



Getting ready for Australia Census 2021

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In the coming months the 2021 Census dictionary and data is being released by the Australian Bureau of Statistics (ABS).

The ABS will provide a staged release of new Census data in three tranches:

- **First release:** mid 2022 – includes key population data
- **Second release:** late 2022 – includes additional location variables and employment data
- **Third release:** early to mid-2023 – includes complex topics

It's no secret that these updates are widely anticipated. Because the census only occurs every five years, we're all relying on 2016 data at the moment. A lot has changed in five years! That will vary according to your sector, of course, but having the very latest data will be appreciated by all of you.

Benefits of the Census update

With updated datasets and insights from the 2021 census soon to be available in GapMaps Live, this Census update will contribute a number of benefits to GapMaps customers.

It will allow you to:

- gain a more accurate picture of populations living in your catchments with updated information about: age, income, household type, economic potential, household composition, and what jobs they do.
- select locations that have the best economic potential, allowing you to formulate a data-driven strategy based on the latest facts.
- understand who's working around your catchments now (from Release Two).

“These statistics inform important decisions on a wide range of economic, social, population and environmental matters and the core statistics are used by businesses, the community and government to plan, make decisions, develop services and build infrastructure.”

More accurate data and better insights for GapMaps Live customers

After the first Census release in the middle of 2022, we'll refresh GapMaps Live data and insights approximately one week after the release. This refresh will include all Census-related data layers (excluding population growth estimates). For customers with Premium Layer Subscriptions, spending forecasts and population forecasts will follow about one month later.

Benefits of the GapMaps Live Census data refresh

Available one week after first release

| What's Changing | New Insights |
|----------------------------|---|
| Demographic Reports | <p>2016 data will be updated with 2021 data, including:</p> <ul style="list-style-type: none"> • Age • Income • Population • Religion • etc. <p>(note: excludes population estimates)</p> |
| Census-related data layers | <p>Reveal new insights for catchments with the latest data metrics including:</p> <ul style="list-style-type: none"> • Childcare- updated age profiling across locations, updated unpaid childcare by household • Aged care- updated age profiling across locations • Fitness- changing age and income profiles across locations • Retail fuel- updates to travel to work data covering type of transport, distance travelled and car ownership • QSR/café- changes to age and income profiles across locations, updated worker population data • Supermarket/LFR/Other retail- changing age and income profiles across locations • Auto/Tyre servicing- updated vehicle ownership per household and estimated income data • Health/NDIS- updated information on the number of residents in need of care along with the number of residents with long term health conditions. • Self-Storage- updated household data supports new demand insights. |

Benefits of the GapMaps Live Census data refresh

Premium insights available one month after first release

| What's Changing | New Insights |
|--------------------------------------|--|
| Spending estimates | <p>Demographic report/layers including</p> <ul style="list-style-type: none"> • Age • Income • Population • Religion • etc. <p>will be updated with spending estimates.</p> |
| 10-year population forecasts | <p>Demographic report/layers including:</p> <ul style="list-style-type: none"> • Age • Income • Population • Religion • etc. <p>will be updated with population forecasts out to 2030.</p> |
| Premium insights - supply and demand | <p>GapMaps will reveal additional premium layers in the platform across a range of industry sectors for eligible clients including:</p> <ul style="list-style-type: none"> • Childcare- double-income households with children, grouped by household income brackets, will indicate households more likely to use childcare • Aged care- number of older residents who own their own home will reveal populations more likely to go into privately-owned aged care facilities. Average house price layers will help you ascertain demand potential • Fitness- gym participation and spending potential by household (based on revised age and income profiles) • Health/NDIS- visualization of NDIS supply/demand data along with access to GP and other Allied Health professional services across a city • Retail fuel- estimates on distance travelled by household will reveal location opportunities • QSR/café- estimates of QSR propensity across a city as well as spending potential for takeaway food consumption • Auto/Tyre servicing- data blended with 2021 Motor Vehicle census to assess different class and type of car ownership • Supermarket/LFR /Other retail- updated spending estimates by location and household, based on latest census data. |

What's changed since the 2016 Census?

Population growth creates additional statistical area definitions

In the 2021 Census, there are an additional 4300 SA1s and 163 SA2s across the country – a result of Australia's population growth. GapMaps demographic reports will incorporate all 2016 and 2021 Government Census boundaries and associated data. This great benefit of this is to allow you to make accurate comparisons of demographics between 2016 and 2021.

Better yet, all your predefined trade areas using SA1s and SA2s will be maintained for ease of comparison. For those interested to delve deeper, you can learn more about what's new in [statistical geography at the ABS website](#).

New Census questions yield population health insights

The 2021 Census included new questions on long-term health conditions. These new questions will yield fruitful insights for organisations working in health and related sectors:

- Health providers can map coverage of long-term population health conditions and plan according to current and forecast needs
- Australian Defence Force data will allow for cross-matching of veteran health conditions, needs and expectations.

Stay tuned in the coming months for further updates on Census developments as they approach and some exciting new GapMaps Live product features to help you make faster, smarter and surer location decisions.



Posted by **Toni Newell**
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