ENVIRONICS ANALYTICS

DATA VINTAGE

2023

BASE LEVEL GEOGRAPHY

Dissemination area

VARIABLES

413

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 2016 to 2023 and projects values from 2024 to 2043. 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	413	763
Historical Years	2016-2023	2018, 2023
Projected Years	2024-2043	2026, 2028, 2033
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

WHAT'S NEW

For the 2023 release of DemoStats Trends we've updated our data inputs to include the latest available data from the 2021 Canadian Census, ensuring that users have access to the most current data available. In addition to this, DemoStats Trends now utilizes the new 2021 census boundaries and is available in a 2023 ENVISION workspace, ensuring that our data aligns with the latest geographical boundaries and classifications. As a result of including 2021 Census data and other methodological considerations, the base year for DemoStats Trends has changed from 2006 to 2016, making 2016 the first available reference year in the 2023 vintage of DemoStats Trends.

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.