Quality Demographics:
The Foundation Behind Today's Most Powerful Tools



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Background

The data environment today

- Many different sources of data - Surveys, administrative records, mobile data, big data such as transactions, social media data and many other sources
- Census data
- EA DemoStats data
- AI that makes increasing use of all data

All data sources have advantages and disadvantages

- Some data sources are more extensive and timely but may only approximate concepts of interest and may have coverage gaps or geographic identification limitations.

- The Census attempts to include everyone in the population, is based on well defined geographic and other concepts and definitions and is available for small geographic areas.

- The comprehensive and well-defined Census data can serve as a benchmark for adjusting and modelling other data sources to match required concepts and geographic

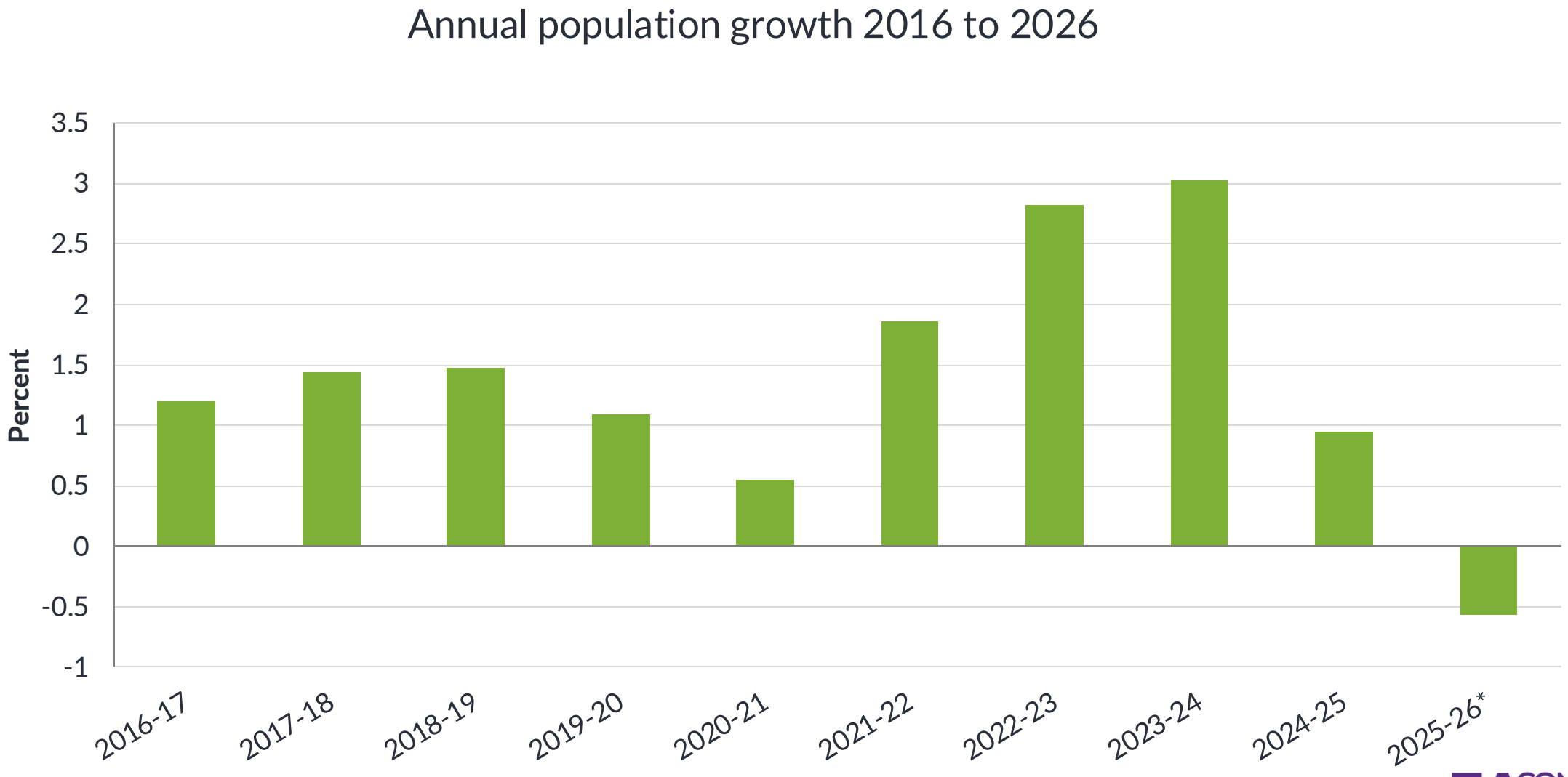
The 2026 Census

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The 2026 Census is particularly important

- Limitations of 2021 Census taken during COVID-19
- Since 2021 there have been some major changes in demographic trends related to international migration, internal migration, birth rates, and economic conditions.
- The changing social and economic conditions in Canada are playing out very differently across the country and for different demographic groups. The 2026 Census will reflect these changes.

A rollercoaster of population growth in recent years

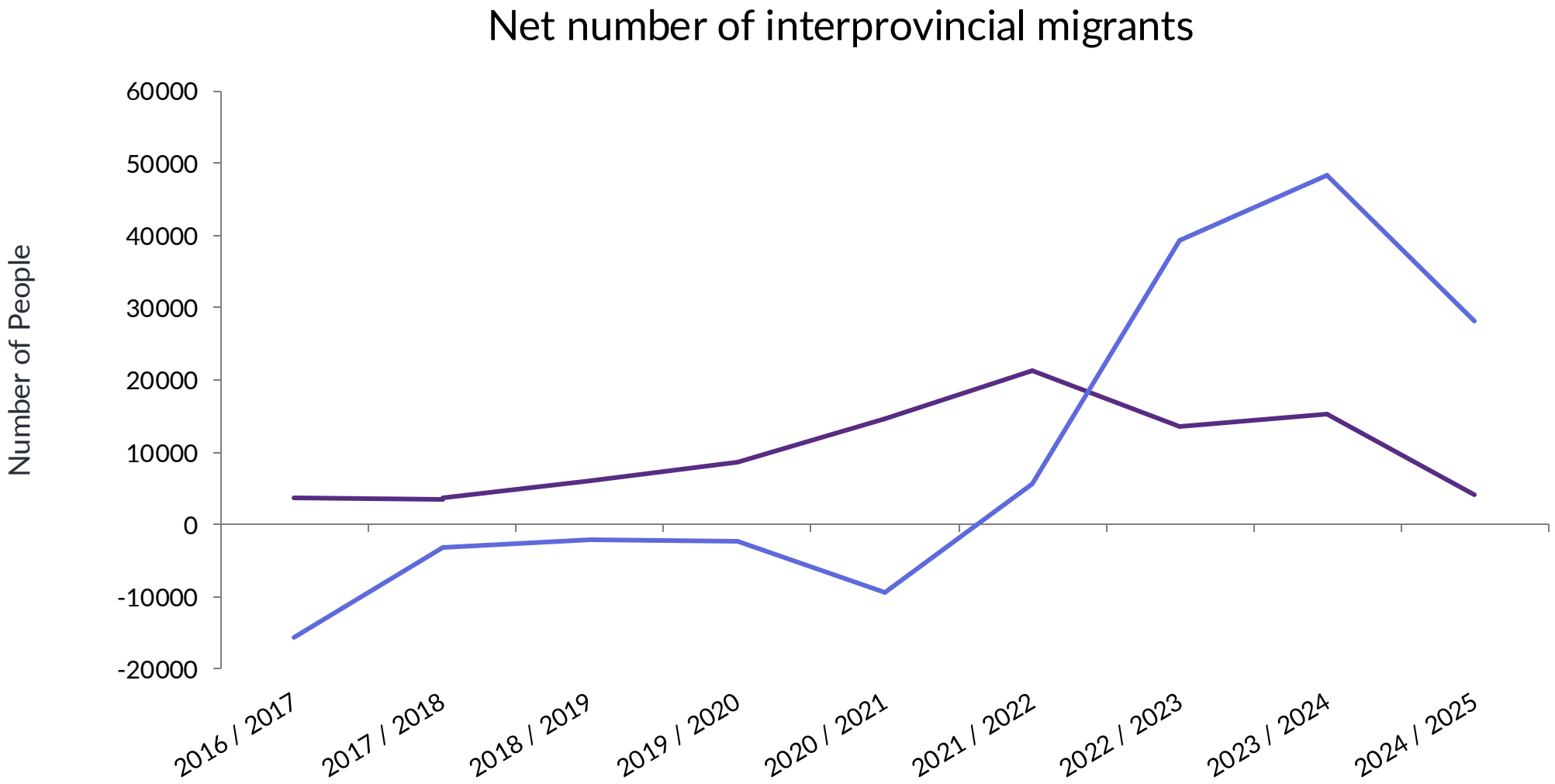


* EA Estimate

Source: Statistics Canada

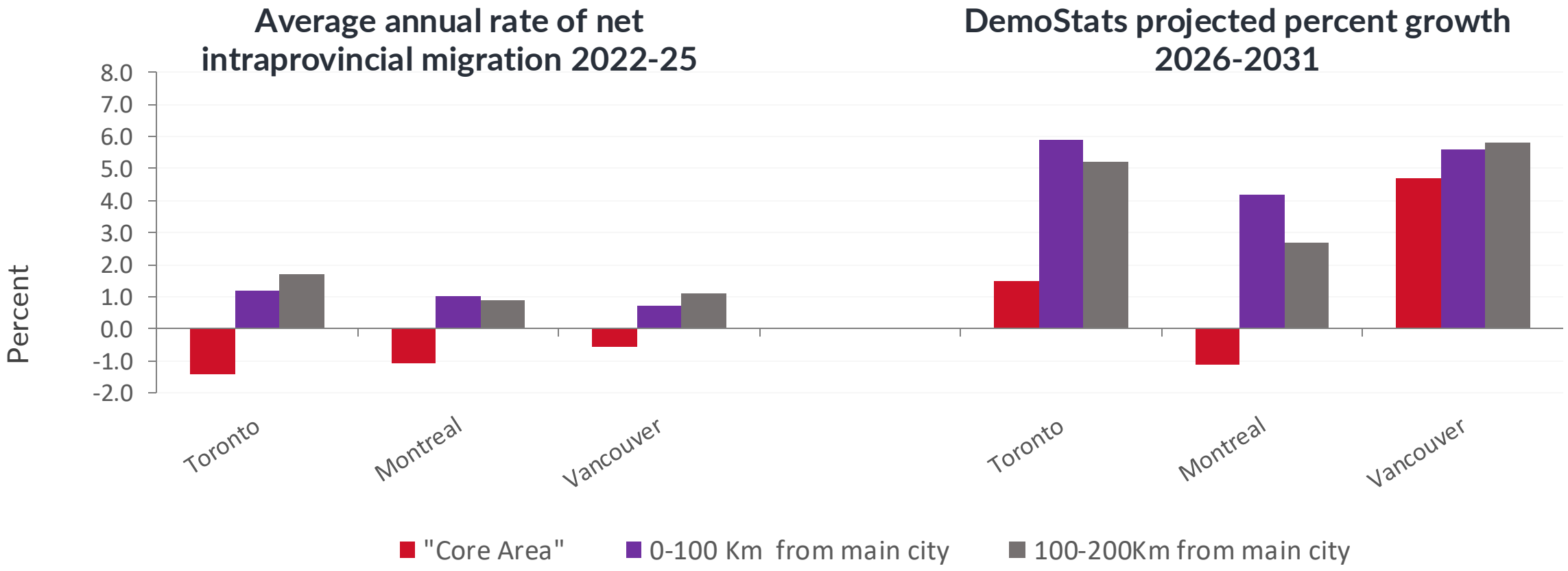
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Major shifts in interprovincial migration



Source: Statistics Canada

Out-migration from core of large urban areas and growth of “exurban” areas



Core area for Montreal: Island of Montreal, Laval and Longueuil; For Toronto: Toronto, Peel and York;

Source: Statistics Canada and Environics Analytics

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Major changes for the 2026 Census

- Several new questions
    - Sexual orientation
    - Health status
    - Homelessness

- Modifications to existing questions
    - The question on population group, the basis of defining the racialized population, will now include the Indigenous population

- Inclusion of the question on religious affiliation, previously asked only every 10 years

Census Release Schedule in 2027

Release Date	Topics
10-Feb-27	Population and dwelling counts
5-May-27	Age, gender, and sex at birth Type of dwellings
14-Jul-27	Families, households, and marital status Income
8-Sep-27	Language Housing Canadian military experience
28-Sep-27	Indigenous Peoples Mobility Poverty
27-Oct-27	Immigration, place of birth, and citizenship Ethnocultural and religious diversity Sexual orientation General health
1-Dec-27	Labour Commuting Language of work Instruction in the minority official language Education Homelessness

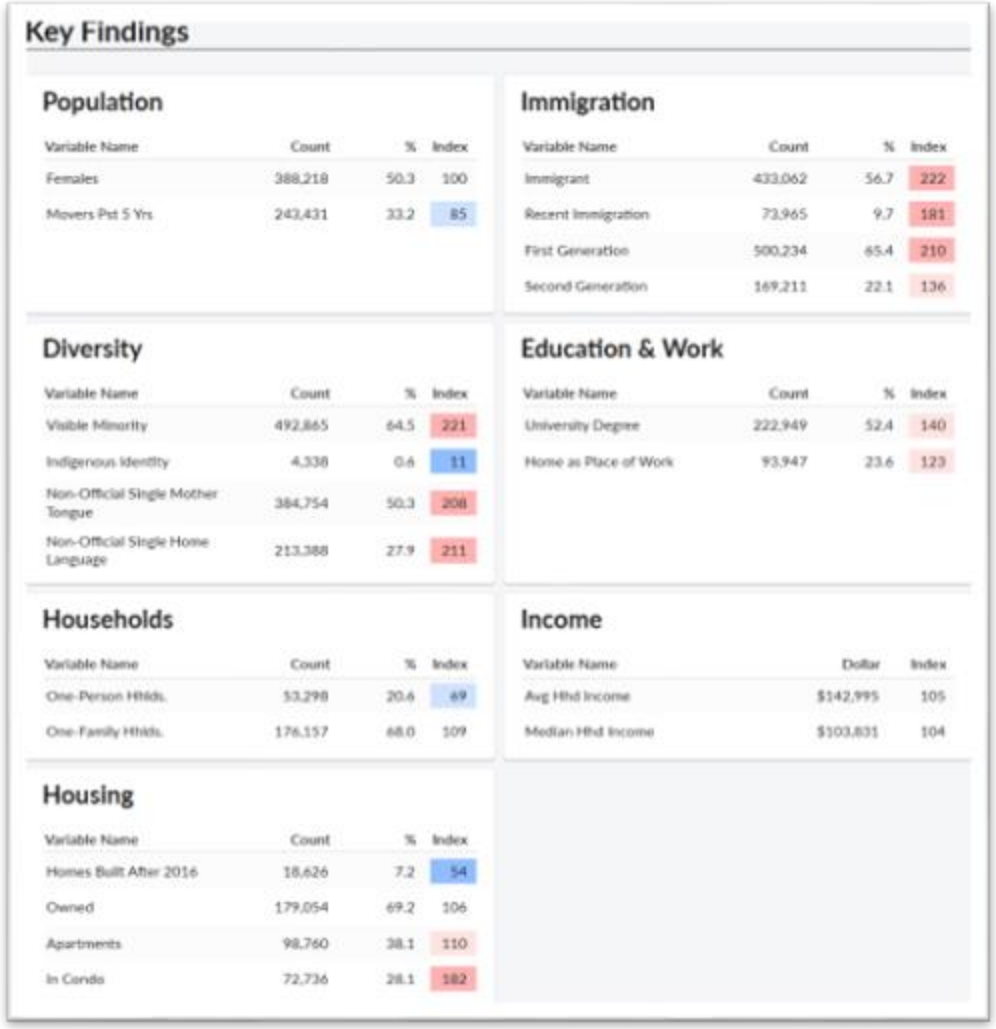
DemoStats

Demostats overcomes some limitations of using Census data

- The Census is only done every five years and cannot reflect recent demographic changes
- Although the Census attempts to include everyone in the population there is a small net undercount of the population, estimated at about 3% of the total population.
- More importantly the undercount is much higher for certain population groups- in the 2021 Census estimated at 10% for males 20-34
- EAs annual DemoStats data adjusts for these limitations

What is DemoStats?

- DemoStats is a comprehensive demographic database offering current-year estimates for 734 variables at a granular level down to the postal code
- Projections for 3, 5 and 10 years, along with historical data for trend analysis for a selection of variables down to the census dissemination level
- DemoStats is available within the new ENVISION Platform, which introduces an AI-supported Demographics Executive Report designed to help users quickly surface key insights and communicate findings with greater ease.
- DemoStats is updated every year



Key Findings

Population

Variable Name	Count	%	Index
Females	388,218	50.3	100
Movers Pst 5 Yrs	243,431	33.2	85

Immigration

Variable Name	Count	%	Index
Immigrant	433,062	56.7	222
Recent Immigration	73,965	9.7	181
First Generation	500,234	65.4	210
Second Generation	169,211	22.1	136

Diversity

Variable Name	Count	%	Index
Visible Minority	492,865	64.5	221
Indigenous Identity	4,338	0.6	11
Non-Official Single Mother Tongue	384,754	50.3	208
Non-Official Single Home Language	213,388	27.9	211

Education & Work

Variable Name	Count	%	Index
University Degree	222,949	52.4	140
Home as Place of Work	93,947	23.6	123

Households

Variable Name	Count	%	Index
One-Person Hhlds.	53,298	20.6	69
One-Family Hhlds.	176,157	68.0	109

Income

Variable Name	Dollar	Index
Avg Hhd Income	$142,995	105
Median Hhd Income	$103,831	104

Housing

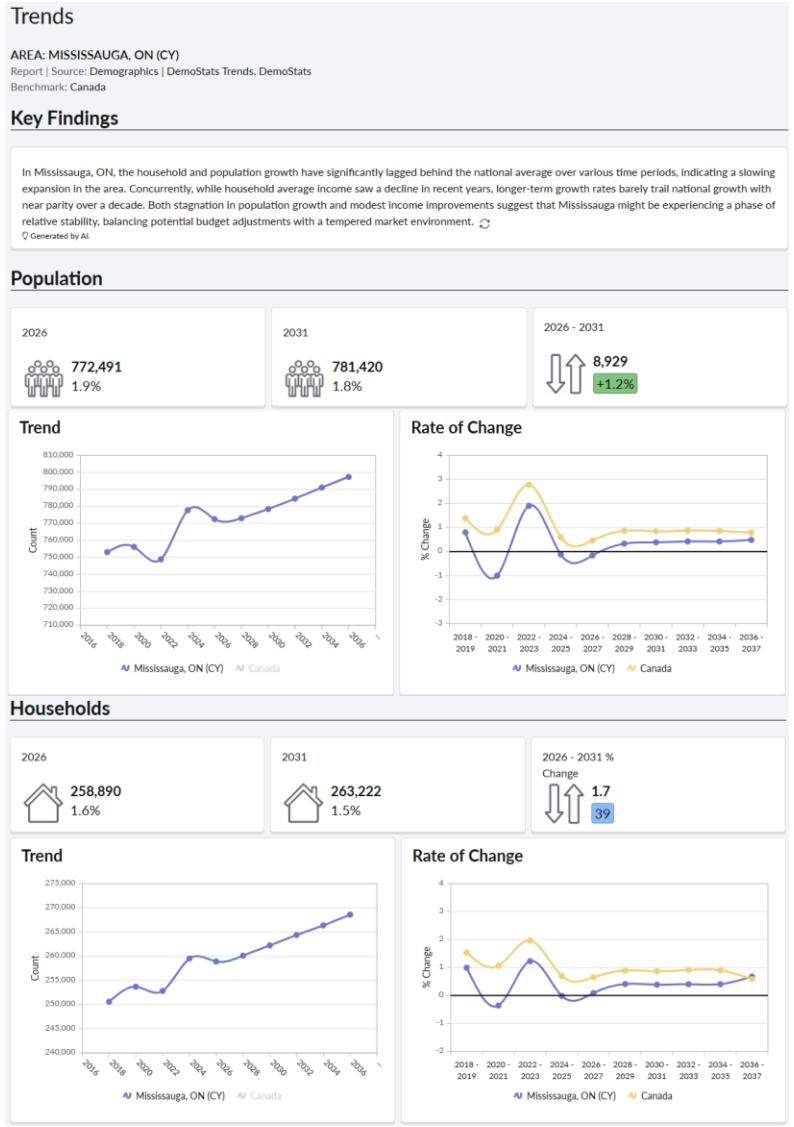
Variable Name	Count	%	Index
Homes Built After 2016	18,626	7.2	54
Owned	179,054	69.2	106
Apartments	98,760	38.1	110
In Condo	72,736	28.1	182

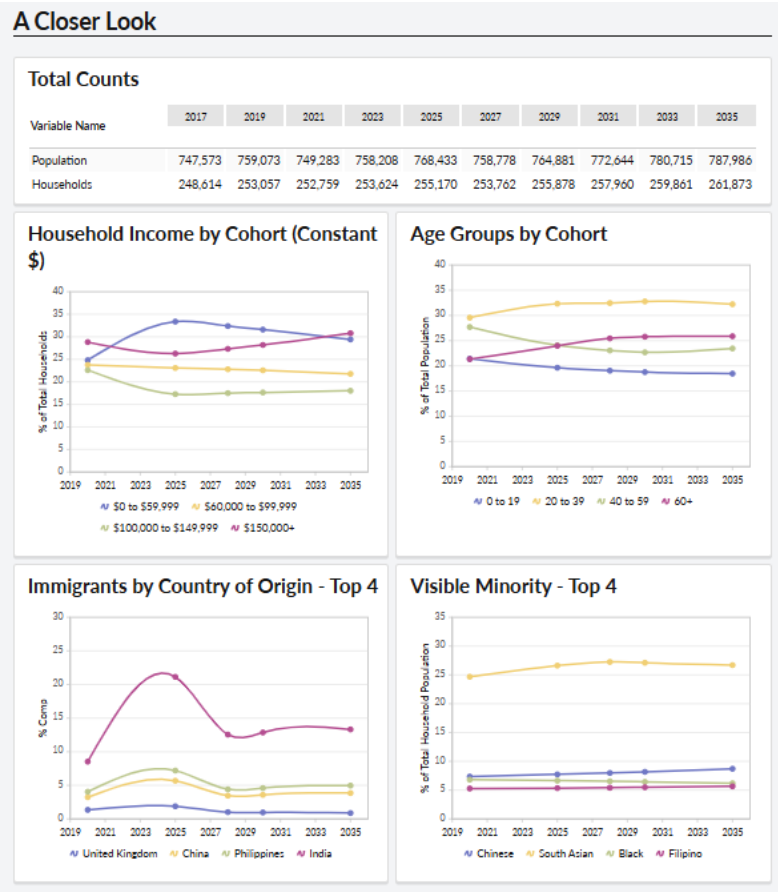
Snapshot of a 2026 Demographics Report in New ENVISION (Mississauga CSD)

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DemoStats Trends: New Demographic Executive Report

- DemoStats Trends is a demographic database that provides historical and projected household counts, population and income data from 2016 to 2046.
- Available at the dissemination area level
- Includes both individual years and year-over-year change data
- New trends page added to the demographic report





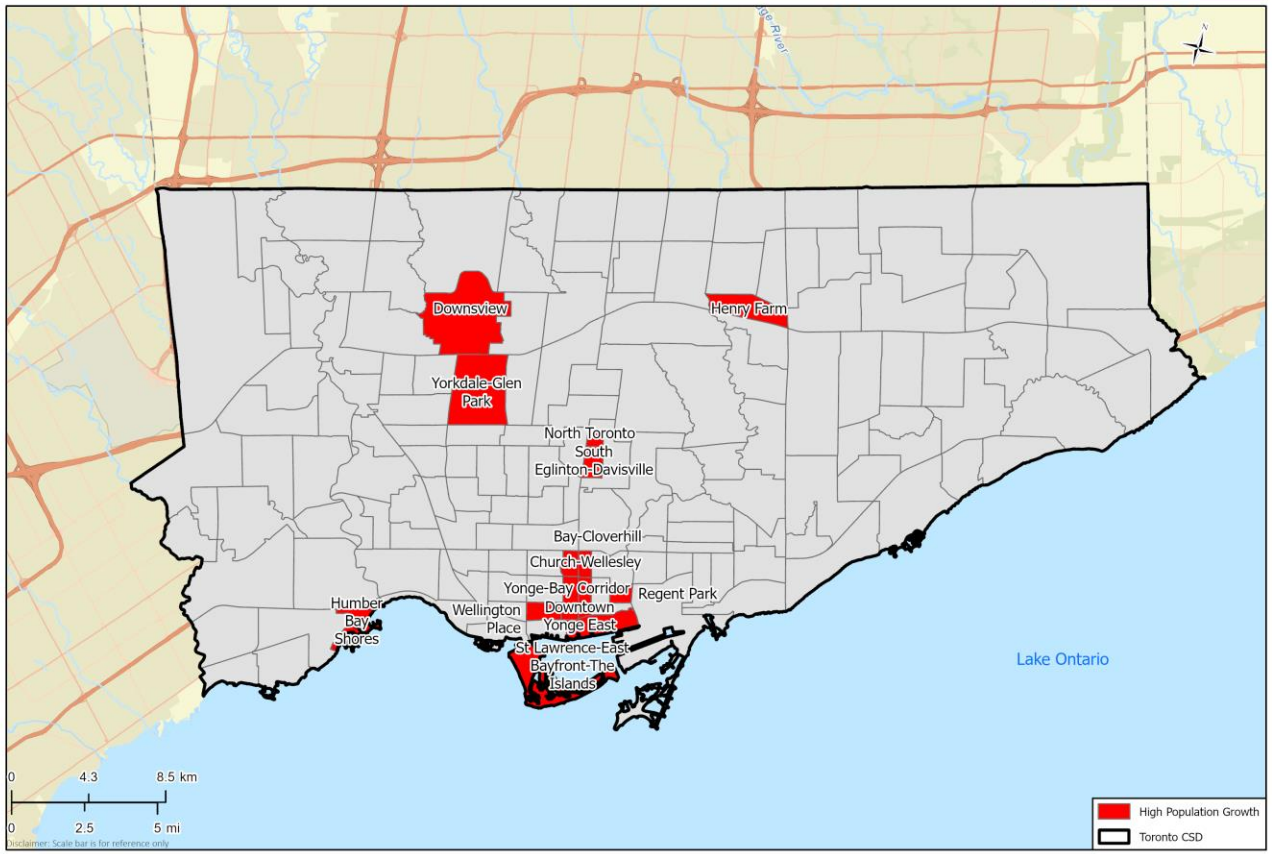
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Methodology

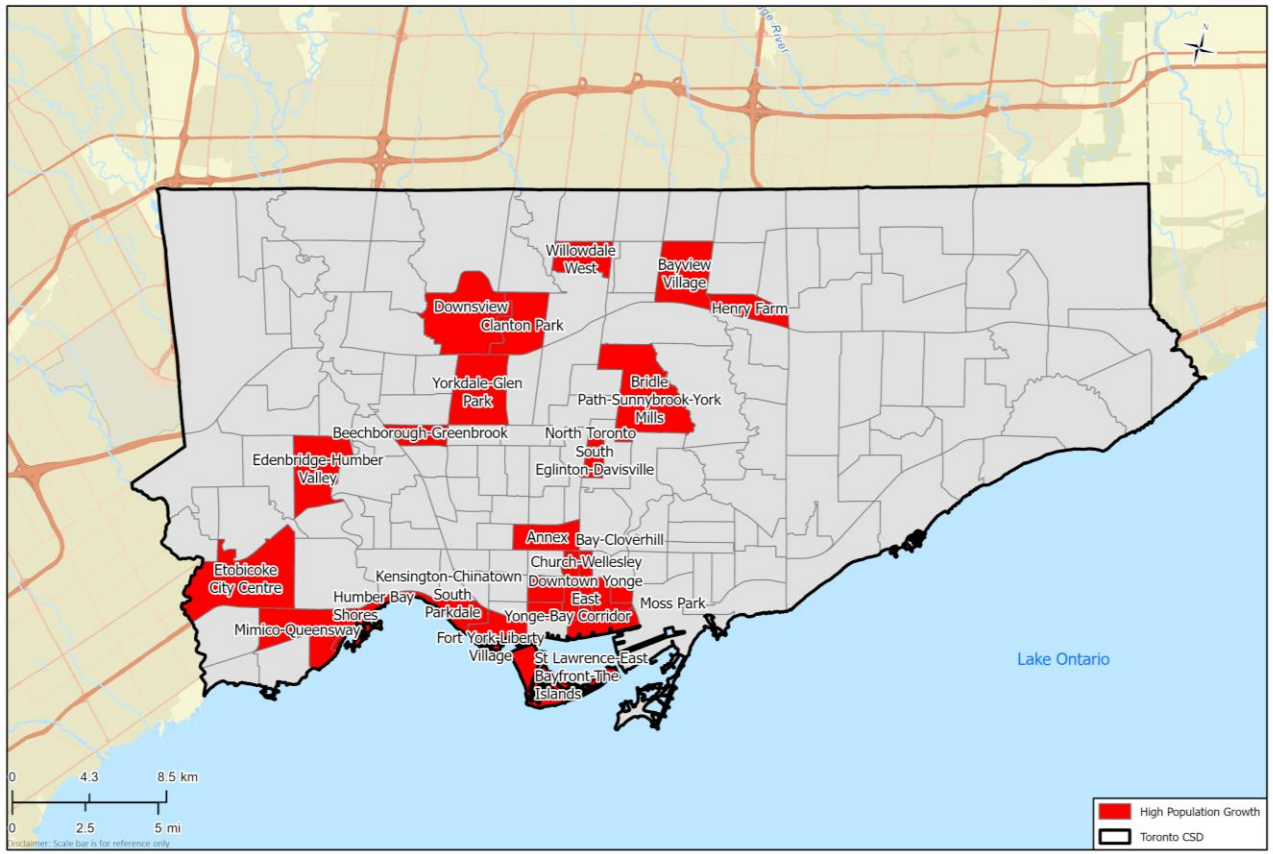
- The base population for DemoStats is the most recent census that is adjusted to account for census undercoverage
- Estimates are then updated to the current year using high geographic level benchmarks including data from StatsCan, IRCC, and other sources
- Estimates of various characteristics are then modelled to low geographic levels using innovative methods that combine econometric, demographic and geographic data
- Projections are done using StatsCan high level population projections as benchmarks

Highest Population Growth Rate in Past 5 Years

2021 Census
Highest Population Growth Rate In Past 5 Years
Toronto Neighbourhoods



DemoStats 2026
Highest Population Growth Rate In Past 5 Years
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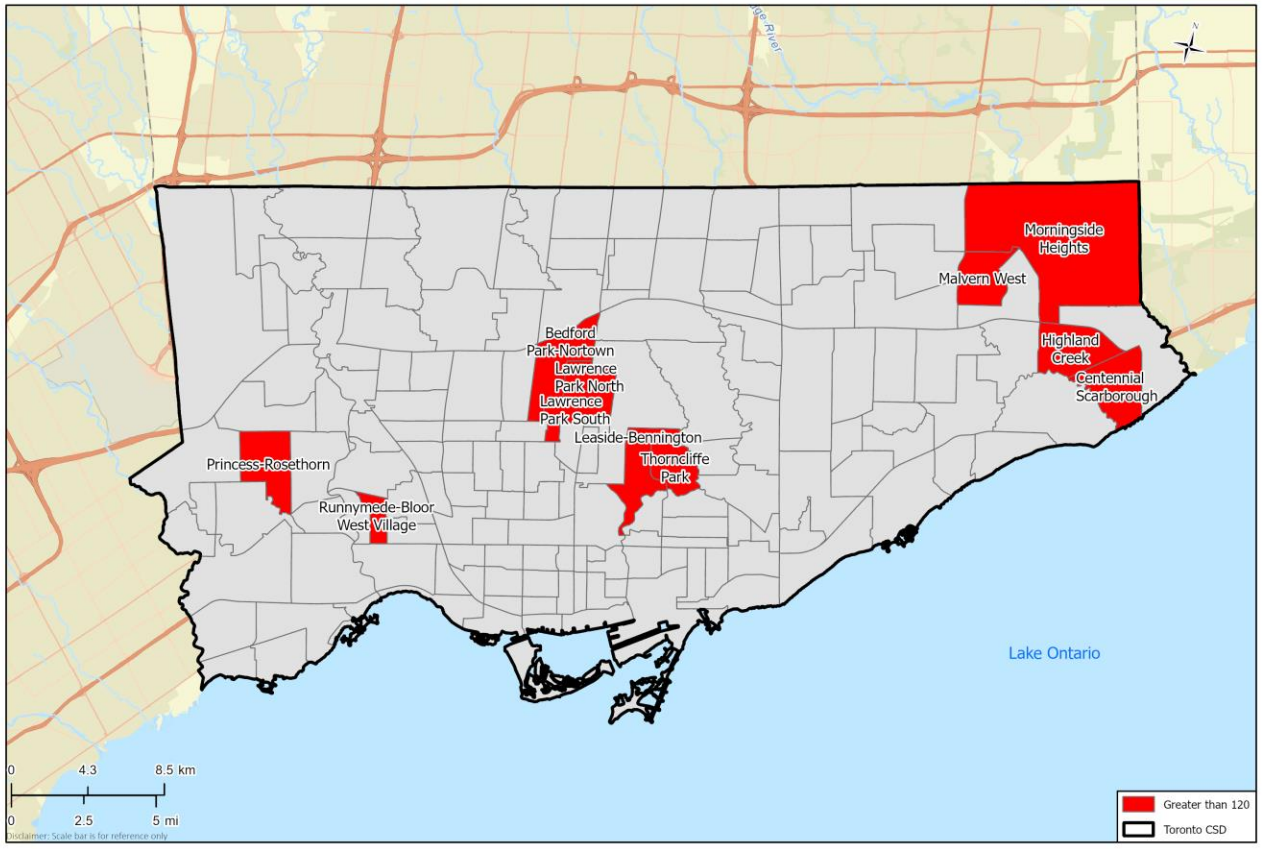


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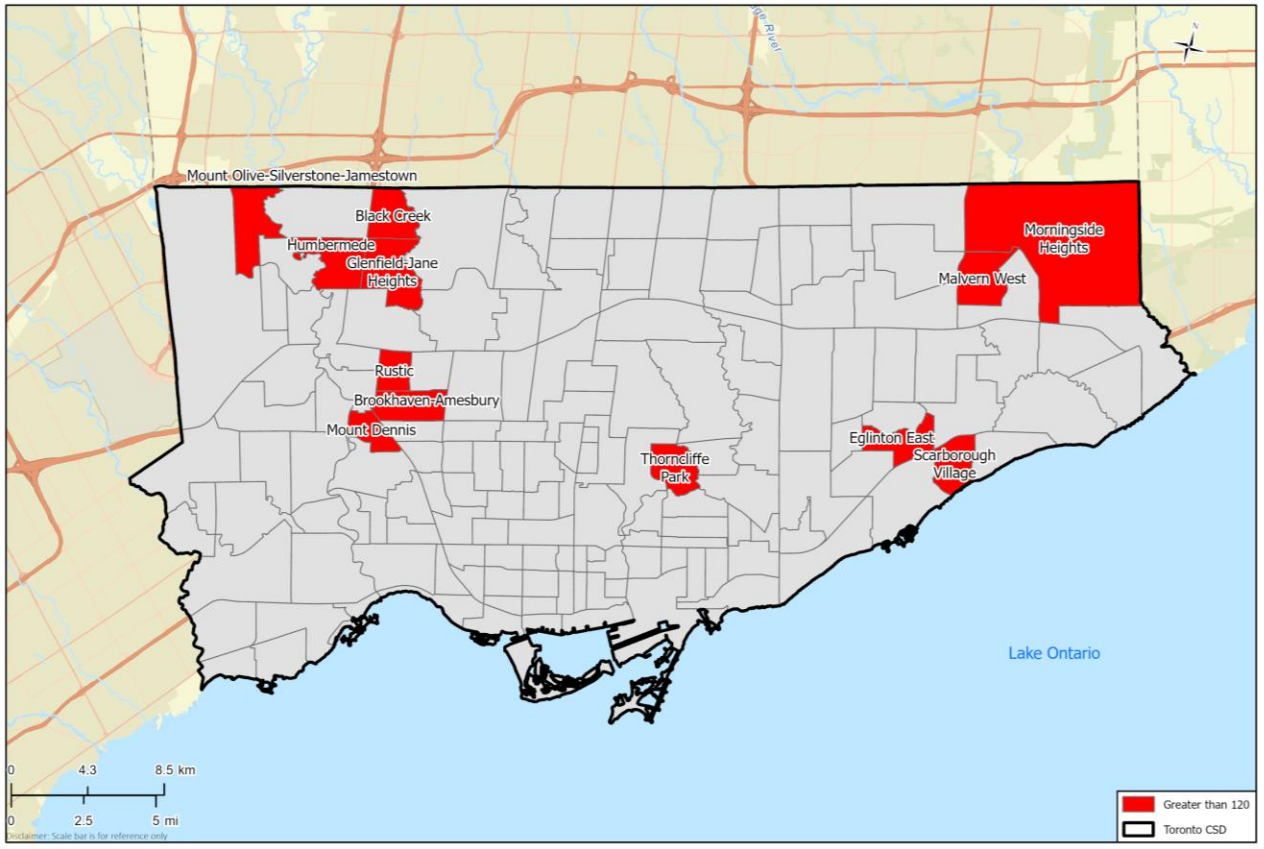
High Index for Households with Children at Home

2021 Census
High Index for Households with Children at Home
Toronto Neighbourhoods



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DemoStats 2026
High Index for Households with Children at Home
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Environics Analytics Use of Census data

- The 2028 version of DemoStats will incorporate available data from the 2026 Census and will be based on the 2026 geographic grid

- Environics Analytics will release Census data in Envision as a Census Plus product as it becomes available, beginning in February 2026. These data will be on the new 2026 geographic boundaries.

- Subsequently data from the 2026 Census and from DemoStats will be integrated into the development of various EA demographic products such as New to Canada, Acculturates, Daytime population and various Mobile data products.

Summary

- We are in a rapidly changing demographic period and up-to-date reliable data is more important than ever.

- The Census is an important data source for adjusting and modelling data from many other sources but is increasingly out of date.

- Annual DemoStats estimates and projections of the population and households provide reliable and up-to-date data adjusted for census undercoverage.

- AI can be a useful tool to improve decision-making, but AI systems should be based on well defined and up-to-date data for the populations of interest

Thank you.



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