



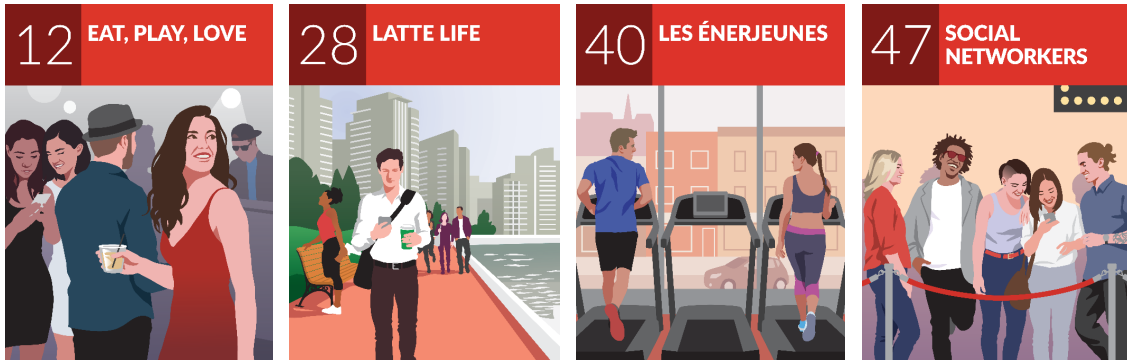
Lifestages

SESI	LS	SG	Name	Population	Households	Size (%)	Official Language	Cultural Diversity Index	Average Income (\$)	Income Level	Age of Maintainer	Family Status
12	Y1	U3	Eat, Play, Love	633,711	388,226	2.60	English	High	124,418	Upper-Middle	Younger	Singles
28	Y1	U5	Latte Life	182,302	115,585	0.77	English	Low	91,040	Middle	Younger	Singles
40	Y1	U3	Les Énerjeunes	453,223	248,258	1.66	French	Low	69,976	Lower-Middle	Young	Singles
47	Y1	U3	Social Networkers	329,067	190,663	1.28	Non-Official	High	55,523	Low	Young	Singles
20	Y2	F2	New Asian Heights	426,035	220,494	1.47	Non-Official	High	82,236	Lower-Middle	Younger	Singles/Couples
22	Y2	U3	Indieville	520,373	208,003	1.39	English	Low	109,922	Middle	Younger & Middle-Aged	Singles/Couples
52	Y2	U5	Friends & Roomies	663,031	346,755	2.32	English	High	68,137	Lower-Middle	Young	Singles/Families
56	Y2	U6	Jeunes Biculturals	442,495	219,621	1.47	French	Medium	58,285	Downscale	Younger & Middle-Aged	Singles/Families
57	Y2	U5	Juggling Acts	514,398	216,465	1.45	English	Low	81,088	Lower-Middle	Younger	Singles/Families
67	Y2	U5	Just Getting By	710,713	360,602	2.41	English	Low	45,670	Low	Younger	Singles/Families
11	Y3	S2	Modern Suburbia	1,000,904	317,626	2.12	Non-Official	High	137,614	Upper-Middle	Younger & Middle-Aged	Families
24	Y3	S3	All-Terrain Families	422,039	147,716	0.99	English	Low	135,600	Upper-Middle	Younger & Middle-Aged	Families
37	F1	T1	Keep on Trucking	183,319	74,341	0.50	English	Low	113,563	Upper-Middle	Younger & Middle-Aged	Mixed
39	F1	U6	Évolution Urbaine	345,815	154,580	1.03	French	Low	85,368	Middle	Mixed	Singles/Families
42	F1	S7	Banlieues Tranquilles	260,634	107,876	0.72	French	Low	95,773	Middle	Middle-Aged & Older	Couples/Families
55	F1	U3	Enclaves Multiethniques	436,546	179,390	1.20	Non-Official	High	57,598	Downscale	Younger & Middle-Aged	Singles/Families
59	F1	S7	La Vie Simple	435,681	210,263	1.41	French	Low	69,376	Lower-Middle	Mixed	Singles/Couples
60	F1	U5	Value Villagers	568,744	230,761	1.54	English	Low	72,253	Lower-Middle	Mixed	Mixed
6	F1	U1	Downtown Verve	455,371	180,330	1.21	English	Low	170,830	Upscale	Younger & Middle-Aged	Mixed
32	F1	F3	Diverse & Determined	564,592	256,120	1.71	English	High	91,756	Middle	Younger & Middle-Aged	Single/Families
3	F2	F1	Asian Sophisticates	369,290	108,362	0.72	Non-Official	High	151,292	Upscale	Middle-Aged	Families
5	F2	S1	First-Class Families	757,060	232,200	1.55	English	Low	186,272	Upscale	Middle-Aged	Families
8	F2	S2	Multiculture-ish	880,563	246,456	1.65	Non-Official	High	157,740	Upscale	Middle-Aged	Families
10	F2	F2	Asian Achievement	526,312	157,851	1.06	Non-Official	High	110,740	Upper-Middle	Middle-Aged & Older	Families
13	F2	S4	Vie de Rêve	548,474	183,682	1.23	French	Low	175,149	Upscale	Middle-Aged	Families
15	F2	U4	South Asian Enterprise	800,543	196,082	1.31	Non-Official	High	119,291	Upper-Middle	Middle-Aged	Families
18	F2	F1	Multicultural Corners	860,964	273,429	1.83	Non-Official	High	127,639	Upper-Middle	Middle-Aged	Families
30	F2	F3	South Asian Society	311,734	79,941	0.53	Non-Official	High	99,045	Middle	Middle-Aged	Families
66	F2	T1	Indigenous Families	486,250	159,324	1.07	Non-Official	Low	79,362	Lower-Middle	Younger & Middle-Aged	Families
4	F3	S1	Turbo Burbs	489,718	162,533	1.09	English	Low	212,649	Upscale	Middle-Aged	Families/Couples
14	F3	R1	Kick-Back Country	517,828	182,926	1.22	English	Low	145,714	Upscale	Middle-Aged	Families/Couples
17	F3	U4	Asian Avenues	263,473	86,021	0.58	Non-Official	High	99,905	Middle	Mixed	Families/Singles
19	F3	S3	Family Mode	1,034,278	337,797	2.26	English	Low	141,436	Upscale	Middle-Aged	Families
25	F3	S3	Suburban Sports	973,860	340,300	2.28	English	Low	124,461	Upper-Middle	Younger & Middle-Aged	Families/Couples
26	F3	R1	Country Traditions	787,202	300,000	2.01	English	Low	120,026	Upper-Middle	Middle-Aged & Older	Couples/Families
27	F3	F2	Diversité Nouvelle	625,395	221,582	1.48	Non-Official	High	109,184	Middle	Younger & Middle-Aged	Families
29	F3	S4	C'est Tigidou	960,743	364,498	2.44	French	Low	111,417	Upper-Middle	Middle-Aged & Older	Couples/Families
31	F3	F3	Metro Melting Pot	872,043	277,211	1.85	Non-Official	High	94,871	Middle	Middle-Aged & Older	Families
33	F3	R1	New Country	627,732	222,870	1.49	English	Low	103,919	Middle	Middle-Aged	Couples/Families
34	F3	S4	Familles Typiques	644,771	245,965	1.65	French	Low	106,929	Middle	Younger & Middle-Aged	Families
36	F3	U2	Middle-Class Mosaic	629,576	217,767	1.46	English	High	93,107	Middle	Mixed	Mixed
38	F3	S5	Stressed in Suburbia	742,296	269,217	1.80	English	Low	102,402	Middle	Younger & Middle-Aged	Families
43	F3	S5	Happy Medium	482,247	186,583	1.25	English	Low	96,845	Middle	Mixed	Couples/Families
48	F3	R2	Agri-Biz	388,845	137,536	0.92	English	Low	92,173	Middle	Middle-Aged & Older	Couples/Families
54	F3	R3	Vie au Village	732,522	300,994	2.01	French	Low	77,002	Lower-Middle	Middle-Aged	Mixed
61	F3	U4	Came From Away	723,919	305,923	2.05	Non-Official	High	61,403	Downscale	Middle-Aged	Singles/Families
64	F3	U4	Midtown Movers	448,892	163,439	1.09	Non-Official	High	67,089	Lower-Middle	Younger & Middle-Aged	Families/Singles
1	M1	U1	The A-List	281,999	90,425	0.60	English	Low	545,511	Very Wealthy	Mixed	Families/Couples
2	M1	U1	Wealthy & Wise	353,338	117,499	0.79	English	Low	257,777	Wealthy	Older & Mature	Families/Couples
7	M1	F1	Mature & Secure	700,003	231,570	1.55	English	Medium	165,530	Upscale	Older & Mature	Families/Couples
9	M1	S1	Boomer Bliss	605,055	234,675	1.57	English	Low	139,963	Upper-Middle	Older & Mature	Couples/Families
16	M1	U2	Savvy Seniors	714,950	315,614	2.11	English	Low	115,726	Upper-Middle	Older	Singles/Couples
23	M1	U2	Mid-City Mellow	910,785	297,151	1.99	English	Low	112,347	Upper-Middle	Older & Mature	Families/Couples
35	M1	S7	Vie Dynamique	423,025	184,000	1.23	French	Low	90,109	Middle	Older	Couples/Singles
41	M1	R2	Down to Earth	1,004,357	396,621	2.65	English	Low	95,009	Middle	Older	Couples/Families
45	M1	S6	Slow-Lane Suburbs	446,355	189,338	1.27	English	Low	86,277	Middle	Older & Mature	Singles/Couples
46	M1	R3	Patrimoine Rustique	338,416	154,754	1.04	French	Low	86,016	Middle	Older	Couples/Singles
58	M1	T1	Old Town Roads	398,425	146,150	0.98	English	Low	71,312	Lower-Middle	Older	Couples/Singles
63	M1	R3	Amants de la Nature	508,934	232,072	1.55	French	Low	71,941	Lower-Middle	Older	Couples/Singles
21	M2	S6	Scenic Retirement	511,779	223,007	1.49	English	Low	103,982	Middle	Older & Mature	Couples/Singles
44	M2	U6	Un Grand Cru	276,889	135,506	0.91	French	Low	84,050	Middle	Older & Mature	Singles/Couples
49	M2	R2	Backcountry Boomers	842,869	367,134	2.46	English	Low	79,163	Lower-Middle	Older	Couples/Singles
50	M2	R2	Country & Western	762,586	286,976	1.92	English	Low	90,761	Middle	Older	Singles/Couples
51	M2	U2	On Their Own Again	446,716	283,860	1.90	English	Medium	62,291	Downscale	Older	Singles
53	M2	S6	Silver Flats	196,589	119,023	0.80	English	Low	59,918	Downscale	Mature	Singles
62	M2	S6	Suburban Recliners	481,032	233,910	1.56	English	Low	64,176	Downscale	Older	Singles/Couples
65	M2	U6	Âgés & Traditionnels	739,979	375,394	2.51	French	Low	46,778	Low	Older	Singles

SESI	LS	SG	Name	Education	Job Type	Age of Children	Dwelling Type	Residency
12	Y1	U3	Eat, Play, Love	University	White Collar	10+	Apt 5+	Rent & Own
28	Y1	U5	Latte Life	University	White Collar/Service Sector	<5, 20+	Apartments	Rent
40	Y1	U3	Les Énerjeunes	University/College/High School	White Collar/Service Sector	<15	Low Rise Apt	Rent
47	Y1	U3	Social Networkers	University/High School	Service Sector/White Collar	<5, 20+	Apartments	Rent
20	Y2	F2	New Asian Heights	University	White Collar/Service Sector	10+	Apartments	Own & Rent
22	Y2	U3	Indieville	University	White Collar/Service Sector	<20	Low Rise Apt/Semi/Duplex	Own & Rent
52	Y2	U5	Friends & Roomies	University/High School	Service Sector/White Collar	5-24	Low Rise Apt/Apt 5+/Single Detached	Rent
56	Y2	U6	Jeunes Biculturels	Mixed	Service Sector/White Collar	5-24	Low Rise Apt/Duplex	Rent
57	Y2	U5	Juggling Acts	High School/Grade 9/College	Service Sector/Blue Collar	5-24	Single Detached/Low Rise Apt/Row	Own & Rent
67	Y2	U5	Just Getting By	Grade 9/High School/College	Service Sector/Blue Collar	<15	Low Rise Apt/Single Detached	Rent
11	Y3	S2	Modern Suburbia	University/College	Mixed	5-24	Single Detached/Row	Own
24	Y3	S3	All-Terrain Families	College/Trade School/High School	Blue Collar/Service Sector	<10	Single Detached/Semi/Row	Own
37	F1	T1	Keep on Trucking	Mixed	Blue Collar/Service Sector	10+	Single Detached	Own
39	F1	U6	Évolution Urbaine	University/Trade School	White Collar/Service Sector	Mixed	Low Rise Apt/Duplex	Rent & Own
42	F1	S7	Banlieues Tranquilles	Trade School/Grade 9/College	Blue Collar/Service Sector	Mixed	Single Detached	Own
55	F1	U3	Enclaves Multiethniques	Grade 9/Trade School	Service Sector	5-24	Low Rise Apt/Duplex	Rent
59	F1	S7	La Vie Simple	High School/Grade 9/Trade School	Service Sector/Blue Collar	Mixed	Low Rise Apt/Single Detached/Duplex	Rent & Own
60	F1	U5	Value Villagers	Mixed	Blue Collar/Service Sector	Mixed	Single Detached	Own
6	F1	U1	Downtown Verve	University	White Collar	5-24	Single Detached/Low Rise Apt/Semi	Own & Rent
32	F1	F3	Diverse & Determined	University/College/High School	Service Sector/White Collar	Mixed	Mixed	Own & Rent
3	F2	F1	Asian Sophisticates	University	White Collar	15+	Single Detached	Own
5	F2	S1	First-Class Families	University/College/High School	White Collar/Service Sector	5-24	Single Detached	Own
8	F2	S2	Multiculture-ish	University/College	White Collar/Service Sector	10+	Single Detached	Own
10	F2	F2	Asian Achievement	University/High School	Service Sector/White Collar	5-24	Single Detached/Duplex/Row	Own & Rent
13	F2	S4	Vie de Rêve	University/College/Trade School	White Collar/Service Sector	10+	Single Detached	Own
15	F2	U4	South Asian Enterprise	University/High School	Blue Collar/Service Sector	<20	Single Detached/Semi/Duplex	Own
18	F2	F1	Multicultural Corners	University/College/High School	Service Sector/White Collar	<20	Single Detached/Row	Own
30	F2	F3	South Asian Society	Grade 9/High School	Blue Collar/Service Sector	<20	Duplex/Low Rise Apt/Single Detached	Own & Rent
66	F2	T1	Indigenous Families	Grade 9/High School	Mixed	<15	Single Detached	Band
4	F3	S1	Turbo Burbs	University/College/High School	White Collar/Service Sector	10+	Single Detached	Own
14	F3	R1	Kick-Back Country	Mixed	Blue Collar	10+	Single Detached	Own
17	F3	U4	Asian Avenues	High School/Grade 9/University	Service Sector/White Collar	15+	Duplex/Single Detached/Low Rise Apt	Own & Rent
19	F3	S3	Family Mode	College/High School	Mixed	10+	Single Detached	Own
25	F3	S3	Suburban Sports	Mixed	Service Sector/Blue Collar	<15	Single Detached/Duplex	Own
26	F3	R1	Country Traditions	Mixed	Blue Collar/Service Sector	Mixed	Single Detached	Own
27	F3	F2	Diversité Nouvelle	University/Trade School/College	Service Sector/White Collar	Mixed	Single Detached/Low Rise Apt/Semi	Own
29	F3	S4	C'est Tigidou	Trade School/College	Service Sector/White Collar	<20	Single Detached	Own
31	F3	F3	Metro Melting Pot	University/High School/Grade 9	Mixed	15+	Mixed	Own & Rent
33	F3	R1	New Country	Mixed	Primary/Blue Collar	Mixed	Single Detached	Own
34	F3	S4	Familles Typiques	Trade School/College	Mixed	10+	Single Detached/Low Rise Apt/Semi	Own
36	F3	U2	Middle-Class Mosaic	High School/Grade 9/College	Blue Collar/Service Sector	Mixed	Single Detached/Semi-Detached	Own
38	F3	S5	Stressed in Suburbia	College/High School	Service Sector/Blue Collar	Mixed	Single Detached/Semi/Row	Own
43	F3	S5	Happy Medium	Mixed	Blue Collar/Service Sector	10+	Single Detached	Own
48	F3	R2	Agri-Biz	Grade 9/High School/Trade School	Primary/Blue Collar	<15	Single Detached	Own
54	F3	R3	Vie au Village	Trade School/Grade 9	Mixed	Mixed	Single Detached	Own
61	F3	U4	Came From Away	Mixed	Service Sector	10+	Apartments	Rent
64	F3	U4	Midtown Movers	Grade 9/High School	Service Sector/Blue Collar	<15	Single Detached/Row/Low Rise Apt	Rent & Own
1	M1	U1	The A-List	University	White Collar	10-24	Single Detached	Own
2	M1	U1	Wealthy & Wise	University	White Collar	15+	Single Detached	Own
7	M1	F1	Mature & Secure	University	White Collar	10+	Single Detached	Own
9	M1	S1	Boomer Bliss	University/College	White Collar	10+	Single Detached	Own
16	M1	U2	Savvy Seniors	University/College/High School	White Collar/Service Sector	Mixed	Mixed	Own
23	M1	U2	Mid-City Mellow	College/High School	Mixed	5-24	Single Detached	Own
35	M1	S7	Vie Dynamique	Mixed	Service Sector/White Collar	10+	Single Detached/Semi	Own
41	M1	R2	Down to Earth	Mixed	Blue Collar/Service Sector	Mixed	Single Detached	Own
45	M1	S6	Slow-Lane Suburbs	College/High School	Service Sector/White Collar	15+	Single Detached/Low Rise Apt	Own & Rent
46	M1	R3	Patrimoine Rustique	Mixed	Mixed	5-24	Single Detached	Own
58	M1	T1	Old Town Roads	Mixed	Blue Collar/Service Sector	Mixed	Single Detached/Low Rise Apt	Own
63	M1	R3	Amants de la Nature	Trade School/Grade 9	Primary/Blue Collar	Mixed	Single Detached	Own
21	M2	S6	Scenic Retirement	College/High School	Mixed	Mixed	Single Detached	Own
44	M2	U6	Un Grand Cru	Mixed	Service Sector/White Collar	Mixed	Low Rise Apt/Single Detached	Own & Rent
49	M2	R2	Backcountry Boomers	Mixed	Blue Collar/Primary	5-24	Single Detached	Own
50	M2	R2	Country & Western	Mixed	Primary/Blue Collar	10+	Single Detached	Own
51	M2	U2	On Their Own Again	Mixed	Service Sector/White Collar	Mixed	Apt 5+	Rent
53	M2	S6	Silver Flats	Mixed	Service Sector/White Collar	Mixed	Apt 5+/Low Rise Apt	Rent & Own
62	M2	S6	Suburban Recliners	Grade 9/High School/College	Service Sector/Blue Collar	Mixed	Single Detached/Low Rise Apt	Own & Rent
65	M2	U6	Âgés & Traditionnels	Grade 9/High School/Trade School	Service Sector/Blue Collar	<15	Low Rise Apt/Duplex	Rent

Y1 – Very Young Singles & Couples

The youngest lifestage group, Very Young Singles & Couples consists of four segments characterized by households with young maintainers and few children living in urban neighbourhoods. More than half of households contain singles, and nearly two-thirds of maintainers are under 45 years old. Despite impressive educations—half hold university degrees—these Millennial adults earn only middle incomes from generally entry-level jobs. Many are mobile—two-thirds have moved in the last five years—and typically rent apartments in high-rise buildings. A diverse group, nearly a third of residents are foreign-born with the highest concentration coming from Asian countries. Members enjoy cultural activities and urban nightlife, going to ballets and operas, jazz and classical concerts, drama and comedy movies. Many are foodies who attend food and wine festivals and frequent ethnic restaurants. And these tech-savvy consumers like to shop online, especially for groceries, cosmetics and home furnishings. They use the Internet for work and play—banking, dating, downloading recipes, reading newspapers, streaming music and staying connected with friends and colleagues through social media like Twitter and LinkedIn.



	Group %	Canada %	Index*		Group %	Canada %	Index*		Group %	Canada %	Index*
Population											
Age				Occupation				Age of Children			
Under 5	3.8	5.2	72	Agriculture	0.2	2.3	7	Kids under 5	25.2	17.1	147
5 to 14	4.9	10.7	46	White Collar	34.7	33.6	103	5 to 9	17.9	18.0	100
15 to 24	11.3	11.7	97	Grey Collar	28.9	38.6	75	10 to 14	13.8	17.5	79
25 to 44	46.2	27.6	167	Blue Collar	8.4	24.9	34	15 to 19	14.4	17.0	85
45 to 64	20.7	27.0	77	Education				20 to 24	12.0	13.5	89
65 to 74	7.6	10.1	75	No High School	7.0	16.7	42	25+	16.7	16.9	99
75 to 84	3.7	5.3	71	High School	18.8	26.5	71	Dwellings			
85+	1.7	2.3	74	Trade School	5.0	9.4	53	Tenure			
Home Language				College	15.6	19.9	78	Own	30.8	67.6	46
English	55.8	67.2	83	Some University	2.6	2.4	108	Rent	69.2	32.0	216
French	27.8	20.4	136	University	51.0	25.1	204	Band Housing	0.0	0.4	0
Non-Official	16.4	12.4	133	Income				Period of Construction			
Immigration				Avg Hhd Income	\$92,055	\$102,232	90	Before 1960	23.8	21.1	113
Immigrant Population	30.1	22.8	132	Households				1961 to 1980	25.6	29.0	88
Before 2001	38.7	47.3	82	Maintainer Age				1981 to 1990	9.8	13.2	75
2001 to 2005	10.1	10.5	96	Under 25	8.5	3.0	287	1991 to 2000	8.7	12.2	72
2006 to 2010	13.3	11.9	112	25 to 34	30.4	15.0	203	2001 to 2005	5.6	6.6	85
2011 to 2016	20.8	13.7	152	35 to 44	20.4	17.8	114	2006 to 2010	8.1	7.3	111
2017 to present	8.6	16.7	52	45 to 54	12.6	18.4	69	2011 to 2016	9.7	6.7	145
Visible Minority				55 to 64	12.5	20.2	62	2017 to present	8.6	4.0	216
Vis Min Presence	36.9	25.4	145	65 to 74	9.3	15.0	62	Type			
Marital Status				75+	6.3	10.7	59	Single-detached	1.4	52.9	3
Single	45.7	27.7	165	Size				Semi-detached	0.5	5.0	10
Married/Common Law	40.9	57.6	71	1 person	54.1	28.4	191	Row	1.7	6.5	26
Wid/Div/Sep	13.4	14.8	91	2 people	32.7	34.3	95	Duplex	3.2	5.7	56
Mode of Transport				3 people	8.0	15.2	53	Lowrise (<5 Stories)	37.9	18.1	209
Car	35.7	78.4	46	4+ people	5.2	22.1	23	Highrise (5+ Stories)	55.0	10.2	542
Public Transit	34.1	13.0	262	Family Status				Mobile	0.0	1.3	1
Class of Worker				Non-Family	62.9	32.6	193				
Employed	69.3	59.6	116	Couples with Kids	9.5	29.3	32				
				Couples, no Kids	21.8	27.2	80				
				Lone-Parent	5.9	10.8	54				

*Index of 100 is average

Y2 – Younger Singles & Couples

The six segments in Younger Singles & Couples contain a mix of younger singles, couples, divorced individuals and lone-parent families. Although nearly 40 percent are single, about a third are couples with children who are typically under the age of 10. Their white-collar and service sector jobs earn these Millennial and Generation X adults a wide range of incomes. A relatively mobile group, they tend to rent rather than own, usually an apartment in a low-rise building. Over a third of residents are first-generation Canadians, including an above-average number who identify as visible minority black or Chinese. For leisure, members of this group enjoy going out to nightclubs, bars, taco restaurants, and music and film festivals. For home-cooked meals, they often shop at discount supermarkets. Many look to television as their chief form of entertainment, especially music videos, teen dramas and late night talk shows. But they also score high for Internet activity, and they go online for gaming, dating, streaming TV, viewing fashion content and purchasing groceries and video games.

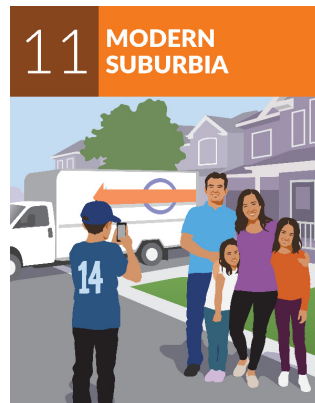


	Group %	Canada %	Index*		Group %	Canada %	Index*		Group %	Canada %	Index*
Population											
Age				Occupation				Age of Children			
Under 5	5.6	5.2	107	Agriculture	0.4	2.3	19	Kids under 5	21.8	17.1	127
5 to 14	9.4	10.7	88	White Collar	22.4	33.6	67	5 to 9	19.2	18.0	107
15 to 24	11.4	11.7	97	Grey Collar	28.5	38.6	74	10 to 14	16.7	17.5	95
25 to 44	34.8	27.6	126	Blue Collar	13.2	24.9	53	15 to 19	15.9	17.0	93
45 to 64	24.5	27.0	91	Education				20 to 24	11.2	13.5	83
65 to 74	8.2	10.1	81	No High School	16.7	16.7	100	25+	15.1	16.9	90
75 to 84	4.1	5.3	78	High School	27.4	26.5	104	Dwellings			
85+	1.9	2.3	84	Trade School	7.2	9.4	77	Tenure			
Home Language				College	18.8	19.9	94	Own	37.5	67.6	56
English	72.1	67.2	107	Some University	2.1	2.4	88	Rent	62.5	32.0	195
French	10.5	20.4	52	University	27.7	25.1	111	Band Housing	0.0	0.4	1
Non-Official	17.4	12.4	140	Income				Period of Construction			
Immigration				Avg Hhd Income	\$70,897	\$102,232	69	Before 1960	28.8	21.1	136
Immigrant Population	28.7	22.8	126	Households				1961 to 1980	30.4	29.0	105
Before 2001	38.3	47.3	81	Maintainer Age				1981 to 1990	10.7	13.2	81
2001 to 2005	9.5	10.5	91	Under 25	5.8	3.0	197	1991 to 2000	9.0	12.2	74
2006 to 2010	13.5	11.9	114	25 to 34	22.3	15.0	149	2001 to 2005	4.1	6.6	63
2011 to 2016	21.7	13.7	159	35 to 44	19.5	17.8	109	2006 to 2010	5.5	7.3	75
2017 to present	5.7	16.7	34	45 to 54	16.6	18.4	90	2011 to 2016	5.8	6.7	86
Visible Minority				55 to 64	17.0	20.2	84	2017 to present	5.7	4.0	142
Vis Min Presence	34.9	25.4	137	65 to 74	11.3	15.0	75	Type			
Marital Status				75+	7.6	10.7	70	Single-detached	15.7	52.9	30
Single	37.9	27.7	137	Size				Semi-detached	4.5	5.0	89
Married/Common Law	44.1	57.6	77	1 person	41.5	28.4	146	Row	7.8	6.5	119
Wid/Div/Sep	18.0	14.8	122	2 people	33.2	34.3	97	Duplex	7.5	5.7	133
Mode of Transport				3 people	13.3	15.2	88	Lowrise (<5 Stories)	47.0	18.1	259
Car	61.7	78.4	79	4+ people	12.0	22.1	54	Highrise (5+ Stories)	16.6	10.2	164
Public Transit	23.5	13.0	181	Family Status				Mobile	0.5	1.3	40
Class of Worker				Non-Family	49.2	32.6	151				
Employed	60.8	59.6	102	Couples with Kids	17.4	29.3	59				
				Couples, no Kids	20.1	27.2	74				
				Lone-Parent	13.3	10.8	123				

*Index of 100 is average

Y3 – Young Families

Young, culturally diverse families with school-age children make up the Young Families group. More than half the households contain married couples with children, and many of the maintainers are Millennials and Generation Xers. Nearly a third of residents are immigrants, typically from Asian and South Asian countries; almost 20 percent speak a non-official language. About two-thirds have moved in the last five years. Today, four in five own their home, typically a newer row, single- or semi-detached house in the suburbs. This is a well-educated group, and they earn upper-middle incomes that support comfortable, energetic lifestyles. They enjoy swimming, camping, skiing, snowboarding, skating and biking as well as playing hockey, soccer and basketball. As consumers, they patronize fast-food and casual restaurants, shop at big box stores and factory outlets, and book beach and other family-friendly vacations. They enjoy nearly every kind of media, both traditional and digital. Preferring to go online using their mobile phones, they download coupons, access news and podcasts, shop for home electronics and visit social networks like Instagram and Snapchat.



	Group %	Canada %	Index*		Group %	Canada %	Index*		Group %	Canada %	Index*
Population											
Age				Occupation				Age of Children			
Under 5	9.3	5.2	177	Agriculture	0.5	2.3	20	Kids under 5	26.4	17.1	154
5 to 14	15.8	10.7	148	White Collar	27.5	33.6	82	5 to 9	23.9	18.0	133
15 to 24	11.1	11.7	95	Grey Collar	29.2	38.6	76	10 to 14	18.9	17.5	108
25 to 44	37.3	27.6	135	Blue Collar	20.8	24.9	84	15 to 19	14.0	17.0	82
45 to 64	19.9	27.0	74	Education				20 to 24	8.7	13.5	64
65 to 74	4.5	10.1	44	No High School	10.9	16.7	65	25+	8.1	16.9	48
75 to 84	1.6	5.3	31	High School	24.6	26.5	93	Dwellings			
85+	0.5	2.3	21	Trade School	6.9	9.4	74	Tenure			
Home Language				College	21.3	19.9	107	Own	83.4	67.6	123
English	78.9	67.2	117	Some University	2.5	2.4	103	Rent	16.6	32.0	52
French	1.9	20.4	9	University	33.7	25.1	134	Band Housing	0.0	0.4	4
Non-Official	19.2	12.4	155	Income				Period of Construction			
Immigration				Avg Hhd Income	\$136,975	\$102,232	134	Before 1960	1.0	21.1	5
Immigrant Population	32.0	22.8	140	Households				1961 to 1980	1.8	29.0	6
Before 2001	27.7	47.3	59	Maintainer Age				1981 to 1990	1.2	13.2	9
2001 to 2005	12.7	10.5	121	Under 25	3.0	3.0	102	1991 to 2000	3.3	12.2	27
2006 to 2010	15.2	11.9	128	25 to 34	24.7	15.0	165	2001 to 2005	8.9	6.6	135
2011 to 2016	16.3	13.7	119	35 to 44	32.3	17.8	181	2006 to 2010	25.7	7.3	351
2017 to present	15.4	16.7	92	45 to 54	20.2	18.4	110	2011 to 2016	42.8	6.7	639
Visible Minority				55 to 64	11.5	20.2	57	2017 to present	15.4	4.0	384
Vis Min Presence	45.9	25.4	181	65 to 74	5.9	15.0	39	Type			
Marital Status				75+	2.4	10.7	23	Single-detached	56.9	52.9	108
Single	23.4	27.7	85	Size				Semi-detached	9.9	5.0	196
Married/Common Law	67.7	57.6	118	1 person	14.9	28.4	53	Row	19.7	6.5	302
Wid/Div/Sep	8.9	14.8	60	2 people	29.2	34.3	85	Duplex	2.9	5.7	51
Mode of Transport				3 people	20.2	15.2	133	Lowrise (<5 Stories)	8.8	18.1	48
Car	88.2	78.4	113	4+ people	35.7	22.1	161	Highrise (5+ Stories)	1.1	10.2	10
Public Transit	8.6	13.0	66	Family Status				Mobile	0.7	1.3	56
Class of Worker				Non-Family	19.1	32.6	59				
Employed	74.4	59.6	125	Couples with Kids	47.2	29.3	161				
				Couples, no Kids	25.0	27.2	92				
				Lone-Parent	8.7	10.8	80				

*Index of 100 is average

F1 – School-Age Families

The School-Age Families group consists of eight segments characterized by a mix of couples and small families with younger children. The maintainers range in age from 25 to 65, though many are Generation Xers and Millennials. The family types include married couples along with significant percentages of singles, divorced individuals and lone-parent households. More than a third of the group is francophone, and a disproportionate number rent apartments, typically in older, low-rise buildings, duplexes and row houses. With varied incomes from white-collar and service sector jobs, many lead thrifty lifestyles. In the marketplace, they like to shop at clothing chains like Simons and Reitmans, along with specialty jean, kitchenware and fashion accessory stores. They'll occasionally eat out, typically at a French, Thai or chicken restaurant. But for a splurge, they'll head to a comedy club, pop music concert or auto race. At home, their preferred media is television, particularly soaps, standup comedy, teen dramas and sports. They also like reading newspapers, perusing the local news, health and entertainment sections first.



	Group %	Canada %	Index*		Group %	Canada %	Index*		Group %	Canada %	Index*
Population											
Age				Occupation				Age of Children			
Under 5	5.5	5.2	105	Agriculture	0.9	2.3	37	Kids under 5	18.9	17.1	110
5 to 14	10.8	10.7	100	White Collar	22.9	33.6	68	5 to 9	19.2	18.0	107
15 to 24	11.1	11.7	95	Grey Collar	26.9	38.6	70	10 to 14	17.4	17.5	100
25 to 44	28.8	27.6	104	Blue Collar	15.6	24.9	63	15 to 19	16.5	17.0	97
45 to 64	26.6	27.0	98	Education				20 to 24	12.5	13.5	92
65 to 74	10.0	10.1	98	No High School	17.8	16.7	107	25+	15.5	16.9	91
75 to 84	5.1	5.3	96	High School	25.5	26.5	96	Dwellings			
85+	2.2	2.3	96	Trade School	11.5	9.4	122	Tenure			
Home Language				College	18.8	19.9	94	Own	58.8	67.6	87
English	52.0	67.2	77	Some University	2.3	2.4	95	Rent	41.0	32.0	128
French	36.7	20.4	180	University	24.0	25.1	96	Band Housing	0.2	0.4	41
Non-Official	11.3	12.4	91	Income				Period of Construction			
Immigration				Avg Hhd Income	\$91,750	\$102,232	90	Before 1960	30.9	21.1	146
Immigrant Population	22.2	22.8	97	Households				1961 to 1980	30.9	29.0	107
Before 2001	44.0	47.3	93	Maintainer Age				1981 to 1990	10.9	13.2	83
2001 to 2005	9.5	10.5	91	Under 25	3.2	3.0	108	1991 to 2000	9.4	12.2	77
2006 to 2010	13.5	11.9	114	25 to 34	15.6	15.0	104	2001 to 2005	4.1	6.6	63
2011 to 2016	17.0	13.7	125	35 to 44	19.0	17.8	107	2006 to 2010	5.1	7.3	70
2017 to present	4.2	16.7	25	45 to 54	18.0	18.4	98	2011 to 2016	4.4	6.7	66
Visible Minority				55 to 64	19.7	20.2	98	2017 to present	4.2	4.0	106
Vis Min Presence	24.5	25.4	96	65 to 74	14.6	15.0	98	Type			
Marital Status				75+	9.9	10.7	92	Single-detached	35.1	52.9	66
Single	31.1	27.7	112	Size				Semi-detached	5.9	5.0	117
Married/Common Law	52.6	57.6	91	1 person	33.1	28.4	117	Row	9.1	6.5	140
Wid/Div/Sep	16.2	14.8	110	2 people	34.5	34.3	101	Duplex	9.5	5.7	168
Mode of Transport				3 people	15.0	15.2	99	Lowrise (<5 Stories)	36.5	18.1	201
Car	72.7	78.4	93	4+ people	17.4	22.1	79	Highrise (5+ Stories)	2.3	10.2	23
Public Transit	17.7	13.0	136	Family Status				Mobile	1.2	1.3	90
Class of Worker				Non-Family	38.1	32.6	117				
Employed	62.9	59.6	106	Couples with Kids	24.4	29.3	83				
				Couples, no Kids	24.5	27.2	90				
				Lone-Parent	13.0	10.8	120				

*Index of 100 is average

F2 – Large Diverse Families

The nine segments that make up Large Diverse Families feature larger-than-average families headed by mostly Generation X and Boomer adults. More than 40 percent of households contain four or more people—highest of all lifestage groups—with adults between 35 and 64, and children typically in their teens and twenties. Four in five own their homes, mostly upscale single-detached houses along with semis, rows and duplexes. This group is diverse: about 40 percent are immigrants and another quarter are second-generation Canadian, mostly from Asia and South Asia. With mostly above-average educations and incomes, they pursue robust lifestyles. These active families enjoy team sports—including hockey, baseball and basketball—and outdoor activities such as skiing, snowboarding and camping. And many like taking family outings to amusement parks, zoos and aquariums. As consumers, they fill real-world shopping carts with clothing, shoes, toys and sporting goods, and virtual shopping carts with computerware, movies, music and even more clothing and groceries. These busy families prefer their media online, using tablets to download coupons, read newspapers and listen to podcasts.

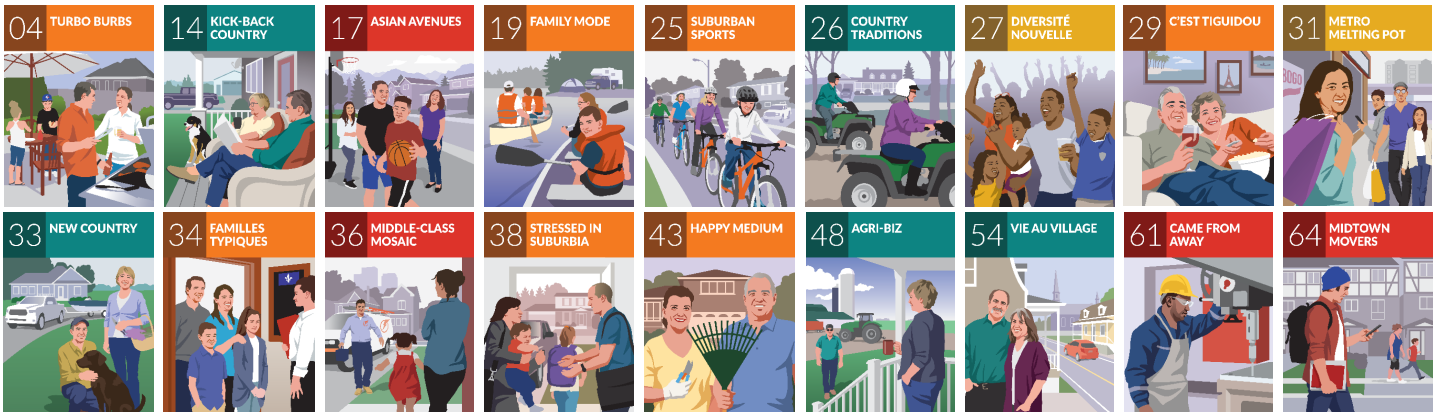


	Group %	Canada %	Index*		Group %	Canada %	Index*		Group %	Canada %	Index*
Population											
Age				Occupation				Age of Children			
Under 5	5.3	5.2	101	Agriculture	0.7	2.3	29	Kids under 5	13.9	17.1	81
5 to 14	12.5	10.7	117	White Collar	24.9	33.6	74	5 to 9	16.1	18.0	89
15 to 24	14.5	11.7	124	Grey Collar	25.8	38.6	67	10 to 14	17.4	17.5	100
25 to 44	26.4	27.6	95	Blue Collar	15.8	24.9	63	15 to 19	18.1	17.0	107
45 to 64	28.0	27.0	104	Education				20 to 24	15.3	13.5	113
65 to 74	8.3	10.1	82	No High School	15.9	16.7	95	25+	19.2	16.9	114
75 to 84	3.7	5.3	69	High School	26.1	26.5	98	Dwellings			
85+	1.3	2.3	56	Trade School	5.6	9.4	60	Tenure			
Home Language				College	18.1	19.9	91	Own	84.8	67.6	126
English	63.0	67.2	94	Some University	2.5	2.4	103	Rent	13.2	32.0	41
French	10.5	20.4	52	University	31.8	25.1	127	Band Housing	2.0	0.4	464
Non-Official	26.5	12.4	214	Income				Period of Construction			
Immigration				Avg Hhd Income	\$138,658	\$102,232	136	Before 1960	6.9	21.1	33
Immigrant Population	38.9	22.8	170	Households				1961 to 1980	16.3	29.0	56
Before 2001	49.6	47.3	105	Maintainer Age				1981 to 1990	17.1	13.2	130
2001 to 2005	13.0	10.5	124	Under 25	1.4	3.0	48	1991 to 2000	21.9	12.2	180
2006 to 2010	11.7	11.9	98	25 to 34	10.2	15.0	68	2001 to 2005	15.4	6.6	234
2011 to 2016	10.3	13.7	76	35 to 44	19.5	17.8	109	2006 to 2010	11.1	7.3	152
2017 to present	4.9	16.7	29	45 to 54	24.9	18.4	135	2011 to 2016	6.4	6.7	95
Visible Minority				55 to 64	23.5	20.2	116	2017 to present	4.9	4.0	122
Vis Min Presence	49.8	25.4	196	65 to 74	13.5	15.0	90	Type			
Marital Status				75+	7.1	10.7	67	Single-detached	70.8	52.9	134
Single	29.4	27.7	106	Size				Semi-detached	7.0	5.0	138
Married/Common Law	60.8	57.6	106	1 person	11.7	28.4	41	Row	9.1	6.5	139
Wid/Div/Sep	9.8	14.8	66	2 people	25.3	34.3	74	Duplex	7.8	5.7	137
Mode of Transport				3 people	19.7	15.2	129	Lowrise (<5 Stories)	4.0	18.1	22
Car	81.2	78.4	104	4+ people	43.3	22.1	196	Highrise (5+ Stories)	0.8	10.2	8
Public Transit	13.5	13.0	104	Family Status				Mobile	0.5	1.3	39
Class of Worker				Non-Family	14.9	32.6	46				
Employed	64.2	59.6	108	Couples with Kids	51.5	29.3	175				
				Couples, no Kids	23.6	27.2	87				
				Lone-Parent	10.1	10.8	93				

*Index of 100 is average

F3 – Middle-Age Families

Middle-Age Families, the largest lifestage group, generally mirrors the demographic mainstream of Canada. Maintainers are mostly Generation Xers and Boomers between 35 and 64, children are school age, and households contain a mix of singles, couples and families. In the 18 segments that make up this group, three-quarters of households own their residences, typically single-detached and semi-detached houses. More than 60 percent are third-plus-generation Canadians and 23 percent are francophones. With their moderate educations and mixed occupations, most adults earn average incomes that provide family-friendly lifestyles. Households here have solid rates for going to amusement parks, zoos, aquariums and children’s movies. They also enjoy outdoor activities involving their campers, snowmobiles and power boats. In the marketplace, they load up on children’s clothing, toys, pet products and DIY items like tools and gardening equipment. They are average media consumers of most traditional and digital media, but they excel in their fondness for French-language TV programs and magazines, as well as radio stations that play hot adult contemporary music, today’s country and classic hits.



	Group %	Canada %	Index*
Population			
Age			
Under 5	5.4	5.2	104
5 to 14	12.0	10.7	112
15 to 24	12.6	11.7	107
25 to 44	26.4	27.6	96
45 to 64	27.6	27.0	102
65 to 74	9.8	10.1	97
75 to 84	4.6	5.3	86
85+	1.6	2.3	71
Home Language			
English	66.5	67.2	99
French	23.0	20.4	113
Non-Official	10.5	12.4	85
Immigration			
Immigrant Population	20.3	22.8	89
Before 2001	48.1	47.3	102
2001 to 2005	10.5	10.5	100
2006 to 2010	12.6	11.9	106
2011 to 2016	13.7	13.7	100
2017 to present	5.0	16.7	30
Visible Minority			
Vis Min Presence	22.2	25.4	87
Marital Status			
Single	27.5	27.7	99
Married/Common Law	59.8	57.6	104
Wid/Div/Sep	12.7	14.8	86
Mode of Transport			
Car	84.0	78.4	107
Public Transit	10.6	13.0	81
Class of Worker			
Employed	64.2	59.6	108

*Index of 100 is average

	Group %	Canada %	Index*
Occupation			
Agriculture	2.0	2.3	85
White Collar	21.2	33.6	63
Grey Collar	26.3	38.6	68
Blue Collar	19.2	24.9	77
Education			
No High School	17.0	16.7	102
High School	28.1	26.5	106
Trade School	10.6	9.4	113
College	21.5	19.9	108
Some University	2.3	2.4	95
University	20.4	25.1	81
Income			
Avg Hhd Income	\$108,262	\$102,232	106
Households			
Maintainer Age			
Under 25	2.1	3.0	71
25 to 34	13.1	15.0	88
35 to 44	18.6	17.8	105
45 to 54	19.9	18.4	108
55 to 64	21.6	20.2	107
65 to 74	15.2	15.0	101
75+	9.5	10.7	88
Size			
1 person	20.4	28.4	72
2 people	34.8	34.3	101
3 people	17.5	15.2	115
4+ people	27.3	22.1	123
Family Status			
Non-Family	24.2	32.6	74
Couples with Kids	35.1	29.3	120
Couples, no Kids	28.5	27.2	105
Lone-Parent	12.2	10.8	112

	Group %	Canada %	Index*
Age of Children			
Kids under 5	16.3	17.1	95
5 to 9	18.1	18.0	100
10 to 14	18.0	17.5	103
15 to 19	17.9	17.0	105
20 to 24	13.6	13.5	101
25+	16.2	16.9	96
Dwellings			
Tenure			
Own	76.8	67.6	114
Rent	23.0	32.0	72
Band Housing	0.3	0.4	60
Period of Construction			
Before 1960	17.7	21.1	84
1961 to 1980	31.2	29.0	108
1981 to 1990	13.5	13.2	102
1991 to 2000	13.0	12.2	106
2001 to 2005	6.6	6.6	101
2006 to 2010	7.2	7.3	98
2011 to 2016	5.9	6.7	88
2017 to present	5.0	4.0	125
Type			
Single-detached	65.3	52.9	123
Semi-detached	6.3	5.0	126
Row	6.4	6.5	98
Duplex	5.5	5.7	97
Lowrise (<5 Stories)	7.5	18.1	42
Highrise (5+ Stories)	7.3	10.2	72
Mobile	1.4	1.3	106

M1 – Older Families & Empty Nests

With most maintainers over the age of 55, the Older Families & Empty Nests group is characterized by older families and empty-nesting couples headed for retirement. Couples dominate the family types, though they're almost evenly divided between empty-nesters and those with children at home. Almost 80 percent of these Boomer and pre-Boomer households live in single-detached houses, typically in established neighbourhoods. Even with their mix of incomes, they have high rates for donating to environmental, political, religious and hospital groups. Many like to travel, booking cruises and tour packages. Closer to home, they enjoy going to parks, community theatres and home shows as well as hopping on their ATVs, campers and power boats. They're enthusiastic consumers, scoring especially high for financial products, children's clothing, pet supplies, tools and appliances. But they have only average interest in media, favouring community newspapers and magazines that cover business and senior citizen issues, and radio stations that play oldies, classic rock and country music. Disinterested in the Internet, they rarely go online except to shop for travel deals and some sporting goods.

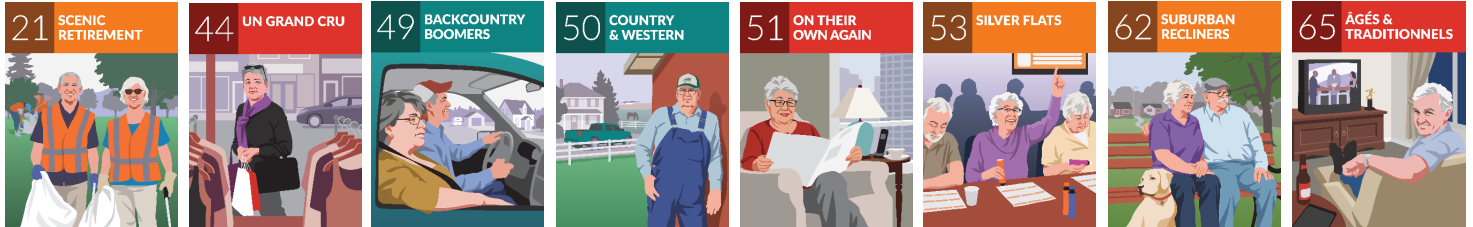


	Group %	Canada %	Index*		Group %	Canada %	Index*		Group %	Canada %	Index*
Population											
Age				Occupation				Age of Children			
Under 5	4.1	5.2	78	Agriculture	1.7	2.3	76	Kids under 5	14.1	17.1	82
5 to 14	9.6	10.7	90	White Collar	22.3	33.6	66	5 to 9	16.5	18.0	92
15 to 24	11.3	11.7	96	Grey Collar	22.1	38.6	57	10 to 14	17.4	17.5	99
25 to 44	21.7	27.6	79	Blue Collar	14.7	24.9	59	15 to 19	18.5	17.0	109
45 to 64	28.6	27.0	106	Education				20 to 24	14.7	13.5	108
65 to 74	13.5	10.1	133	No High School	15.5	16.7	93	25+	18.9	16.9	112
75 to 84	7.6	5.3	144	High School	25.9	26.5	98	Dwellings			
85+	3.5	2.3	156	Trade School	9.5	9.4	101	Tenure			
Home Language				College	20.5	19.9	103	Own	84.1	67.6	124
English	74.6	67.2	111	Some University	2.2	2.4	89	Rent	15.7	32.0	49
French	19.9	20.4	97	University	26.4	25.1	105	Band Housing	0.2	0.4	46
Non-Official	5.5	12.4	44	Income				Period of Construction			
Immigration				Avg Hhd Income	\$128,088	\$102,232	125	Before 1960	24.7	21.1	117
Immigrant Population	15.1	22.8	66	Households				1961 to 1980	33.3	29.0	115
Before 2001	62.8	47.3	133	Maintainer Age				1981 to 1990	14.3	13.2	108
2001 to 2005	7.8	10.5	75	Under 25	1.7	3.0	59	1991 to 2000	11.0	12.2	90
2006 to 2010	8.1	11.9	68	25 to 34	9.2	15.0	62	2001 to 2005	4.5	6.6	69
2011 to 2016	7.9	13.7	58	35 to 44	13.3	17.8	75	2006 to 2010	4.4	7.3	61
2017 to present	4.1	16.7	25	45 to 54	16.5	18.4	90	2011 to 2016	3.7	6.7	55
Visible Minority				55 to 64	22.5	20.2	112	2017 to present	4.1	4.0	103
Vis Min Presence	11.7	25.4	46	65 to 74	20.5	15.0	137	Type			
Marital Status				75+	16.2	10.7	151	Single-detached	75.4	52.9	143
Single	24.6	27.7	89	Size				Semi-detached	3.9	5.0	78
Married/Common Law	61.3	57.6	107	1 person	23.9	28.4	84	Row	4.7	6.5	72
Wid/Div/Sep	14.1	14.8	95	2 people	39.3	34.3	115	Duplex	4.2	5.7	74
Mode of Transport				3 people	15.4	15.2	101	Lowrise (<5 Stories)	7.3	18.1	40
Car	85.8	78.4	109	4+ people	21.4	22.1	97	Highrise (5+ Stories)	2.5	10.2	24
Public Transit	6.9	13.0	53	Family Status				Mobile	1.8	1.3	132
Class of Worker				Non-Family	27.0	32.6	83				
Employed	56.6	59.6	95	Couples with Kids	29.7	29.3	101				
				Couples, no Kids	33.8	27.2	124				
				Lone-Parent	9.5	10.8	88				

*Index of 100 is average

M2 – Mature Singles & Couples

The eight segments in Mature Singles & Couples contain older singles, empty-nesting couples and widowed individuals living in older houses and low-rise apartments. The majority of maintainers are Boomers and pre-Boomers, and more than three-quarters of households contain only one or two people; any children still living at home are of all ages. With its mix of older workers and retirees, this group reports downscale incomes sometimes supplemented by investments. Involved in their communities, these mostly third-plus-generation Canadians are active in social issues and volunteer work. With their boats, campers and snowmobiles, they enjoy the great outdoors, though they also like attending dinner theatre shows, bingo halls and country music concerts. In the marketplace, these older consumers spend big on health care goods, clothing and home improvement products. For news and entertainment, they turn to traditional media. They're also fans of TV soaps, talk shows and sports, and radio stations offering classic rock and country music. They enjoy reading community newspapers and a wide range of magazines—appreciating the articles as well as the ads.



	Group %	Canada %	Index*		Group %	Canada %	Index*		Group %	Canada %	Index*
Population											
Age				Occupation				Age of Children			
Under 5	4.2	5.2	79	Agriculture	3.0	2.3	132	Kids under 5	17.6	17.1	103
5 to 14	8.6	10.7	80	White Collar	15.1	33.6	45	5 to 9	18.6	18.0	104
15 to 24	9.3	11.7	80	Grey Collar	20.0	38.6	52	10 to 14	18.2	17.5	104
25 to 44	21.3	27.6	77	Blue Collar	15.4	24.9	62	15 to 19	17.9	17.0	106
45 to 64	27.2	27.0	101	Education				20 to 24	11.5	13.5	85
65 to 74	15.0	10.1	147	No High School	21.8	16.7	130	25+	16.1	16.9	95
75 to 84	9.5	5.3	180	High School	28.3	26.5	107	Dwellings			
85+	5.0	2.3	219	Trade School	11.8	9.4	126	Tenure			
Home Language				College	20.6	19.9	103	Own	56.2	67.6	83
English	73.1	67.2	109	Some University	2.1	2.4	86	Rent	43.2	32.0	135
French	22.3	20.4	110	University	15.4	25.1	62	Band Housing	0.6	0.4	139
Non-Official	4.5	12.4	37	Income				Period of Construction			
Immigration				Avg Hhd Income	\$72,635	\$102,232	71	Before 1960	23.0	21.1	109
Immigrant Population	11.8	22.8	52	Households				1961 to 1980	32.7	29.0	113
Before 2001	56.7	47.3	120	Maintainer Age				1981 to 1990	13.6	13.2	103
2001 to 2005	7.4	10.5	70	Under 25	2.9	3.0	99	1991 to 2000	11.8	12.2	97
2006 to 2010	9.8	11.9	82	25 to 34	11.5	15.0	77	2001 to 2005	4.4	6.6	68
2011 to 2016	12.9	13.7	95	35 to 44	12.2	17.8	69	2006 to 2010	5.4	7.3	73
2017 to present	4.5	16.7	27	45 to 54	14.1	18.4	76	2011 to 2016	4.7	6.7	70
Visible Minority				55 to 64	20.6	20.2	102	2017 to present	4.5	4.0	113
Vis Min Presence	8.3	25.4	33	65 to 74	20.7	15.0	138	Type			
Marital Status				75+	18.0	10.7	168	Single-detached	46.6	52.9	88
Single	26.0	27.7	94	Size				Semi-detached	3.0	5.0	59
Married/Common Law	53.4	57.6	93	1 person	42.1	28.4	148	Row	3.8	6.5	58
Wid/Div/Sep	20.6	14.8	140	2 people	36.8	34.3	107	Duplex	4.2	5.7	75
Mode of Transport				3 people	10.1	15.2	66	Lowrise (<5 Stories)	23.9	18.1	132
Car	82.9	78.4	106	4+ people	11.0	22.1	50	Highrise (5+ Stories)	15.3	10.2	151
Public Transit	6.3	13.0	48	Family Status				Mobile	2.8	1.3	212
Class of Worker				Non-Family	44.5	32.6	136				
Employed	47.9	59.6	80	Couples with Kids	16.8	29.3	57				
				Couples, no Kids	29.3	27.2	108				
				Lone-Parent	9.4	10.8	87				

*Index of 100 is average