

DAYTIME POPULATION 2012

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Description

Daytime Population estimates are based on compiled business data which includes counts of employees who work, presumably during the day, at the business location within a given dissemination area.

These statistics are aggregated for each DA to arrive at estimates of the number of daytime employees. Daytime Employees are then added to the at-home residential population – whether retired, in school, or simply not in the labour force – to arrive at total Daytime Population. These estimates are useful for businesses interested in attracting customers, for example, at their daytime location as opposed to the nighttime, residential location.

Sources of Information

Statistics Canada and Pitney Bowes MapInfo.

Updates

Annual

Reference Date

July 1, 2012.

Coverage Area

This database covers the entire area of Canada's 13 provinces and territories.

Methodology

To develop estimates of Daytime Population, a "component method" was employed which used the following DA-level components: (1) the at-home population by age group (under 15 years, 15 to 64 years, and 65+ years) based on the current-year MapInfo demographic Estimates and Projections, and (2) Daytime Employees who work in the DA from business data geocoded to each DA.

The sum of the at-home population and the at-work population (Daytime Employees) equals the Daytime Population. Unemployed persons are assumed to search for work in various locations outside their DA of residence and so they are not assigned to any daytime population geography. Constraints include the reconciling of at-work population with employed labour force within CMAs and provinces.

Geographic Availability

Data are available for all levels of geography, including FSAs.