Exploring Canada's Changing Landscape: Environics Analytics' Spring 2025 data release

June 12, 2025

ENVIRONICS
ANALYTICS

Land Acknowledgement

We acknowledge the land of where our head office resides is the traditional territory of many nations including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat peoples and is now home to many diverse First Nations, Inuit and Métis peoples.

We also acknowledge that Toronto is covered by Treaty 13 with the Mississaugas of the Credit.

Housekeeping

- All attendees will be on listen-only mode

- Use the Q&A feature to submit your questions

- You may submit questions anonymously

- Presentation recording will be emailed to all registrants and available on the EA website

ENVIRONICS
ANALYTICS

Today's Presenters

Danny Heuman
Chief Analytics Officer

Rupen Seoni
Chief Client Officer

Jacky Li
VP Product
Management

Nicole Newhouse
Sr. Director, Demographic
Data & Automation

Barry Marcus
SVP, Sales Leader –
Media & Agencies

ENVIRONICS
ANALYTICS

Agenda

- Changing Canadian Landscape Viewed through PRIZM

- Product Details: PRIZM

- Product Details: DemoStats

- Activation and Measurement

Great Analysis Starts with Great Data: Comprehensive, High-Quality, Safe

But that's only the beginning..

Insights

Activation

Outcomes

EA Data: End-to-End

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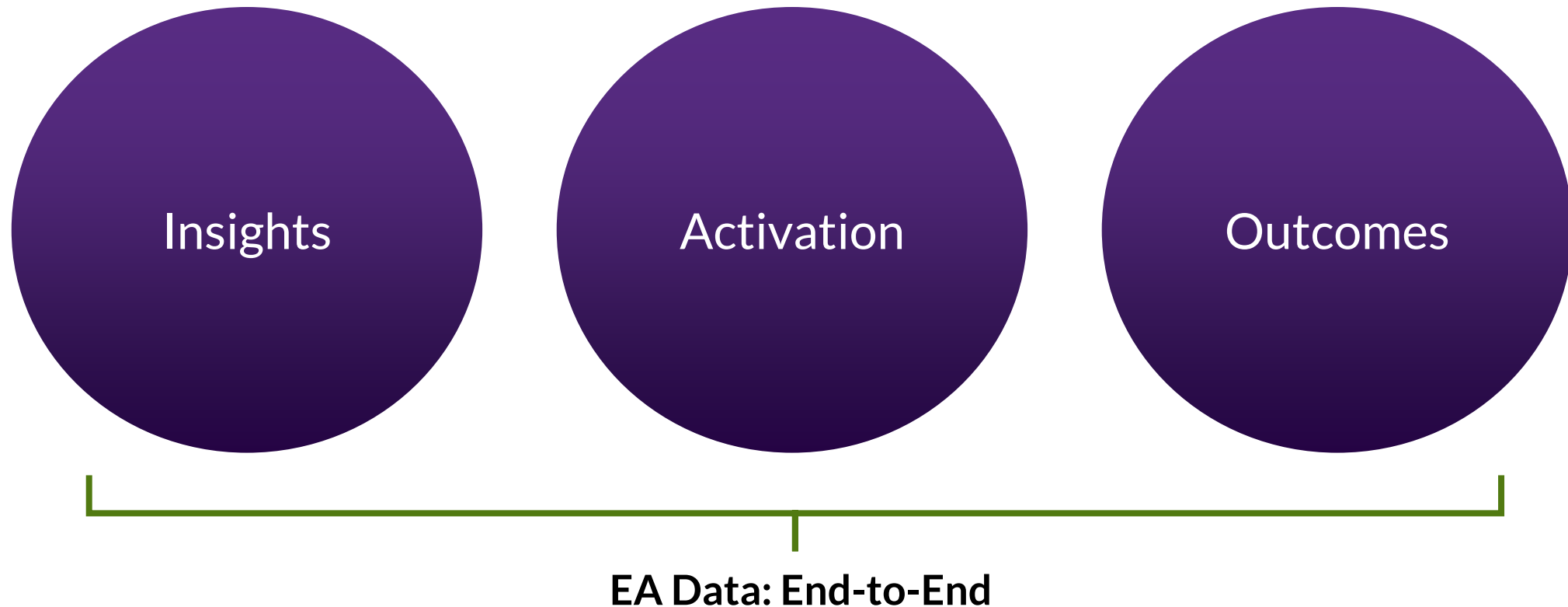
Changing Canadian Landscape viewed through PRIZM®

Rupen Seoni

Chief Client Officer

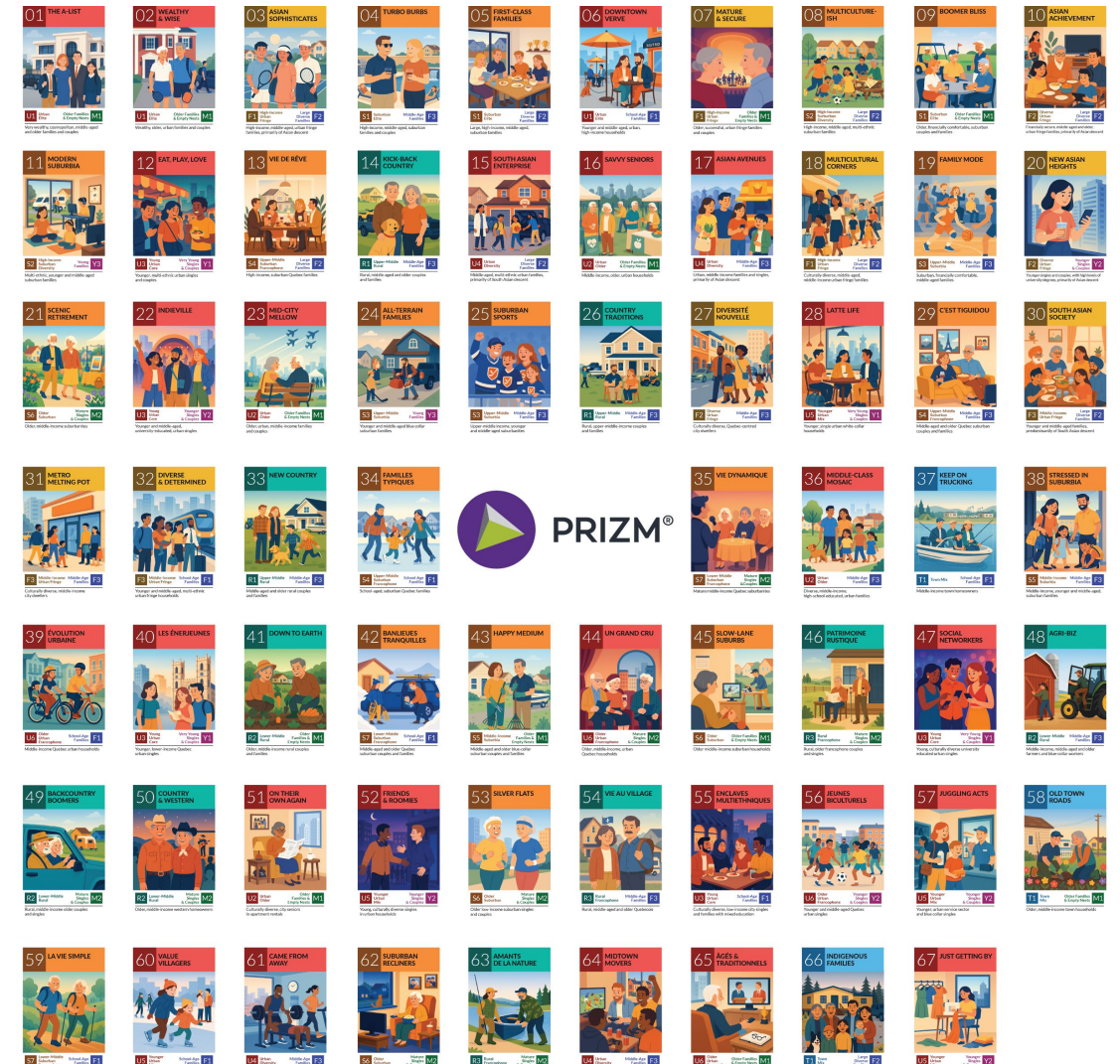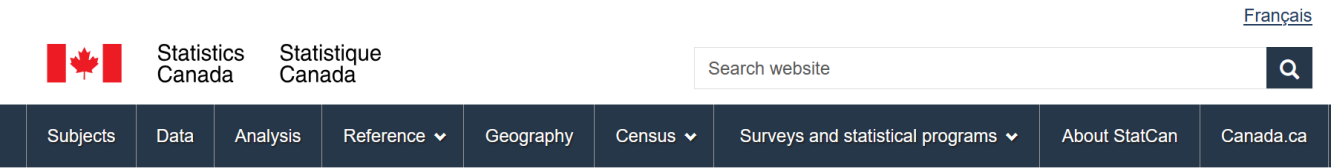**ENVIRONICS**
ANALYTICS

What makes a good segmentation system?

- Built using the best methods and quality data

- Useful differences *across* segments

- Consistency *within* a segment

- Segments capture important facets of the population

- Reflects changes in the population over time

- Segments can be located and communicated with

1. Inner and Outer Suburb Growth

Statistics Canada / Statistique Canada

Search website

Subjects | Data | Analysis | Reference ▾ | Geography | Census ▾ | Surveys and statistical programs ▾ | About StatCan | Canada.ca

Home > Census of Population > Analytical products, 2021 Census

Canada's fastest growing and decreasing municipalities from 2016 to 2021

Release date: February 9, 2022

Feedback | More information | PDF version

The fastest growing municipalities are inside or close to urban areas

THE GLOBE AND MAIL

Canada's suburbs are booming. But can they sustain long-term growth?

HANNAH MACREADY

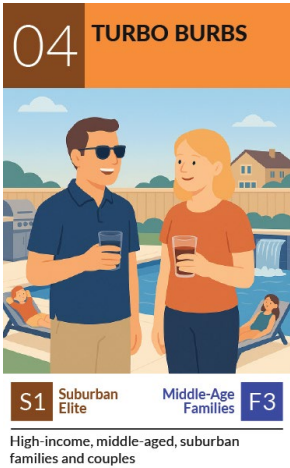SPECIAL TO THE GLOBE AND MAIL

PUBLISHED APRIL 1, 2025

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ENVIRONICS ANALYTICS

1. Inner and Outer Suburb Growth

01 THE A-LIST	31 METRO MELTING POT	04 TURBO BURBS	58 OLD TOWN ROADS	26 COUNTRY TRADITIONS
U1 Urban Elite · Older Families & Empty Nests M1	F3 Middle-Income Urban Fringe · Middle-Age Families F3	S1 Suburban Elite · Middle-Age Families F3	T1 Town Mix · Older Families & Empty Nests M1	R1 Upper-Middle Rural · Middle-Age Families F3
Very wealthy, cosmopolitan, middle-aged and older families and couples	Culturally diverse, middle-income city dwellers	High-income, middle-aged, suburban families and couples	Older, middle-income town households	Rural, upper-middle-income couples and families
Urban	**Urban Fringe**	**Suburban**	**Town**	**Rural**
-0.3%	+9.3%	+5.6%	+5.4%	-6.4%

Change in Households Assigned
(2025 vs 2024 PRIZM models)

ENVIRONICS ANALYTICS

2. Young People Struggling

FINANCIAL POST

Subscribe for $1.50/week

Gen Z and millennial Canadians already stressed about money and a trade war adds to the pressure

Young people are most affected by housing costs, survey shows, and financial planners find tariffs exacerbate their concerns

By **Serah Louis**

Published Mar 20, 2025   Last updated Mar 20, 2025   3 minute read   Join the conversation

THE GLOBE AND MAIL

SEARCH   NEWSLETTERS   WATCHLIST

Why Millennials Are Struggling Where Boomers Thrived

Motley Fool - Tue Oct 8, 2024

ENVIRONICS ANALYTICS

2. Young People Struggling

More Households Assigned

| 28 | LATTE LIFE |
| U5 Younger Urban Mix | Very Young Singles & Couples Y1 |

Younger, single urban white-collar households

| 47 | SOCIAL NETWORKERS |
| U3 Young Urban Core | Very Young Singles & Couples Y1 |

Young, culturally diverse university educated urban singles

| 52 | FRIENDS & ROOMIES |
| U5 Younger Urban Mix | Younger Singles & Couples Y2 |

Young, culturally diverse singles in urban households

| 57 | JUGGLING ACTS |
| U5 Younger Urban Mix | Younger Singles & Couples Y2 |

Younger, urban service sector and blue collar singles

Fewer Households Assigned

| 12 | EAT, PLAY, LOVE |
| U3 Young Urban Core | Very Young Singles & Couples Y1 |

Younger, multi-ethnic urban singles and couples

| 40 | LES ÉNERJEUNES |
| U3 Young Urban Core | Very Young Singles & Couples Y1 |

Younger, lower-income Quebec urban singles

	More Households Assigned	Fewer Households Assigned
Income	$92,954	$122,548
University Degree	44.7%	66.3%
Median Age	35	36
Unemployment Rate	8.5%	6.9%
Rent/Own	69.7% / 30.3%	63.7% / 36.3%

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3. Growth in Multicultural Segments

NATIONAL POST

Subscribe for $0.99/week

In 25 years, up to half of Canadians may identify as racialized or visible minority, report finds

If current trends persist, the population will double in 25 years. By 2041, most Canadians will be immigrants or the children of immigrants

By **Joseph Brean**

Published Dec 29, 2023   Last updated Dec 29, 2023   5 minute read   498 Comments

CIC NEWS

Search

Home   Express Entry   Canada   Provinces   Family Sponsorship   Study   Work

Recent immigration trends mean millennials now outnumber baby boomers in Canada

Edana Robitaille
Published: February 22, 2024

324 shares

ENVIRONICS ANALYTICS

3. Growth in Multicultural Segments

03 ASIAN SOPHISTICATES

F1 High-Income Urban Fringe Large Diverse Families F2

High-income, middle-aged, urban fringe families, primarily of Asian descent

+18%

10 ASIAN ACHIEVEMENT

F2 Diverse Urban Fringe Large Diverse Families F2

Financially secure, middle-aged and older, urban fringe families, primarily of Asian descent

+16%

18 MULTICULTURAL CORNERS

F1 High-Income Urban Fringe Large Diverse Families F2

Culturally diverse, middle-aged, middle-income urban fringe families

+14%

30 SOUTH ASIAN SOCIETY

F3 Middle-Income Urban Fringe Large Diverse Families F2

Younger and middle-aged families, predominantly of South Asian descent

+23%

31 METRO MELTING POT

F3 Middle-Income Urban Fringe Middle-Age Families F3

Culturally diverse, middle-income city dwellers

+17%

Change in Households Assigned
(2025 vs 2024 PRIZM models)

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4. A Boom in Affluent Boomers

Advisor.ca
News and resources for Canada's top financial advisors

INDUSTRY NEWS   PRACTICE   TAX   INVESTMENTS   INSURANCE   ECONOMY   PARTNER CONTENT

HOME > INDUSTRY NEWS > INDUSTRY

Boomers OK when it comes to wealth, StatsCan says

Gen X are the leaders in spending and debt

McMaster University

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Home • "Booming" retirement communities provide career opportunities

"Booming" retirement communities provide career opportunities

4. A Boom in Affluent Boomers

+16%

-16%

07 MATURE & SECURE
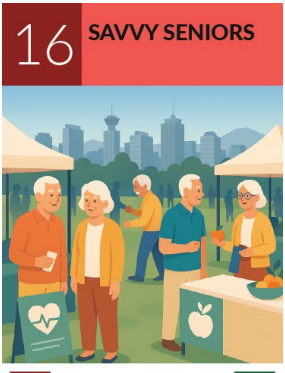F1 High-Income Urban Fringe | Older Families & Empty Nests M1
Older, successful, urban fringe families and couples

09 BOOMER BLISS
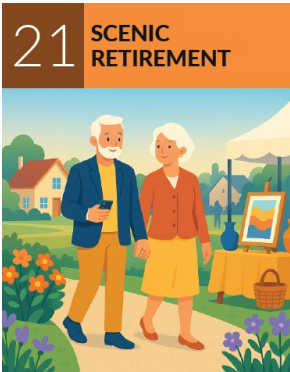S1 Suburban Elite | Older Families & Empty Nests M1
Older, financially comfortable, suburban couples and families

16 SAVVY SENIORS
U2 Urban Older | Older Families & Empty Nests M1
Middle-income, older, urban households

21 SCENIC RETIREMENT
S6 Older Suburban | Mature Singles & Couples M2
Older, middle-income suburbanites

35 VIE DYNAMIQUE
S7 Lower-Middle Suburban Francophone | Mature Singles & Couples M2
Mature middle-income Quebec suburbanites

41 DOWN TO EARTH
R2 Lower-Middle Rural | Older Families & Empty Nests M1
Older, middle-income rural couples and families

58 OLD TOWN ROADS
T1 Town Mix | Older Families & Empty Nests M1
Older, middle-income town households

63 AMANTS DE LA NATURE
R3 Rural Francophone | Mature Singles & Couples M2
Mature, lower-middle-income rural couples and singles
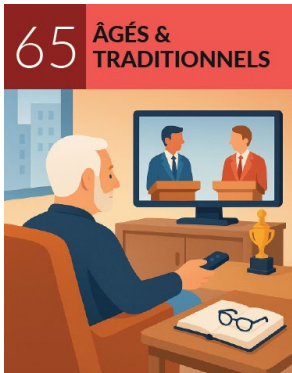
65 ÂGÉS & TRADITIONNELS
U6 Older Urban Francophone | Older Families & Empty Nests M1
Older, low-income Quebec urban singles

Change in Households Assigned (2025 vs 2024 PRIZM models)

© Environics Analytics 2025

Social Values: Unlocking Deeper Consumer Insights

Social Values helps marketers understand what truly motivates their audience by analyzing over 250 values and attitudes of Canadians. It reveals the social and psychological drivers behind consumer behavior.

These insights power **PRIZM** our geodemographic segmentation system, enabling:

- **Sharper targeting** through values-based segmentation.

- **More resonant messaging** that aligns with audience mindsets.

- **Stronger campaign performance** driven by deeper insights.

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5. Shifting Social Values Reflect the Times

CBC NEWS — Menu | Top Stories | Local | Climate | World | Canada | Politics | Indigenous
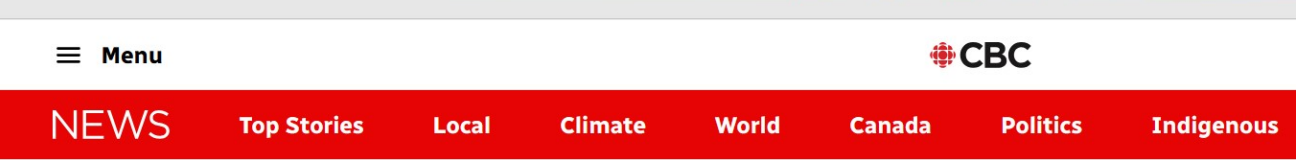
Politics

Canadian pride is on the rise in wake of Trump's tariff threat, polls suggest

With Canada on the brink of a tariff war, Trump has become 'common enemy,' political scientist says

Michel Saba · The Canadian Press · Posted: Feb 06, 2025 10:43 AM EST | Last Updated: February 6

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News > Why Canada Ranks 5th in the World for Work-Life Balance

Why Canada Ranks 5th in the World for Work-Life Balance

Written by **Andrea Yu**

Edited by Lisa Lagace

Updated June 9, 2025

5. Shifting Social Values Reflect the Times

Stronger among Canadians:

- Confidence in Small Business

- Civic Engagement

- Active Government

- Financial Concern Regarding the Future

- National Pride
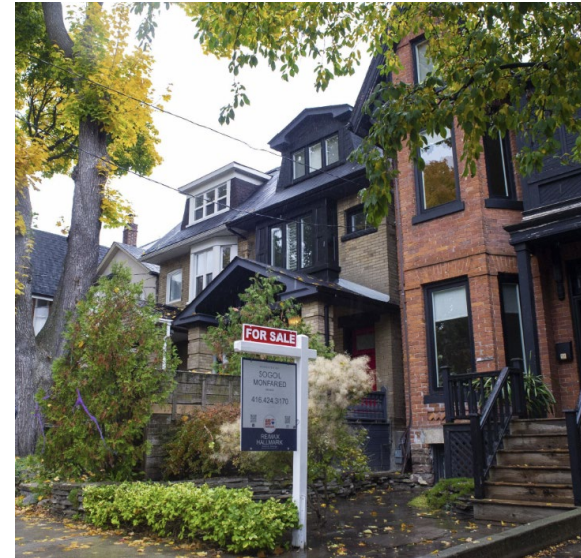
Weaker among Canadians:

- Culture Sampling

- Penchant for Risk

- Work Ethic

© Environics Analytics 2025

PRIZM

Jacky Li

Vice President, Product Management

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PRIZM: How is it Used?

Understand Your Customers: Identify and analyze your best customers, prospects, and competitors to tailor your products and services to their needs.

Identify Top Markets: Use data to locate high-potential neighbourhoods and markets where your target segments are most concentrated.

Execute Your Strategy: Select the most effective products, media channels, and messaging to engage your audience based on their preferences and behaviours.

Activate Your Campaign: Leverage a Demand Side Platform (DSP) like The Trade Desk to target audiences by PRIZM and deliver personalized ads.

Measure and Optimize: Continuously monitor performance and refine your creative assets and media mix based on how each segment responds.

Client Use Cases
Examples:
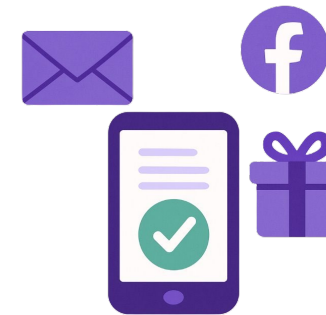
By combining PRIZM segmentation with targeted surveys, a client isolated five low-response groups and then tailored low-cost incentives and delivery channels (direct mail, Facebook, prize draws) to each—dramatically boosting paperless-billing uptake.

A grocery retailer leveraged PRIZM with online grocery data to pinpoint affluent, diverse urban/suburban shoppers as its top segment, then prioritized service rollouts and tailored print-media campaigns to each store's market profile.

PRIZM 2025 Same in Many Ways but Some Important Differences

What's the same:

- All **67 original segments** retain their original names.

- No new neighbourhood types have been identified.

- The number and short descriptions of **Social Groups** and **Lifestage Groups remain the same.**

What's New:

- **Lifestage Group** assignment changed for **7 segments.**

- **Cultural Diversity Index** changed for **7 segments.**

- Segment **One-Liners** and **Descriptions** were updated to reflect some shifts in demographics within the segments.

- **Segment assignments** to **postal codes have changed**, more than in a regular annual PRIZM update.

- New **Icons.**

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8 Lifestage Groups

Young Y1 – Y3

Family F1 – F3
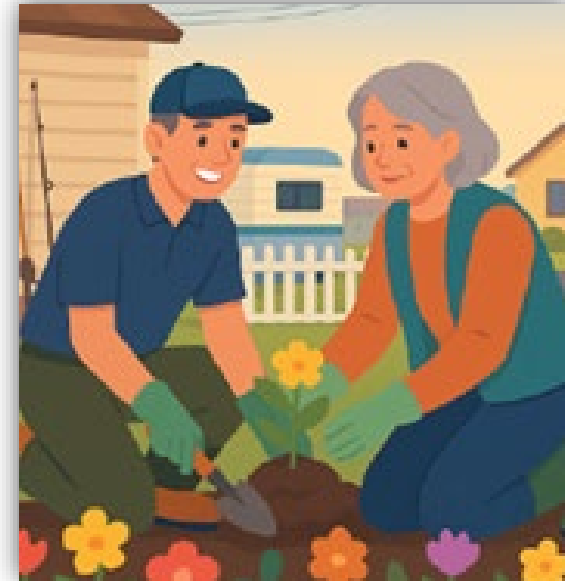
Mature M1 – M2

Influenced by:

- Singles
- Families
- Age of Children
- Age of Maintainer
- Affluence
- Language
- Urbanity

Lifestage Group Assignment Changed for 7 Segments

Segment Code	Segment Name	2024 Lifestage	2025 Lifestage
34	Familles Typiques	F3 - Middle-Age Families	F1 - School-Age Families
35	Vie Dynamique	M1 - Older Families & Empty Nests	M2 - Mature Singles & Couples
43	Happy Medium	F3 - Middle-Age Families	M1 - Older Families & Empty Nests
46	Patrimoine Rustique	M1 - Older Families & Empty Nests	M2 - Mature Singles & Couples
51	On Their Own Again	M2 - Mature Singles & Couples	M1 - Older Families & Empty Nests
63	Amants de la Nature	M1 - Older Families & Empty Nests	M2 - Mature Singles & Couples
65	Âgés & Traditionnels	M2 - Mature Singles & Couples	M1 - Older Families & Empty Nests

Cultural Diversity Index

2024
High = 20
Medium = 2
Low = 45

2025
High = 15
Medium = 9
Low = 43

Segment Code	Segment Name	2024	2025
22	Indieville	Low	Medium
27	Diversité Nouvelle	High	Medium
28	Latte Life	Low	Medium
36	Middle-Class Mosaic	High	Medium
47	Social Networkers	High	Medium
51	On Their Own Again	High	Medium
64	Midtown Movers	High	Medium

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New Icons, Segment One-Liners and Descriptions

01	THE A-LIST
U1 Urban Elite	Older Families & Empty Nests M1

Very wealthy, cosmopolitan, middle-aged and older families and couples

04	TURBO BURBS
S1 Suburban Elite	Middle-Age Families F3

High-income, middle-aged, suburban families and couples

12	EAT, PLAY, LOVE
U3 Young Urban Core	Very Young Singles & Couples Y1

Younger, multi-ethnic urban singles and couples

26	COUNTRY TRADITIONS
R1 Upper-Middle Rural	Middle-Age Families F3

Rural, upper-middle-income couples and families

31	METRO MELTING POT
F3 Middle-Income Urban Fringe	Middle-Age Families F3

Culturally diverse, middle-income city dwellers

38	STRESSED IN SUBURBIA
S5 Middle-Income Suburbia	Middle-Age Families F3

Middle-income, younger and middle-aged, suburban families

58	OLD TOWN ROADS
T1 Town Mix	Older Families & Empty Nests M1

Older, middle-income town households

04 Turbo Burbs
Middle-aged high-income suburbanites

Represents an affluent suburban segment, primarily consisting of middle-aged families. While this segment holds mixed occupations, they commonly report household incomes exceeding $200,000. Residents actively participate in neighbourhood initiatives, sports, and outdoor recreation. With a strong focus on ethical consumerism and ecological consciousness, this segment places importance on aligning their actions with family values and social responsibility. Their well-designed homes and outdoor spaces reflect a love for comfort and community, underscoring a lifestyle rooted in connection, balance, and purposeful living.

ENVIRONICS ANALYTICS

Quick Reference Guide – Sample Changes

2025

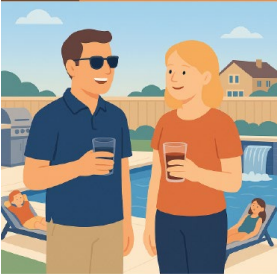| Segment Number	PRIZM Name	Population	Households	% of Total Households	Official language	Cultural Diversity Index	Average Income	Income Level	Age of Maintainer	Family Status	Education	Job Type	Age of Children	Dwelling Type	Tenure
1	The A-List	274,891	96,353	0.59%	English	Low	591,860	Very Wealthy	**Middle-Aged & Older**	Families/Couples	University	White Collar	**10+**	Single Detached	Own
2	Wealthy & Wise	460,545	161,349	0.99%	English	Low	284,106	Wealthy	Older & Mature	Families/Couples	University	White Collar	**10+**	Single Detached	Own
3	Asian Sophisticates	428,315	132,284	0.81%	Non-Official	High	185,467	High	Middle-Aged	Families	University	**White Collar/Service Sector**	15+	Single Detached	Own
4	Turbo Burbs	475,125	161,644	0.99%	English	Low	227,257	High	Middle-Aged	Families/Couples	University/College/High School	**Mixed**	10-24	Single Detached	Own
5	First-Class Families	701,032	222,309	1.36%	English	Low	226,703	High	Middle-Aged	Families	**University/College**	White Collar/Service Sector	10+	Single Detached	Own
6	Downtown Verve	452,326	178,428	1.10%	English	Low	201,216	High	Younger & Middle-Aged	Mixed	University	White Collar	<20	**Mixed**	Own & Rent
7	Mature & Secure	761,788	260,757	1.60%	English	Medium	197,408	High	Older & Mature	Families/Couples	University	White Collar/Service Sector	15+	Single Detached	Own
8	Multiculture-ish	702,369	200,280	1.23%	Non-Official	High	194,142	High	Middle-Aged	Families	**University**	Mixed	10+	**Single Detached/Semi/Row**	Own
9	Boomer Bliss	863,118	332,831	2.04%	English	Low	163,097	Upper-Middle	Older & Mature	Couples/Families	University/College	White Collar/Service Sector	10+	Single Detached	Own
10	Asian Achievement	605,148	193,762	1.19%	Non-Official	High	142,817	Upper-Middle	Middle-Aged & Older	Families	University/High School	**Mixed**	**20+**	Single Detached/Duplex/Row	**Own**

2024

Segment Number	PRIZM Name	Population	Household	% of Total Households	Official language	Cultural Diversity Index	Average Income	Income Level	Age of Maintainer	Family Status	Education	Job Type	Age of Children	Dwelling Type	Tenure
1	The A-List	267,653	91,711	0.57%	English	Low	693,752	Very Wealthy	**Mixed**	Families/Couples	University	White Collar	**10-24**	Single Detached	Own
2	Wealthy & Wise	464,564	158,375	0.99%	English	Low	266,062	Wealthy	Older & Mature	Families/Couples	University	White Collar	**15+**	Single Detached	Own
3	Asian Sophisticates	367,601	111,846	0.70%	Non-Official	High	170,495	High	Middle-Aged	Families	University	**White Collar**	15+	Single Detached	Own
4	Turbo Burbs	423,063	140,222	0.88%	English	Low	221,049	High	Middle-Aged	Families/Couples	University/College/High School	**White Collar/Service Sector**	**10+**	Single Detached	Own
5	First-Class Families	683,589	215,281	1.34%	English	Low	207,826	High	Middle-Aged	Families	**University/College/High School**	White Collar/Service Sector	5-24	Single Detached	Own
6	Downtown Verve	478,949	193,581	1.21%	English	Low	185,726	High	Younger & Middle-Aged	Mixed	University	White Collar	5-24	**Single Detached/Low Rise Apt/Semi**	Own & Rent
7	Mature & Secure	658,007	222,746	1.39%	English	Medium	182,537	High	Older & Mature	Families/Couples	University	White Collar	10+	Single Detached	Own
8	Multiculture-ish	801,434	227,713	1.42%	Non-Official	High	186,361	High	Middle-Aged	Families	**University/College**	White Collar/Service Sector	10+	**Single Detached**	Own
9	Boomer Bliss	770,032	296,936	1.85%	English	Low	151,667	Upper-Middle	Older & Mature	Couples/Families	University/College	White Collar	10+	Single Detached	Own
10	Asian Achievement	533,137	166,649	1.04%	Non-Official	High	132,336	Upper-Middle	Middle-Aged & Older	Families	University/High School	**White Collar/Service Sector**	5-24	Single Detached/Duplex/Row	**Own & Rent**

ENVIRONICS ANALYTICS

Let's Review Two Target Groups and Review DemoStats & Asking Canadians Social

Aging Commuter Families

04 TURBO BURBS
S1 Suburban Elite — Middle-Age Families F3
High-income, middle-aged, suburban families and couples

16 SAVVY SENIORS
U2 Urban Older — Older Families & Empty Nests M1
Middle-income, older, urban households
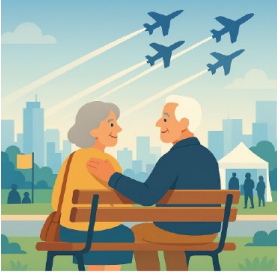
18 MULTICULTURAL CORNERS
F1 High-Income Urban Fringe — Large Diverse Families F2
Culturally diverse, middle-aged, middle-income urban fringe families

23 MID-CITY MELLOW
U2 Urban Older — Older Families & Empty Nests M1
Older, urban, middle-income families and couples

Country Cruisers

14 KICK-BACK COUNTRY
R1 Upper-Middle Rural — Middle-Age Families F3
Rural, middle-aged and older couples and families

21 SCENIC RETIREMENT
S6 Older Suburban — Mature Singles & Couples M2
Older, middle-income suburbanites

43 HAPPY MEDIUM
S5 Middle-Income Suburbia — Older Families & Empty Nests M1
Middle-aged and older blue-collar suburban couples and families

45 SLOW-LANE SUBURBS
S6 Older Suburban — Older Families & Empty Nests M1
Older middle-income suburban households

49 BACKCOUNTRY BOOMERS
R2 Lower-Middle Rural — Mature Singles & Couples M2
Rural, middle-income older couples and singles

ENVIRONICS ANALYTICS

Are Target Group Demographics Changing?

Aging Commuter Families

2024

Demographics | Population & Households

ENVIRONICS ANALYTICS

Target Group: Aging Commuter Families (04, 16, 18, 23)

POPULATION	MEDIAN MAINTAINER AGE	MARITAL STATUS	FAMILY STATUS*
3,138,139	**57**	**59.2%**	**45.2%**
HOUSEHOLDS	Index: 107	Index: 105	Index: 109
1,149,644		Married/Common-Law	Couples With Children At Home

HOUSEHOLD SIZE

1 Person 22.4% / 29.4%
2 Persons 34.5% / 34.1%
3 Persons 16.7% / 14.6%
4 Persons 16.6% / 13.3%
5+ Persons 9.7% / 8.5%

Target Group / Benchmark

POPULATION BY AGE

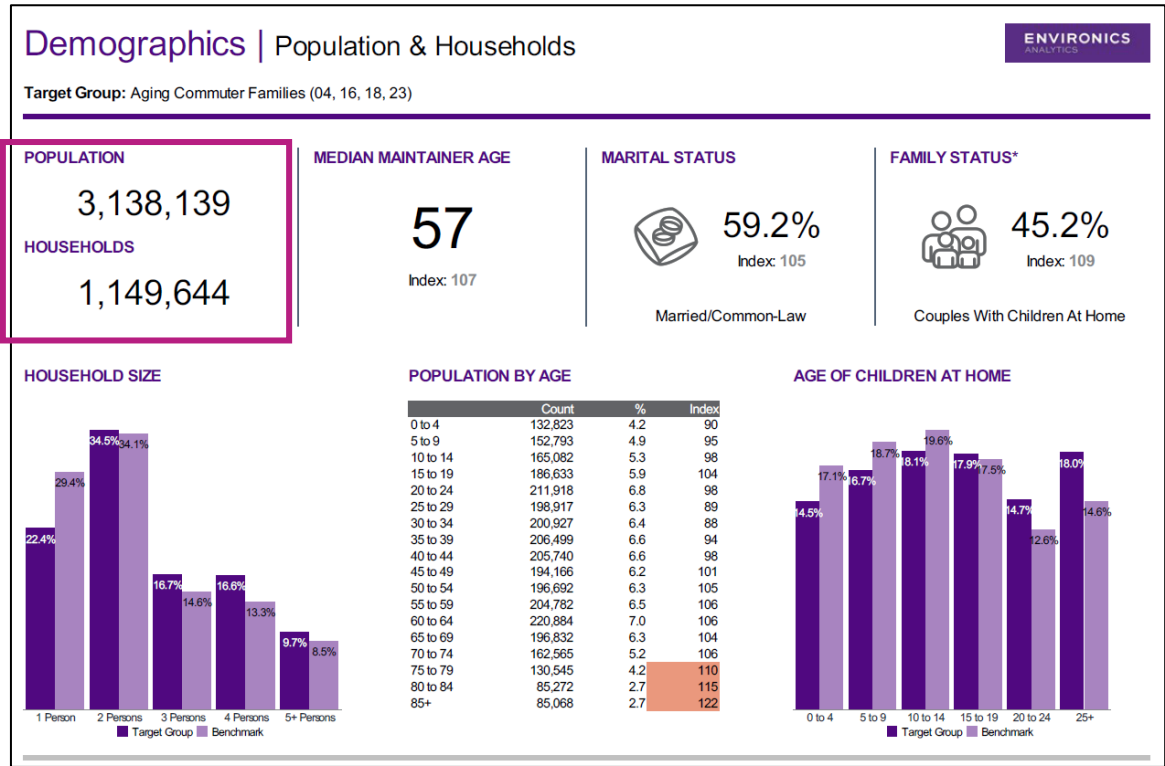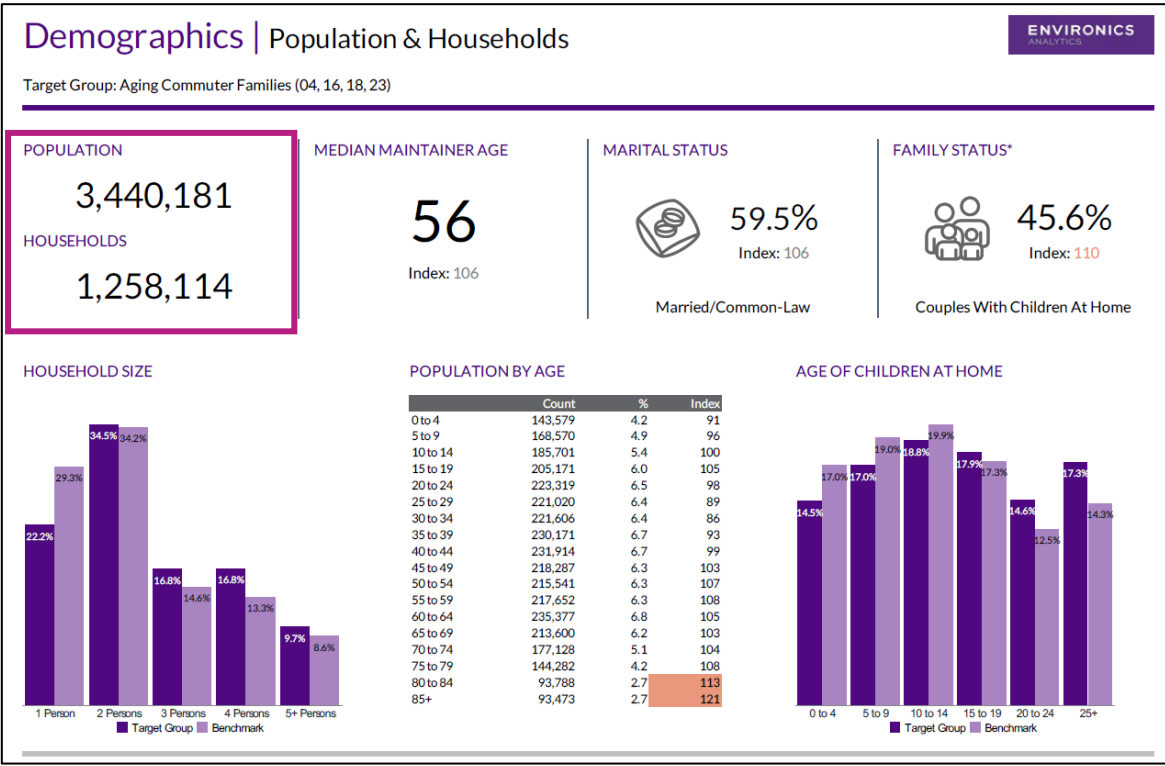|	Count	%	Index
0 to 4	132,823	4.2	90
5 to 9	152,793	4.9	95
10 to 14	165,082	5.3	98
15 to 19	186,633	5.9	104
20 to 24	211,918	6.8	98
25 to 29	198,917	6.3	89
30 to 34	200,927	6.4	88
35 to 39	206,499	6.6	94
40 to 44	205,740	6.6	98
45 to 49	194,166	6.2	101
50 to 54	196,692	6.3	105
55 to 59	204,782	6.5	106
60 to 64	220,884	7.0	106
65 to 69	196,832	6.3	104
70 to 74	162,565	5.2	106
75 to 79	130,545	4.2	110
80 to 84	85,272	2.7	115
85+	85,068	2.7	122

AGE OF CHILDREN AT HOME

0 to 4 14.5% / 17.1%
5 to 9 16.7% / 18.7%
10 to 14 18.1% / 19.6%
15 to 19 17.9% / 17.5%
20 to 24 14.7% / 12.6%
25+ 18.0% / 14.6%

Target Group / Benchmark

2025

Demographics | Population & Households

ENVIRONICS ANALYTICS

Target Group: Aging Commuter Families (04, 16, 18, 23)

POPULATION	MEDIAN MAINTAINER AGE	MARITAL STATUS	FAMILY STATUS*
3,440,181	**56**	**59.5%**	**45.6%**
HOUSEHOLDS	Index: 106	Index: 106	Index: 110
1,258,114		Married/Common-Law	Couples With Children At Home

HOUSEHOLD SIZE

1 Person 22.2% / 29.3%
2 Persons 34.5% / 34.2%
3 Persons 16.8% / 14.6%
4 Persons 16.8% / 13.3%
5+ Persons 9.7% / 8.6%

Target Group / Benchmark

POPULATION BY AGE

	Count	%	Index
0 to 4	143,579	4.2	91
5 to 9	168,570	4.9	96
10 to 14	185,701	5.4	100
15 to 19	205,171	6.0	105
20 to 24	223,319	6.5	98
25 to 29	221,020	6.4	89
30 to 34	221,606	6.4	86
35 to 39	230,171	6.7	93
40 to 44	231,914	6.7	99
45 to 49	218,287	6.3	103
50 to 54	215,541	6.3	107
55 to 59	217,652	6.3	108
60 to 64	235,377	6.8	105
65 to 69	213,600	6.2	103
70 to 74	177,128	5.1	104
75 to 79	144,282	4.2	108
80 to 84	93,788	2.7	113
85+	93,473	2.7	121

AGE OF CHILDREN AT HOME

0 to 4 14.5% / 17.0%
5 to 9 17.0% / 19.0%
10 to 14 18.8% / 19.9%
15 to 19 17.9% / 17.3%
20 to 24 14.6% / 12.5%
25+ 17.3% / 14.3%

Target Group / Benchmark

ENVIRONICS ANALYTICS
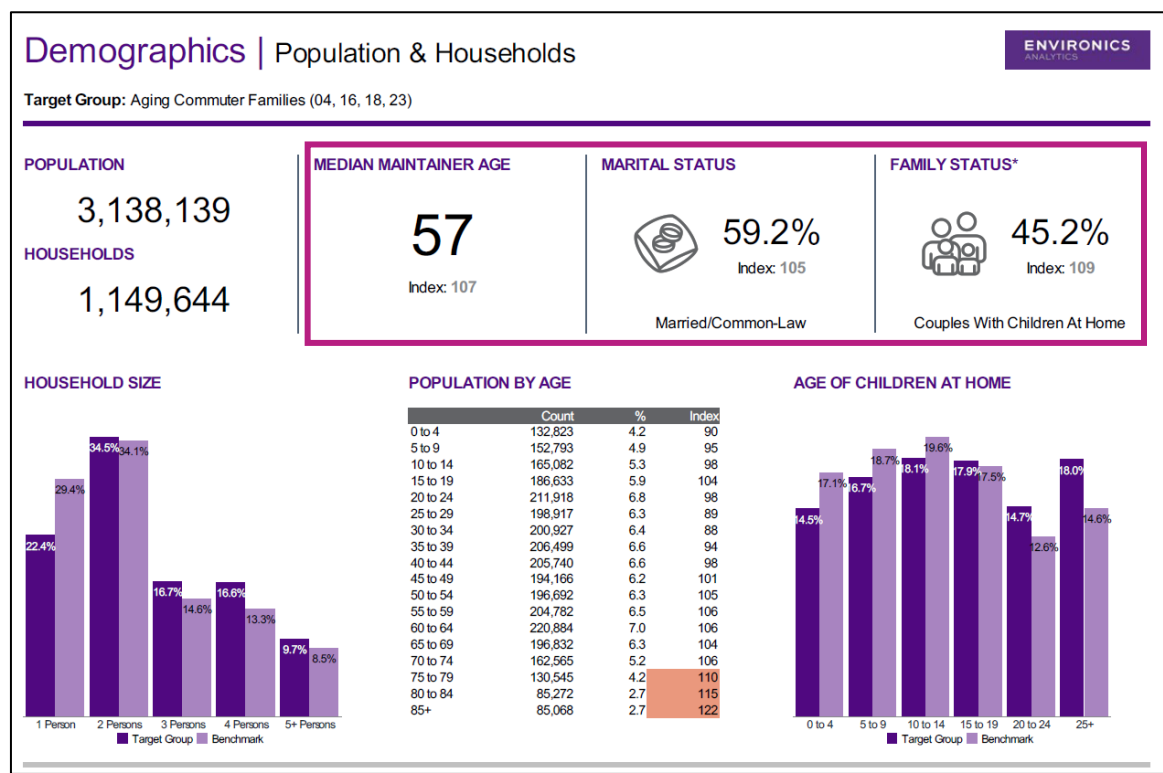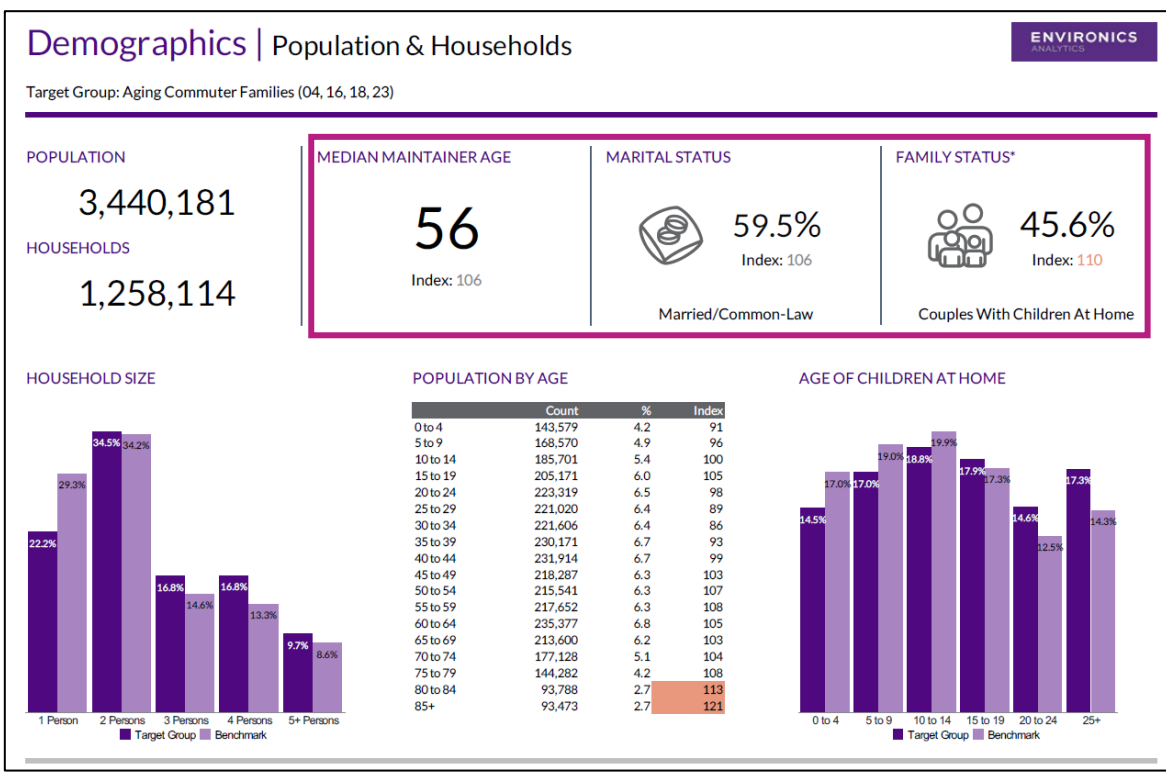
Are Target Group Demographics Changing?

Aging Commuter Families

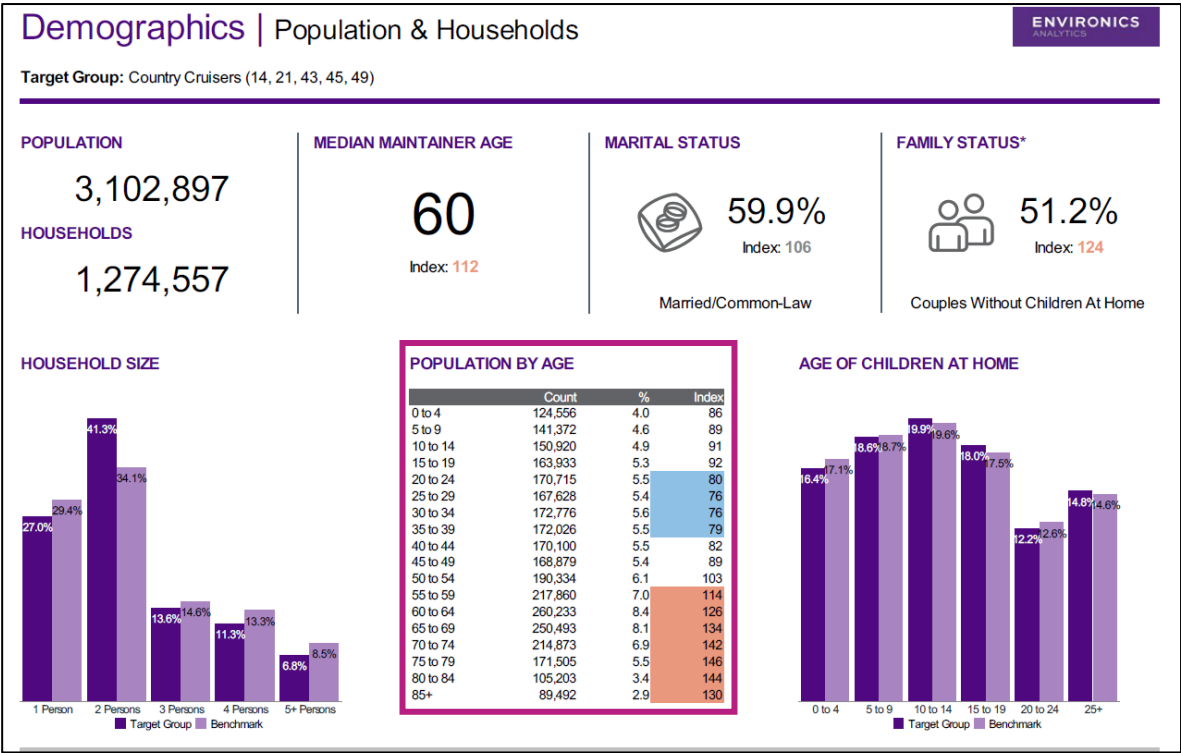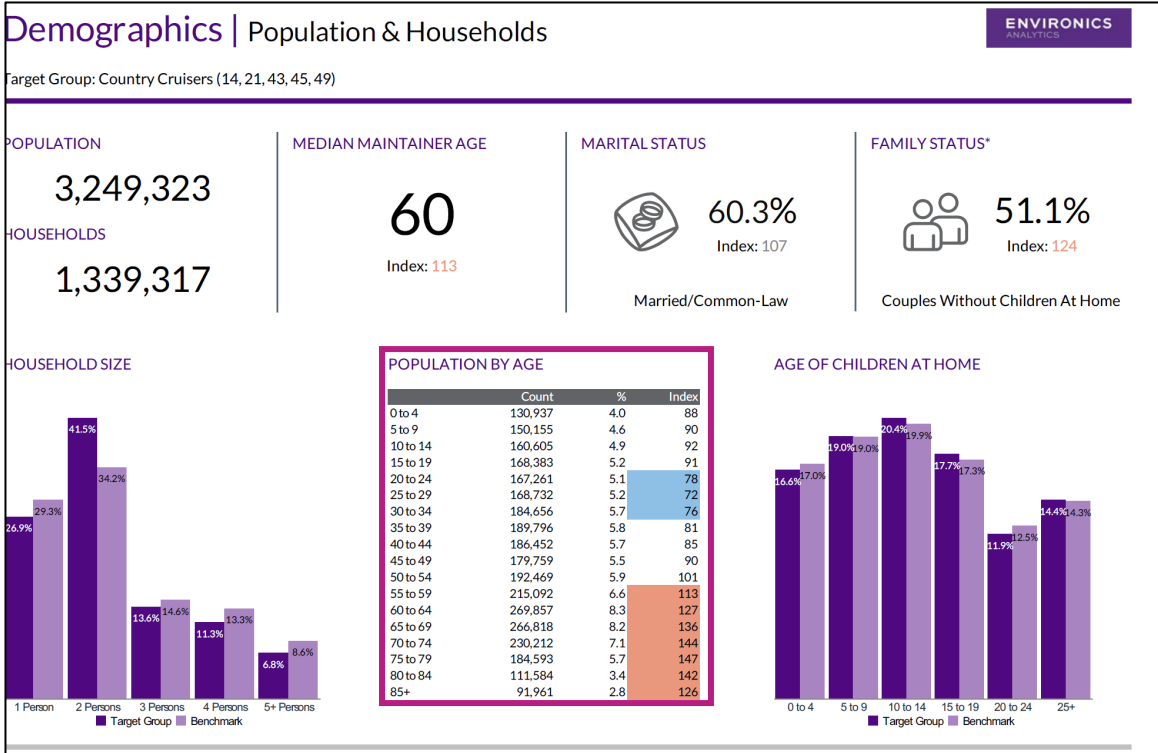# Are Target Group Demographics Changing?

Country Cruisers

2024

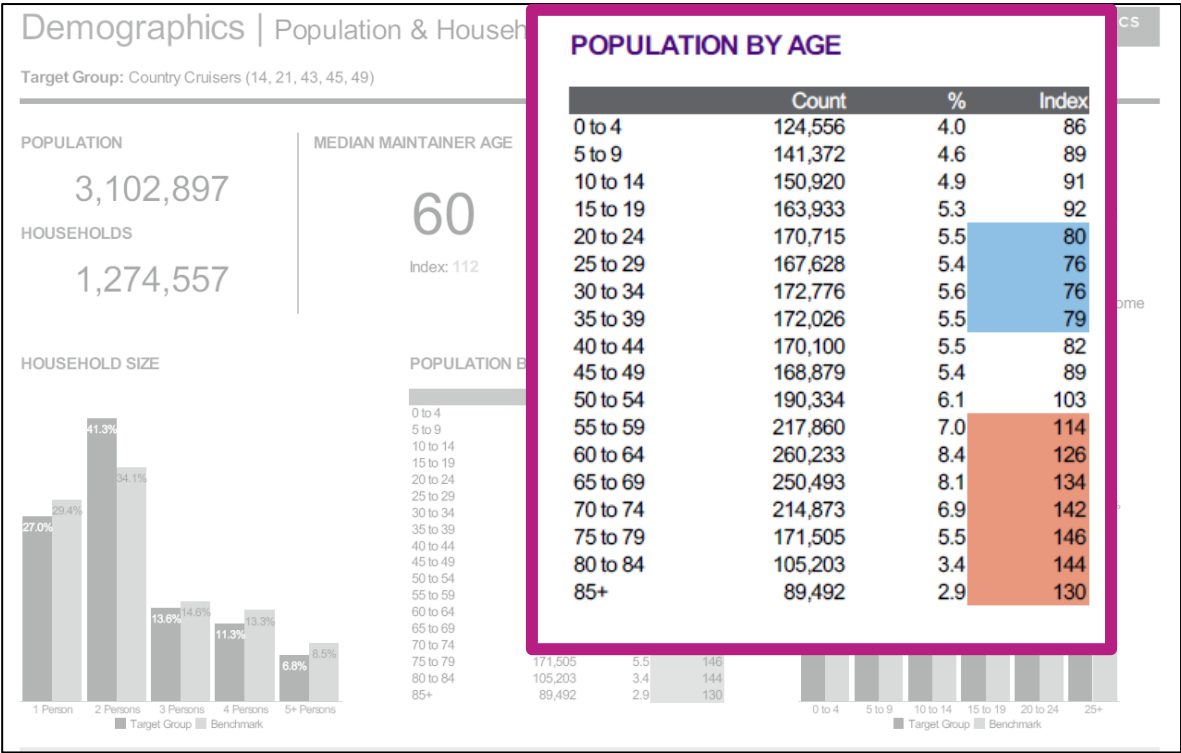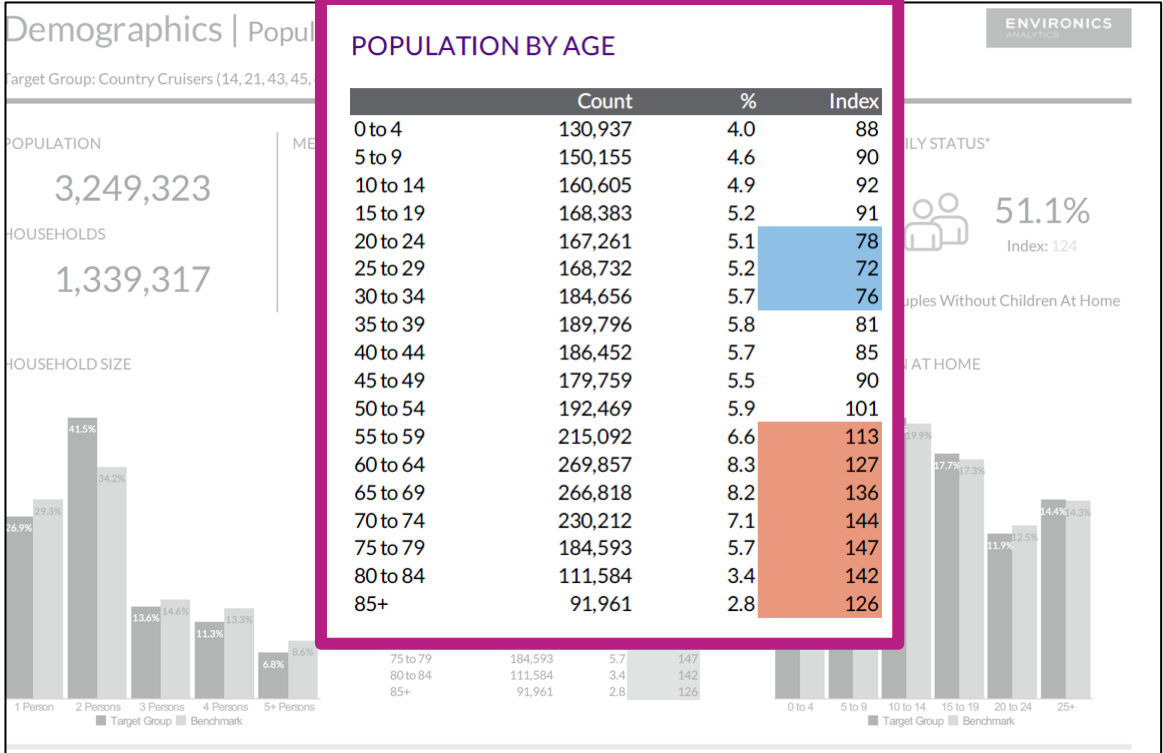## 2025

Demographics | Population & Households

ENVIRONICS ANALYTICS

Target Group: Country Cruisers (14, 21, 43, 45, 49)

POPULATION
3,102,897
HOUSEHOLDS
1,274,557

MEDIAN MAINTAINER AGE
60
Index: 112

MARITAL STATUS
59.9%
Index: 106
Married/Common-Law

FAMILY STATUS*
51.2%
Index: 124
Couples Without Children At Home

HOUSEHOLD SIZE
1 Person	27.0% / 29.4%
2 Persons	41.3% / 34.1%
3 Persons	13.6% / 14.6%
4 Persons	11.3% / 13.3%
5+ Persons	6.8% / 8.5%

POPULATION BY AGE
	Count	%	Index
0 to 4	124,556	4.0	86
5 to 9	141,372	4.6	89
10 to 14	150,920	4.9	91
15 to 19	163,933	5.3	92
20 to 24	170,715	5.5	80
25 to 29	167,628	5.4	76
30 to 34	172,776	5.6	76
35 to 39	172,026	5.5	79
40 to 44	170,100	5.5	82
45 to 49	168,879	5.4	89
50 to 54	190,334	6.1	103
55 to 59	217,860	7.0	114
60 to 64	260,233	8.4	126
65 to 69	250,493	8.1	134
70 to 74	214,873	6.9	142
75 to 79	171,505	5.5	146
80 to 84	105,203	3.4	144
85+	89,492	2.9	130

AGE OF CHILDREN AT HOME
0 to 4	16.4% / 17.1%
5 to 9	18.6% / 18.7%
10 to 14	19.9% / 19.6%
15 to 19	18.0% / 17.5%
20 to 24	12.2% / 12.6%
25+	14.8% / 14.6%

Target Group / Benchmark

Demographics | Population & Households

ENVIRONICS ANALYTICS

Target Group: Country Cruisers (14, 21, 43, 45, 49)

POPULATION
3,249,323
HOUSEHOLDS
1,339,317

MEDIAN MAINTAINER AGE
60
Index: 113

MARITAL STATUS
60.3%
Index: 107
Married/Common-Law

FAMILY STATUS*
51.1%
Index: 124
Couples Without Children At Home

HOUSEHOLD SIZE
1 Person	26.9% / 29.3%
2 Persons	41.5% / 34.2%
3 Persons	13.6% / 14.6%
4 Persons	11.3% / 13.3%
5+ Persons	6.8% / 8.6%

POPULATION BY AGE
	Count	%	Index
0 to 4	130,937	4.0	88
5 to 9	150,155	4.6	90
10 to 14	160,605	4.9	92
15 to 19	168,383	5.2	91
20 to 24	167,261	5.1	78
25 to 29	168,732	5.2	72
30 to 34	184,656	5.7	76
35 to 39	189,796	5.8	81
40 to 44	186,452	5.7	85
45 to 49	179,759	5.5	90
50 to 54	192,469	5.9	101
55 to 59	215,092	6.6	113
60 to 64	269,857	8.3	127
65 to 69	266,818	8.2	136
70 to 74	230,212	7.1	144
75 to 79	184,593	5.7	147
80 to 84	111,584	3.4	142
85+	91,961	2.8	126

AGE OF CHILDREN AT HOME
0 to 4	16.6% / 17.0%
5 to 9	19.0% / 19.0%
10 to 14	20.4% / 19.9%
15 to 19	17.7% / 17.3%
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Target Group / Benchmark

ENVIRONICS ANALYTICS

Are Target Group Demographics Changing?

Country Cruisers

2024

Target Group: Country Cruisers (14, 21, 43, 45, 49)

POPULATION: 3,102,897
HOUSEHOLDS: 1,274,557
MEDIAN MAINTAINER AGE: 60 (Index: 112)

POPULATION BY AGE

	Count	%	Index
0 to 4	124,556	4.0	86
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80 to 84	105,203	3.4	144
85+	89,492	2.9	130

2025

Target Group: Country Cruisers (14, 21, 43, 45, ...)

POPULATION: 3,249,323
HOUSEHOLDS: 1,339,317

FAMILY STATUS*: 51.1% (Index: 124) Couples Without Children At Home

POPULATION BY AGE

	Count	%	Index
0 to 4	130,937	4.0	88
5 to 9	150,155	4.6	90
10 to 14	160,605	4.9	92
15 to 19	168,383	5.2	91
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75 to 79	184,593	5.7	147
80 to 84	111,584	3.4	142
85+	91,961	2.8	126

Are Target Group Behaviours Changing - Asking Canadians Social

2024

2025

Aging Commuter Families

Opticks Social | Social Media Activities — Target Group: Aging Commuter Families (04, 16, 18, 23) — Household Population 18+: 2,541,370 (2024) / 2,781,224 (2025). Platforms: Facebook, X, Instagram, LinkedIn, YouTube, WhatsApp, Snapchat, TikTok.

Country Cruisers

Opticks Social | Social Media Activities — Target Group: Country Cruisers (14, 21, 43, 45, 49) — Household Population 18+: 2,540,130 (2024) / 2,655,474 (2025).

ENVIRONICS ANALYTICS

How Do Postal Codes Change and Settle in the "Best" Place?

In 2024, a total of 4,046 postal codes were assigned to Segment 12 – Eat, Play, Love.

Of these, 3,536 postal codes remained consistent in 2025

In 2025, Segment 12 – Eat, Play, Love (EPL) included a total of 3,079 postal codes. This total consists of postal codes that either remained in EPL, were reassigned to EPL from other segments, or were newly added. It does **not** include postal codes that were moved out of EPL to other segments.

Postal codes algin with street segments

Gray Postal Codes **no longer exist**

Reassigned to Segment 28 - Latte Life

Reassigned to 47 – Social Networkers

New Postal Codes assigned to 12 – Eat Play Love

Reassigned to 12 – Eat, Play, Love
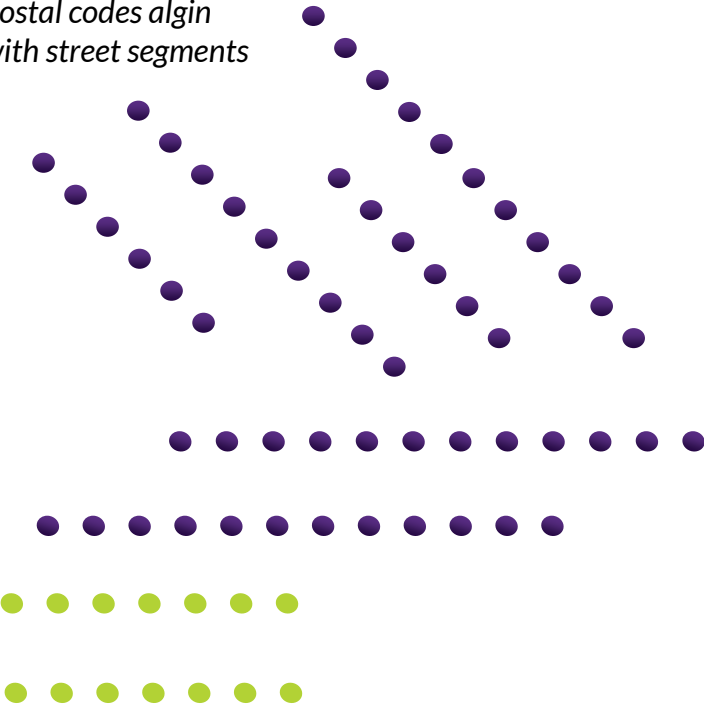
Purple Postal Codes – EPL
Green Postal Codes *are another Segment*

Purple Postal Codes – were assigned to EPL in 2024
Green Postal Codes *are another Segment*

ENVIRONICS
ANALYTICS

PRIZM Top Segment Map of 8-Minute Drivetime Around Our Office

EAG Office

Legend

Segments

- 12 - Eat, Play, Love
- 61 - Came From Away
- 01 - The A-List
- 47 - Social Networkers
- 22 - Indieville
- 06 - Downtown Verve
- 28 - Latte Life
- 51 - On Their Own Again

ENVIRONICS ANALYTICS
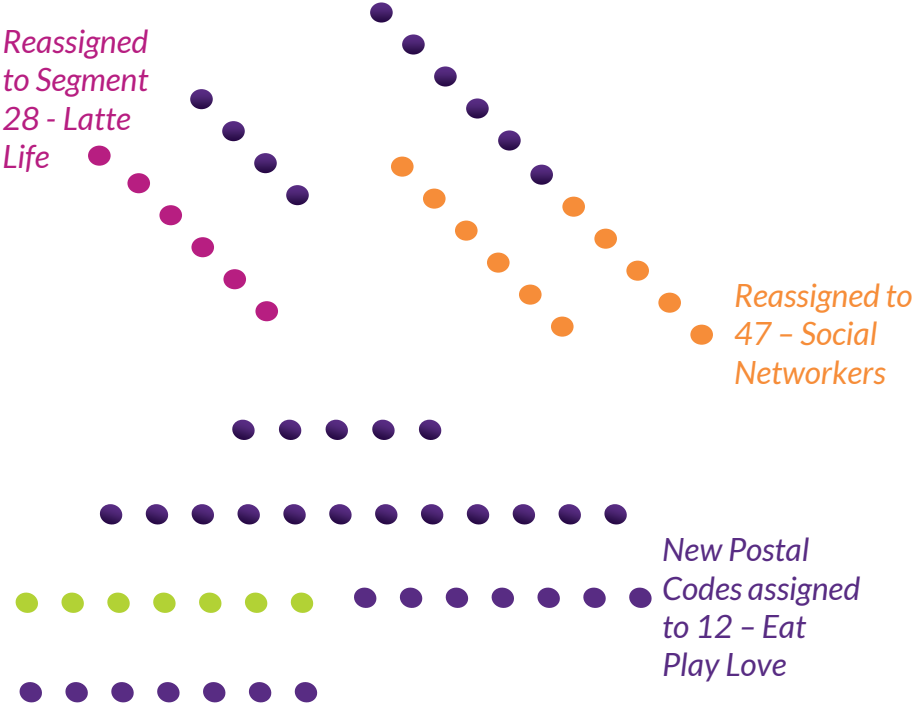
DemoStats

Comprehensive Demographic Data

Nicole Newhouse

Sr. Director, Demographic Data & Automation

What is DemoStats?

- DemoStats provides **current-year** estimates for more than 700 population, education, cultural diversity and income variables and **three, five and ten-year projections** for approximately 500 variables

- Created with data from Environics Analytics, Statistics Canada, Oxford Economics, Equifax, CMHC and Canada Post and a combination of econometric, demographic and geographic models

- Available at postal code level for current-year estimates and dissemination area level for future-year projections

ENVIRONICS ANALYTICS

Why DemoStats Matters: The Foundation for Strategic Decisions

What DemoStats Can Answer
Sample Questions:

How are household incomes projected to change in my trade area?

Where are the highest concentrations of families with young children?

How is the visible minority population expected to evolve over 5–10 years?

How many households commute by car vs public transit?

Where else looks like my top-performing store location?

Client Use Cases
Examples:

A retailer identifies that income growth in one neighbourhood is stagnating, while another is rapidly changing—leading to a reallocation of marketing resources.

A grocery chain uses commuting data to decide which locations need bike racks vs additional parking.

A brand discovers that its top-performing locations serve demographically distinct audiences, leading to personalized merchandising strategies.

DemoStats: What's New

What's New?

Incorporated new federal immigration targets and updated data in our population estimates

Additional model enhancements to our population projections

Labour force update using Oxford Economics data and removing COVID-era influences

Data updates for place of work

What it Means for Users:

More temporary residents now, but fewer immigrants long-term, reducing immigration's overall share of the population

Better forecasting of gender by age data, including emigration and internal migration

Lower unemployment rates with smoother trends that better reflect the post-COVID world

Decline in remote work, more accurate insights into commuting and workplace trends

Immigration Trends Reshaping Communities

Population Composition Over Time: DS2025 vs 2024

Long-term decrease in total immigration

Temporary increase in non-permanent residents

Legend:
- DS2025 Total Immigrants
- DS2025 Non-permanent Residents
- DS2024 Total Immigrants
- DS2024 Non-permanent Residents

Immigration Trends Reshaping Communities

India Population Estimates: DS2024 vs 2025

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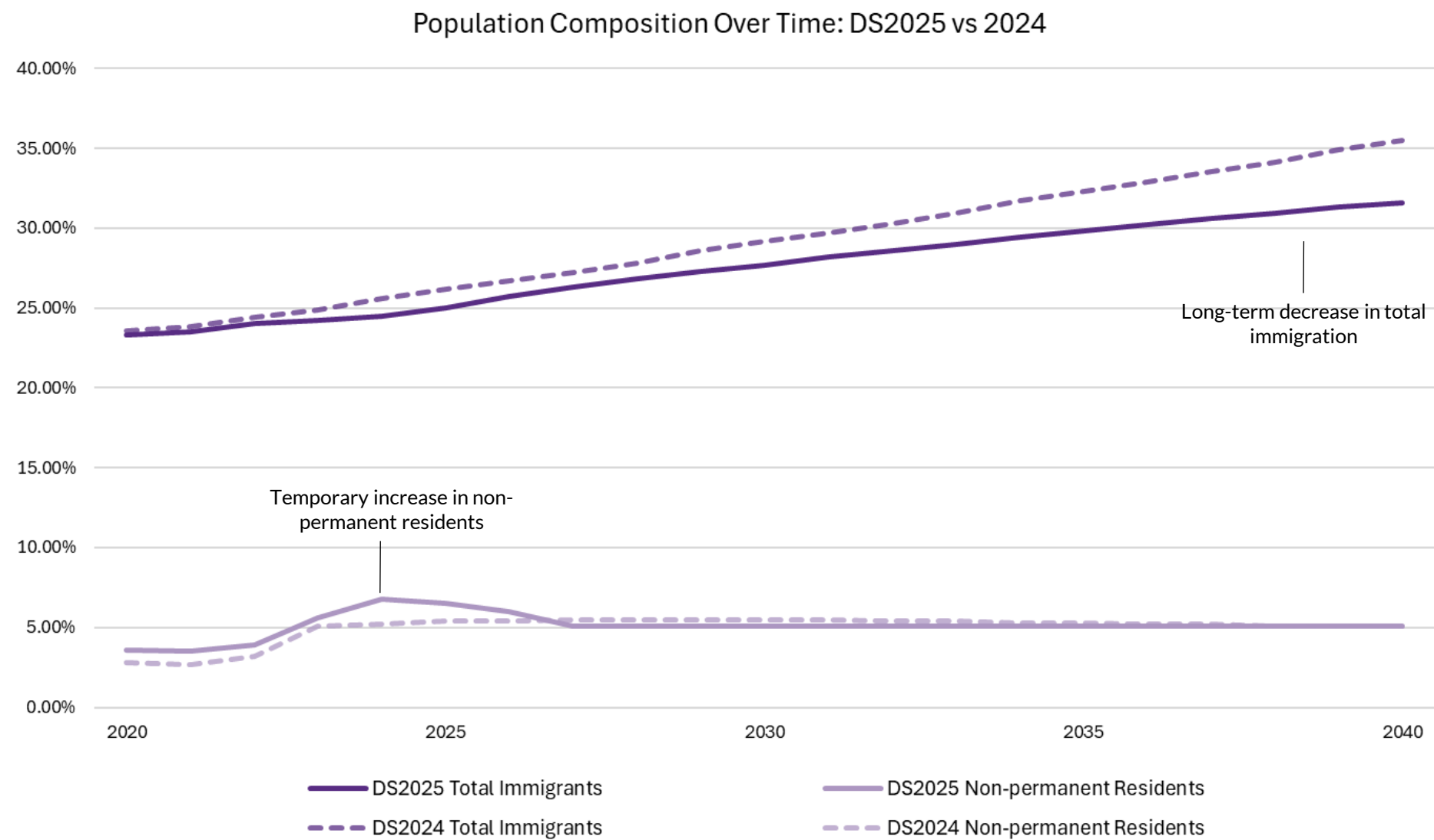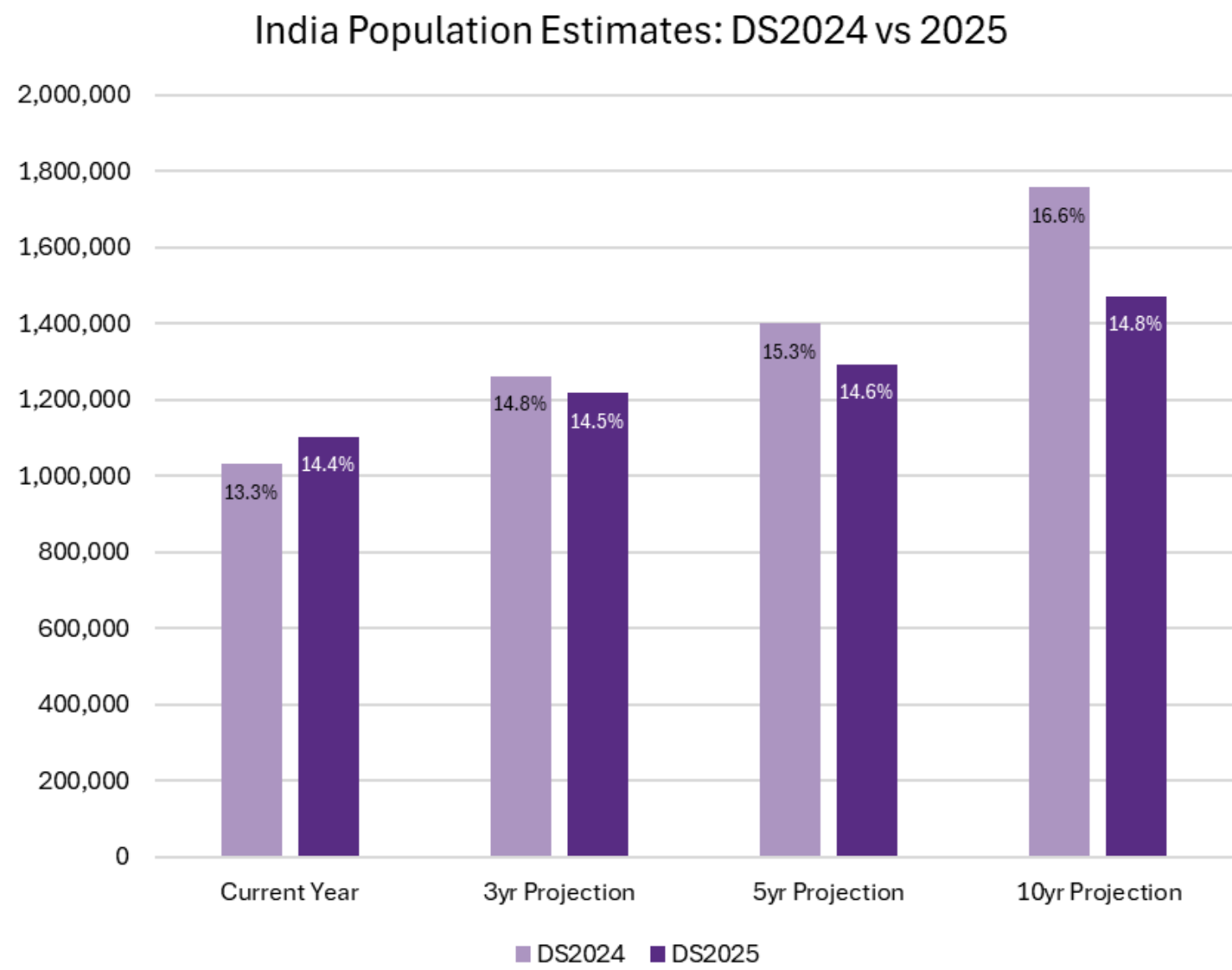
Cultural Impacts: Language & Identity

Vancouver
Filipino ▼ 1.8%
Latin American ▲ 2.32%

Edmonton
Arab ▼ 1.7%
Black ▲ 0.7%

Calgary
Arab ▼ 1.7%
Black ▲ 0.5%

Winnipeg
Other ▼ 2.8%
South Asian ▲ 3.2%

Ottawa
Filipino ▼ 0.2%
South Asian ▲ 3.2%

Halifax
Arab ▼ 0.5%
South Asian ▲ 7.3%

Toronto
Filipino ▼ 0.7%
Latin America ▲ 1.6%

Montreal
Southeast Asian ▼ 0.4%
South Asian ▲ 2.4%
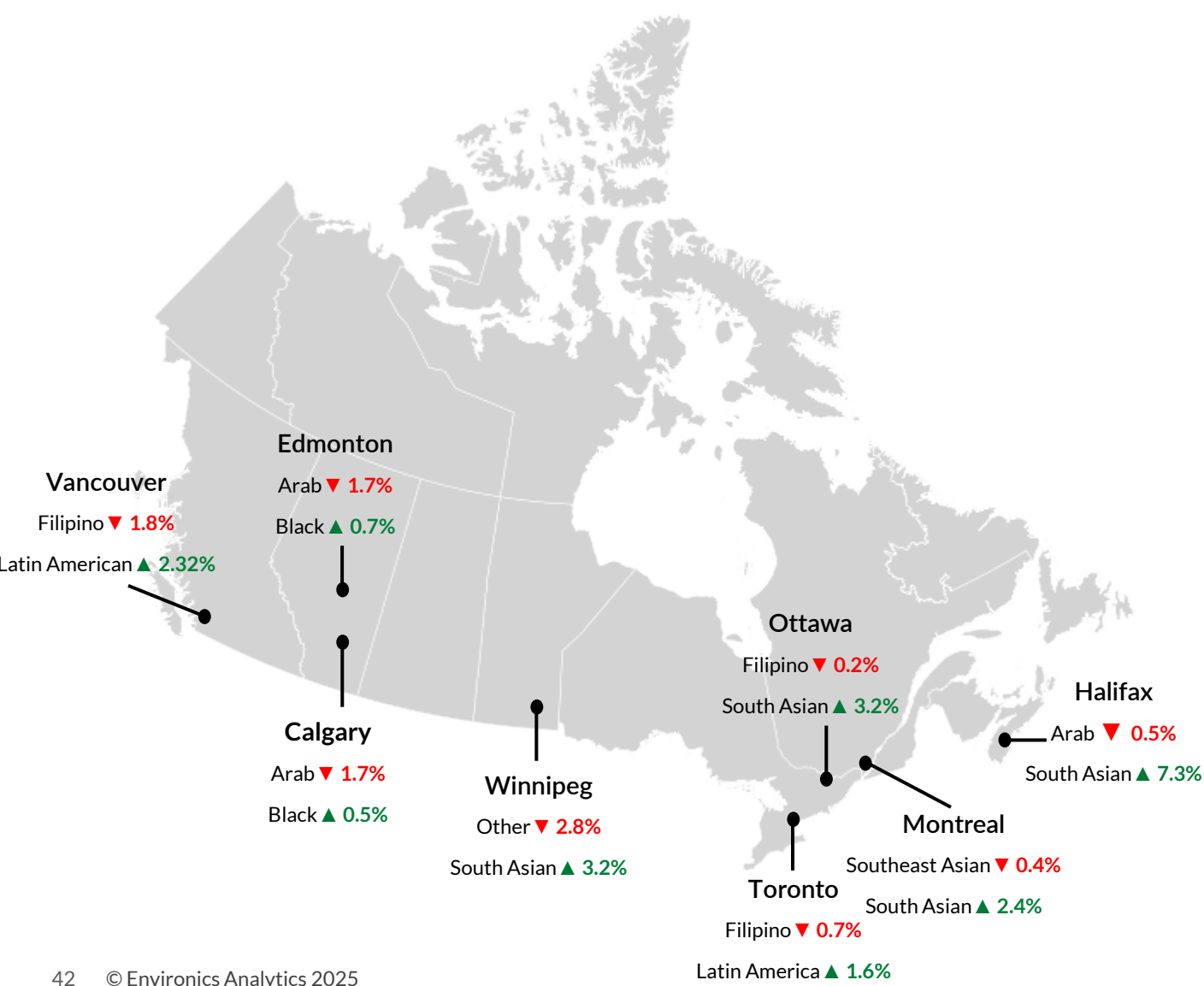
你 Aa हिंदी

Fewer non-official language speakers

Shifts in mother tongue

Mutigene-nerational households

Recent Immigration: Shifting Settlement Patterns

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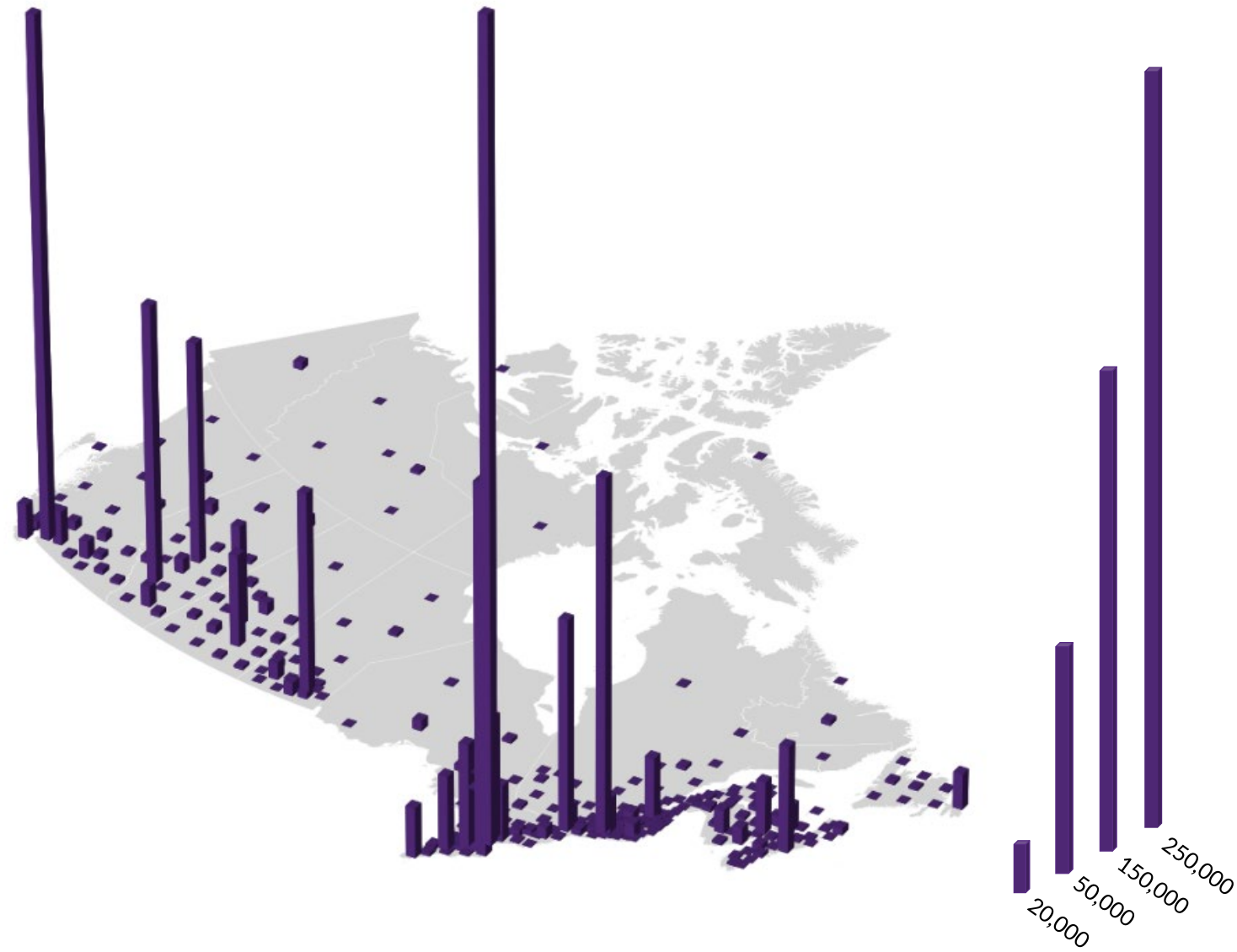
Recent Immigrants by Country of Birth: Toronto Settlement Patterns

Dominant
Immigration Group
- China
- India
- Afghanistan
- Iran
- Ukraine
- Nigeria
- Philippines
- Pakistan

(C) OpenStreetMap contributors (C) CARTO
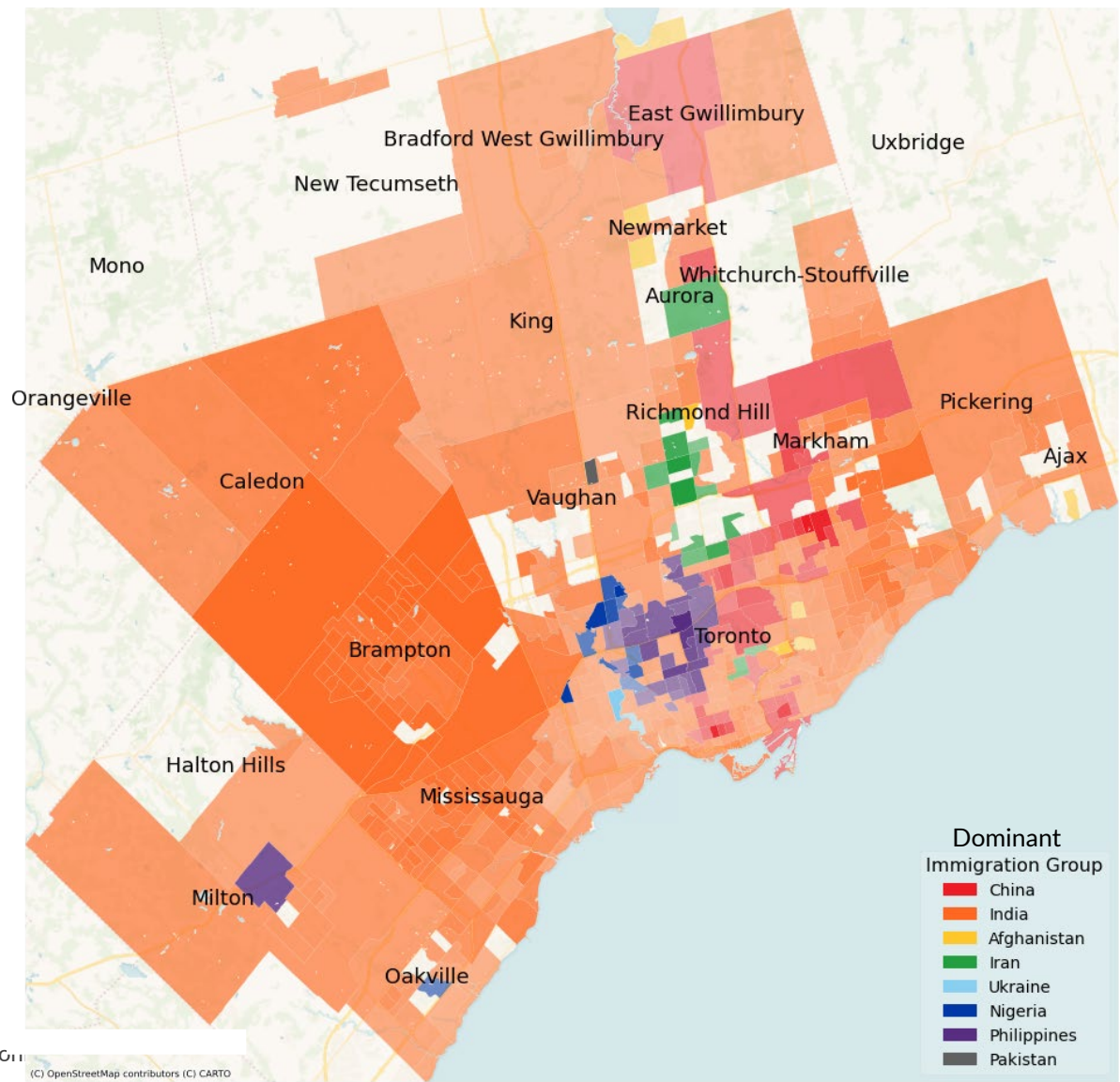
Client Use Cases
Examples:

A provincial health agency used DemoStats to tailor health outreach programs by language group in new-immigrant-heavy regions.

A university client uses this data to anticipate demand for international student housing and language programs.

44   © Environ...

Labour Force: Planning for the Next Workforce

National Labour Force Activity - Unemployment Rate

Legend:
- DS2024 Unemployment Rate
- DS2025 Unemployment Rate
- Oxford Economics Unemployent Rate

Labour Force Survey Alignment

Oxford Economics Alignment

Map labels:
- ▼ -3.6%
- ▼ -0.8%
- ▲ +2.4%
- ▼ -1.3%
- ▼ -1.1%
- ▼ -0.7%
- ▼ -1.1%
- ▼ -1.5%
- ▼ -0.6%
- ▼ -1.6%
- ▼ +0.3%
- ▼ -1.2%
- ▼ -4.0%
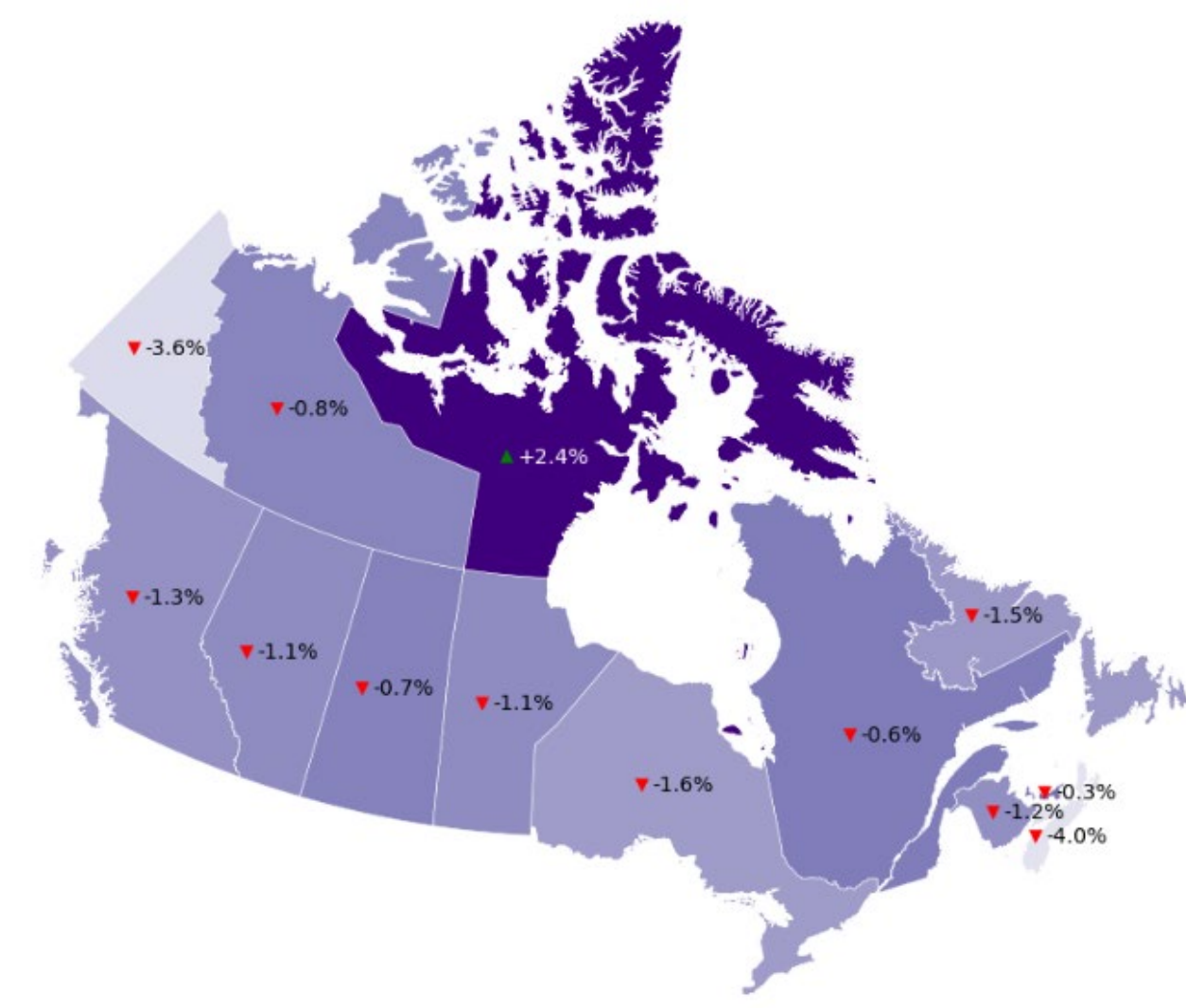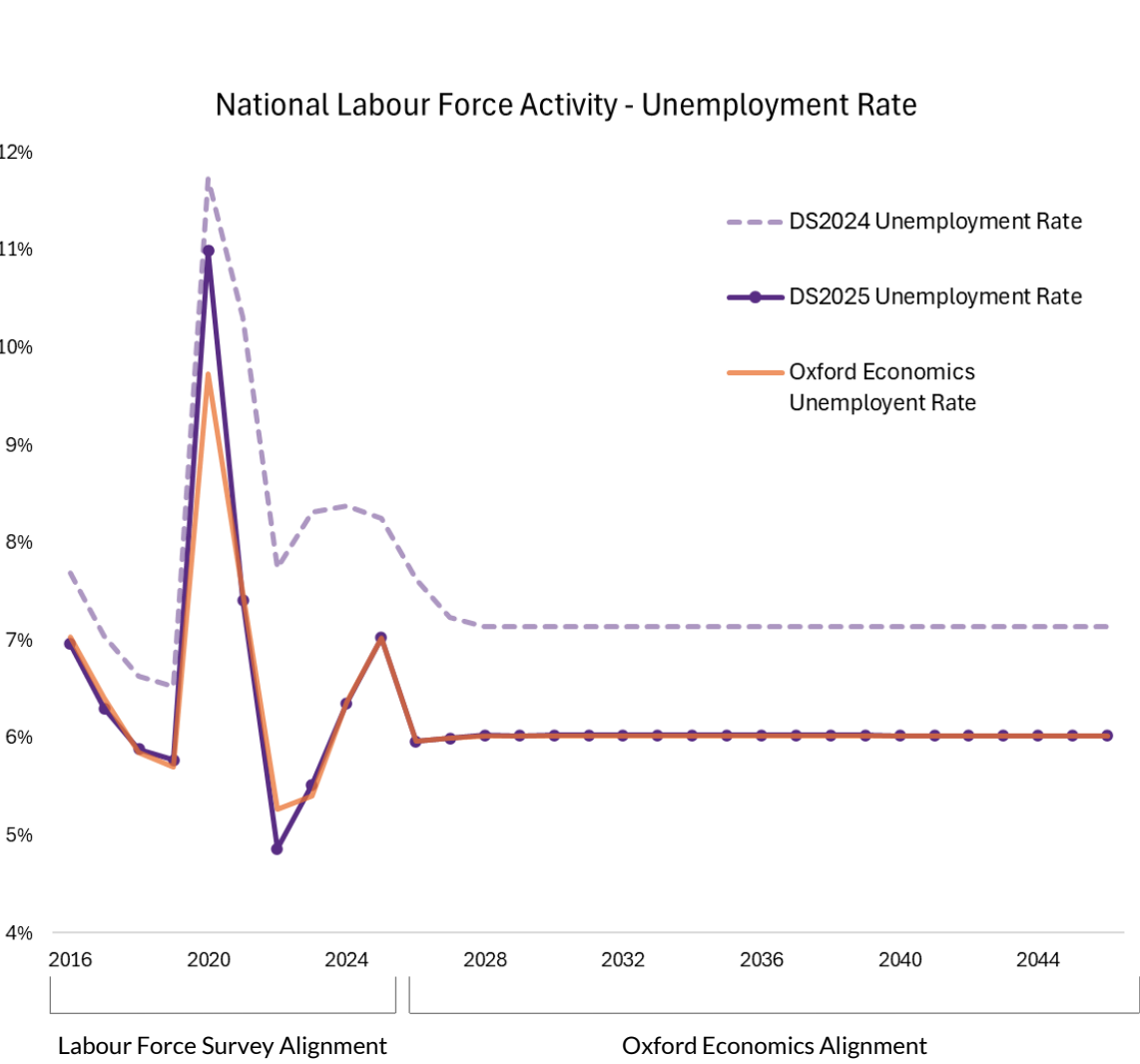
Working from Home: A Settling Trend

Labour Force by Place of Work

Bar chart showing Work from Home: 20% (DS2024), 18% (DS2025); No Fixed Workplace: 13% (DS2024), 13% (DS2025); Usual Workplace: 67% (DS2024), 69% (DS2025).

Legend: DS2024, DS2025
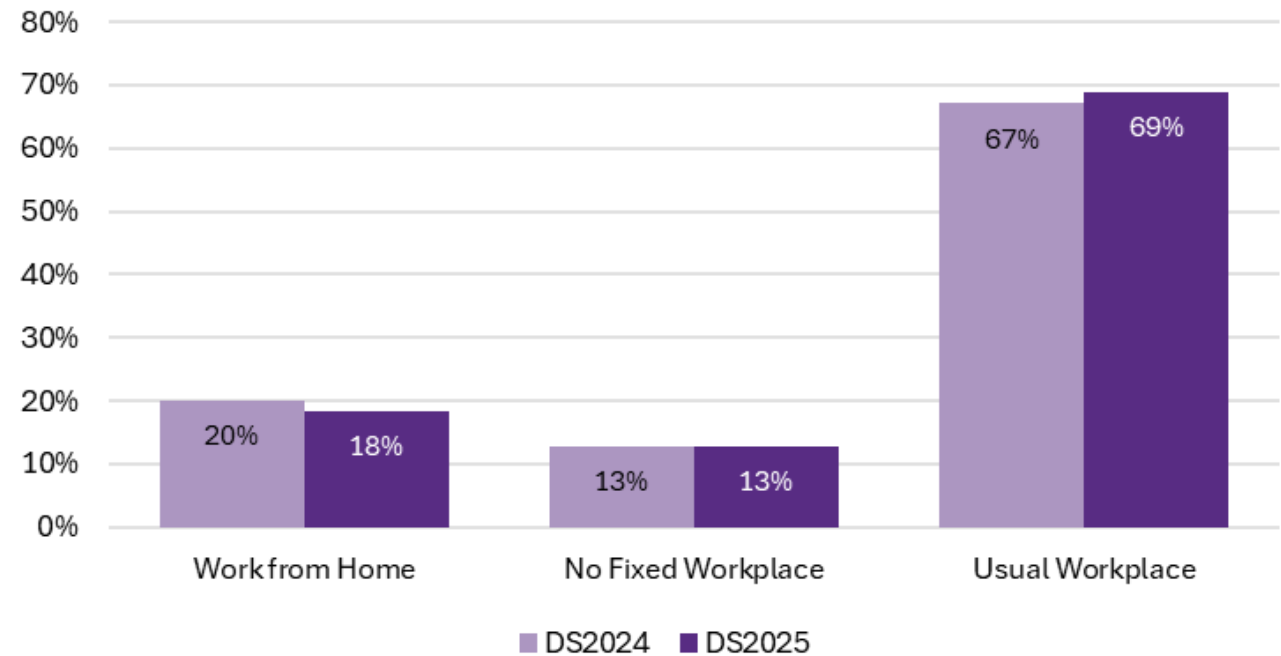
Client Use Cases
Examples:

Shared worskspace operator used nobility and WFH data to identify commuter-heavy zones with low home office capacity—helping them launch successful **shared workspaces** in two new suburbs.

A municipal transit ageny A city transit authority used Environics data to adjust subway schedules based on the return-to-office trend—reducing wait times in key commuter corridors

A commercial property developer used Demos-tats to evaluate downt-now areass with **rising in-office rates**—guiding their next Class A office tower investment

Key Takeaways

- Enhanced population projections (including emigration and internal migration) down to more granular levels of geography.

- Updated immigration & non-permanent residents estimates help clients' future-proof community or market planning.

- Smoothed labour force trends make projections more trustworthy.

- Shifts in cultural theme can help clients reach diverse and evolving audiences.

Activation and Measurement

Barry Marcus

SVP, Media and Agencies

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Everything is Getting More Complicated

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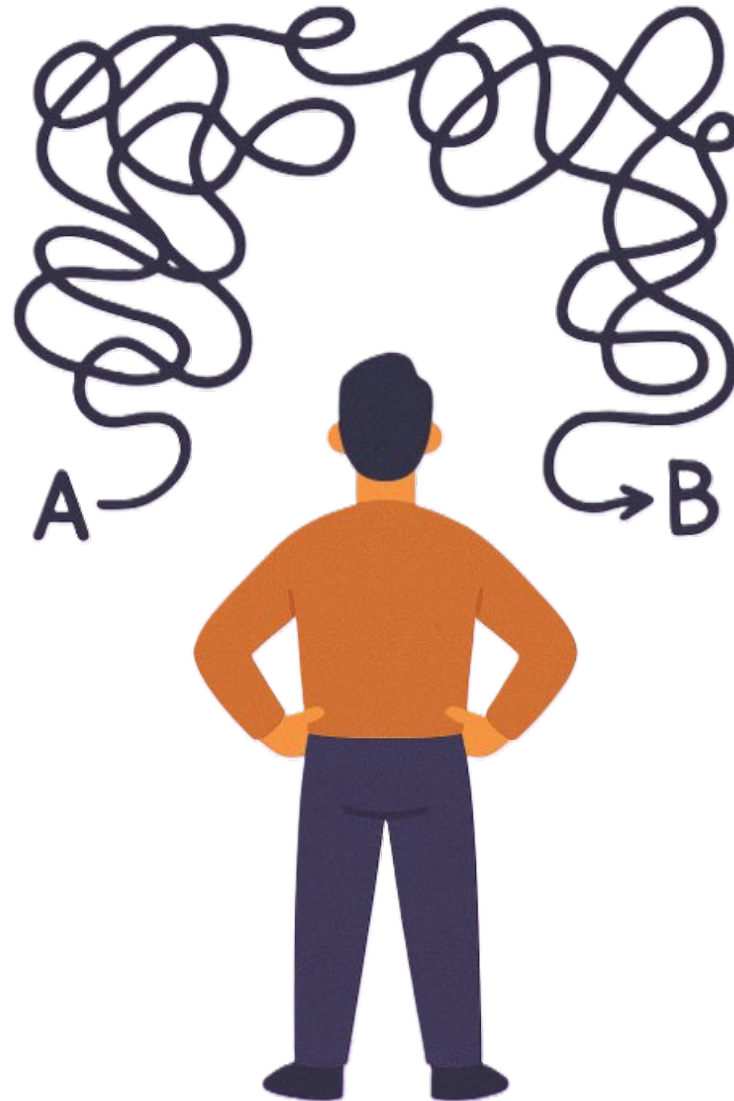
Common Thread from Insights to Activation and Measurement

Analysis and Insights → **Strategy, Planning, Buying** → **Activation and Measurement**
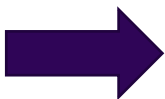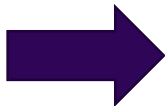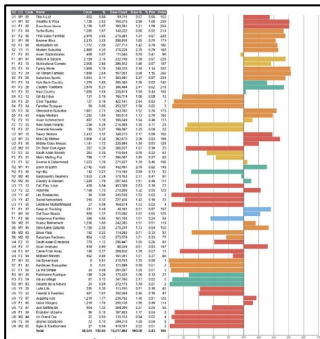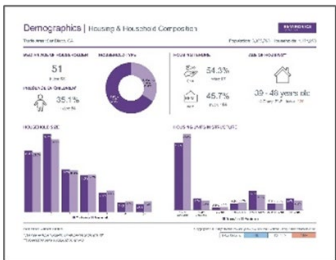
Group 1 – Aging Commuter Families
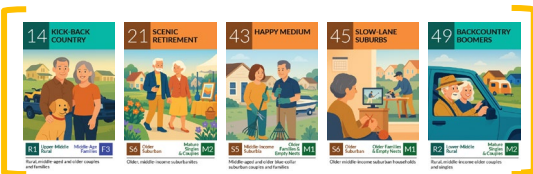
Group 2 – Country Cruisers
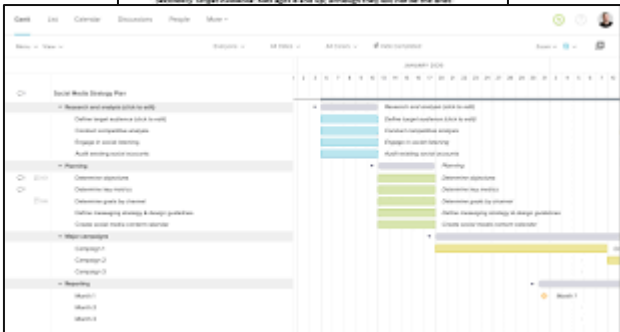
ENVIRONICS ANALYTICS
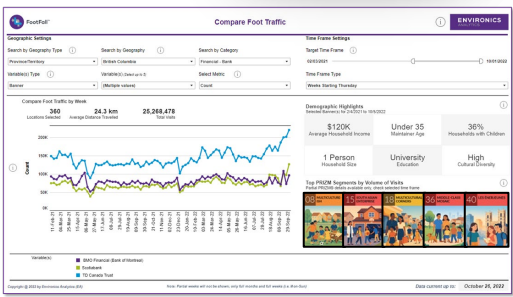
Great Analysis Starts with Great Data: Comprehensive, High-Quality, Safe

Being strategic ...

Insights

Activation

Outcomes

EA Data: End-to-End

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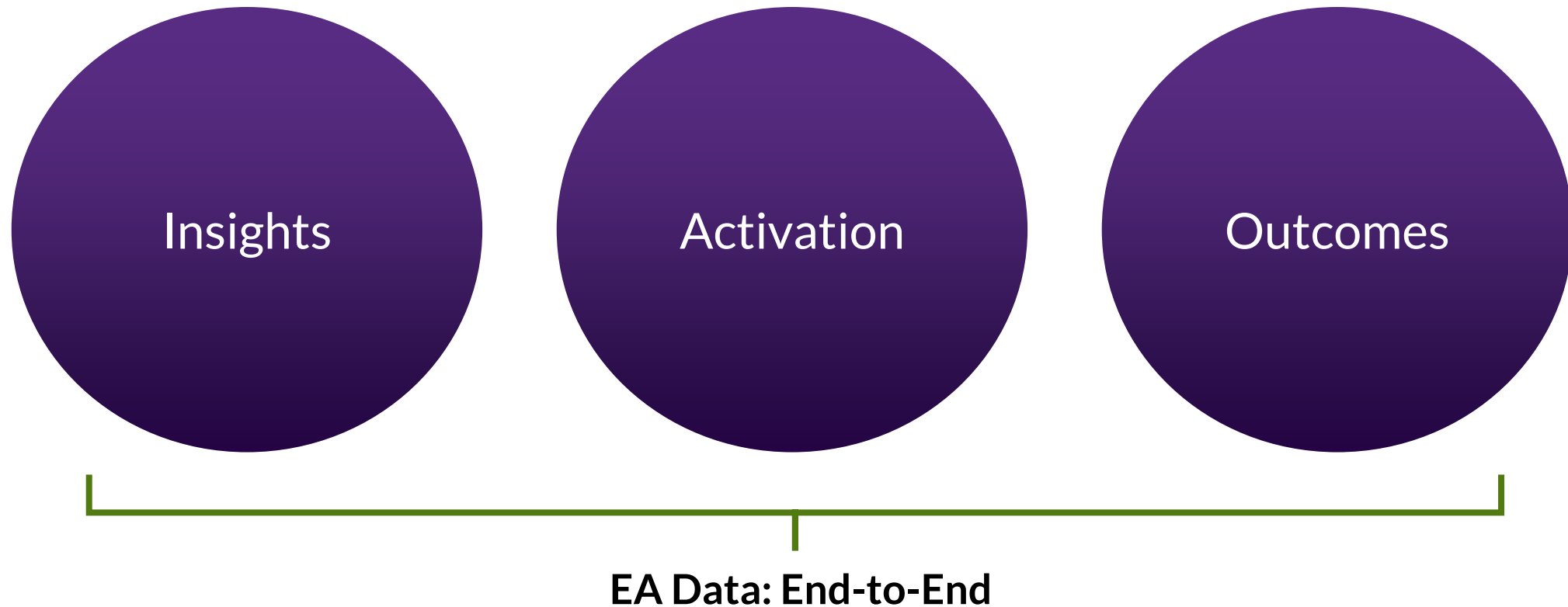
Thank You

Questions? Comments? Ideas?

Please reach out to Product Management

www.environicsanalytics.com

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