



Lifestages



Lifestages - Quick Reference Guide 2021

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	668,629	401,632	2.67	English	High	133,022	Upper-Middle	Younger	Singles
28	Y1	U5	Latte Life	191,417	117,174	0.78	English	Low	95,495	Middle	Younger	Singles
40	Y1	U3	Les Énerjeunes	437,184	240,539	1.60	French	Low	74,565	Lower-Middle	Young	Singles
47	Y1	U3	Social Networkers	340,140	193,252	1.29	Non-Official	High	59,120	Low	Young	Singles
20	Y2	F2	New Asian Heights	404,136	201,010	1.34	Non-Official	High	84,831	Lower-Middle	Younger	Singles/Couples
22	Y2	U3	Indieville	484,529	203,562	1.35	English	Low	114,359	Upper-Middle	Younger & Middle-Aged	Singles/Couples
52	Y2	U5	Friends & Roomies	692,628	349,766	2.33	English	High	70,319	Lower-Middle	Young	Singles/Families
56	Y2	U6	Jeunes Biculturels	413,955	205,287	1.37	French	Medium	63,082	Downscale	Younger & Middle-Aged	Singles/Families
57	Y2	U5	Juggling Acts	509,436	215,667	1.43	English	Low	84,051	Lower-Middle	Younger	Singles/Families
67	Y2	U5	Just Getting By	708,515	360,871	2.40	English	Low	47,731	Low	Younger	Singles/Families
11	Y3	S2	Modern Suburbia	972,209	309,690	2.06	Non-Official	High	141,415	Upper-Middle	Younger & Middle-Aged	Families
24	Y3	S3	All-Terrain Families	427,334	146,713	0.98	English	Low	137,843	Upper-Middle	Younger & Middle-Aged	Families
37	F1	T1	Keep on Trucking	181,542	73,732	0.49	English	Low	114,298	Upper-Middle	Younger & Middle-Aged	Mixed
39	F1	U6	Évolution Urbaine	331,024	151,110	1.01	French	Low	89,947	Middle	Mixed	Singles/Families
42	F1	S7	Banlieues Tranquilles	307,665	124,241	0.83	French	Low	101,092	Middle	Middle-Aged & Older	Couples/Families
55	F1	U3	Enclaves Multietniques	437,563	181,326	1.21	Non-Official	High	61,348	Downscale	Younger & Middle-Aged	Singles/Families
59	F1	S7	La Vie Simple	448,157	215,310	1.43	French	Low	73,685	Lower-Middle	Mixed	Singles/Couples
60	F1	U5	Value Villagers	544,485	233,657	1.55	English	Low	74,040	Lower-Middle	Mixed	Mixed
6	F1	U1	Downtown Verve	455,149	184,488	1.23	English	Low	179,524	Upscale	Younger & Middle-Aged	Mixed
32	F1	F3	Diverse & Determined	581,301	256,667	1.71	English	High	95,527	Middle	Younger & Middle-Aged	Single/Families
3	F2	F1	Asian Sophisticates	387,710	114,383	0.76	Non-Official	High	155,652	Upscale	Middle-Aged	Families
5	F2	S1	First-Class Families	737,286	229,346	1.53	English	Low	190,168	Upscale	Middle-Aged	Families
8	F2	S2	Multiculture-ish	845,668	240,047	1.60	Non-Official	High	162,311	Upscale	Middle-Aged	Families
10	F2	F2	Asian Achievement	524,668	161,005	1.07	Non-Official	High	117,224	Upper-Middle	Middle-Aged & Older	Families
13	F2	S4	Vie de Rêve	552,694	185,789	1.24	French	Low	185,568	Upscale	Middle-Aged	Families
15	F2	U4	South Asian Enterprise	881,261	221,110	1.47	Non-Official	High	121,550	Upper-Middle	Middle-Aged	Families
18	F2	F1	Multicultural Corners	854,193	277,197	1.84	Non-Official	High	132,833	Upper-Middle	Middle-Aged	Families
30	F2	F3	South Asian Society	344,606	91,975	0.61	Non-Official	High	101,026	Middle	Middle-Aged	Families
66	F2	T1	Indigenous Families	519,362	169,626	1.13	Non-Official	Low	81,938	Lower-Middle	Younger & Middle-Aged	Families
4	F3	S1	Turbo Burbs	525,265	173,507	1.15	English	Low	220,765	Upscale	Middle-Aged	Families/Couples
14	F3	R1	Kick-Back Country	553,854	192,103	1.28	English	Low	149,823	Upscale	Middle-Aged	Families/Couples
17	F3	U4	Asian Avenues	256,143	85,085	0.57	Non-Official	High	104,925	Middle	Mixed	Families/Singles
19	F3	S3	Family Mode	1,036,868	338,631	2.25	English	Low	145,442	Upscale	Middle-Aged	Families
25	F3	S3	Suburban Sports	969,065	345,953	2.30	English	Low	127,534	Upper-Middle	Younger & Middle-Aged	Families/Couples
26	F3	R1	Country Traditions	900,620	333,167	2.22	English	Low	125,207	Upper-Middle	Middle-Aged & Older	Couples/Families
27	F3	F2	Diversité Nouvelle	606,126	219,494	1.46	Non-Official	High	115,845	Upper-Middle	Younger & Middle-Aged	Families
29	F3	S4	C'est Tiguïdou	1,001,831	381,474	2.54	French	Low	118,288	Upper-Middle	Middle-Aged & Older	Couples/Families
31	F3	F3	Metro Melting Pot	828,461	275,619	1.83	Non-Official	High	100,322	Middle	Middle-Aged & Older	Families
33	F3	R1	New Country	615,495	218,590	1.45	English	Low	104,556	Middle	Middle-Aged	Couples/Families
34	F3	S4	Familles Typiques	639,105	244,593	1.63	French	Low	112,685	Middle	Younger & Middle-Aged	Families
36	F3	U2	Middle-Class Mosaic	604,836	213,828	1.42	English	High	95,431	Middle	Mixed	Mixed
38	F3	S5	Stressed in Suburbia	697,726	254,633	1.69	English	Low	105,873	Middle	Younger & Middle-Aged	Families
43	F3	S5	Happy Medium	474,315	187,165	1.25	English	Low	101,714	Middle	Mixed	Couples/Families
48	F3	R2	Agri-Biz	382,695	136,698	0.91	English	Low	92,796	Middle	Middle-Aged & Older	Couples/Families
54	F3	R3	Vie au Village	724,635	301,884	2.01	French	Low	81,781	Lower-Middle	Middle-Aged	Mixed
61	F3	U4	Came From Away	737,218	307,639	2.05	Non-Official	High	65,982	Downscale	Middle-Aged	Singles/Families
64	F3	U4	Midtown Movers	447,610	162,436	1.08	Non-Official	High	68,333	Lower-Middle	Younger & Middle-Aged	Families/Singles
1	M1	U1	The A-List	278,853	90,597	0.60	English	Low	574,521	Very Wealthy	Mixed	Families/Couples
2	M1	U1	Wealthy & Wise	374,582	127,189	0.85	English	Low	264,243	Wealthy	Older & Mature	Families/Couples
7	M1	F1	Mature & Secure	694,493	233,501	1.55	English	Medium	170,885	Upscale	Older & Mature	Families/Couples
9	M1	S1	Boomer Bliss	634,472	246,134	1.64	English	Low	145,894	Upscale	Older & Mature	Couples/Families
16	M1	U2	Savvy Seniors	736,121	326,825	2.17	English	Low	120,453	Upper-Middle	Older	Singles/Couples
23	M1	U2	Mid-City Mellow	843,045	307,379	2.04	English	Low	115,193	Upper-Middle	Older & Mature	Families/Couples
35	M1	S7	Vie Dynamique	425,921	188,137	1.25	French	Low	95,544	Middle	Older	Couples/Singles
41	M1	R2	Down to Earth	985,332	392,664	2.61	English	Low	98,537	Middle	Older	Couples/Families
45	M1	S6	Slow-Lane Suburbs	458,876	200,429	1.33	English	Low	90,898	Middle	Older & Mature	Singles/Couples
46	M1	R3	Patrimoine Rustique	339,589	153,140	1.02	French	Low	91,132	Middle	Older	Couples/Singles
58	M1	T1	Old Town Roads	349,562	147,911	0.98	English	Low	75,631	Lower-Middle	Older	Couples/Singles
63	M1	R3	Amants de la Nature	487,947	223,148	1.48	French	Low	76,523	Lower-Middle	Older	Couples/Singles
21	M2	S6	Scenic Retirement	509,174	220,911	1.47	English	Low	109,329	Middle	Older & Mature	Couples/Singles
44	M2	U6	Un Grand Cru	266,038	131,995	0.88	French	Low	88,968	Middle	Older & Mature	Singles/Couples
49	M2	R2	Backcountry Boomers	789,460	347,138	2.31	English	Low	82,900	Lower-Middle	Older	Couples/Singles
50	M2	R2	Country & Western	693,941	264,169	1.76	English	Low	95,438	Middle	Older	Singles/Couples
51	M2	U2	On Their Own Again	458,696	276,631	1.84	English	High	64,201	Downscale	Older	Singles
53	M2	S6	Silver Flats	205,720	122,188	0.81	English	Low	61,400	Downscale	Mature	Singles
62	M2	S6	Suburban Recliners	484,561	243,998	1.62	English	Low	67,311	Downscale	Older	Singles/Couples
65	M2	U6	Âgés & Traditionnels	613,042	359,089	2.39	French	Low	49,895	Low	Older	Singles

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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	5-24	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 Multiculturelles	Grade 9/Trade School	Service Sector/White Collar	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	Mixed	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/University/Grade 9	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/Low Rise Apt/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	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				Occupation				Age of Children			
Age				Agriculture	0.2	2.4	10	Kids under 5	24.5	16.7	147
Under 5	3.6	5.1	70	White Collar	48.2	35.0	138	5 to 9	17.7	17.8	99
5 to 14	4.9	10.8	45	Grey Collar	40.0	39.5	101	10 to 14	13.7	17.5	78
15 to 24	11.2	11.8	95	Blue Collar	11.7	25.5	46	15 to 19	14.1	17.1	82
25 to 44	46.6	27.4	170	Education				20 to 24	12.1	13.5	90
45 to 64	20.4	26.5	77	No High School	6.6	15.9	41	25+	18.0	17.5	103
65 to 74	7.7	10.7	73	High School	18.5	26.6	69				
75 to 84	3.8	5.5	70	Trade School	4.9	9.1	54	Dwellings			
85+	1.7	2.3	75	College	15.7	20.2	78	Tenure			
Home Language				Some University	2.5	2.2	114	Own	31.2	67.6	46
English	56.8	67.5	84	University	51.9	26.0	200	Rent	68.8	31.9	215
French	27.2	20.2	135	Income				Band Housing	0.0	0.4	0
Non-Official	16.0	12.4	129	Avg Hhd Income	\$98 653	\$109 506	90	Period of Construction			
Immigration				Households				Before 1960	24.0	21.1	114
Immigrant Population	30.3	22.4	135	Maintainer Age				1961 to 1980	24.4	27.8	88
Before 2001	36.9	47.4	78	Under 25	8.3	3.0	280	1981 to 1990	10.2	13.3	77
2001 to 2005	9.4	10.4	90	25 to 34	30.4	14.7	207	1991 to 2000	8.6	11.9	72
2006 to 2010	12.5	11.9	105	35 to 44	20.7	17.7	117	2001 to 2005	5.9	6.7	89
2011 to 2016	19.5	13.7	143	45 to 54	12.4	17.8	70	2006 to 2010	8.7	7.5	116
2017 to present	21.6	16.6	130	55 to 64	12.2	20.0	61	2011 to 2016	10.2	6.9	149
Visible Minority				65 to 74	9.4	15.7	60	2017 to present	7.9	4.9	162
Vis Min Presence	35.8	25.4	141	75+	6.5	11.1	59	Type			
Marital Status				Size				Single-detached	1.5	52.7	3
Single	45.2	28.9	156	1 person	53.5	28.3	189	Semi-detached	0.5	5.1	10
Married/Common Law	41.3	56.9	73	2 people	32.7	34.3	95	Row	1.7	6.6	26
Wid/Div/Sep	13.6	14.2	96	3 people	8.3	15.2	55	Duplex	3.1	5.7	54
Mode of Transport				4+ people	5.5	22.2	25	Lowrise (<5 Stories)	37.2	18.1	205
Car	36.6	79.2	46	Family Status				Highrise (5+ Stories)	55.8	10.2	546
Public Transit	33.7	12.5	271	Non-Family	62.8	32.6	192	Mobile	0.0	1.3	1
Class of Worker				Couples with Kids	9.4	29.4	32				
Employed	65.6	59.0	111	Couples, no Kids	21.9	27.2	81				
				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.

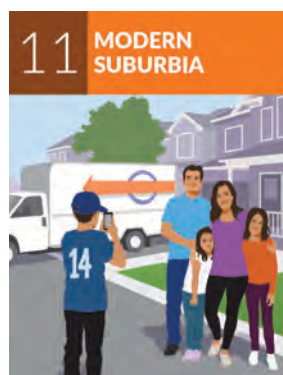


	Group %	Canada %	Index*		Group %	Canada %	Index*		Group %	Canada %	Index*
Population				Occupation				Age of Children			
Age				Agriculture	0.7	2.4	29	Kids under 5	21.4	16.7	128
Under 5	5.4	5.1	106	White Collar	34.9	35.0	100	5 to 9	19.1	17.8	107
5 to 14	9.2	10.8	85	Grey Collar	44.6	39.5	113	10 to 14	16.6	17.5	95
15 to 24	11.6	11.8	98	Blue Collar	20.6	25.5	81	15 to 19	15.8	17.1	93
25 to 44	35.6	27.4	130	Education				20 to 24	11.2	13.5	83
45 to 64	24.2	26.5	92	No High School	16.0	15.9	101	25+	15.9	17.5	91
65 to 74	8.3	10.7	78	High School	27.6	26.6	104				
75 to 84	4.0	5.5	73	Trade School	7.1	9.1	78	Dwellings			
85+	1.7	2.3	75	College	18.9	20.2	94	Tenure			
Home Language				Some University	2.0	2.2	92	Own	36.6	67.6	54
English	72.1	67.5	107	University	28.3	26.0	109	Rent	63.4	31.9	199
French	10.8	20.2	53	Income				Band Housing	0.0	0.4	1
Non-Official	17.2	12.4	139	Avg Hhd Income	\$73 708	\$109 506	67	Period of Construction			
Immigration								Before 1960	29.6	21.1	140
Immigrant Population	27.9	22.4	124	Households				1961 to 1980	29.5	27.8	106
Before 2001	37.8	47.4	80	Maintainer Age				1981 to 1990	11.1	13.3	83
2001 to 2005	9.3	10.4	89	Under 25	6.1	3.0	207	1991 to 2000	8.8	11.9	75
2006 to 2010	13.3	11.9	111	25 to 34	22.7	14.7	154	2001 to 2005	4.3	6.7	65
2011 to 2016	21.6	13.7	158	35 to 44	19.5	17.7	110	2006 to 2010	5.7	7.5	76
2017 to present	18.1	16.6	108	45 to 54	16.2	17.8	91	2011 to 2016	6.0	6.9	87
Visible Minority				55 to 64	16.6	20.0	83	2017 to present	5.0	4.9	102
Vis Min Presence	34.2	25.4	134	65 to 74	11.3	15.7	72	Type			
Marital Status				75+	7.5	11.1	68	Single-detached	15.6	52.7	30
Single	38.2	28.9	132	Size				Semi-detached	4.4	5.1	88
Married/Common Law	43.9	56.9	77	1 person	41.1	28.3	145	Row	7.9	6.6	119
Wid/Div/Sep	18.0	14.2	127	2 people	33.0	34.3	96	Duplex	7.6	5.7	132
Mode of Transport				3 people	13.4	15.2	88	Lowrise (<5 Stories)	47.8	18.1	264
Car	62.1	79.2	78	4+ people	12.5	22.2	56	Highrise (5+ Stories)	15.8	10.2	155
Public Transit	23.0	12.5	184	Family Status				Mobile	0.5	1.3	38
Class of Worker				Non-Family	49.5	32.6	152				
Employed	57.0	59.0	97	Couples with Kids	17.1	29.4	58				
				Couples, no Kids	20.1	27.2	74				
				Lone-Parent	13.3	10.8	124				

*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.



Population	Group %	Canada %	Index*
Age			
Under 5	9.0	5.1	177
5 to 14	15.9	10.8	147
15 to 24	11.1	11.8	94
25 to 44	37.5	27.4	137
45 to 64	19.8	26.5	75
65 to 74	4.5	10.7	42
75 to 84	1.7	5.5	30
85+	0.5	2.3	20
Home Language			
English	79.9	67.5	118
French	2.1	20.2	10
Non-Official	18.1	12.4	146
Immigration			
Immigrant Population	30.3	22.4	135
Before 2001	24.7	47.4	52
2001 to 2005	11.5	10.4	111
2006 to 2010	14.0	11.9	118
2011 to 2016	14.7	13.7	108
2017 to present	35.0	16.6	211
Visible Minority			
Vis Min Presence	44.1	25.4	173
Marital Status			
Single	22.9	28.9	79
Married/Common Law	68.0	56.9	120
Wid/Div/Sep	9.1	14.2	64
Mode of Transport			
Car	88.8	79.2	112
Public Transit	8.1	12.5	65
Class of Worker			
Employed	71.8	59.0	122

*Index of 100 is average

	Group %	Canada %	Index*
Occupation			
Agriculture	0.6	2.4	25
White Collar	35.6	35.0	102
Grey Collar	37.7	39.5	96
Blue Collar	26.6	25.5	104
Education			
No High School	10.4	15.9	66
High School	24.4	26.6	92
Trade School	6.8	9.1	75
College	21.6	20.2	107
Some University	2.4	2.2	109
University	34.4	26.0	132
Income			
Avg Hhd Income	\$140 266	\$109 506	128
<u>Households</u>			
Maintainer Age			
Under 25	3.0	3.0	102
25 to 34	24.3	14.7	165
35 to 44	32.4	17.7	183
45 to 54	20.4	17.8	115
55 to 64	11.4	20.0	57
65 to 74	6.0	15.7	38
75+	2.5	11.1	23
Size			
1 person	14.9	28.3	53
2 people	29.1	34.3	85
3 people	20.0	15.2	132
4+ people	36.0	22.2	162
Family Status			
Non-Family	19.2	32.6	59
Couples with Kids	46.9	29.4	160
Couples, no Kids	25.2	27.2	93
Lone-Parent	8.7	10.8	81

	Group %	Canada %	Index*
Age of Children			
Kids under 5	26.0	16.7	155
5 to 9	24.0	17.8	135
10 to 14	19.0	17.5	108
15 to 19	13.9	17.1	81
20 to 24	8.6	13.5	64
25+	8.5	17.5	49
<u>Dwellings</u>			
Tenure			
Own	83.4	67.6	123
Rent	16.6	31.9	52
Band Housing	0.0	0.4	2
Period of Construction			
Before 1960	1.1	21.1	5
1961 to 1980	1.8	27.8	6
1981 to 1990	1.1	13.3	9
1991 to 2000	3.0	11.9	25
2001 to 2005	9.2	6.7	137
2006 to 2010	27.5	7.5	366
2011 to 2016	45.5	6.9	664
2017 to present	10.9	4.9	222
Type			
Single-detached	57.3	52.7	109
Semi-detached	9.7	5.1	191
Row	19.7	6.6	298
Duplex	2.8	5.7	48
Lowrise (<5 Stories)	8.7	18.1	48
Highrise (5+ Stories)	1.1	10.2	11
Mobile	0.8	1.3	57

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				Occupation				Age of Children			
Age				Agriculture	1.3	2.4	55	Kids under 5	18.8	16.7	112
Under 5	5.5	5.1	107	White Collar	34.8	35.0	100	5 to 9	19.1	17.8	108
5 to 14	10.9	10.8	101	Grey Collar	41.1	39.5	104	10 to 14	17.4	17.5	99
15 to 24	10.9	11.8	92	Blue Collar	24.1	25.5	94	15 to 19	16.1	17.1	94
25 to 44	29.3	27.4	107	Education				20 to 24	12.4	13.5	92
45 to 64	26.3	26.5	99	No High School	17.2	15.9	108	25+	16.2	17.5	93
65 to 74	10.2	10.7	96	High School	25.6	26.6	96				
75 to 84	5.1	5.5	92	Trade School	11.5	9.1	127	Dwellings			
85+	1.9	2.3	82	College	19.1	20.2	94	Tenure			
Home Language				Some University	2.2	2.2	100	Own	58.8	67.6	87
English	51.4	67.5	76	University	24.5	26.0	94	Rent	41.1	31.9	129
French	37.6	20.2	186	Income				Band Housing	0.2	0.4	41
Non-Official	11.0	12.4	89	Avg Hhd Income	\$96 096	\$109 506	88	Period of Construction			
Immigration								Before 1960	31.4	21.1	149
Immigrant Population	21.3	22.4	95	Households				1961 to 1980	29.9	27.8	108
Before 2001	45.0	47.4	95	Maintainer Age				1981 to 1990	11.2	13.3	85
2001 to 2005	9.7	10.4	93	Under 25	3.1	3.0	105	1991 to 2000	9.1	11.9	77
2006 to 2010	13.7	11.9	115	25 to 34	15.7	14.7	107	2001 to 2005	4.3	6.7	64
2011 to 2016	17.5	13.7	128	35 to 44	19.2	17.7	108	2006 to 2010	5.5	7.5	73
2017 to present	14.1	16.6	85	45 to 54	17.8	17.8	100	2011 to 2016	4.5	6.9	66
Visible Minority				55 to 64	19.4	20.0	97	2017 to present	4.0	4.9	82
Vis Min Presence	23.7	25.4	93	65 to 74	14.8	15.7	94	Type			
Marital Status				75+	10.1	11.1	91	Single-detached	35.4	52.7	67
Single	30.9	28.9	107	Size				Semi-detached	5.9	5.1	117
Married/Common Law	52.8	56.9	93	1 person	33.2	28.3	117	Row	9.0	6.6	136
Wid/Div/Sep	16.3	14.2	115	2 people	34.2	34.3	100	Duplex	9.5	5.7	166
Mode of Transport				3 people	14.9	15.2	98	Lowrise (<5 Stories)	36.4	18.1	201
Car	73.5	79.2	93	4+ people	17.7	22.2	80	Highrise (5+ Stories)	2.3	10.2	22
Public Transit	17.0	12.5	137	Family Status				Mobile	1.2	1.3	86
Class of Worker				Non-Family	38.1	32.6	117				
Employed	60.1	59.0	102	Couples with Kids	24.3	29.4	83				
				Couples, no Kids	24.5	27.2	90				
				Lone-Parent	13.0	10.8	121				

*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 lifecycle 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				Occupation				Age of Children			
Age				Agriculture	1.0	2.4	44	Kids under 5	14.0	16.7	84
Under 5	5.4	5.1	107	White Collar	37.2	35.0	106	5 to 9	15.9	17.8	90
5 to 14	12.7	10.8	117	Grey Collar	38.8	39.5	98	10 to 14	17.3	17.5	99
15 to 24	14.4	11.8	122	Blue Collar	24.0	25.5	94	15 to 19	17.6	17.1	103
25 to 44	26.6	27.4	97	Education				20 to 24	15.2	13.5	113
45 to 64	27.3	26.5	103	No High School	15.5	15.9	97	25+	20.0	17.5	115
65 to 74	8.5	10.7	80	High School	26.1	26.6	98				
75 to 84	3.8	5.5	69	Trade School	5.5	9.1	60	Dwellings			
85+	1.3	2.3	57	College	18.1	20.2	90	Tenure			
Home Language				Some University	2.4	2.2	109	Own	84.1	67.6	124
English	62.4	67.5	92	University	32.4	26.0	125	Rent	14.0	31.9	44
French	10.4	20.2	52	Income				Band Housing	1.9	0.4	469
Non-Official	27.2	12.4	220	Avg Hhd Income	\$142 337	\$109 506	130	Period of Construction			
Immigration				Households				Before 1960	7.2	21.1	34
Immigrant Population	38.6	22.4	172	Maintainer Age				1961 to 1980	16.0	27.8	57
Before 2001	48.3	47.4	102	Under 25	1.5	3.0	49	1981 to 1990	16.9	13.3	127
2001 to 2005	12.9	10.4	123	25 to 34	10.7	14.7	73	1991 to 2000	21.1	11.9	178
2006 to 2010	11.7	11.9	98	35 to 44	19.7	17.7	111	2001 to 2005	15.8	6.7	235
2011 to 2016	10.5	13.7	77	45 to 54	24.4	17.8	137	2006 to 2010	11.7	7.5	156
2017 to present	16.6	16.6	100	55 to 64	23.0	20.0	115	2011 to 2016	7.0	6.9	102
Visible Minority				65 to 74	13.5	15.7	86	2017 to present	4.3	4.9	89
Vis Min Presence	50.4	25.4	198	75+	7.3	11.1	66	Type			
Marital Status				Size				Single-detached	69.3	52.7	132
Single	29.3	28.9	101	1 person	12.3	28.3	43	Semi-detached	7.0	5.1	138
Married/Common Law	60.8	56.9	107	2 people	25.5	34.3	74	Row	9.2	6.6	140
Wid/Div/Sep	9.9	14.2	70	3 people	19.6	15.2	129	Duplex	7.8	5.7	136
Mode of Transport				4+ people	42.6	22.2	192	Lowrise (<5 Stories)	4.2	18.1	23
Car	81.4	79.2	103	Family Status				Highrise (5+ Stories)	1.7	10.2	17
Public Transit	13.6	12.5	109	Non-Family	15.1	32.6	46	Mobile	0.6	1.3	45
Class of Worker				Couples with Kids	51.5	29.4	175				
Employed	61.7	59.0	105	Couples, no Kids	23.4	27.2	86				
				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*		Group %	Canada %	Index*		Group %	Canada %	Index*
Population				Occupation				Age of Children			
Age				Agriculture	3.0	2.4	129	Kids under 5	16.3	16.7	97
Under 5	5.4	5.1	107	White Collar	31.8	35.0	91	5 to 9	17.9	17.8	101
5 to 14	12.0	10.8	111	Grey Collar	39.2	39.5	99	10 to 14	17.9	17.5	102
15 to 24	12.4	11.8	105	Blue Collar	29.0	25.5	114	15 to 19	17.4	17.1	102
25 to 44	26.4	27.4	97	Education				20 to 24	13.7	13.5	102
45 to 64	27.3	26.5	103	No High School	16.3	15.9	103	25+	16.8	17.5	96
65 to 74	10.1	10.7	95	High School	28.2	26.6	106				
75 to 84	4.7	5.5	86	Trade School	10.5	9.1	116	Dwellings			
85+	1.6	2.3	71	College	21.8	20.2	108	Tenure			
Home Language				Some University	2.2	2.2	101	Own	77.0	67.6	114
English	66.9	67.5	99	University	20.9	26.0	80	Rent	22.8	31.9	71
French	22.9	20.2	114	Income				Band Housing	0.2	0.4	59
Non-Official	10.2	12.4	82	Avg Hhd Income	\$113 183	\$109 506	103	Period of Construction			
Immigration								Before 1960	17.8	21.1	85
Immigrant Population	19.5	22.4	87	Households				1961 to 1980	30.1	27.8	108
Before 2001	48.5	47.4	102	Maintainer Age				1981 to 1990	14.0	13.3	105
2001 to 2005	10.4	10.4	100	Under 25	2.0	3.0	68	1991 to 2000	12.7	11.9	107
2006 to 2010	12.5	11.9	105	25 to 34	13.2	14.7	90	2001 to 2005	6.9	6.7	103
2011 to 2016	13.5	13.7	99	35 to 44	18.6	17.7	105	2006 to 2010	7.5	7.5	100
2017 to present	15.0	16.6	90	45 to 54	19.5	17.8	109	2011 to 2016	6.0	6.9	88
Visible Minority				55 to 64	21.4	20.0	107	2017 to present	4.9	4.9	100
Vis Min Presence	21.4	25.4	84	65 to 74	15.5	15.7	99	Type			
Marital Status				75+	9.7	11.1	88	Single-detached	65.2	52.7	124
Single	27.3	28.9	94	Size				Semi-detached	6.4	5.1	126
Married/Common Law	59.9	56.9	105	1 person	20.8	28.3	73	Row	6.4	6.6	97
Wid/Div/Sep	12.8	14.2	90	2 people	34.8	34.3	102	Duplex	5.4	5.7	95
Mode of Transport				3 people	17.4	15.2	114	Lowrise (<5 Stories)	7.5	18.1	41
Car	84.7	79.2	107	4+ people	27.0	22.2	122	Highrise (5+ Stories)	7.4	10.2	73
Public Transit	9.9	12.5	79	Family Status				Mobile	1.4	1.3	106
Class of Worker				Non-Family	24.3	32.6	75				
Employed	62.2	59.0	105	Couples with Kids	35.0	29.4	119				
				Couples, no Kids	28.6	27.2	105				
				Lone-Parent	12.1	10.8	112				

*Index of 100 is average

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				Occupation				Age of Children			
Age				Agriculture	3.0	2.4	126	Kids under 5	14.0	16.7	84
Under 5	4.2	5.1	82	White Collar	37.7	35.0	108	5 to 9	16.3	17.8	92
5 to 14	9.9	10.8	91	Grey Collar	37.4	39.5	95	10 to 14	17.2	17.5	98
15 to 24	11.3	11.8	95	Blue Collar	24.9	25.5	98	15 to 19	17.9	17.1	105
25 to 44	22.1	27.4	81	Education				20 to 24	14.8	13.5	110
45 to 64	28.5	26.5	108	No High School	14.9	15.9	94	25+	19.8	17.5	113
65 to 74	14.0	10.7	131	High School	26.0	26.6	97	Dwellings			
75 to 84	7.5	5.5	136	Trade School	9.3	9.1	102	Tenure			
85+	2.7	2.3	118	College	20.7	20.2	103	Own	84.0	67.6	124
Home Language				Some University	2.1	2.2	94	Rent	15.8	31.9	50
English	75.0	67.5	111	University	27.0	26.0	104	Band Housing	0.2	0.4	48
French	19.4	20.2	96	Income				Period of Construction			
Non-Official	5.5	12.4	45	Avg Hhd Income	\$133 994	\$109 506	122	Before 1960	25.1	21.1	119
Immigration				Households				1961 to 1980	32.3	27.8	116
Immigrant Population	14.8	22.4	66	Maintainer Age				1981 to 1990	14.9	13.3	112
Before 2001	63.7	47.4	134	Under 25	1.6	3.0	55	1991 to 2000	10.7	11.9	91
2001 to 2005	8.0	10.4	77	25 to 34	9.4	14.7	64	2001 to 2005	4.6	6.7	69
2006 to 2010	8.2	11.9	69	35 to 44	13.4	17.7	76	2006 to 2010	4.6	7.5	61
2011 to 2016	7.9	13.7	58	45 to 54	16.2	17.8	91	2011 to 2016	3.7	6.9	54
2017 to present	12.2	16.6	73	55 to 64	22.2	20.0	111	2017 to present	4.0	4.9	82
Visible Minority				65 to 74	20.8	15.7	132	Type			
Vis Min Presence	11.7	25.4	46	75+	16.4	11.1	148	Single-detached	75.1	52.7	143
Marital Status				Size				Semi-detached	4.0	5.1	78
Single	24.5	28.9	85	1 person	24.4	28.3	86	Row	4.8	6.6	72
Married/Common Law	61.3	56.9	108	2 people	39.2	34.3	114	Duplex	4.3	5.7	75
Wid/Div/Sep	14.2	14.2	100	3 people	15.3	15.2	101	Lowrise (<5 Stories)	7.5	18.1	41
Mode of Transport				4+ people	21.1	22.2	95	Highrise (5+ Stories)	2.4	10.2	24
Car	85.9	79.2	109	Family Status				Mobile	1.7	1.3	126
Public Transit	6.8	12.5	54	Non-Family	27.2	32.6	83				
Class of Worker				Couples with Kids	29.7	29.4	101				
Employed	55.2	59.0	94	Couples, no Kids	33.8	27.2	124				
				Lone-Parent	9.4	10.8	87				

*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				Occupation				Age of Children			
Age				Agriculture	5.8	2.4	245	Kids under 5	17.4	16.7	104
Under 5	4.1	5.1	81	White Collar	30.0	35.0	86	5 to 9	18.5	17.8	104
5 to 14	8.7	10.8	81	Grey Collar	39.8	39.5	101	10 to 14	17.9	17.5	103
15 to 24	9.5	11.8	80	Blue Collar	30.3	25.5	119	15 to 19	17.9	17.1	105
25 to 44	22.1	27.4	81	Education				20 to 24	11.5	13.5	86
45 to 64	27.4	26.5	104	No High School	21.2	15.9	133	25+	16.8	17.5	96
65 to 74	15.4	10.7	145	High School	28.4	26.6	107				
75 to 84	9.1	5.5	166	Trade School	11.6	9.1	128	Dwellings			
85+	3.6	2.3	160	College	20.8	20.2	103	Tenure			
Home Language				Some University	2.0	2.2	92	Own	55.5	67.6	82
English	72.6	67.5	108	University	16.0	26.0	61	Rent	44.0	31.9	138
French	22.9	20.2	114	Income				Band Housing	0.6	0.4	135
Non-Official	4.5	12.4	36	Avg Hhd Income	\$76 032	\$109 506	69	Period of Construction			
Immigration								Before 1960	23.7	21.1	112
Immigrant Population	11.6	22.4	51	Households				1961 to 1980	31.8	27.8	114
Before 2001	56.9	47.4	120	Maintainer Age				1981 to 1990	14.0	13.3	105
2001 to 2005	7.3	10.4	70	Under 25	3.0	3.0	101	1991 to 2000	11.5	11.9	97
2006 to 2010	9.8	11.9	82	25 to 34	11.7	14.7	80	2001 to 2005	4.6	6.7	68
2011 to 2016	13.2	13.7	96	35 to 44	12.5	17.7	70	2006 to 2010	5.5	7.5	74
2017 to present	12.8	16.6	77	45 to 54	13.8	17.8	78	2011 to 2016	4.6	6.9	67
Visible Minority				55 to 64	20.4	20.0	102	2017 to present	4.3	4.9	88
Vis Min Presence	8.3	25.4	33	65 to 74	20.8	15.7	132	Type			
Marital Status				75+	17.9	11.1	161	Single-detached	45.6	52.7	87
Single	26.2	28.9	91	Size				Semi-detached	3.0	5.1	59
Married/Common Law	52.7	56.9	93	1 person	41.7	28.3	147	Row	3.8	6.6	58
Wid/Div/Sep	21.0	14.2	148	2 people	37.1	34.3	108	Duplex	4.3	5.7	75
Mode of Transport				3 people	10.3	15.2	67	Lowrise (<5 Stories)	24.4	18.1	135
Car	83.0	79.2	105	4+ people	11.0	22.2	50	Highrise (5+ Stories)	15.6	10.2	153
Public Transit	6.2	12.5	49	Family Status				Mobile	2.9	1.3	215
Class of Worker				Non-Family	45.0	32.6	138				
Employed	46.4	59.0	79	Couples with Kids	16.3	29.4	55				
				Couples, no Kids	29.2	27.2	107				
				Lone-Parent	9.5	10.8	88				

*Index of 100 is average