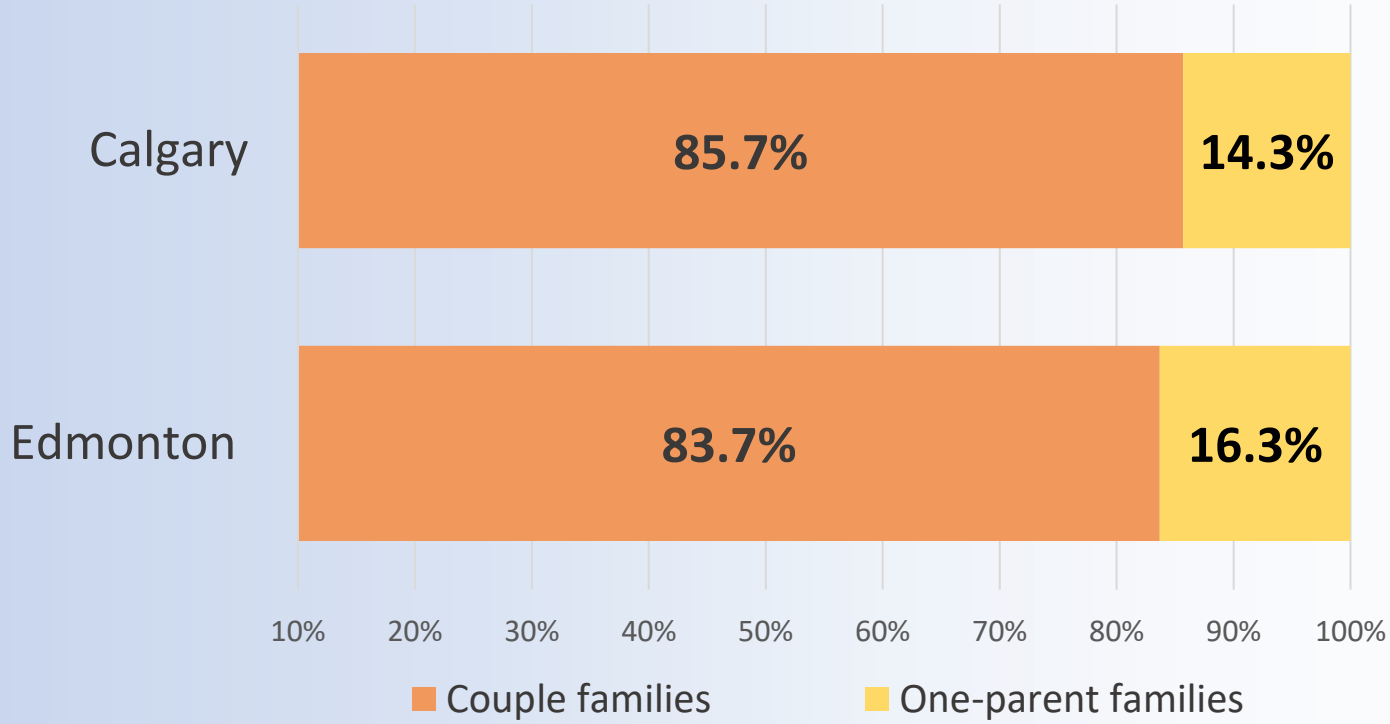
Census Metropolitan Area (CMA), Edmonton & Calgary

2021 Census



Proportion of couple families & single parent families

Census Metropolitan Area (CMA), Edmonton & Calgary
2021 Census

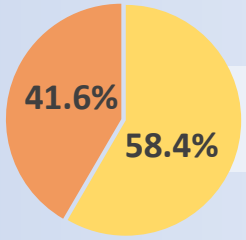


In Edmonton and Calgary, there were a **higher proportion of married couple families with children** than common-law couple families in 2021

Family composition of couple families

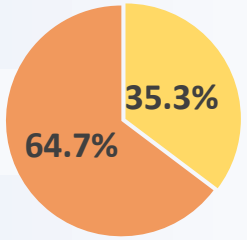
Census Metropolitan Area (CMA), Edmonton & Calgary 2021 Census

Married couples

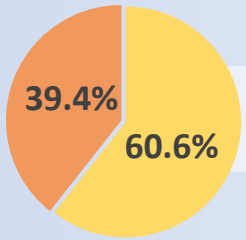


Edmonton

Common-law couples

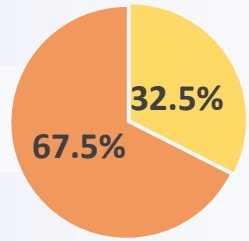


Married couples



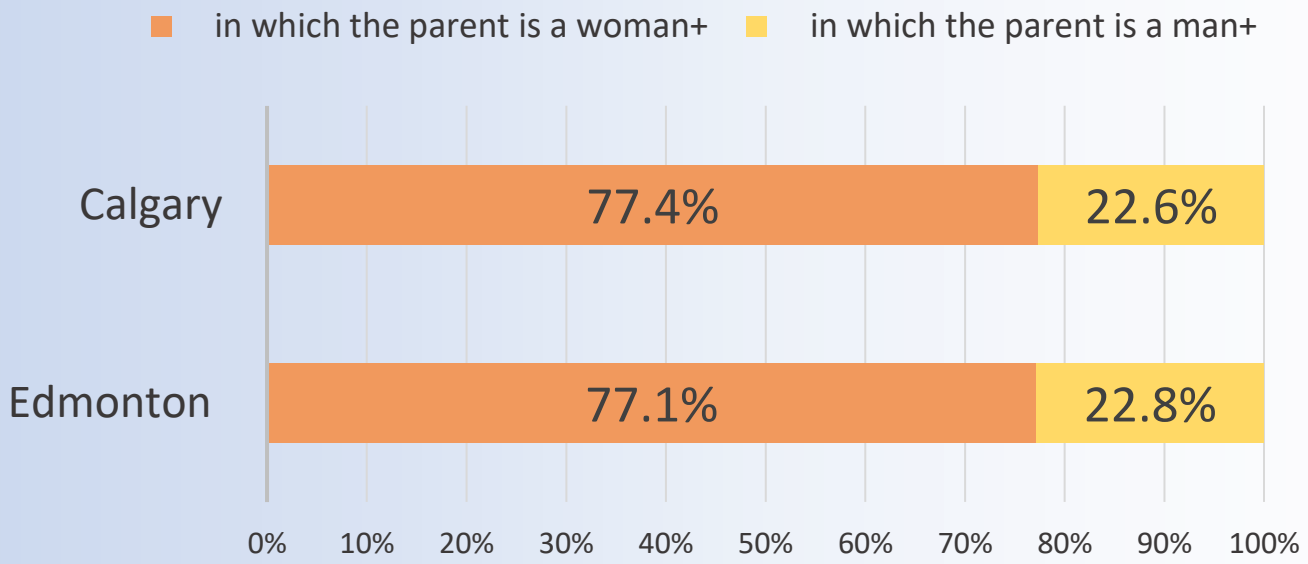
Calgary

Common-law couples



Single parent family characteristics

Census Metropolitan Area (CMA), Edmonton & Calgary
2021 Census



Women+ make up over **three-quarters of one-parent families** in the Edmonton and Calgary CMA's

Top 5 non-official languages spoken at home

Census Metropolitan Area (CMA), Edmonton & Calgary
2021 Census

Languages	Calgary	
	Language spoken most often at home	Language spoken regularly at home
Punjabi (Panjabi)	48,750	12,160
Tagalog (Pilipino, Filipino)	40,680	19,040
Spanish	23,945	14,195
Mandarin	27,235	10,100
Yue (Cantonese)	25,500	9,900

Languages	Edmonton	
	Language spoken most often at home	Language spoken regularly at home
Tagalog (Pilipino, Filipino)	37,435	17,595
Punjabi (Panjabi)	39,155	9,090
Arabic	18,185	10,830
Mandarin	17,035	7,265
Hindi	8,975	15,185

Median total household income(2020) by household type

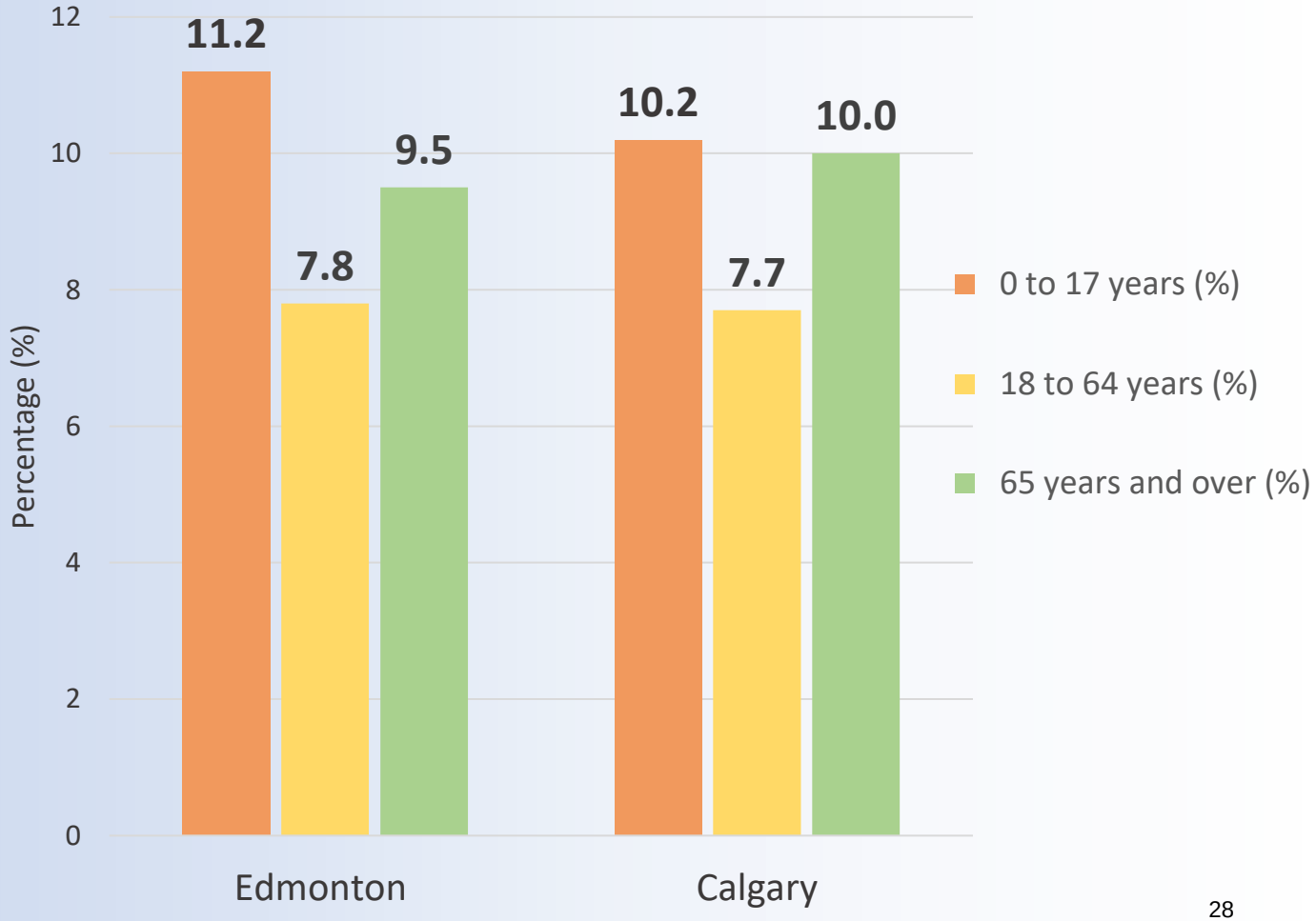
Census Metropolitan Area (CMA), Edmonton & Calgary
2021 Census

	Edmonton	Calgary
	Median household total income (2020)	
One couple, with or without children in their census family	$125,000	$128,000
Without children	$107,000	$109,000
With children	$139,000	$143,000
One one-parent census family	$72,000	$73,500
With a parent that is a man+	$87,000	$87,000
With a parent that is a woman+	$68,500	$70,500

Prevalence of low income based on the Low-income measure, after tax (LIM-AT) (%)

Census Metropolitan Area (CMA), Edmonton & Calgary
2021 Census

	Edmonton	Calgary
Prevalence of low income based on the Low-income measure, after tax (LIM-AT) (%)	8.8%	8.6%



Overview of 2021 Census of Population Products and Services

Data Products

- Data tables
- Key indicators
- Highlight tables
- Census profile
- Age pyramids
- Income Explorer
- Focus on Geography Series
- Census Program Data Viewer
- Data visualizations
- Indigenous Population Profile
- Profile of Official Language Communities
- Public use microdata files

Analytical Products

- The Daily
- Census in Brief
- Insights on Canadian Society
- Infographics
- Videos
- Thematic maps

Reference Products

- Guide to the Census of Population
- Census Dictionary
- Reference guides
- Technical reports
- Concept videos

Geography Products

Reference documents

- Illustrated Glossary
- Geography Catalogue
- Reference guides
- Working papers
- Interim List of Municipal Boundaries, Status, and Names

Maps

- Reference maps
- Thematic maps
- GeoSearch

Spatial information products

- Cartographic boundary files
- Digital boundary files
- Road network files
- Dissemination Geographies Relationship File

Attribute information products

- Geographic Attribute File
- GeoSuite
- Correspondence Files

Custom Services

Custom data services

- Census custom tabulations
- Semi-custom services
  - Semi-custom profiles
  - Target group profiles
  - Semi-custom cross tabulations

Custom geography services

- Custom area creation
- Custom product creation
- Custom map creation
- Print-on-demand

Webinars

Monthly Census e-mail

Geography & Confidentiality

We will focus on the different levels of geography from provinces and territories down to blocks available through the Census

You will also learn about confidentiality and the census

Census Concepts and Variables

We will explore the Census data concepts and variables

You will learn about the reference materials available and how to access highlight tables and data profiles.

Data products & Analyses

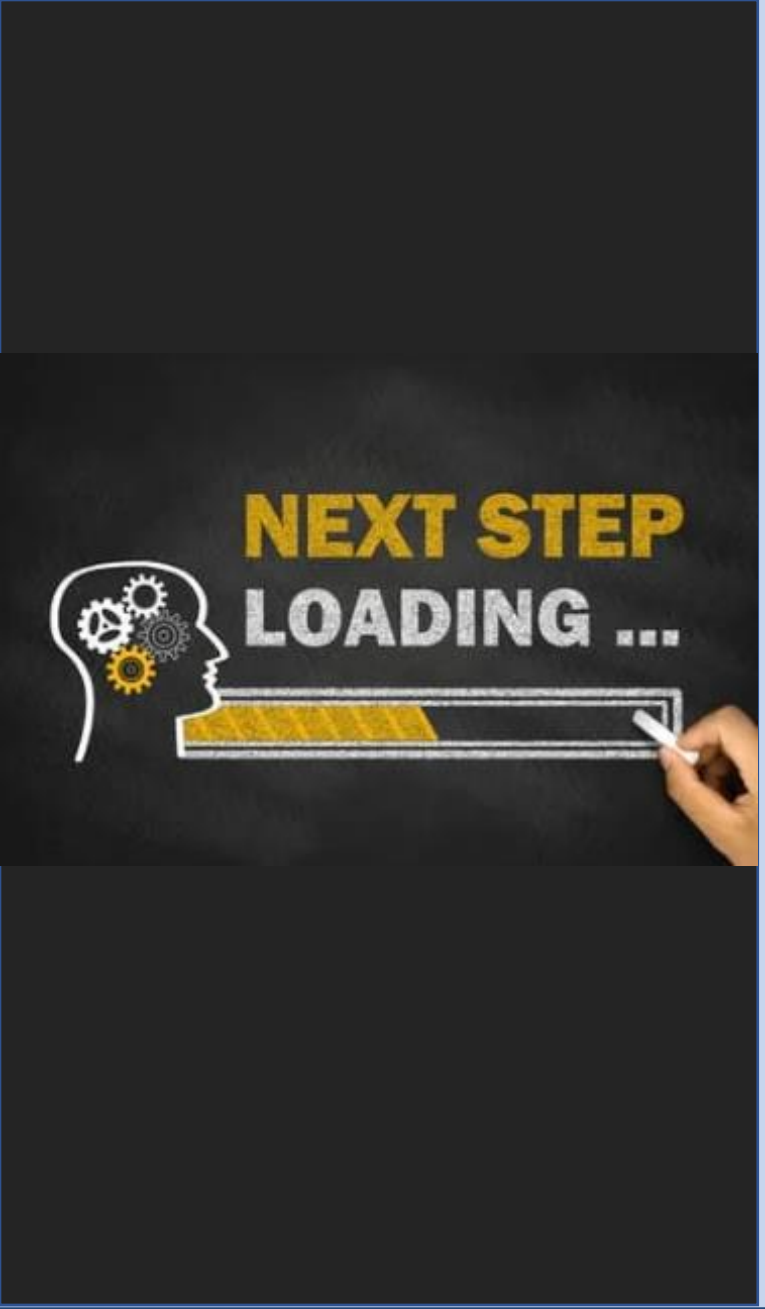
We will introduce the multi-variable cross tabulations available on the StatCan website

You will also learn how to use the Beyond 2020 data browser to view and manipulate data tables.

Topics selected by Participants

We will cover topics that you identify as relevant to your interests and data needs

For example, we can help you with historical comparisons or how to create a Census profile

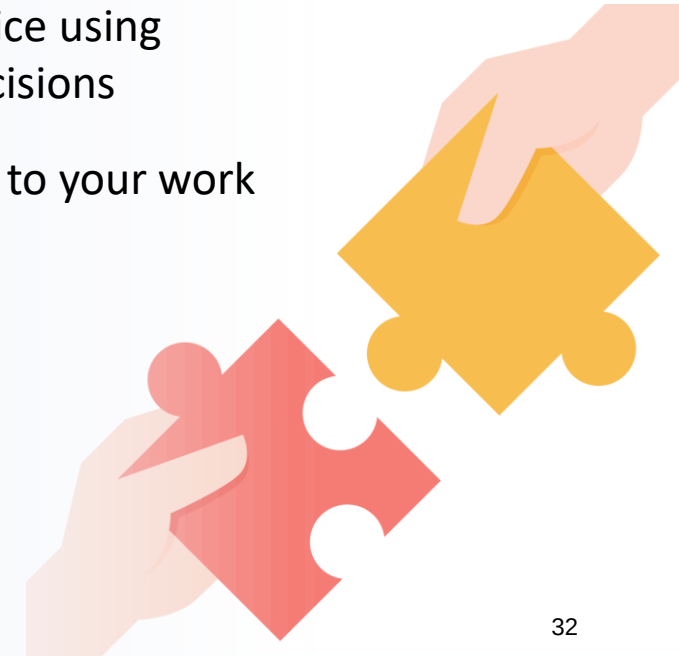


Summary & Exercises

In this final session, you will apply everything you have learned

You will collaborate with other participants to practice using Census data to make informed, evidence–based decisions

We will focus on topics that you identify as relevant to your work



Finding 2021 Census data on Statistics Canada Website

www.statcan.gc.ca

Website: Census Data

Activity

- Access the 2016 or 2021 Census profile
- Select a municipality of interest (e.g. City of Edmonton)
- Review the data available in the profile(s) and identify:
    1) What data would be **useful** for the work that you do?
    2) What data is **missing** that would be useful for the work that you do?

CONTACT US

Toll-free: 1-800-263-1136
Email: infostats@statcan.gc.ca

Thank-you!

Questions?

Helpful links

Release plans - 2021 Census dissemination planning (statcan.gc.ca)

2021 Census of Population – Data products (statcan.gc.ca)

Census Profile, 2021 Census of Population (statcan.gc.ca)

Select from a list of geographies - Alberta (statcan.gc.ca)

Focus on Geography Series (statcan.gc.ca)

GeoSearch (statcan.gc.ca)

Census Program Data Viewer (statcan.gc.ca)

Data tables, 2021 Census of Population (statcan.gc.ca)

2021 Census of Population - Analytical products (statcan.gc.ca)

Dictionary, Census of Population, 2021 (statcan.gc.ca)

Reference materials, 2021 Census (statcan.gc.ca)