



Resources

Using Data to Your Advantage Webinar Series

January – March 2024

Free Data Sources

StatsCan - www.statcan.gc.ca

Statistics Canada is the national statistical office and has a **vast database** on Canada's economy, society and environment. It can be a little overwhelming but there is plenty of data down to provincial, regional, and sometimes community, level.

Census Data

You can find census data [here](#) (or check out the [Census Profile](#) as an easy way to find data on a specific community).

Free Data Sources

Labour Force Survey

www150.statcan.gc.ca/n1/en/surveys/3701

The Labour Force Survey provides estimates of employment and unemployment. It is released monthly from StatsCan.

StatsCan Rural Dashboard

www.statcan.gc.ca/en/subjects-start/society_and_community/rural_canada

StatsCan has a rural specific dashboard. Although there are few community-specific details, it is interesting to see an overarching rural snapshot.

Free Data Sources cont.

Data from the BC Government - www2.gov.bc.ca/gov/content/data

BC Data Catalogue - catalogue.data.gov.bc.ca. A large database, consisting of the entire catalogue of all data stored by the BC Government. Can filter by sector.

Statistics - www2.gov.bc.ca/gov/content/data/statistics. A wide range of data on the economy, business starts, employment and the labour market.

Local Government - www2.gov.bc.ca/gov/content/governments/local-governments/facts-framework/statistics. Financial information on local governments in BC. This is collected by the Ministry of Municipal Affairs and Housing through annual financial reporting.

Free Data Sources cont.

Community Information Tool - communityinformationtool.gov.bc.ca

Offers insight into communities across BC with integrated socioeconomic data, infrastructure, and community assets data. A great resource for community level data, nicely analyzed and visualized.

You can create a link directly to the data for your community to use on your website or to share with others. Search for your community's name, and then once you are at the results page, click the “Copy link” button on the right-hand side of the page. You can then share this link on your website, with partners or your community members.

Free Data Sources cont.

BC Economic Atlas - maps.gov.bc.ca/ess/hm/bcea/

A GIS mapping tool to support economic opportunity identification, business case analysis and investment decision making in BC. Developed and updated by the BC Government.

ETSI-BC Data Portal - our-region.etsi-bc.ca

A data portal pulling data from a variety of sources for the Southern Interior region of BC. A very good resource of regional data – click on the map for a breakdown by region.

Free Data Sources cont.

State of the Basin – www.stateofthebasin.ca

Monitoring and reporting on indicators of social, economic, cultural, and environmental well-being in the Columbia Basin-Boundary region. Includes [Community Profiles](#) that are updated when new data becomes available.

*Even if you don't live in the Columbia Basin-Boundary region, this site is a great resource of what data **can be found** to tell the story for a community.*

Columbia Basin Climate Source - basinclimatesource.ca

There is an economic impact section as well as detailed, localized climate predictions. This unique resource is great for assisting with local vulnerability assessment.

Free Data Sources cont.

Work BC Labour Market Data - www.workbc.ca/research-labour-market/bc-and-regional-profiles

For each of BC's seven economic development regions you will find employment statistics, population data and 10-year labour market outlooks.

BC Cost of Living Calculator: www.costofliving.workbc.ca

This calculator allows you to compare the cost of living across communities within BC. Data for this calculator is updated annually and comes from the [Economic Research Institute](#). Housing data is the weakest link for small communities, so best to compare with “real life” examples within your community.

Free Data Sources cont.

BC Community Health Profiles -

communityhealth.phsa.ca/HealthProfiles

Profiles for each of the 142 incorporated municipalities across BC that include local data on demographics, factors that affect health, available health services, and health status and chronic disease.

Interior Health Population Health Profiles -

www.interiorhealth.ca/about-ih/population-health-profiles

Population health profiles provide a picture of health for residents of the Interior Health region. They are divided by health authority, Health Service Delivery Area (HSDA), and Local Health Area (LHA).

Free Data Sources cont.

BC Regional Tourism Secretariat (BCRTS) Portal - tourismresiliency.ca/reports/

The BCRTS Research program generates weekly, monthly, quarterly and annual reports on a variety of topics important for tourism decision-making at the regional, community and individual business level.

Also, each of the regional tourism associations have great sources of research and data for their region:

- **Kootenay Rockies Tourism:** www.krtourism.ca/data-insights
- **Thompson Okanagan Tourism Association:** www.totabc.org/research and www.totabc.org/symphony-tourism-services
- **Cariboo Chilcotin Coast:** industry.landwithoutlimits.com/resources/research/

Free Data Sources cont.

go2HR Tourism Employment Tracker

www.go2hr.ca/bc-tourism-and-hospitality-labour-market-information-employment-tracker

Updated monthly, this interactive tool outlines employment statistics in the BC tourism and hospitality sector at the regional level.

Housing Information Portal from Community Development Institute @ UNBC - unbc.ca/community-development-institute/housing-information-portal/

This portal provides access to a range of information for non-metropolitan communities, in BC and Canada. It includes population and housing data for more than 60 communities including webinars detailing population trends and housing stock, by region in BC.

Free Data Sources cont.

Vital Signs - communityfoundations.ca/initiatives/vital-signs

Community-driven data projects lead by Community Foundations. Check with [Community Foundations in your area](#) if they have completed a report or are interested in partnering with you to produce a report.

Custom Data Requests

It is possible to go to organizations such as BC Assessment or Stats Can and ask for a data set specific for your community. This may come with a cost, but it doesn't hurt to ask. Just remember to be clear with your question and what you need.

Paid Data Sources

Community Data Program – www.communitydata.ca

This membership-based community development initiative provides members with a wide range of data from a variety of sources. Take a look at what data is available [here](#).

Selkirk College holds the regional consortia for Columbia Basin-Boundary, so contact Jayme Jones (jjones1@selkirk.ca) for more information and to become a member.

Paid Data Sources cont.

EMSI - www.eimpact.report/emsidata/

Canadian labor market data that is compiled from Statistics Canada surveys and projected forward. Includes demographic data, occupational and industry data and job postings analytics and academic program completion data.

Post-secondary institutions in your area may subscribe, so talk to them to see if you can access the data or get some data to answer a specific question you have.

TELUS Insights - www.telus.com/en/business/medium-large/enterprise-solutions/big-data-analytics

Data from the TELUS mobile network that provides analytics about mass-movement patterns and trends.

Paid Data Sources cont.

Environics Analytics - [environicsanalytics.com](https://www.environicsanalytics.com)

This company provides a wide-range of data. DestinationBC are using their mobility data, so contact your local Destination Marketing Organization as to how you may be able to access and use the data they have.

Near - near.com

Range of data based on human movement (from apps on mobile phones)

ROVE - rovemarketing.ca

Travel & tourism data

AirDNA - www.airdna.co

Data regarding short-term rentals

East Kootenay Data Sources

Community Futures East Kootenay has developed a database of data sources specific to the communities within the East Kootenays but it also contains links to broader data sets.

[Take a look here.](#)



Data Visualization

Tools

Canva – www.canva.com

Infographia - infograpia.com

Word Clouds - www.wordclouds.com

Smart Draw - www.smartdraw.com

Infogram - infogram.com

Inspiration

Our World in Data - ourworldindata.org

Information is Beautiful - informationisbeautiful.net

Gapminder - www.gapminder.org/tools

Community Data Visualization Platforms

Catalis - catalisgov.com/solutions/citizen-engagement/economic-development-dashboard/

CityViz - cityviz.ca

Community Information Tool from BC Government - communityinformationtool.gov.bc.ca

Local Intel - www.ecdev.org

UrbanLogiq - urbanlogiq.com/economic

Other Data Visualization / GIS Mapping Supports

ArcGIS - <https://www.esri.com/en-us/arcgis/about-arcgis/overview>

Integrated Cadastral Information Society - <https://www.icisociety.ca/>

iMapBC from BC Government - <https://maps.gov.bc.ca/ess/hm/imap4m/>

LiDAR mapping from BC Government - <https://news.gov.bc.ca/releases/2023WLR0010-000512>

QGIS - <https://qgis.org/>

Selkirk Geospatial Research Centre - <https://www.sgrc.selkirk.ca/>

SimplyAnalytics - <https://simplyanalytics.com/>

TruGIS - <https://trugis.ca/>