Community Data Analysis Webinar

June 16, 2026

Presented by the CDP Team
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Community Data Program

Enabling communities across Canada to measure and track local well-being

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Topics to be covered in this webinar

- Choosing the right indicators
- Writing with data for non-technical audiences
- Small area data limitations
- Storytelling with data
- Comparing communities to a benchmark
- Change over time
- Working across geographies

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Why are you here?

- Please write in the chat your objective for the session
- Are you citing this time as training for professional development purposes?
- Do you require training to be from an accredited source?
- Link to feedback form: https://forms.gle/xJvpMQm5SiUQGjzv6

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Choosing the right indicators

- Start with the question…
  - “How serious is housing need?”
  - “Where are there many seniors living alone?”
  - “Are children overrepresented in low income?”
  - “Is transit use high or low?”

- Match the indicator to the concept
  - Requires an understanding of what datasets are available

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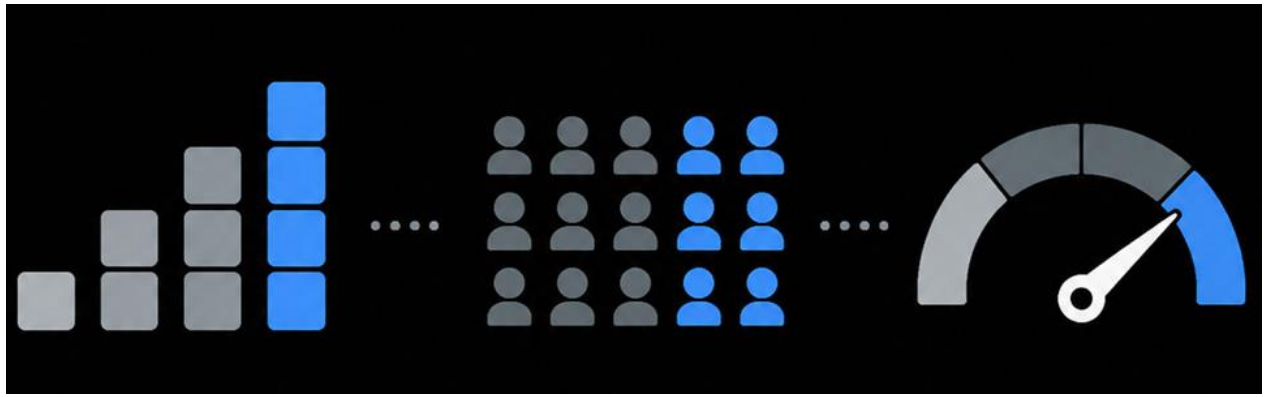
Choosing the right indicators

Type of indicator

- Counts indicate scale
- Percentages and rates indicate
  - prevalence
  - concentration
  - relative importance



- Indexes summarize multiple indicators
- How many? How common? How severe?

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Choosing the right indicators

- Think about audience and use
  - e.g., internal analysis vs. public presentation
  - e.g., age distribution pyramid (complex) vs. share of seniors in the population (simple)

- Consider comparability
  - counts are often not comparable
  - income in current dollars vs. inflation-adjusted income across years
  - average income affected by high-end values
  - median income across regions with different household types
  - employment income with students, seniors or part-time workers
  - median age can hide different age structures
  - educational attainment across different age structures

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Choosing the right indicators

Provide context indicators as well as focus indicators

Housing

- Percent of renter households spending 30%+ on shelter
- Percent of households that rent
- Count of renter households

Age and Isolation

- Number of seniors
- Seniors as a percent of total population
- Seniors living alone as a percent of all seniors
- Seniors living alone as percent of population living alone

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Choosing the right indicators

Choice of denominator

- Denominator shapes the interpretation
- What story are you trying to tell?
- Example with low-income seniors
- Understand the prevalence of low-income among seniors?
  - Low-income seniors / total number of seniors
- Understand the different faces of low income?
  - Low-income seniors / total low-income population

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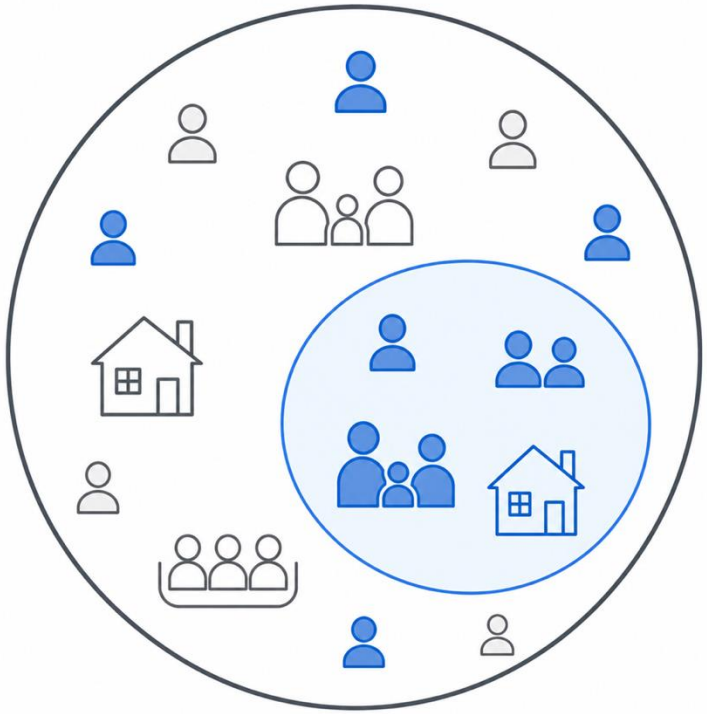
Choosing the right indicators

Understanding the data universe

What is included in a table? A table may be about:

- persons
- households
- families
- dwellings
- employed persons aged 15 and over
- or a subset of these universes



Tables often describe only a subset of the population, not everyone

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Choosing the right indicators

Understanding the data universe

Persons

Used for topics like age, education, immigration, labour force status

Households

Used for topics like tenure, shelter costs, household income

Families

Used for topics like couple families, lone-parent families, family income. A family table may not include one-person households or unrelated roommates

Exceptions exist however: tables about persons in certain household situations or a household defined by person-level demographic traits

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Choosing the right indicators

Many tables use a narrower universe

Some indicators apply only to a specific group.

Examples:

- **Unemployment**: the labour force/employed population 15+, not the total population
- **Commuting / place of work**: often limited to employed persons with a usual place of work
- **Core housing need**: restricted household universe, not all households
- **Home energy spending**: private households in non-farm dwellings with after-tax income greater than zero
- **Longitudinal Immigration Database**: immigrant population that has filed taxes

The universe is often narrowed for analytical reasons, such as avoiding invalid ratios or focusing on the relevant population.

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Choosing the right indicators

“Private households” does not mean everyone

Most Census tables are based on persons or households in **private households**.

This usually excludes people living in **collective dwellings**, such as:

- long-term care or nursing homes
- hospitals or institutions
- shelters
- correctional facilities
- military or communal residences

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CDP Data Sets

- Census of Population
- T1FF – taxfiler data
- Canadian Business Counts
- Postal Code Conversion File
- Longitudinal Immigration Database
- Longitudinal Administrative Databank

CDP Data Sets

- Building Permits
- Consumer and mortgage debt data (TransUnion)
- Estimates of population by age and sex (intercensal, CSD and CT geographies)
- Canadian Health Survey on Children and Youth (CHSCY)
- Canadian Community Health Survey (CCHS)
- Custom order from the Canadian Survey on Disability
- Canadian Internet Use Survey

CDP Data Sets

- Canadian Index of Multiple Deprivation
- Labour Force Survey Estimates at Economic Region and CMA
- Labour Force Survey: two-year estimates at CD level
- CMHC Housing Market Information Portal data
- Modeled estimates of average liquid assets
- IRCC Permanent and Temporary Residents data
- Employment Insurance Statistics
- Links to selected open data sources

Writing with data for non-technical audiences

Start with the main message

- Focus on the main message, not every number
- Identify the finding that matters most for the audience
- Use the numbers that support the central point
- Different audiences may need different takeaways
- Appendices!

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Writing with data for non-technical audiences

Start with the main message

Before

The community has 12,540 renter households, 8,430 owner households, an average monthly shelter cost of $1,420 for renters, and 42% of renter households spend 30% or more of income on shelter.

After

Housing costs are a major pressure in this community, especially for renters. In 2021, 42% of renter households were spending 30% or more of their income on shelter, suggesting that affordability is a significant local issue.

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Writing with data for non-technical audiences

Use clear, plain language

- Use plain language instead of technical or statistical terms
- Keep sentences short and direct
- Explain what the number means
- Connect the result to the issue being discussed
- Focus on interpretation, not jargon

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Writing with data for non-technical audiences

Use clear, plain language

Before

The proportion of renter households experiencing shelter-cost burden exceeds the benchmark value for the comparison geography.

After

A higher share of renter households here are struggling with housing costs than in the surrounding area.

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Writing with data for non-technical audiences

Give context and keep it manageable

- Provide context or comparison to make the result meaningful
- Compare across places, groups, or years where helpful
- Use benchmarks to show whether something stands out
- Avoid overwhelming the audience with too many figures at once
- Limit each slide or paragraph to a few key numbers

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Writing with data for non-technical audiences

Give context and keep it manageable

Before

Seniors aged 65 and over account for 21% of the population.

After

This community is older than the region overall. Seniors make up 21% of the population here, compared with 17% across the region.

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Writing with data for non-technical audiences

Support the message with simple presentation

- Choose simple, clear visuals or examples when helpful
- Avoid crowded charts and complex tables
- Write short, accurate takeaways for reports, slides, and briefing notes
- Put the conclusion first, then support it with data
- Make sure the takeaway matches the evidence

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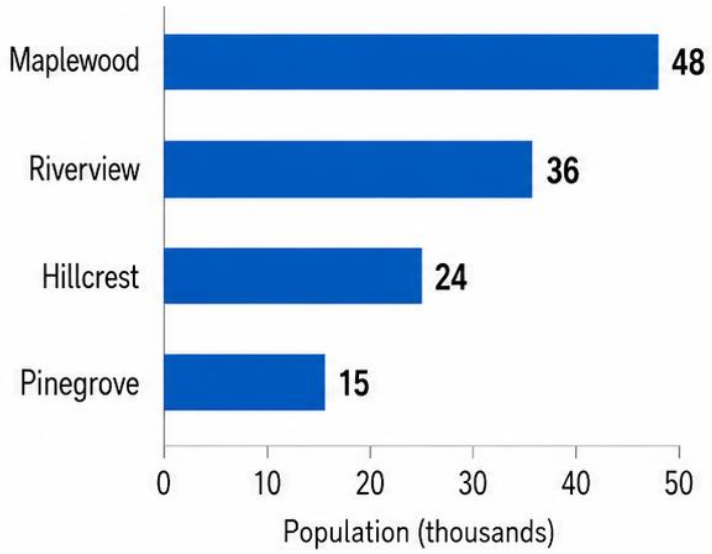
Writing with data for non-technical audiences

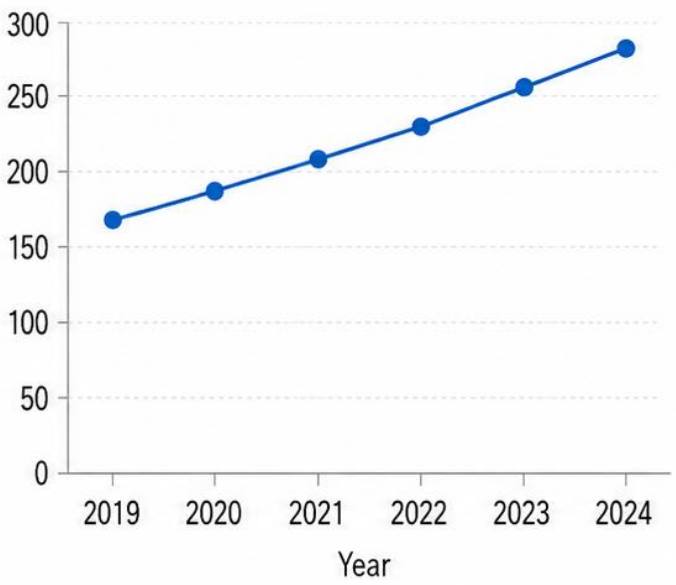
Data visualization – Designing clear visuals

Choose the chart type to match the point.

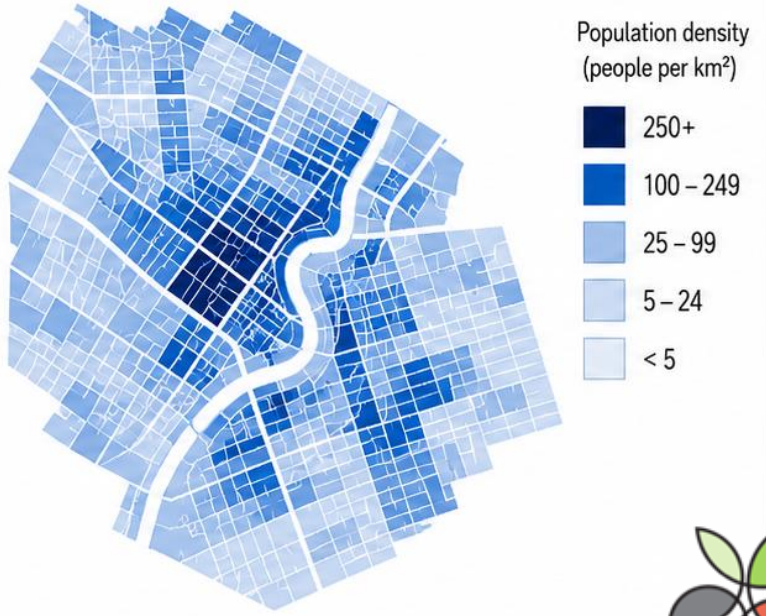
Bar charts for comparisons



Line charts for trends over time



Maps when geography matters



Writing with data for non-technical audiences

Data visualization – Designing clear visuals

- Keep each visual focused on one main message
- Make comparisons easy to see
  - sort, group, and simplify where helpful
- Reduce clutter
  - avoid too many categories, labels, or decorative elements

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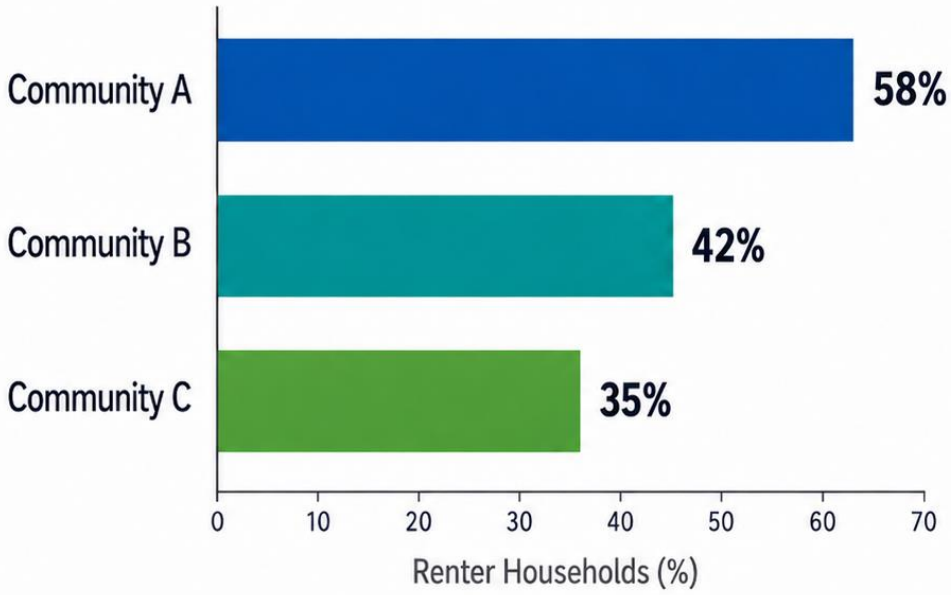
Writing with data for non-technical audiences

DO: Make the main point easy to see

Renter households are more common in Community A

A simple bar chart makes the comparison clear.



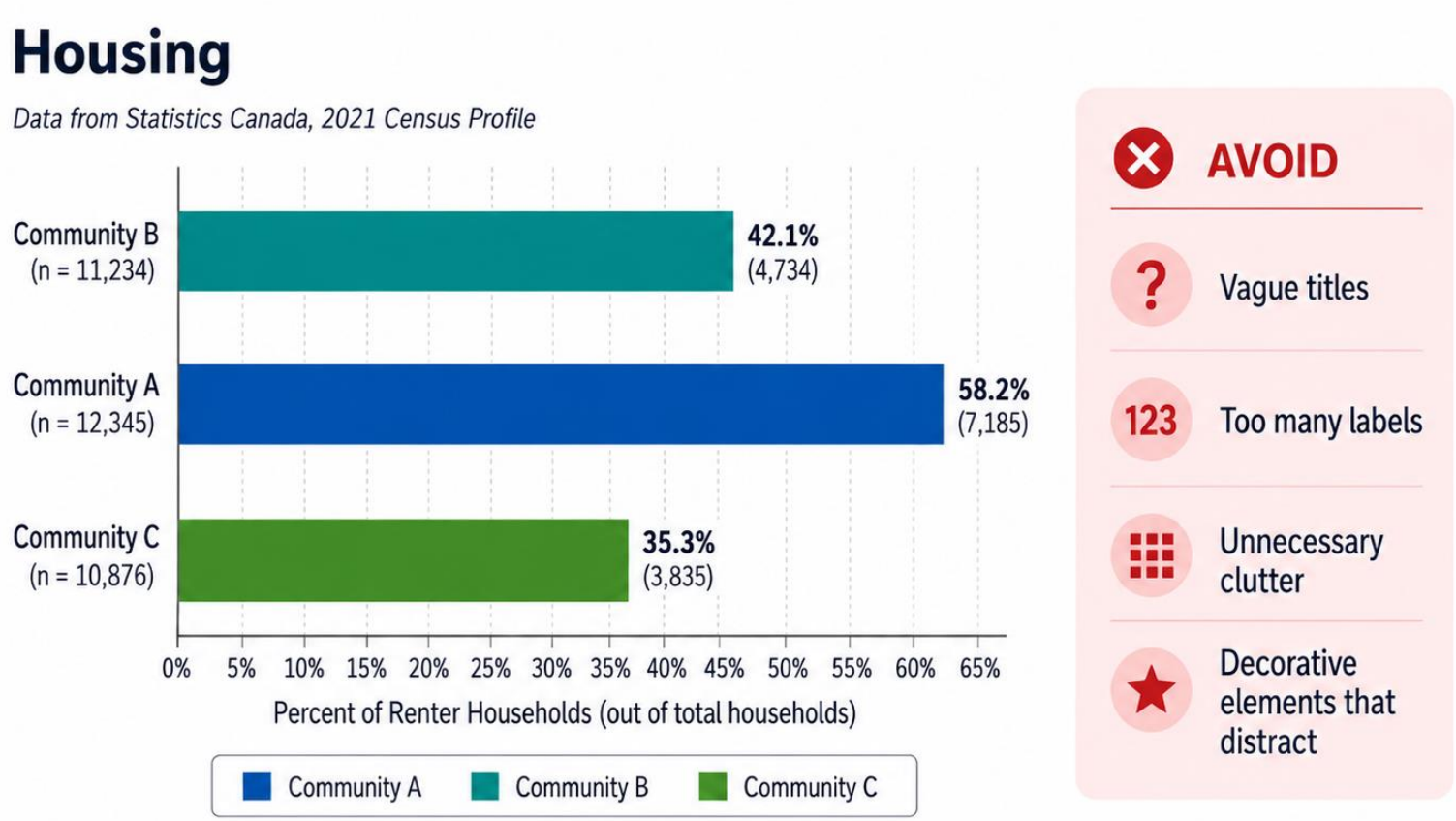
Source: Statistics Canada, 2021 Census Profile

GOOD PRACTICE

- Use the right chart type
- Keep the message focused
- Label clearly

Writing with data for non-technical audiences

AVOID: Make the audience work too hard



AVOID

- Vague titles
- Too many labels
- Unnecessary clutter
- Decorative elements that distract

The audience has to work to find the main point.

Writing with data for non-technical audiences

Model your writing on strong examples

- Look at how strong sources move from number → meaning → implication
- How CDP members use community data : examples of how data is framed for community planning, reports, and local decision-making
- Statistics Canada's The Daily : official data findings written in clear, concise language; good examples of short lead messages, comparisons, and plain-language interpretation
- Municipal community profiles, public health dashboards, Vital Signs reports

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Small area data limitations

Small-area data requires caution

- Neighbourhood-level patterns are useful but…
- Results are often less stable than data for larger geographies
- Small numbers can make differences look bigger than they really are
- One unusual value does not always indicate a strong local pattern

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Small area data limitations

Common limitations to watch for

- Small populations: percentages can shift a lot when the number of cases is small
- Suppression: some values may be removed for confidentiality or data quality reasons
- Data quality: survey-based estimates may be less reliable at small geographies
- Random rounding: many Statistics Canada counts are randomly rounded, so small counts are not exact and totals may not add perfectly

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Small area data limitations

Using small-area data responsibly

- Focus on broader patterns, not tiny differences
- Avoid building conclusions on one small number alone, use multiple indicators where possible
- Use larger geographies when small-area results are too unstable
- Be transparent about limits when presenting results…

“Estimates can be considered for general unrestricted release but should be accompanied by a warning cautioning subsequent users of the high sampling variability associated with the estimates. Such estimates should be identified by the letter E (or in some other similar fashion).”

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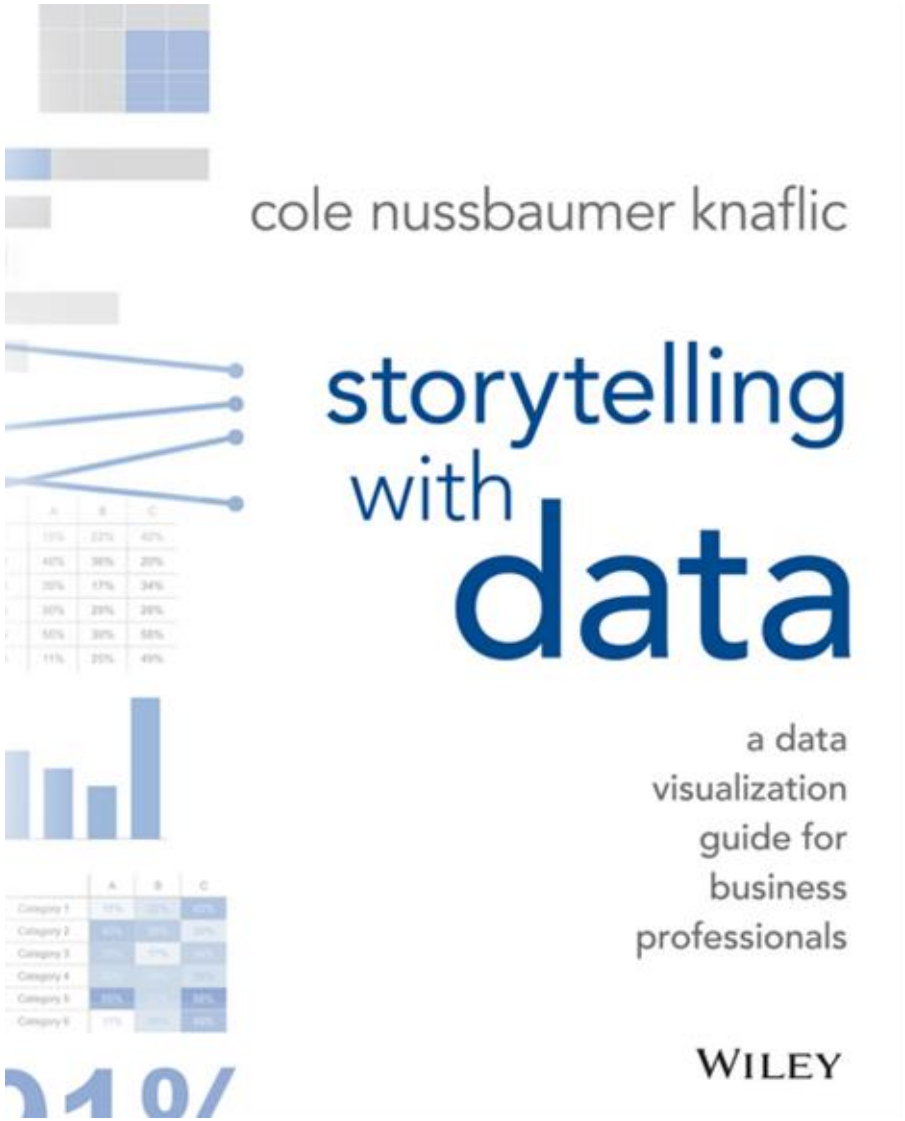
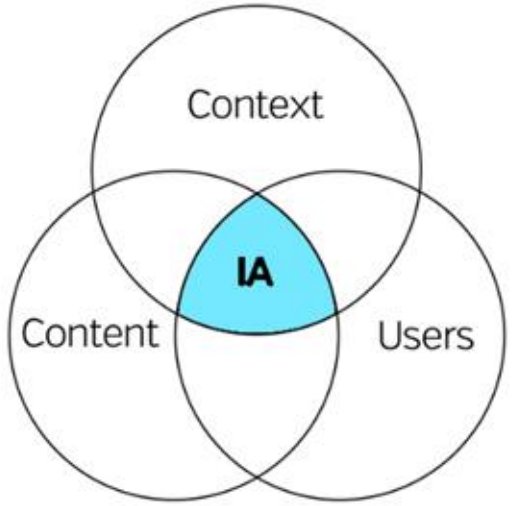


1. Understand the context
2. Choose an appropriate visual display
3. Eliminate clutter
4. Focus attention where you want it
5. Think like a designer
6. Tell a story

Storytelling with Data:
Understand the context

- **Focus on the pearls, not the oysters:** Present explanatory analysis (the specific story you want to tell), not your exploratory process.
- **Nail the "Who, What, and How":** Explicitly identify your specific audience, the exact action you need them to take, and the data that proves your point.
- **Distill your message:** Boil your objective down to a concise "3-minute story" and a single-sentence "Big Idea".
- **Go low-tech first:** Use sticky notes or a whiteboard to storyboard your narrative flow before opening presentation software

Content is documents, signage and data types or the structure of things



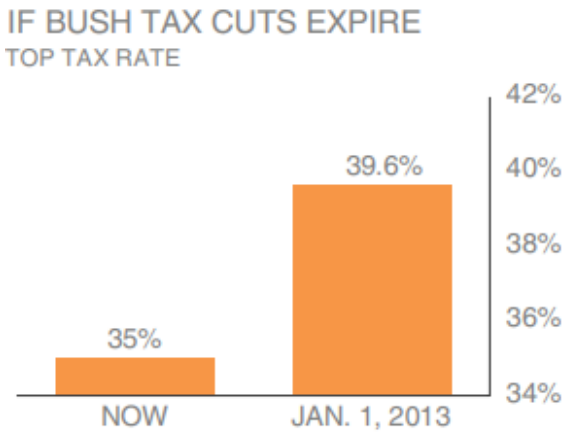
Context is the environment, culture, psychology, and physiology of users.

User is the audience, customer or agent

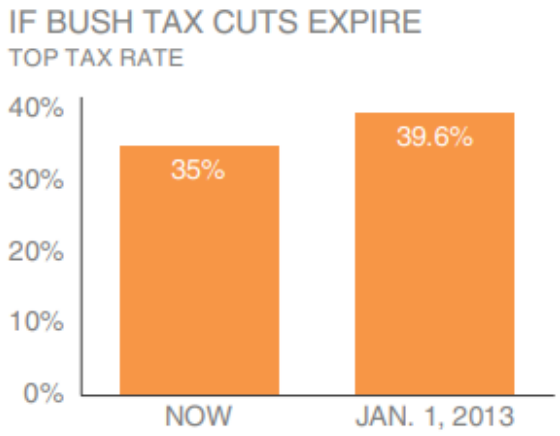
Storytelling with Data:
Choose an appropriate visual display

- **Keep it simple:** If you only have one or two numbers to share, use simple, large text rather than forcing a graph.
- **Match the graph to the goal:** Use line graphs for continuous data over time, and use bar charts for categorical data because they are incredibly easy for our eyes to read.
- **Respect the zero baseline:** Bar charts must always start at zero, or they will visually distort the data.
- **Avoid the "evil" charts:** Never use 3D effects, pie charts, donut charts, or secondary y-axes, as they make visual interpretation difficult and often mislead the audience

Non-zero baseline: as originally graphed

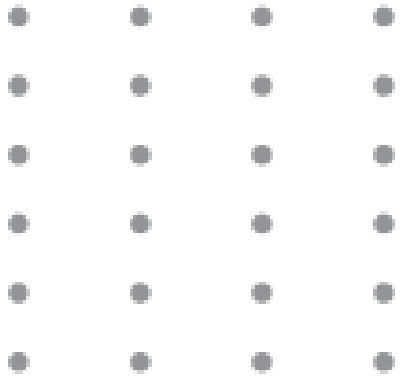


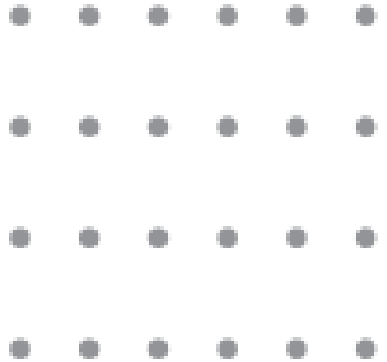
Zero baseline: as it should be graphed



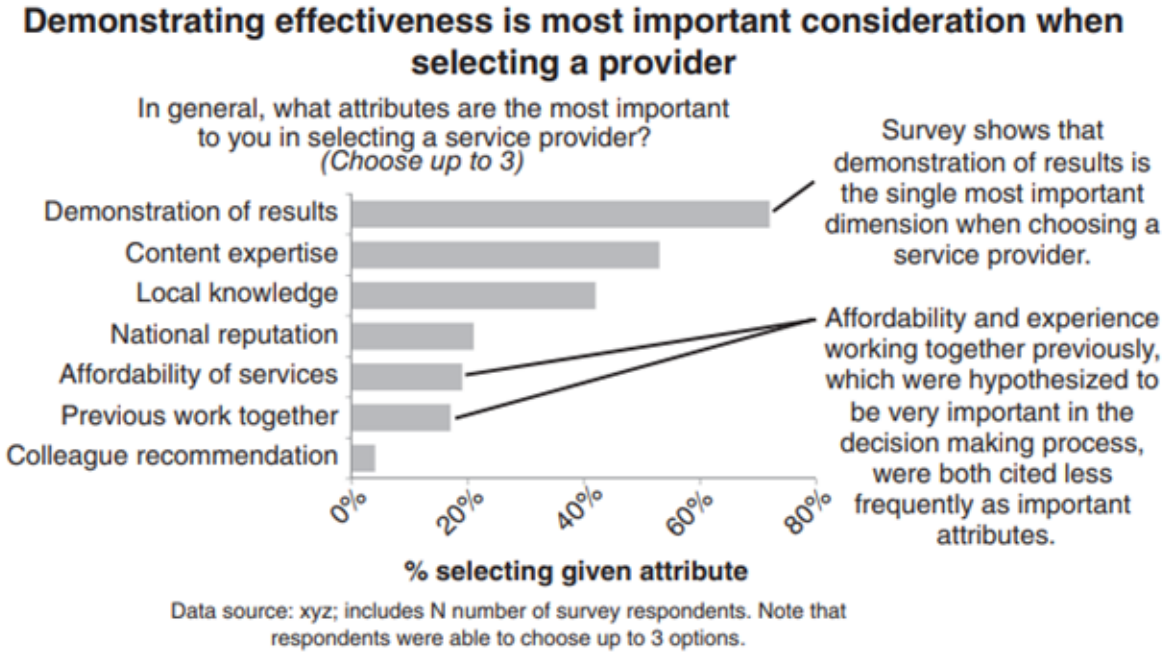
Storytelling with Data:
Eliminate clutter

- **Reduce cognitive load:** Every element on a page takes brainpower to process; remove anything that does not add informative value.
- **Strip the noise:** Remove chart borders, gridlines, data markers, and trailing zeros on axes to let the actual data stand out.
- **Leverage Gestalt principles:** Use visual grouping techniques—like proximity, similarity of color, and enclosure—to naturally organize information without relying on heavy borders
- **Embrace white space:** Treat blank space as a strategic tool to provide visual pauses, not as an empty void that needs to be filled





Storytelling with Data:
Eliminate clutter



Storytelling with Data:
Eliminate clutter

Demonstrating effectiveness is most important consideration when selecting a provider

In general, **what attributes are the most important** to you in selecting a service provider?

(Choose up to 3)

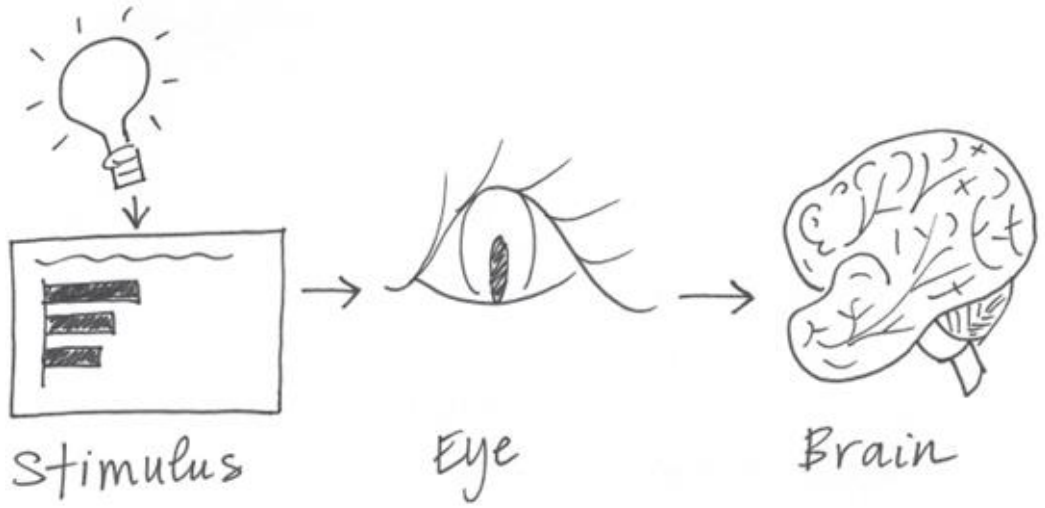
Data source: xyz; includes N number of survey respondents.
Note that respondents were able to choose up to 3 options.

Survey shows that **demonstration of results** is the single most important dimension when choosing a service provider.

Affordability and **experience working together previously**, which were hypothesized to be very important in the decision making process, were both cited less frequently as important attributes.

Storytelling with Data:
Focus attention where you want it

- **Tap into iconic memory:** Use preattentive attributes like size, color, and position to direct your audience's eyes before they even realize they are looking.
- **Highlight sparingly:** If you highlight everything, you highlight nothing; at most, only 10% of a design should be highlighted.
- **Design in grey:** Build your visuals in shades of grey, then apply a single bold color (like blue or orange) strictly to draw focus to the most critical data.
- **Use the "Z" pattern:** Place your most important information at the top-left of the page, as audiences naturally scan in a zigzag motion



Storytelling with Data:

Focus attention where you want it

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860372658602
846589107830

Storytelling with Data:

Focus attention where you want it

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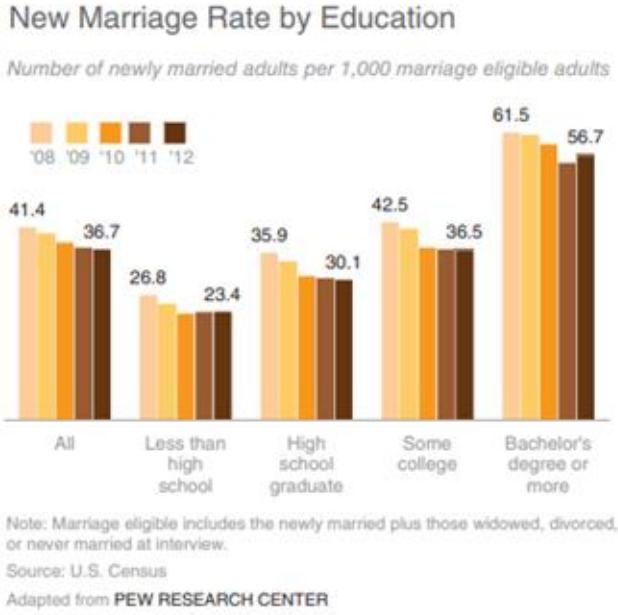
6586630375 76

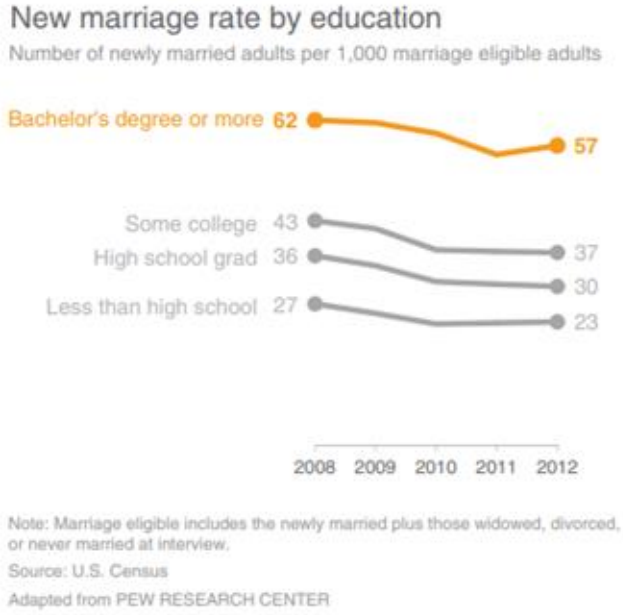
8603726586 02

8465891078 30

Storytelling with Data:
Think like a designer

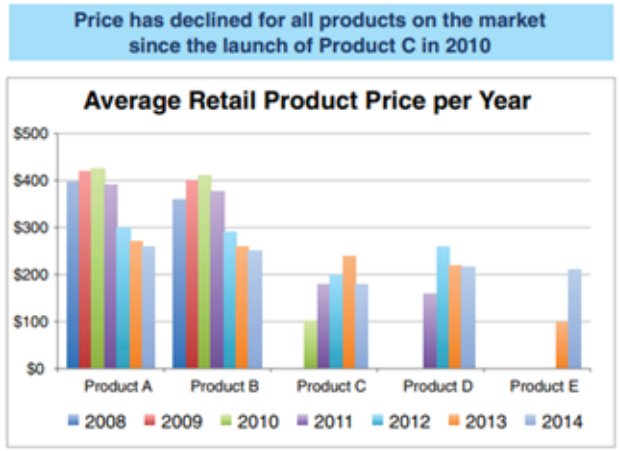
- **Form follows function:** Design your visuals with clear "affordances" so the audience immediately knows how to interact with and interpret the data.
- **Make it accessible:** Do not overcomplicate; use straightforward language, spell out acronyms, and use text annotations to explicitly explain the data.
- **Perfect the aesthetics:** Meticulously align all elements to create clean horizontal and vertical lines, which makes the visual feel organized and builds trust.
- **Guide the audience:** Use action titles and text directly on the graph to state your conclusions, ensuring no one has to guess the takeaway

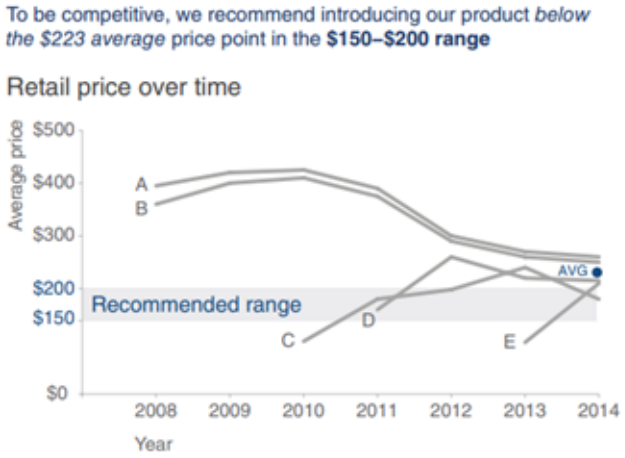




Storytelling with Data:
Tell a story

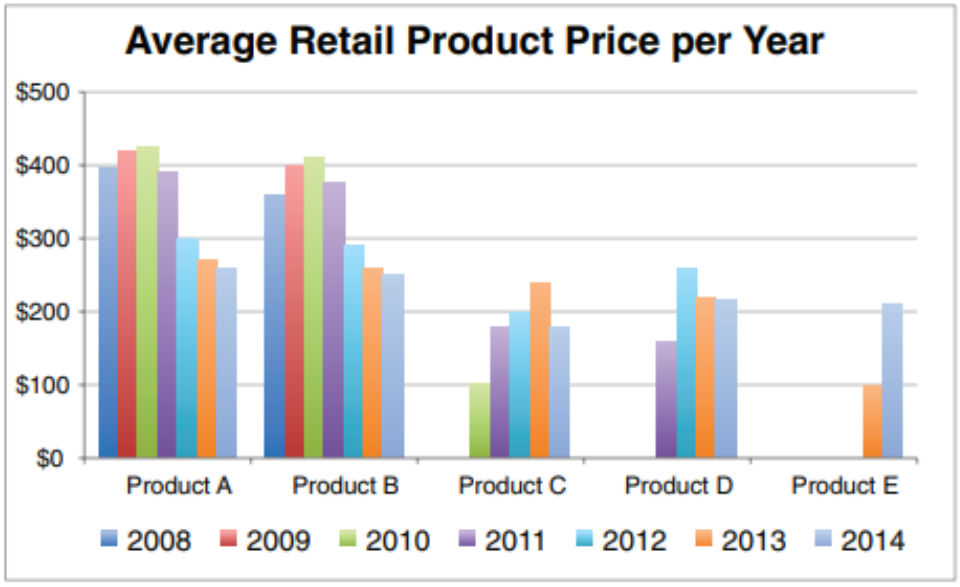
- **Use a three-act structure:** Craft a narrative with a clear beginning (setting the context), middle (developing the conflict and data), and end (the call to action).
- **Create tension:** Frame your story around a conflict or imbalance (the problem) to engage the audience and make them invested in the solution.
- **Use the power of repetition:** Employ the "Bing, Bang, Bongo" method—tell them what you will cover, cover it, and then summarize what you just told them.
- **Check your logic:** Ensure "horizontal logic" (reading just the slide titles tells the whole story) and "vertical logic" (all content on a single slide reinforces its title).
- **Make them the hero:** The story is never about you; the audience is the protagonist, and your data should equip them to take action



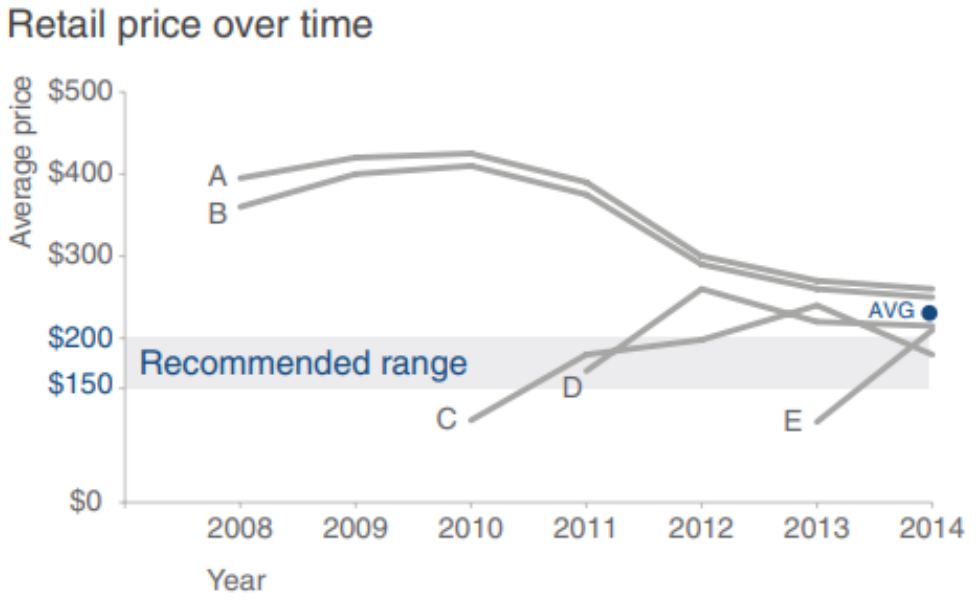


Storytelling with Data:
Tell a story

Price has declined for all products on the market since the launch of Product C in 2010



To be competitive, we recommend introducing our product *below the $223 average* price point in the **$150–$200 range**



Comparing communities to a benchmark:
What is benchmarking?

Benchmarking means evaluating a community's data by measuring it against a standard point of reference. Data in a vacuum can be hard to interpret; saying a neighborhood has an 11% unemployment rate doesn't tell a complete story. Benchmarking provides the context needed to understand whether a community is thriving, struggling, or performing exactly as expected.

> **The Presentation Hook:** *"Data without context is just a number. Benchmarking turns that number into an insight by answering the critical question: 'Compared to what?'"*

1. **Geographic Hierarchies**
2. **Peer-Group Benchmarking**
3. **Temporal Benchmarking**
4. **Normative Standards**

Comparing communities to a benchmark:
Geographic Hierarchies

This involves comparing a smaller, local geography to the larger administrative boundary that contains it (e.g., comparing census tract characteristics to the Census Metropolitan Area (CMA) or provincial averages).

- **What it answers:** *Is this specific neighborhood disproportionately strained or privileged compared to the region as a whole?*
- **Presentation Tip:** Use this to highlight deep localized inequities that get hidden when you only look at city-wide or provincial averages.

Level of Geography	Average Rent
Census Tract	$1986
Census Metropolitan Area	$2198
Census Subdivision	$2195
Census Division	$2207
Provincial	$2221
National	$2071

Comparing communities to a benchmark:
Peer-Group Benchmarking

This means comparing communities of similar scale, economic drivers, or demographic makeup. For instance, benchmarking mid-sized agricultural hubs or university towns against one another, rather than comparing them to a massive financial capital like Toronto or New York.

- **What it answers:** *How are we performing relative to places facing the exact same structural realities?*
- **Presentation Tip:** Frame this as the "fair comparison" benchmark that prevents unfair expectations.

Census Metropolitan Area	Average Rent
Toronto	$2424
Montreal	$1871
Vancouver	$2900

Comparing communities to a benchmark:
Temporal Benchmarking

This uses the community's own past data as the baseline (e.g., comparing recent data points against a Census 2016 or 2021 baseline).

- **What it answers:** *What is the direction and velocity of our own community's change?*
- **Presentation Tip:** Explain that this isolates long-term, structural progress from short-term, year-to-year volatility.

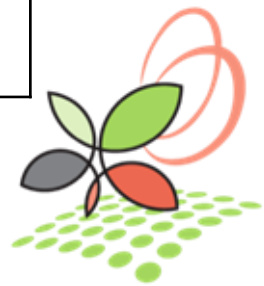
Year	Average Rent
2025	$2071
2026	$2022

Comparing communities to a benchmark:
Normative Standards

This benchmarks community data against explicit policy goals, legal mandates, or established thresholds (such as national low-income measures, core housing need definitions, or municipal climate targets).

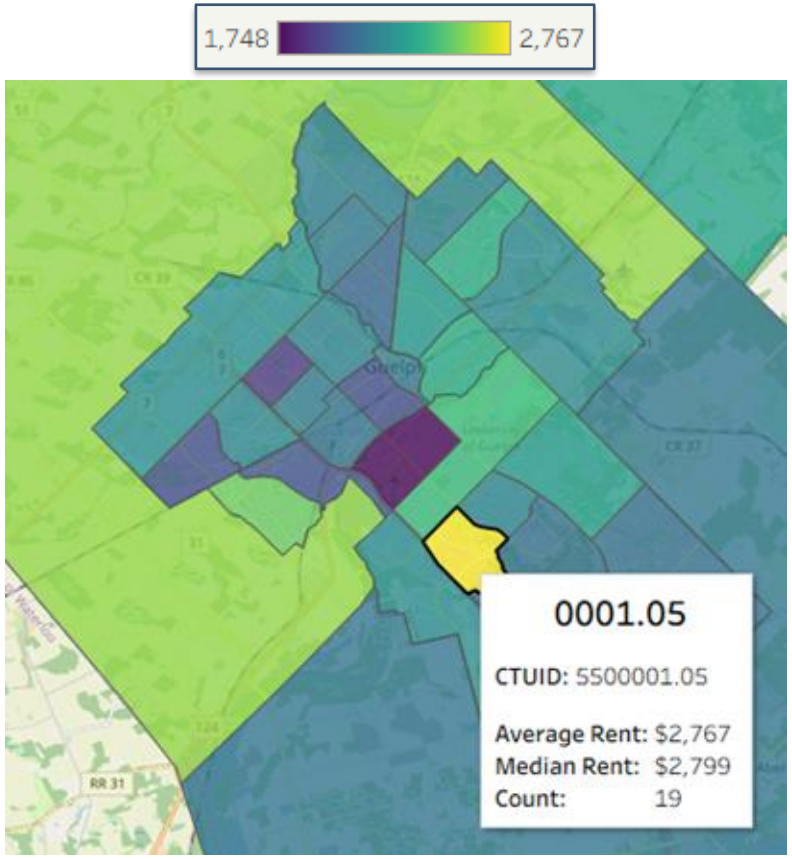
- **What it answers:** *Are we meeting our explicit commitments, legal obligations, or safety thresholds?*
- **Presentation Tip:** Use this to create accountability or to back up funding requests by showing exactly how far the community falls short of a defined target.

Core Housing Need	**Normative Standard**
Affordability	Shelter costs represent less than 30% of total, before-tax household income.
Adequacy	The dwelling does not require any major repairs (e.g., defective plumbing, faulty wiring, or structural issues).
Suitability	The home has enough bedrooms to accommodate the size and makeup of the household according to the National Occupancy Standard (NOS).



Comparing communities to a benchmark:
Why it matters

- **Identifying Hidden Gaps:** A town might have a growing economy, but peer benchmarking might reveal they are growing at half the speed of similar towns, signaling an underlying issue.
- **Justifying Resource Allocation:** Showing that a specific census tract is vastly worse off than the CMA average (Geographic Hierarchy) provides the data evidence needed to advocate for localized funding.
- **Setting Realistic Goals:** Instead of picking arbitrary targets, communities can use peer data or historical velocity to set achievable policy goals.



Comparing communities to a benchmark:
Potential Pitfalls

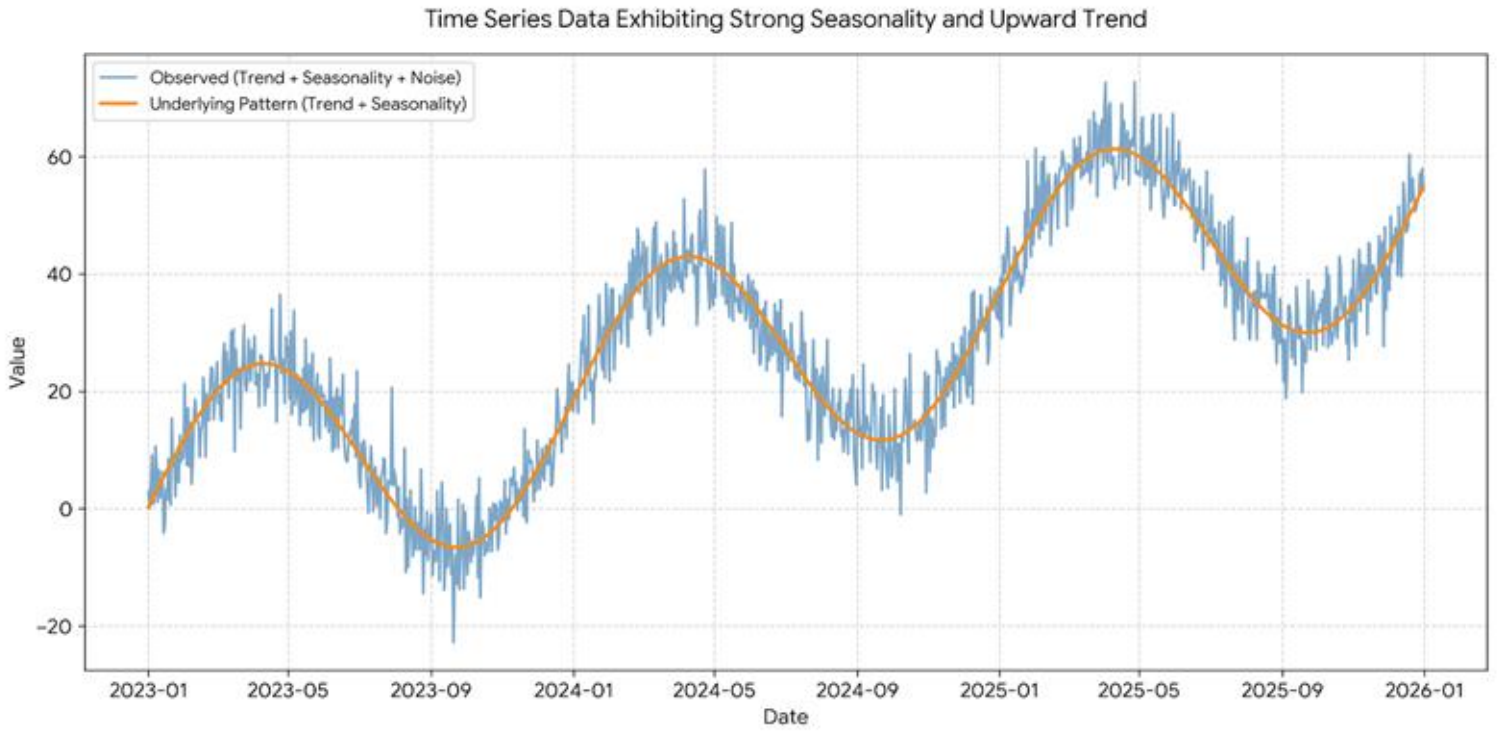
- **The "False Peer" Trap:** Matching communities based purely on population size while ignoring massive differences in demographics, industry, or geography.
- **Outdated Baselines:** Using a historical baseline from a period before a major structural shift (like a major economic crash or a global pandemic) can make modern progress look artificially warped.
- **Moving Target Metrics:** Ensure that the normative standard or census boundary definitions haven't changed over the years, which ruins the comparison.

Census Metropolitan Area	Average Rent	Population 2021
Toronto	$2424	6,202,225
Montreal	$1871	4,291,732
Vancouver	$2900	2,642,825

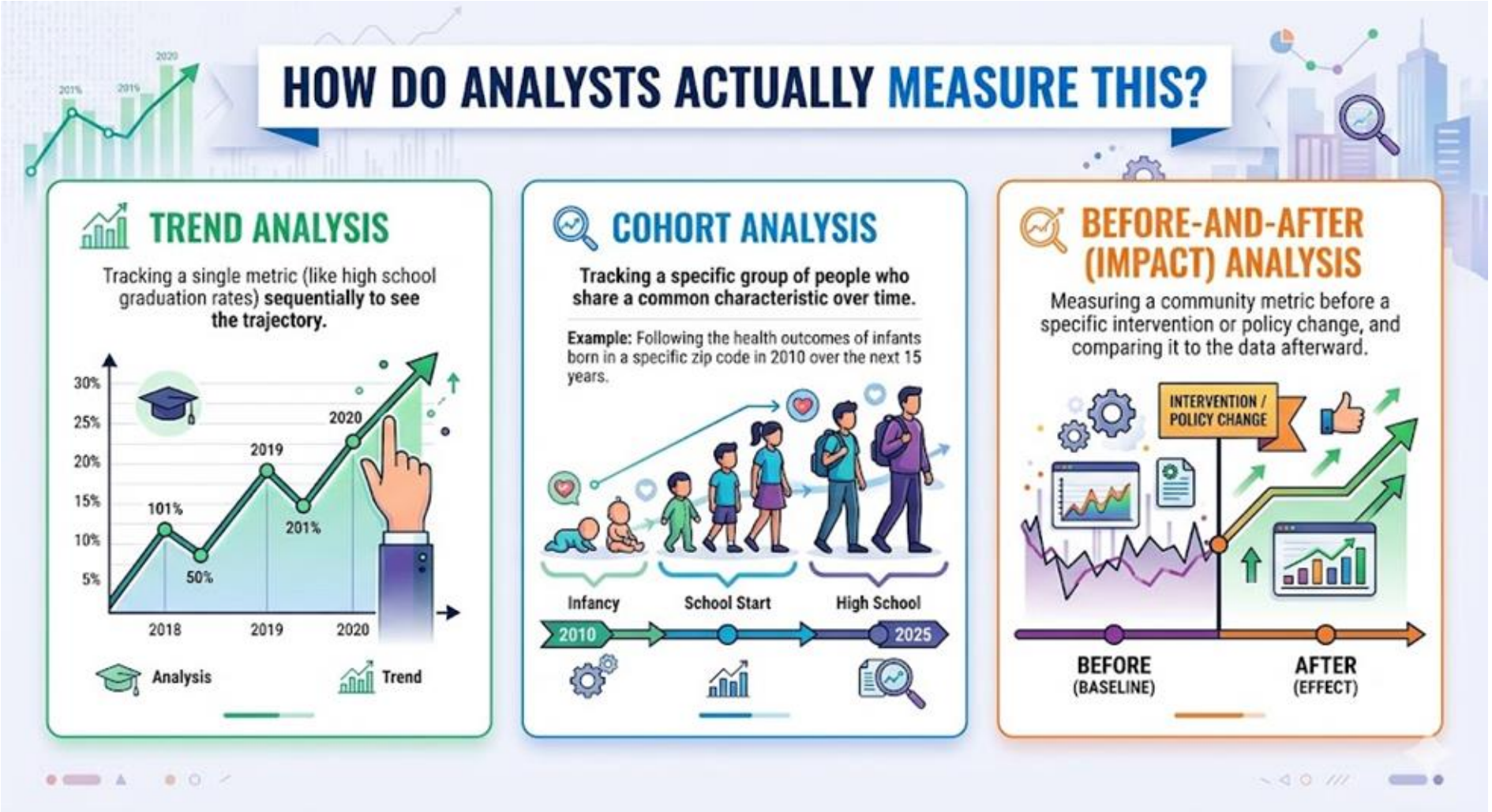
Change over time: Types of trends

When analyzing community data over time, you are generally looking for three main patterns:

- **Secular (Long-Term) Trends:** Smooth, long-term directions. *Example: A steady 5% annual increase in a neighborhood's employment rate over a decade.*
- **Seasonal Fluctuations:** Predictable patterns that repeat over a specific calendar period. *Example: A spike in food bank utilization every December, or increased park usage during summer.*
- **Cyclical Movements:** Long-term oscillations caused by broader socio-economic drivers. *Example: Fluctuations in local housing markets tied to r*



Change over time: Common Methodologies

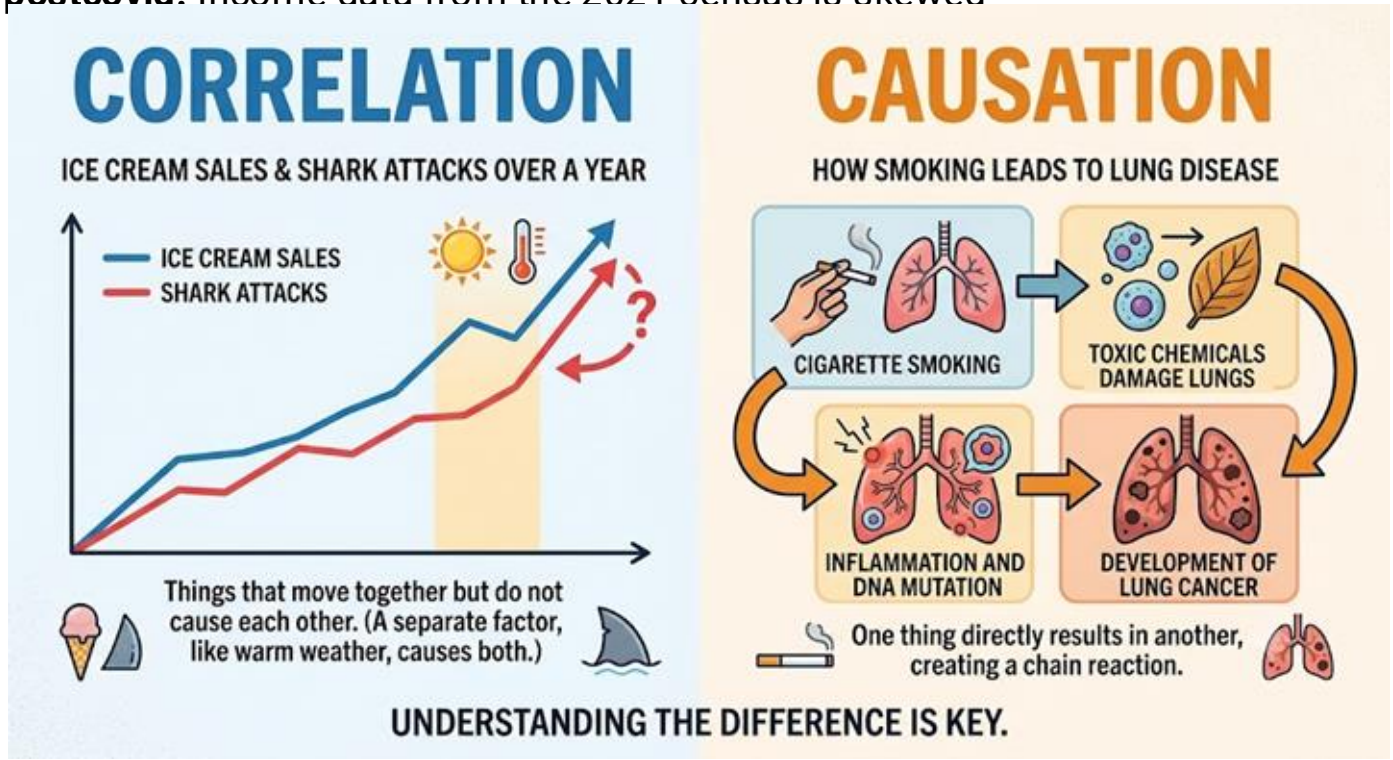


Change over time: Why it matters

- **Evaluating Impact:** Did the new youth center actually decrease local juvenile crime rates over the last three years? Time data proves or disproves effectiveness.
- **Predictive Planning & Resource Allocation:** If data shows a steady 8% increase in the senior citizen population year-over-year, city planners know they need to allocate budget for senior services *now* before it becomes a crisis.
- **Distinguishing Noise from Signal:** A sudden spike in community complaints in July might look alarming, but historical data might reveal that this happens *every* July due to heatwaves. It prevents organizations from overreacting to minor anomalies.

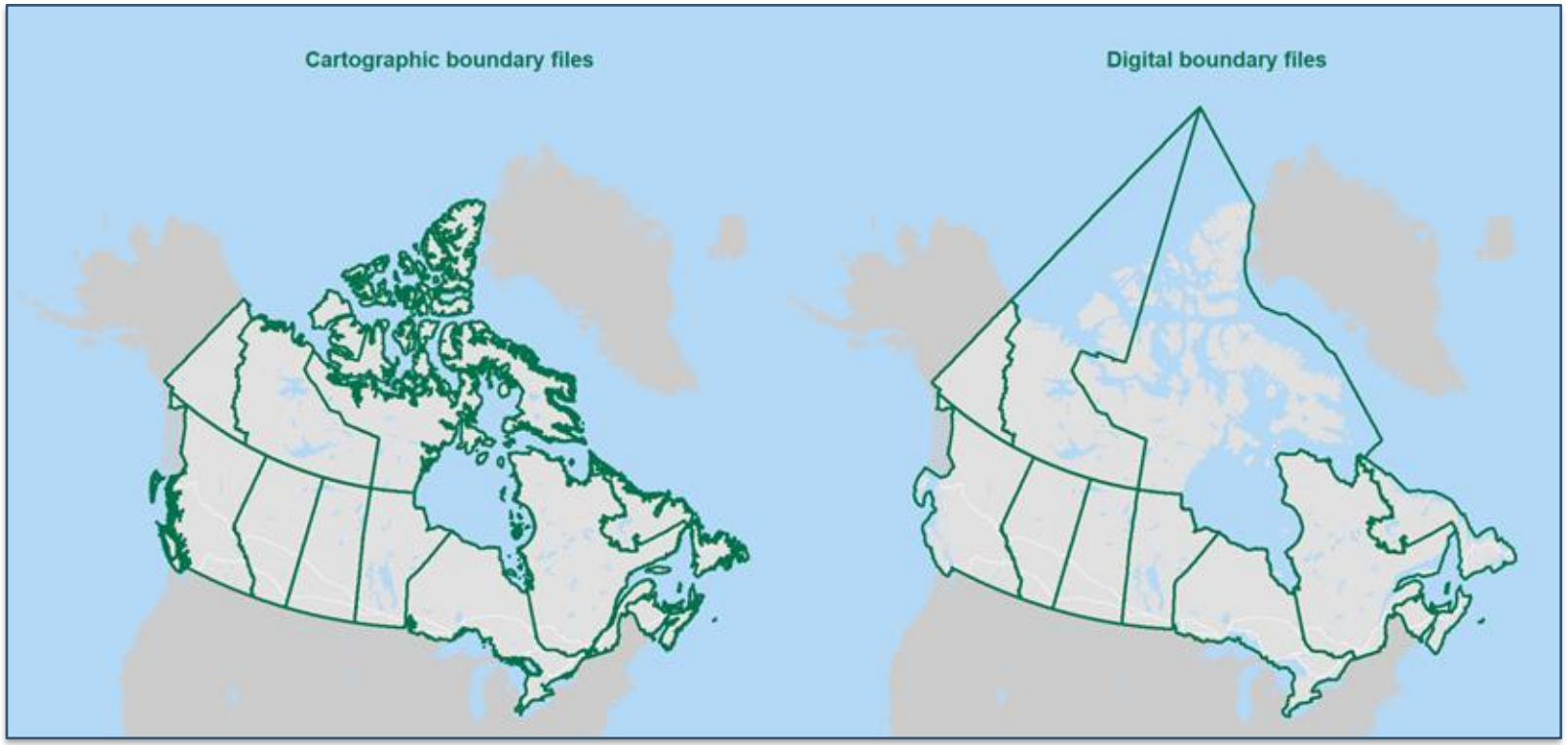
Change over time: Potential Pitfalls

- **The "Correlation vs. Causation" Trap:** Just because community health improved at the same time a new park was built doesn't automatically mean the park caused the improvement.
- **Changing Definitions:** If the government redefined what constitutes "affordable housing" in 2022, comparing 2020 housing data to 2024 housing data will be an apples-to-oranges comparison.
- **Data Gaps:** Missing data points due to funding cuts or census changes can break the continuity of your time-series line.
- **Precovid vs postcovid:** Income data from the 2021 census is skewed



Working across geographies: Boundary Files

- 2021 Census – Boundary files
- Two boundary types
  a. Cartographic
  b. Digital
- Three geographic area types
  a. Administrative
  b. Statistical
  c. Non-Standard



Refresher on Statistics Canada Geography

Census Division (CD):

- An intermediate geographic areas between the province/territory level and the municipality
- In some provinces, CDs correspond with regional district, county, or upper tier municipality

Census Subdivision (CSD):

- Corresponds with municipal boundaries (as determined by provincial/territorial legislation)

Dissemination Area (DA):

- Small, relatively stable geographic unit composed of one or more adjacent dissemination blocks with an average population of 400 to 700

Aggregate Dissemination Area (ADA):

- With populations between 5,000 and 15,000, ADAs are created by grouping existing dissemination geographic areas, including census tracts (CTs), census subdivisions (CSDs) or dissemination areas (DAs). ADA boundaries respect provincial, territorial, census division (CD), census metropolitan area (CMA) and census agglomeration (CA) boundaries.

Refresher on Statistics Canada Geography

Census Metropolitan Area (CMA):

- 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

Census Agglomeration (CA):

- One or more adjacent municipalities centred on a population centre (known as the core). A CA must have a core population of at least 10,000.

Census Tract (CT):

- Small, relatively stable geographic areas that usually have a population between 2,500 and 8,000 persons.
- Located in census metropolitan areas (CMAs) and census amalgamations (CAs) with a stable, core population of at least 50,000

Thanks for listening!
Contact us any time with questions or requests about community data

www.communitydata.ca

information@communitydata.ca

Community Data Program

Enabling communities across Canada to measure and track local well-being

Feedback regarding the session

https://forms.gle/xJvpMQm5SiUQGjzv6

information@communitydata.ca

Community Data Program

Enabling communities across Canada to measure and track local well-being

Community Data Program data sets

Census of Population

Description

• Comprehensive census data collected every five years, with strong coverage at small geographic levels.
• Useful for baseline community profiles across demographics, households, housing, income, language, education, labour, immigration and mobility.

Example variables

• Age group
• Household income / housing tenure

Types of questions it can answer

• Who lives in a community, and how is that changing across neighbourhoods?
• Where are there concentrations of housing need, language needs, newcomers, seniors, children or low-income households?

Canadian CED Network

Community Data Program data sets

T1FF – taxfiler data

Description

- Annual small-area income data derived primarily from income tax returns.
- Useful for tracking income, family and low-income patterns between census years.

Example variables

- Median after-tax income
- Low-income status / family type

Types of questions it can answer

- How are household and family incomes changing from year to year?
- Which communities have higher concentrations of seniors, families with children, or individuals with low income?

Canadian CED Network

Community Data Program data sets

Canadian Business Counts

Description

- Counts of active business locations by geography, industry and employee-size category.
- Useful for describing the local business base, sector mix and presence of small or large employers.

Example variables

- Business establishments by NAICS industry code
- Business locations by Employee size range

Types of questions it can answer

- What industries make up the local economy?
- Where are small businesses, employers, or specific sectors concentrated?

Use note

- Interpretation note: counts are business locations; employee-size ranges should not be treated as total employment counts.

Canadian CED Network

Community Data Program data sets

Postal Code Conversion File

Description

- Reference file that links six-character postal codes to standard census geographies and coordinates.
- Useful for converting postal-code-based administrative, program or survey records into analyzable geographies.

Example variables

- Postal code
- Dissemination area / census subdivision

Types of questions it can answer

- Which census geography does a postal code belong to?
- How can client, member, service, or survey records be mapped or aggregated to neighbourhoods?

Canadian CED Network

Community Data Program data sets

Longitudinal Immigration Database

Description

- Linked immigration and tax data that follows immigrant taxfilers aged 15+ over time.
- Useful for examining settlement, mobility and economic outcomes by immigration characteristics.

Example variables

- Counts of immigrant taxfilers by admission category and admission year
- Median employment income, median total income, incidence of social assistance

Types of questions it can answer

- How do newcomer income outcomes change after arrival?
- How do outcomes differ by admission category, source region, age, sex or destination community?

Canadian CED Network

Community Data Program data sets

Longitudinal Administrative Databank

Description

- Longitudinal tax-based administrative data on income and demographic change over time.
- Useful for studying income mobility, persistence of low income and transitions between family or labour-market situations.
- CDP data from the LAD focuses on low-income dynamics

Example variables

- Low income duration
- Low income entry rate and exit rate

Types of questions it can answer

- How stable or unstable are incomes over time?
- Which groups experience persistent low income?

Canadian CED Network

Community Data Program data sets

Building Permits

Description

• Monthly and annual data on building permits issued by municipalities, including residential and non-residential construction.
• Useful as an early indicator of development activity, housing supply and local investment.

Example variables

• Permit value
• Dwelling units authorized

Types of questions it can answer

• Where is new construction or redevelopment occurring?
• Is the local housing pipeline growing, slowing, or shifting by building type?

Canadian CED Network

Community Data Program data sets

Consumer and mortgage debt data (TransUnion)

Description

- Aggregated credit-report indicators describing consumer debt, mortgage debt and repayment patterns.
- Useful for understanding financial stress and consumer credit conditions at the community level.

Example variables

- Average balance by credit product
- Delinquency rate by duration

Types of questions it can answer

- Where are residents showing signs of financial vulnerability or rising debt stress?
- How do mortgage, credit card, auto loan or other debt patterns vary across communities?

Canadian CED Network

Community Data Program data sets

Estimates of population by age and sex (intercensal, CSD and CT geographies)

Description

- Annual population estimates by age and sex/gender for sub-provincial geographies.
- Useful for updating counts and community profiles between census releases.
- NOTE: After 2024 data, StatCan has stopped producing population estimates by age and gender

Example variables

- Population by age group
- Population by sex/gender

Types of questions it can answer

- What is the current estimated population of a community or census tract?
- How can service rates be calculated using more current population than the last census?

Canadian CED Network

Community Data Program data sets

Canadian Health Survey on Children and Youth (CHSCY)

Description

- Survey data on factors affecting the physical and mental health of children and youth.
- Useful for understanding child and youth well-being, care needs, activities and health-related inequities.

Example variables

- Self-rated health / mental health
- Presence of a regular health care provider

Types of questions it can answer

- What health and well-being issues are most common among children and youth?
- How do health outcomes vary across geographies?

Use note

- Interpretation note: survey estimates should be checked for sample size, confidence intervals and suppression before comparison.

Canadian CED Network

Community Data Program data sets

Canadian Community Health Survey (CCHS)

Description

- Health survey covering health status, health behaviours, chronic conditions and health care use.
- Useful for producing regional health profiles and identifying health inequities.

Example variables

- Self-rated health / mental health
- Smoking, food insecurity or chronic condition indicator

Types of questions it can answer

- What are the major health risks and health needs in a region?
- Which areas report poorer health, lower access to care, or higher prevalence of risk factors?

Use note

- Interpretation note: survey estimates should be checked for sample size, confidence intervals and suppression before comparison.

Canadian CED Network

Community Data Program data sets

Custom order from the Canadian Survey on Disability

Description

- Custom tabulations from the main national source on persons with disabilities aged 15 and over.
- Useful for describing disability prevalence, severity, employment and income.

Example variables

- Population with disability by disability type
- Median after-tax income for persons with disabilities

Types of questions it can answer

- How many people have disabilities, and what types of disabilities are most common?
- What barriers, support needs or employment gaps should accessibility planning address?

Use note

- Interpretation note: survey estimates should be checked for sample size, confidence intervals and suppression before comparison.

Canadian CED Network

Community Data Program data sets

Canadian Internet Use Survey

Description

- Survey data on access to and use of digital technologies by individuals.
- Useful for examining the digital divide, online service use, e-commerce.

Example variables

- Home internet access
- Percentage of population that purchased physical goods/digital services online

Types of questions it can answer

- How ready are residents to use online services?

Canadian CED Network

Community Data Program data sets

Canadian Index of Multiple Deprivation

Description

• Area-based index measuring multiple dimensions of deprivation and marginalization at small geographic levels.
• Useful for identifying relative neighbourhood disadvantage and contextualizing health, social and economic outcomes.

Example variables

• Residential instability quintile
• Economic dependency or situational vulnerability quintile

Types of questions it can answer

• Which neighbourhoods face higher levels of deprivation or marginalization?
• Where should place-based services, outreach, investments or equity analysis be prioritized?

Canadian CED Network

Community Data Program data sets

Labour Force Survey Estimates

Description

- Labour market estimates for larger sub-provincial geographies, including economic regions and census metropolitan areas.
- Data available for some Census Divisions and Census Subdivisions.
- Two-year estimates available for Census Divisions.
- Useful for monitoring employment conditions and regional labour-market trends.

Example variables

- Unemployment rate
- Employment rate, participation rate

Types of questions it can answer

- How is the regional labour market performing?
- Are unemployment, participation or employment rates improving or worsening in a CMA or economic region?

Canadian CED Network

Community Data Program data sets

CMHC Housing Market Information Portal data

Description

• Housing-market indicators from CMHC covering rental markets, housing construction and related market conditions.
• Useful for assessing affordability pressures, rental availability and supply trends.

Example variables

• Average rent by bedroom type, vacancy rates
• Housing completions

Types of questions it can answer

• How tight is the rental market, and where are rents rising?
• Is new housing supply keeping pace with local demand or affordability needs?

Canadian CED Network

Community Data Program data sets

Modeled estimates of average liquid assets

Description

- Modelled small-area estimates of mean liquid assets, combining survey and census information.
- Useful for describing financial resilience and differences in accessible savings across communities.

Example variables

- Mean liquid assets

Types of questions it can answer

- Which areas may have lower financial buffers to absorb emergencies or income shocks?
- How do liquid asset levels vary across regions when direct survey estimates are not available?

Use note

- Interpretation note: estimates are modelled and should be presented as indicators of relative financial resilience.

Canadian CED Network

Community Data Program data sets

IRCC Permanent and Temporary Residents data

Description

• Administrative data on permanent residents and temporary residents, including students, workers and other permit holders.
• Useful for newcomer-serving planning, settlement analysis and tracking immigration-related population flows.
• Difficult to get timely data from IRCC recently.

Example variables

• Counts by admission category, immigration category
• Counts by country of citizenship, permit type

Types of questions it can answer

• Where are newcomers, temporary residents, international students or work permit holders settling?
• How are immigration flows changing by source country, admission stream or intended destination?

Canadian CED Network

Community Data Program data sets

Employment Insurance Statistics

Description

- Monthly administrative statistics on Employment Insurance beneficiaries and benefit types.
- Useful for monitoring labour-market stress, income support needs and seasonal or regional employment shocks.

Example variables

- Number of EI beneficiaries
- Benefit type / age group / sex

Types of questions it can answer

- Where are EI claims or beneficiaries increasing?
- Which groups or regions may be experiencing unemployment, seasonal work interruptions or income-support needs?

Canadian CED Network