A. What is SiteWise?

SiteWise is a web-based service that defines geographic areas and provides reports on their demographic characteristics. Geographic areas can be defined in Statistics Canada’s standard geographic units and/or mapped using circle, polygon, or drive-time regions for any location in Canada.

The demographics can include the census, current year population estimates and projections; consumer spending; businesses; workplace population; and market segmentation. Use reports to compare/site business locations; plan for policy development plus public service; and understand the potential market for specific products. Socio-demographic information is crucial in making informed population-based decisions. SiteWise is very straightforward to use.

B. How to access SiteWise?

Go to www.cbu.ca

Go to Business Research:

Then....
Then to the “Demographics” tab, and the “SiteWise- Canadian population characteristics” column

1. Create your own account where your projects will be stored. Account and database settings can be changed in the top right corner of the task bar.
2. To select a database, click “Settings” in the top right corner of the SiteWise task bar. It is here you change password etc as well.

3. CBU has access to three databases in SiteWise:

   - **2013 EAG Data and Census 2011** includes census data; household spending; business profiles; daytime population; and population estimates for Canada, the provinces, and all geographic areas of Atlantic Canada.
   - **2011 Canada Census** is all the 2011 Census for all geographic areas of Canada
   - **2006 Canada** is the census for all geographic areas of Canada.

How to use SiteWise:

The SiteWise task bar features the tools and functions used to create, save, and e-mail demographic reports. You will notice that there are three tabs: Map, Profile and My Projects.
1. Click “New Project” to begin.

From the Map tab, you can create new projects; navigate the map; and manage study areas. Create study areas by mapping location[s] or by using standard geographies, defined by Statistics Canada. Most often you will use “standard geographies” for your study areas. Use this icon on the toolbar to find standard geographies:

Standard geographies are provinces, census divisions, communities, postal areas [FSAs] etc.

Study areas may also be defined and created by mapping. To very easily specify a study area, either enter an address in the address bar in the middle of the toolbar, select a location with the cursor on the map, or:

Define a Circle or Ring Study Area  Specify a study area by either entering an address in the address bar. Circular study area[s] will be created around this point. You define the circle(s) around the location by entering distance in kilos or miles.

Create a Drive-Time Study Area  All possible routes that can be covered in the specified time are calculated from the expected speeds on each type of road (local streets, arterials or freeways etc.).

2. From the Profile tab, you may view, email, print, and modify existing study areas. To add additional study area[s] for comparison purposes, simply return to the Map tab to add standard or mapped areas. To view demographic categories, pull down on the category selection menu on the toolbar:

Here, under the Profile tab is where you email or print the report. You will use “email” to send the spreadsheet to your own or another’s email address[es]. Upon clicking “email”, you will select the categories you wish for your report; select the output format; input email address[es], separated by a semi-colon; and select a map of your geographic area[s] if you wish.

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3. Lastly, the **My Projects** tab is where all past project files are automatically saved, and can be restored.

4. **Citing SiteWise using APA**
Recommended APA format for referencing SiteWise databases:

**A. 2011 Census:**
In text citation: [Statistics Canada. 2011 Census of Canada]

**B. 2013 EAG Datas & 2011 Census database:**
In text cite: [2012 Environics & 2011 Census]