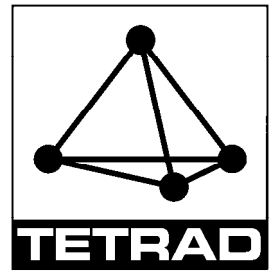


PCensus™

Software and Data Catalog



COMPUTER APPLICATIONS INC.

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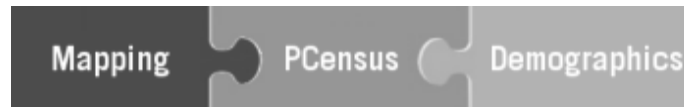
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Software

PCensus™

Is a one-stop, affordable solution for identifying your best business opportunities, PCensus is the only tool you need. Designed specifically to analyze customers and markets, it enables you to import and integrate your data with demographics for the most accurate market analysis.

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Display street maps to define study areas by locating street addresses	•	•	•
Basic Thematic Mapping: Province, Postal FSA	•	•	•
Advanced Thematic Mapping: Census DA, CT, CSD, CMA & Custom Bdys		•	•
Uses ESRI mapping & data (.mdx, .lyr, .shp)		•	
Uses MapInfo mapping & data (.tab, .mif)			•
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† StreetPro – TeleAtlas street maps with address ranges (used with *PCensus for MapInfo*)

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*PCode - Import and Link Customer data (e.g. purchases, no. of visits, services used, etc.) to demographic data for market penetration analysis. Use PCode to append Census DA codes that correspond to the customer's postal code in their street address.

All of Canada
\$4,000.

Source of Drive Time Option: Applied Spatial Technology, Falls Church, VA

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Product description and prices contained herein are subject to change without notice.

2006 Census of Canada*

The census was conducted by Statistics Canada in May 2006. The PCensus database contains about 1,850+ census variables. Age, sex and marital status counts are based on data collected from 100% of households. All other variables are based on a 20% sample of households.

The data were collected by enumerators for each census dissemination block (DB). A dissemination block is an area bounded on all sides by roads and/or geographic boundaries. There are 478,831 blocks in Canada. Statistics Canada only releases the Population and Dwelling Counts for each block.

The remaining census variables are aggregated at the dissemination area (DA), census tract, census subdivision, census metropolitan area, place, province and postal FSA levels. There are 54,626 dissemination areas in Canada. PCensus databases use the dissemination block area, Population and Dwelling Counts as indices to compute values “on-the-fly” for all census variables at the block level. This allows much greater accuracy for calculating profiles of user-defined areas (circles, polygons, drive times) than using only dissemination area level data.

All variables except population and dwelling counts are subjected to random rounding, applied by Statistics Canada to protect confidentiality. Where possible, PCensus databases contain values imputed from higher geography levels to supplement data suppressed in dissemination areas with small populations.

	2006 Census		2001 Census	1996 Census	1991 Census	1986 Census	1981 Census
	DA &	FSA					
Alberta	\$1,100.	\$200.	\$600.	\$500.	-	-	-
British Columbia	\$1,300.	\$250.	\$600.	\$500.	-	-	-
Manitoba	\$900.	\$150.	\$400.	\$300.	-	-	-
New Brunswick	\$600.	\$150.	\$300.	\$200.	-	-	-
Newfoundland	\$600.	\$150.	\$300.	\$200.	-	-	-
Nova Scotia	\$600.	\$150.	\$300.	\$200.	-	-	-
Ontario	\$1,400.	\$350.	\$600.	\$500.	-	-	-
Prince Edward Island	\$500.	\$150.	\$300.	\$200.	-	-	-
Quebec	\$1,400.	\$350.	\$600.	\$500.	-	-	-
Saskatchewan	\$900.	\$150.	\$400.	\$300.	-	-	-
Yukon, NWT or Nunavut	\$500.	\$150.	\$300.	\$200.	-	-	-
Western Canada	\$2,900.	\$450.	\$1,500.	\$1,000.	-	-	-
Prairies (AB, SK, MB)	\$2,200.	\$350.	\$1,200.	\$800.	-	-	-
Atlantic Canada	\$1,200.	\$350.	\$600.	\$500.	-	-	-
Northern Canada	\$750.	\$225.	\$300.	\$200.	-	-	-
Canada	\$4,500.	\$950.	\$2,000.	\$1,500.	\$500.	\$500.	\$500

†Includes FSA level data.

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<p>POPULATION</p> <p>Population and Dwelling Counts</p> <p>2006 Population</p> <p>2001 Population</p> <p>2001-2006 Population Change</p> <p>Persons</p> <p>Percent</p> <p>2006 Private Dwellings</p> <p>Occupied by usual residents</p> <p>Land Area, sq km</p> <p>Persons per sq km</p> <p>Dwellings per sq km</p> <p>Land Area, sq mile</p> <p>(same groups as sq km)</p> <p>Sex and Age Groups</p> <p>Population, total</p> <p>0 to 4 years</p> <p>5 to 9 years</p> <p>10 to 14 years</p> <p>15 to 19 years</p> <p>15 years</p> <p>16 years</p> <p>17 years</p> <p>18 years</p> <p>19 years</p> <p>20 to 24 years</p> <p>25 to 29 years</p> <p>30 to 34 years</p> <p>35 to 39 years</p> <p>40 to 44 years</p> <p>45 to 49 years</p> <p>50 to 54 years</p> <p>55 to 59 years</p> <p>60 to 64 years</p> <p>65 to 69 years</p> <p>70 to 74 years</p> <p>75 to 79 years</p> <p>80 to 84 years</p> <p>85+ years</p> <p>Male, total</p> <p>Female, total</p> <p>Families by Living Arrangements</p> <p>Persons in private households by living arrangements</p> <p>Non-family persons</p> <p>Living with relatives</p> <p>Living with non-relatives only</p> <p>Living alone</p> <p>Family persons</p> <p>Persons per family</p> <p>Persons 65 years and over by living arrangements</p> <p>Non-family persons</p> <p>Living with relatives</p> <p>Living with non-relatives only</p> <p>Living alone</p> <p>Family persons</p> <p>Marital Status</p> <p>Total population 15 years and over</p> <p>Single (never married)</p> <p>Married (and not separated)</p> <p>Separated (still legally married)</p> <p>Divorced</p> <p>Widowed</p> <p>Not in a common-law relationship</p> <p>In a common-law relationship</p> <p>Place of Birth</p> <p>Total Population</p> <p>Non-immigrant population</p> <p>Born in province of residence</p> <p>Total Immigrant population</p> <p>United Kingdom</p> <p>China, People's Republic of</p> <p>Italy</p> <p>India</p> <p>United States</p>	<p>Hong Kong</p> <p>Philippines</p> <p>Poland</p> <p>Germany</p> <p>Portugal</p> <p>Viet Nam</p> <p>Jamaica</p> <p>Netherlands</p> <p>Sri Lanka</p> <p>Guyana</p> <p>Pakistan</p> <p>Greece</p> <p>Iran</p> <p>Korea, South</p> <p>France</p> <p>Lebanon</p> <p>Taiwan</p> <p>Trinidad and Tobago</p> <p>Yugoslavia</p> <p>Romania</p> <p>Haiti</p> <p>Ukraine</p> <p>Hungary</p> <p>Russian Federation</p> <p>Croatia</p> <p>El Salvador</p> <p>Mexico</p> <p>Egypt</p> <p>South Africa, Republic of</p> <p>Ireland, Republic of (EIRE)</p> <p>Iraq</p> <p>Bosnia and Herzegovina</p> <p>Morocco</p> <p>Chile</p> <p>Fiji</p> <p>Austria</p> <p>Afghanistan</p> <p>Bangladesh</p> <p>Malaysia</p> <p>Switzerland</p> <p>Kenya</p> <p>Belgium</p> <p>Tanzania, United Republic of</p> <p>Algeria</p> <p>Cambodia</p> <p>All other places of birth</p> <p>Non-permanent residents</p> <p>Recent immigrants by place of birth</p> <p>China, People's Republic of</p> <p>India</p> <p>Philippines</p> <p>Pakistan</p> <p>Hong Kong</p> <p>Iran</p> <p>Taiwan</p> <p>United States</p> <p>Korea, South</p> <p>Sri Lanka</p> <p>Russian Federation</p> <p>Romania</p> <p>United Kingdom</p> <p>Yugoslavia</p> <p>Ukraine</p> <p>France</p> <p>Bosnia and Herzegovina</p> <p>Jamaica</p> <p>Algeria</p> <p>Bangladesh</p> <p>Mexico</p> <p>Afghanistan</p> <p>Iraq</p> <p>Viet Nam</p> <p>South Africa, Republic of</p> <p>Guyana</p> <p>Germany</p> <p>Poland</p>	<p>Lebanon</p> <p>Haiti</p> <p>Morocco</p> <p>Colombia</p> <p>Egypt</p> <p>Trinidad and Tobago</p> <p>Somalia</p> <p>Japan</p> <p>Croatia</p> <p>Ghana</p> <p>Saudi Arabia</p> <p>Congo, Democratic Republic of the</p> <p>All other places of birth</p> <p>Age at Immigration</p> <p>0 - 4 years</p> <p>5 - 19 years</p> <p>20 years and over</p> <p>Citizenship</p> <p>Canadian citizenship</p> <p>Citizenship other than Canadian</p> <p>Period of Immigration</p> <p>Total immigrant population</p> <p>Before 1961</p> <p>1961-1970</p> <p>1971-1980</p> <p>1981-1990</p> <p>1991-2000</p> <p>1991-1995</p> <p>1996-2001</p> <p>2001-2006</p> <p>Ttl Immigrant Pop. by Age at Immigration</p> <p>Under 5 years</p> <p>5 to 14 years</p> <p>15 to 24 years</p> <p>25 to 44 years</p> <p>45 years and over</p> <p>Total Population by Immigrant Status and Place of Birth</p> <p>Non-immigrants</p> <p>Born in prov. of residence</p> <p>Born outside prov. of res.</p> <p>Immigrants</p> <p>Non-permanent residents</p> <p>Total Immigrants by Place of Birth</p> <p>Top 5 Immigrant Places of Birth</p> <p>United States of America</p> <p>Central America</p> <p>Caribbean and Bermuda</p> <p>South America</p> <p>Western Europe</p> <p>Eastern Europe</p> <p>Southern Europe</p> <p>Italy</p> <p>Northern Europe</p> <p>United Kingdom</p> <p>Africa</p> <p>Western Africa</p> <p>Eastern Africa</p> <p>Northern Africa</p> <p>Central Africa</p> <p>Southern Africa</p> <p>Asia and the Middle East</p> <p>West Ctrl Asia and Middle East</p> <p>Eastern Asia</p> <p>China</p> <p>Hong Kong</p> <p>Southeast Asia</p> <p>Philippines</p> <p>Other Southeast Asia</p> <p>Southern Asia</p> <p>India</p> <p>Oceania and other</p> <p>Mother Tongue</p> <p>Single responses</p> <p>English</p>	<p>French</p> <p>Non-official languages</p> <p>Italian</p> <p>Portuguese</p> <p>Romanian</p> <p>Spanish</p> <p>Danish</p> <p>Dutch</p> <p>Flemish</p> <p>Frisian</p> <p>German</p> <p>Norwegian</p> <p>Swedish</p> <p>Yiddish</p> <p>Bosnian</p> <p>Bulgarian</p> <p>Croatian</p> <p>Czech</p> <p>Macedonian</p> <p>Polish</p> <p>Russian</p> <p>Serbian</p> <p>Serbo-Croatian</p> <p>Slovak</p> <p>Slovenian</p> <p>Ukrainian</p> <p>Latvian</p> <p>Lithuanian</p> <p>Estonian</p> <p>Finnish</p> <p>Hungarian</p> <p>Greek</p> <p>Armenian</p> <p>Turkish</p> <p>Amharic</p> <p>Arabic</p> <p>Hebrew</p> <p>Maltese</p> <p>Somali</p> <p>Tigrigna</p> <p>Bengali</p> <p>Gujarati</p> <p>Hindi</p> <p>Kurdish</p> <p>Panjabi (Punjabi)</p> <p>Pashto</p> <p>Persian (Farsi)</p> <p>Sindhi</p> <p>Sinhala (Sinhalese)</p> <p>Urdu</p> <p>Malayalam</p> <p>Tamil</p> <p>Telugu</p> <p>Japanese</p> <p>Korean</p> <p>Chinese</p> <p>Cantonese</p> <p>Mandarin</p> <p>Taiwanese</p> <p>Chinese, n.o.s.</p> <p>Lao</p> <p>Khmer (Cambodian)</p> <p>Vietnamese</p> <p>Bisayan languages</p> <p>Ilocano</p> <p>Malay</p> <p>Tagalog (Pilipino, Filipino)</p> <p>Akan (Twi)</p> <p>Swahili</p> <p>Creoles</p> <p>Aboriginal Languages</p> <p>Algonquin</p> <p>Atikamekw</p> <p>Blackfoot</p> <p>Carrier</p> <p>Chilcotin</p> <p>Chipewyan</p>
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<p>Cree Siouan languages (Dakota/Sioux) Dene Dogrib Gitskan Inuinnaqtun Inuktitut, n.i.e. Kutchin-Gwich'in (Loucheux) Malecite Mi'kmaq Mohawk Montagnais-Naskapi Nisga'a North Slave (Hare) Ojibway Oji-Cree Shuswap South Slave Tlingit Other languages Multiple responses English and French English and non-official language French and non-official language English, French and non-official lang.</p> <p>Knowledge, Non-Official Languages (Same groups as in Mother Tongue)</p> <p>Knowledge, Official Languages English only French only English and French Neither English nor French</p> <p>First Official Language Spoken English French English and French Neither English nor French Off. language minority (number, %)</p> <p>Home Language Same groups as in Mother Tongue</p> <p>Language at Work Total population 15 years and over who worked by language used at work Single Responses English French Non-official languages Chinese, n.o.s. Cantonese Panjabi (Punjabi) German Mandarin Portuguese Spanish Vietnamese Korean Italian Other languages Multiple responses English and French English and non-official French and non-official English, French and non-official language</p> <p>Aboriginal Groups Total, Non-Aboriginal population Total, Aboriginal population Single response Inuit Metis North American Indian Multiple response Aboriginal responses not included elsewhere Pop. By Registered Indian</p>	<p>Registered Indian Not a Registered Indian Pop. By Aboriginal and Non-Aboriginal Ancestry Aboriginal ancestry North American Indian single ancestry North American Indian and non-Aboriginal ancestries Other Aboriginal mult. ancestries Non-Aboriginal ancestry Indian Reservation DAs that refused enumeration</p> <p>Ethnic Origin European British Isles English Irish Scottish Welsh French Acadian French Western European Austrian Belgian Dutch (Netherlands) German Swiss Northern European Finnish Scandinavian Eastern European Baltic Czech and Slovak Southern European Croatian Greek Italian Portuguese Spanish Jewish Latin, Central and South American Aboriginal from Central/South American Argentinian Brazilian Chilean Colombian Ecuadorian Guatemalan Mexican Peruvian Salvadorean Caribbean Barbadian Guyanese Haitian Jamaican Trinidadian/Tobagonian West Indian African Black Ethiopian Ghanaian Nigerian Somali South African Arab Egyptian Iraqi Lebanese Maghrebi Algerian Moroccan Other Maghrebi</p>	<p>Palestinian Syrian Other Arab West Asian Afghan Armenian Iranian Turk South Asian East Indian Pakistani Punjabi Sri Lankan East and Southeast Asian Chinese Filipino Japanese Korean Vietnamese Oceania Australian New Zealander Pacific Islands Fijian Hawaiian North American Aboriginal Inuit Métis North American Indian North American American Canadian</p> <p>Visible Minority Total visible minority population Chinese South Asian Black Filipino Latin American Southeast Asian Arab West Asian Korean Japanese Visible minority, nie Multiple visible minority All others (white, aboriginal)</p> <p>Labour Force Activity Total population 15+ years In labour force Employed Unemployed Not in the labour force Unemployment rate Participation rate Total population - 15-24 years (Same groups as 15+ years) Total population - 25 years and over (Same groups as 15+ years) Males - 15 years and over (Same groups as 15+ years) Males - 15-24 years (Same groups as 15+ years) Males - 25 years and over (Same groups as 15+ years) Females - 15 years and over (Same groups as 15+ years) Females - 15-24 years (Same groups as 15+ years) Females - 25 years and over (Same groups as 15+ years)</p> <p>Force of Children and Labour Force Activity Persons in households 15+ years of age Male or Female All families</p>	<p>In labour force Employed Unemployed Not in the labour force Unemployment rate Participation rate With no children at home (Same groups as All families) With children at home (Same groups as All families) With children under 6 years only (Same groups as All families) With children < 6 & children >= 6 (Same groups as All families) With children 6 years and over only (Same groups as All families) Males in private households 15+ (Same groups as Male or Female) Females in private households 15+ (Same groups as Male or Female) Persons in private households - 15-44 (Same groups as persons 15+ years) Persons in households - 45 years plus (Same groups as persons 15+ years)</p> <p>Class of Worker Total - Both sexes Class of worker - Not applicable All classes of worker Paid workers Employees Self-employed (incorporated) Without paid help With paid help Self-employed (unincorporated) Without paid help With paid help Unpaid family worker Total - Males (Same groups as both sexes) Total - Females (Same groups as both sexes)</p> <p>Hours of Unpaid Housework Total, males 15 years and over None Less than 5 hours 5 to 14 hours 15 to 29 hours 30 to 59 hours 60 hours or more Total, females 15 years and over (Same groups as males)</p> <p>Hours of Unpaid Childcare (Same groups as Unpaid Housework)</p> <p>Hours of Unpaid Care to Seniors Total, males 15 years and over None Less than 5 hours 5 to 9 hours 10 hours or more Total, females 15 years and over (Same groups as males)</p> <p>Industry Divisions Total labour force, both sexes All industries Agr., forestry, fishing and hunting Mining and oil and gas extraction Utilities Construction Manufacturing Wholesale trade Retail trade Transportation and warehousing Information and cultural industries Finance and insurance Real estate and rental and leasing Prof., sci. and technical services</p>
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Mgmt of companies and enterprises Admin and support, waste mgmt and remediation services Educational services Health care and social assistance Arts, entertainment and recreation Accommodation and food services Other services (except pub. admin) Public administration Occupation - Not applicable	labourers Primary production labourers Processing, manufacturing & utilities Supervisors in manufacturing Machine operators in manufacturing Assemblers in manufacturing Labourers Males, total (Same groups as both sexes) Females, total (Same groups as both sexes)	Bachelor's degree University certificate or diploma above bachelor level Degree in medicine, dentistry, veterinary medicine or optometry Master's degree Earned doctorate Total Population 25 to 64 years by educational attainment (Same groups as above) Total Population 65 years and over by educational attainment (Same groups as above)	Average number of bedrooms per dwelling Average value of dwelling \$
Occupations Total Labour Force 15 + All Occupations Management occupations Senior management occupations Specialist managers Retail trade, food, accomm Other managers Business, finance and administrative Professional Finance and insurance Administrative and regulatory Clerical supervisors Clerical occupations Natural and applied sciences Professional Technical Health occupations Professional Nurses and supervisors Technical Assisting/support occupations Social science, education, government service and religion Judges, lawyers, psychologists, social workers, ministers of religion, and policy and program officers Teachers and professors Paralegals, social services workers and occ. in education and religion Art, culture, recreation and sport Professional Technical Sales and service occupations Supervisors Wholesale, technical, insurance, real estate sales specialists, and retail, wholesale and grain buyers Retail salespersons and sales clerks Cashiers Chefs and cooks Food and beverage service Protective services Travel and accommodation including attendants in recreation and .sport Childcare and home support workers Other sales and service Trades, transport and equipment operators and related occupations Contractors and supervisors Construction trades Stationary engrs, power stn operator, electrical and telecommunications Machinists, metal forming, shaping and erecting Mechanics Other trades n.e.c. Heavy equipment and crane operators and drillers Transportation equipment operators, excluding labourers Helpers and labourers Primary industry-specific Agriculture excluding labourers Forestry, mining, oil and gas extraction, and fishing, excluding	Place of Work Total labour force 15 years and over Males in employed labour force Usual place of work In CSD of residence In different CSD In same CD At home Outside Canada No fixed workplace Females in employed labour force (Same groups as males) Mode of Transportation Total labour force 15 years and over Males, employed with usual place of work or no fixed workplace Car, truck, van as driver Car, truck, van as passenger Public transit Walked to work Bicycle Motorcycle Taxicab Other method Females (Same groups as males) Mobility Status by Place of Residence 1 and 5 years ago Non-movers (same address one yr ago) Movers Non-migrants Migrants Internal migrants Intraprovincial migrants Interprovincial migrants External migrants Non-movers (same address five yrs ago) Movers Non-migrants Migrants Internal migrants Intraprovincial migrants Interprovincial migrants External migrants	Location of Study Population 25 to 64 years with Postsecondary Qualification Inside Canada Newfoundland and Labrador Prince Edward Island Nova Scotia New Brunswick Quebec Ontario Manitoba Saskatchewan Alberta British Columbia Yukon Territory Northwest Territories Nunavut Outside of Canada Major Field of Study Total Population 25 to 64 years with Postsecondary Qualifications by Major Field of Study Education Visual and performing arts, and communications technologies Humanities Social and behavioural sciences and law Business, management and public administration Physical and life sciences and technologies Mathematics, computer and information sciences Architecture, engineering, and related technologies Agriculture, natural resources and conservation Health, parks, recreation and fitness Personal, protective and transportation services Other fields of study Males, Females 25 to 64 years with Postsecondary Qualifications by Major Field of Study (Same groups as above)	By Tenure Owned Rented Band housing Maintenance Required Regular maintenance only Minor repairs Major repairs Period of construction before 1946 1946-1960 1961-1970 1971-1980 1981-1990 1991-1995 1996-2000 2001-2006
	Population 15 years and over by Generation status 1st generation 2nd generation 3rd generation and over	Education Educational Attainment Total population 15 and over No certificate, diploma or degree Certificate, diploma or degree High school certificate Apprenticeship or trades certificate or diploma College, CEGEP or other non-university certificate/diploma University cert., diploma or degree University cert. or diploma below bachelor level University certificate or degree	HOUSEHOLDS Private households by size of household 1 person 2 persons 3 persons 4 - 5 persons 6 or more persons Persons per household Private households by household type One-family households Multiple-family households Non-family households Rented Dwellings Tenant households in non-farm, non-reserve private dwellings Average gross monthly rent Households spending 30% or more of household income on gross rent Households spending 30 to 99% of household income on gross rent One-family tenant households without additional persons Average gross rent Households spending 30% or more of household income on gross rent Owned Dwellings Owner-occupied private non-farm, non-reserve dwellings Average value of dwelling Average owner's major payments Households spending 30% or more of household income on major payments Households spending 30% to 99% more of household income on major payments One-family owner-occ. households without additional persons Average major payments Spending 30%+ of hh income on shelter
	EDUCATION Educational Attainment Total population 15 and over No certificate, diploma or degree Certificate, diploma or degree High school certificate Apprenticeship or trades certificate or diploma College, CEGEP or other non-university certificate/diploma University cert., diploma or degree University cert. or diploma below bachelor level University certificate or degree	DWELLINGS Total Occupied Dwellings Structural Type of Dwelling Single-detached house Semi-detached house Row house Apartment Detached duplex Five or more storeys Less than five storeys Other single attached house Movable dwelling Dwelling Characteristics Total number of occupied private dwellings Average number of rooms per dwelling	FAMILIES Family Size Total number of census families in private households Size of family, 2 persons Size of family, 3 persons Size of family, 4 persons Size of family, 5 or more persons Family Structure Total husband-wife families Total families of now-married couples Total without children at home

Total with children at home	35,000 to 39,999	60,000 and over	Couple
1 child	40,000 to 44,999	Average income	Male lone-parent
2 children	45,000 to 49,999	Median income	Female lone-parent
3 or more children	50,000 and over	Male non-family persons 15 years and over	Median Income by Family Type
Families of common-law couples	Median after-tax income	(Same groups as above)	(same groups as for avg. income)
Total without children at home	Average after-tax income	Female non-family persons 15 years and over	After-tax Average Income by Family Type
Total with children at home	Males 15 years and over	Without income	(same groups as for avg. income)
1 child	With income	(Same groups as above)	After-tax Median Income by Family Type
2 children	Males 15 years and over by after-tax income	Income of Non-family persons by after-tax income	(same groups as for avg. income)
3 or more children	Under \$1,000	Non-family persons 15 years and over by after-tax income	Prevalence of Low Income
Total lone-parent families	1,000 to 2,999	Under \$1,000	Total families by prevalence of low income
Male parent	3,000 to 4,999	1,000 to 2,999	Low income before tax
1 child	5,000 to 6,999	3,000 to 4,999	Low income after tax
2 children	7,000 to 9,999	5,000 to 6,999	Couple families
3 or more children	10,000 to 11,999	7,000 to 9,999	(same groups as above)
Female parent	12,000 to 14,999	10,000 to 11,999	Male lone-parent families
1 child	15,000 to 19,999	12,000 to 14,999	(same groups as above)
2 children	20,000 to 24,999	15,000 to 19,999	Female lone-parent families
3 or more children	25,000 to 29,999	20,000 to 24,999	(same groups as above)
Never-married Children at Home	30,000 to 34,999	25,000 to 29,999	Non-family persons 15 years and over by prevalence of low income
Total number of never-married children	35,000 to 39,999	30,000 to 34,999	(same groups as above)
Under 6 years of age	40,000 to 44,999	35,000 to 39,999	Male non-family persons 15 years and over
6 - 14 years	45,000 to 49,999	40,000 to 44,999	(same groups as above)
15 - 17 years	50,000 and over	45,000 to 49,999	Female lone-parent families 15 years and over
18 - 24 years	Median after-tax income	50,000 and over	(same groups as above)
25 years and over	Average after-tax income	Average income	Population in private households by prevalence of low income
Average children at home per family	Females 15 years and over	Median income	(same groups as above)
Number and Family Status of Family Members in the Labour Force	Without income	Male Non-family persons 15 years and over by after-tax income	Children under 6 years of age
Total number of census families in private households	With income	(same groups as above)	(same groups as above)
Number of now-married and common-law couple families	Females 15 years and over by after-tax income	Income by Sources	Persons 65 years of age and over
No member in the labour force	(Same groups as males)	Composition of family income for all families	(same groups as above)
Some members in the labour force	Individual After-Tax Income by Sex	Employment income	Household Income
One member only	(Same groups as males)	Government transfer payments	Private households by income
Two or more members	Family Income	Other	Under \$10,000
Now-married or common-law couples in labour force	Total Census Families by Income	Composition of family income for all couple families	10,000 - 19,999
Number of lone-parent families	Under \$10,000	Employment income	20,000 - 29,999
No member in the labour force	10,000 - 19,999	Government transfer payments	30,000 - 39,999
Some members in the labour force	20,000 - 29,999	Other	40,000 - 49,999
Parent in labour force	30,000 - 39,999	Composition of family income for male lone-parent families	50,000 - 59,999
INCOME	40,000 - 49,999	Employment income	60,000 - 69,999
Employment Income by Sex and Work Activity	50,000 - 59,999	Government transfer payments	70,000 - 79,999
Total pop. 15 years and over with employment income	60,000 - 69,999	Other	80,000 - 89,999
Average employment income	70,000 - 79,999	Composition of family income for all female lone-parent families	90,000 - 99,999
Worked full-year, full-time	80,000 - 89,999	Employment income	100,000 and over
Avg. employment income	90,000 - 99,999	Government transfer payments	Median income
Worked part-year/part-time	100,000 and over	Other	Average income
Avg. employment income	Median income	Composition of family income for all female lone-parent families	One person households by income
Males, 15+ with employment income	Average income	(same as male groups)	(same groups as above)
(Same groups as all persons)	Couple Families by Income	Composition of income for persons 15 years and over not in a family	After-Tax Household Income
Females, 15+ with employ. income	(same groups as above)	Employment income	(same groups as household income)
(Same groups as all persons)	Total Census Families by after-tax Income	Government transfer payments	CENSUS DATA QUALITY
Individual Income by Sex Comparison	Income	Other	Type of geography used to search study area
Population 15 years and over	(same groups as above)	Composition of income for males 15 years and over not in a family	Total target records in study area
Without income	Couple Families by after-tax Income	Employment income	Number of target records for which 100% data (2A) is suppressed or due to poor response
With Income	(same groups as above)	Government transfer payments	Number of target records for which 20% data (2B) is suppressed or due to poor response
Population 15 years and over by after-tax income	Income of Non-family persons by Sex	Other	Indian Reservation DAs that refused enumeration
Under \$1,000	Non-family persons 15 years and over by Income	Composition of income for females 15 years and over not in a family	Total Dissemination Blocks in Study Area
1,000 to 2,999	Under \$1,000	Employment income	
3,000 to 4,999	1,000 to 2,999	Government transfer payments	
5,000 to 6,999	3,000 to 4,999	Other	
7,000 to 9,999	5,000 to 6,999	Composition of income for all census families	
10,000 to 11,999	7,000 to 9,999	Couple families	
12,000 to 14,999	10,000 to 11,999	Male lone-parent families	
15,000 to 19,999	12,000 to 14,999	Female lone-parent families	
20,000 to 24,999	15,000 to 19,999	Average Income by Family Type	
25,000 to 29,999	20,000 to 24,999	All census families	
30,000 to 34,999	25,000 to 29,999		
	30,000 to 34,999		
	35,000 to 39,999		
	40,000 to 44,999		
	45,000 to 49,999		
	50,000 to 59,999		

Income by Age of Head of Household 2006 Census

Household income data was collected in the census from a 20% sample (one household in five).

TETRAD commissioned Statistics Canada to prepare a special custom cross-tabulation of household income by the age of the primary household maintainer. Also included are the following income categories that are not in the Standard Census Profiles:

- Households with income \$100,000 to \$125,000 and income \$125,000 to \$150,000.
- Households with income greater than \$150,000 and income greater than \$200,000.

Example PCensus Report

2005 Household Income by Age of Head of Household	Canada					
	All Ages	Age	Age	Age	Age	Age
		15-24	25-44	45-64	65-74	75+
2006 Households by Income	12,437,470	456,625	4,374,155	4,960,600	1,387,285	1,258,805
Less than \$20,000	1,899,080	168,540	520,810	639,015	240,250	330,465
\$20,000 - \$39,999	2,666,025	141,560	831,230	790,245	441,895	461,085
\$40,000 - \$59,999	2,329,290	81,000	874,805	852,580	299,070	221,830
\$60,000 - \$79,999	1,831,015	37,420	747,480	756,570	175,430	114,120
\$80,000 - \$99,999	1,303,640	15,520	542,195	595,580	93,055	57,295
\$100,000 - \$124,999	1,026,575	7,385	406,550	517,285	61,620	33,735
\$125,000 - \$149,999	562,060	2,660	203,020	311,210	29,025	16,140
\$150,000 and over	819,780	2,540	248,065	498,100	46,925	24,140
\$200,000 and over	351,230	785	98,975	217,290	22,540	11,635
Dominant Income Range	\$20K - \$40K	< \$20K	\$40K - \$60K	\$40K - \$60K	\$20K - \$40K	\$20K - \$40K
Median Income	\$53,827	\$28,445	\$59,091	\$65,246	\$40,768	\$32,967
Average Income	\$69,548	\$34,111	\$65,354	\$71,562	\$49,903	\$40,522

Pricing: Income by Age of Head of Household

	Income by Age	
	DA and higher [†]	FSA
Alberta	\$450.	\$90.
British Columbia	\$500.	\$100.
Manitoba	\$350.	\$70.
New Brunswick	\$220.	\$50.
Newfoundland	\$220.	\$50.
Nova Scotia	\$220.	\$50.
Ontario	\$520.	\$135.
Prince Edward Island	\$200.	\$50.
Quebec	\$520.	\$135.
Saskatchewan	\$350.	\$70.
Yukon, NWT or Nunavut	\$180.	\$50.
Western Canada	\$1,150.	\$230.
Prairies (AB, SK, MB)	\$880.	\$140.
Atlantic Canada	\$450.	\$140.
Northern Canada	\$275.	\$55.
Canada	\$1,900.	\$380.
Canada – CT and higher	\$880	-----
Canada – CSD and higher	\$450	-----

[†]Includes FSA level data.

2009 Estimates; 2012, 2014, 2019 Projections

The MapInfo Canadian Estimates and Projections database variables are "updated" from their Census 2006 values. MapInfo estimates and projections for Canada are updated annually. The reference date for the data is always July 1, which is considered the midpoint for the reference year.

The estimation and projection methodology involves a combination of top-down methods (national to census subdivision), using traditional demographic techniques, and bottom-up methods (dissemination area to census subdivision) using demographic techniques along with proprietary spatial modeling techniques. Significant efforts are applied to the task of integrating the latest Statistics Canada data into the MapInfo Canada demographic update process. The 2006 census information is used as the benchmark for all of the estimates and projections in this release.

The principal population characteristics in the Estimates and Projections database are age and sex. These characteristics are derived through a cohort component method that takes into account the aging of the population, mortality rates by age and sex, fertility rates, and differential migration by age and sex.

The principal household characteristics in the Estimates and Projections database are age of household maintainer and household income. The distribution of households by age of maintainer is derived from the cohort component model results and the probabilities associated with a person in a given age group being the primary maintainer of a household as defined by Statistics Canada. Household Income is derived from an economic-demographic model developed in part by Strategic Projections, Inc. for higher levels of geography. For smaller geographic layers, including Dissemination Areas, income trends based on census information are combined with regional income trends in order to estimate and project household income. The distribution of households by income is derived from a process which advances census-based income distributions in a manner consistent with the trend in average income for a DA. All income figures are given in current year dollars for each year of the series. Note that this presentation does not involve the use of an income deflator to take into account inflation.

	Canada	Atlantic Canada	Western Canada	Large Province (ON, QC)	Medium Province (BC, AB, MB)	Small Province (SK, NB, NS, PE, NF)
DA level & higher†	\$5,500	\$2,200	\$2,200	\$2,200	\$1,375	\$1,000
FSA level	\$2,200	\$880	\$880	\$880	\$550	\$400

†Includes FSA level data.

POPULATION TRENDS

Total Population

2006 Census
2009 Estimate
2012 Projection
2014 Projection
2019 Projection

Change in Population (numbers.)

2006 to 2009
2009 to 2012
2012 to 2014
2014 to 2019

Change in Population (%)

2006 to 2009
2009 to 2012
2012 to 2014
2014 to 2019

Rate of Population change (% per year)

2006 to 2009
2009 to 2012
2012 to 2014
2014 to 2019

HOUSEHOLD TRENDS

Total Households

2006 Census
2009 Estimate
2012 Projection

2014 Projection
2019 Projection

Change in Households (numbers.)

2006 to 2009
2009 to 2012
2012 to 2014
2014 to 2019

Change in Households (%)

2006 to 2009
2009 to 2012
2012 to 2014
2014 to 2019

Rate of change in Hhlds (% / year)

2006 to 2009
2009 to 2012
2012 to 2014
2014 to 2019

AGE/SEX DISTRIBUTION

2009 Population by Sex

Estimated Males
Estimated Females

2009 Population by age

0 to 4 years
5 to 9 years
0 to 14 years
5 to 19 years
20 to 24 years

25 to 29 years
30 to 34 years
35 to 39 years
40 to 44 years
45 to 49 years
50 to 54 years
55 to 59 years
60 to 64 years
65 to 69 years
70 to 74 years
75 to 79 years
80 to 84 years
85 years and over

HOUSEHOLD MAINTAINERS

2009 Numbers by age

15 to 24 years
25 to 34 years
35 to 44 years
45 to 54 years
55 to 64 years
65 years and over

INCOME TRENDS

2009 Est. Hholds by Income

Less than \$20,000
\$20,000 - \$39,999
\$40,000 - \$59,999
\$60,000 - \$79,999

\$80,000 - \$99,999
\$100,000 - \$119,999
\$120,000 - \$139,999
\$140,000 - \$159,999
\$160,000 - \$179,999
\$180,000 - \$199,999
\$200,000 and over

2009 Median Est. Household Income

Average household income

2001 Census
2009 Estimate
2012 Projection
2014 Projection

Aggregate household income

2001 Census
2009 Estimate
2012 Projection
2014 Projection

Change in average household income

2001 to 2009
2009 to 2012
2012 to 2014

Change in aggregate household income

2001 to 2009
2009 to 2012
2012 to 2014

MISC. DEMOGRAPHICS

2009 Families

Avg Persons per Family
Avg Children per Family

2009 Marital Status*

2009 Educational Attainment*

2009 Labour Force Activity by Sex

In labour force
Not in labour force
Participation Rate

2009 Home Language* Single Responses

Official languages
Non-official languages

Multiple Responses

2009 Labour Force by Occupation by Sex*

2009 Canada Expenditure Potential

The Canada Expenditure Potential database is developed using Statistics Canada's Survey of Household Spending (SHS) and MapInfo's PSYTE Canada Advantage cluster system. The survey respondents are geocoded by Statistics Canada to their dissemination area (DA) of residence. Then, while maintaining strict confidentiality and data suppression standard, Statistics Canada aggregates and tabulates all SHS data by PSYTE Canada Advantage cluster. Coefficients are derived by MapInfo such that when applied against an independently derived estimate of aggregate household expenditures at the DA level, an estimate of detailed consumer expenditures is generated. Careful attention is paid to statistical reliability due to sample size, and in some cases imputations and substitutions are made to maintain reliability and consistency within the database.

	Canada	Atlantic Canada	Western Canada	Large Province (ON, QC)	Medium Province (BC, AB, MB)	Small Province (SK, NB, NS, PE, NF)
DA level & higher†	\$7,500	\$3,000	\$3,000	\$3,000	\$1,875	\$1,500
FSA level	\$3,000	\$1,200	\$1,200	\$1,200	\$750	\$600

†Includes FSA level data.

FOOD

- Food purchased from stores
- Locally and on day trips
- While on trips overnight or longer
- Board paid to private households
- Day board and children's lunches
- While on trips overnight or longer
- Food purchased from restaurants

SHELTER

- Principal accommodation
- Rented living quarters
- Rent
- Tenants' maintenance, repairs and alterations
- Tenants' insurance premiums
- Owned living quarters
- Regular mortgage payments
- Maintenance, repairs and replacements
- Condominium charges
- Property taxes
- Homeowners' insurance premiums
- Other expenditures for owned living quarters
- Commissions for sale of real estate
- Legal fees related to the dwelling(s)
- Mortgage insurance premiums
- Appraisals, surveying and mortgage penalties
- Transfer taxes and land registration fees
- Water, fuel and electricity
- Water and sewage
- Fuel (e.g., oil, gas)
- Electricity
- Other accommodation
- Owned vacation home
- Maintenance, repairs and replacements
- Property taxes and sewage charges
- Insurance premiums
- Electricity, water and fuel
- Other expenses for owned vacation home
- Traveller accommodation
- Hotels and motels
- Other accommodation away from home

HOUSEHOLD OPERATION

- Communications
- Telephone
- Purchase of telephones and equipment
- Telephone services
- Telephone service
- Installation and repairs
- Cellular services
- Internet services
- Postal and other communication services
- Child care expenses
- Child care outside the home

- Day-care centres
- Other child care outside the home
- Child care in the home
- Domestic and other custodial services
- Pet expenses
- Pet food
- Purchase of pets
- Purchase of pet related goods
- Veterinarian and other services
- Household cleaning supplies
- Paper, plastic and foil household supplies
- Stationery (excluding school supplies)
- Other paper and plastic supplies
- Other paper supplies
- Other plastic supplies
- Garden supplies and services
- Nursery & greenhouse stock, flowers, dec plants
- Fertilizers, soil and soil conditioners
- Pesticides
- Horticultural services, snow and garbage removal
- Other household supplies

HOUSEHOLD FURNISHINGS AND EQUIPMENT

- Household furnishings
- Furniture
- Rugs, mats and under padding
- Window coverings and household textiles
- Art, antiques and decorative ware
- Works of art, carvings and vases
- Antiques
- Glass mirrors, and mirror and picture frames
- Household equipment
- Household appliances
- Room air conditioners, portable humidifiers and dehumidifiers
- Refrigerators and freezers
- Cooking stoves and ranges
- Microwave and convection ovens
- Gas barbecues
- Small electric food preparation appliances
- Washers and dryers
- Vacuum cleaners and other rug cleaning equipment
- Portable dishwashers
- Sewing machines
- Other electric equipment and appliances
- Attachments and parts for major appliances
- Home and workshop tools and equipment
- Power tools and equipment
- Other tools
- Lawn, garden and snow-removal tools and equipment
- Power lawn mowers and garden equipment
- Snow-blowers
- Other lawn, garden & snow removal tools & equip

- Lamps and lampshades
- Non-electric kitchen and cooking equipment
- Tableware, flatware and knives
- Non-electric cleaning equipment
- Luggage
- Home security equipment
- Other household equipment, parts and accessories
- Maintenance and repairs of furniture and equipment
- Furniture, carpeting and household textiles
- Major household appliances
- Other lawn, garden & snow removal tools & equip
- Services related to furnishings and equipment
- Rental of heating equipment
- Other services related to furnishings and equipment

CLOTHING, FOOTWEAR AND JEWELLERY

Women's and Girls' wear (4 years and over)

- Clothing
- Footwear
- Athletic footwear
- Non-athletic footwear
- Accessories
- Jewellery and watches
- Watches
- Jewellery
- Clothing gifts to non-household members

Men's and Boys' wear (4 years and over)

- Clothing
- Footwear
- Athletic footwear
- Non-athletic footwear
- Accessories
- Jewellery and watches
- Watches
- Jewellery
- Clothing gifts to non-household members

Children's wear (under 4 years)

- Clothing and cloth diapers
- Footwear
- Clothing gifts to non-household members

CLOTHING MATERIALS & SERVICE

- Clothing material, notions and services
- Clothing material (excluding household textiles)
- Notions
- Yarn (except for craft yarn)
- Thread and other notions
- Services
- Dressmaking, tailoring, clothing storage, services
- Laundry and dry-cleaning service
- Laundromats and self-service dry cleaning
- Maintenance, repair and alteration

TRANSPORTATION

Private transportation

Purchase of automobiles and trucks
Automobiles
Trucks (including vans)
Separate sale of automobiles and trucks
Purchase of automotive accessories
Rented and leased automobiles and trucks
Rented automobiles and trucks
Automobiles
Rental fees (including insurance and mileage)
Gas and other fuels
Other expenses for rented automobiles
Trucks (including vans)
Rental fees (including insurance and mileage)
Gas and other fuels
Other expenses for rented trucks
Leasing fees for automobiles and trucks
Regular leasing fees for automobiles and trucks
Other leasing fees for automobiles and trucks
Operation of owned and leased auto and trucks
Gasoline and other fuels
Tires, batteries, and other auto parts and supplies
Maintenance and repair
Garage rent and parking
At dwelling (not included in rent)
Parking away from home
Driving lessons
Drivers' licences and tests
Private and public vehicle insurance premiums
Reg. fees (incl insurance if part of registration)
Other automobile and truck operation services

Public transportation

City or commuter bus, subway, street car and train
Taxi
Airplane
Train
Highway bus
Other passenger transportation
Household moving, storage and delivery services

HEALTH CARE

Direct costs to household
Health care supplies
Medicinal and pharmaceutical products
Prescribed
Other medicines and pharmaceutical products
Physicians' care
Other health care practitioners
Eye-care goods and services
Prescription eye wear
Prescription eyeglasses
Prescription contact lenses
Other eye care goods
Eye care services (e.g., surgery, exams)
Dental services
Hospital care
Other medical services
Health insurance premiums
Public hospital, medical and drug plans
Private health insurance plans
Private health care plans (supp coverage, benefits)
Dental plans
Accident and disability insurance

PERSONAL CARE

Personal care supplies and equipment
Personal care preparations
Hair care products
Makeup, skin care and manicure products
Fragrance products
Personal deodorants and soaps
Oral hygiene products
Disposable diapers
Electric hair-styling and personal care appliances
Other personal care supplies and equipment

Personal care services
Hair grooming
Other personal services

RECREATION

Recreation equipment and associated services

Sports and athletic equipment
Playground equipment, above-ground pools and accessories
Toys and children's vehicles
Electronic games and parts
Video game rental
Artists' materials, handicraft and hobbycraft kits and materials
Computer equipment and supplies
Computer hardware
New
Used
Computer software
Computer supplies and other equipment
Photographic goods and services
Cameras and accessories
Films and processing
Photographers' and other photographic services
Musical instruments, parts and accessories
Collectors' items (e.g., stamps, coins)
Camping, picnic equipment and accessories (excluding BBQ's)
Supplies and parts for recreational equipment
Rental, maintenance and repairs of equipment

Recreation vehicles and associated services

Purchase of recreation vehicles
Bicycles, parts and accessories
Other recreational vehicles and outboard motors
Travel trailers
Tent trailers
Motorcycles
Snowmobiles
Motor homes
Truck campers
Boats
Outboard motors and personal watercraft
Other recreation vehicle purchases
Operation of recreational vehicles
Bicycle maintenance and repairs
Expenses for rented and leased recreational vehicles
Gasoline and other fuels
Supplies and parts
Maintenance and repair jobs
Insurance premiums
Registration fees and licences
Other expenses for operation of recreational vehicles

RECREATION (continued)

Home entertainment equipment and services

Equipment
Audio (e.g., radio, CD players, speakers)
Portable
Non-portable
Pre-recorded audio and video cassette tapes, compact discs and DVD's
Pre-recorded audio cassette tapes and compact discs
Pre-recorded video cassette tapes and DVD's
Blank audio and video tapes
Blank audio cassette tapes
Blank video cassette tapes
Televisions, VCRs, camcorders and other television/video components
Other home entertainment equipment
Services
Rental of videotapes and DVD's
Rental of video cassette tapes

Rental of DVD's
Rental of home entertainment equip & oth services
Maint and repair of home entertainment equipment

Recreation services

Entertainment
Movie theatres
Live sports events
Live performing arts
Admission to museums and other activities
Rental of cablevision and satellite services
Rental of cablevision services
Rental of satellite services
Use of recreation facilities
Membership and single usage fees for sports and recreation facilities
Golfing
Bowling
Skiing/Snowboarding
Health clubs and recreation associations
Other sports activities
Video, pinball and carnival games
Children's camps
Package travel tours
Other recreational services

READING MATERIALS AND OTHER PRINTED MATTER

Newspapers
Magazines and periodicals
Books and pamphlets (excluding school books)
Maps, sheet music and other printed matter
Services related to reading materials (e.g., duplicating, library fees)

EDUCATION

Supplies
Kindergarten, nursery, elementary and secondary
Post-secondary
Textbooks
Kindergarten, nursery, elementary and secondary
Post-secondary
Tuition fees
Kindergarten, nursery, elementary and secondary
Post-secondary
Other courses and lessons (excluding driving)
Other educational services

TOBACCO PRODUCTS AND ALCOHOLIC BEVERAGES

Tobacco products and smokers' supplies
Cigarettes, cigars and tobacco
Matches and other smokers' supplies
Alcoholic beverages
Served on licensed premises
Purchased from stores
Self-made alcoholic beverages

GAMES OF CHANCE (NET)

Government-run lotteries
Casinos, slot machines, and video lottery terminals
Bingos
Non-government lotteries and raffle tickets
Winnings from games of chance

MISCELLANEOUS EXPENDITURES

Expenses on other property owned
Legal services not related to dwellings
Financial services
Service charges from banks
Stock and bond commissions
Administration fees
Other financial services
Dues to unions and professional associations
Contributions and dues for social clubs and other organizations

Forfeit of deposits, fines, and money lost or stolen
Tools and equipment purchased for work
Other miscellaneous goods and services
Goods
Services

PERSONAL TAXES

Income tax on reference year income
Income tax on income received before reference year
Other personal taxes
Tax refunds

PERSONAL INSURANCE PAYMENTS AND PENSION CONTRIBUTIONS

Life insurance premiums

Annuity contracts and transfers to RRIFs

Employment insurance premiums

Retirement and pension fund payments
Canada and Quebec pension plan
Other government pension funds
Other retirement or pension funds (excluding RRSP)

GIFTS OF MONEY AND CONTRIBUTIONS

Money and support payments
Alimony and child support
Gifts of money and other support payments to persons living inside Canada
Gifts of money and other support payments to persons living outside Canada

Contributions to charity
Religious organizations
Non-religious charitable organizations

FoodEx - Food Expenditures

2009 Canada Food Expenditure Potential

The Canada Food Expenditure Potential estimates database is developed in manner similar to the Canada Expenditure Potential database. Respondents to Statistics Canada's Food Expenditure Survey are asked to maintain a daily record of all food expenditures (excluding those while on a trip overnight or longer) using two one-week diaries. For meals and snacks in restaurants, respondents are asked to record the total cost of meals/snacks.

Statistics Canada summarizes food expenditure data of the 5,999 households by PSYTE Canada Advantage cluster for the detailed food expenditure variables, based on reference material provided by MapInfo Canada. MapInfo Canada analyzes these data to discern patterns and correlates to estimate missing values using a range of statistical methods. Canada Food Expenditure Potential estimates are modeled for small areas based on national average household food expenditure data (proportions) by PSYTE Canada Advantage cluster, and MapInfo Canada's current household, income and expenditure estimates.

	Canada	Atlantic Canada	Western Canada	Large Province (ON, QC)	Medium Province (BC, AB, MB)	Small Province (SK, NB, NS, PE, NF)
DA level & higher†	\$3,500	\$1,400	\$1,400	\$1,400	\$875	\$700
FSA level	\$1,400	\$560	\$560	\$560	\$350	\$280

†Includes FSA level data.

TOTAL ANNUAL FOOD EXPENDITURE

FOOD PURCHASED FROM STORES

While on trips overnight or longer
Locally and on day trips

FOOD PURCHASED LOCALLY & ON DAY TRIPS

From Supermarkets
From Food specialty stores
From Convenience stores
From Other stores

FOOD PURCHASED LOCALLY & ON DAY TRIPS

Meat

Fresh or frozen meat (excl poultry)

Beef
Hip cuts (excluding shank cuts)
Loin cuts
Rib cuts
Chuck cuts (excluding shank cuts)
Stewing beef
Ground beef (including patties)
Other beef (including shank cuts)

Pork
Leg cuts (excluding hocks)
Loin cuts

Belly cuts
Shoulder cuts (excluding hocks)
Other pork (including hocks)

Other fresh or frozen meat
Veal
Offal from mammals
Liver
Other offal
Lamb, mutton & other (exc poultry)

Fresh or frozen poultry meat
Chicken (including fowl)
Turkey
Other poultry meat and offal

Other meat and meat preparations
Cured meat
Bacon
Ham (excluding cooked ham)
Other cured meat

Meat preparations and cooked meat (excluding canned)
Uncooked sausage
Bologna
Wieners
Other cooked/cured sausage
Cooked (boiled) ham
Other ready-cooked meat
Other meat preparations
Canned meat and meat preparations
Meat stews and hams

Oth. canned meat & meat prep

Fish and other marine products

Fish
Fresh or frozen fish (excl portions)
Cod
Flounder and sole
Haddock
Salmon
Other sea fish
Freshwater fish

Pre-cooked frozen fish portions
Cured fish
Canned fish
Salmon
Tuna
Other canned fish

Other marine products
Shrimps and prawns
Other shellfish and marine products

Dairy products and eggs

Dairy products
Cream (excluding sour cream)
Fluid whole milk
Low-fat milk (2%)
Low-fat milk (1%)
Fluid skim milk
Specialty milk products
Yogurt
Butter

Cheese
Cheddar cheese
Grated cheese
Process cheese
Cottage cheese
Other cheese
Condensed or evaporated milk
Ice cream and ice milk
Ice cream and ice milk novelties
Frozen yogurt
Other dairy products
Eggs

Bakery and other cereal products

Bakery products (excluding frozen)
Bread
Unsweetened rolls and buns
Crackers and crisp breads
Cookies and sweet biscuits
Muffins
Doughnuts
Yeast-raised sweet goods
Dessert pies, cakes and oth pastries
Other bakery products

Pasta products
Canned pasta products
Dry or fresh pasta
Pasta mixes
Cereal grains & other cereal products
Rice (including mixes)
Flour

Other grains, unmilled or milled
Breakfast cereal
Cake and other flour-based mixes
Cereal-based snack foods
Other cereal products

Fruit and nuts

Fruit
Fresh fruit
Apples
Bananas and plantains
Grapefruit
Grapes
Lemons and limes
Melons
Oranges and other citrus fruit
Peaches and nectarines
Pears
Plums
Other tropical fruit
Strawberries
Other fresh fruit
Other fruit and fruit preparations
Frozen fruit
Dried or other preserved fruit
Raisins
Oth dried/presd fruit (excl canned)
Fruit juice (excluding concentrated)
Apple juice
Grapefruit juice
Orange juice
Other fruit juice
Concentrated fruit juice
Orange juice
Other fruit juice
Canned fruit and fruit preparations
Peaches
Pineapple
Mixed fruit
Other canned fruit
Jam, jelly and other preserves
Fruit pie fillings
Nuts
Unshelled nuts

Shelled peanuts
Other shelled nuts
Vegetables
Fresh vegetables
Green or wax beans
Broccoli
Cabbage
Carrots
Cauliflower
Celery
Corn
Cucumbers
Lettuce
Mushrooms
Onions
Peppers
Potatoes
Radishes
Spinach
Tomatoes
Turnips and rutabagas
Other seed and gourd vegetables
Other root vegetables
Other leaf and stalk vegetables
Oth vegetables & vegetable prep
Frozen vegetables
Corn
Peas
Potato products
Other frozen vegetables
Dried vegetables
Potato products - dried
Other vegetables - dried
Canned vegetables & veg prep
Green or wax beans
Baked beans
Other beans
Corn
Mushrooms and truffles
Peas
Tomatoes (including paste)
Other canned vegetables
Tomato juice
Other canned vegetable juice

Condiments, spices and vinegar
Pickles (including olives)
Ketchup
Other sauces and sauces mixes
Mayonnaise and salad dressings
Other condiments (incl vinegar)
Spices
Sugar and sugar preparations
Sugar and syrup
Sugar
Syrups and molasses
Sugar preps (incl confectionery)
Gum
Chocolate bars
Other chocolate confections
Sugar candy
Other sugar confections
Other sugar preparations
Coffee and tea
Coffee
Roasted or ground coffee
Other coffee
Tea
Fats and oils
Margarine
Shortening
Lard
Cooking/salad oil
Oth foods, materials & food prep
Soup
Canned soup
Dried soup
Infant or junior foods
Canned infant or junior foods
Infant cereals and biscuits
Infant formula
Pre-cooked frozen food preparations
Pre-cooked frozen dinners
Dessert pies, cakes, other pastries
Frozen meat or poultry pies
Other pre-cooked food preparations
Materials for food preparations
Other food preparations
Honey

Peanut butter
Dairy product substitutes
Flavouring extracts and essences
Flavouring powders and crystals
Food seasonings (including salt)
Jelly powders
Prepared dessert powders
Potato chips and similar products
Food drink powders
Canned puddings and custards
All other food preparations
Non-alcoholic beverages
Carbonated beverages
Fruit drinks
Other non-alcoholic beverages

FOOD PURCHASED FROM RESTAURANTS

Food Purch on trips overnight or longer
By type:
Table-service
Fast food
Cafeterias
Other restaurants

By meal:
Breakfasts
Lunches
Dinners
Between-meals food

Food purchased from restaurants local and day trips
By type:
Table-service
Fast food
Cafeterias
Other restaurants

By meal:
Breakfasts
Lunches
Dinners
Between-meals food

Daytime Population

2009 Daytime Population

Daytime Population estimates are based on compiled business data which includes counts of employees who work, presumably during the day, at the business location within a given dissemination area.

These statistics are aggregated for each DA to arrive at estimates of the number of daytime employees. Daytime Employees are then added to the at-home residential population – whether retired, in school, or simply not in the labour force – to arrive at total Daytime Population. These estimates are useful for businesses interested in attracting customers, for example, at their daytime location as opposed to the nighttime, residential location.

	Canada	Atlantic Canada	Western Canada	Large Province (ON, QC)	Medium Province (BC, AB, MB)	Small Province (SK, NB, NS, PE, NF)
DA level & higher†	\$7,500	\$3,000	\$3,000	\$3,000	\$1,875	\$1,500
FSA level	\$3,000	\$1,200	\$1,200	\$1,200	\$750	\$600

†Includes FSA level data.

Estimated Daytime Population
Estimated Daytime Employees

Estimated Daytime at Home Persons
0 to 14 years
15 to 64 years
65 + years

2009 PSYTE Advantage

The PSYTE® Canada Advantage geodemographic segmentation system classifies Canadian neighbourhoods into mutually exclusive lifestyle groups—or ‘clusters’ based on select geodemographic metrics, location, and indicators of consumer and lifestyle behaviour.

Geodemographic segmentation or clustering in the marketing context involves classifying small geographic areas (e.g. census dissemination areas or DA’s) into relatively homogeneous market segments. The exercise produces a set of clusters or market segments that correlate well with individual preferences and consumer behaviors.

The basic assumption of clustering is that people with similar characteristics, preferences, and consumer behaviors tend to live in like neighbourhoods. However, as Canadian society changes and neighbourhoods evolve, cultural and economic diversity increases. The extent of diversity—whether socio-economic, ethnic, cultural, lifestyle, life-stage, or other dimension—is such that the new PSYTE Canada Advantage takes into account unprecedented levels of “within neighbourhood” differences as well as increased diversity overall. Nevertheless, users should discover that the fundamental drivers of consumer behaviors and lifestyles within each cluster are substantially similar.

The Development Process

MapInfo researchers adopted a two-stage clustering process. The first stage involved using a proprietary Kohonen classifier, while the second stage used a hierarchical classifier. The objective of the first stage was to develop sub-clusters or “atoms” that capture the essential demographic characteristics of neighbourhoods along with their settlement context. The result of the first stage was a set of 200+ atoms representing similar types of dissemination areas. It is noteworthy that the software infrastructure developed by MapInfo for this project embodies the vision of permitting “custom clustering solutions” involving the introduction of additional proprietary datasets and re-clustering of atoms.

The second stage of cluster development involved the generation of 65 final clusters from the 200+ atoms using a hierarchical technique. Additional datasets, including measures of consumer behavior and “lifestyles,” were introduced for the second-stage processing.

The clusters are ranked and numbered solely on the basis of average household income. However, for presentation purposes the clusters are listed by Major Group and then ranked by average income within the Major Group. The first character of the Major Group designation represents Urban (“U”), Suburban (“S”), Town & Exurban (“T”), and Rural (“R”). The second character is a number indicating the relative income ranking of the cluster within Urban, Suburban, Town & Exurban, and Rural.

PSYTE Canada Advantage is fundamentally a geodemographic cluster system. Geodemographic cluster systems, in contrast to household-based systems or hybrid systems, use the smallest area for which census data are published—in Canada, the census dissemination area—as a de facto neighbourhood base. The approach described here, therefore, generates a stable and statistically reliable set of cluster assignments. The neighbourhood clusters of PSYTE Canada Advantage provide a unique and identifiable description of geographic target markets that permits marketers and site location specialists to use the system effectively. PSYTE Canada Advantage thus provides a multidimensional framework that allows analysts to capture the complexity of Canadian consumer culture without having to manipulate literally hundreds of census variables.

	Canada	Atlantic Canada	Western Canada	Large Province (ON, QC)	Medium Province (BC, AB, MB)	Small Province (SK, NB, NS, PE, NF)
DA level & higher†	\$27,500	\$11,000	\$11,000	\$11,000	\$6,875	\$5,500
FSA level	\$11,000	\$4,400	\$4,400	\$4,400	\$2,750	\$2,200

†Includes FSA level data.

Major Group U1 - Urban Affluent

Cluster 01 Canadian Elite (U1)

Live in the largest metro areas. Average household income \$250,000. 92 percent husband-wife families represent wealth created by family stability. They index high on managerial, professional, technical, health care and financial services; university education with degree; married with children.

Cluster 04 Professional Duets (U1)

City couples with professional degrees and jobs often postpone children and marriage. Hhld average income of \$132,000. Indexes high on artistic and cultural employment; managerial, professional, and technical. University degrees.

Cluster 12 Urban Gentry (U1)

Well-to-do neighbourhoods, modest in lifestyle, economically secure. Foreign travel to the local jazz scene. An average hhld income of \$96,000. Older homes built in the late 50's - 60's; university education, managerial employment.

Major Group U2 - Urban Comfortable

Cluster 17 Young Technocrats (U2)

Single or coupling "informally," live in rental, traveling abroad or frequenting local venues. Having postponed starting a family, this cluster can live a lot on \$82,000 a year. The third highest for work in professional and tech jobs; older, semi-detached homes; work in artistic and cultural activities.

Cluster 21 University Enclaves (U2)

Avg income \$73,000 may fall in the middle of the bi-polar income distribution of students and professors; provides a spending cushion for basics as well as extras. They ride bicycles or walk to work or school, live in older apartments, and either have or are working on a university degree.

Cluster 22 Upbeat Blues (U2)

\$73,000 avg. income provides an "upper middle" upbeat lifestyle in their chosen urban context. Semi-detached homes and row houses, visible minority populations, and relatively large families.

Cluster 25 Urban Promise (U2)

New immigrants and young workers, gravitate to areas of urban opportunity. They rent or share housing with family members. In the meantime, with an income of \$71,000 they can begin to taste the promise. Urban Promise indexes high on recent immigration and older housing construction.

Major Group U3 - Urban Mid-scale

Cluster 32 Quebec Urbanites (U3)

The local urban culture is quite accessible with their average income of \$64,000 a year. Several European ancestries as well as visible minorities drive high indexes for this least French-dominant among the Quebec-centered clusters.

Cluster 34 Workers' Landing (U3)

Doubling up in the household supports an average income of \$63,000 as well as the opportunity to take the next step. Workers' Landing is home to scientific and technical workers as well as multi-lingual households of four or five persons.

Cluster 36 Pacific Fusion (U3)

Immigrants from the Asia-Pacific Rim. Average household incomes of \$61,500 often support more than one or two generations. Living in apartments and attached duplex housing, Service industry jobs including many in the information and cultural employment sectors.

Cluster 38 Sushi and Shiraz (U3)

Incomes of \$61,000 and few children to feed, these neighbours have the discretionary income needed for their diverse pursuits. Information industry plus cultural, artistic, and entertainment industry jobs predominate. Household maintainers under age 25 with a high university degree index.

Cluster 39 Hi-Rise Sunsets (U3)

They may not travel far on \$60,000+ a year but neither are they likely to sit still for sunsets every day. Their interests range from local theatre to visiting family, with the occasional cruise directly into the sunset. Hi-Rise Sunsets indexes high for widows aged 70 and older as well as workers in health care and social service occupations.

Cluster 41 New Canada Neighbours (U3)

Immigrants to Canada in recent decades take existing multicultural neighbourhoods to new levels. Mid-scale income of \$59,000. Multiple home languages, older semi-detached housing, and construction workers.

Cluster 45 Urban Vibe (U3)

These highest indexing Black, urban communities exemplify the diversity of Black origins. Mid-scale incomes of \$51,000 reflect both relative youth as well as part-time employment. Young (< 25) married couples with children, but also high indexing lone parents and separated adults, are common.

Major Group U4 - Urban Lower Middle

Cluster 49 Blue Collar Stride (U4)

Established trades and workers in the service economy provide a base for other sectors. Average annual income in this segment is \$49,500. Workers in manufacturing, construction and the traditional trades predominate.

Cluster 50 Euro Quebec (U4)

Non-French as well as French-speaking countries perpetuates that "flavour" and colours the lifestyle choices of its inhabitants. Avg hhd income \$49,000 is in the "lower middle" range. Multilingual households and a mix of occupations.

Cluster 53 Urban Bohemia (U4)

Neighbourhood with a youthful skew, a variety of artistic, retail and creative employment. Avg hhld income is \$46,000. Employment in cultural, artistic and entertainment related jobs. Household maintainers < 25, many with college degrees.

Cluster 56 Quebec Walk-Ups (U4)

Three and four storey multifamily housing -- some old, some new. Household income averages \$45,000 per year. Older homes and retired workers are typical in this cluster, though young families with children also inhabit these walk-ups.

Cluster 57 Hi-Rise Melting Pot (U4)

Apartment buildings in the urban core. Live close to work or school unites these peoples from a wide array of ancestries and geographical origins. Household income averages \$44,500 a year. Recent immigrants with some university education working in scientific and technical jobs.

Cluster 59 Service Crew (U4)

Taxi drivers to food service workers, long hours and a grinding routine. Income averages \$43,500. Relative young household maintainers, service occupations, and interprovincial migrants.

Major Group U5 - Urban Downscale

Cluster 62 Blues in Motion (U5)

Often find travel a necessity of work. Seasonal jobs in extraction industries and agriculture. Avg inc is \$36,000. Single people, including lone parents. Their demanding work patterns inevitably are stressful on family life.

Cluster 63 Quebec Seniors (U5)

Independent living and health care are major concerns. Avg Inc \$35,000. Older, French-dominant seniors -- widows and widowers. Workers in these neighbourhoods often support the elderly in social service and health care positions.

Cluster 64 Metro Medley (U5)

Immigrants and inter-provincial migrants in the city for the first time. Avg hhld inc \$33,500. A variety of marital statuses indicate relative youth as well as the presence of older adults. Construction and service industry work.

Cluster 65 Quebec Urban Stress (U5)

Avg hhld income \$32,000. Apartments, detached duplexes, and generally older housing stock. Unemployment and/or retirement are common, although those still in the workforce have jobs in the urban service sector.

Major Group S1 - Suburban Affluent

Cluster 02 Suburban Affluence (S1)

Represents both old and new wealth. Exhibits an older skew with many empty nests. Avg hhld income of \$166,000. High on managerial and technical employment, married with children, and households with income above \$100,000.

Cluster 05 Family Comfort (S1)

Soccer moms and hockey dads combine work and family time. Dual-earner couples with children; avg hhld income of \$120,000. Family Comfort indexes high on four and five person households indicating married couples with children.

Cluster 07 Euro Traditionals (S1)

First generation immigrants from post-war Europe. Traditional values, ingrained thriftiness. Avg hhld income of \$101,000. Third highest index for speaking Italian at home.

Cluster 10 Suburban Growth (S1)

Families with children; many recent immigrants. With new growth often comes new wealth; \$97,000 avg hhld income. High population growth between 1996 and 2001, newer home construction, including some mix of newer row houses.

Cluster 11 Asian Heights (S1)

Avg hhld income of \$96,000, these families boost local economies as well as family prospects. Asian Heights indexes high on Chinese, Korean, and Japanese immigration as well as households of six or more persons.

Major Group S2 - Suburban Comfortable

Cluster 14 Cruising Commuters (S2)

Average household income of \$94,000 should easily pay for auto repairs and a new tire or two. Homes built in the 1970's, single-detached houses, and recent inter-provincial migration.

Cluster 15 Quebec Upscale (S2)

Average hhld income of \$93,000 they support a good number of suburban retailers. Beyond French language dominance, Jobs in the utilities and public administration industries, relatively large families, and 3rd generation immigrants.

Cluster 19 Family Crossroads (S2)

These places are home to young families with children as well as long-time neighbours with empty nests. Family traditions are in good hands with an average income of \$78,000 a year. Selected Asian ancestries (Korean, Japanese, and Chinese) as well as having homes built in the 1980's and 1990's.

Cluster 20 Row House Streets (S2)

Avg hhld income of \$75,000, and savings from a shorter commute, these families can afford the new skates and tricycles that their children require. Living in row houses. Diversity of home languages: Korean, Arabic, Slavic, and Spanish.

Cluster 24 Satellite Suburbs (S2)

They are areas in transition that combine the best of suburbia within sight of larger urban areas. On an income of \$72,000 families in Satellite Suburbs can enjoy an upper middle lifestyle. Polish, Portuguese, Italian, and Slavic ancestries.

Major Group S3 - Suburban Mid-scale

Cluster 26 South Asian Corners (S3)

Their \$70,000+ incomes provide proof that the move was worth it. South Asian home language preferences from Punjabi to Dravidian as well as several South Asian visible minorities. Apartments and detached duplexes are typical home styles.

Cluster 27 Quebec Melange (S3)

They provide footholds for new immigrants as well as economic opportunities suburban businesses. With avg incomes of \$70,000+ the next steps toward economic mobility are possible. French-speaking, common-law marriage, and "born in province".

Cluster 28 Conservative Homebodies (S3)

Middle incomes of \$69,000 on average provide enough cushion to enjoy the relative calm of a stay-at-home life. Baltic, Italian, Greek, Polish, and Finnish are some of the common ancestries in Conservative Homebodies. Homes built in the 50's and 60's.

Cluster 31 Quebec Rows (S3)

With a mid-range income nearly equal to the national average these families have a basis to take advantage of that opportunity. Semi-detached and row houses as well as intra-provincial migration, likely rural-to-urban within Quebec.

Major Group S4 - Suburban Downscale

Cluster 43 Suburban Hi-Rise (S4)

Work locally as well as commute downtown. Moderate average income of \$52,500 reflects the relative youth of this segment. Scientific and technical workers supported by educational attainment through university with degree.

Cluster 55 Asian Mosaic (S4)

Average household income is \$45,000. Work in manufacturing and construction are common in this cluster. Larger households are likely multi-lingual families, while smaller households are often headed by lone parents.

Major Group T1 - Town and Exurban Affluent

Cluster 03 Exurban Estates (T1)

Lifestyle often includes activities that require or take advantage of more space. With an avg income of \$145,000 these families can build futures as well as fences. Fastest growing Elite segment. Managerial and professional employment for men and women.

Cluster 06 Commuter Homesteads (T1)

New homes not far from farmland are the seeds of tomorrow's communities. Their \$105,000 average household income also provides a bit of breathing room post-commute. Larger families headed by a 45-to-54-year-old maintainer. English is the dominant home language.

Cluster 09 Towns with Tempo (T1)

These towns attract business, housing developments, and the amenities of the good life. An average household income of \$98,500 should keep the tempo going. Household and population growth, newer home construction.

Cluster 13 Kindergarten Boom (T1)

Young families and the newly married. These families are still within a reasonable commuting distance to urban jobs. Of course, after school, these kids will enjoy a few toys on an average household income of \$95,000. Recent growth, newer home construction, and children under 5.

Cluster 16 Bicycles and Bookbags (T1)

School-aged kids abound in these neighbourhoods. An average household income over \$90,000 puts this cluster in the center of upscale suburbia. Homes built in the 1980's and 1990's as well as having four and five-person households.

Major Group T2 - Town & Exurban Comfortable

Cluster 18 Exurban Wave (T2)

Average household income of \$82,000 provides a good start to upward social mobility in this blooming exurban context. Work in the construction industry, agriculture, and utilities while living in single detached housing.

Cluster 23 Town and Country (T2)

Town meets country across Canada. A solid upper middle \$72,000 a year lifestyle provides enough economic breathing room to go with the extra space. Detached duplex housing but also apartments and mobile homes indicating savings for future home purchases.

Major Group T3 - Town and Exurban Mid-scale

Cluster 37 Village Blues (T3)

These middle-income families (\$61,000 average), some with service sector workers as well as blue collar workers, have the space and resources to raise healthy children. Jobs in utility industries, agricultural services, and manufacturing. Have a high school education but not always with diploma.

Cluster 42 Senior Town (T3)

Senior Town includes older neighbours in "independent living," as well as those sharing collective dwellings such as "retirement centres" and nursing homes. Their average household income is \$53,000. Widowed and single, older adults are found here.

Cluster 47 Middletown Mix (T3)

Middle-sized towns inhabited by middle-income families, in their middle-aged stage of life often mixed with young couples just starting out. Average household income (\$50,500), however, is about 30 percent below the national average. This cluster lives homes built between 1946 to 1960.

Major Group T4 - Town and Exurban Downscale

Cluster 52 Elder Harbour (T4)

Aging gracefully and independently may be the goal of Elder Harbour residents. Household incomes are moderate at \$46,000 but many homeowners have paid off mortgages. An older adult population, including a fair percentage of widows and widowers. "Born outside the province" and English language dominance.

Cluster 58 Second City Renters (T4)

Life in a neighbourhood duplex, a walk-up, or a high-rise, often revolves around work and survival. These smaller-than-average households inhabit relatively smaller living spaces and generate a unique set of needs. Average household income is \$43,500 annually. Younger household maintainers, including some lone parents.

Cluster 60 Quebec Town Elders (T4)

Traditional patterns of rural-to-urban migration create communities of relatively older people "holding down the fort" in villages across Quebec. Average household income is \$43,000. Older home, including apartments and detached duplexes, are common in this cluster. Many retirees live here but also workers in production and the trades.

Major Group R1 - Rural Comfortable

Cluster 08 Primary Pursuits (R1)

Rural pockets of relative affluence inhabited by managers, engineers, and other professionals associated with primary industries. With an average household income of nearly \$100,000 at least one and often two family earners will make significant spending decisions. Primary Pursuits in mining, oil, and gas extraction jobs; homes built 1996 to 2001.

Cluster 29 Agrarian Heartland (R1)

Successful farmers represent a small and decreasing percent of the Canadian labour force. Average incomes of \$67,000 -- though perhaps not consistent from year to year -- at least can maintain the family over the long haul. German ancestry, work in agriculture, and older home construction.

Cluster 30 Pick Northern Lights (R1)

Average household incomes of \$66,000 provide well-earned comfort during those long winter nights. Work in the mining, oil, and gas primary industries as well as agriculture, recent inter-provincial migration, and living in movable dwellings.

Cluster 33 Village Views (R1)

Not easily categorized, these neighbours may be individualistic to a fault yet similar in general needs and background. Their middle range income of \$63,000 goes a long way in the context of their rural lifestyle. Work in primary industries, home construction dating from the 1970's, and single-detached as well as movable dwellings.

Cluster 35 New Frontier Families (R1)

Families young and old, have ventured to, and populated New Frontier Families. On average incomes of \$63,000 they can put down roots and raise a family. Work in primary industries including oil and gas extraction. As expected, they are younger families of inter-provincial migrants.

Cluster 40 Quebec Farm Families (R1)

Agricultural employment among French-dominant neighbourhoods. Annual incomes of nearly \$60,000 attest to the stability of farming and of life. Work in agricultural and related services, common-law marriage, single detached housing, and intra-provincial migration.

Major Group R2 - Rural Downscale

Cluster 44 Highland Havens (R2)

Some of the smallest towns provide a haven for timeless communities and a critical mass of homes. Mid-scale incomes of \$52,000 reflect moderate incomes from sometimes seasonal employment. Work in agriculture, service industries for the farming community and other primary industry.

Cluster 46 Open Country (R2)

RV's and four-wheelers are a practical necessity out here. Bring plenty of gas and an extra tire or two. Average income in this cluster is \$51,000 a year. Jobs in agriculture and the extractive industries predominate. Single, detached housing predominate but mobile homes also.

Cluster 48 Cabins and Cottages (R2)

People in many walks of life inhabit these "out-of-the-way" homes, often all year. There is a mix of seasonal and year-round inhabitants. Average household income is \$50,000. Cabins and Cottages, jobs in primary industries, both extractive and agricultural. The cluster skews to older adults.

Cluster 51 Peaceful Pastures (R2)

Vast stretches of farm land, pasture, and forest are. The average income of \$46,500 in part reflects an agricultural economic base. All primary industries are represented but agriculture and related support services comprise the most common jobs in this cluster.

Cluster 54 Quebec Rural Blues (R2)

Once part of the agricultural infrastructure of rural Quebec, but now left in the wake of city ward migrants, Quebec Rural Blues struggle in the New Economy. Average household income is \$46,000. Work in the traditional trades as well as agriculture is typical of this cluster.

Cluster 61 First Peoples (R2)

Aboriginal and First Nation peoples, but not exclusively so. Many are home to a diversity of residents living, working, and raising families together. Incomes in this cluster average \$40,000 annually. Work involves primary industries and social service public administration workers.

Canada Business Summary - compiled by infoCanada from more than 300 telephone directories, government data sources, business magazines, newsletters and newspapers. Over 1.3 million Canadian businesses were geocoded and then summarized by standard census areas and postal FSAs. Use Canada Business Summary to understand the number and type of businesses within a geographic area.

Total Businesses

Businesses by No. of Employees

- Employees not Reported
- 1-4
- 5-9
- 10-19
- 20-49
- 50-99
- 100-249
- 250-499
- 500-999
- 1000-4999
- 5000-9999
- 10000+

Businesses by Sales

- Sales Not Reported
- < \$500,000
- \$500,000 - \$999,999
- \$1 Million - \$2.4 Million
- \$2.5 M - \$4.9 M
- \$ 5 M - \$9.9 M
- \$10 M - \$19.9 M
- \$20 M - \$49.9 M
- \$50 M - \$99.9 M
- \$100 M - \$499.9 M
- \$500 M - \$1 Billion
- \$1 Billion & over

Businesses by Years in Yellow Pages

- Not Reported
- < 1 Year
- 1 Year
- 2 Years
- 3 Years
- 4 Years
- 5 Years
- 6 Years

Businesses by the SIC Code

- Agriculture & Natural Resources**
- 01-07 Agriculture

- 08 Forestry
- 09 Fishing, Hunting, and Trapping
- 10-12 Mining and Extraction
- 13 Oil and Gas Extraction
- 14 Mining and Quarrying

Construction

- 15 Bldg Construction Gen Contractors
- 16 Construction Other than Bldg Constr.
- 17 Constructn Special Trade Contractors

Manufacturing

- 20-21 Food and Tobacco
- 22 Textile Mill Products
- 23 Apparel
- 24 Lumber and Wood Products
- 25 Furniture and Fixtures
- 26 Paper Products
- 27 Printing and Publishing
- 28 Chemicals
- 29 Petroleum
- 30 Rubber and Plastics
- 31 Leather Products
- 32 Stone, Clay, Glass, Concrete Prdcts
- 33 Primary Metal Industries
- 34 Fabricated Metal Products
- 35 Machinery Except Electronics
- 36 Electrical and Electronic Machinery
- 37 Transportation Equipment
- 38 Measuring Analyzing & Control Instr
- 39 Misc. Manufacturing Industries

Transportation

- 40 Railroad Transportation
- 41 Local/Suburb Transit, Interurb Hwys
- 42 Motor Freight Transport & Warehsg
- 43 Postal Services
- 44 Water Transportation
- 45 Transportation by Air
- 46 Pipe Lines Except Natural Gas
- 47 Transportation Services
- 48 Communication
- 49 Electric Gas and Sanitary Services

Wholesale Trade

- 50 Durable Goods
- 51 Nondurable Goods

Retail Trade

- 52 Building Materials Hardware Gardening
- 53 General Merchandise
- 54 Food Stores
- 55 Auto Dealers and Gasoline Stations
- 56 Apparel and Accessory Stores
- 57 Furniture Home Furnishings
- 58 Eating and Drinking Places
- 59 Miscellaneous Retail

Finance, Insurance, Real Estate

- 60 Banking Trust Companies
- 61 Credit Agencies Other than Banks
- 62 Security and Commodity Brokers
- 63 Insurance Carriers
- 64 Insurance Agents Brokers and Services
- 65 Real Estate
- 66 Combinations of Real Estate and Insurance
- 67 Holding and Other Investment Companies

Services

- 70 Hotels, Rooming Houses, Camps & Other
- 72 Personal Services
- 73 Business Services
- 75 Automotive Repair
- 76 Miscellaneous Repair
- 78 Motion Pictures
- 79 Amusement & Recreation Services
- 80 Health Services
- 81 Legal Services
- 82-83 Government Services
- 84 Museums, Art Galleries, Botanical and Zoological Gardens
- 86 Nonprofit Membership Organizations
- 89 Miscellaneous Services

Other

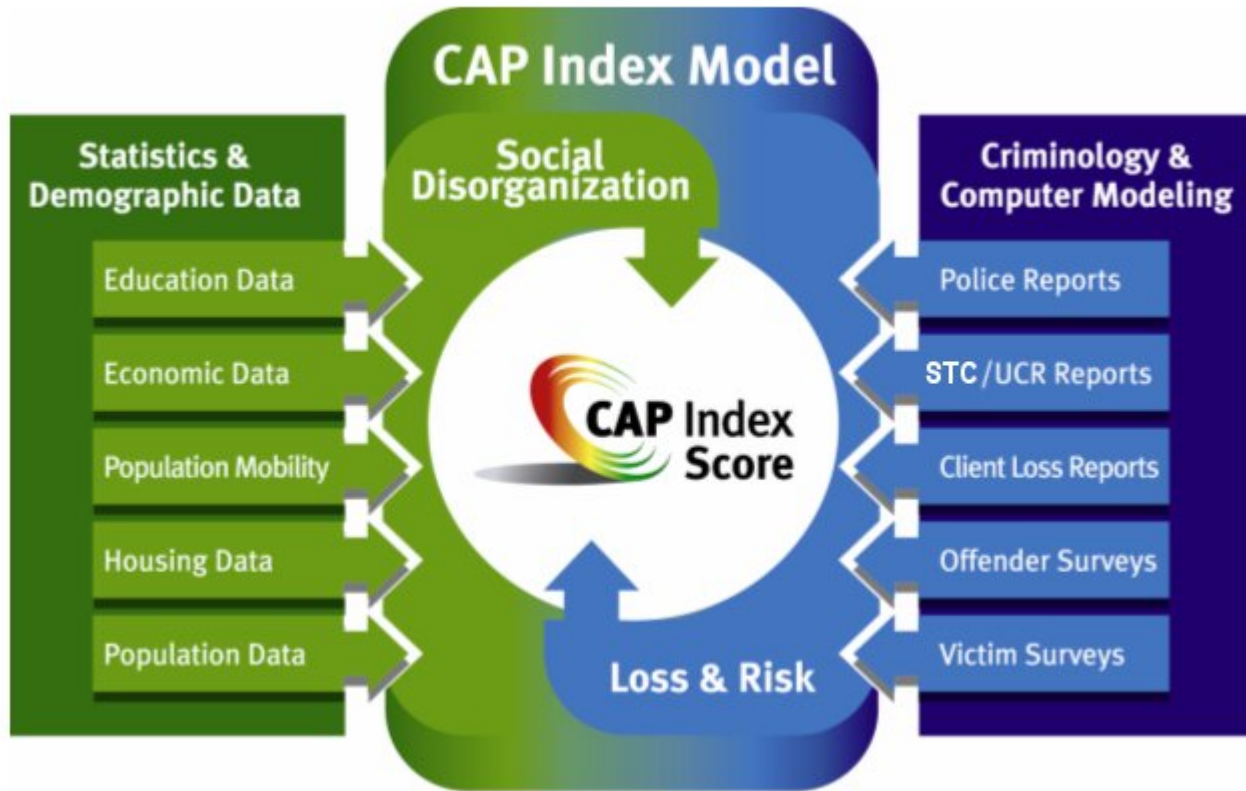
- 91-98 Public Administration
- 99 Not Elsewhere Classified

Canada Business Locations provides a database of individual businesses by 4-digit SIC code. These can be mapped and used for site location models.

Canada Business Summary Pricing					
	Canada	Atlantic Canada	Western Canada	Large Province (ON, QC)	Other Provinces (BC, AB, SK, MB, NB, NS, PE, NF)
DA level & higher†	\$6,000	\$2,400	\$2,400	\$2,400	\$1,500
FSA level	\$2,400	\$960	\$960	\$960	\$600
†Includes FSA level data.					
Canada Business Locations Pricing					
Businesses	\$10,000	\$4,000	\$4,000	\$4,000	\$2,500

CAP Index is the single most accurate predictor of loss, risk and crime vulnerability in Canada. CAP is an acronym for Crime Against Persons/Property.

CAP Index data are derived from an advanced evaluation system designed to accurately identify the risk of personal and property crimes at any location in Canada. The CAP Index model is based upon the strong relationship that exists between a neighborhood's "social disorganization" and the amount of crime that is perpetrated there. As shown in the following diagram, the CAP Index model was developed by correlating demographic data, survey information and other databases with known indicators of crime:



The CAP Index model produces probability measures that place any location in context with the Canadian, Province and Local levels of criminality. We refer to these probability measures as CRIMECAST scores. These focus on Violent and Property Crimes.

Specifically, the types of crime examined by CRIMECAST data are:

Murder	Causing the death of another person without legal justification or excuse.
Sexual Assault	Unlawful sexual intercourse or assault by force or without legal or actual consent. Attempts to commit sexual assault are included
Robbery	Unlawful theft of money by force or threats from another person in a face-to-face encounter.
Assault	Unlawful intentional inflicting of serious bodily injury on another person or the unlawful threat or attempt to inflict bodily injury or death by means of a deadly or dangerous weapon with or without the actual inflicting of any injury.
Breaking & Entering	Illegal entering of any property with the intent to commit a felony or larceny.
Theft	Illegal taking of property, other than an automobile, by stealth and without force and with no intention of returning that property.

Motor Vehicle Theft	Illegal taking or attempted taking of a motor vehicle with no intention of returning it.
Violent Crimes	A weighted average of the risk of sexual assault, robbery, murder and assault.
Property Crimes	A weighted average of the risk of breaking and entering, theft, and theft of motor vehicles.
CAP Index	The CAP Index is the greatest overall predictor of crime. It is a weighted average of the risk of sexual assault, robbery and murder. We emphasize these three (3) crimes because, in a business environment, they pose the greatest danger to employees and customers.

CRIMECAST scores indicate a site's risk of crime. The scores are scaled so that a value of 100 is equal to the Canadian, Province or Local average. Scores over 100 represent above-average predicted crime risks, while scores under 100 indicate below-average risks. CRIMECAST values can range from 0 to 2000. The table below shows how to interpret CRIMECAST scores.

CRIMECAST Score	Predicted Crime Risk Category	Sample CRIMECAST Scores and Interpretation
101 - 2000	Above Average	A score of 250 indicates that the predicted crime risk is 2.5 times the Canadian, Province or Local average.
100	Average	
0 - 99	Below Average	A score of 33 indicates that the predicted crime risk is .33, or one third, of the Canadian, Province or Local average.

CAP Index Data Uses

Shortage/Shrinkage Reduction and Prediction Security Resource Allocation Site Selection Ranking and Comparing Locations Executive Protection Route Planning Fraud Reduction and Prediction Litigation Defense Targeted Marketing Human Resources Targeted Hiring ATM Compliance ATM Procedure Management	Bank Fraud Prediction Parking Lot Security Credit Card Fraud Prediction Bankruptcy Prediction Lease Negotiations Credit Card Marketing Real Estate Investment General Liability Prediction Workers Compensation Prediction Insurance Underwriting Protection of Traveling Employees Delivery Management
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Pricing: Crime Risk Data

	Canada	Atlantic Canada	Western Canada	BC, ON, QC	AB	SK, MB	NB, NS, PE, NF
DA level & higher†	\$10,000	\$1,500	\$6,500	\$3,000	\$2,500	\$2,000	\$1,500
CT level & higher	\$5,000						
CSD level & higher	\$2,500						

†Includes FSA level data.

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