LOCATING INFORMATION IN...

SiteWise

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/library

Then search for SiteWise in the database list or...

...Go to Business Research or MBA[CED] subject guide:

Then to the Canadian Policy and Data tab or Canadian Socio-Demographics section of the guide you are using, and the “SiteWise- Canadian population characteristics” column

Updated 09/19
CBU has access to three databases in SiteWise:

- **2019 EAG Data** [Household spending], Census 2016, and InfoCanada Business Profiles includes census data; household spending; business profiles; daytime population; and population estimates for Canada, the provinces, and all geographic areas of Atlantic 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 include 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.).

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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.

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. 2016 Census:**
   In text citation: [Statistics Canada. 2016 Census of Canada]

   **B. 2019 EAG Data & 2016 Census database:**
   In text cite: [2019 Environics & 2016 Census]