



# Understanding Canada

---

Insights from Our Updated Demographic and  
Segmentation Data Release



**ENVIRONICS**  
ANALYTICS



# Housekeeping

---

- All attendees will be in listen only mode
- Use the Q&A feature to submit your questions
- Questions will be visible to all attendees, but there is an option to submit anonymously
- Presentation recording will be emailed to all registrants and available on our website

# Today's Presenters

---



**Jan Kestle**  
President



**Dr. Doug Norris**  
Chief Demographer



**Danny Heuman**  
Chief Analytics Officer



**Rupen Seoni**  
Chief Revenue Officer



# Agenda

---

## Introduction

## DemoStats

- What's new and included in this update
- Emerging demographic trends in Canada

## PRIZM

- Key inputs, methodology and changes to this year's PRIZM
- What you can do with PRIZM

## SocialValues

- Tying demographics to psychographics to create meaningful messages

## Q&A



# 2023 DemoStats

---



**Dr. Doug Norris**  
Chief Demographer



# What 2023 DemoStats Includes

---

- 2023 estimates for 764 variables
  - Population, family and household structure, immigrants, racialized population groups, languages spoken, labour force participation, income and others
- Projections of 497 variables for 2026, 2028 and 2033
- Historical estimates for 2018
- DemoStats variables are available at
  - The six-digit postal code level (FSALDUs) for current-year estimates
  - Dissemination area (DA) level and higher levels for future-year projections



# What's New

---

- Incorporates many trends observed in 2021 Census
- Based on 2021 Census Geography
  - Changes to boundaries of CMA/CA, Census Subdivisions, Dissemination areas
    - No changes to Census Division boundaries
  - 6 new Census Metropolitan Areas
    - Fredericton, N.B., Drummondville, Que, Red Deer, Alberta
    - Chilliwack, Kamloops and Nanaimo, British Columbia
  - 5 new CAs; 3 dropped and 3 amalgamated into CMAs

Source: 2021 and 2016 Censuses

# Methodology

---

- It employs a variety of data sources, including the latest census, postcensal estimates from Statistics Canada, immigration statistics from IRCC and economic indicators data such as building permits
- DemoStats is benchmarked to the most recent Statistics Canada population estimates and innovative methods and models are used for estimating and projecting the population characteristics
- Including demographic, econometric and geographic models

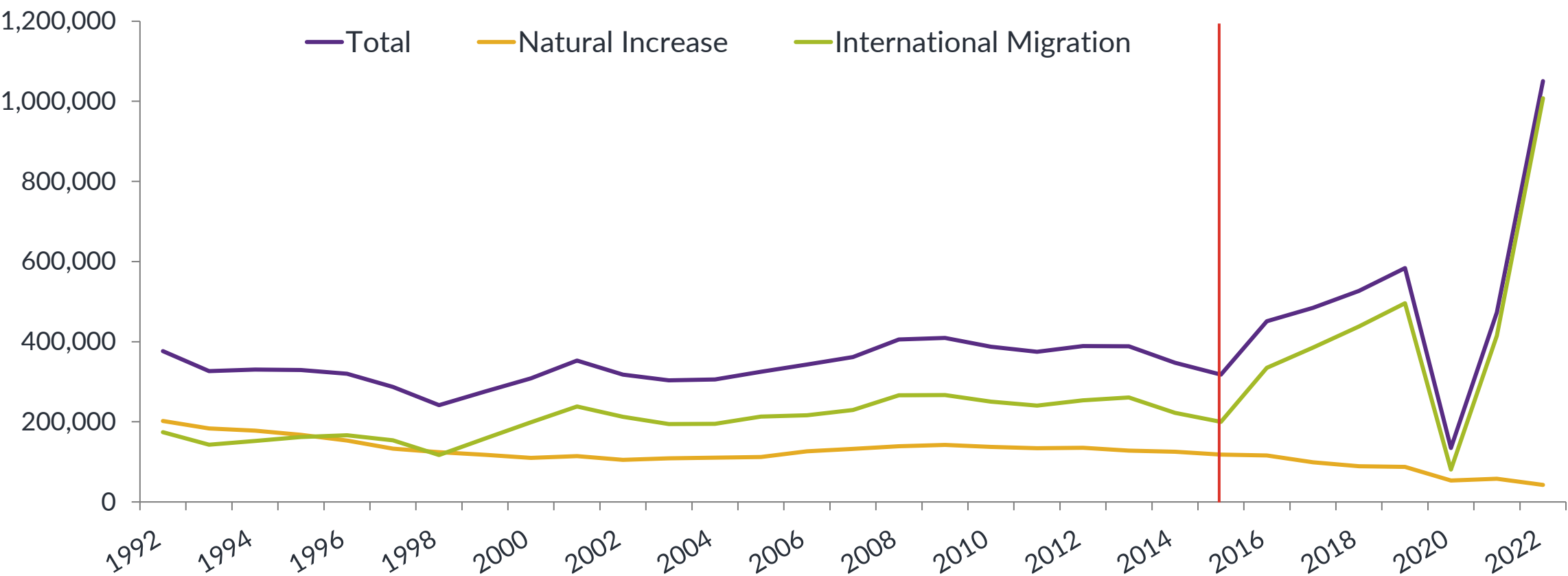
# Recent Trends Shaping Population Change

---

- Population Growth
  - High levels of immigration
  - Interprovincial migration to Alberta and the Maritimes
  - In Toronto, Montreal and Vancouver migration churn shows high international migration but negative internal migration, slowing the population growth in these areas
  - Growth in smaller urban areas
- Population aging continues
- Increasing cultural diversity

# Immigration Now Accounts for Nearly All of Population Growth; Record Levels in 2022

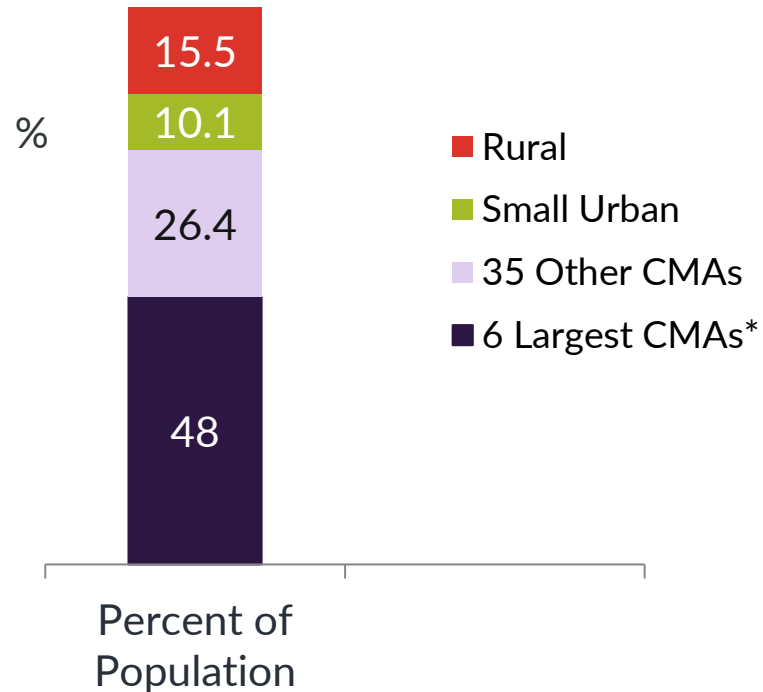
Components of Annual Population Growth in Canada, 1992 to 2022



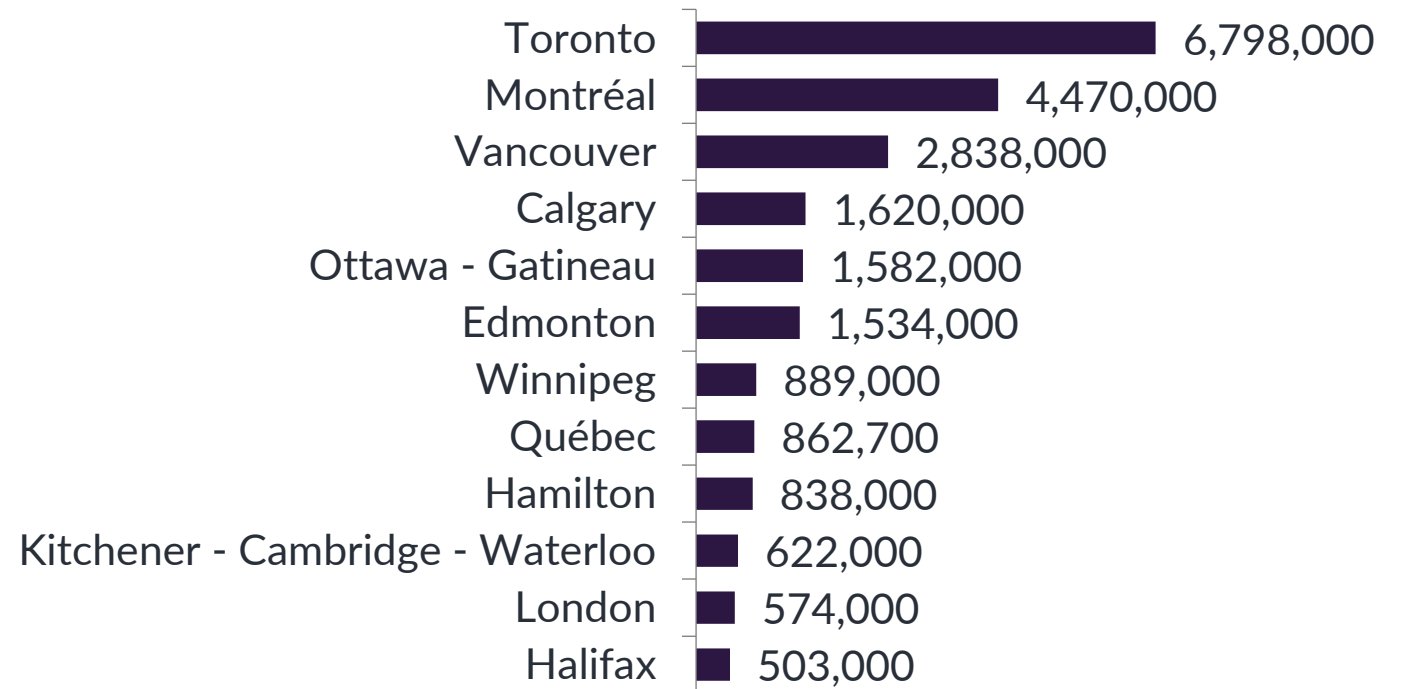
Source: Statistics Canada, Centre for Demography

# Nearly Half the Population Live in 6 Largest Urban Areas; 12 Urban Areas with 500,000 or More Population

Population Distribution, 2023



Canada's Largest Markets, 2023

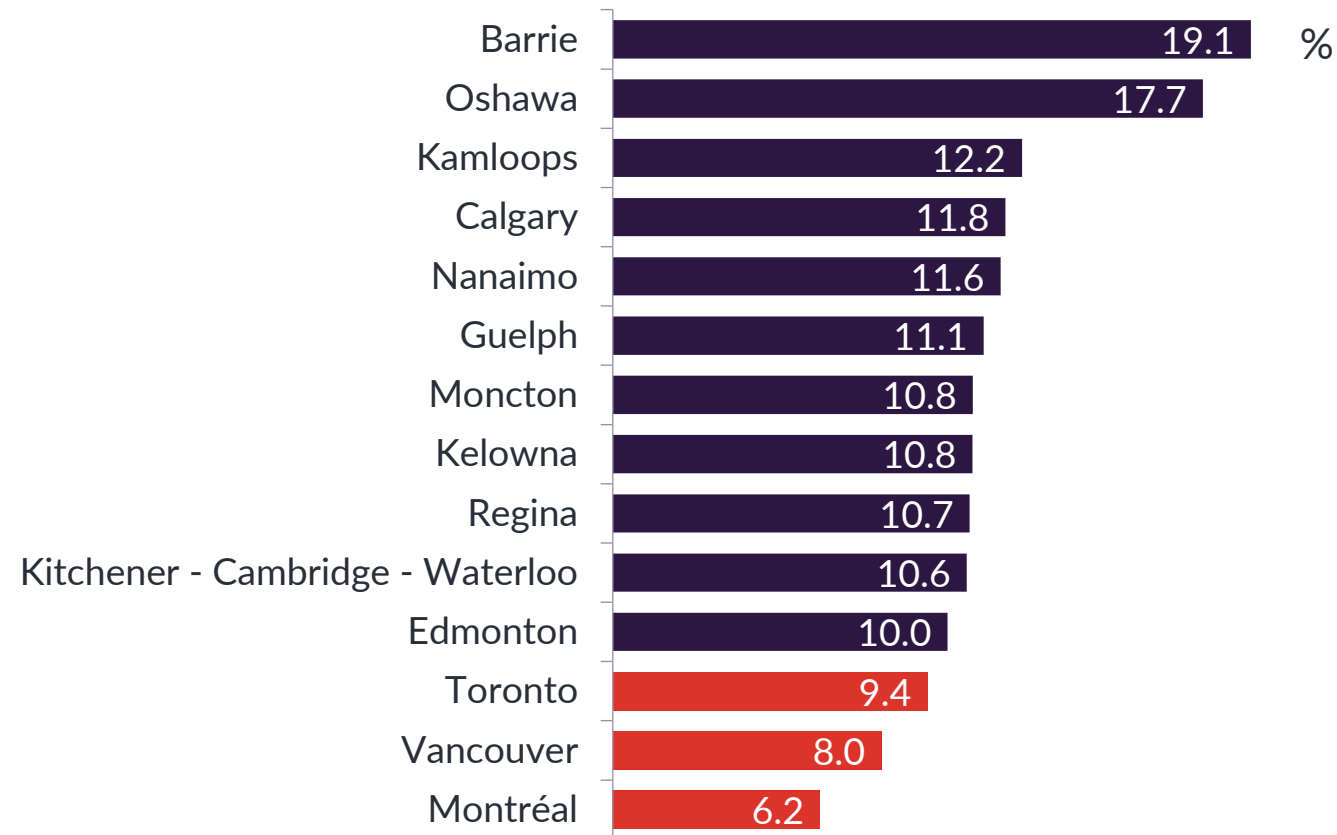


🇨🇦 Canada Population 39,234,000

Source: Environics Analytics, 2023 DemoStats

# Growth Spreading Out; Slower Growth in Largest Urban Areas

## Projected Percent Population Growth 2023-2028

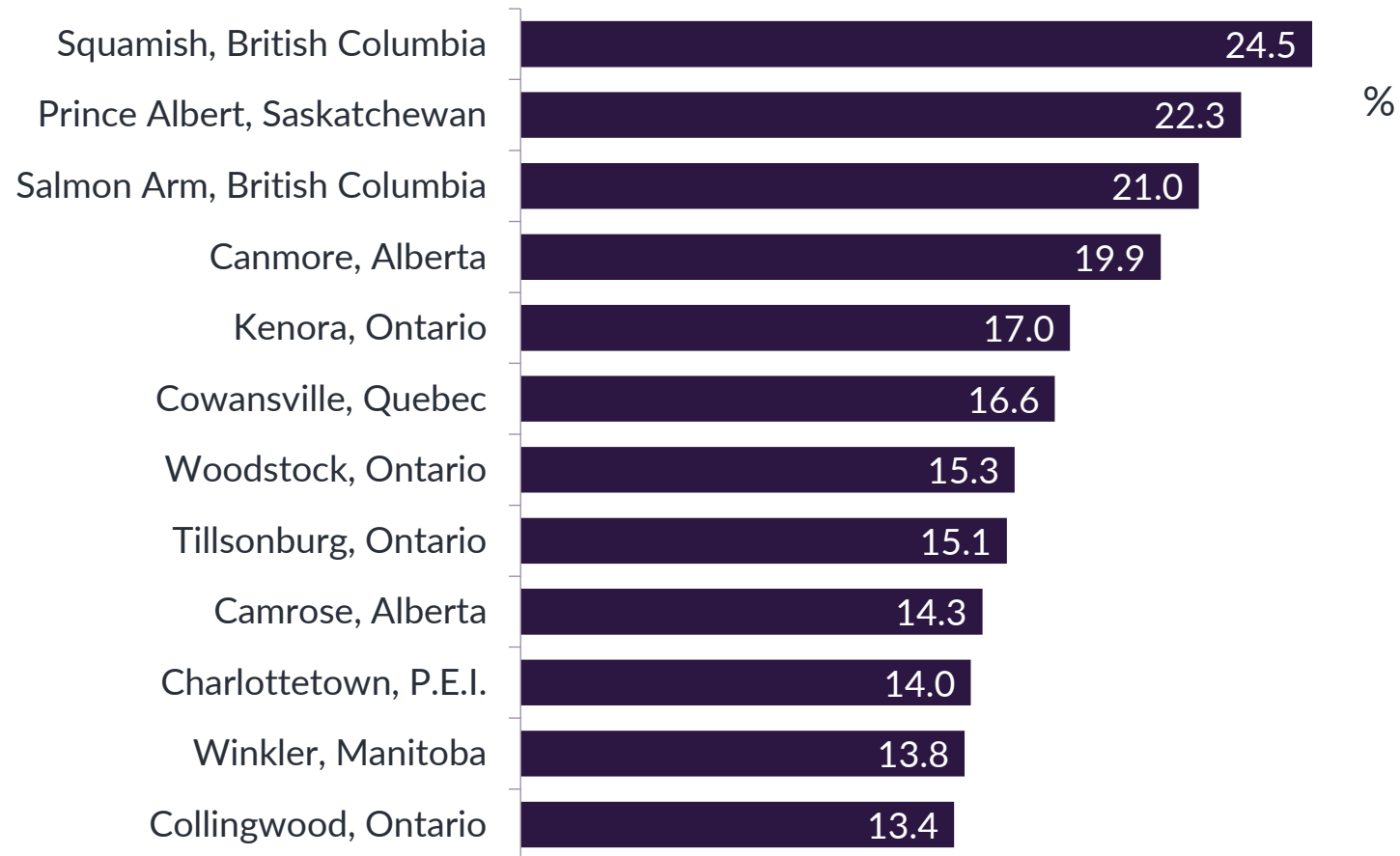


Source: Environics Analytics, 2023 DemoStats



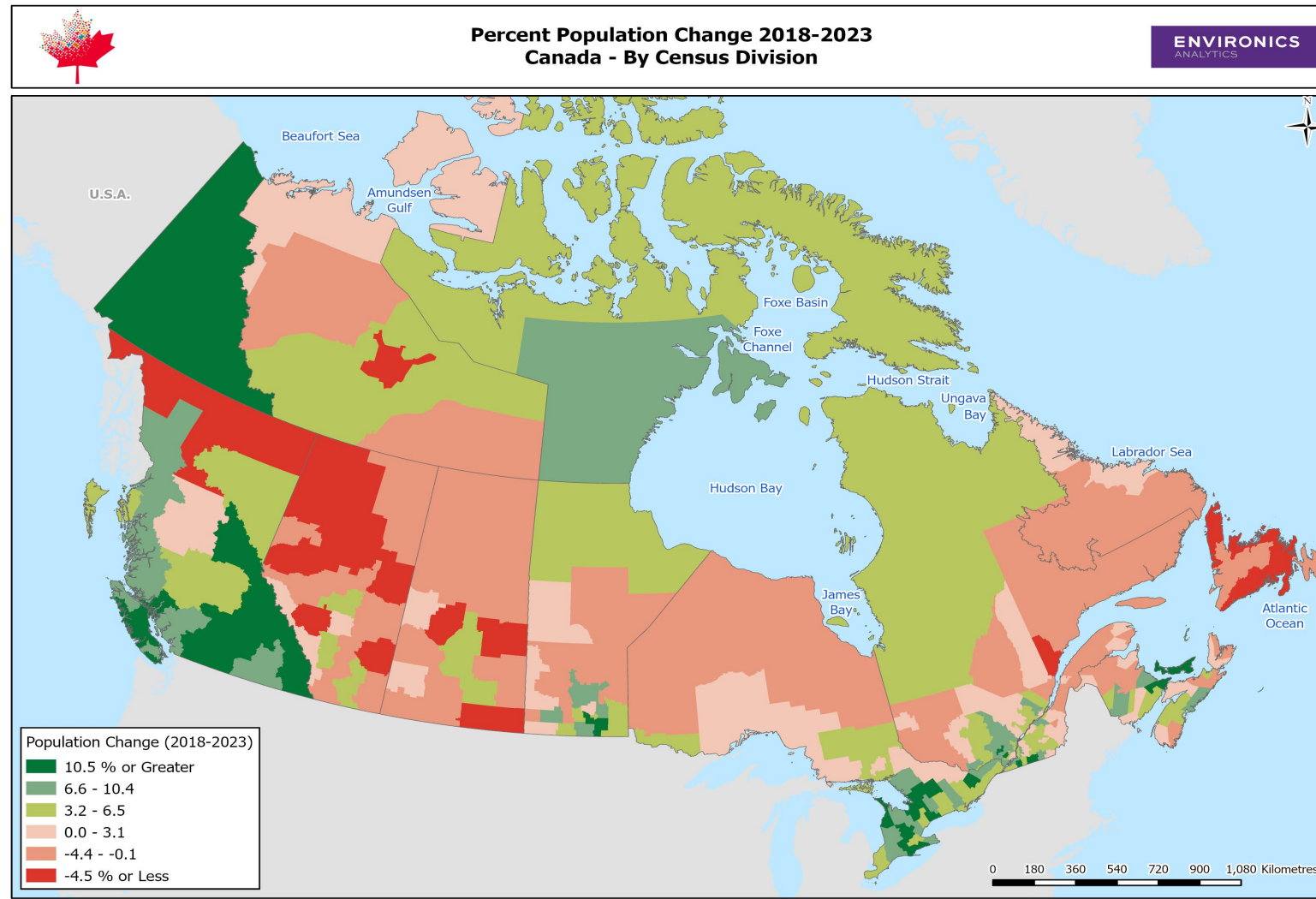
# Some Smaller Urban Areas Are also Growing Rapidly

## Projected Percent Population Growth 2023-2028



Source: Environics Analytics, 2023 DemoStats

# Although Canada is Growing, Some Areas Have a Declining Population

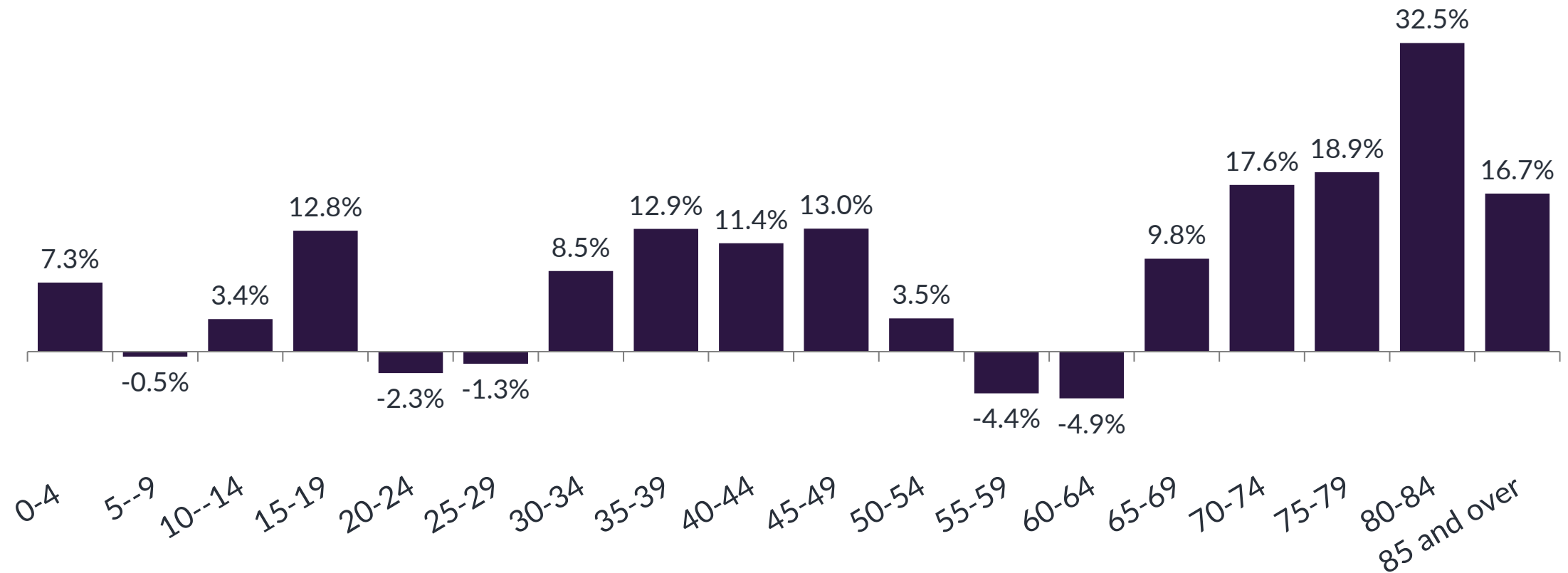


Data Sources: 2021 Census, Boundary Files, 2021 Census, Statistics Canada Catalogue no. 92-160-X.  
Copyright © 2023 Environics Analytics (EA), PRIZM is a registered trademark of Claritas, LLC, used under license. | ©2006-2023 TomTom  
Copyright 2023 | Environics Analytics | Statistics Canada | ©2020 Environics Analytics | Statistics Canada | Oxford Economics | CMHC/©2022 Environics Analytics Copyright ©2022 Environics Analytics. Environics Analytics acquires and distributes Statistics Canada files in accordance with the Government of Canada's Open Data Policy.

5/5/2023 11:54 AM

# High Growth at Older Ages but Declines at Some Ages

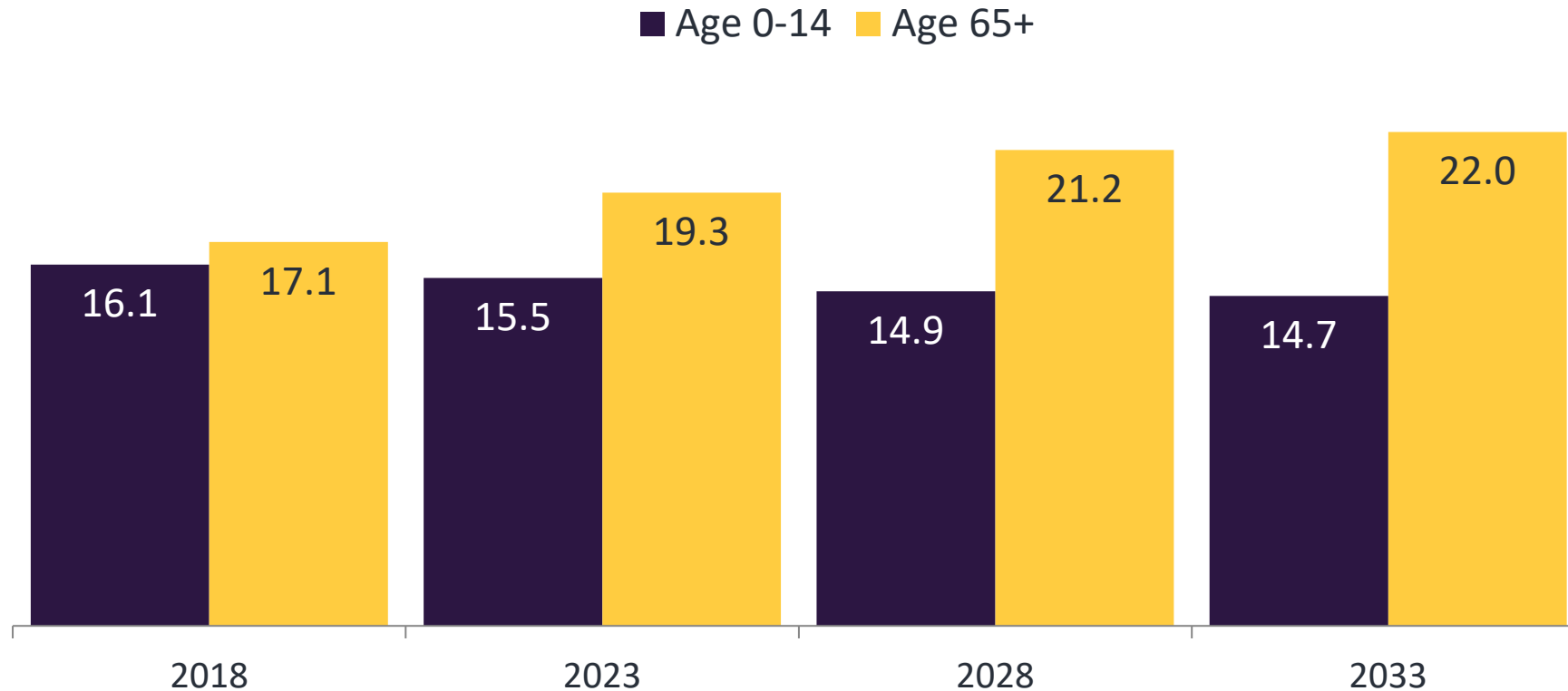
## Projected Population Change by Age, 2023-2028, Canada



Source: DemoStats 2023

# An Aging Population and a Widening Gap Between Young and Old

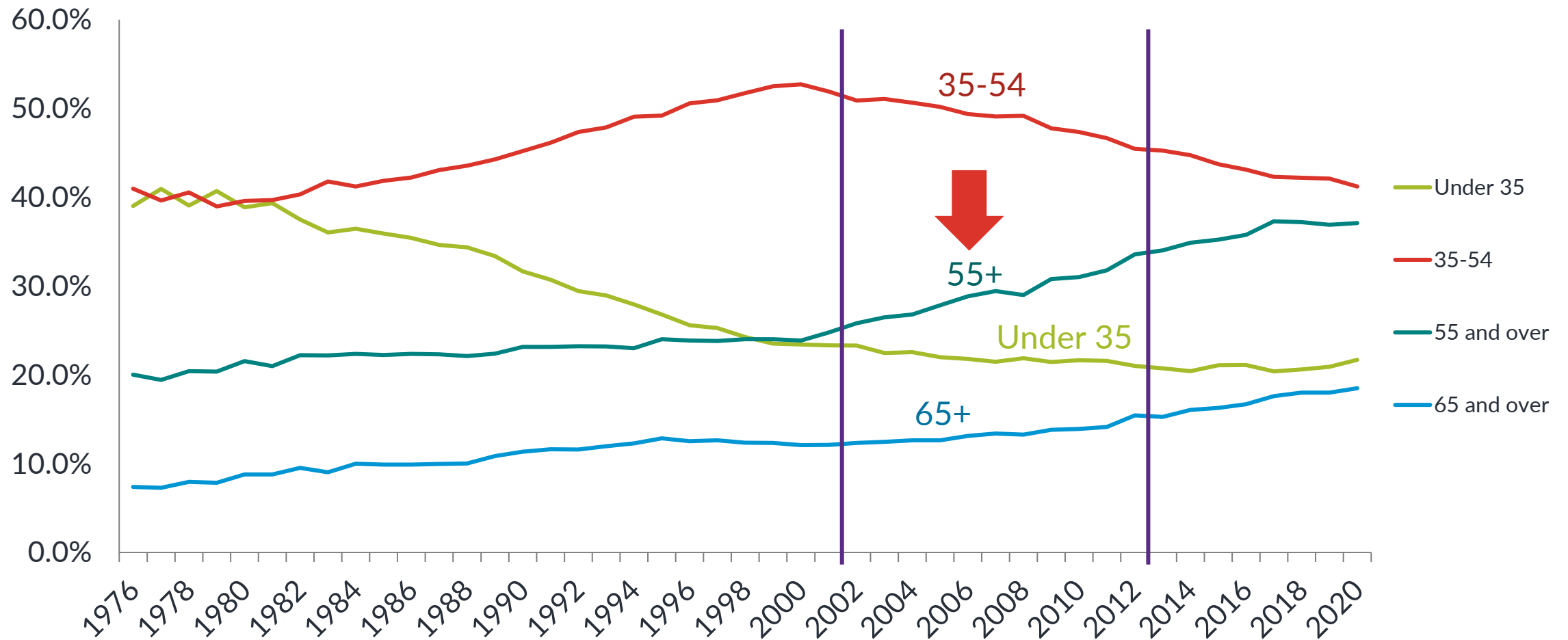
Percent of Population



Source: Statistics Canada, Population Estimates and Projections

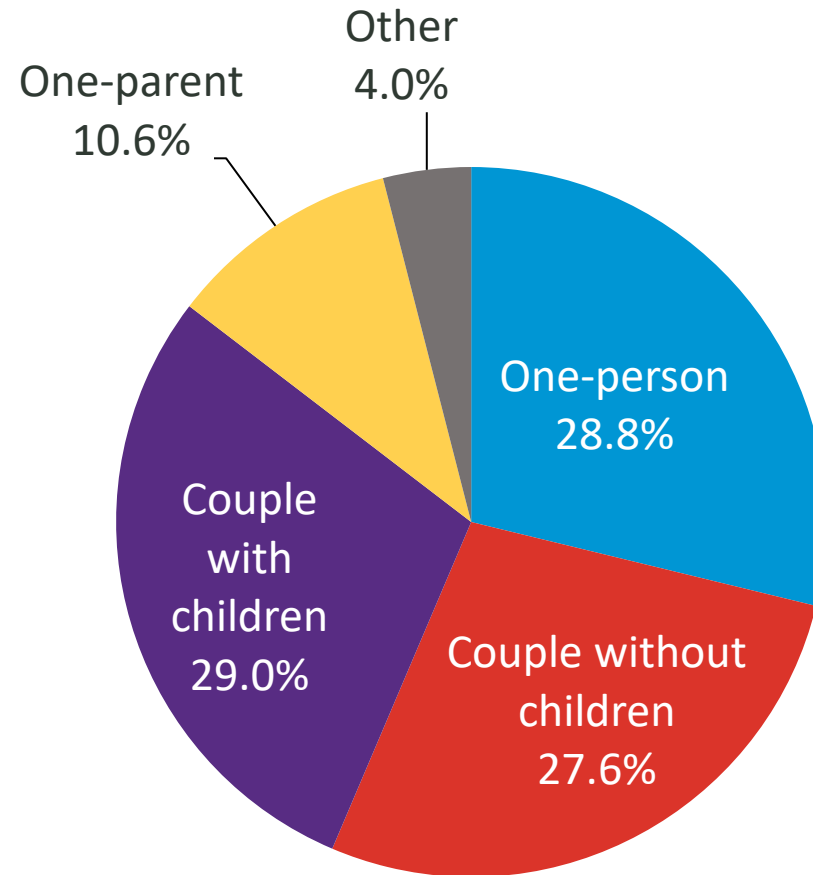
# The Older Population Accounts for an Increasing Share of Income and Expenditures

Share of Total Aggregate Income of Total Population 1976-2020



# Approximately 40 Percent of Households Have Children At Home

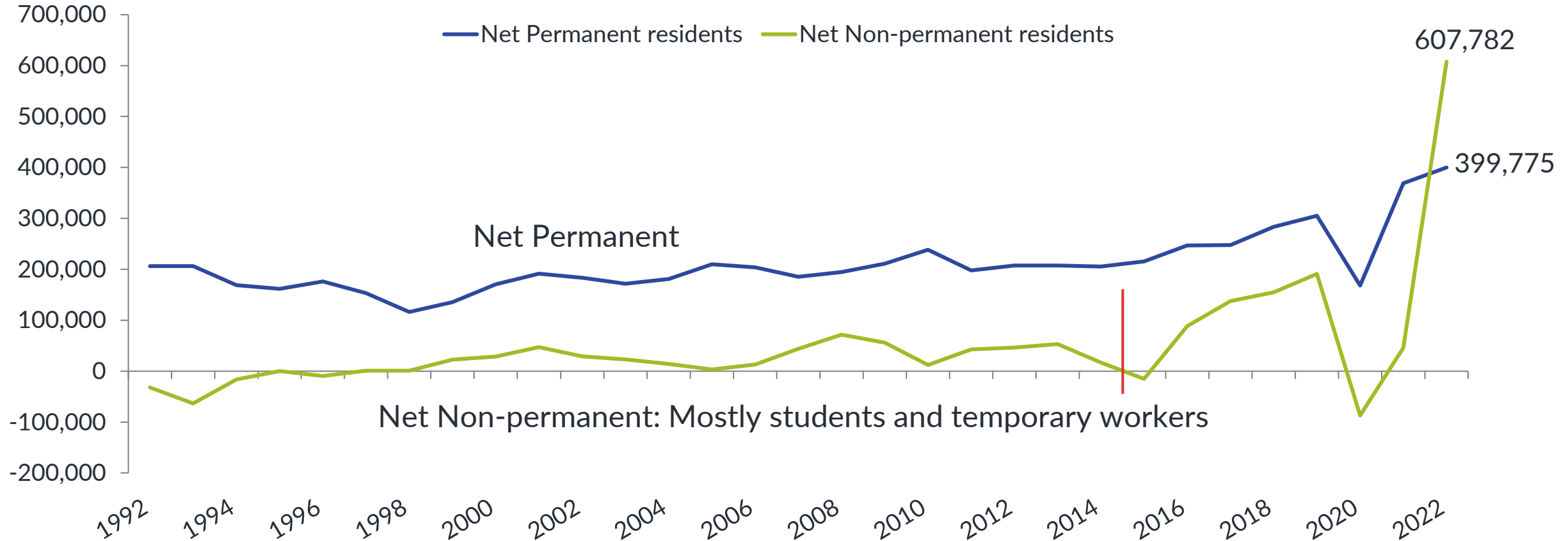
## Types of Households, 2023



Source: Environics Analytics, 2023 DemoStats

# Two Streams of Immigration to Canada: Permanent and Non-Permanent

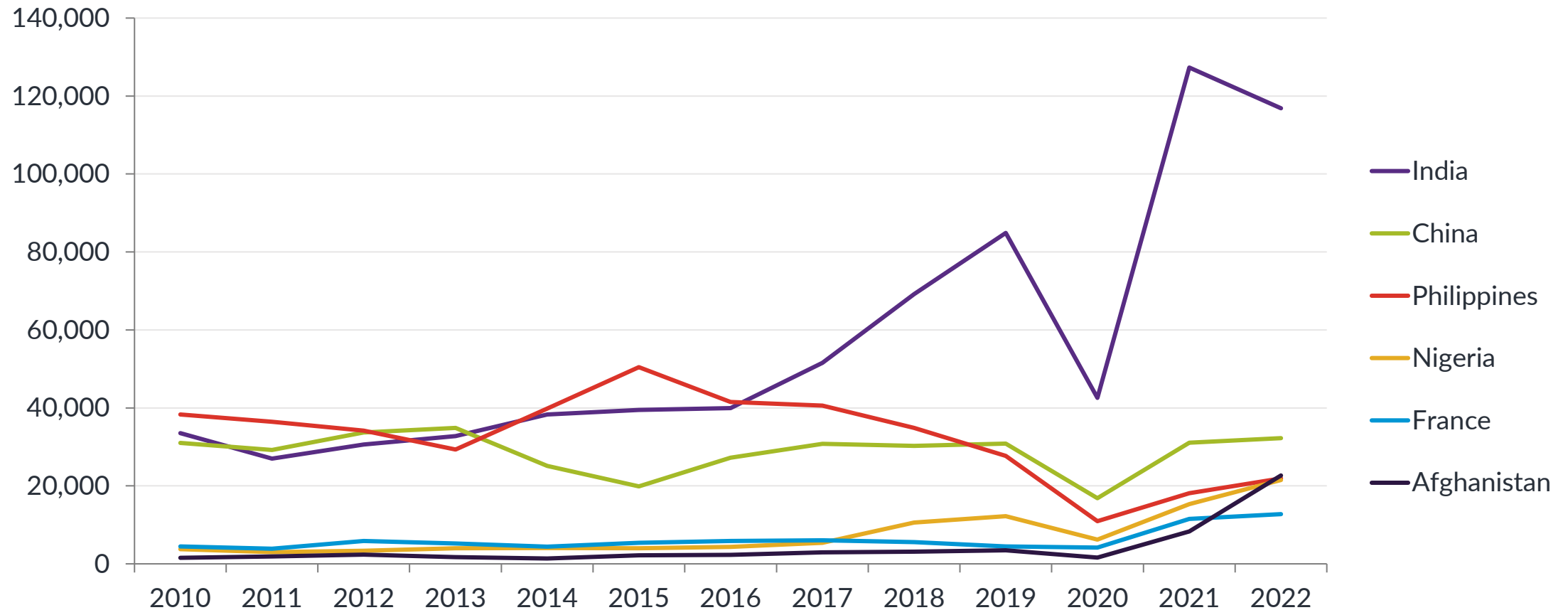
## Components of Annual Immigration to Canada, 2011 to 2022



Source: Statistics Canada, Centre for Demography

# India Accounted for 27 Percent of Permanent Residents in 2022

Number of Permanent Residents by Country of Birth, (Top 6 in 2022) Canada

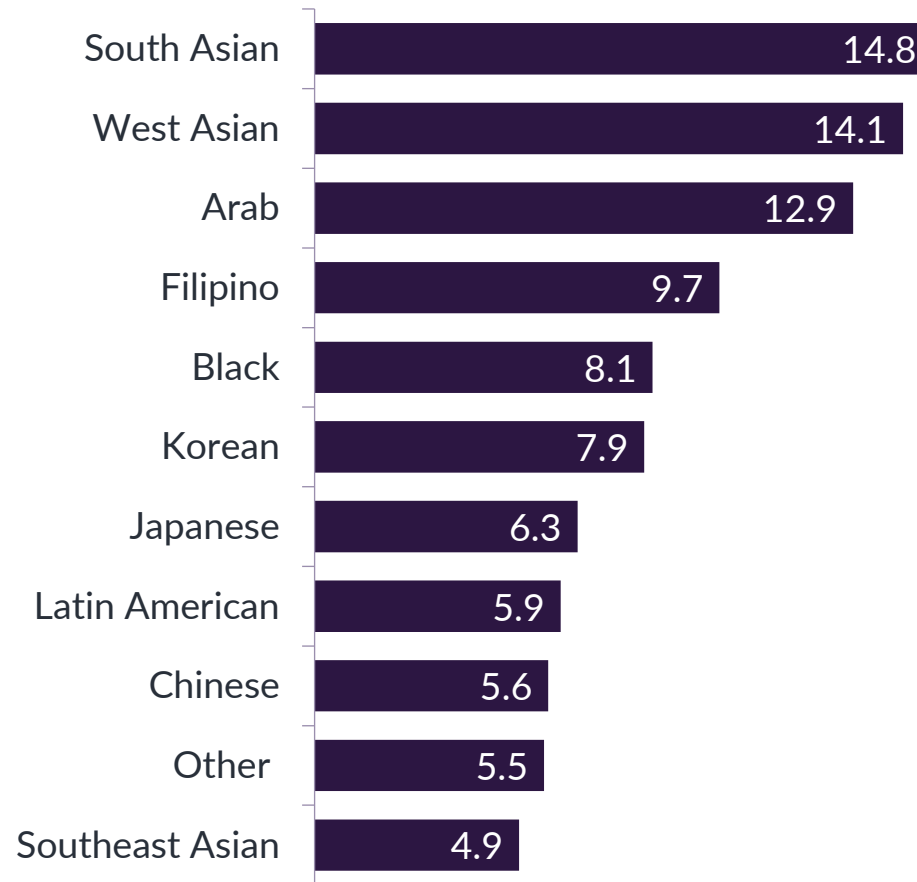


Source: IRCC



# South Asian, West Asian and Arab Populations Were Fastest Growing

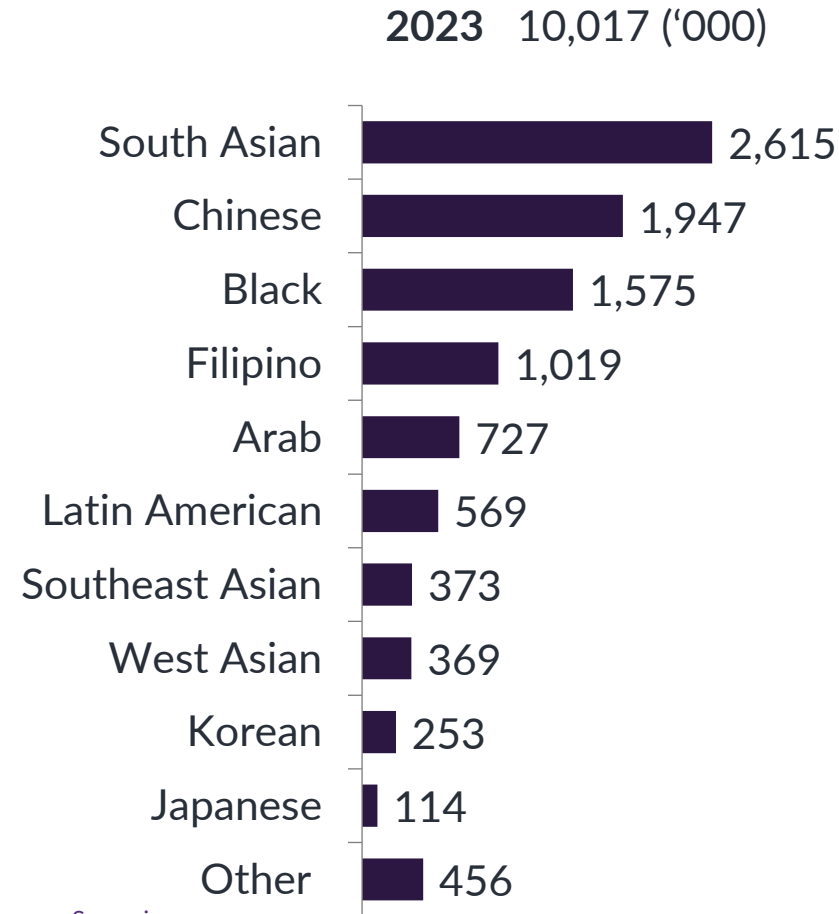
## Percent Population Growth 2018-2023



Source: Environics Analytics, 2023 DemoStats

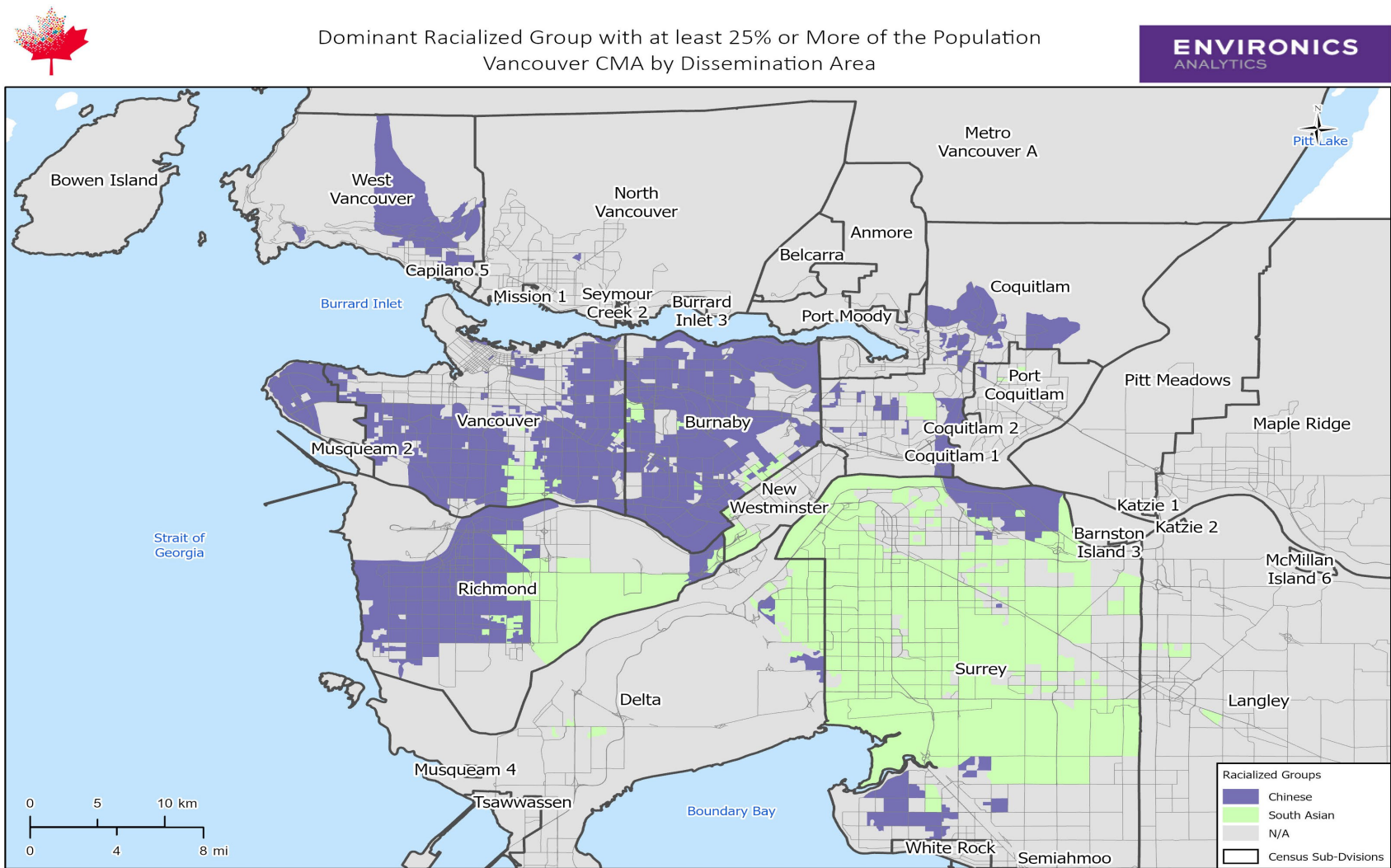
# Racialized Population Groups Number 10 Million

## Total Population of Racialized Population Groups



Source: Statistics Canada 2022 Projections of Diversity Analytics Reference Scenario

# DemoStats Locates Population Groups at a Neighbourhood Level

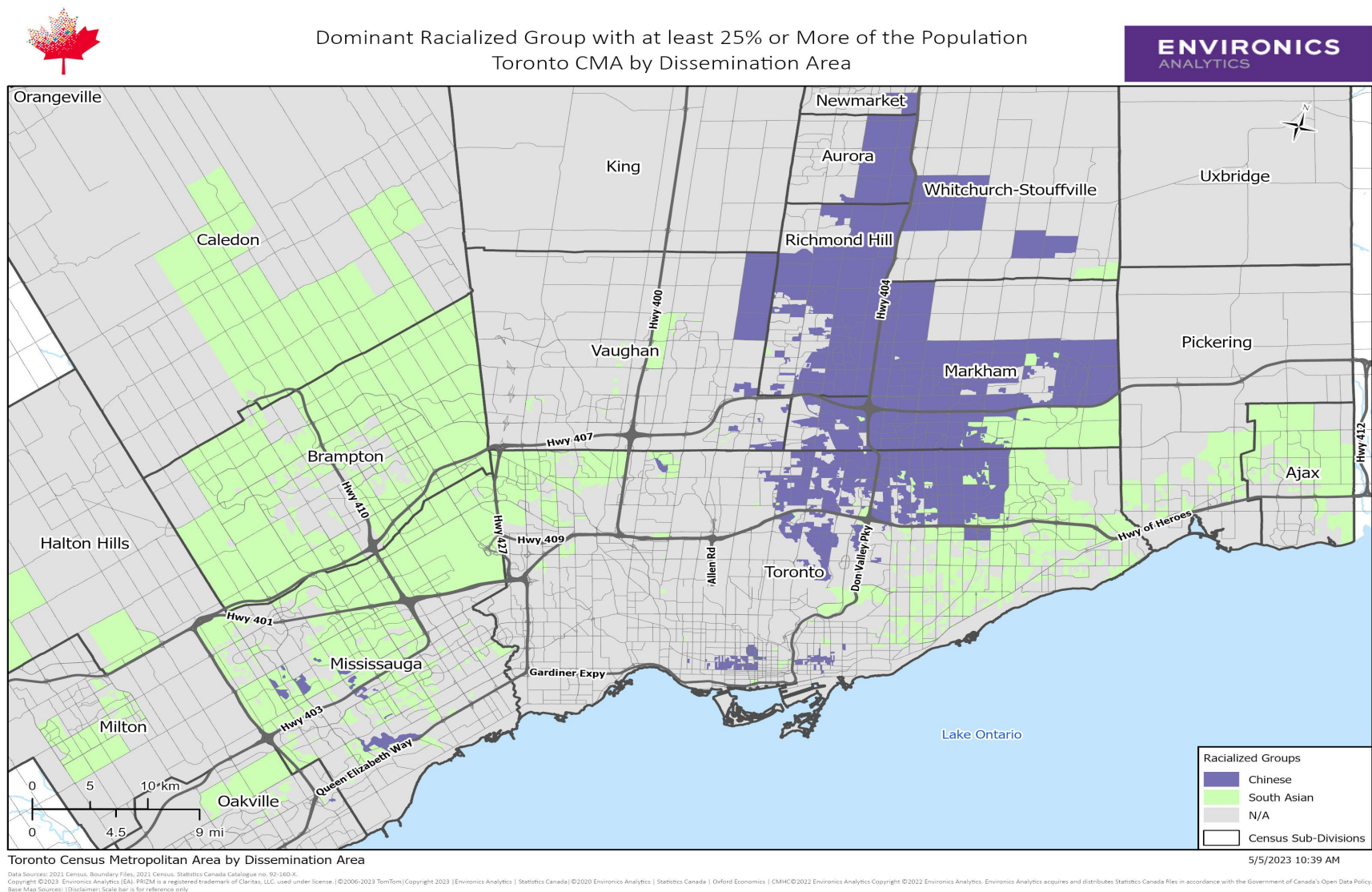


Vancouver Census Metropolitan Area by Dissemination Area

5/5/2023 11:33 AM

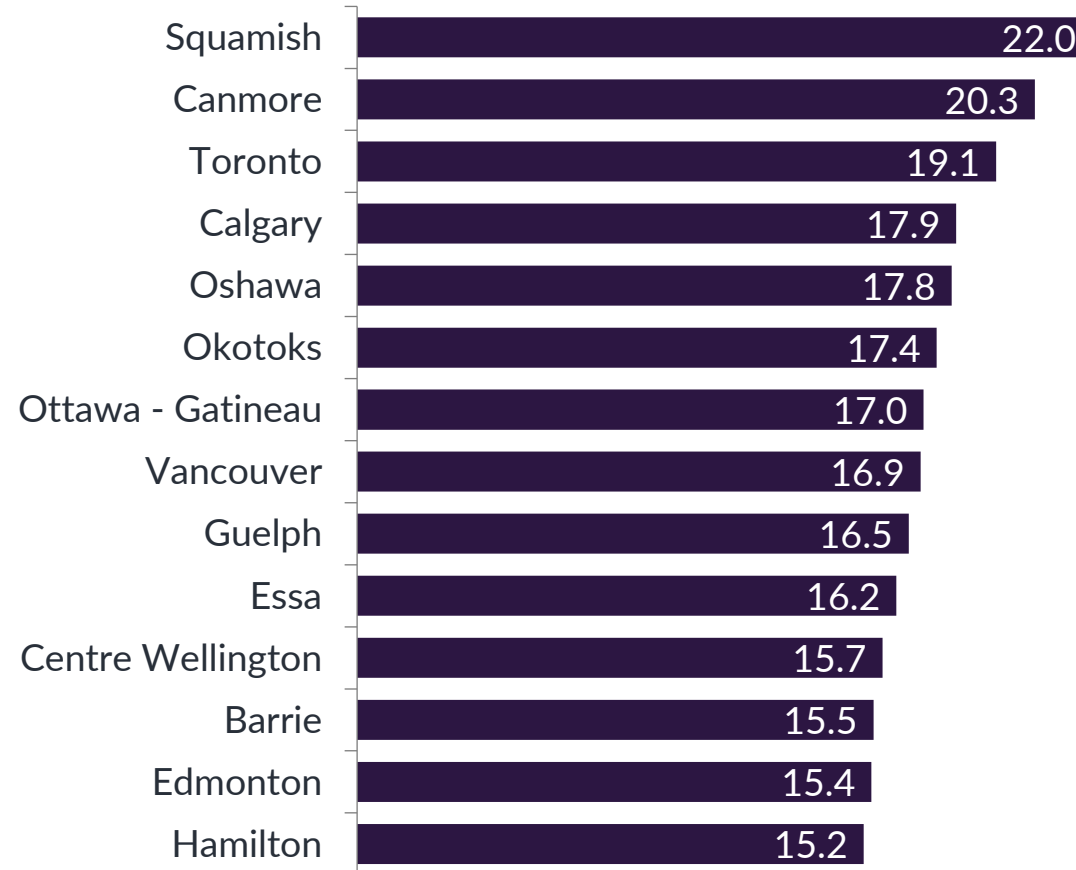
Data Sources: 2021 Census, Boundary Files, 2021 Census, Statistics Canada Catalogue no. 92-160-X.  
Copyright © 2023, Environics Analytics (EA). PRIZM is a registered trademark of Claritas, LLC, used under license. | © 2006-2023 TomTom | Copyright 2023 | Environics Analytics | Statistics Canada | © 2020 Environics Analytics | Statistics Canada | Oxford Economics | CMHC © 2022 Environics Analytics Copyright © 2022 Environics Analytics. Environics Analytics acquires and distributes Statistics Canada Files in accordance with the Government of Canada's Open Data Policy.  
Base Map Sources: | Disclaimer: Scale bar is for reference only.

# DemoStats Locates Population Groups at a Neighbourhood Level



# Some Smaller Urban Areas Have High Average Incomes

## Percent of Households with Income Over \$200,000, 2023



Source: Environics Analytics, 2023 DemoStats

# What's Ahead

---

- High population growth, but growth spreading out
- Continued aging but highest increases shift to oldest age groups
- Increasing cultural diversity in larger urban areas
- More generally increasing diversity across many demographic dimensions

# 2023 PRIZM®

---



**Danny Heuman**  
Chief Analytics Officer





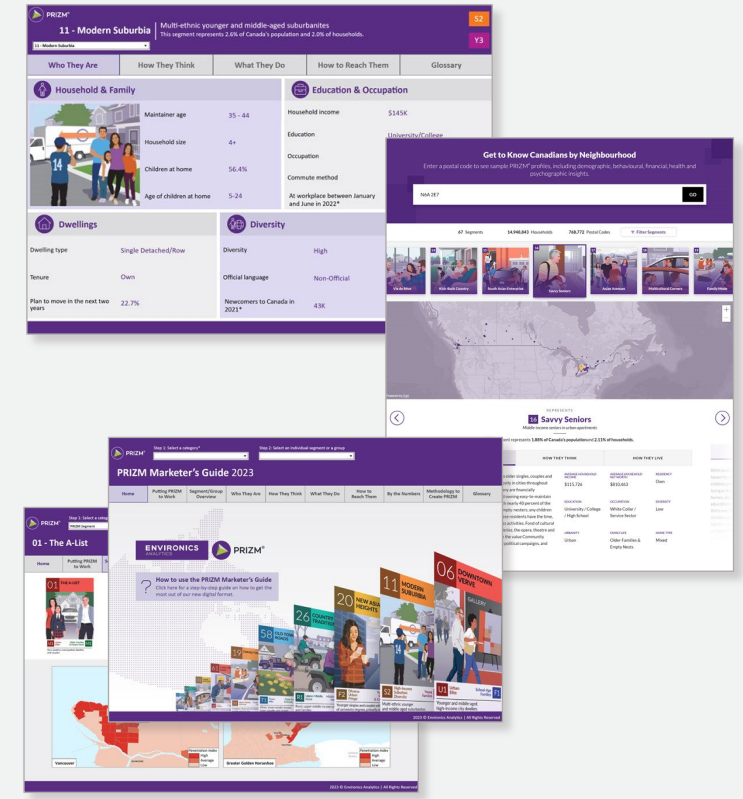
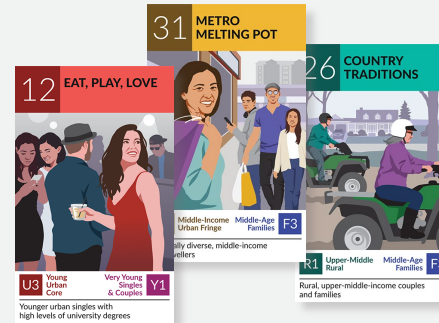
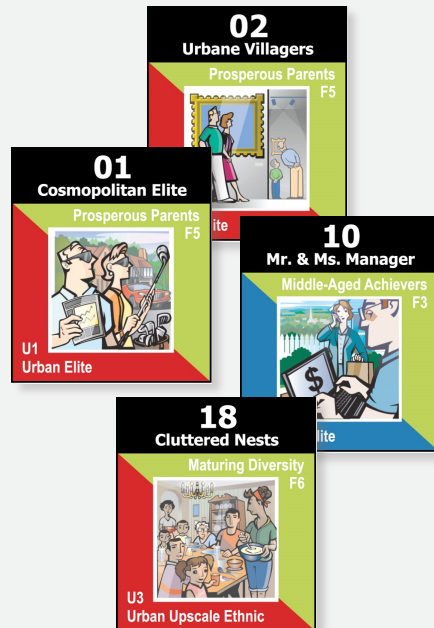
# The Evolution of PRIZM®



2004



2023





# Great Data Make a Great System

---



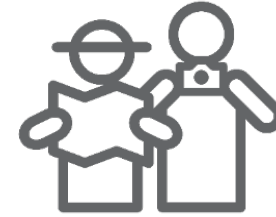
Demographic



Psychographic



Shopping



Leisure



Financial



Geographic



Media



Motivators

# Inputs Into this Year's PRIZM®

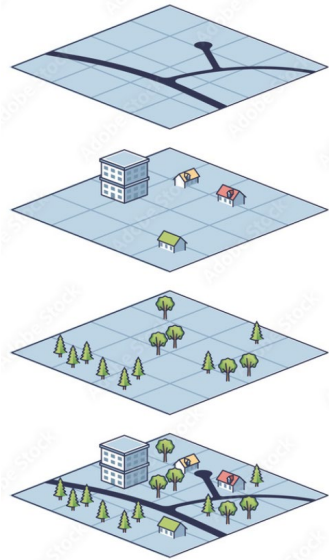


Census 2021



SocialValues  
2023

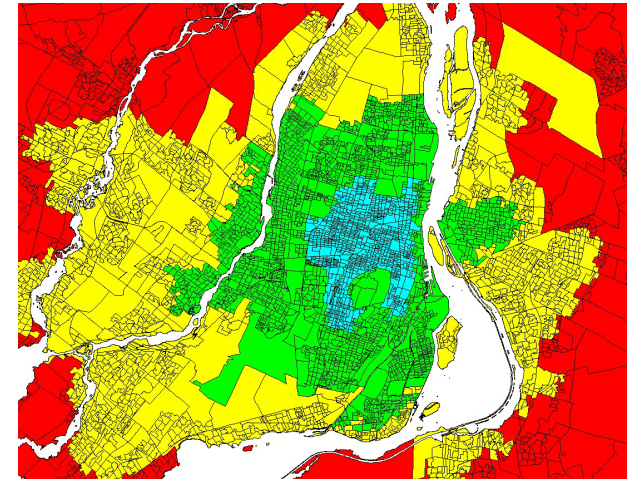
Census 2021  
Geography



2023  
DemoStats

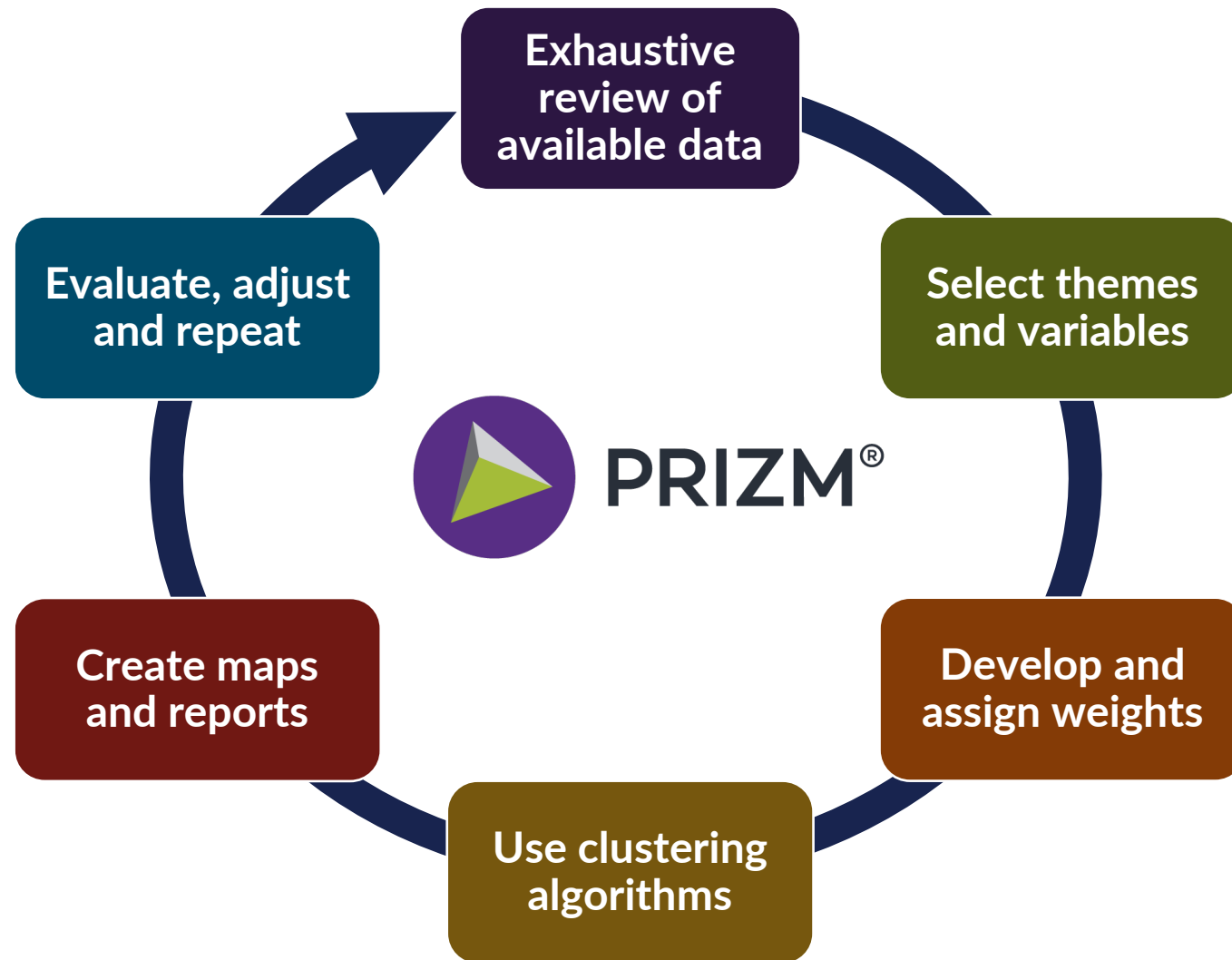
..... + others

Urbanity 2021



# Rigorous Development Methodology

---



# PRIZM® At a Glance



PRIZM®

67

Unique Segments

14

Francophone Segments

19

Diverse Segments

772,507

Postal Codes in Canada

Socio Economic Status  
Indicator (SESI)

06

DOWNTOWN  
VERVE

Segment Name



Segment Picture

Social Group

U1

Urban  
Elite

School-Age  
Families

F1

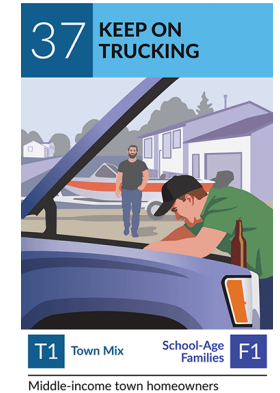
Lifestage Group

Younger and middle-aged,  
high-income city dwellers

# Size of Segments

## Largest Segments

PRIZM	Household Count	% of Total
12 – Eat, Play, Love	481,240	3.05
41 – Down to Earth	438,868	2.79
29 – C'est Tiguidou	415,621	2.64

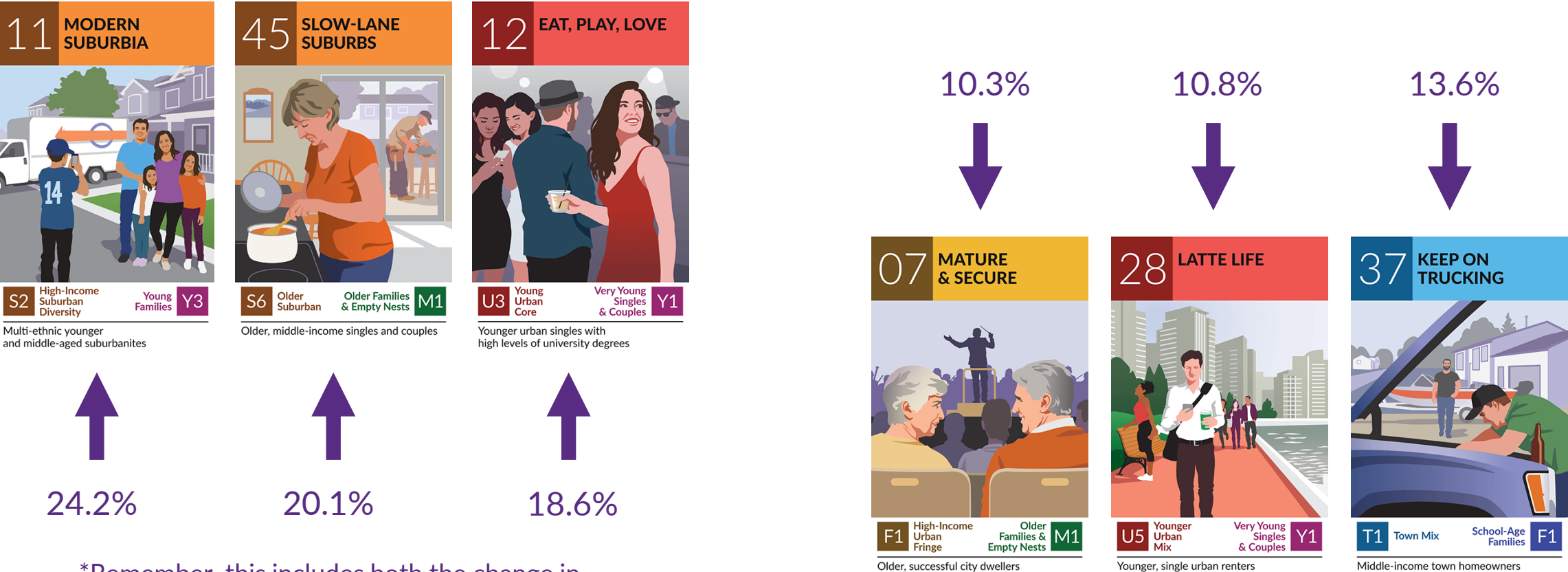


## Smallest Segments

PRIZM	Household Count	% of Total
17 – Asian Avenues	94,290	.60
01 – The A-List	91,374	.58
37 – Keep on Trucking	60,844	.39

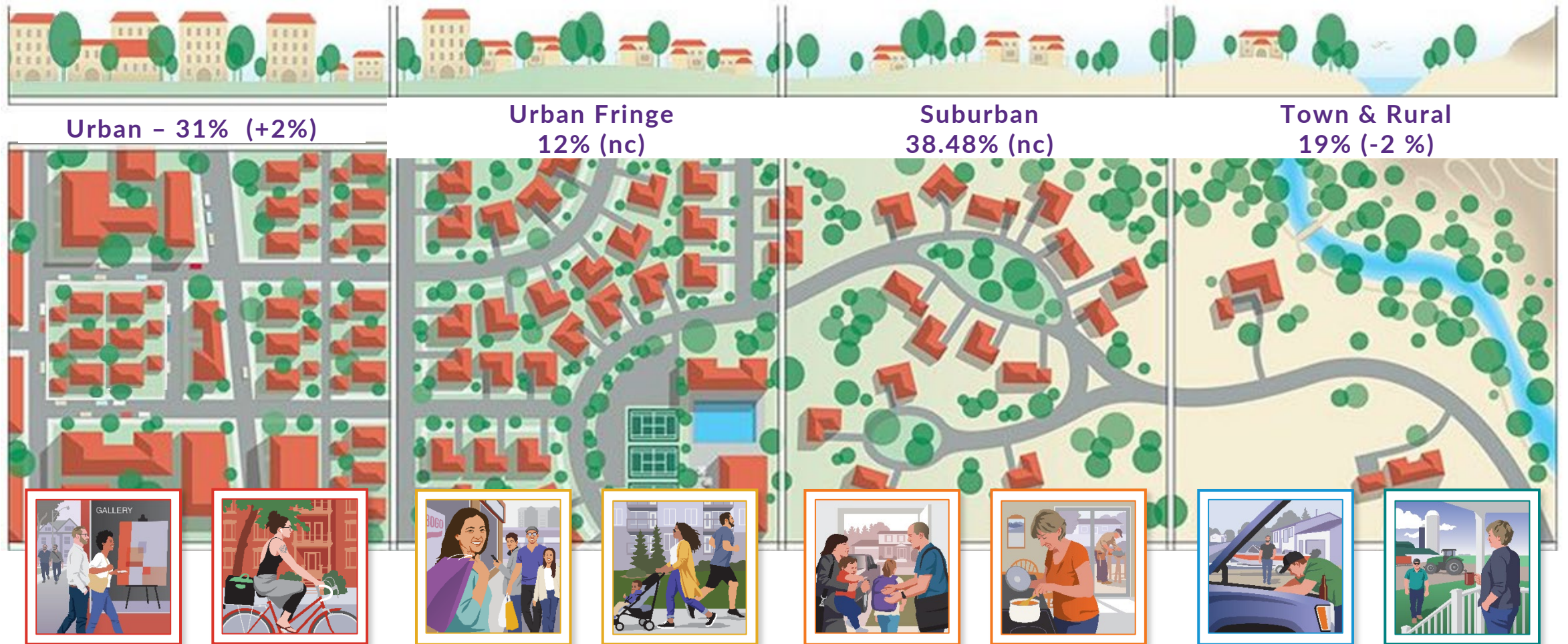
# Change in PRIZM®

## Percent Change\* in Households 2022 - 2023





# Urbanity Change - 2023



# What You Can do With PRIZM®

---

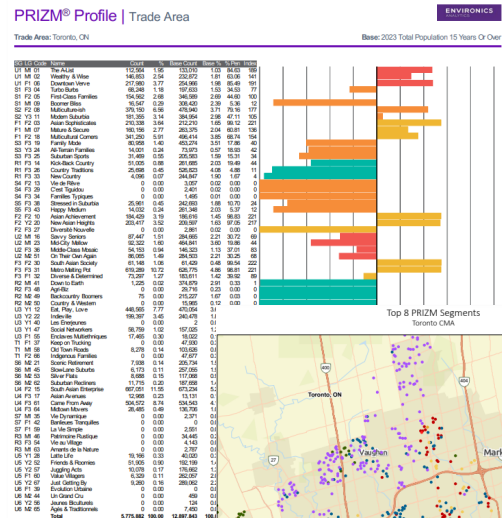
PRIZM® is the cornerstone of data to help understand groups of people (consumers, residents, donors, members, etc.)

1. Profiling geographic areas to compare demand
2. Understand Canadians for better precision targeting
3. Help create successful engagement strategies
4. Assists with media planning and execution



# PRIZM®: A Common Language from Insights to Activation and Measurement

## PRIZM Insights



## Activation

**DSP**

theTradeDesk, amazon advertising, Bell DSP, Google Display & Video 360, xandr, StackAdapt, Hivestack, AMOBEE, Verizon Media DSP, UNRULY, ORACLE, MediaMath, PubMatic, avocet, TikTok, Twitter, Pinterest, Adobe, Pelmorex Corp, Taboola, adform, yahoo!, ZETA, Roku, Sizmek, ScaleOut Software, Permutive, Basis Technologies

**DIGITAL**

VISTAR MEDIA, Bell Media, ALLVISION, PATTISON, QUEBECOR, M32, CONNECTED MEDIA PROPERTIES, eyeota, NEPTUNE RETAIL SOLUTIONS™, FINECAST, MEDIA PULSE, ROGERS Sports & Media, Hivestack

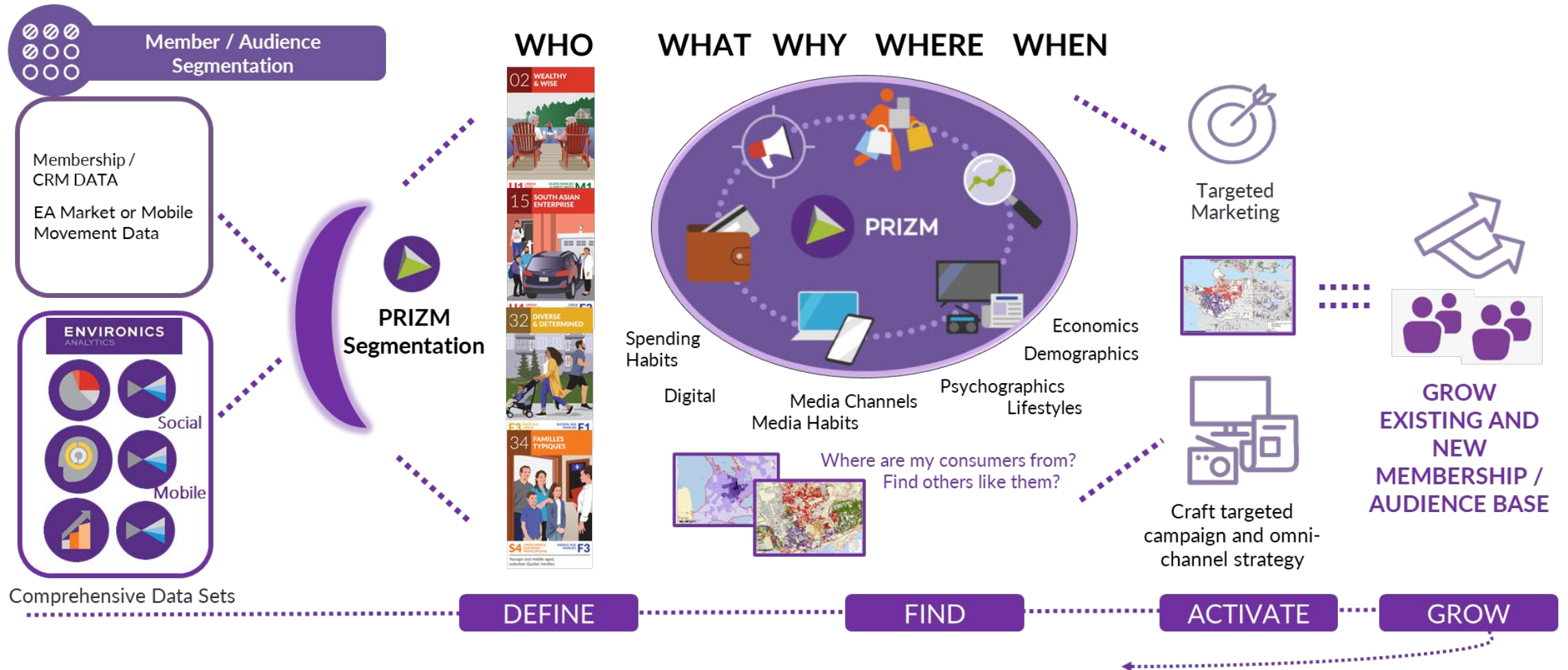
**MEDIA/PUBLISHERS**

CORUS, TORONTO STAR, metroland, CBC, Bell Media, NATIONAL POST, THE GLOBE AND MAIL

## Measurement



# Consumer/Audience Segmentation



# 2023 SocialValues

---



**Rupen Seoni**  
Chief Revenue Officer



# What is SocialValues?

---

SocialValues describes the hearts and minds of target customers all across the country.

A key input into PRIZM, SocialValues helps you tailor messaging to be more effective by appealing to what really matters to target audiences.

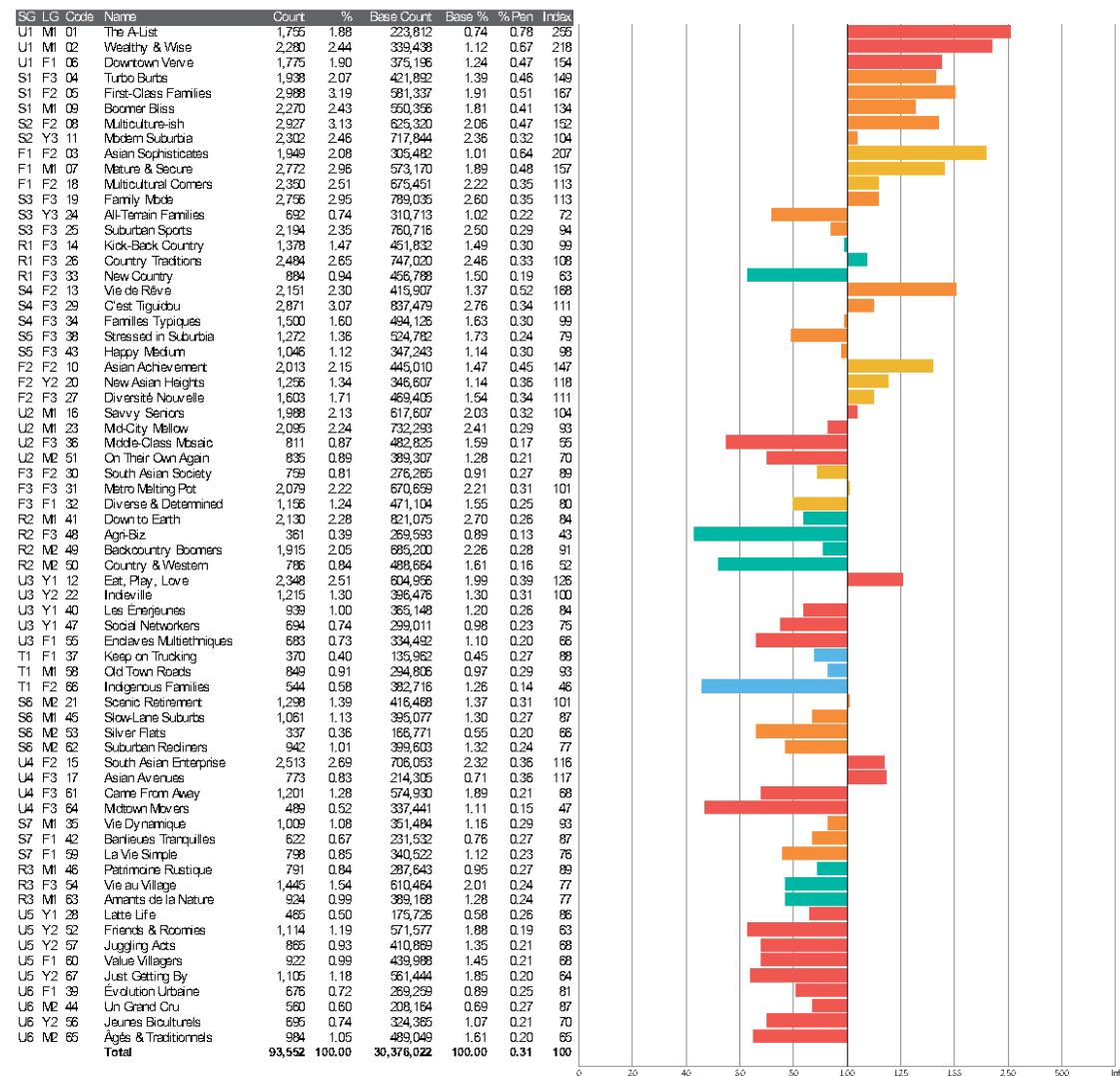


**SocialValues**





# PRIZM® Profile of Projected EV Buyers in 2023-2024



EV Trends



PRIZM®



# Two Target Groups

## Green Ideals

Household income: \$169K

White collar mix of families and couples, mix of apartments and houses in cities



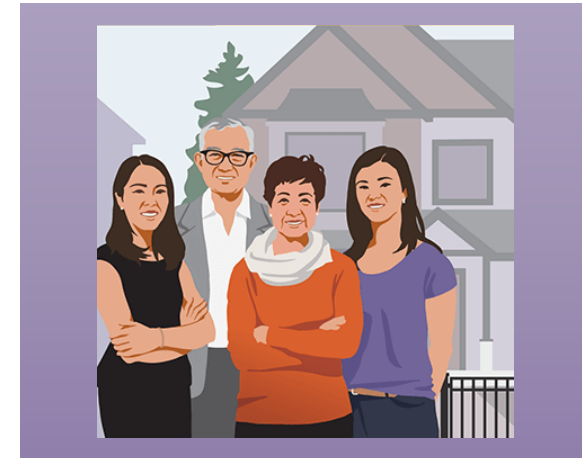
Strong SocialValues:

- Community Involvement
  - Duty
- Ecological Concern
- Ecological Lifestyle
  - Legacy
- Skepticism Toward Advertising

## Green Tech

Household income: \$159K

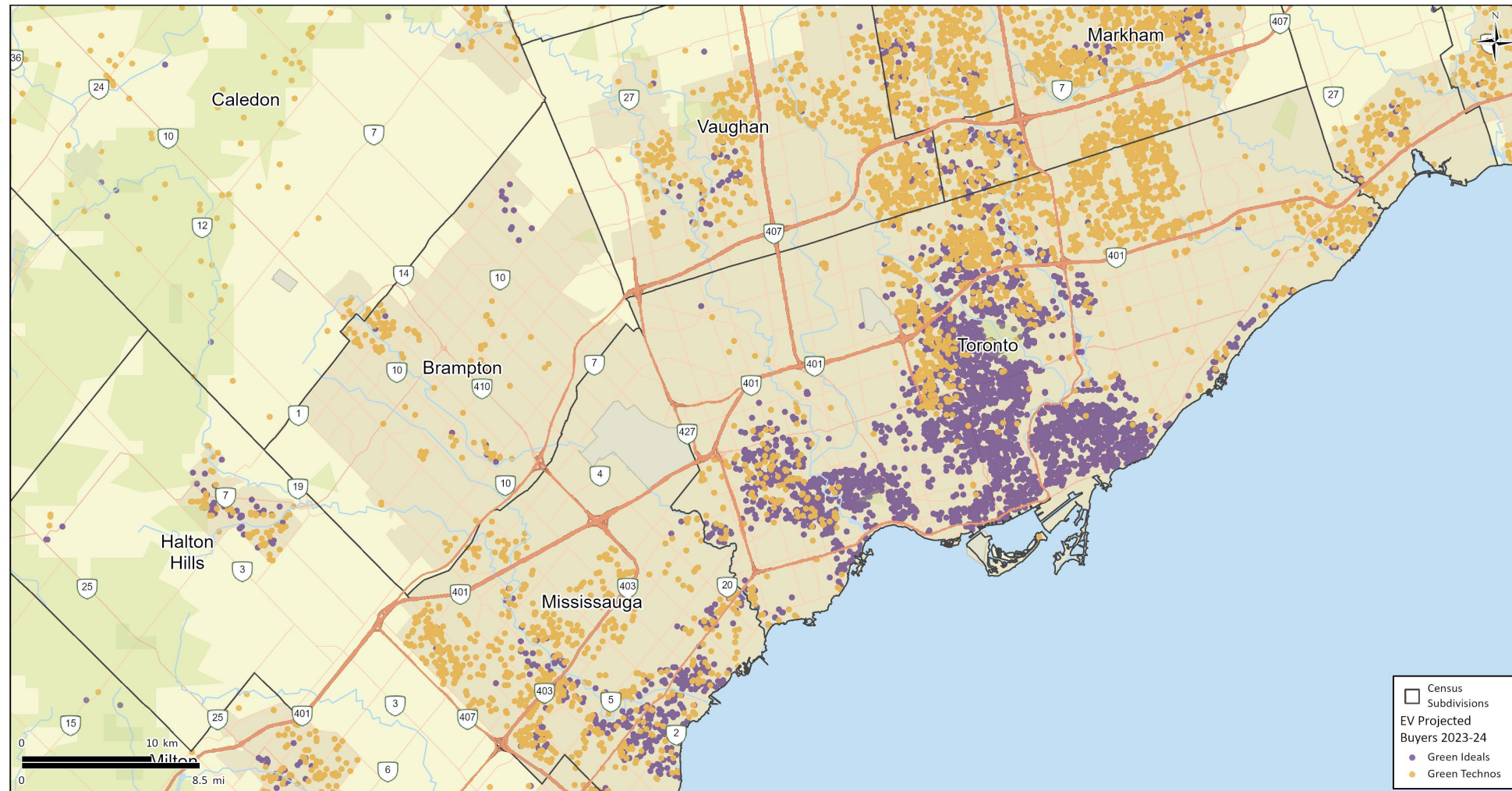
White collar families with older kids, multicultural and suburban



Strong SocialValues:

- Ostentatious Consumption
  - Importance of Brand
- Advertising as Stimulus
- Consumption Evangelism
- Enthusiasm for Technology

# EV Target Groups for Projected Buyers 2023-2024 – Toronto Area



Data Sources: <https://en.environicsanalytics.com/Envision/About/1/2023>  
Copyright 2023© Environics Analytics (EA). ©2023 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC. | ©2006-2023 TomTom  
Basemap Sources: City of Toronto, Province of Ontario, Esri Canada, Esri, HERE, Garmin, SafeGraph, METI/NASA, USGS, EPA, NPS, USDA, NRCAN, Parks Canada. Powered by Esri  
Disclaimer: Scale bar is for reference only

# Our Next Data Release – June 1, 2023

---

## Confirmed Scope

- Opticks Powered by AskingCanadians (Mobile, Social, eShopper)
- Opticks Powered by Numeris
- MoverStats
- NewToCanada
- Out & About CA (2023 Workspace)
- ShoppingCentres CA
- Opticks Powered by Vividata
- Opticks Powered by Vividata (Gender)
- VistorView CA (2023 Workspace)





# Thank you!

---

Reminder: A recording of this session and slides will be emailed to all registrants and available on our website



**ENVIRONICS**  
ANALYTICS

# Questions?



**Jan Kestle**  
President



**Dr. Doug Norris**  
Chief Demographer



**Danny Heuman**  
Chief Analytics Officer



**Rupen Seoni**  
Chief Revenue Officer