



CanMap® Postal Geography



CanMap® Postal Geography is based on the precision of CanMap® Streetfiles. This is a comprehensive and detailed collection of Canadian postal products that is available in the marketplace.

Before purchasing postal code information, it is important to understand how the data will be used. This in turn will help determine which of the postal code products will be the most appropriate for a particular application.

As in the Six Digit Postal Code file, the Enhanced Postal Code File provides superior geographic positioning based on CanMap®, enabling users to accurately geocode and map the location and distribution of their data for spatial analysis.

The **CanMap® Six Digit Postal Code** product is a precision-based point file of postal codes across Canada. This Six Digit Postal Code product contains over **800,000** postal code points positioned to the most representative address. The CanMap Six Digit Postal Code product allows for a 1:1 relationship. For example one postal code matches to one postal code location.

The **CanMap® Multiple Enhanced Postal Code** product is a precision-based point file representing over 1 million postal codes across Canada, with a geographic link to Statistics Canada's standard 1996 Census Boundaries. The Multiple Enhanced Postal Code product allows for a one to many relationship. For example, one postal code may represent more than one postal code location.

The **CanMap® Forward Sortation Area (FSA) Boundary** product represents the first three characters of a postal code indicating a specific geographic area. Aligned to nest with CanMap Six Digit Postal Code and CanMap® Multiple Enhanced Postal Code products, the CanMap Forward Sortation Area (FSA) Boundary product allows direct marketers and service industries to integrate transactional data with CanMap Forward Sortation Area Boundaries to define optimal locations for retail presence and define service coverage, sales territories and targeted marketing campaigns.

Benefits:

- Location and demographic analysis
- Prospect and customer profiling
- Risk Assessment analysis
- Territory management
- Analyze sales leads and customer lists
- Identify targeting for direct marketing campaigns
- Routing and delivery
- Geocoding

Coverage:

- Nationwide

Currency:

- Quarterly, semi-annual or annual maintenance subscriptions available

Scale:

- 1:50,000

Projection:

- Unprojected latitude, longitude

Datum:

- NAD83

Format:

- ESRI and MapInfo
- Custom formats available

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CanMap® Postal Geography

CanMap® Six Digit Postal Code

Nationwide Features Include:

- Over 800,000 Six Digit Postal Codes across Canada
- Postal Code Birth Dates and Retirement Dates
- Coordinate location (X,Y)
- 1996 Census Population and Dwelling counts

CanMap® Multiple Enhanced Postal Code

Nationwide Features Include:

- Over 1 million Multiple Enhanced Postal Codes across Canada
- Over 800,000 Unique Enhanced Postal Codes across Canada
- Postal Code Birth Dates and Retirement Dates
- Postal Code and Delivery Mode type
- Single Link Indicator (SLI) identifying unique dominant postal codes
- Coordinate location (X, Y)
- Community name
- 1996 Census Population and Dwelling counts
- Link to 1996 Enumeration Area (EA) Census Boundaries
- Links to 2001 DA, CSD, CD, CMA, CT Census boundaries
- Links to 1996 and 1987 Representation Order Federal Electoral Districts (FED)

CanMap® Forward Sortation Area Boundaries

Nationwide Features Include:

- Over 1,600 Forward Sortation Area Boundaries across Canada

Special Bonus: The Canada Directory is included with CanMap Six Digit Postal Code, CanMap Multiple Enhanced Postal Code and CanMap Forward Sortation Area Boundary products. The directory consists of Area Code Boundaries, Time Zone boundaries, Provincial/Territorial boundaries, Regional Municipality Boundaries, Urban Boundaries, generalized national water bodies and 1996 Census Subdivision (CSD) boundaries and data.