

## DATA VINTAGE

2017

## BASE LEVEL GEOGRAPHY

Postal Code and  
Dissemination Area

## VARIABLES

760

## VARIABLES LIST

## WHAT IT IS

The DemoStats database consists of current-year estimates for 760 variables and demographic projections for 486 of them for three, five and ten years into the future. DemoStats variables are available at the six-digit postal code level (FSALDUs) for current-year estimates and at the dissemination area (DAs) level for future-year projections. It also provides historical estimates from five years ago based on the same methodologies to ensure accurate trend analysis. DemoStats is created using innovative methods that combine econometric, demographic and geographic models. And it employs a variety of data sources, including the latest Census and National Household Survey (NHS), current economic indicators, post-Censal estimates from federal and provincial governments, immigration statistics and economic data such as building permits. DemoStats features variables on population, family structure, household size and type, ethnic diversity, labour force participation and income—including both averages and distributions.

## WHAT'S NEW

For the first time, DemoStats includes all the variables from Environics Analytics' DemoStats Trends dataset (for more information, see the DemoStats Trends release note). The 2017 release also includes new information on land area (in square kilometres), average number of children per household and number of people not in the labour force.

## HOW IT'S USED



The areas in which you do business change over time. A demographic trend analysis using DemoStats can indicate how population, income and visible minority presence is expected to evolve in your trade areas over a ten-year span—the better to help executives and real estate managers plan accordingly.



DemoStats helps businesses better understand their customers—their demographics, lifestyle and lifestage. You may discover that the customers at one of your stores are very different from customers at another. These differences may have an impact on how you merchandise your stores and communicate with your customers.



Marketers can use DemoStats to help create target groups of consumers by analyzing their best customers and then grouping them together in demographically similar customer segments. These target groups will help marketers and advertisers develop meaningful messaging and effective marketing campaigns tailored to the most receptive audience.

## SAMPLE QUESTIONS IT CAN ANSWER

- How are the household incomes in my trade areas projected to change in the next 10 years?
- What is the visible minority presence in my trade area? How is that expected to change in 5 years?
- Where can I find the highest concentration of families with young children in my trade area?
- How many households in my market commute to work by car? By public transit?
- Where can I find potential store locations with similar demographic profiles as my original location?

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