

**Objective:** Given our **Segment** table below, add 2 new columns “**Household**” (number of households in a postal code) and “**PopulationSize**” using other reference tables.

**Describe how you would approach this problem.**

*PopulationSize* is defined as follows:

- 1= when population > 750,000
- 2= when population between 200,000 to 750,000
- 3= when population <200,000

#### Segment

ECID	Age	PostalCode	Segment
1111	30	L6C1C3	2
2222	25	M2M0A8	3
3333	47	L4A0Z6	1
4444	58	L6L6X2	5

### Reference Tables

#### Prizm5

FSALDU	COMMNAME	PRIZM5	NAME	PRCDDA	PRCDCSD	CSDNAME	CSDTYPEN	PRCD	CDNAME	CDTYPEN	CMACA	CMANAME	Code	FED13NAME
L4A0Z6	STOUFFVILLE	16	Pets & PCs	35190982	3519044	Whitchurch-Stouffville, ON	Town	3519	York, ON	Regional municipality	535	Toronto, ON	35054	Markham--Stouffville, ON
L6C1C3	UNIONVILLE	5	Asian Sophisticates	35190581	3519036	Markham, ON	Town	3519	York, ON	Regional municipality	535	Toronto, ON	35056	Markham--Unionville, ON
L6L6X2	OAKVILLE	16	Pets & PCs	35240603	3524001	Oakville, ON	Town	3524	Halton, ON	Regional municipality	535	Toronto, ON	35072	Oakville, ON
M2M0A8	WILLOWDALE	23	Asian New Wave	35204707	3520005	Toronto, ON	City / Cité	3520	Toronto, ON	Census division / Division de recensement	535	Toronto, ON	35115	Willowdale, ON

#### GeoHierarchy

PRCDDA	PRCDCSD	CSDNAME	CMACT	CTNAME
35190581	3519036	Markham, ON	5350403.01	Toronto (0403.01), ON
35190982	3519044	Whitchurch-Stouffville, ON	5350430.02	Toronto (0430.02), ON
35204707	3520005	Toronto, ON	5350322.01	Toronto (0322.01), ON
35240603	3524001	Oakville, ON	5350610.02	Toronto (0610.02), ON

## DemoStats

CODE	GEO	Population	Household
M2M0A8	FSALDU	438	225
10007	CMACT	2,454	1,356
10008	CMACT	1,683	880
10009	CMACT	608	278
35190581	PRCDDA	599	168
35190982	PRCDDA	5,667	1,869
35204707	PRCDDA	2,397	1,104
35240603	PRCDDA	5,907	1,824
35054	PRFED13	137,061	42,963
35056	PRFED13	116,702	33,881
35072	PRFED13	137,614	48,037
35115	PRFED13	122,676	51,304
3519036	PRCDCSD	344,557	103,775
3519044	PRCDCSD	45,683	15,235
3520005	PRCDCSD	2,882,614	1,170,576
3524001	PRCDCSD	211,025	70,763
3519	PRCD	1,177,699	368,781
3520	PRCD	2,882,614	1,170,576
3524	PRCD	585,224	204,258
535	CMACA	6,277,369	2,241,585
1	CAN	36,527,473	14,529,194

## Variable Description for *Prizm5* table

VARIABLE	DESCRIPTION
FSALDU	Postal Code
LATITUDE	EA Enhanced Y-Coordinate
LONGITUDE	EA Enhanced X-Coordinate
COMMNAME	Community Name
SLI	Single Link Indicator
RETIRED	Retired Postal Code Indicator
ACTIVE	Active Postal Code Indicator
BUSINESS	Business Postal Code Indicator
POBOX	Post Office Box Postal Code Indicator
APARTMENT	Apartment Postal Code Indicator
PRIZM5	PRIZM5 Segment Code
NAME	PRIZM5 Segment Name
SG	Social Group Code
SGNAME	Social Group Name
SGSort	Social Group Sort
LS	Lifestage Code
LSNAME	Lifestage Name
LSSort	Lifestage Sort
PRCDDA	Dissemination Area (2011) SGC Code
PRCDCSD	Census Subdivision (2011) SGC Code
CSDNAME	Census Subdivision (2011) Name
CSDTYPE	Census Subdivision (2011) Type
CSDTYPEN	Census Subdivision (2011) Type Description
PRCD	Census Division (2011) SGC Code
CDNAME	Census Division (2011) Name
CDTYPE	Census Division (2011) Type
CDTYPEN	Census Division (2011) Type Description
PR	Province (2011) SGC Code
PRNAME	Province (2011) Name
PRABB	Province (2011) Abbreviation
CMACT	Census Tract (2011) SGC Code
CTNAME	Census Tract (2011) Name
CMACA	Census Metropolitan Area/Census Agglomeration (2011) SGC Code
CMANAME	Census Metropolitan Area/Census Agglomeration (2011) Name
CMATYPE	Census Metropolitan Area/Census Agglomeration (2011) Type
CMATYPEN	Census Metropolitan Area/Census Agglomeration (2011) Type Description
PRCMA	Census Metropolitan Area/Census Agglomeration (2011) (Provincial Split) SGC Code
PRCMANAME	Census Metropolitan Area/Census Agglomeration (2011) (Provincial Split) Name
CAN	Country (2011) SGC Code
CANNAME	Country (2011) Name
PRFED13	Federal Electoral District (2013) SGC Code
FED13NAME	Federal Electoral District (2013) Name
PRCDCCS	Census Consolidated Subdivision (2011) SGC Code
CCSNAME	Census Consolidated Subdivision (2011) Name
PRER	Economic Region (2011) SGC Code
ERNAME	Economic Region (2011) Name