

Executive Dashboards - Demographics - Population and Households (Trade Area)

Provides population and household data for the current year for the selected trade area. The variables for Population, Households, Median Maintainer Age, and Marital Status (Married/Common Law) will always be present. The variable for Family Status will dynamically show the top variable based on an index ranking with minimum 5% composition.

Demographics | Population & Households

ENVIRONICS
ANALYTICS

Trade Area: Lake of Bays, ON (TP)

The Trade Area, along with the Population and Households for the trade area.

POPULATION

3,549

HOUSEHOLDS

1,634

MEDIAN MAINTAINER AGE

64

Index: 120

MARITAL STATUS



68.3%

Index: 122

Married/Common-Law

FAMILY STATUS*



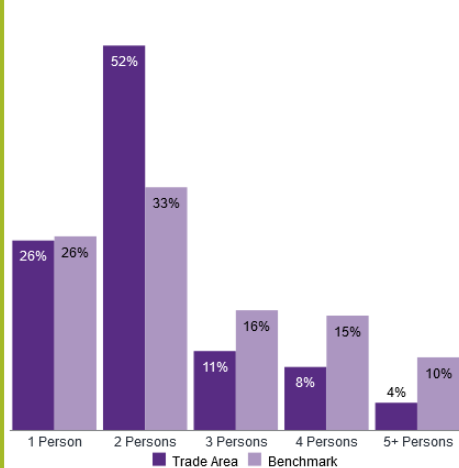
65.1%

Index: 173

Couples Without Children At Home

As an example, the Marital Status section indicates that **68.3%** of the household population in Lake of the Bays is either married or in a common-law relationship. With an Index value of **122**, this trade area is **22%** more likely to be married or in a common-law relationship compared to those in the benchmark of Ontario.

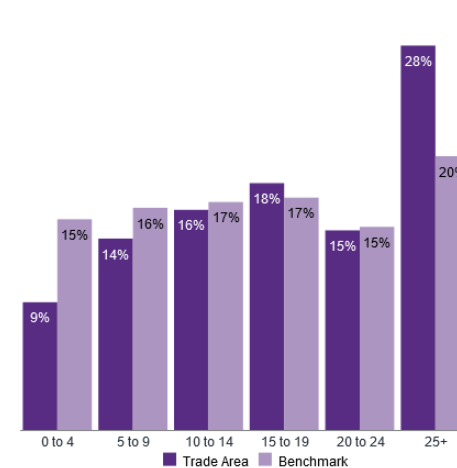
HOUSEHOLD SIZE



POPULATION BY AGE

Age Group	Count	%	Index
0 to 4	83	2.3	47
5 to 9	93	2.6	51
10 to 14	113	3.2	59
15 to 19	122	3.4	61
20 to 24	146	4.1	61
25 to 29	131	3.7	51
30 to 34	128	3.6	51
35 to 39	136	3.8	56
40 to 44	146	4.1	65
45 to 49	164	4.6	74
50 to 54	207	5.8	90
55 to 59	305	8.6	120
60 to 64	407	11.5	173
65 to 69	408	11.5	206
70 to 74	370	10.4	223
75 to 79	286	8.1	249
80 to 84	170	4.8	218
85+	134	3.8	163

AGE OF CHILDREN AT HOME



The Household Size bar chart shows the distribution of household size for the trade area compared to the benchmark.

The Population by Age table shows the age distribution of the trade area and includes the count, per cent composition, and index value for each age cohort.

Note: The Index is a measure of how similar or different the trade area is compared to the benchmark.

The Age of Children at Home bar chart shows the distribution of children's ages in the trade area versus the benchmark.

Benchmark: Ontario

A benchmark is a point of reference that is compared to the trade area. Benchmark data is used as the denominator in the index calculations.

*Chosen from index ranking with minimum 5% composition

Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics.

Index Colours: <80 80 - 110 110+