

Executive Dashboards - Demographics - Housing and Income (Trade Area)

Provides housing and income data for the current year for the selected trade area. The variables for Tenure and Structure Type will always be present. The variables shown for Age of Housing will dynamically show the top variable based on an Index ranking with a minimum 5% composition.

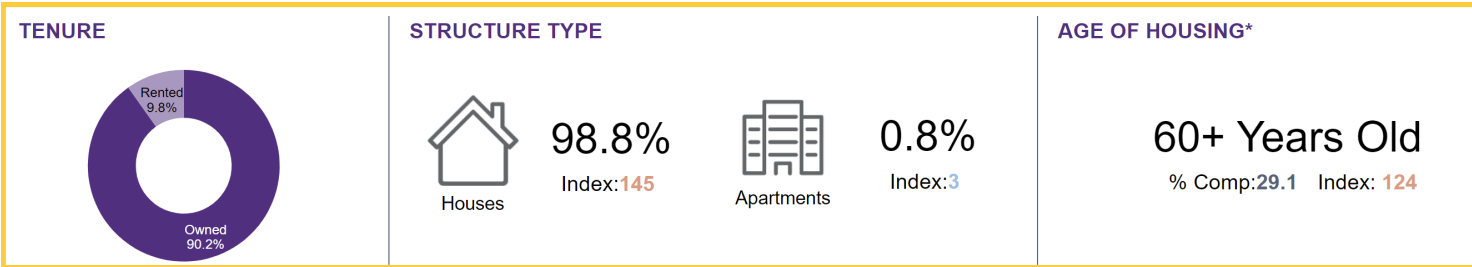
Demographics | Housing & Income

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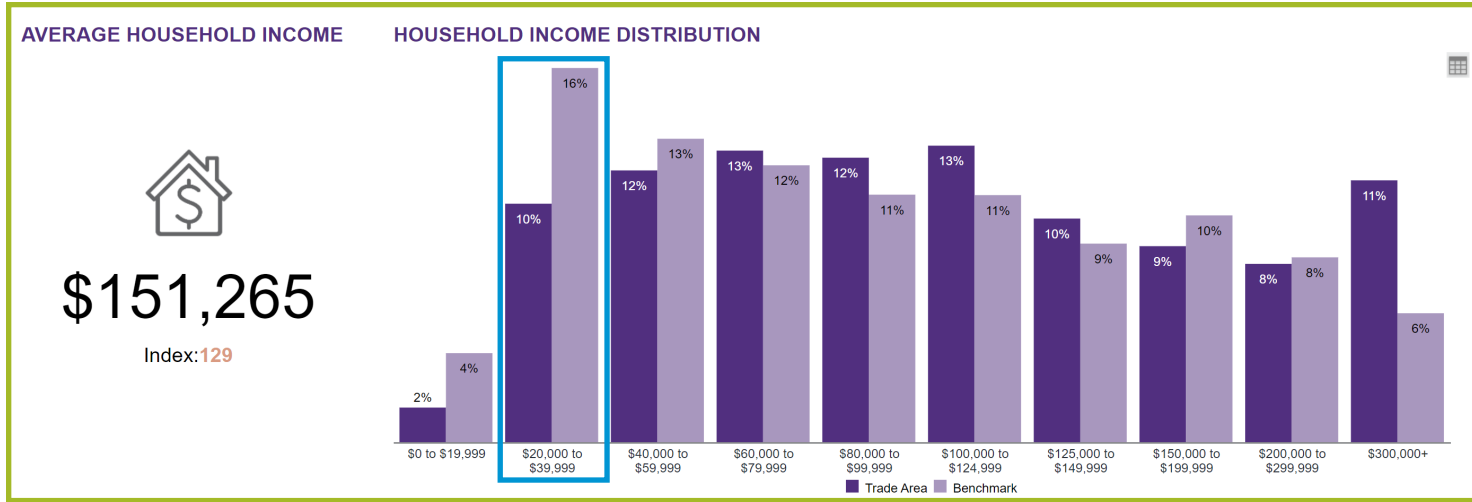
Trade Area: Muskoka Lakes, ON (TP)

Population: 7,247 | Households: 3,218

The Trade Area, along with the Housing & Income demographics within the trade area are indicated at the top of the report.



The **Age of Housing** section indicates that **29.1%** of households in Muskoka Lakes occupy dwellings that are 60 years of age or older. With an Index value of **124**, this instance is **24%** higher than in the benchmark of Ontario.



Average Household Income: The average household income of the trade area is provided. The Index value shows whether these households earn incomes above or below the market average.

Household Income Distribution: The bar chart shows the income distribution for the trade area across every compared to the benchmark.

In the example, **10%** of the households in Muskoka Lakes earn incomes between \$20,000 to \$39,999, compared to **16%** of Ontario that earn incomes within that income range.

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

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Index Colours:	<80	80 - 110	110+
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