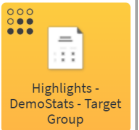


Highlights - Target Group - DemoStats

A summary of key demographic variables for target groups



DemoStats 2021 | Demographic Highlights

ENVIRONICS ANALYTICS

Target Group: Diverse Families (03, 08, 10, 11, 15, 18)

The **Target Group** created for analysis and its component PRIZM segments is indicated at the top of the report.

HOUSEHOLD CHARACTERISTICS

	Count	%	Base Count	Base %	% Pen	Index
Basics						
Total Population	4,465,709	100.00	37,815,739	100.00	11.81	100
Total Households	1,323,432	100.00	15,031,844	100.00	8.80	100
Age of Household Maintainer						
15 to 24	20,045	1.51	445,150	2.96	4.50	51
25 to 34	179,245	13.54	2,209,447	14.70	8.11	92
35 to 44	305,127	23.06	2,663,504	17.72	11.46	130
45 to 54	316,679	23.93	2,674,368	17.79	11.84	134
55 to 64	263,079	19.88	3,009,426	20.02	8.74	99
65 to 74	152,221	11.50	2,365,348	15.74	6.44	73
75 or Older	87,036	6.58	1,664,601	11.07	5.23	59
Size of Household						
1 Person	167,310	12.64	4,259,621	28.34	3.93	45
2 Persons	328,632	24.83	5,156,128	34.30	6.37	72
3 Persons	267,347	20.20	2,284,121	15.20	11.70	133
4 Persons	319,671	24.16	2,074,942	13.80	15.41	175
5 or More Persons	240,472	18.17	1,257,032	8.36	19.13	217
Household Type						
Total Family Households	1,115,944	84.32	10,125,158	67.36	11.02	125
One-Family Households	1,030,524	77.87	9,825,350	65.36	10.49	119
Multiple-Family Households	85,420	6.45	299,808	2.00	28.49	324
Non-Family Households	207,488	15.68	4,906,686	32.64	4.23	48
One-Person Households	168,526	12.73	4,273,781	28.43	3.94	45
Two-Or-More-Person Households	38,962	2.94	632,905	4.21	6.16	70

INCOME, EDUCATION & EMPLOYMENT

	Count	%	Base Count	Base %	% Pen	Index
Household Income						
Average Household Income	-- 137,444.13	--	109,506.00	--	126	
Education						
No Certificate, Diploma Or Degree	473,340	13.15	4,947,739	15.88	9.57	83
High School Certificate Or Equivalent	947,839	26.34	8,305,946	26.65	11.41	99
Apprenticeship Or Trades Cert/Dipl	166,326	4.62	2,835,144	9.10	5.87	51
College/CEGEP/Non-University Cert/Dipl	655,879	18.23	6,292,615	20.19	10.42	90
University Cert/Dipl Below Bachelor	84,836	2.36	681,362	2.19	12.45	108

For the Average Household Income, the standard values are removed, and % and Base % values represent the Average Household Income by dollar amount.

In our example, **77.87%** of the Diverse Families Target Group is comprised of One-Family Households. With an Index value of **119**, those within this Target Group are 19% more likely to reside in a One-Family Household when compared to those within the benchmark of Canada.

Count: The number of people or households in the Target Group who exhibit that characteristic.

%: (Count/Total Count * 100) The weighted proportion of the population or households in the Target Group that exhibits that characteristic.

Base Count: The number of people or households in the Benchmark who exhibit that characteristic.

Base %: The percentage of the population or households in the Benchmark that exhibit that characteristic.

% Pen: (Count/Base Count * 100) Of all people or households who exhibit that characteristic in the Target Group, % Pen is the proportion that are found in the Benchmark.

Index: (% /Base % *100) Measures if the households or population in the Target Group are more or less likely to exhibit a characteristic when compared to the Benchmark. An Index of 100 is average. Indices above 100 are above average or over-represented. Indices below 100 are below average or under-represented.

Benchmark: Canada

The **Benchmark**-also referred to as the base-indicates the geographic extent for the report.

Index Colours: <80 80 - 110 110+