

DATA VINTAGE

2020

BASE LEVEL GEOGRAPHY

Postal code and dissemination area

VARIABLES

2,751

To view the complete list of variables please visit:

environicsanalytics.com/en-ca/variables

WHAT IT IS

The DemoStats database consists of current-year estimates for 763 variables. It also includes demographic projections for 497 variables for three, five and 10 years into the future. DemoStats variables are available at the six-digit postal code level (FSALDUs) for current-year estimates and the dissemination area (DA) 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. It employs a variety of data sources, including the latest census, current economic indicators, postcensal estimates from the 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. The income variables in this database include both averages and distributions.

WHAT'S NEW

This latest DemoStats release introduces a category for differentiating the class of worker as either an employee or self-employed. This category is projected across all data vintages including 5 year historical estimates and 3, 5, 10 year projections.

A significant change within ENVISION, DemoStats now combines all data vintages into a single dataset. This makes it easy to access variables from different data vintages to be used in the same DemoStats report, map, or when creating custom variables.

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 10-year span, which will help executives and real estate managers plan accordingly.



DemoStats can help you discover that the customers at one of your stores are very different from customers at another, in terms of their demographics, lifestyle and life stage. 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 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 more effective marketing campaigns because they will be 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 five 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?