



Variable	Trade Area		Bench %	Index	Variable	Trade Area		Bench %	Index
	Count	%				Count	%		
Base Variables					Education & Employment				
Total Population	11,888		4,680,781		Education				
Total Households	5,651		1,902,822		Education				
Household Characteristics					No certificate, diploma or degree				
Age of Household Maintainers					High school or equivalent				
Under 25 Years	151	2.7	3.4	77	Apprenticeship/trades or diploma				
25 to 34 years	547	9.7	14.8	65	College/CEGEP/non-uni cert. or diploma				
35 to 44 years	718	12.7	16.8	75	Univ. cert. or diploma below bachelor				
45 to 54 years	1,077	19.1	20.6	93	University degree				
55 to 64 years	1,277	22.6	20.2	112	Labour Force				
65 to 74 years	934	16.5	14.3	116	In the Labour force(15+)				
75 years or over	948	16.8	9.9	169	Labour Force by Occupation				
Size of Household					Management				
1 Person	1,977	35.0	28.5	123	Business, finance, admin				
2 Persons	2,194	38.8	34.6	112	Natural & app. sciences				
3 Persons	729	12.9	15.0	86	Health				
4 or more Persons	751	13.3	21.9	61	Edu., law & social, commu. & gov't				
Household Type					Art, culture, rec. & sport				
Total Census Families	3,371			100	Sales & service				
Couples with children	1,173	34.8	42.5	82	Trades, transpo & equip. ops				
Couples without children	1,438	42.7	42.0	102	Natural resources, agriculture				
Lone-parent	760	22.5	15.5	145	Manufacturing & utilities				
One family households	3,231	57.2	60.7	94	Commuting				
Multiple-family households	46	0.8	2.8	29	Car (Driver)				
Non-family households	2,374	42.0	36.4	115	Car (Passenger)				
Marital Status					Public Transit				
Single (never married)	2,416	23.8	27.5	87	Walking				
Married or common-law	5,558	54.6	57.3	95	Bicycle				
Widowed	868	8.5	5.5	154	Household Income				
Divorced	969	9.5	6.9	139	Average household income				
Separated (legally married)	363	3.6	2.8	127	\$63,559 \$89,340				
Age of Children at Home					Language, Immigration & Ethno-Cultural				
Total Children at Home	3,166			100	Immigration Status				
Under 5 years of age	568	17.9	17.6	102	Non-immigrant				
5 to 9 years	571	18.1	18.1	100	Born in province of residence				
10 to 14 years	571	18.0	17.9	101	Born outside province of residence				
15 to 19 years	682	21.6	20.1	108	Total Immigrant				
20 to 24 years	441	13.9	14.6	96	Visible Minority				
25 years and over	332	10.5	11.9	88	Total Visible Minorities				
Dwelling Characteristics					Chinese				
Housing Tenure					South Asian				
Owned	4,006	70.9	70.8	100	Black				
Rented	1,645	29.1	28.9	101	Filipino				
Band Housing	0	0.0	0.3	0	Latin American				
Housing Type					Southeast Asian				
Houses	4,446	78.7	57.8	136	Arab				
Single-Detached	3,973	70.3	47.1	149	West Asian				
Semi-Detached	155	2.7	3.1	90	Korean				
Row	318	5.6	7.7	74	Japanese				
Apartments	1,035	18.3	39.5	46	Mother Tongue (Top 11)				
High-rise (5+ floors)	77	1.4	9.1	15	English				
Low-rise (<5 floors)	805	14.2	20.1	71	French				
Detached duplex	154	2.7	10.4	26	Total Non-Official				
Moveable dwelling	160	2.8	2.5	111	German				
Age of Housing					Dutch				
Before 1960	2,211	39.1	15.1	260	Panjabi				
1961 to 1980	1,999	35.4	29.4	120	Italian				
1981 to 1990	552	9.8	16.5	59	Croatian				
1991 to 2000	494	8.7	17.7	49	Ukrainian				
2001 to 2005	152	2.7	7.1	38	Spanish				
2006 to 2011	138	2.5	8.9	27	Chinese n.o.s				
After 2011	105	1.9	5.3	35	Hungarian				
					Tagalog				
					Cantonese				

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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Variable	Trade Area		Bench %	Index	Variable	Trade Area		Bench %	Index
	Count	%				Count	%		
Base Variables					Education & Employment				
Total Population	11,918		4,680,781		Education				
Total Households	5,163		1,902,822		Education				
Household Characteristics					No certificate, diploma or degree				
Age of Household Maintainers					High school or equivalent				
Under 25 Years	141	2.7	3.4	79	Apprenticeship/trades or diploma				
25 to 34 years	531	10.3	14.8	70	College/CEGEP/non-uni cert. or diploma				
35 to 44 years	756	14.6	16.8	87	Univ. cert. or diploma below bachelor				
45 to 54 years	978	18.9	20.6	92	University degree				
55 to 64 years	1,253	24.3	20.2	120	Labour Force				
65 to 74 years	883	17.1	14.3	120	In the Labour force(15+)				
75 years or over	622	12.0	9.9	122	Labour Force by Occupation				
Size of Household					Management				
1 Person	1,493	28.9	28.5	101	Business, finance, admin				
2 Persons	2,032	39.4	34.6	114	Natural & app. sciences				
3 Persons	722	14.0	15.0	93	Health				
4 or more Persons	916	17.8	21.9	81	Edu., law & social, commu. & gov't				
Household Type					Art, culture, rec. & sport				
Total Census Families	3,470			100	Sales & service				
Couples with children	1,292	37.2	42.5	88	Trades, transpo & equip. ops				
Couples without children	1,513	43.6	42.0	104	Natural resources, agriculture				
Lone-parent	665	19.2	15.5	123	Manufacturing & utilities				
One family households	3,271	63.4	60.7	104	Commuting				
Multiple-family households	80	1.6	2.8	55	Car (Driver)				
Non-family households	1,812	35.1	36.4	96	Car (Passenger)				
Marital Status					Public Transit				
Single (never married)	2,439	24.3	27.5	89	Walking				
Married or common-law	5,801	57.9	57.3	101	Bicycle				
Widowed	650	6.5	5.5	117	Household Income				
Divorced	789	7.9	6.9	114	Average household income				
Separated (legally married)	345	3.4	2.8	122	\$70,623 \$89,340 79				
Age of Children at Home					Language, Immigration & Ethno-Cultural				
Total Children at Home	3,428			100	Immigration Status				
Under 5 years of age	604	17.6	17.6	100	Non-immigrant				
5 to 9 years	652	19.0	18.1	105	Born in province of residence				
10 to 14 years	634	18.5	17.9	103	Born outside province of residence				
15 to 19 years	726	21.2	20.1	106	Total Immigrant				
20 to 24 years	457	13.3	14.6	92	Visible Minority				
25 years and over	355	10.4	11.9	87	Total Visible Minorities				
Dwelling Characteristics					Chinese				
Housing Tenure					South Asian				
Owned	3,952	76.5	70.8	108	Black				
Rented	1,197	23.2	28.9	80	Filipino				
Band Housing	14	0.3	0.3	96	Latin American				
Housing Type					Southeast Asian				
Houses	4,381	84.9	57.8	147	Arab				
Single-Detached	4,139	80.2	47.1	170	West Asian				
Semi-Detached	123	2.4	3.1	78	Korean				
Row	120	2.3	7.7	30	Japanese				
Apartments	599	11.6	39.5	29	Mother Tongue (Top 11)				
High-rise (5+ floors)	0	0.0	9.1	0	English				
Low-rise (<5 floors)	477	9.2	20.1	46	French				
Detached duplex	122	2.4	10.4	23	Total Non-Official				
Moveable dwelling	178	3.5	2.5	136	German				
Age of Housing					Panjabi				
Before 1960	1,869	36.2	15.1	240	Dutch				
1961 to 1980	1,795	34.8	29.4	118	Italian				
1981 to 1990	540	10.5	16.5	63	Hungarian				
1991 to 2000	498	9.7	17.7	55	Tagalog				
2001 to 2005	98	1.9	7.1	27	Chinese n.o.s				
2006 to 2011	200	3.9	8.9	43	Croatian				
After 2011	163	3.2	5.3	60	Spanish				
					Ukrainian				
					Cantonese				

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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DemoStats (2015) Summary

Trade Area: Pacific Rim Shopping Centre - 15 to 30 min
Benchmark: British Columbia

Variable	Trade Area		Bench %	Index
	Count	%		
Base Variables				
Total Population	3,950		4,680,781	
Total Households	1,883		1,902,822	
Household Characteristics				
Age of Household Maintainers				
Under 25 Years	39	2.1	3.4	60
25 to 34 years	145	7.7	14.8	52
35 to 44 years	178	9.5	16.8	56
45 to 54 years	356	18.9	20.6	92
55 to 64 years	536	28.5	20.2	141
65 to 74 years	447	23.8	14.3	166
75 years or over	181	9.6	9.9	97
Size of Household				
1 Person	517	27.5	28.5	96
2 Persons	834	44.3	34.6	128
3 Persons	269	14.3	15.0	95
4 or more Persons	263	14.0	21.9	64
Household Type				
Total Census Families	1,267			100
Couples with children	413	32.6	42.5	77
Couples without children	709	56.0	42.0	133
Lone-parent	145	11.4	15.5	74
One family households	1,205	64.0	60.7	105
Multiple-family households	20	1.1	2.8	37
Non-family households	658	34.9	36.4	96
Marital Status				
Single (never married)	703	20.0	27.5	73
Married or common-law	2,259	64.4	57.3	112
Widowed	139	4.0	5.5	71
Divorced	304	8.7	6.9	126
Separated (legally married)	105	3.0	2.8	107
Age of Children at Home				
Total Children at Home	902			100
Under 5 years of age	123	13.6	17.6	78
5 to 9 years	158	17.5	18.1	97
10 to 14 years	160	17.7	17.9	99
15 to 19 years	199	22.0	20.1	110
20 to 24 years	154	17.1	14.6	117
25 years and over	109	12.0	11.9	101
Dwelling Characteristics				
Housing Tenure				
Owned	1,600	85.0	70.8	120
Rented	283	15.0	28.9	52
Band Housing	0	0.0	0.3	0
Housing Type				
Houses	1,561	82.9	57.8	144
Single-Detached	1,536	81.6	47.1	173
Semi-Detached	21	1.1	3.1	37
Row	4	0.2	7.7	3
Apartments	21	1.1	39.5	3
High-rise (5+ floors)	0	0.0	9.1	0
Low-rise (<5 floors)	10	0.5	20.1	3
Detached duplex	11	0.6	10.4	6
Moveable dwelling	296	15.7	2.5	619
Age of Housing				
Before 1960	162	8.6	15.1	57
1961 to 1980	524	27.9	29.4	95
1981 to 1990	283	15.0	16.5	91
1991 to 2000	411	21.8	17.7	124
2001 to 2005	186	9.9	7.1	138
2006 to 2011	209	11.1	8.9	124
After 2011	108	5.7	5.3	108

Variable	Trade Area		Bench %	Index
	Count	%		
Education & Employment				
Education				
No certificate, diploma or degree	690	19.7	16.2	122
High school or equivalent	992	28.4	26.9	106
Apprenticeship/trades or diploma	527	15.1	10.1	149
College/CEGEP/non-uni cert. or diploma	634	18.2	16.4	111
Univ. cert. or diploma below bachelor	122	3.5	5.9	59
University degree	529	15.2	24.5	62
Labour Force				
In the Labour force(15+)	1,846	52.8	63.4	83
Labour Force by Occupation				
Management	185	5.3	5.7	94
Business, finance, admin	167	4.8	10.3	46
Natural & app. sciences	92	2.7	4.5	59
Health	184	5.3	4.0	133
Edu., law & social, commu. & gov't	133	3.8	7.6	50
Art, culture, rec. & sport	61	1.8	2.3	76
Sales & service	417	11.9	15.2	79
Trades, transpo & equip. ops	376	10.8	8.8	122
Natural resources, agriculture	51	1.5	1.7	88
Manufacturing & utilities	172	4.9	2.3	216
Commuting				
Car (Driver)	1,361	86.0	71.3	121
Car (Passenger)	99	6.2	5.6	112
Public Transit	2	0.1	12.7	1
Walking	97	6.2	6.6	93
Bicycle	7	0.4	2.1	20
Household Income				
Average household income		\$74,342	\$89,340	83
Language, Immigration & Ethno-Cultural				
Immigration Status				
Non-immigrant	3,513	89.3	69.5	128
Born in province of residence	2,436	61.9	47.8	130
Born outside province of residence	1,077	27.4	21.7	126
Total Immigrant	402	10.2	28.9	35
Visible Minority				
Total Visible Minorities	38	1.0	28.7	3
Chinese	4	0.1	10.2	1
South Asian	4	0.1	7.7	1
Black	15	0.4	0.8	46
Filipino	9	0.2	3.0	8
Latin American	3	0.1	1.0	7
Southeast Asian	0	0.0	1.4	0
Arab	0	0.0	0.4	0
West Asian	0	0.0	1.1	0
Korean	0	0.0	1.3	0
Japanese	0	0.0	0.9	0
Mother Tongue (Top 11)				
English	3,616	91.9	70.1	131
French	58	1.5	1.4	107
Total Non-Official	227	5.8	26.7	22
German	86	2.2	1.6	134
Dutch	39	1.0	0.5	213
Italian	9	0.2	0.5	46
Ukrainian	7	0.2	0.2	100
Spanish	6	0.2	1.0	16
Hungarian	6	0.2	0.2	76
Polish	6	0.1	0.4	36
Czech	4	0.1	0.1	91
Russian	4	0.1	0.5	19
Panjabi	3	0.1	4.4	2
Tagalog	3	0.1	1.7	5

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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