

Executive Dashboards - Demographics - Population and Households (Target Group)

Provides population and household data for the current year for the selected target group in the benchmark.

Note: 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

Target Group: Family Life (06, 60, 15, 18, 25, 36, 61)

The **Target Group** name and PRIZM segments components.

| | | | |
|---|---|---|---|
| <p>POPULATION</p> <p>2,949,148</p> <p>HOUSEHOLDS</p> <p>1,030,947</p> | <p>MEDIAN MAINTAINER AGE</p> <p>52</p> <p>Index:97</p> | <p>MARITAL STATUS</p> <p>54.0%</p> <p>Index:96</p> <p>Married/Common-Law</p> | <p>FAMILY STATUS*</p> <p>20.7%</p> <p>Index: 122</p> <p>Total Lone-Parent Families</p> |
|---|---|---|---|

Population: The number of people who belong to the target group in the benchmark.

Households: The number of households within the target group.

Median Maintainer Age: The median age of the individuals primarily responsible for household maintenance.

Marital Status: The largest proportion variable for marital status for the target group.

Family Status: The largest proportion variable for family status for the target group.

| <p>HOUSEHOLD SIZE</p> | <p>POPULATION BY AGE</p> <table border="1"> <thead> <tr> <th>Age Range</th> <th>Count</th> <th>%</th> <th>Index</th> </tr> </thead> <tbody> <tr><td>0 to 4</td><td>29,459</td><td>4.4</td><td>101</td></tr> <tr><td>5 to 9</td><td>31,176</td><td>4.7</td><td>99</td></tr> <tr><td>10 to 14</td><td>32,606</td><td>4.9</td><td>101</td></tr> <tr><td>15 to 19</td><td>37,609</td><td>5.6</td><td>109</td></tr> <tr><td>20 to 24</td><td>51,573</td><td>7.7</td><td>120</td></tr> <tr><td>25 to 29</td><td>52,271</td><td>7.8</td><td>114</td></tr> <tr><td>30 to 34</td><td>50,725</td><td>7.6</td><td>104</td></tr> <tr><td>35 to 39</td><td>47,402</td><td>7.1</td><td>100</td></tr> <tr><td>40 to 44</td><td>44,531</td><td>6.7</td><td>104</td></tr> <tr><td>45 to 49</td><td>44,407</td><td>6.7</td><td>107</td></tr> <tr><td>50 to 54</td><td>47,571</td><td>7.1</td><td>107</td></tr> <tr><td>55 to 59</td><td>47,399</td><td>7.1</td><td>99</td></tr> <tr><td>60 to 64</td><td>42,788</td><td>6.4</td><td>91</td></tr> <tr><td>65 to 69</td><td>35,523</td><td>5.3</td><td>86</td></tr> <tr><td>70 to 74</td><td>28,204</td><td>4.2</td><td>80</td></tr> <tr><td>75 to 79</td><td>18,285</td><td>2.7</td><td>78</td></tr> <tr><td>80 to 84</td><td>12,229</td><td>1.8</td><td>80</td></tr> <tr><td>85+</td><td>13,082</td><td>2.0</td><td>84</td></tr> </tbody> </table> | Age Range | Count | % | Index | 0 to 4 | 29,459 | 4.4 | 101 | 5 to 9 | 31,176 | 4.7 | 99 | 10 to 14 | 32,606 | 4.9 | 101 | 15 to 19 | 37,609 | 5.6 | 109 | 20 to 24 | 51,573 | 7.7 | 120 | 25 to 29 | 52,271 | 7.8 | 114 | 30 to 34 | 50,725 | 7.6 | 104 | 35 to 39 | 47,402 | 7.1 | 100 | 40 to 44 | 44,531 | 6.7 | 104 | 45 to 49 | 44,407 | 6.7 | 107 | 50 to 54 | 47,571 | 7.1 | 107 | 55 to 59 | 47,399 | 7.1 | 99 | 60 to 64 | 42,788 | 6.4 | 91 | 65 to 69 | 35,523 | 5.3 | 86 | 70 to 74 | 28,204 | 4.2 | 80 | 75 to 79 | 18,285 | 2.7 | 78 | 80 to 84 | 12,229 | 1.8 | 80 | 85+ | 13,082 | 2.0 | 84 | <p>AGE OF CHILDREN AT HOME</p> |
|------------------------------|---|-----------|-------|---|-------|--------|--------|-----|-----|--------|--------|-----|----|----------|--------|-----|-----|----------|--------|-----|-----|----------|--------|-----|-----|----------|--------|-----|-----|----------|--------|-----|-----|----------|--------|-----|-----|----------|--------|-----|-----|----------|--------|-----|-----|----------|--------|-----|-----|----------|--------|-----|----|----------|--------|-----|----|----------|--------|-----|----|----------|--------|-----|----|----------|--------|-----|----|----------|--------|-----|----|-----|--------|-----|----|---------------------------------------|
| Age Range | Count | % | Index | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 0 to 4 | 29,459 | 4.4 | 101 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 5 to 9 | 31,176 | 4.7 | 99 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 10 to 14 | 32,606 | 4.9 | 101 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 15 to 19 | 37,609 | 5.6 | 109 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 20 to 24 | 51,573 | 7.7 | 120 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 25 to 29 | 52,271 | 7.8 | 114 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 30 to 34 | 50,725 | 7.6 | 104 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 35 to 39 | 47,402 | 7.1 | 100 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 40 to 44 | 44,531 | 6.7 | 104 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 45 to 49 | 44,407 | 6.7 | 107 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 50 to 54 | 47,571 | 7.1 | 107 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 55 to 59 | 47,399 | 7.1 | 99 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 60 to 64 | 42,788 | 6.4 | 91 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 65 to 69 | 35,523 | 5.3 | 86 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 70 to 74 | 28,204 | 4.2 | 80 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 75 to 79 | 18,285 | 2.7 | 78 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 80 to 84 | 12,229 | 1.8 | 80 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 85+ | 13,082 | 2.0 | 84 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

Household Size: The bar chart shows the proportion of the target group that live in a household of each size, compared to the benchmark.

Population by Age: The table shows count, per cent composition, and index for each age range for the target group compared to the benchmark.

Age of Children at Home: The bar chart shows the proportion of the target group with children at home for each age range compared to the benchmark.

Count: The population for each age cohort for the target group.

%: The per cent composition for each age cohort for the target group.

Index: A measure of comparison between the target group and the benchmark. An index of 100 is considered average and means that the proportion of the variable for the target group is the same as the proportion for the benchmark for the same variable. Indices above 100 are above average or over-represented. Indices below 100 are below average or under-represented.

In the example **14%** of the target group have children at home aged between 0 to 4, compared to **16%** of the benchmark of Ontario.

Benchmark: Ontario

The **Benchmark** indicates the geographic extent for the report. Benchmark data is used as the denominator in the index calculations.

Index Colours: <80 80 - 110 110+