

DATA VINTAGE

2022

BASE LEVEL GEOGRAPHY

Dissemination area

VARIABLES

539

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

WHAT IT IS

The DemoStats Trends database consists of estimated and projected household counts, household population, population, household income and household average income. The database provides estimated counts from 2006 to 2022 and projects values from 2023 to 2042. 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 Trends and DemoStats based on your business objectives:

	DemoStats Trends	DemoStats
Variables	539	763
Historical Years	2006-2022	2017, 2022
Projected Years	2023-2042	2025, 2027, 2032
Base Geography	DA	DA, postal code

Using DemoStats Trends in a demographic analysis provides added insight into the increase or decline of particular demographic variables in single year increments. The database also provides percent change values for year over year as well as historical to current year and current year to 3, 5 and 10 year projections allowing easy comparisons of changes in multiple markets over many years. DemoStats and DemoStats Trends can be used together for a comprehensive demographic analysis.

HOW IT'S USED



The areas in which you do business change over time. A demographic trend analysis using DemoStats Trends variables can show you how population and household counts and income values are expected to evolve in your trade areas over time. This insight helps organizations plan short and long term development projects, staffing and programming.