

DEMOSTATS RELEASE NOTES

DATA VINTAGE

2021

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 includes demographic projections for 497 variables for three, five and 10 years into the future but also provides historical estimates from five years ago based on the same methodologies to ensure accurate trend analysis. 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.

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. Introduced last year in 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.

WHAT'S NEW

As a result of the Covid-19 pandemic, we have observed some change in social and demographic trends which are reflected in the 2021 vintage of DemoStats. Notably, a decline in population growth due to a slow-down in immigration, and employment impacts on both the labour force and occupation variables. To account for these changes, adjustments were made to the national control totals for the number of immigrants that are projected to come to Canada based on up-to-date information from the Immigration, Refugees and Citizenship Canada (IRCC) database. Adjustments were also made to the Labour Force employment/unemployment rates using the Labour Force Survey (LFS) from StatsCan (monthly updates). This adjustment to employment/unemployment rates also impacts other themes like, Occupations and Place of Work.

This DemoStats release also includes mapping enhancements for ENVISION users. DemoStats current year variables can now be mapped down to the postal code (FSALDU) level, offering another layer of granularity to your analysis.

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?