

## 5. Custom Services

Custom Services provide products and services aimed at meeting users' needs in a more detailed or specific form than is available in standard products. The flexibility built into these services means that many demanding and complex requests may be accommodated. Therefore, users can obtain products which are designed to meet their specific data or geographic needs.

Custom Services offer six service types, custom tabulations, semi-custom profiles, place of work & mode of transportation, custom products at the sub-census subdivision level, geocoding services, geography custom services and geography custom mapping. Each has varying degrees of flexibility in terms of content, geographic level and medium. Experienced census consultants are available to advise clients on the service that will best suit their needs.

Product prices and delivery times vary with the type of service requested. The more customized the product, the greater the price and the longer the delivery time. Prices are subject to change.

Clients will be served by the census consultants at the Statistics Canada Regional Reference Centre nearest them, with the exception of federal government clients who should contact Statistics Canada's head office in Ottawa.

### ➤ Custom Tabulations

Custom cross-tabulations are the most flexible and specialized product type. Products are developed to meet the needs of individual users, according to their exact requirements in terms of content, geography, format and output medium. This includes the derivation of new variables, the creation of user-defined geographies, etc. Custom products can be produced from the 1971, 1976, 1981, 1986, 1991 and 1996 Census databases. It should be noted that confidentiality constraints are applied where necessary.

The census dictionaries are available to assist users in identifying the required variables and distributions. Documentation on historical comparability of concepts is also available in the *1996 Census Dictionary* for users interested in making comparisons across census years.

Statistics Canada consultants assist and advise users in developing specifications for the custom tabulations which best satisfy their data requirements.

### Geographic Level

Custom tabulations are available for any geographic area(s) specified by the user. It should be noted that certain confidentiality constraints apply. The geographic level can be defined in terms of:

(a) Standard census geographic areas

Standard census geographic areas such as enumeration areas, census tracts, census subdivisions, census metropolitan areas and census agglomerations, or any combinations thereof. (For example, census tracts can be aggregated to form city planning districts, or census subdivisions can be aggregated to form market areas.) For 1996, postal code geography can also be used for the creation of custom products.

(b) Geocoded areas

Data can be retrieved for any area which can be marked on a map and geocoded. Geocoding is the process of creating electronic boundaries (digitizing) based on custom client areas as delineated on a map. Possible formats include circles around points or other simple polygons. Examples of applications of geocoding include city wards which are defined as polygons on a map, and marketing target areas defined as circles of a specified diameter around central points. See Geocoding Service further in this section.

**Note:** Custom products can be prepared to the specifications of the user on a variety of output media, including:

- computer printout;
- magnetic tape/cartridge;
- UNIX cartridge;
- diskette;
- CD-ROM.

A variety of formats are available for compatibility with most mainframe and PC-based applications. Output designed for use in a PC environment can be packaged with Statistics Canada's DOS- or Windows-based viewing software.

**Catalogue No.:** 97C0001  
**Release:** October 1997  
**Price:** See Note below.

**Note:** 1996 Pricing of Custom Products (applies to other Census years also)

Custom tabulations are prepared on a full cost-recovery basis, including all consultation, computer processing and other costs incurred in developing and producing the tabulations. The minimum price per table is \$930.

Estimates of cost and delivery time will be provided to the client for approval before development begins. The following factors are considered in the pricing of custom tabulations:

- consultation fees;
- data processing fees;
- defined variable(s) and/or variable manipulations;
- custom formatting;
- output medium;
- after-sales services.

The costs for most of these services are based on an hourly rate. Geocoding costs are recovered at a rate of \$350 (minimum fee) + an average of \$40/polygon.

The total price includes shipping and handling but excludes any applicable goods and services taxes. Prices are subject to change.

Further details on the Census Custom tabulations can be obtained through the Statistics Canada Regional Reference Centre nearest you.

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## ➤ **Semi-custom Profiles**

In terms of flexibility, semi-custom profiles fall between standard products and custom tabulations. Semi-custom profiles enable users to replicate the content of published profile data for the geographic area(s) and output medium of their choice. Profiles provide an overview of the selected geographic area(s). Data are presented for various census characteristics. Included are numerous characteristics pertaining to individuals, families, households and dwellings. They are in a format which is compact and easy to use. Information such as counts, rates and averages provide indicators which can be easily compared across geographic areas. The profiles are valuable reference tools for users requiring quick summaries of numerous characteristics for selected areas. They are particularly suited for entry into systems for basic data analysis, including comparisons, graphing and mapping.

The semi-custom line consists of two product types: basic profiles and target group profiles.

## (a) Basic profiles

The Basic profiles combine characteristics from the basic data collected from 100% of the population, and the detailed socio-economic data collected from a 20% sample (33% in 1971). Basic profiles can be produced from the 1971 through 1996 Census databases.

## (b) Target group profiles

These profiles allow the users to select a particular target group (such as an ethnic group or a linguistic group) and to obtain characteristics for that group only. The data are based on the 20% sample and are tabulated at the population level only. Target group profiles can be produced from the 1991 and 1996 Census databases.

## Geographic Level

Semi-custom profiles are available for any geographic area(s) specified by the user. It should be noted that certain confidentiality constraints apply. The geographic level can be defined in terms of:

## (a) Standard census geographic areas

Standard census geographic areas such as enumeration areas, census tracts, census subdivisions, census metropolitan areas and census agglomerations, or any combinations thereof. (For example, census tracts can be aggregated to form city planning districts, or census subdivisions can be aggregated to form market areas.) For 1996, postal code geography can also be used for the creation of semi-custom products.

## (b) Geocoded areas

Data can be retrieved for any area which can be marked on a map and geocoded. Geocoding is the process of creating electronic boundaries (digitizing) based on custom client areas as delineated on a map. Possible formats include circles around points or other simple polygons. Examples of applications of geocoding include city wards which are defined as polygons on a map, and marketing target areas defined as circles of a specified diameter around central points. See Geocoding Service further in this section.

**Note:** Semi-custom profiles are provided on diskette packaged with Statistics Canada's DOS- or Windows-based software

**Catalogue No.:** 97C0002  
**Release:** Third quarter of 1998  
**Price:** See Note below.

**Note:** 1996 Pricing of Semi-custom Profiles (applies to other census years also)

The prices of semi-custom profiles are established using the following pricing factors per product type:

Semi-custom Profile Pricing Grid (\$ per table)

Cost = basic price + area cost	-	\$200 for 2A profiles (combined with 2B for 1996)
Basic price + :	-	\$200 for 2B profiles
	-	\$275 for 2B target group profiles
Each of 1 to 100 areas	-	\$3** for 2A profiles (combined with 2B for 1996)
	-	\$3** for 2B profiles
	-	\$3** for 2B target group profiles

Each of 101 to 2,000 areas	<ul style="list-style-type: none"> <li>- \$1** for 2A profiles (combined with 2B for 1996)</li> <li>- \$1** for 2B profiles</li> <li>- \$1** for 2B target group profiles</li> </ul>
Each of 2,001 to 5,000 areas	<ul style="list-style-type: none"> <li>- \$0.50** for 2A profiles (combined with 2B for 1996)</li> <li>- \$0.50** for 2B profiles</li> <li>- \$0.50** for 2B target group profiles</li> </ul>
More than 5,000 areas	<ul style="list-style-type: none"> <li>- \$0.25** for 2A profiles (combined with 2B for 1996)</li> <li>- \$0.25** for 2B profiles</li> <li>- \$0.25** for 2B target group profiles</li> </ul>

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\*\* Per area

Other factors affecting price:

- (1) creation of custom geographic area files (\$100/hr);
- (2) geocoding (\$350 minimum + an average of \$40/polygon);
- (3) output medium.

The total price includes shipping and handling but excludes any applicable goods and services taxes (to be charged separately). Prices are subject to change.

Further details on the semi-custom profiles can be obtained through the Statistics Canada Regional Reference Centre nearest you.

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➤ **Place of Work and Mode of Transportation Custom Products at the Sub-Census Subdivision Level** **NEW**

Custom cross-tabulations are the most flexible and specialized product type. Products are developed to meet the needs of individual users, according to their exact requirements in terms of content, geography, format and output medium. This includes the derivation of new variables, the creation of user-defined geographies, etc. Custom place of work products can be produced from the 1971 (CMA/CA, CSD and CT), 1981 (CMA/CA, CSD and CT), 1991 (CMA/CA, CSD and CT [Ontario only]) and 1996 (CMA/CA, CSD, CT, FED and EA) Census databases. It should be noted that confidentiality constraints are applied where necessary.

The census dictionaries are available to assist users in identifying the required variables and distributions. Documentation on historical comparability of concepts is also available in the *1996 Census Dictionary* for users interested in making comparisons across census years.

Statistics Canada consultants assist and advise users in developing specifications for the custom products which best satisfy their data requirements.

**Geographic Level**

Custom place of work products are available for any geographic area(s) (place of residence) specified by the user. It should be noted that certain confidentiality constraints apply. The geographic level can be defined in terms of:

## (a) Standard census geographic areas

Standard census geographic areas such as enumeration areas, census tracts, census subdivisions, census metropolitan areas and census agglomerations, or any combinations thereof. (For example, census tracts can be aggregated to form city planning districts, or census subdivisions can be aggregated to form market areas.) For 1996, postal code geography can also be used for the creation of custom products.

## (b) Geocoded areas

Data can be retrieved for any area which can be marked on a map and geocoded (based on place of residence). Geocoding is the process of creating electronic boundaries (digitizing) based on custom client areas as delineated on a map. Possible formats include circles around points or other simple polygons. Examples of applications of geocoding include city wards which are defined as polygons on a map, and marketing target areas defined as circles of a specified diameter around central points.

**Note:** Custom place of work products can be prepared to the specifications of the user on a variety of output media, including:

- computer printout;
- UNIX cartridge;
- diskette;
- CD-ROM.

A variety of formats are available for compatibility with most mainframe and PC-based applications. Output designed for use in a PC environment can be packaged with Statistics Canada's DOS- or Windows-based viewing software.

**Catalogue No.:** 97C0009  
**Release:** April 1998  
**Price:** See Note below.

**Note:** 1996 Pricing of Custom Products

Custom place of work products are prepared on a full cost-recovery basis, including all consultation, computer processing and other costs incurred in developing and producing the tabulations. The minimum price per table is \$1,400.00.

Estimates of cost and delivery time will be provided to the client for approval before development begins. The following factors are considered in the pricing of custom products:

- consultation fees;
- data processing fees;
- defined variable(s) and/or variable manipulations;
- special geographic manipulations;
- custom formatting;
- output medium;
- after-sales services.

The costs for most of these services are based on an hourly rate. Geocoding costs are recovered at a rate of \$350 (minimum fee) + an average of \$40/polygon.

The total price includes shipping and handling but excludes any applicable goods and services taxes. Prices are subject to change.

Further details on the Custom Place of Work Products can be obtained through the Statistics Canada Regional Reference Centre nearest you.

### ➤ **Geocoding Services**

The Geocoding Service allows users to define their own geographic areas of study (user-defined areas or aggregations of standard census geographic areas) for census data tabulations. This custom geography is produced from an aggregation at the block-face level in large urban centres with Street Network File coverage, and at the enumeration area level in small urban centres and rural areas. The user is thereby able to purchase census data for these custom areas.

Geocoding based on 1996 geography is available since the fourth quarter of 1997.

**Catalogue No.:** 97C0005

**Release:** December 3, 1997

**Price:** Geocoding is priced at a minimum of \$350 plus an average of \$40 per polygon. The user may purchase the final boundary file for an additional \$400. Estimates will be provided based on the complexity of the request.

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### ➤ **Geography Custom Services**

If the standard geographic products do not satisfy a user's need, Geography Custom Services are available to produce non-standard geographic products by special request. Examples include alternative packaging of digital cartographic files, special data retrievals, manipulations or merges using any of the geography computer files (postal codes, attribute files, boundary files and street network files).

**Catalogue No.:** 97C0006

**Price:** The minimum cost for this service is \$100. Estimates will be provided based on the nature and complexity of the request.

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### ➤ **Geography Custom Mapping**

Thematic maps and other custom maps may be produced as a special request.

**Catalogue No.:** 97C0007

**Price:** The minimum cost for this service is \$350. Estimates will be provided based on the complexity of the request.