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Statistics Canada
www.statcan.gc.ca

Custom Area Creation

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ADVISORY SERVICES

- Serve as a one-stop contact point for the public.
- The dissemination of the data produced by Statistics Canada's 60+ Subject Matter Divisions.
- Provide standard and custom data solutions to users.



ADVISORY SERVICES

- Central Region serves the population of Ontario
 - All federal departments and crown agencies
 - All provincial ministries and agencies
 - 500+ local governments
 - Private sector both big and small



ADVISORY SERVICES

- To do this we have a team of:
 - 12 Account Executives who deal directly with data users
 - 8 Data Consultants who extract custom data for users
 - 3 Geographers who provides consulting and analysis
 - Plus other support staff.



Approaches to Custom Areas

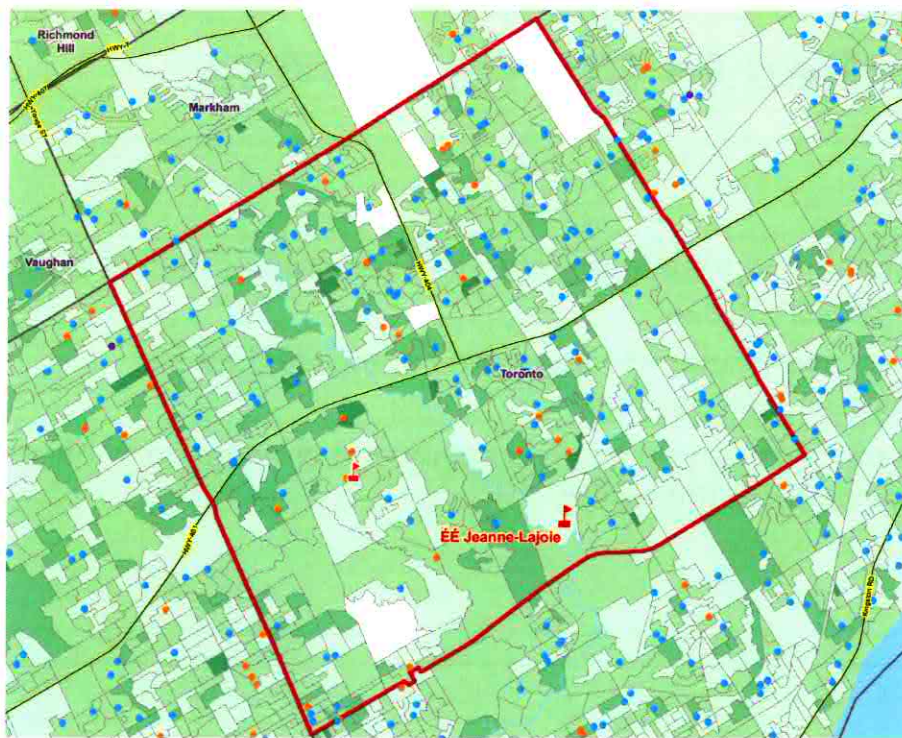
- **Standard**
 - Users can aggregate any standard geographic to create their own custom areas.
 - Option allows users to aggregate standard data for significant cost savings.
 - The process can be relatively easy and provides for more user control of the results.



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Problems with this approach

- Users are aggregating rounded data.
- Standard geographic units do not always follow real world features
 - ex. Railway or utility corridors



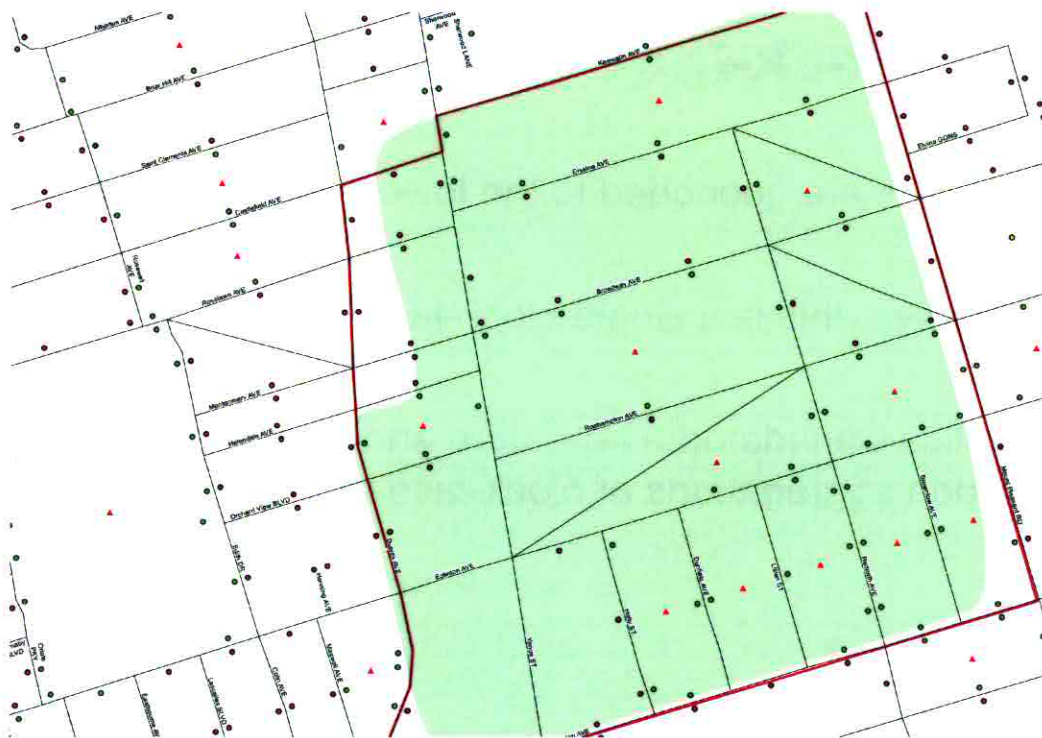
Why Custom?

- Dissemination Block is a relatively new geographic unit (introduced in 2001).
- Incorporate natural breaks into their areas.
- Based upon block-face level data.



What is Block-face data?

- All responses are geocoded to the lowest level possible.
- In most cases, this is a single block-face
- All Statistics Canada data (standard and custom) are based upon aggregations of block-face level data.

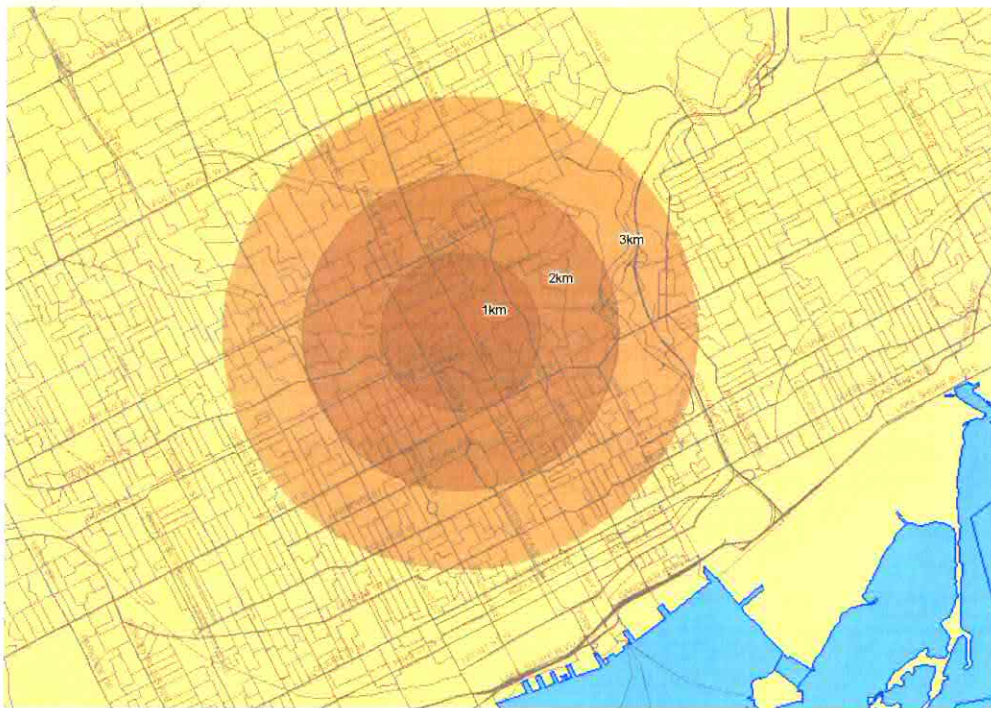




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Results

- A correspondence file is produced between the blockfaces and the user geography.
- That correspondence file is loaded into the data retrieval system for data extraction.
- The customized retrieval of census data is called 'custom tabulation'
 - A custom tabulation is produced to retrieve aggregated census data at the block or block-face level



Users

- Approximately 70% of the custom area creation work is tied to other public sector organizations.
- Type of geography commonly requested include:

Planning Units/Districts	Traffic Zones
School Catchments	Electoral Units (ex. Wards)



Issues

- Different levels of government have created their own geographic base data.
- As a result, there can be significant alignment issues to overcome





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