

Demographic Trends and 2022 Data Updates



Today's Presenters



Sarah Greene

Director,
Demographic
Data



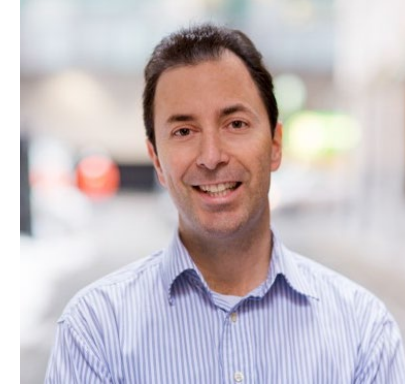
Wayne AuYeung

Senior Product
Manager



Jan Kestle

President



Casey Price

SVP, Product
Management and
Client Services



**Lefty
Papachristoforou**

VP, Data Product
Management

Webinar Agenda

- Data Release Kickoff
- Recent trends
- Product Updates
- New Products



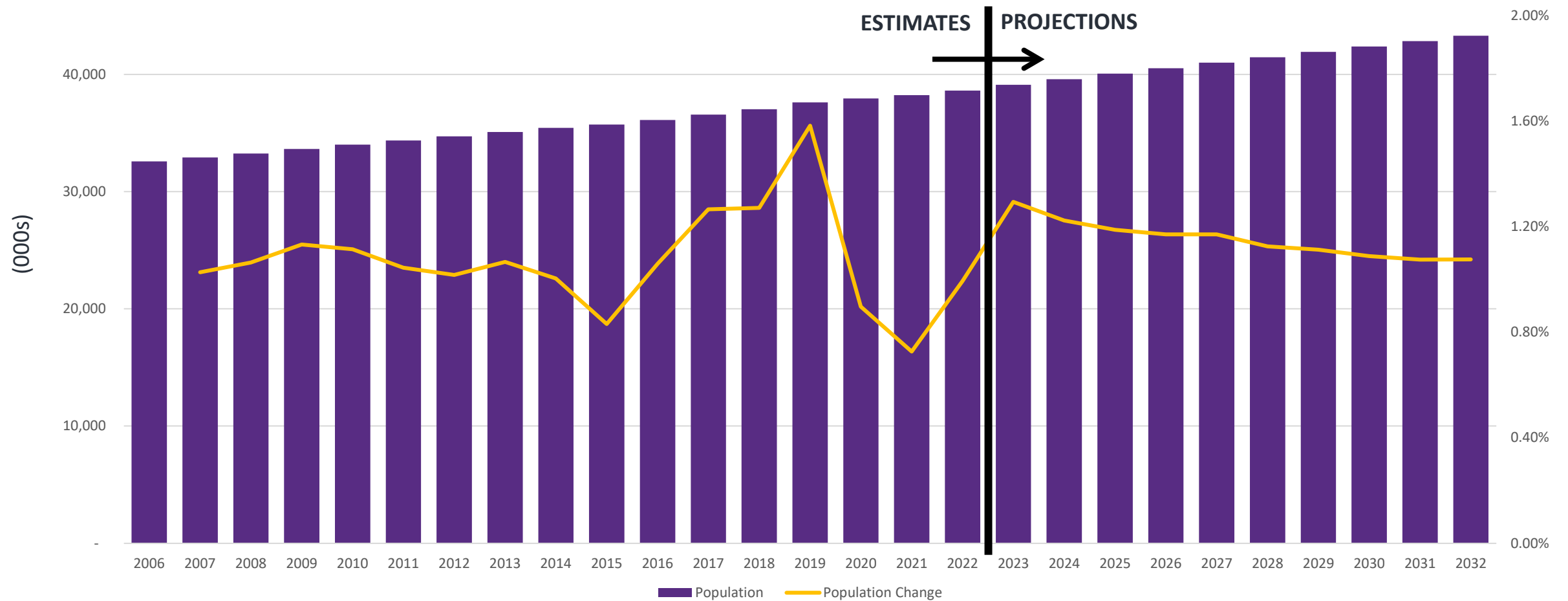
2022 Data Release Kickoff

- Why we update annually
- Why PRIZM
- How these data are combined with big data
- EA data and 1st party data

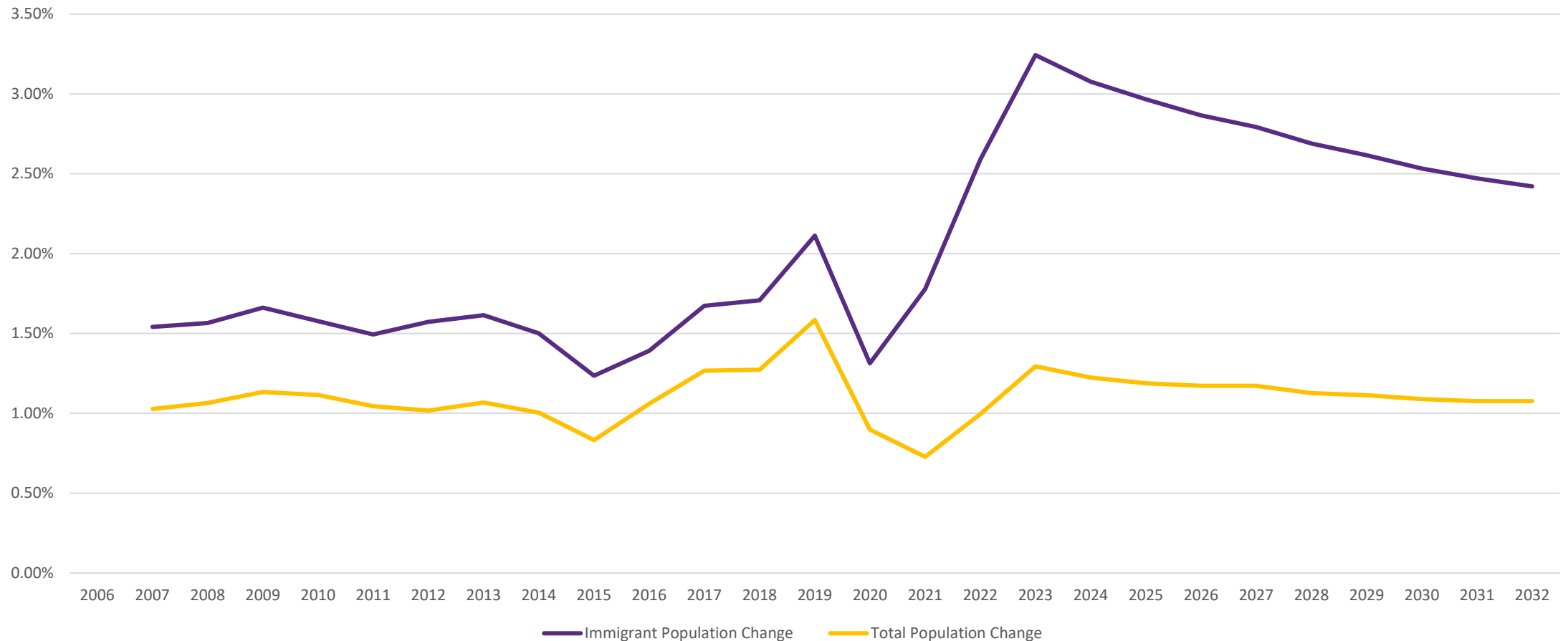


Population Trends Based on 2022 DemoStats

Population Trends in Canada

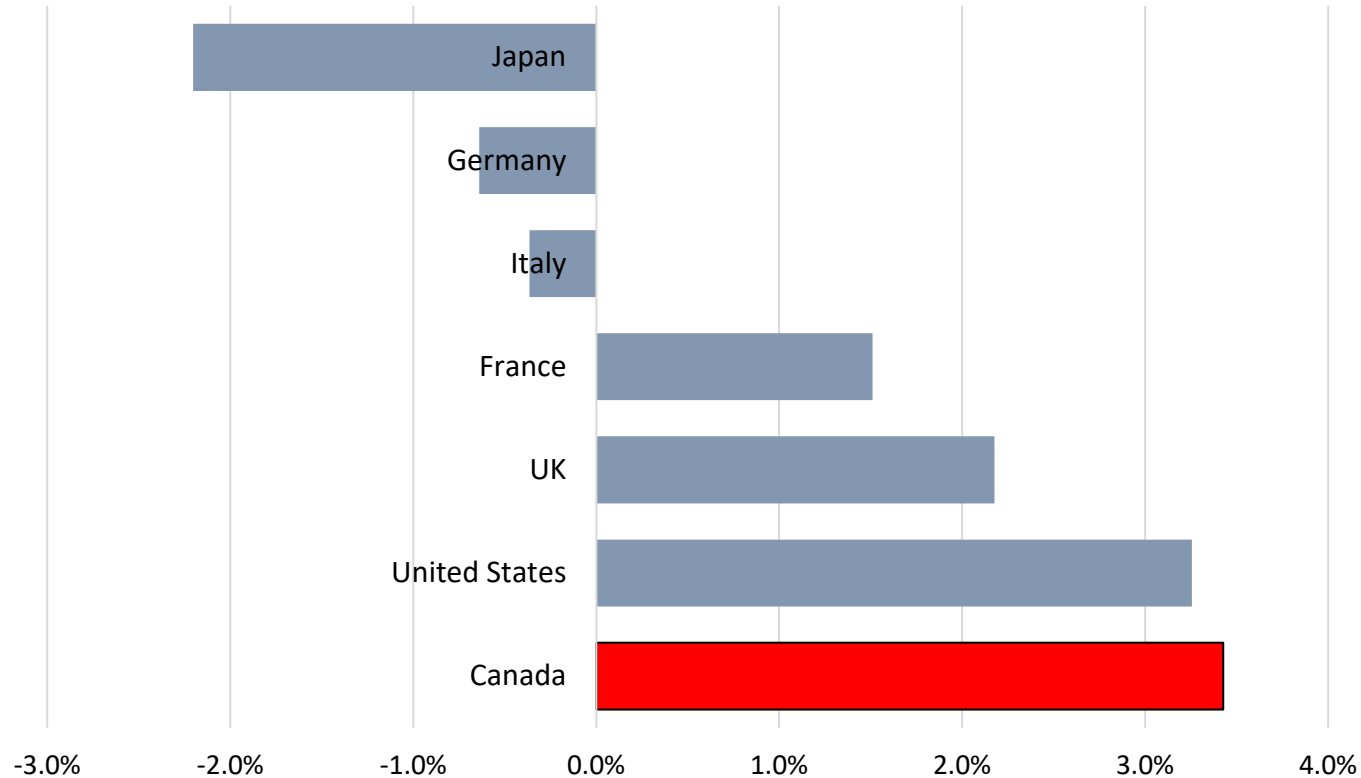


Immigrant vs. Total Population Changes in Canada



Canada's 5 Year Growth

G7 Countries



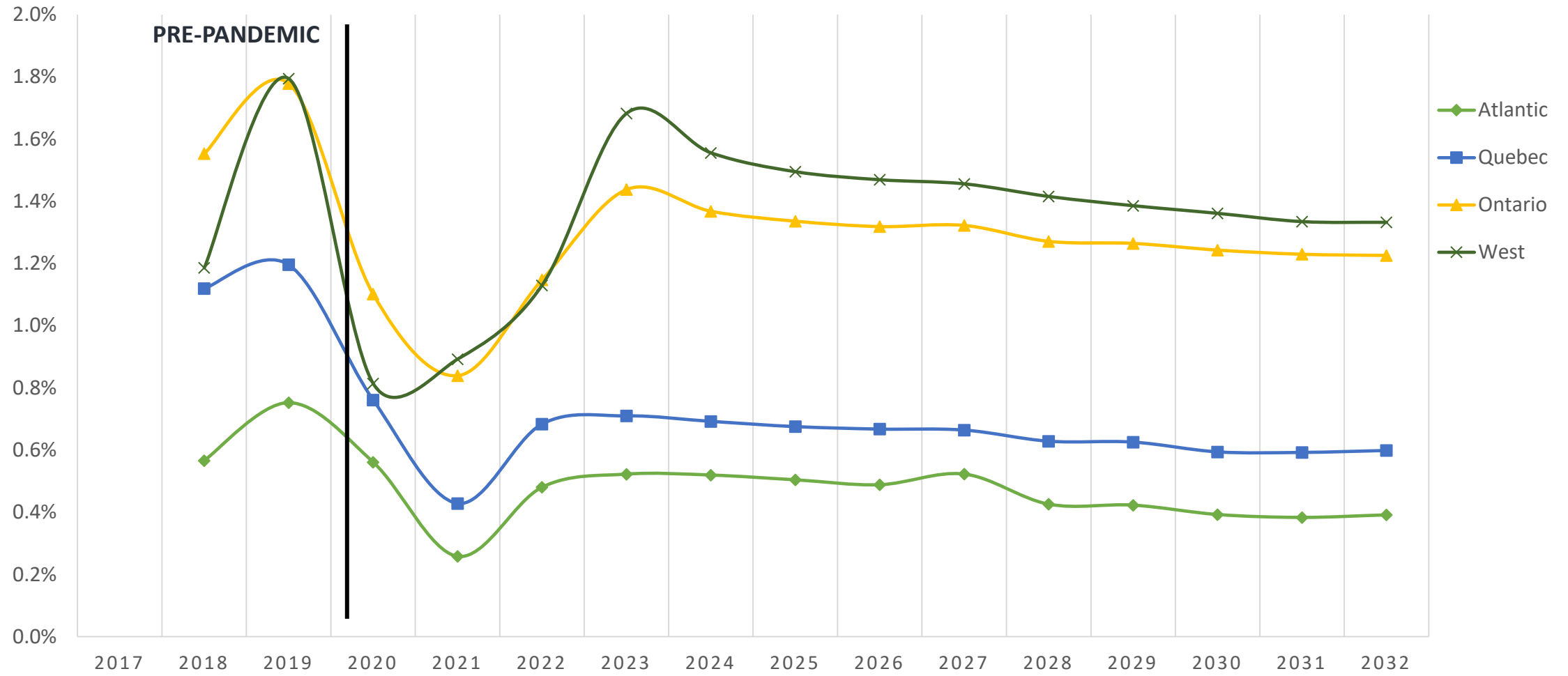
G20 Countries

Rank	Country	% Growth
1	Saudi Arabia	7.9%
2	Australia	5.4%
3	South Africa	4.3%
4	Argentina	3.8%
5	Indonesia	3.5%
6	Mexico	3.5%
7	India	3.5%
8	Canada	3.4%
9	United States	3.3%
10	Turkey	3.0%

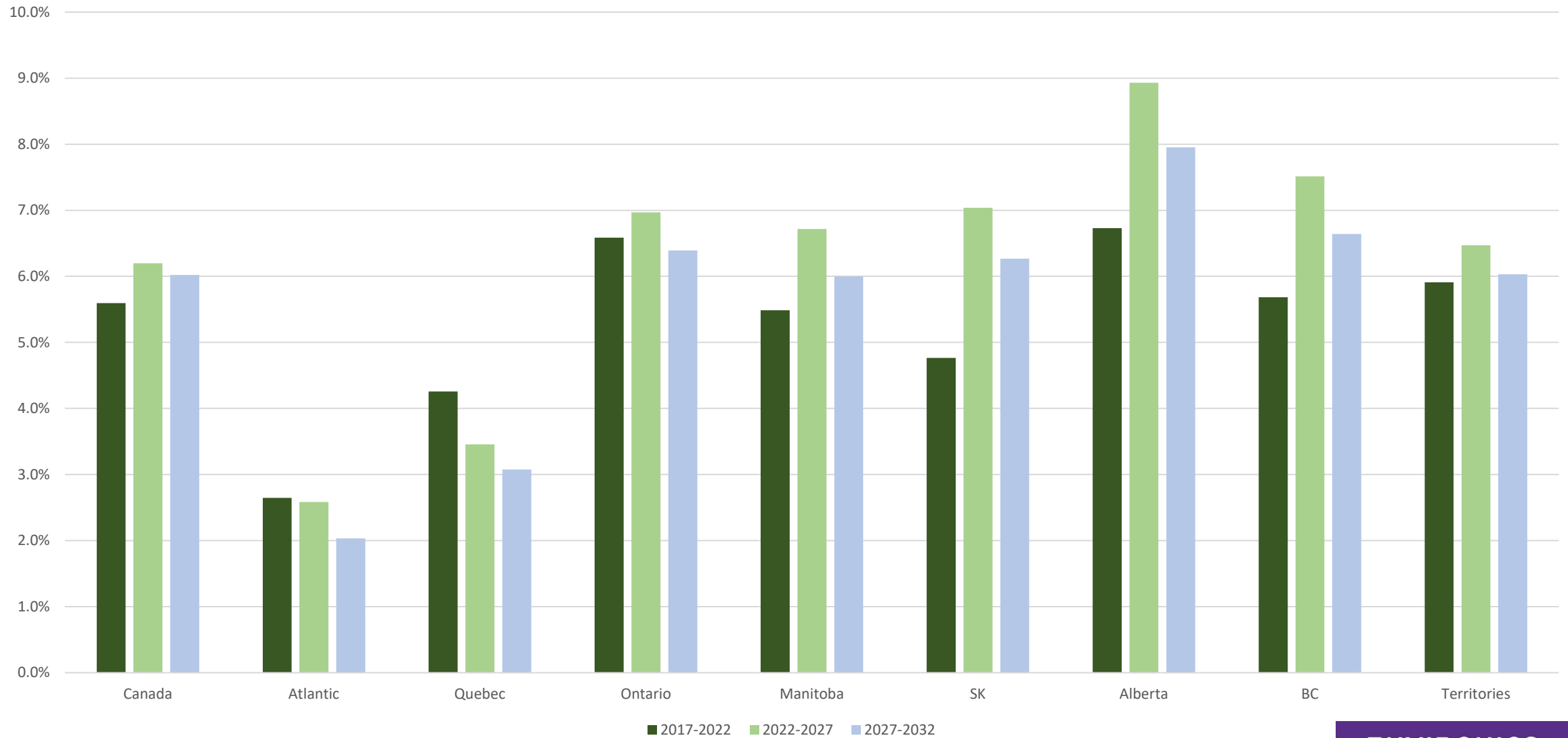
Source: U.S. Census Bureau – International Data Base (IDB), April 2022

Provincial and Regional Trends

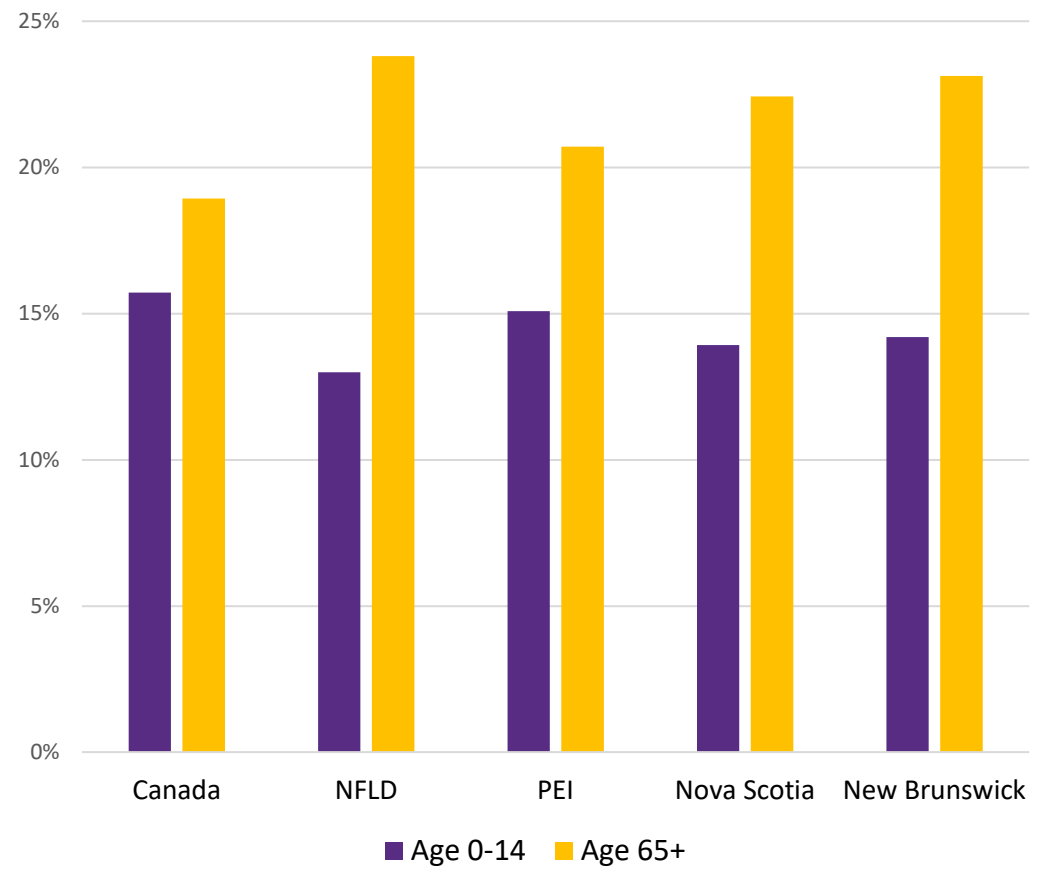
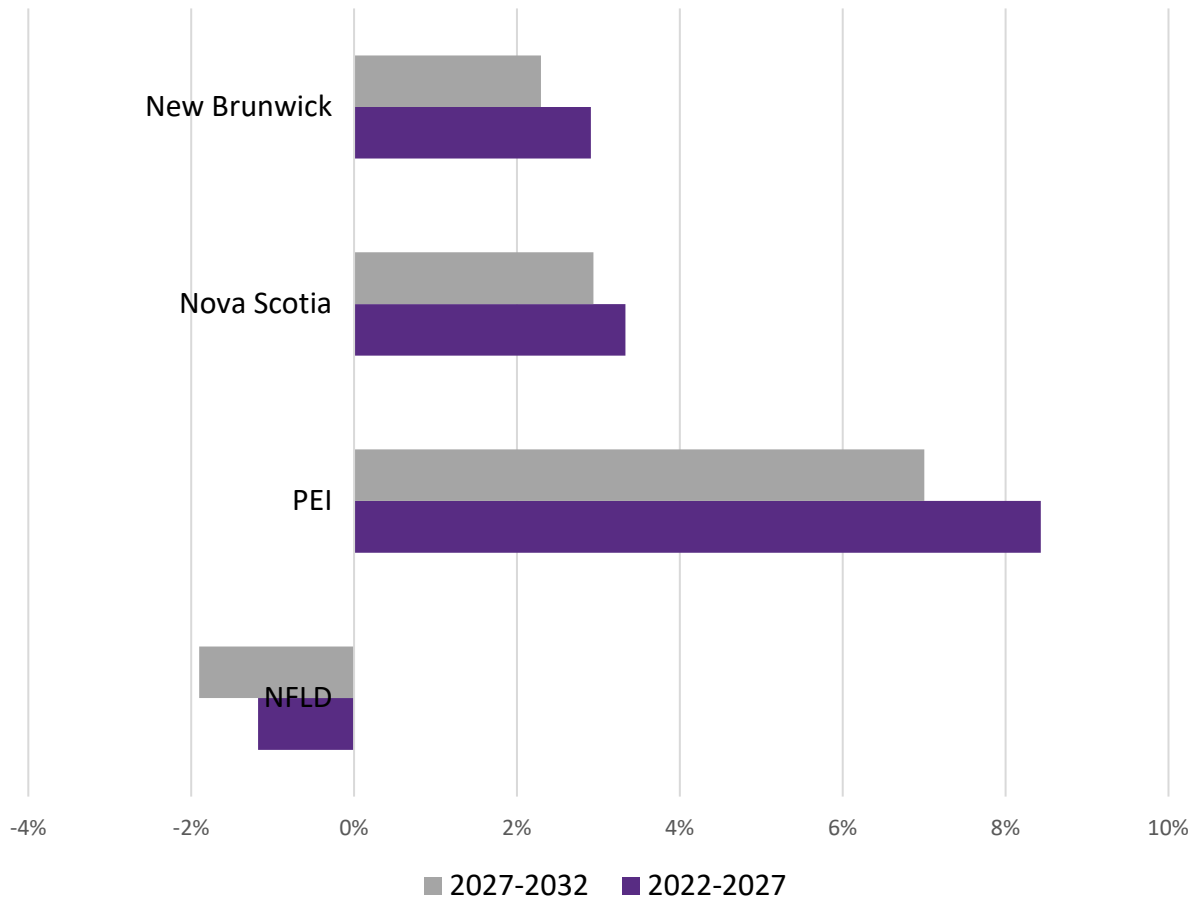
Provinces: Year Over Year Growth



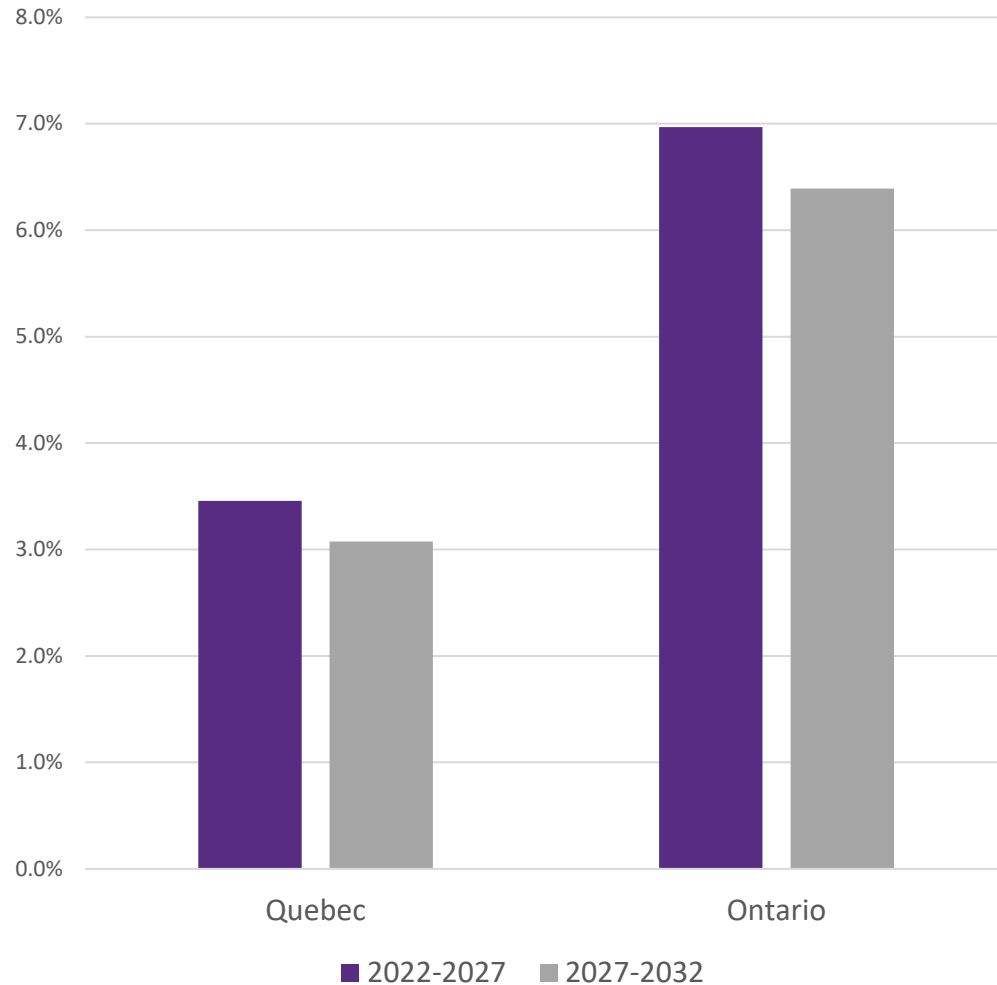
Provinces: 5 Year Trends



Atlantic Provinces



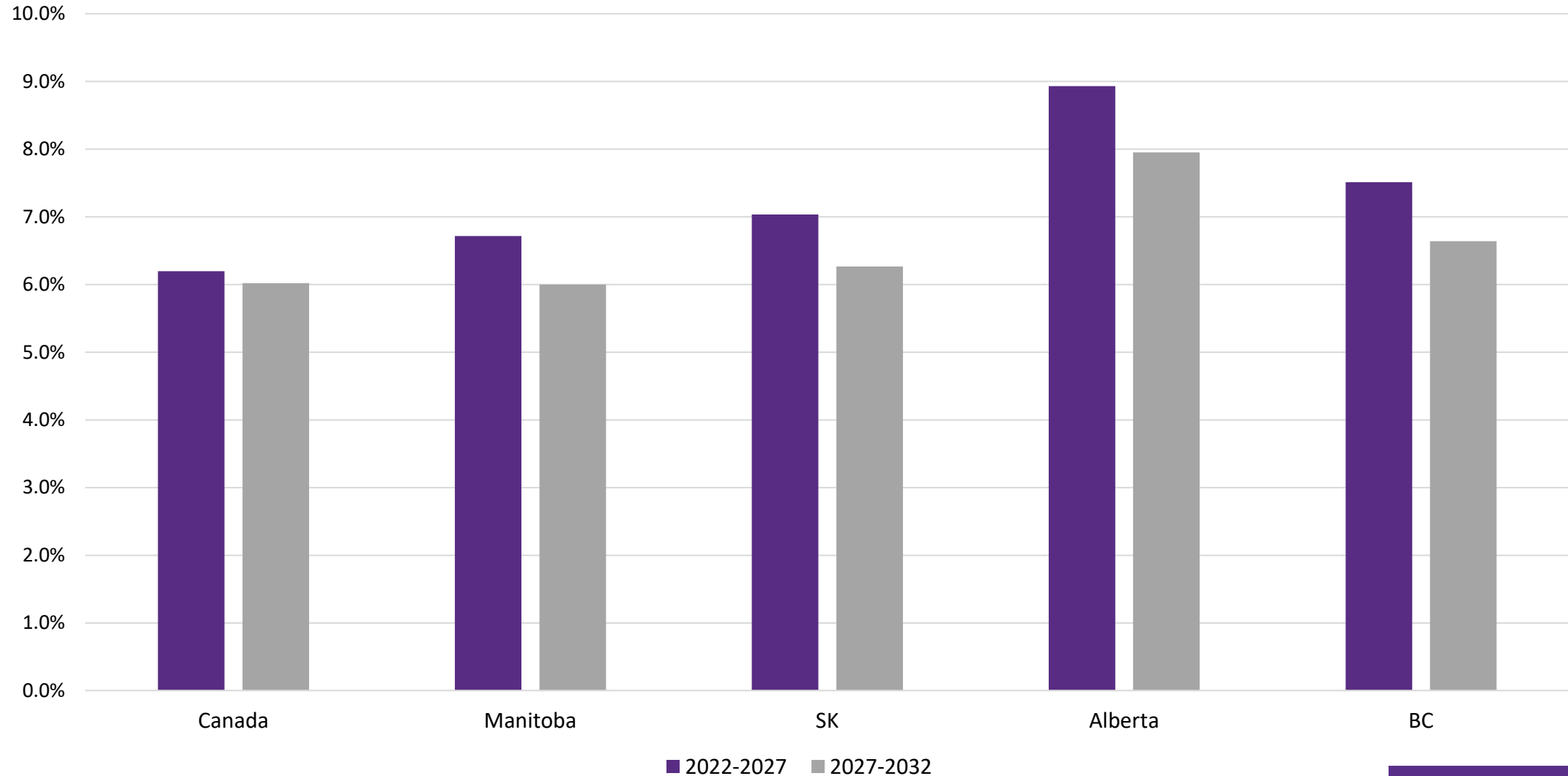
Central Provinces: Ontario & Quebec



Rank	Municipality	% Growth
1	Mirabel	13.7%
2	Saint-Mathieu	13.5%
3	Saint-Colomban	12.2%
4	Saint-Philippe	12.1%
5	Sainte-Brigitte-de-Laval	12.1%

Rank	Municipality	% Growth
1	Milton	25.3%
2	East Gwillimbury	16.7%
3	Caledon	15.1%
4	Brampton	14.7%
5	Woodstock	13.0%

Western Provinces

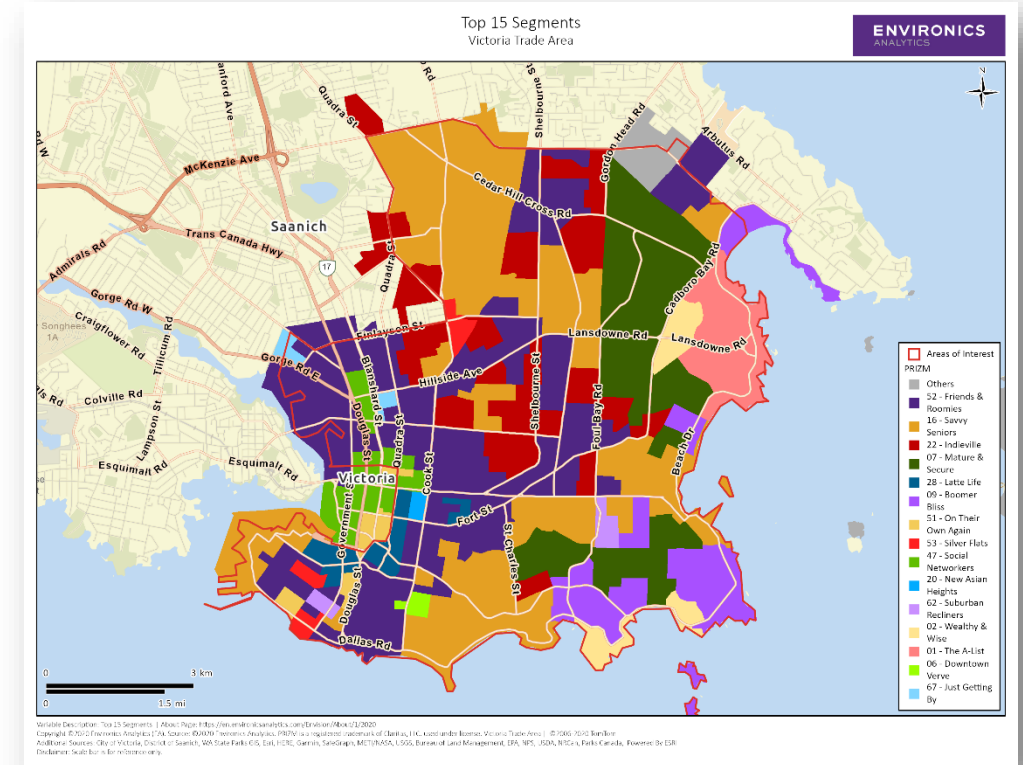


PRIZM

What Is It?

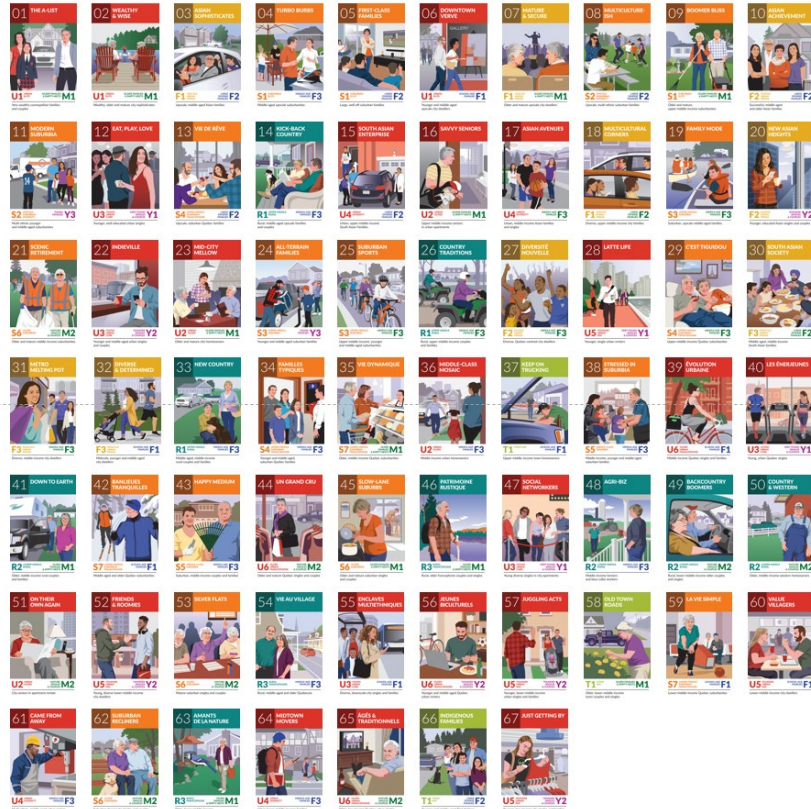


- PRIZM® is our pioneering segmentation system that classifies Canada's neighbourhoods into 67 unique lifestyle types
- Built using methodology that integrates latest data from nearly a dozen geographic, demographic, media and psychographic sources
- Provides the foundation for building custom segments that are aligned to your goals and objectives
- Ability to link to over 30,000 behavioural variables to help you better analyze, understand, and find your customers and markets
- Unique assignment at 6-digit postal code level or at dissemination area level



PRIZM Overview

The PRIZM segmentation system classifies Canada's neighbourhoods at a postal code-level into actionable, lifestyle segments.



Look up your segment!

<https://prizm.environicsanalytics.com/>

Source: PRIZM 2021

PRIZM Captures:



Aging population



Increased cultural diversity



More urban lifestyles; Emerging urban Fringe



Emergence of Millennial lifestyles



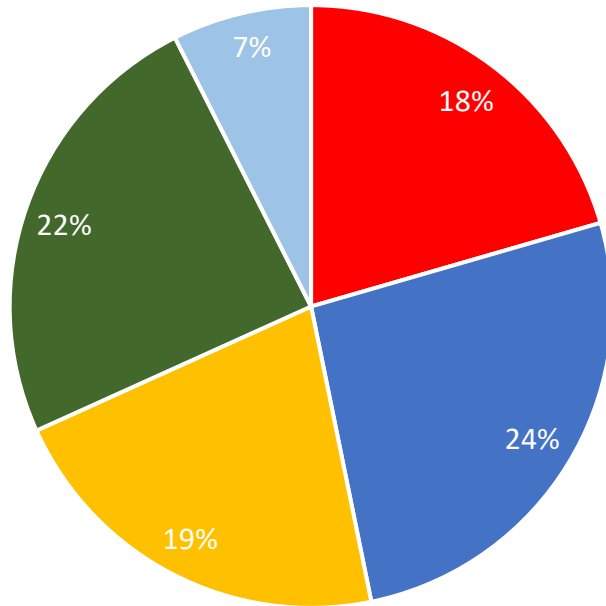
Evolving household types

M4W 3H1 Uniqueness of each 6-digit postal code

- Best in class methodologies and multiple recent data sources combine for a granular view that confirms the big picture from the ground up
- Assigns neighborhoods to a lifestyle segment at a postal code level based on demographics, psychographics, and other behaviors

Generation Z

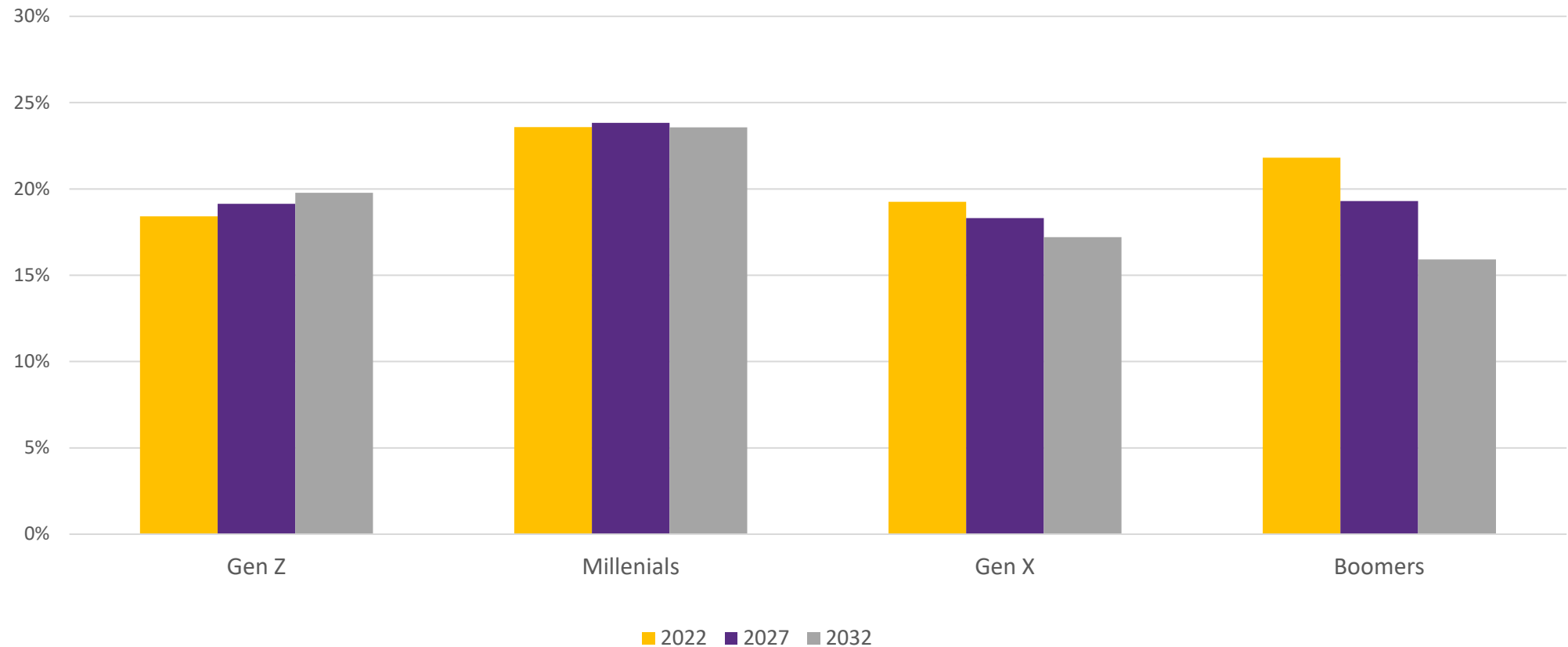
Generation Z



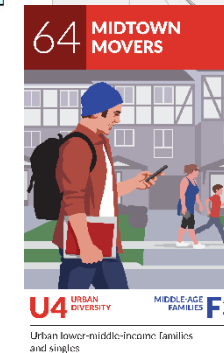
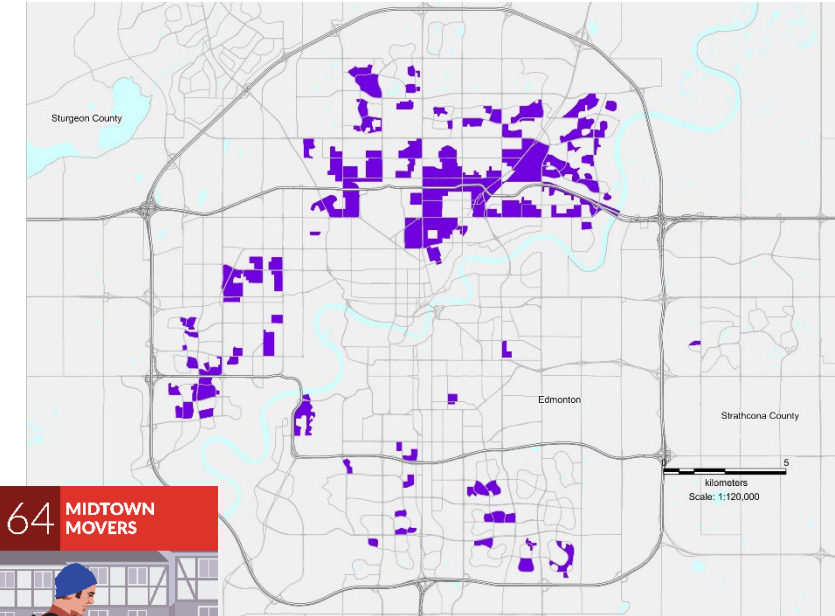
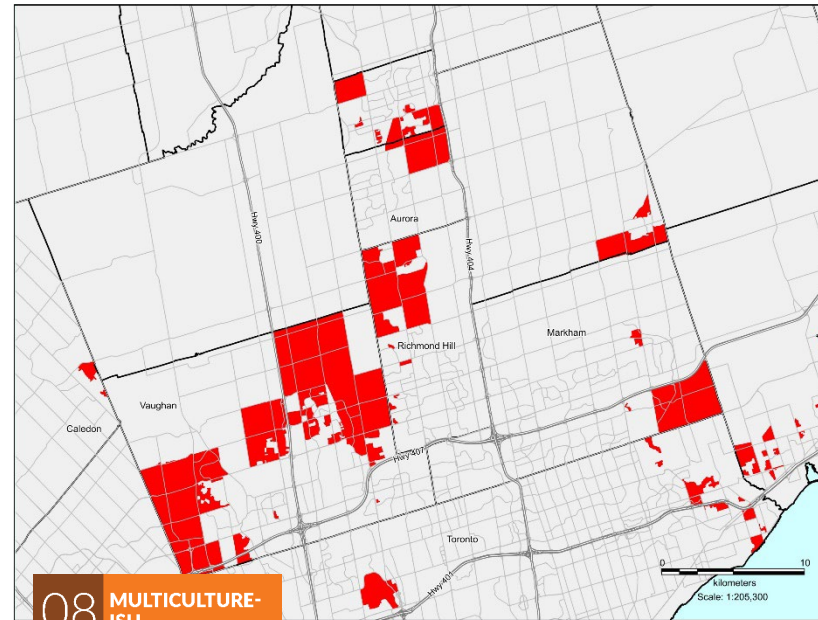
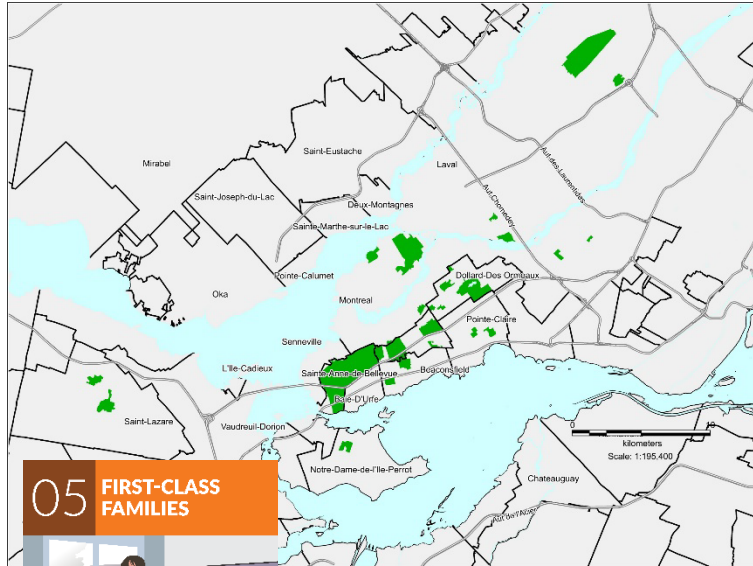
■ Gen Z ■ Millennials ■ Gen X ■ Boomers ■ Silent Generation



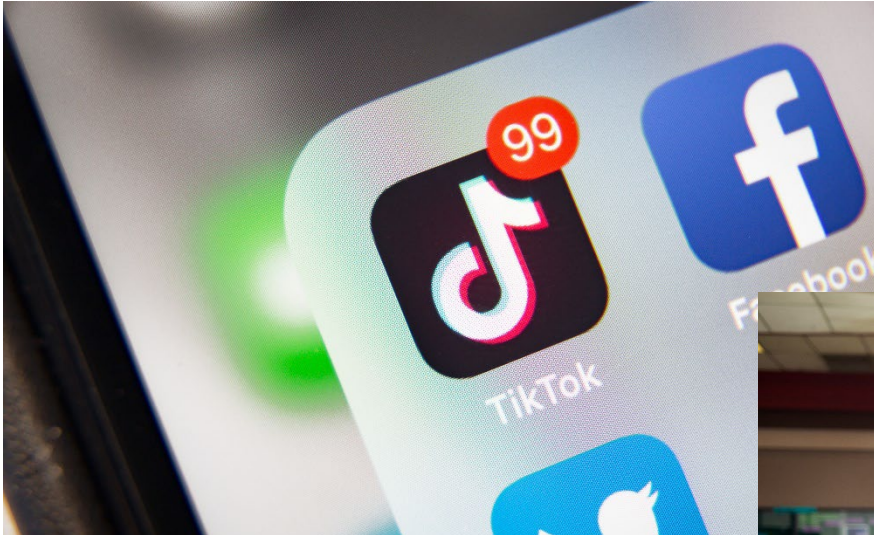
Generation Z Population Growth



Generation Z: PRIZM

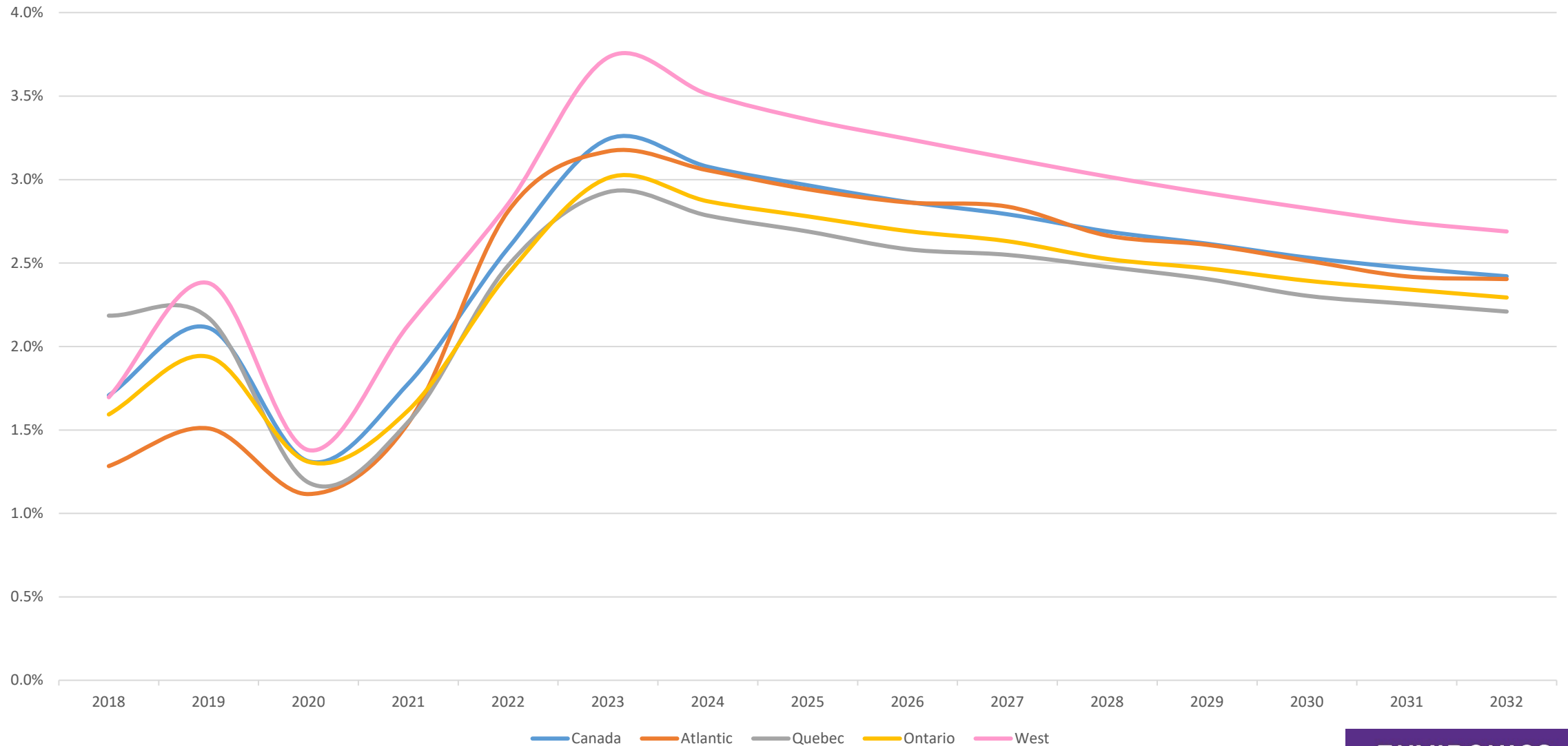


Canada's Generation Z: PRIZM



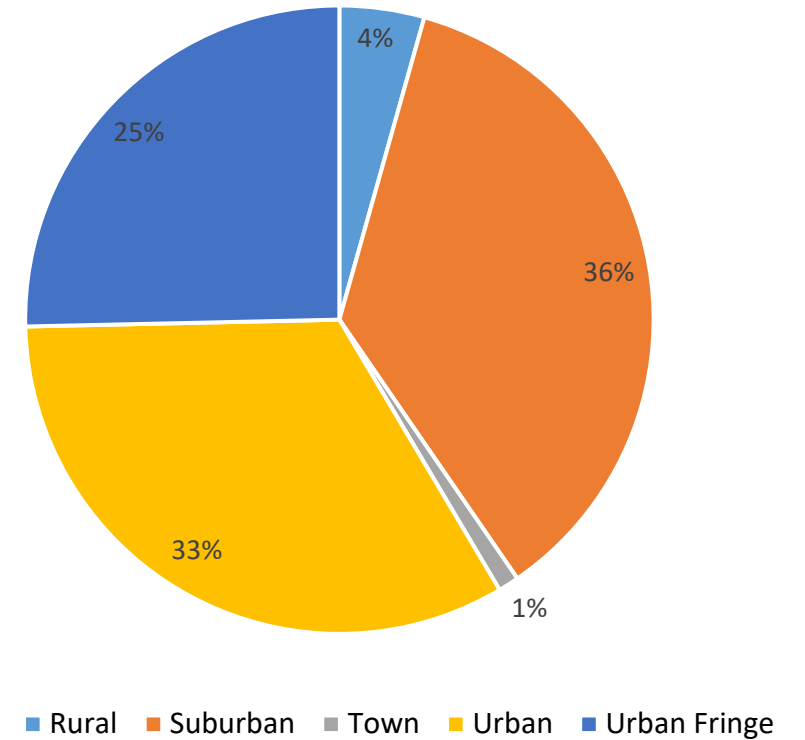
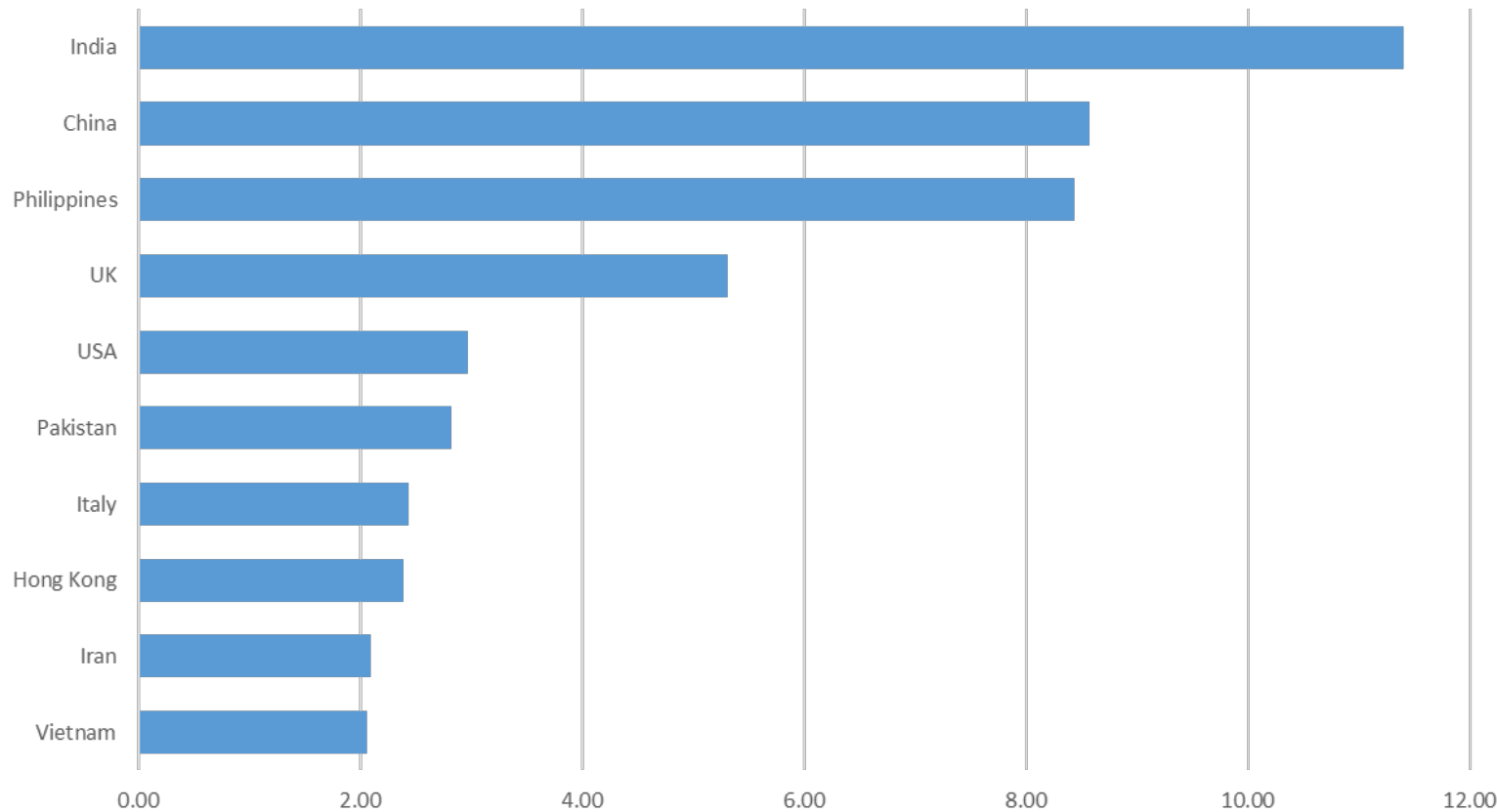
Cultural Diversity

Immigrants: Year Over Year Growth



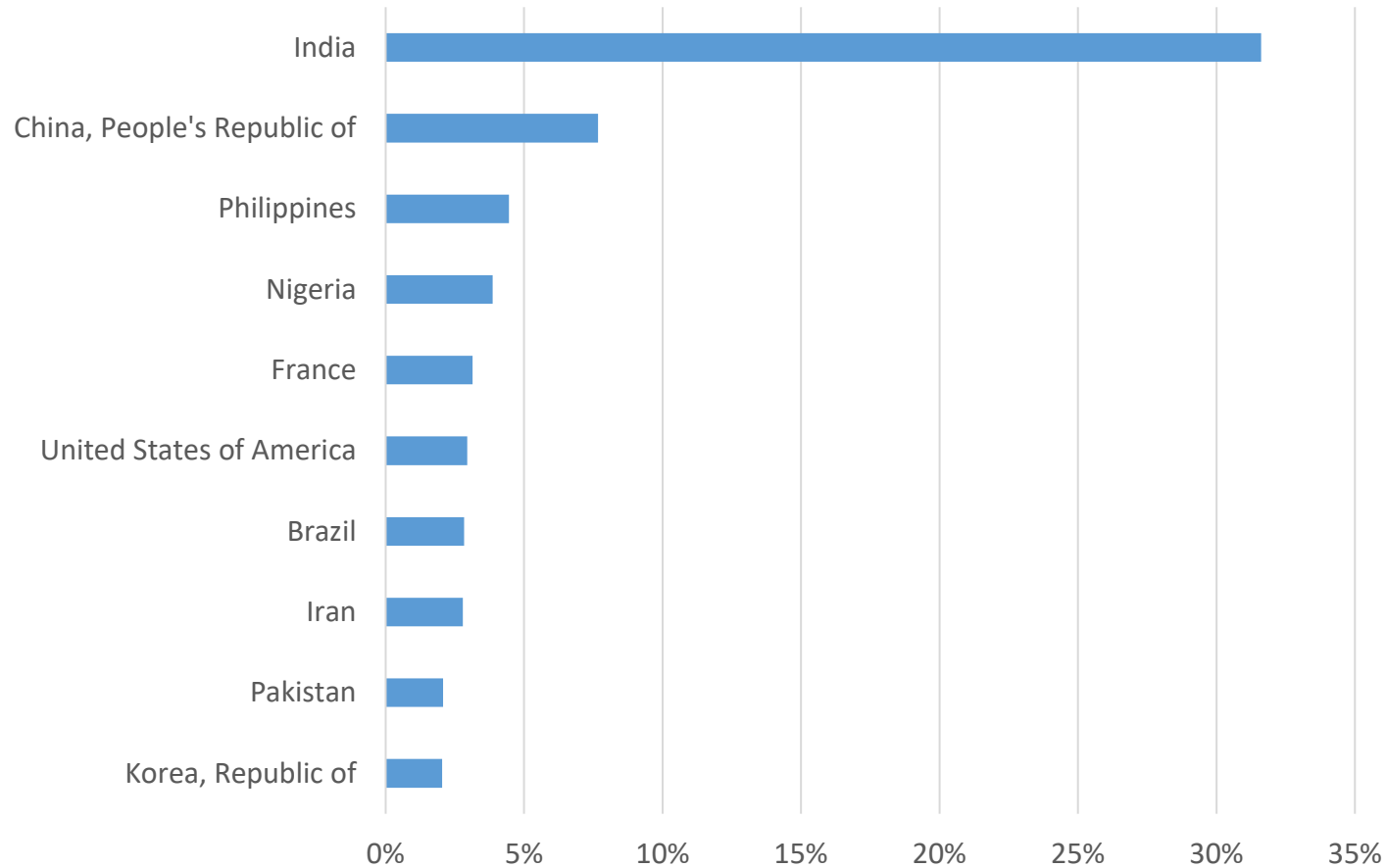
Immigrants in Canada

% of Immigrants by Place of Birth in 2022

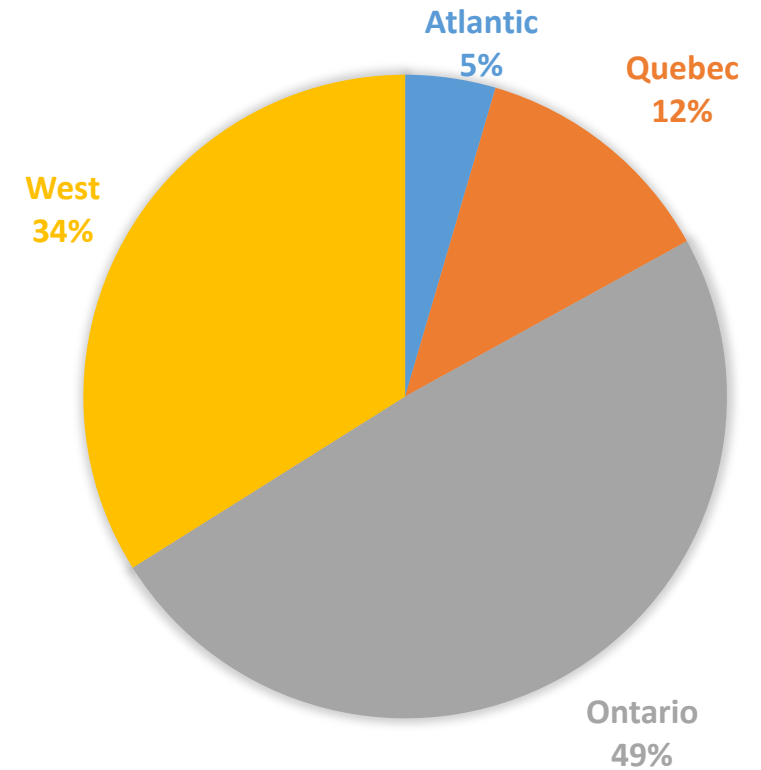


NewToCanada

% Permanent Resident by Country of Citizenship

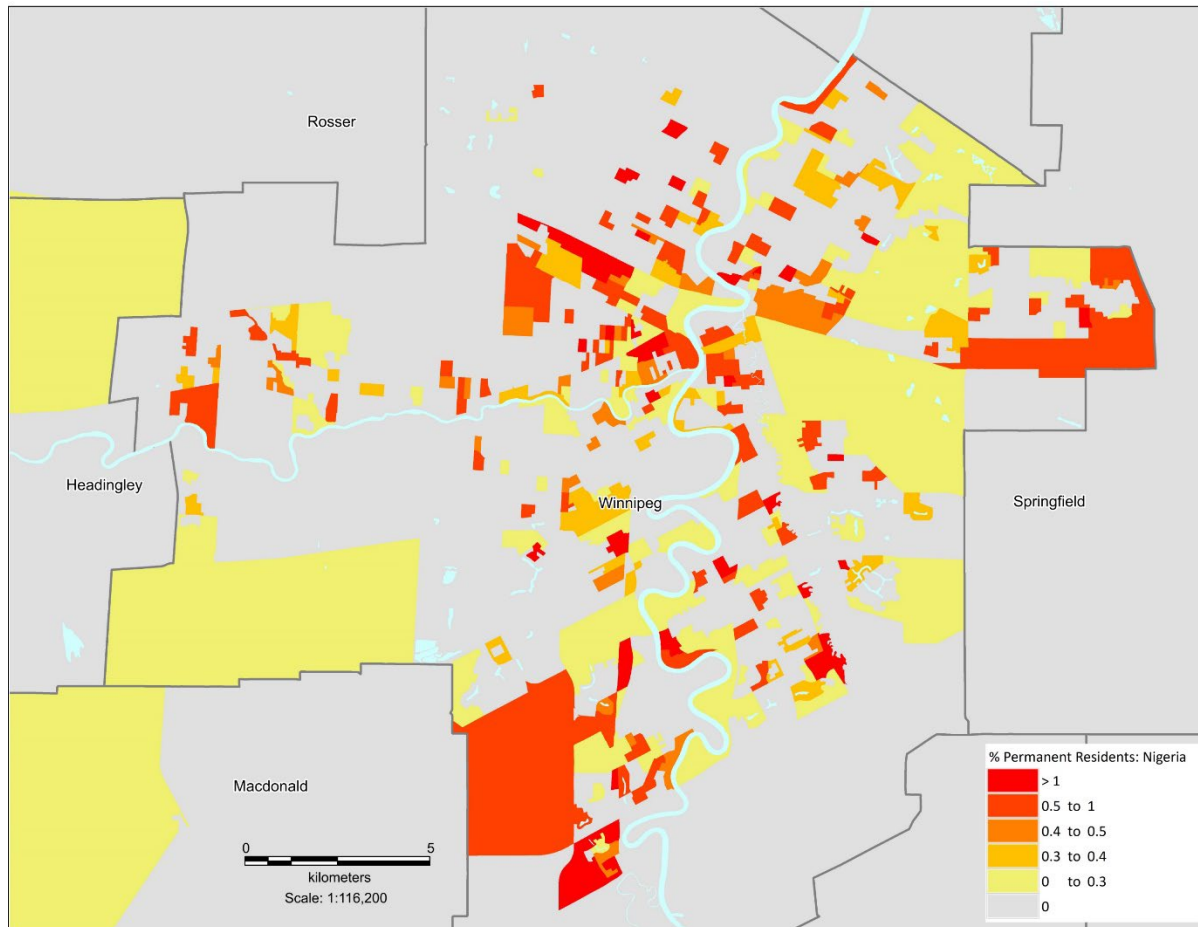


Intended Destination

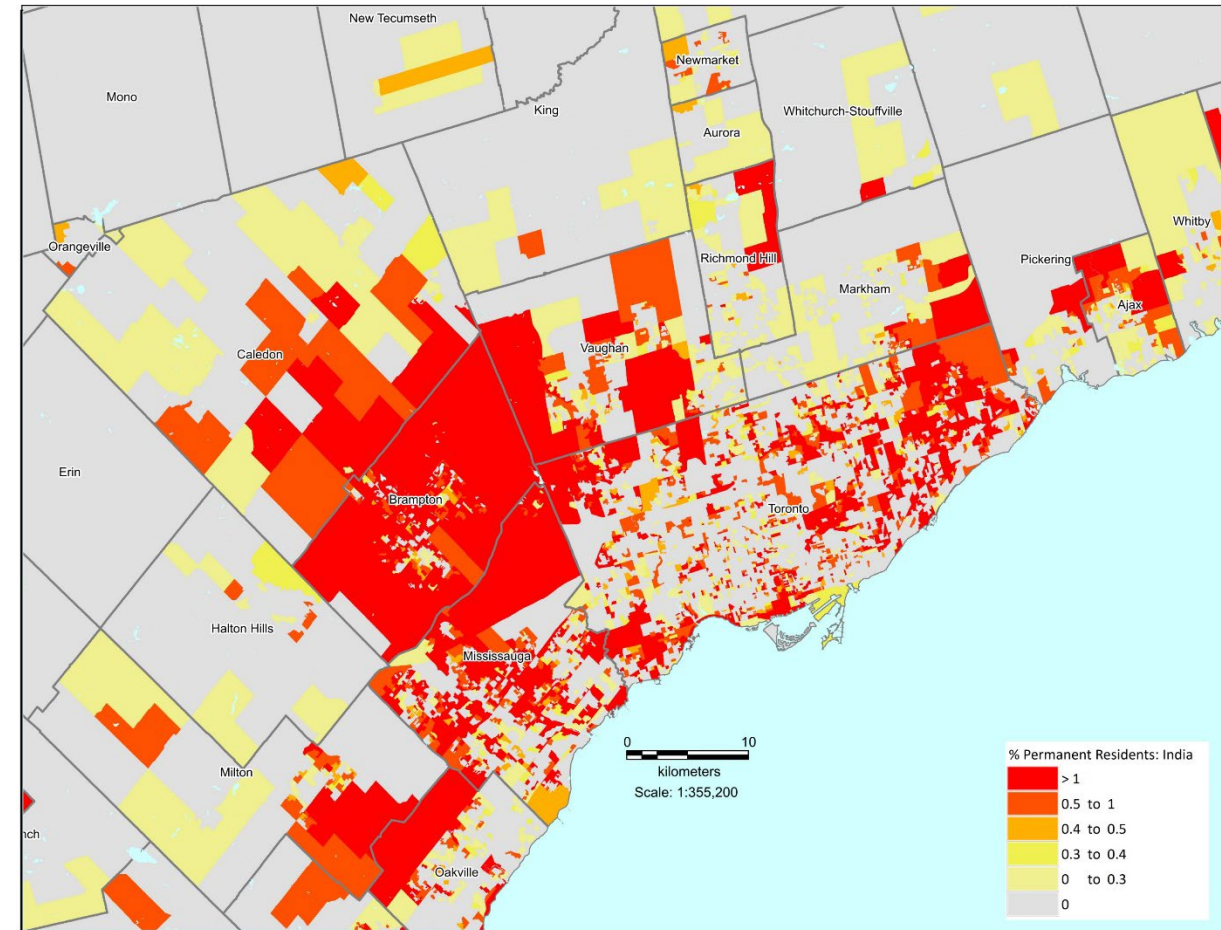


NewToCanada

% Permanent Residents from Nigeria to Winnipeg

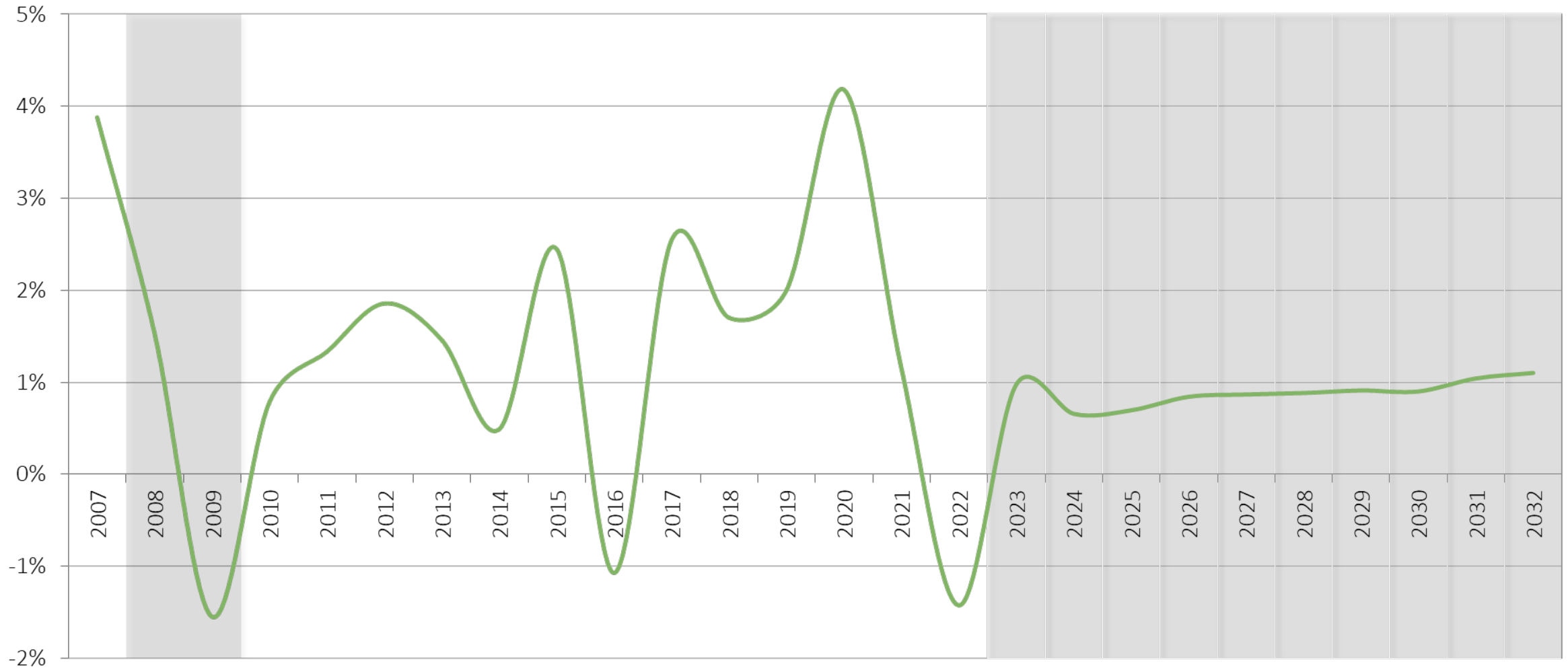


% Permanent Residents from India to the GTA



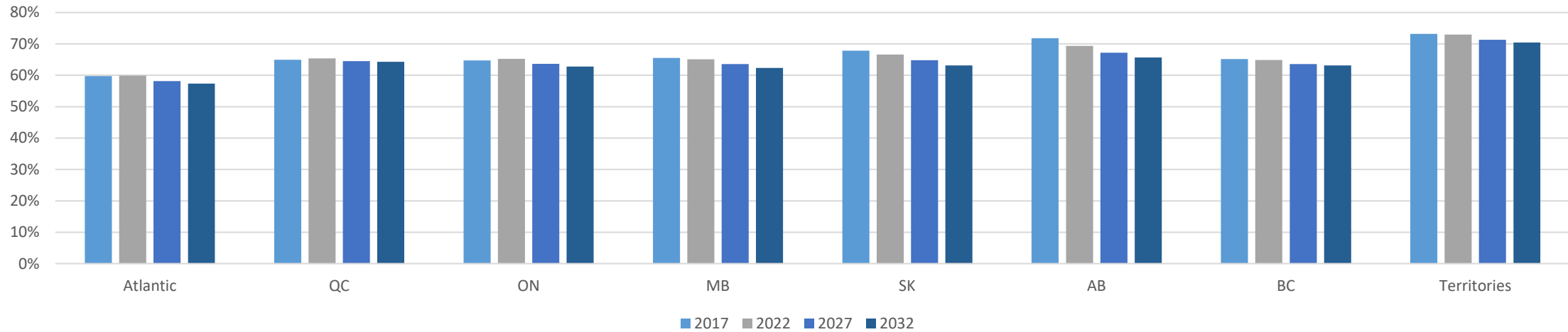
Canada's Economy

National Household Income Trends

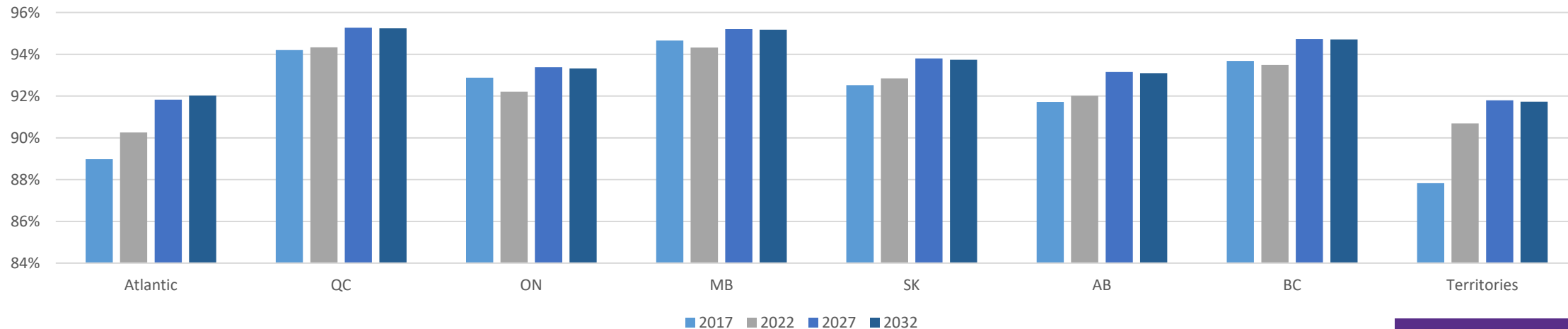


5 Year Employment Changes

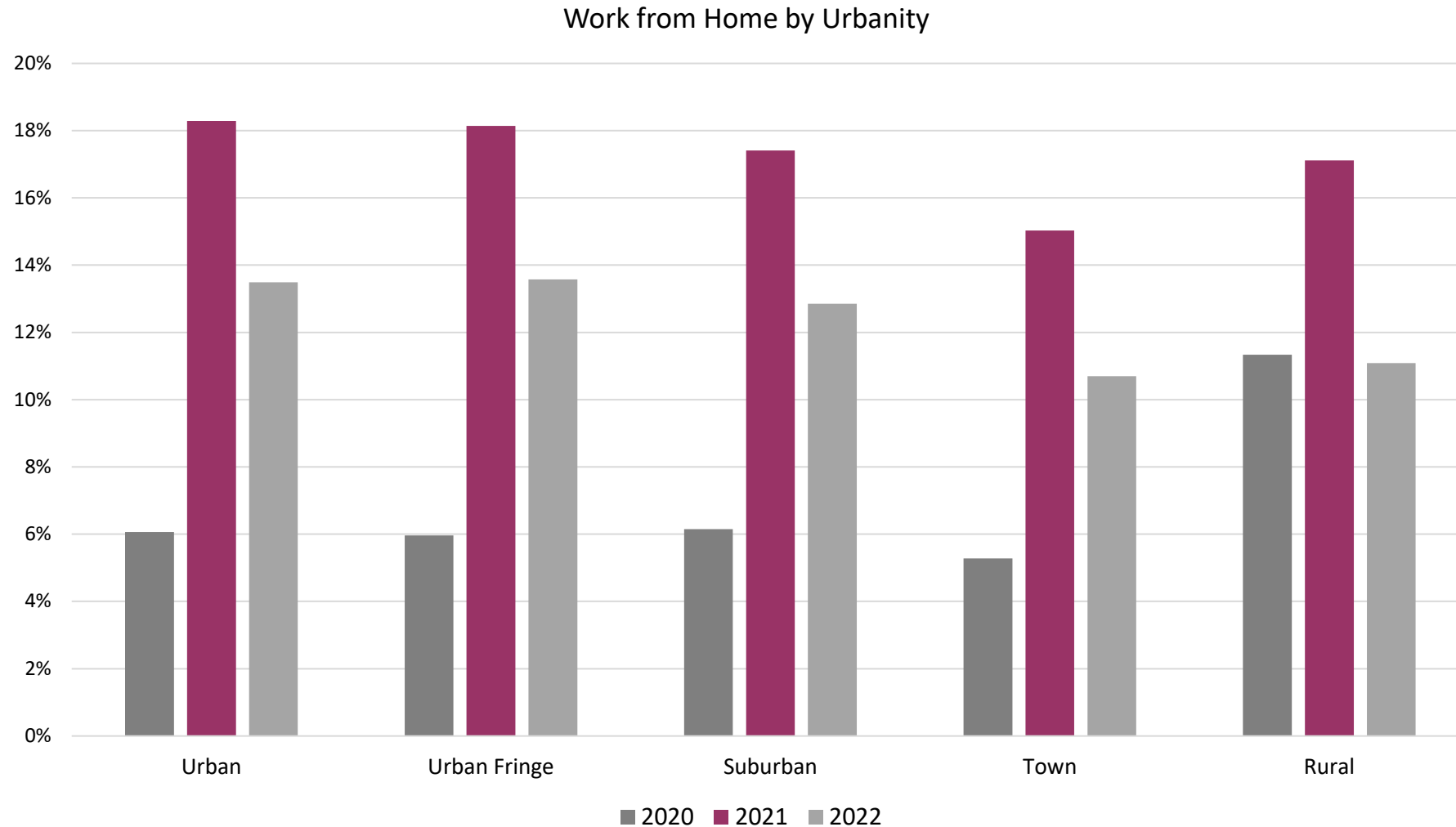
Percent In the Labour Force



Percent Employed



Place of Work: Work from Home



Important Updates to Our Canadian Products

2022 Year-to-Date Product Updates

Demographic



DemoStats



CensusPlus



DaytimePop



AccultuRates



NewToCanada

New

Segmentation



PRIZM



PRIZM QC



DELTA

Psychographic



SocialValues

Behavioural



Opticks
powered by Vividata

New Variables



Opticks
powered by Vividata (Gender)

New Variables



Opticks
powered by Numeris

New Variables



Opticks Social
powered by AskingCanadians™

New Variables



Opticks Mobile
powered by AskingCanadians™

New Variables



Opticks eShopper
powered by AskingCanadians™

New Variables



VisitorView

Geographic & Locational



Enhanced PCCF



Streets & Boundaries



Points of Interest



Spectra Trade Areas



ShoppingCentres



TrafficCounts



ChainLocations

Business



WorkplaceNow

Health



CommunityHealth



VaccineInsights

Mobile Movement



MobileScapes
Out & About

2022 Year-to-Date Product Updates

Demographic



DemoStats



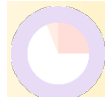
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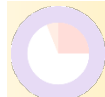
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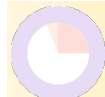
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Important Updates to Our Canadian Behavioural Products

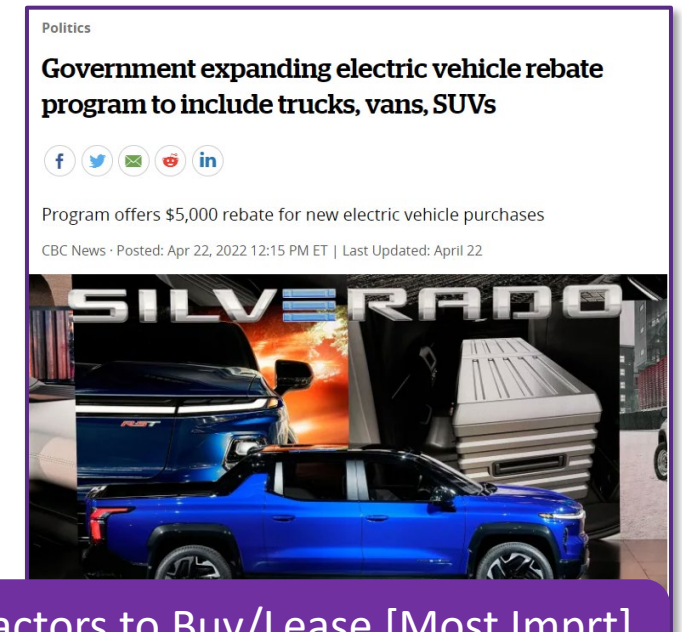
Behavioural Data Updates - Vividata

Behavioural



VARIABLE CHANGES

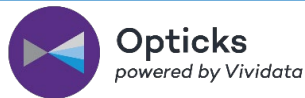
- 6019 variables compared to 5143 variables last year
- Notable new themes include:
 - Alcohol consumption by type of beverage
 - Online product/service research behaviours
 - Shopping decisions based on influencers
 - Psychographics - Trust in news
 - Electric vehicle factors in deciding/buying



Electric Vehicles – Deciding Factors to Buy/Lease [Most Imprt]
– Government Incentives and Policies (P)

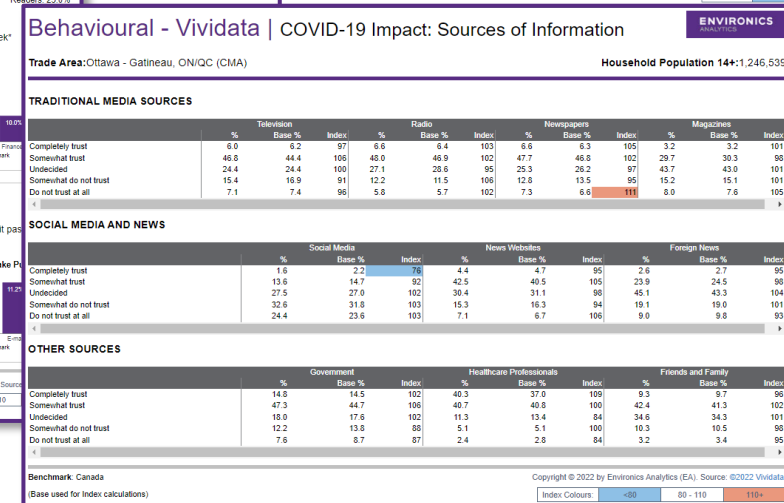
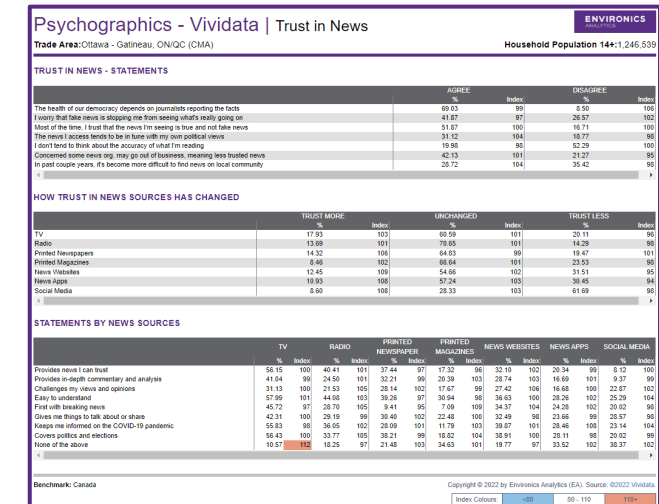
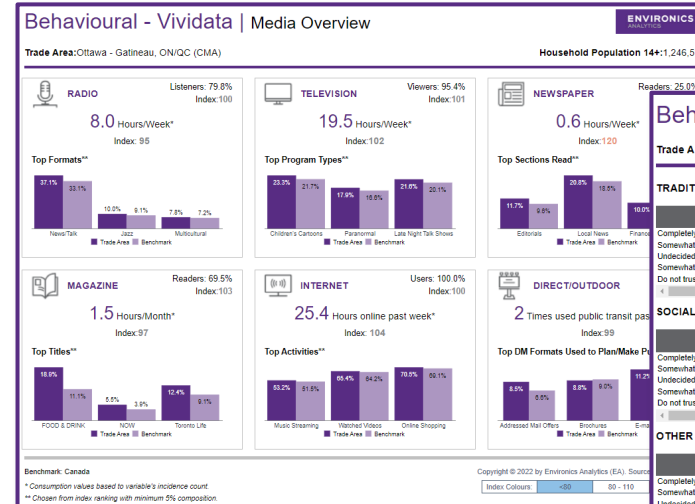
Behavioural Data Updates - Vividata

Behavioural



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Behavioural Data Updates - Vividata

Behavioural



COVID-19 CONSIDERATIONS

- Vividata collection period for major markets spans 12 months from Q4 2020 to Q3 2021, and local markets from Q4 2019 to Q3 2021.
- Vividata offers 181 COVID-19 Impact variables including new themes on working from home (WFH)



COVID-19 Impact – Statements – I have a better work/life balance when working from home – Strongly Agree (P)

Behavioural - Vividata | COVID-19: Statements

Trade Area: Ottawa - Gatineau, ON/QC (CMA) Household Population 144:1,246,539

Statement	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree
I don't think people are taking COVID-19 seriously enough	25.14	25.61	48	13.55	1.24
I'm worried about my mental health due to social distancing	40.87	39.61	103	29.10	28.81
I'm more careful with my spending due to the economic uncertainty	18.02	18.84	100	24.39	28.88
I think the economy will be strong by the end of the year	10.14	10.07	101	18.50	17.98
I feel safe shopping in-store	4.75	5.12	82	14.20	16.21
I'm concerned about the sanitation and hygiene in stores	14.00	14.44	80	5.77	4.11
I will continue to mostly shop online even though stores are open	32.70	34.10	96	20.09	20.00
I prefer to be in the company office	32.70	32.84	100	20.59	20.72
	14.21	12.86	118	27.25	28.21
	5.37	4.61	102	10.25	10.64

Behavioural - Vividata | Post COVID-19

Trade Area: Ottawa - Gatineau, ON/QC (CMA) Household Population 144:1,246,539

Activities Look Forward To Doing

Activity	%	Score	Index
Socializing	13.3	13.5	96
Dining	61.5	58.5	105
Going to restaurants, bars or night clubs	66.0	61.0	107
Having physical contact with family and friends	43.3	41.5	104
Partying	22.3	21.1	101
Seeing family and friends in person	71.2	67.0	105
Attending events, festivals or concerts	45.7	44.4	103
Attending sports events (excludes professional sports)	20.5	20.0	102
Attending to professional sports events or games	25.0	24.1	107
Going to the movies	47.3	45.2	105
Traveling	14.4	14.0	97
Shopping in-store	40.2	42.6	109
Spending time outdoors	30.3	30.6	104
Travelling outside of Canada	14.4	14.0	97
Travelling within Canada	40.2	42.6	109
Using public transit	14.4	14.0	97
Personal	14.4	14.0	97
Getting back to old habits	14.4	14.0	97
Going to a salon, barber	14.4	14.0	97
Going to the gym	14.4	14.0	97
Education/Work	14.4	14.0	97
Children going back to school	14.4	14.0	97
Going back to work	14.4	14.0	97

TV SUBSCRIPTION SERVICES

Category	%	Score	Index
Significantly increased	19.7	17.3	104
Somewhat increased	27.0	27.5	90
No change	48.8	49.5	99
Somewhat decreased	2.1	2.5	83
Significantly decreased	2.1	2.2	98

OTHER VIDEO STREAMING

Category	%	Score	Index
Significantly increased	9.9	9.5	107
Somewhat increased	22.6	22.3	102
No change	63.8	64.3	99
Somewhat decreased	2.0	2.2	89
Significantly decreased	1.5	1.8	84

AUDIO STREAMING

Category	%	Score	Index
Significantly increased	6.3	6.5	97
Somewhat increased	19.0	19.5	96
No change	65.4	66.5	98
Somewhat decreased	3.8	3.9	96
Significantly decreased	2.4	2.8	84

DIGITAL NEWSPAPERS

Category	%	Score	Index
Significantly increased	0.5	0.5	101
Somewhat increased	21.8	20.7	105
No change	60.9	60.6	100
Somewhat decreased	3.4	3.9	86
Significantly decreased	3.1	3.3	95

DIGITAL MAGAZINES

Category	%	Score	Index
Significantly increased	2.7	3.1	86
Somewhat increased	16.0	15.6	96
No change	75.0	72.1	104
Somewhat decreased	3.6	4.5	80
Significantly decreased	3.5	3.6	92

SOCIAL MEDIA

Category	%	Score	Index
Significantly increased	14.0	13.8	102
Somewhat increased	30.8	28.5	108
No change	48.6	50.2	97
Somewhat decreased	3.3	4.1	81
Significantly decreased	2.9	2.4	101

ONLINE SHOPPING

Category	%	Score	Index
Significantly increased	22.7	20.5	111
Somewhat increased	37.3	36.6	105
No change	35.9	38.7	93
Somewhat decreased	2.0	2.7	74
Significantly decreased	1.9	1.5	104

Behavioural Data Updates - Vividata (Gender)

Behavioural



VARIABLE CHANGES

- Same variable changes and COVID-19 considerations apply to the population based (P) variables from Opticks Vividata to Vividata (Gender)
- 4923 Male and 4923 Female variables compared to 4388 Male and 4388 Female variables last year

Ranking Variables

Trade Area

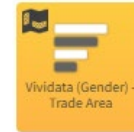
Trade Area: Alberta

ENVIRONICS

ANALYTICS

	Count	% (Total)	% (Gender)	Base Count	Base % (Total)	Rank	
Automotive - Products							
V0005_M Male - Electric Vehicles - Decoding Factors To Buy/Lease (Mid Impl) - Cost (P)	662,354	18.07	6,677,425	20.71	9.82	87	
V0005_F Female - Electric Vehicles - Decoding Factors To Buy/Lease (Mid Impl) - Cost (P)	782,109	20.80	6,889,076	21.37	11.08	97	
V0005_M Male - Electric Vehicles - Decoding Factors To Buy/Lease (Mid Impl) - Better for the environment (P)	286,487	7.82	2,208,951	7.10	12.51	108	
V0005_F Female - Electric Vehicles - Decoding Factors To Buy/Lease (Mid Impl) - Better for the environment (P)	317,102	8.65	3,029,006	9.39	10.47	92	
V0005_M Male - Electric Vehicles - Decoding Factors To Buy/Lease (Mid Impl) - Lookstyle (P)	114,062	3.11	555,964	1.72	26.32	168	
V0005_F Female - Electric Vehicles - Decoding Factors To Buy/Lease (Mid Impl) - Lookstyle (P)	29,803	0.81	441,872	1.37	2.72	59	
V0005_M Male - Electric Vehicles - Decoding Factors To Buy/Lease (Mid Impl) - Prestige/Status (P)	55,259	1.51	393,384	1.22	14.45	104	
V0005_F Female - Electric Vehicles - Decoding Factors To Buy/Lease (Mid Impl) - Prestige/Status (P)	39,178	1.07	244,055	1.96	2.18	101	
V0005_M Male - Electric Vehicles - Decoding Factors To Buy/Lease (Mid Impl) - Future of automotive is electric (P)	64,009	2.29	946,951	2.94	0.87	76	
V0005_F Female - Electric Vehicles - Decoding Factors To Buy/Lease (Mid Impl) - Future of automotive is electric (P)	87,496	2.39	618,021	1.92	14.16	125	
V0005_M Male - Electric Vehicles - Decoding Factors To Buy/Lease (Mid Impl) - Fuel cost savings (P)	319,150	8.72	2,054,169	6.37	15.57	131	
V0005_F Female - Electric Vehicles - Decoding Factors To Buy/Lease (Mid Impl) - Fuel cost savings (P)	194,853	5.32	2,011,191	6.24	8.89	85	
V0005_M Male - Electric Vehicles - Decoding Factors To Buy/Lease (Mid Impl) - Lower maintenance cost (P)	65,474	1.79	647,209	2.01	10.12	89	
V0005_F Female - Electric Vehicles - Decoding Factors To Buy/Lease (Mid Impl) - Lower maintenance cost (P)	52,091	1.42	521,553	1.62	9.99	85	
V0005_M Male - Electric Vehicles - Decoding Factors To Buy/Lease (Mid Impl) - Better driving experience (P)	26,300	0.72	306,589	0.95	6.61	78	
V0005_F Female - Electric Vehicles - Decoding Factors To Buy/Lease (Mid Impl) - Better driving experience (P)	14,508	0.40	206,036	0.64	7.94	64	
V0005_M Male - Electric Vehicles - Decoding Factors To Buy/Lease (Mid Impl) - Government incentives and policies (P)	83,839	2.29	682,165	2.12	12.29	103	
V0005_F Female - Electric Vehicles - Decoding Factors To Buy/Lease (Mid Impl) - Government incentives and policies (P)	91,193	2.49	563,219	1.75	16.19	140	
V0005_M Male - Electric Vehicles - Decoding Factors To Buy/Lease (Mid Impl) - Performance/Sustainability (P)	62,604	1.71	456,751	1.42	13.71	121	
V0005_F Female - Electric Vehicles - Decoding Factors To Buy/Lease (Mid Impl) - Performance/Sustainability (P)	103,155	2.81	624,661	2.56	12.51	118	
V0005_M Male - Electric Vehicles - Decoding Factors To Buy/Lease (Mid Impl) - Electric vehicles are cutting edge (P)	7,765	0.21	276,410	0.86	2.81	25	
V0005_F Female - Electric Vehicles - Decoding Factors To Buy/Lease (Mid Impl) - Electric vehicles are cutting edge (P)	16,833	0.45	194,306	0.60	1.20	75	
V0005_M Male - Electric Vehicles - Planning To Buy/Lease (Mid Impl) - Within 6 months (P)	20,350	0.55	110	338,000	1.54	218	
V0005_F Female - Electric Vehicles - Planning To Buy/Lease (Mid Impl) - Within 6 months (P)	4,763	0.13	206	151,472	0.47	93	
V0005_M Male - Electric Vehicles - Planning To Buy/Lease (Mid Impl) - Within 12 months (P)	18,803	0.51	342,807	1.06	1.43	48	
V0005_F Female - Electric Vehicles - Planning To Buy/Lease (Mid Impl) - Within 12 months (P)	247,339	6.75	1,879,223	5.21	14.73	139	
V0005_M Male - Electric Vehicles - Planning To Buy/Lease (Mid Impl) - Within 2 years (P)	51,181	1.40	488,159	1.51	10.53	93	
V0005_F Female - Electric Vehicles - Planning To Buy/Lease (Mid Impl) - Longer than that (P)	42,928	1.17	444,884	1.38	3.85	63	
V0005_M Male - Electric Vehicles - Factors Not To Buy/Lease (Mid Impl) - Driving range (P)	62,774	2.26	514,029	1.59	10.10	142	
V0005_F Female - Electric Vehicles - Factors Not To Buy/Lease (Mid Impl) - Driving range (P)	7,681	0.21	159,182	0.49	4.95	44	
V0005_M Male - Electric Vehicles - Factors Not To Buy/Lease (Mid Impl) - Cost (P)	87,683	2.39	741,592	2.30	11.82	104	
V0005_F Female - Electric Vehicles - Factors Not To Buy/Lease (Mid Impl) - Cost (P)	88,436	2.41	745,665	2.31	11.86	104	
V0005_M Male - Electric Vehicles - Factors Not To Buy/Lease (Mid Impl) - Time required to charge the battery (P)	16,962	0.45	207,245	0.64	1.15	76	
V0005_F Female - Electric Vehicles - Factors Not To Buy/Lease (Mid Impl) - Time required to charge the battery (P)	3,768	0.10	133,464	0.41	2.82	25	
V0005_M Male - Electric Vehicles - Factors Not To Buy/Lease (Mid Impl) - Lack of electric vehicle charging infrastructure (P)	41,109	1.12	224	250,500	0.99	1.62	124

Base to Household Population 14+



Opticks Powered by Vividata (Gender) | Trade Area

ENVIROVICS

Trade Area: N/A

	Count	% (Gender)	% Base Count	Base % (Total)	Base % (Gender)	Index	Index (Gender)
Automotive - Products							
Male - Electric Vehicles - Decoding Factors To Buy/Lease (Mid Impl) - Cost (P)	662,354	18.07	36.03	6,677,425	20.71	41.77	87
Female - Electric Vehicles - Decoding Factors To Buy/Lease (Mid Impl) - Cost (P)	782,109	20.80	41.72	6,889,076	21.37	42.38	97
Male - Electric Vehicles - Decoding Factors To Buy/Lease (Mid Impl) - Better for the environment (P)	286,487	7.82	15.58	2,208,951	7.10	14.32	108
Female - Electric Vehicles - Decoding Factors To Buy/Lease (Mid Impl) - Better for the environment (P)	317,102	8.65	17.36	3,029,006	9.40	18.64	92
Male - Electric Vehicles - Decoding Factors To Buy/Lease (Mid Impl) - Lookstyle (P)	114,062	3.11	6.21	555,964	1.72	3.46	189
Female - Electric Vehicles - Decoding Factors To Buy/Lease (Mid Impl) - Lookstyle (P)	29,803	0.81	6.22	441,872	1.37	2.72	59
Male - Electric Vehicles - Decoding Factors To Buy/Lease (Mid Impl) - Prestige/Status (P)	55,259	1.51	3.01	393,384	1.22	2.48	124
Female - Electric Vehicles - Decoding Factors To Buy/Lease (Mid Impl) - Prestige/Status (P)	39,178	1.07	2.14	244,055	1.96	2.18	101
Male - Electric Vehicles - Decoding Factors To Buy/Lease (Mid Impl) - Future of automotive is electric (P)	64,009	2.29	4.57	946,951	2.94	5.92	75
Female - Electric Vehicles - Decoding Factors To Buy/Lease (Mid Impl) - Future of automotive is electric (P)	87,496	2.39	4.79	618,021	1.92	3.80	125
Male - Electric Vehicles - Decoding Factors To Buy/Lease (Mid Impl) - Fuel cost savings (P)	319,150	8.73	17.40	2,054,169	6.37	12.95	137
Female - Electric Vehicles - Decoding Factors To Buy/Lease (Mid Impl) - Fuel cost savings (P)	194,853	5.32	10.67	2,011,191	6.24	12.37	85
Male - Electric Vehicles - Decoding Factors To Buy/Lease (Mid Impl) - Lower maintenance cost (P)	65,474	1.79	3.56	647,209	2.01	4.08	89
Female - Electric Vehicles - Decoding Factors To Buy/Lease (Mid Impl) - Lower maintenance cost (P)	52,091	1.42	2.85	521,553	1.62	3.21	88
Male - Electric Vehicles - Decoding Factors To Buy/Lease (Mid Impl) - Better driving experience (P)	26,300	0.72	1.44	306,589	0.95	1.92	76
Female - Electric Vehicles - Decoding Factors To Buy/Lease (Mid Impl) - Better driving experience (P)	14,508	0.40	0.79	206,036	0.64	1.27	62
Male - Electric Vehicles - Decoding Factors To Buy/Lease (Mid Impl) - Government incentives and policies (P)	83,839	2.29	4.56	682,165	2.12	4.27	100
Female - Electric Vehicles - Decoding Factors To Buy/Lease (Mid Impl) - Government incentives and policies (P)	91,193	2.49	4.99	563,219	1.75	3.47	142
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Male - Electric Vehicles - Decoding Factors To Buy/Lease (Mid Impl) - Electric vehicles are cutting edge (P)	7,765	0.21	0.42	276,410	0.86	1.73	25
Female - Electric Vehicles - Decoding Factors To Buy/Lease (Mid Impl) - Electric vehicles are cutting edge (P)	16,833	0.45	0.91	194,306	0.60	1.20	75
Male - Electric Vehicles - Planning To Buy/Lease (Mid Impl) - Within 6 months (P)	20,350	0.55	1.10	338,000	1.54	2.18	83
Female - Electric Vehicles - Planning To Buy/Lease (Mid Impl) - Within 6 months (P)	4,763	0.13	0.26	151,472	0.47	0.93	26
Male - Electric Vehicles - Planning To Buy/Lease (Mid Impl) - Within 12 months (P)	18,803	0.51	3.53	344,336	2.00	4.03	89
Female - Electric Vehicles - Planning To Buy/Lease (Mid Impl) - Within 12 months (P)	247,339	6.75	13.46	1,879,223	5.21	10.58	130
Male - Electric Vehicles - Planning To Buy/Lease (Mid Impl) - Within 2 years (P)	56,977	1.53	3.07	496,317	2.76	5.48	95
Female - Electric Vehicles - Planning To Buy/Lease (Mid Impl) - Longer than that (P)	51,181	1.40	2.78	488,159	1.51	3.04	93
Male - Electric Vehicles - Planning To Buy/Lease (Mid Impl) - Longer than that (P)	42,928	1.17	2.35	444,884	1.38	2.74	85
Female - Electric Vehicles - Factors Not To Buy/Lease (Mid Impl) - Driving range (P)	62,774	2.26	4.50	514,029	1.59	3.22	142
Male - Electric Vehicles - Factors Not To Buy/Lease (Mid Impl) - Driving range (P)	7,681	0.21	0.43	159,182	0.49	0.98	44
Female - Electric Vehicles - Factors Not To Buy/Lease (Mid Impl) - Cost (P)	87,683	2.39	4.50	741,592	2.30	4.50	104
Male - Electric Vehicles - Factors Not To Buy/Lease (Mid Impl) - Cost (P)	16,962	0.45	0.88	207,245	0.64	1.27	76
Female - Electric Vehicles - Factors Not To Buy/Lease (Mid Impl) - Time required to charge the battery (P)	3,768	0.10	0.21	133,464	0.41	0.82	25
Male - Electric Vehicles - Factors Not To Buy/Lease (Mid Impl) - Time required to charge the battery (P)	41,109	1.12	2.24	250,500	0.99	1.62	124
Female - Electric Vehicles - Factors Not To Buy/Lease (Mid Impl) - Lack of electric vehicle charging infrastructure (P)	41,109	1.12	2.24	250,500	0.99	1.62	124
Male - Electric Vehicles - Factors Not To Buy/Lease (Mid Impl) - Lack of electric vehicle charging infrastructure (P)	41,109	1.12	2.24	250,500	0.99	1.62	124

Trade Area: N/A

Benchmark: Canada

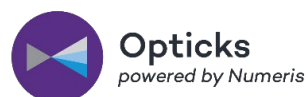
Gender: N/A

Base to Gender

Environics Analytics as a company respects all gender identities. The current version of Vividata (gender) currently only includes male and female genders. Limitations in reporting of other genders identities are primarily related to low sample sizes.

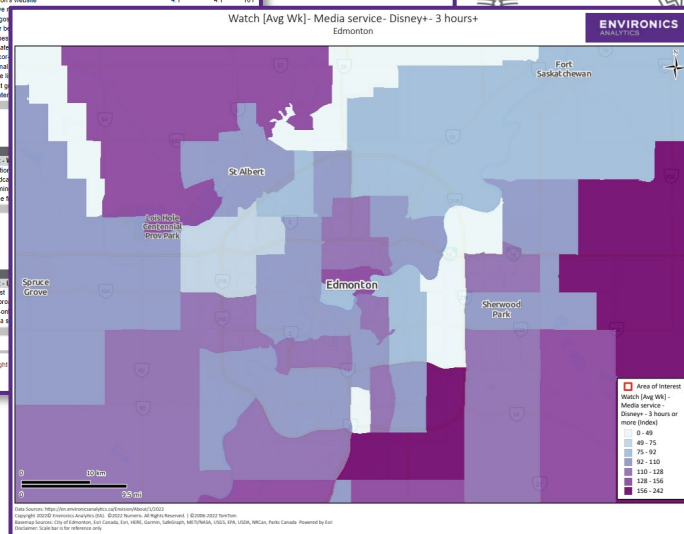
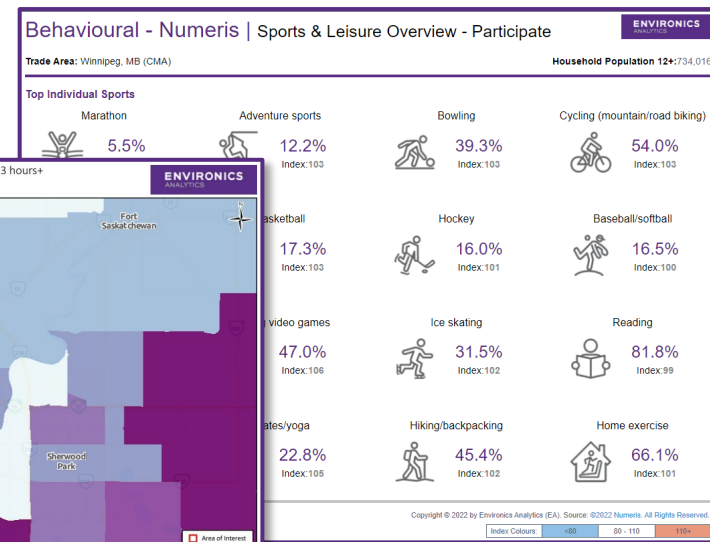
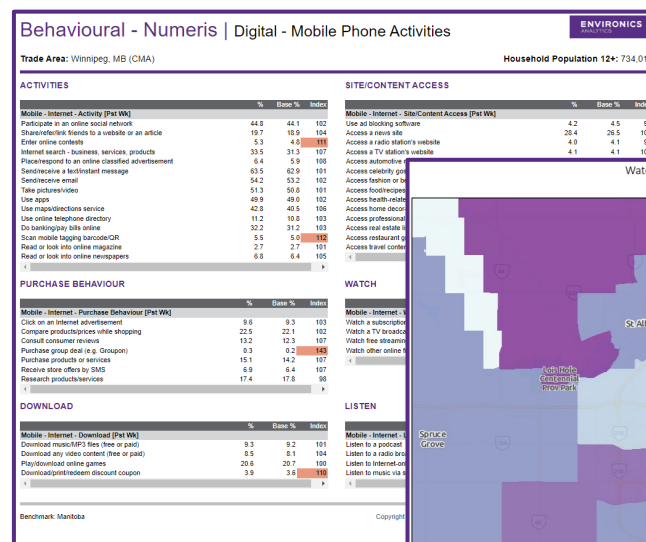
Behavioural Data Updates - Numeris

Behavioural



VARIABLE CHANGES

- 4,598 variables compared to 4,409 variables last year
- Notable new themes include:
 - Disney+ and AppleTV+ have been added to capture user behaviour related to those media streaming platforms
- Numeris RTS collection period is from Q3 2020 to Q3 2021



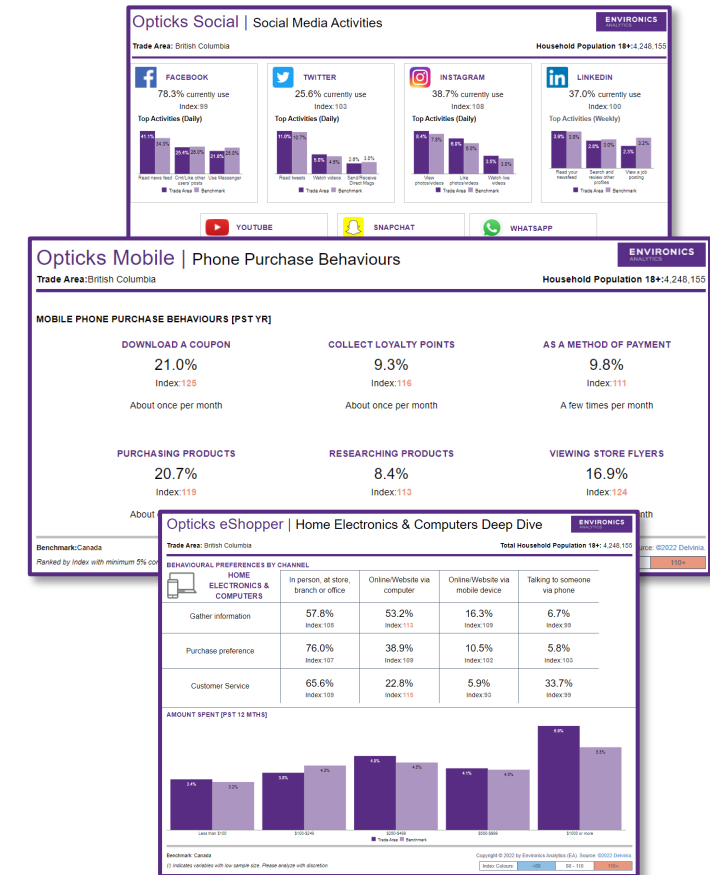
Behavioural Data Updates - AskingCanadians

Behavioural



VARIABLE CHANGES

- AskingCanadians collection period is Q3 2021
- **Opticks Social** notable new themes include:
 - Frequency of watching eSports or competitive gaming through social media platforms
- **Opticks Mobile** notable new themes include:
 - Purchasing intent or ownership of smart home security systems (self monitored or professionally installed)
 - Online gambling and trading cryptocurrencies from a mobile device
- **Opticks eShopper** notable new themes include:
 - Purchasing cannabis products
 - Participating in a virtual gym



2021 Census and Environics Analytics Datasets

StatsCan 2021 Census Release Schedule



April 27
2022

- Age
- Sex at birth



July 13
2022

- Families and households
- Income



August 17
2022

- Language



September 21
2022

- Indigenous population
- Housing



October 26
2022

- Citizenship and immigration
- Ethnocultural and religious composition of the population
- Mobility and migration



November 30
2022

- Education
- Labour Force

StatsCan 2021 Census Release Schedule



April 27
2022

- Age
- Sex at birth



July 13
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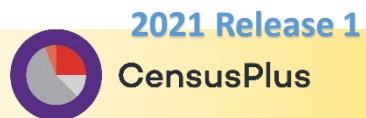
October 26
2022

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StatsCan 2021 Census Release Schedule



April 27
2022

- Age
- Sex at birth



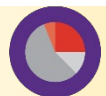
2021 Release 1

CensusPlus



July 13
2022

- Families and households
- Income



2021 Release 2

CensusPlus



August 17
2022

- Language



September 21
2022

- Indigenous population
- Housing



October 26
2022

- Citizenship and immigration
- Ethnocultural and religious composition of the population
- Mobility and migration



November 30
2022

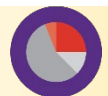
- Education
- Labour Force

StatsCan 2021 Census Release Schedule



April 27
2022

- Age
- Sex at birth



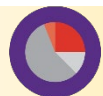
2021 Release 1

CensusPlus



July 13
2022

- Families and households
- Income



2021 Release 2

CensusPlus



August 17
2022

- Language



September 21
2022

- Indigenous population
- Housing



2021 Release 3

CensusPlus



October 26
2022

- Citizenship and immigration
- Ethnocultural and religious composition of the population
- Mobility and migration



November 30
2022

- Education
- Labour Force

Upcoming Data Release

Upcoming Product Updates - July Release

Demographic



CensusPlus

Release 1



NewToCanada

ENVISION



CrimeStats

Financial



WealthScapes



WealthScapes Lite



HouseholdSpend



FoodSpend



LiquidAssets



AgeByIncome



MoneyMatters

powered by Canadian Financial Monitor



Neighbourhood View™



WealthTransfer

Location



Businesses



ChainLocations



Spectra Trade Areas



Financial Institutions

Automotive



AutoView

Rebuilt



EVTrends

Rebuilt

Health



VaccineInsights

New Variables

Behavioural



CannabisInsights

powered by Vividata



Homescan® Profiles

Business



BusinessProfiles



EmploymentProfiles

Please note product release dates are subject to change.

2022 Products Updated More Frequently

Twice a Year



Enhanced PCCF

Quarterly



Spectra Trade Areas



ChainLocations



WealthTrends



EVTrends



NewToCanada

Monthly



VisitorView



ClickScapes



WorkplaceNow

Weekly



MobileScapes
Out & About

Daily



MobileScapes *Plus*



MobileScapes
ENVISION

New Products

New Products

- WorkplaceNow
- NewToCanada
- MoverStats (coming soon)



Introducing: WorkplaceNow

- Provides estimates of the number of workers and days worked at Canadian employment locations
- Track occupancy levels and gauge the transition back to the workplace
- Estimates are summarized by week and by month for trending
- Data available from January 2019 to Present, updated monthly



Compare utilization
patterns



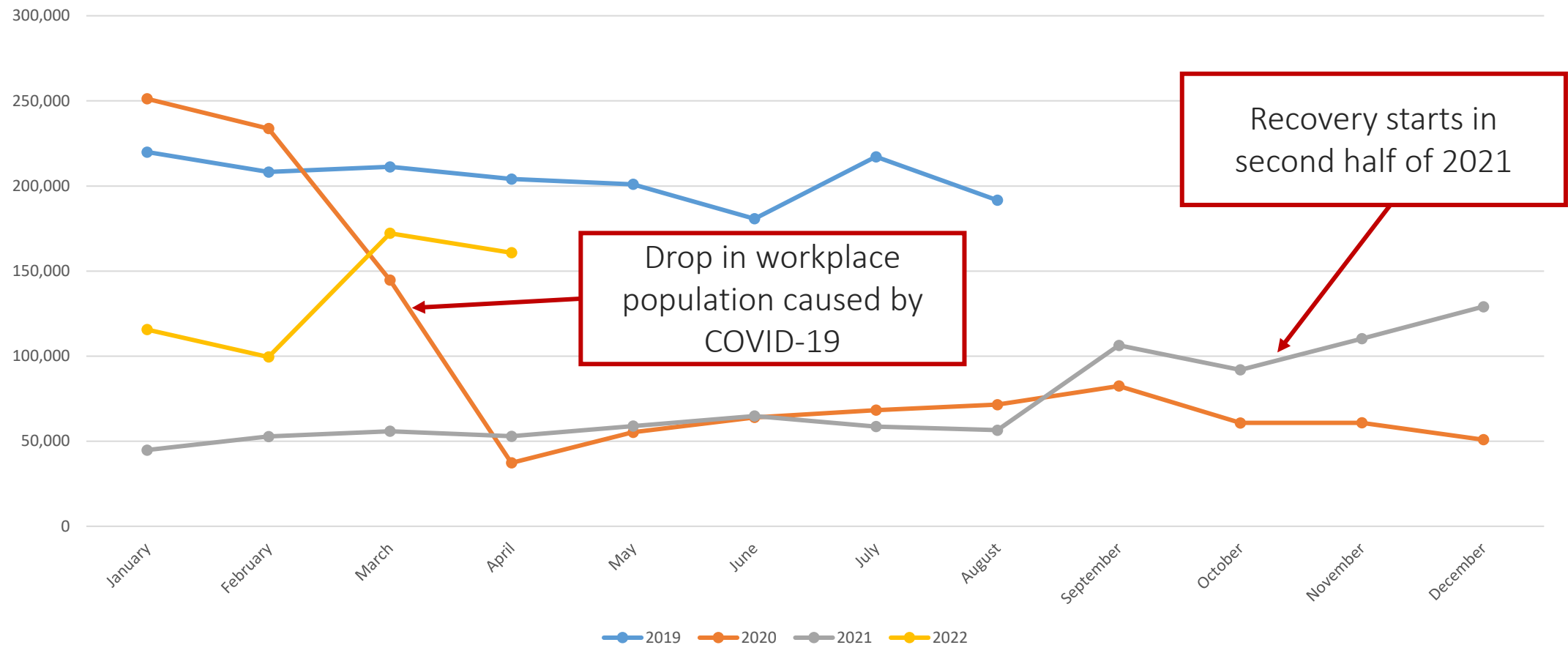
Plan retail staffing
and inventory



Plan transportation
service

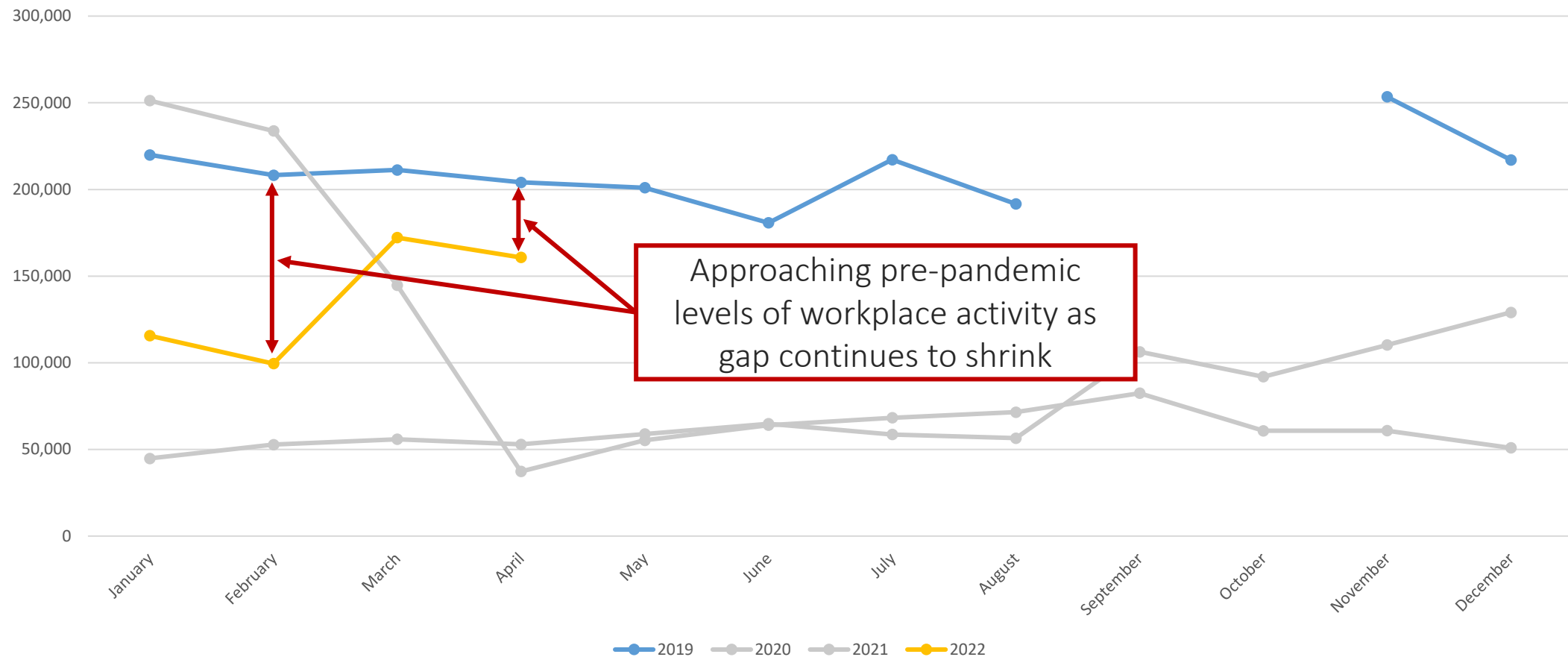
Compare Workplace Activity to Pre-Pandemic

Count of Workers at Employment Locations by Month
Destination Centre-Ville BIA (Montreal, QC)

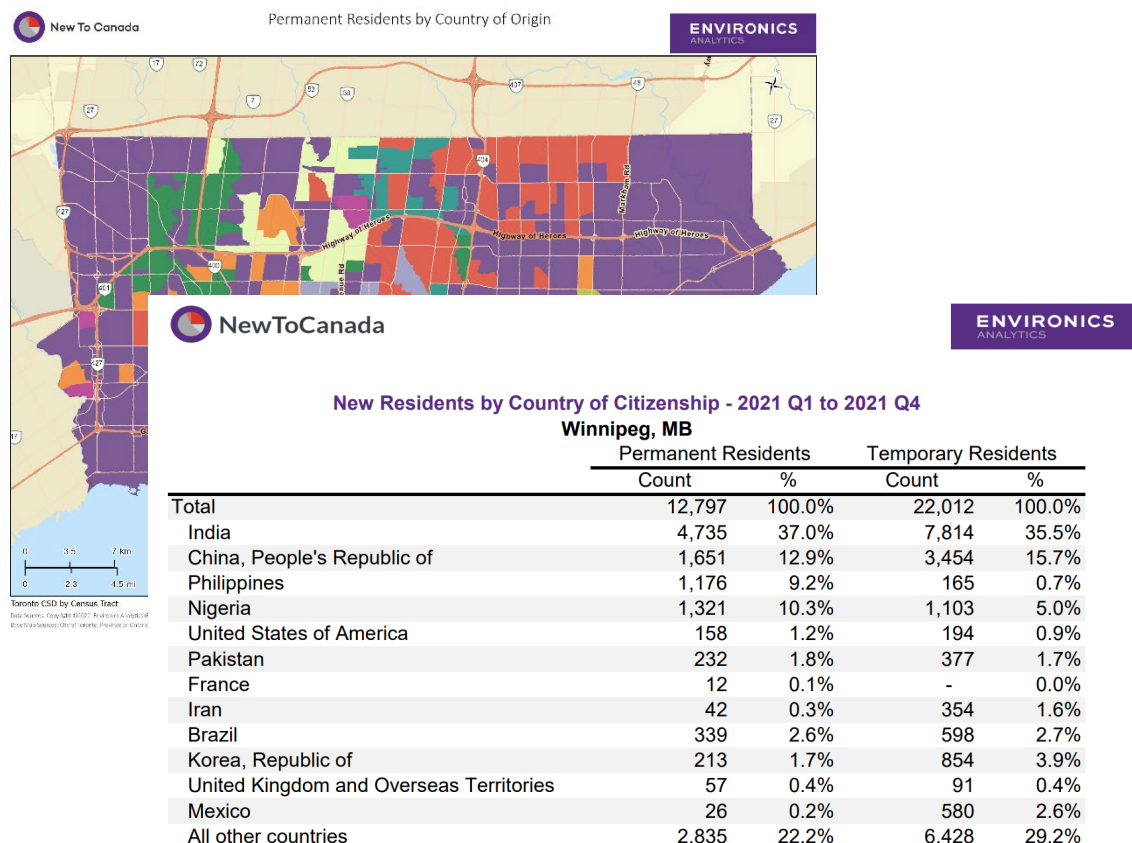


Compare Workplace Activity to Pre-Pandemic

Count of Workers at Employment Locations by Month
Destination Centre-Ville BIA (Montreal, QC)



Introducing: NewToCanada



- Captures Canadian immigration trends by country and region of origin
- Built using data from Immigration, Refugees and Citizenship Canada (IRCC)
- Variables broken down by permanent and temporary residents...
- ...and by country (13) and region (19) of origin
- Updated quarterly

Strengthen Acquisition Marketing and Business Strategy



Personalize your
marketing



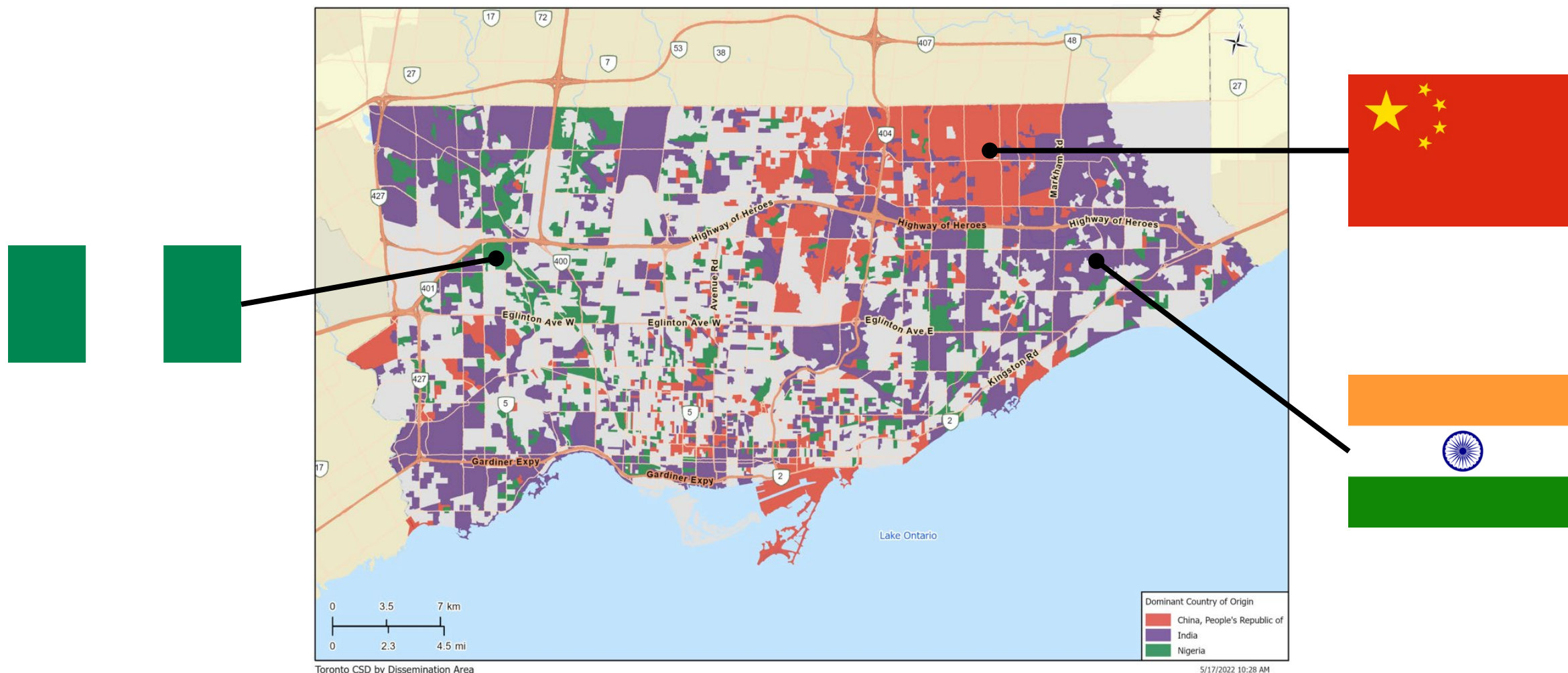
Track immigration
trends



Find where
residents are
settling

Find Where New Residents are Settling

Permanent Residents by Dominant Country of Origin in 2021

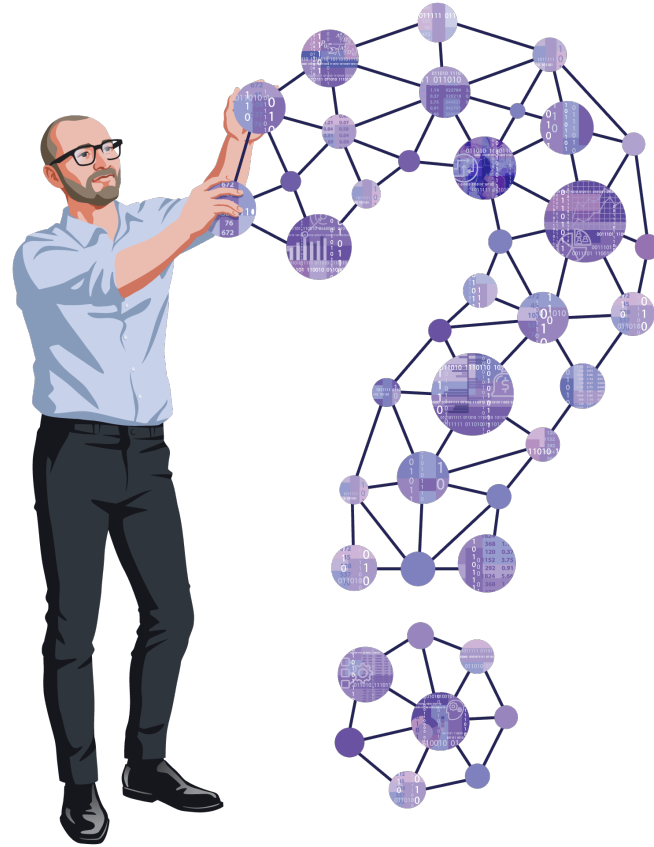


Coming Soon: MoverStats



- Captures the number of people moving in and out of Canadian neighbourhoods
- Includes demographic and PRIZM data for the “moving in” population
- Uncover how neighbourhoods are changing over time
- Data available starting from 2020 Q1
- Updated quarterly

Questions?



inquiries@environicsanalytics.com