

Using Census data to Enrich Alberta Non-profits

Introduction



Delivering insight through data for a better Canada



Statistics
Canada

Statistique
Canada

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

[Link: Results and documentation of surveys and statistical programs \(statcan.gc.ca\)](https://statcan.gc.ca)

ABOUT US



2021 CENSUS



2021 CENSUS RELEASE DATES

February 9, 2022

Population and dwelling counts

April 27, 2022

Age

Sex at birth and gender

Type of dwelling

July 13, 2022

Families, households and marital status

Canadian military experience

Income

August 17, 2022

Language

September 21, 2022

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

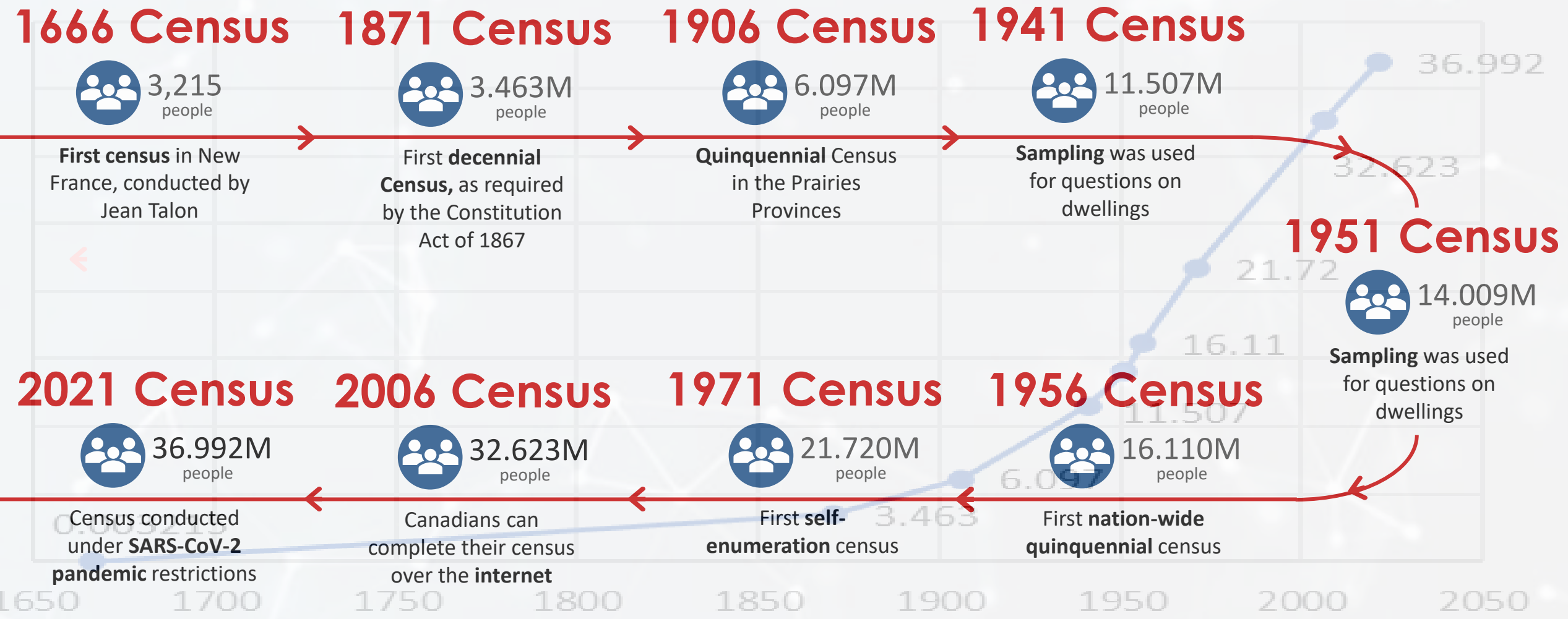
Commuting

Instruction in the official minority language

[Release plans - 2021 Census dissemination planning \(statcan.gc.ca\)](https://www150.statcan.gc.ca/n1/pub/92-629-x/2021001/article/00001-eng.htm)

SELECTED CENSUS MILESTONES

Population



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=twf&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



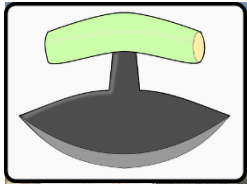
Instruction in the official minority language



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

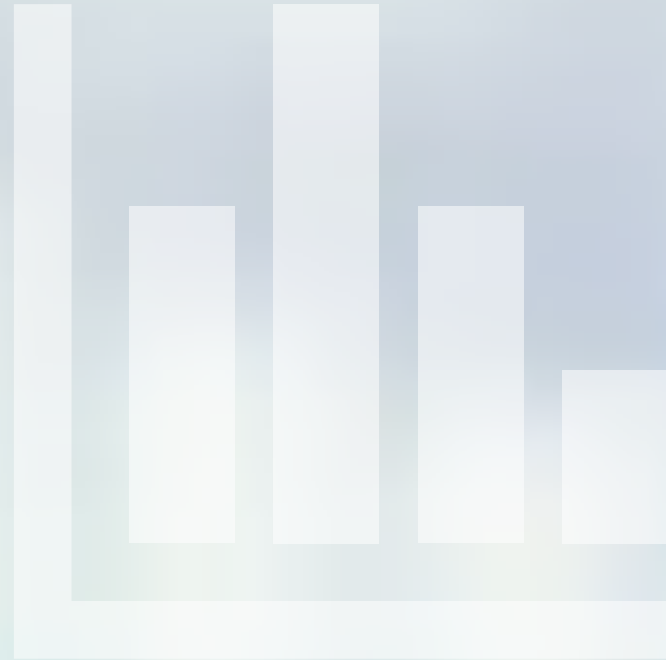
“Usual place of residence” as a means of ensuring that residents are counted once and only once. Counts the population at their usual or most common place of residence

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

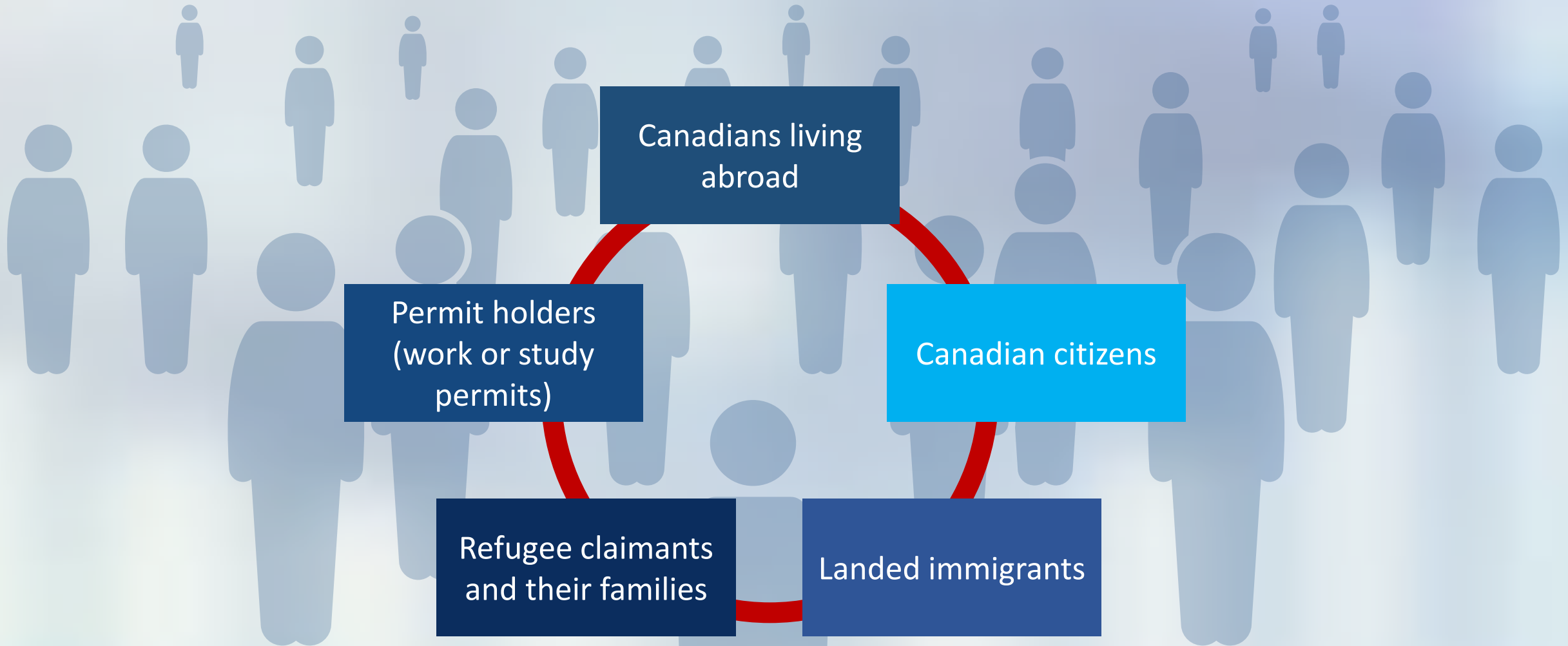
**Reference
date**

May 3 – September 24, 2021

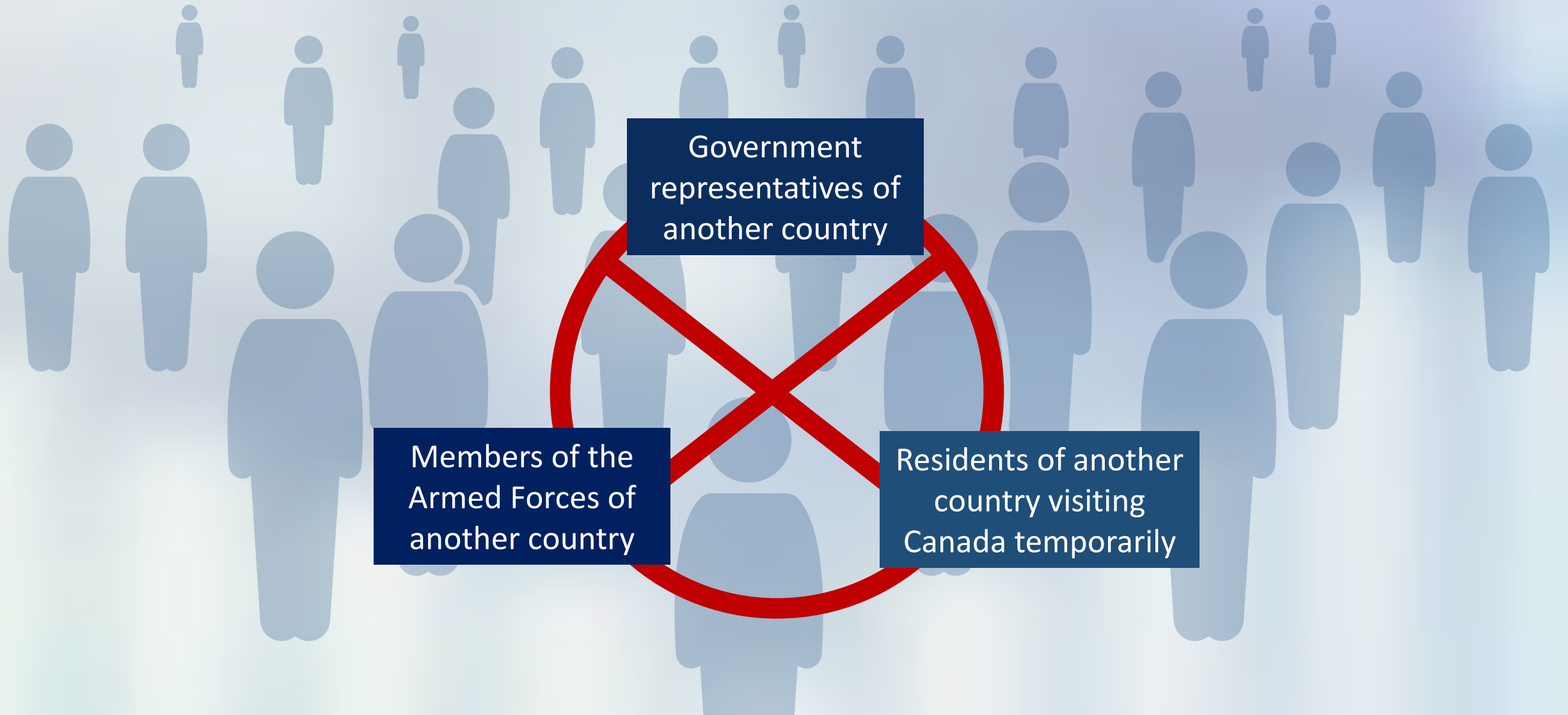
**Data collection
period**



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>



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."

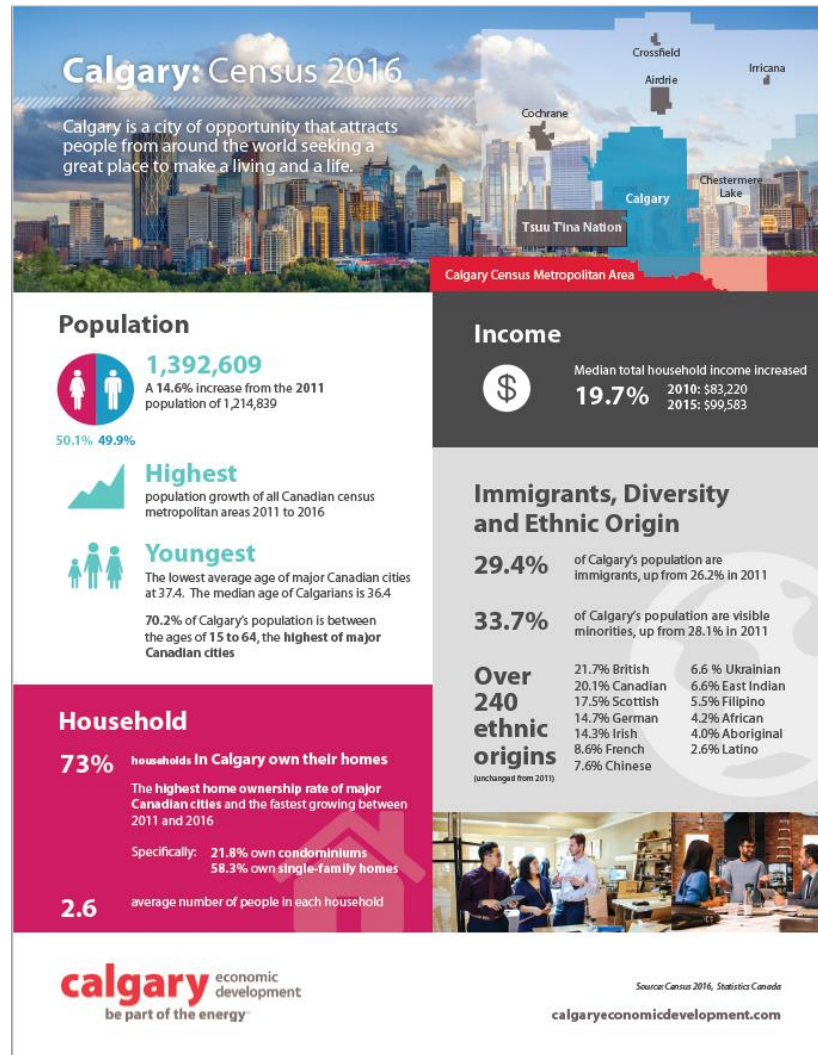
According to 2016 census data, boomers then still made up the largest generational group in Yukon. By 2021, millennials had edged them out to become the larger group. It means that all three territories are now out of sync with Canada as a whole when it comes to demographics. Nationally, boomers — people 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>

1. Community Reporting (Calgary and Toronto)



Calgary: Report area information for planning (Census)

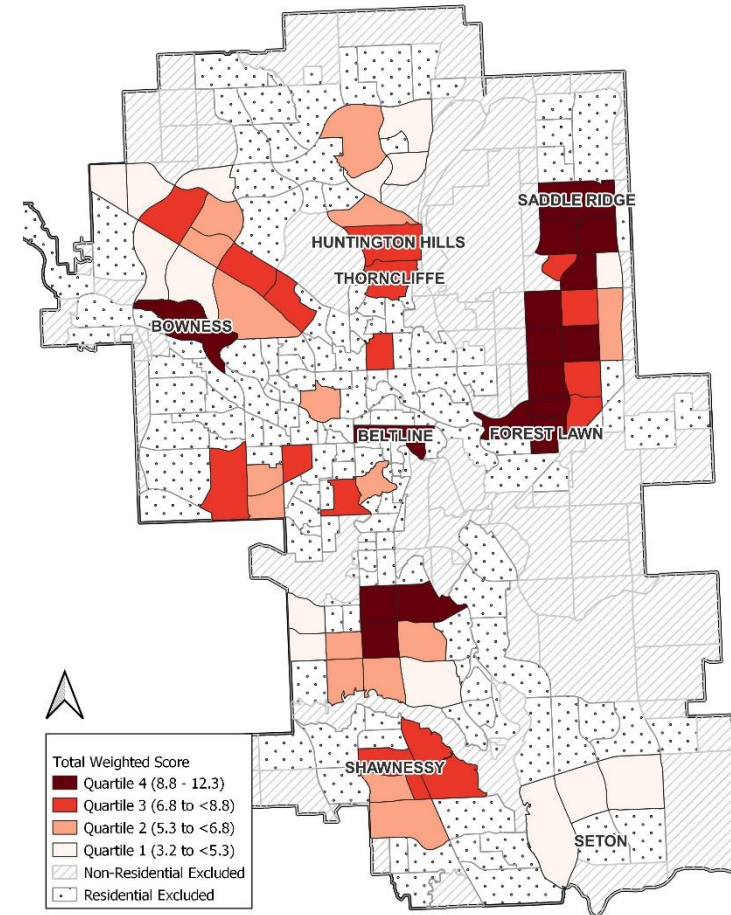
Toronto: Compared to intake for program funding arguments

2. Site Selection (United Way Calgary Region & PolicyWise for Children & Families)

Supported site selection for new program. Sought a match between need and readiness.

- Census data
- City planning data
- Alberta Health data

(Inspired by York Region work)



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

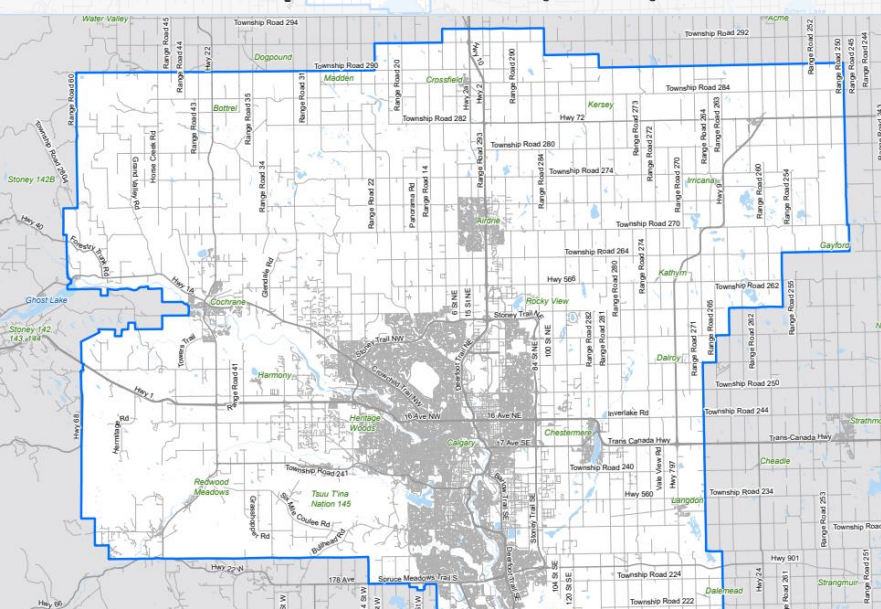
1,481,806



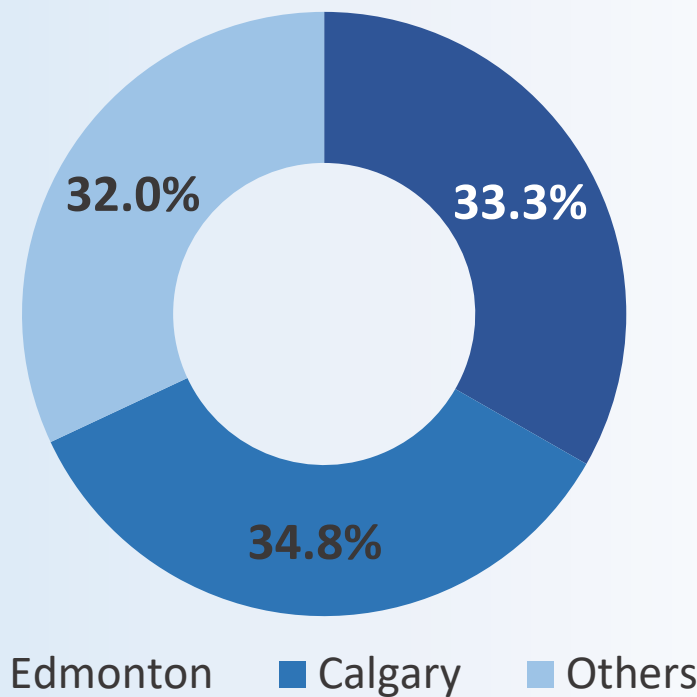
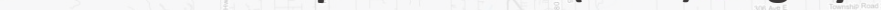
USE CENSUS DATA TO UNDERSTAND YOUR COMMUNITY

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

Census Metropolitan Area (CMA) Edmonton



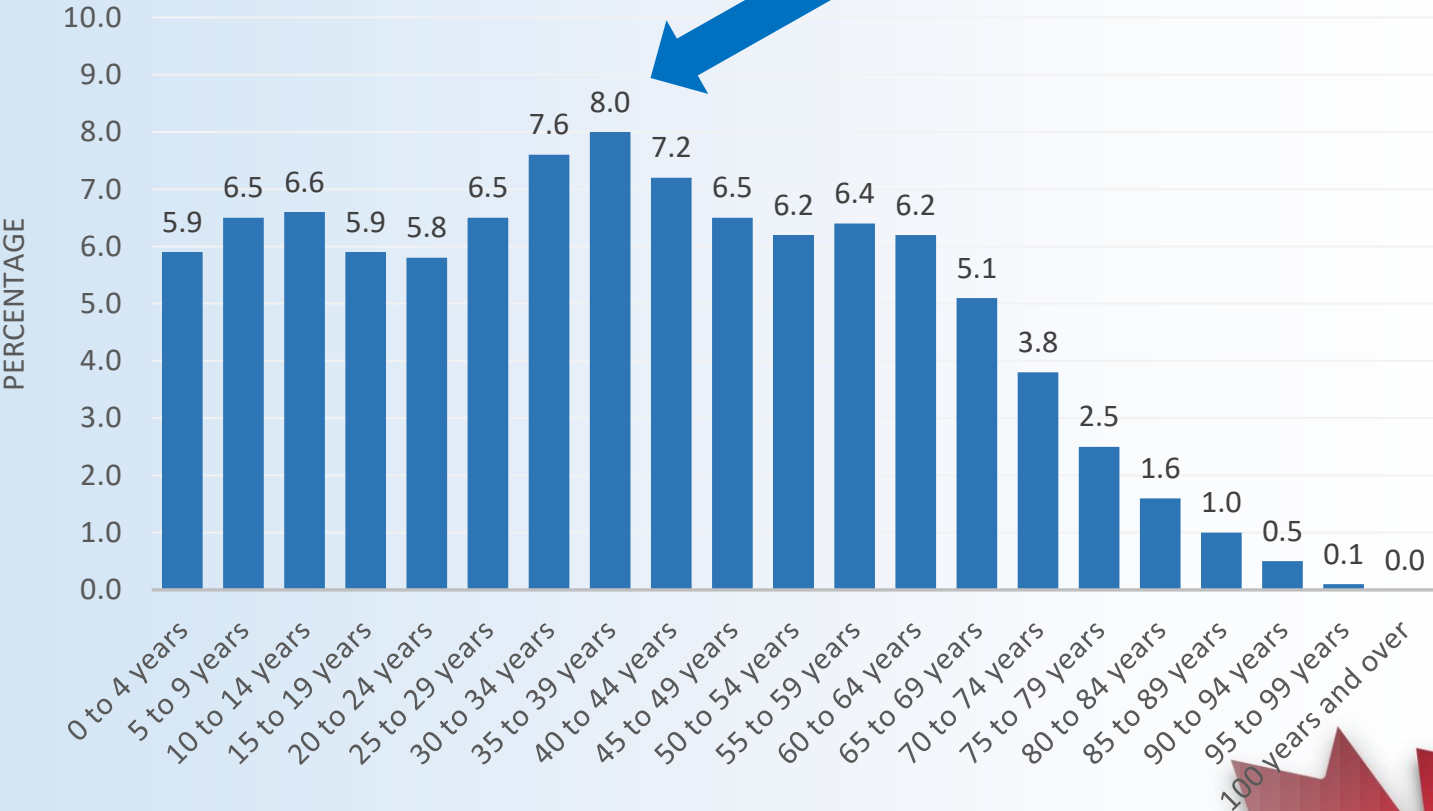
Census Metropolitan Area (CMA) Calgary



AGE DISTRIBUTION (%), ALBERTA 2021 CENSUS

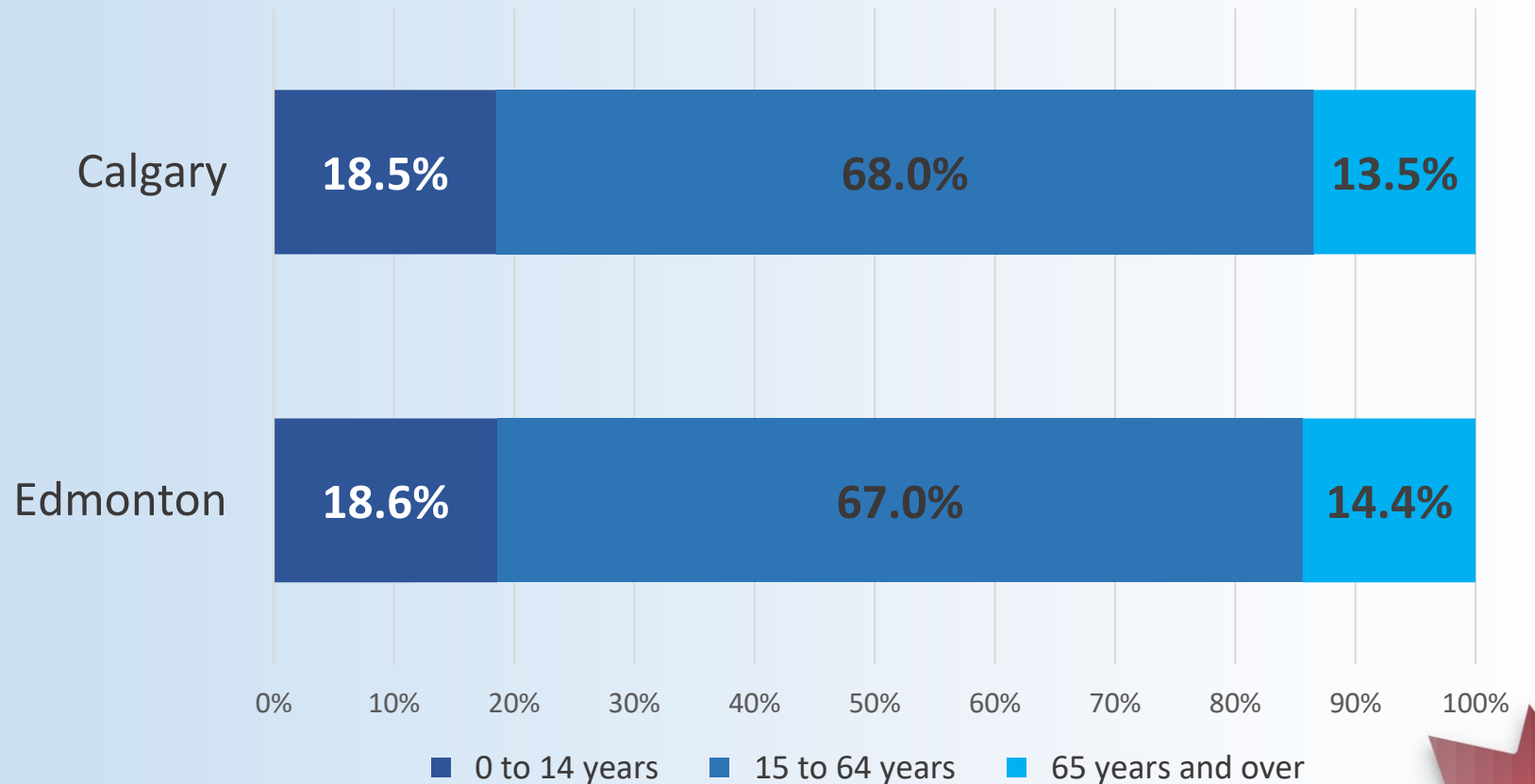


In 2021, about 8% of the population in Alberta were aged 35 to 39 years



DISTRIBUTION (%) OF THE POPULATION BY BROAD AGE GROUPS

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



Median Age

Alberta **38.4**

Edmonton **37.6**

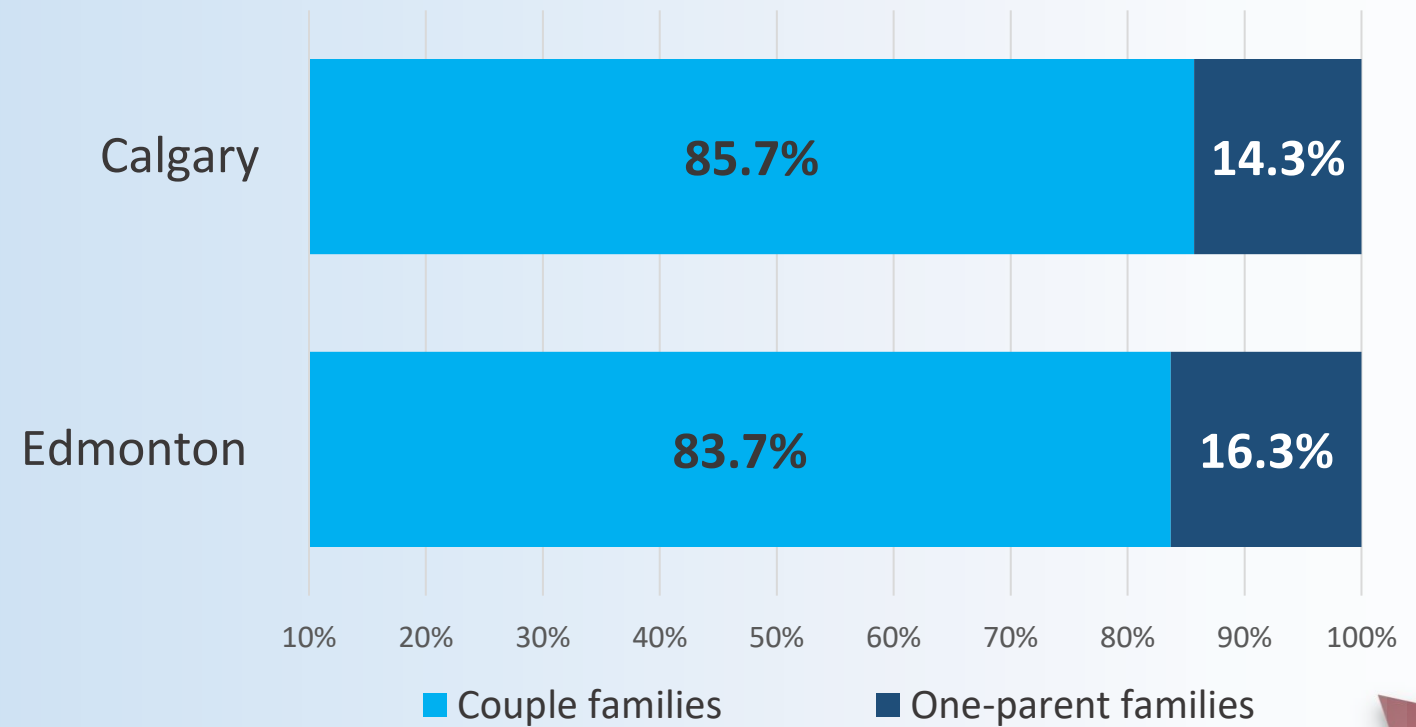
Calgary **38.0**



PROPORTION OF COUPLE FAMILIES & SINGLE PARENT FAMILIES



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



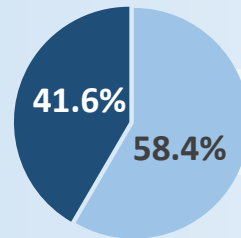


In Edmonton and Calgary, there were a **higher proportion of married couple families with children** than common-law couple families in 2021

FAMILY COMPOSITION OF COUPLE FAMILIES

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

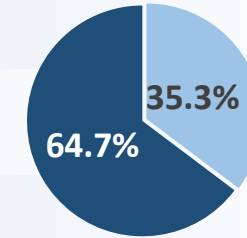
Married couples



Edmonton

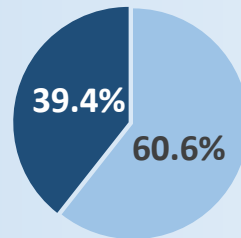
■ With children ■ Without children

Common-law couples



■ With children ■ Without children

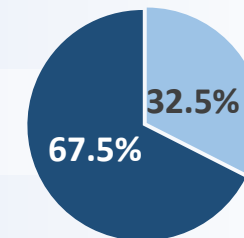
Married couples



Calgary

■ With children ■ Without children

Common-law couples

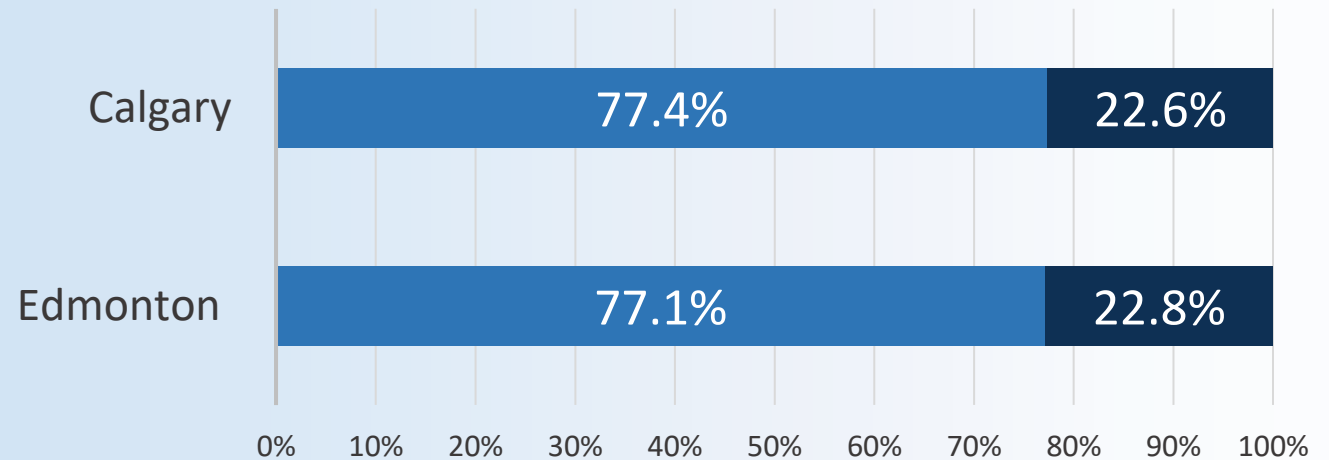


■ With children ■ Without children

SINGLE PARENT FAMILY CHARACTERISTICS

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

■ in which the parent is a woman+ ■ in which the parent is a man+



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

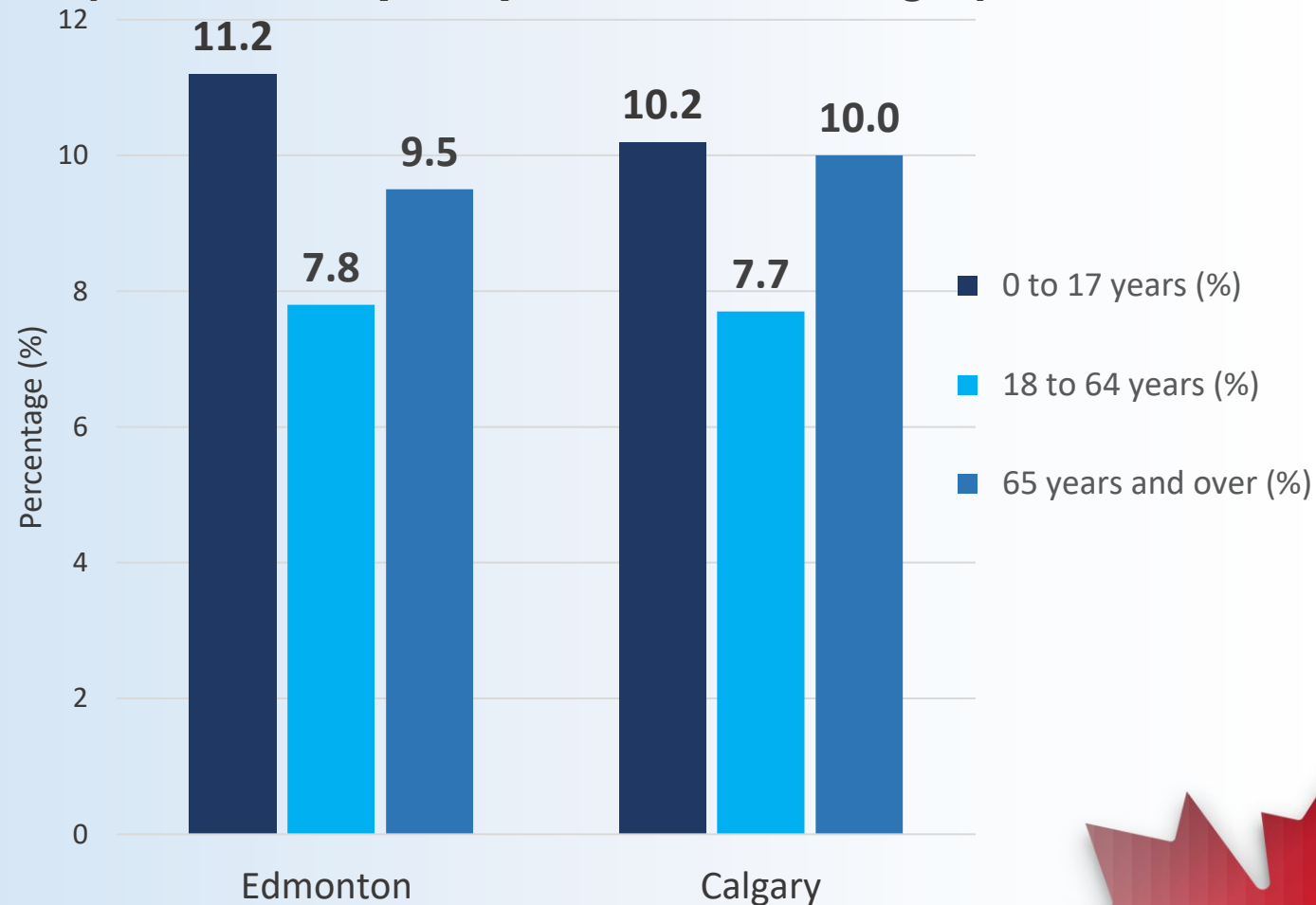


	Edmonton	Calgary
	Median household total income (2020)	
One couple, with or without children in their census family	\$125,000	\$128,000
Without children	\$107,000	\$109,000
With children	\$139,000	\$143,000
One one-parent census family	\$72,000	\$73,500
With a parent that is a man+	\$87,000	\$87,000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



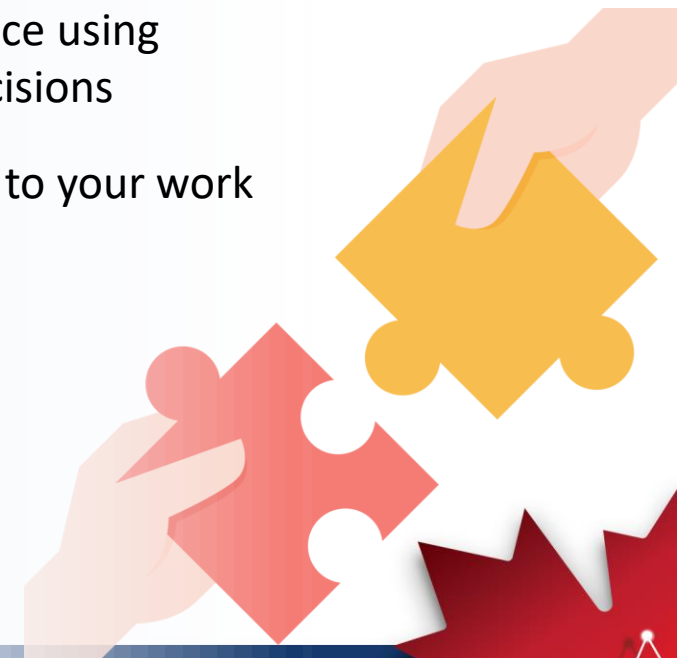


Summary & Exercises

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

The screenshot shows the Statistics Canada website interface. At the top, there is a navigation bar with the Canadian flag, the text 'Statistics Canada / Statistique Canada', and a search box. Below this is a main menu with categories: Subjects, Data, Analysis, Reference, Geography, Census, Surveys and statistical programs, About StatCan, and Canada.ca. The main content area features a large banner for the 'Census Program' and 'Census of Population', with a sub-header 'A detailed statistical portrait of Canada and its people by their demographic, social and economic characteristics.' Below the banner are navigation links for 'Census data', 'Census analysis', 'Census reference', 'Census topics', 'Census geography', and 'Census of Agriculture'. A 'Key indicators' section is visible, showing a dropdown menu set to 'Canada' and four data cards with values: 18.0 (English-French bilingualism rate (%)), 18.7 (Population with more than one language spoken at home (%)), 75.5 (Population with English as first official language spoken (%)), and 21.4 (Population with French as first official language spoken (%)). Below this is a 'Census news' section with four items dated 17 AUG 2022, including 'Census Profile, 2021 Census of Population', 'Data tables, 2021 Census of Population', 'Data visualization: Mother tongue by geography', and 'Infographic: Increasing diversity of languages, other than English or French, spoken at home'. On the right, a blue box indicates the 'Next major 2021 Census release' is on 'September 21, 2022', with '22 days' remaining, and highlights 'Indigenous peoples • Housing' with a 'View release plans' link.

WEBSITE: CENSUS DATA

The screenshot displays the Statistics Canada website interface. At the top right, there is a language selector for "Français". The main header includes the Canadian flag, the text "Statistics Canada" and "Statistique Canada", and a search bar labeled "Search website". A dark navigation bar contains the following menu items: "Subjects", "Data", "Analysis", "Reference", "Geography", "Census", "Surveys and statistical programs", "About StatCan", and "Canada.ca". Below the navigation bar is a "Home" link. The main content area features a large banner for the "Census Program Census of Population" with the subtitle "A detailed statistical portrait of Canada and its people by their demographic, social and economic characteristics." The banner includes a stylized red maple leaf graphic and a background illustration of a rural landscape with houses, trees, and a lighthouse. Below the banner is a horizontal row of six icons and links: "Census data", "Census analysis", "Census reference", "Census topics", "Census geography", and "Census of Agriculture".



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?



Thank-you!

CONTACT US

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

Questions?

Helpful links

[Release plans - 2021 Census dissemination planning \(statcan.gc.ca\)](https://www150.statcan.gc.ca/n1/pub/28-661-x/2021001/article/00001-eng.htm)

[2021 Census of Population – Data products \(statcan.gc.ca\)](https://www150.statcan.gc.ca/n1/pub/28-661-x/2021001/article/00002-eng.htm)

[Census Profile, 2021 Census of Population \(statcan.gc.ca\)](https://www150.statcan.gc.ca/n1/pub/28-661-x/2021001/article/00003-eng.htm)

[Select from a list of geographies - Alberta \(statcan.gc.ca\)](https://www150.statcan.gc.ca/n1/pub/28-661-x/2021001/article/00004-eng.htm)

[Focus on Geography Series \(statcan.gc.ca\)](https://www150.statcan.gc.ca/n1/pub/28-661-x/2021001/article/00005-eng.htm)

[GeoSearch \(statcan.gc.ca\)](https://www150.statcan.gc.ca/n1/pub/28-661-x/2021001/article/00006-eng.htm)

[Census Program Data Viewer \(statcan.gc.ca\)](https://www150.statcan.gc.ca/n1/pub/28-661-x/2021001/article/00007-eng.htm)

[Data tables, 2021 Census of Population \(statcan.gc.ca\)](https://www150.statcan.gc.ca/n1/pub/28-661-x/2021001/article/00008-eng.htm)

[2021 Census of Population - Analytical products \(statcan.gc.ca\)](https://www150.statcan.gc.ca/n1/pub/28-661-x/2021001/article/00009-eng.htm)

[Dictionary, Census of Population, 2021 \(statcan.gc.ca\)](https://www150.statcan.gc.ca/n1/pub/28-661-x/2021001/article/00010-eng.htm)

[Reference materials, 2021 Census \(statcan.gc.ca\)](https://www150.statcan.gc.ca/n1/pub/28-661-x/2021001/article/00011-eng.htm)

