DemoStats Trends
Release Notes

What is it?

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	427	2598
Historical Years	2017-2024	2019, 2024
Projected Years	2025-2043	2026, 2028, 2033
Base Geography	DA	DA, postal code

Data Vintage
2024

Base Level Geography
Dissemination area

Variables
427

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

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.