

DATA VINTAGE

2020

BASE LEVEL GEOGRAPHY

Dissemination area

VARIABLES

511

To view the complete list of variables please visit:
environicsanalytics.com/en-ca/variables

WHAT IT IS

The DemoStats Trends database consists estimated and projected average household income, total population, household population and households counts. The database provides estimated counts from 2006 to 2020 and projects values from 2021 to 2040. DemoStats Trends variables are available at the dissemination area (DA) level and all higher levels of geography.

When analyzing demographic trends, consider the differences between DemoStats Trend and DemoStats based on your business objectives:

	DemoStats Trends	DemoStats
Variables	497	763
Historical Years	2006-2020	2015, 2020
Projected Years	2021-2040	2023, 2025, 2030
Base Geography	DA	DA, postal code

HOW IT'S USED



The areas in which you do business change over time. A population trend analysis using DemoStats Trends can show you how population and household counts are expected to evolve in your trade areas over the next 20 years, which will help you plan accordingly.