

## DATA VINTAGE

2018

## BASE LEVEL GEOGRAPHY

Postal code and dissemination area

## VARIABLES

760

To view the complete list of variables please visit:

[environicsanalytics.com/data/variables-lists](http://environicsanalytics.com/data/variables-lists)

## WHAT IT IS

The DemoStats database consists of current-year estimates for 760 variables and demographic projections for 483 of them for three, five and 10 years into the future. DemoStats variables are available at the six-digit postal code level (FSALDUs) for current-year estimates and at the dissemination area (DA) level for future-year projections. It also provides historical estimates from five years ago based on the same methodologies to ensure accurate trend analysis. DemoStats is created using innovative methods that combine econometric, demographic and geographic models. It employs a variety of data sources, including the latest census, current economic indicators, postcensal estimates from the federal and provincial governments, immigration statistics and economic data such as building permits. DemoStats features variables on population, family structure, household size and type, ethnic diversity, labour force participation and income—including both averages and distributions.

## WHAT'S NEW

DemoStats incorporates a number of themes from the 2016 Census. These include population by age and sex, marital status, dwellings by tenure, among others. Incorporating these themes from the latest census ensures that we are delivering the most accurate and up-to-date demographic estimates and projections.

With this product update we are migrating to the geographic framework used for the 2016 Census. This significant adjustment is required to reflect actual changes on the ground and ensure our clients are working with the best estimates available.

## HOW IT'S USED



The areas in which you do business change over time. A demographic trend analysis using DemoStats can indicate how population, income and visible minority presence is expected to evolve in your trade areas over a 10-year span, which will help executives and real estate managers plan accordingly.



With DemoStats you may discover that the customers at one of your stores are very different from customers at another, in terms of their demographics, lifestyle and lifestage. These differences may have an impact on how you merchandise your stores and communicate with your customers.



Marketers can use DemoStats to help create target groups by analyzing their best customers and then grouping them together in demographically similar customer segments. These target groups will help marketers and advertisers develop meaningful messaging and more effective marketing campaigns because they will be tailored to the most receptive audience.

## SAMPLE QUESTIONS IT CAN ANSWER

- How are the household incomes in my trade areas projected to change in the next 10 years?
- What is the visible minority presence in my trade area? How is that expected to change in five years?
- Where can I find the highest concentration of families with young children in my trade area?
- How many households in my market commute to work by car? By public transit?
- Where can I find potential store locations with similar demographic profiles as my original location?

Adapted from Statistics Canada products. This does not constitute an endorsement by Statistics Canada of this product.