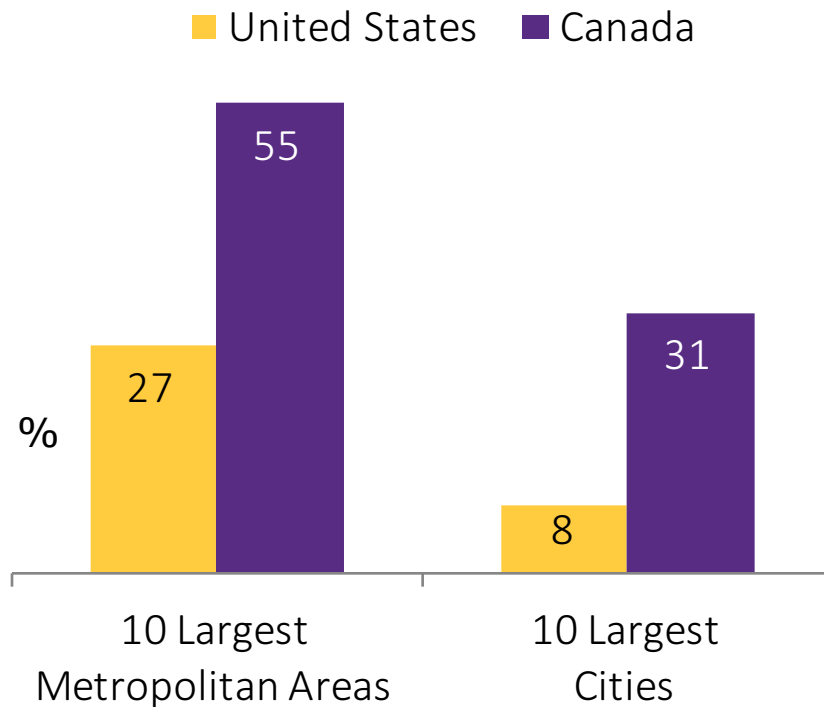


# Canada: An Overview

- ▶ **IRIS**
- ▶ Toronto
- ▶ September 2017

# Canadian population more concentrated in largest urban areas

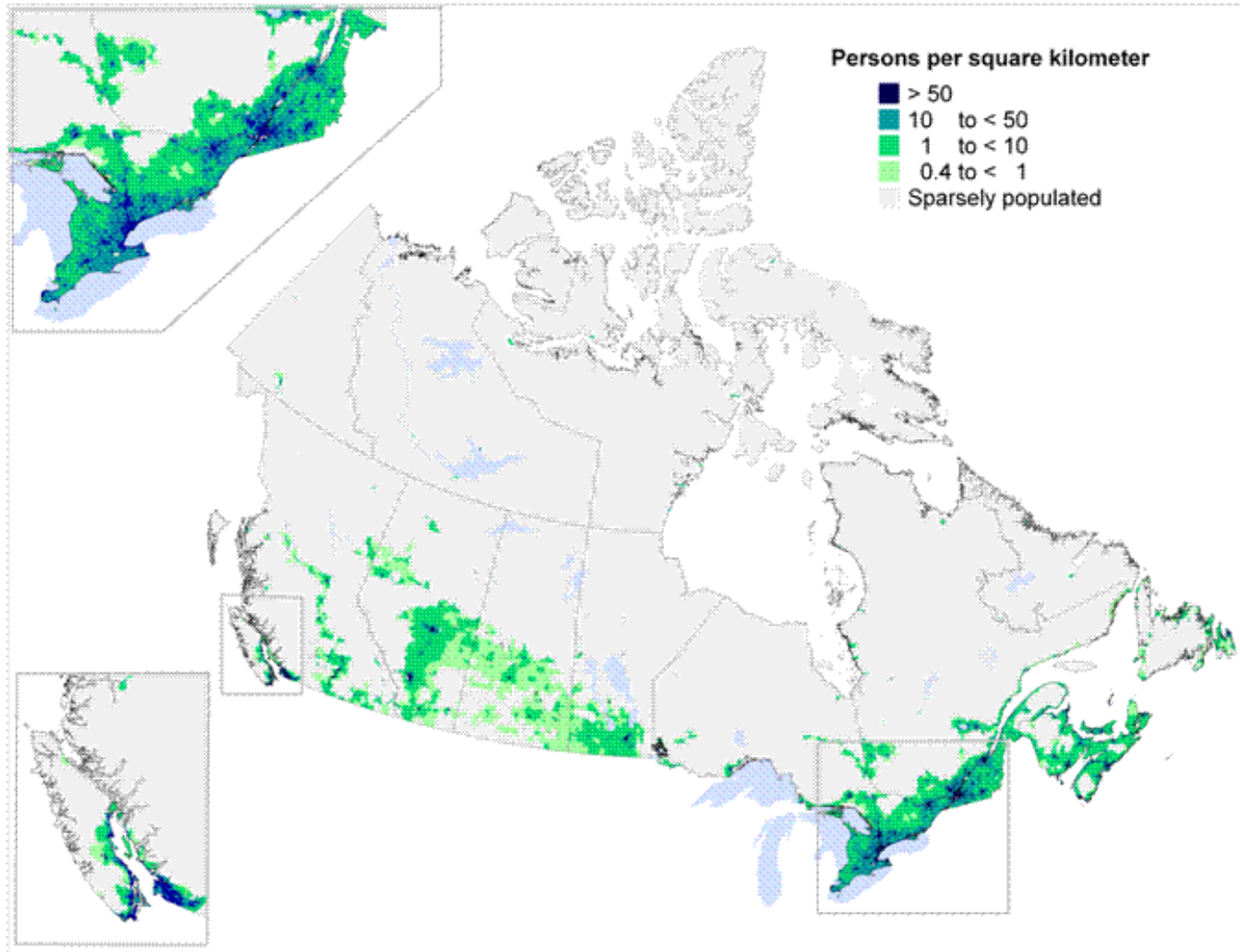
Percent of Total Population in Largest Areas, 2016



Source: Statistics Canada, 2016 Census and United States Census Bureau, Population estimates

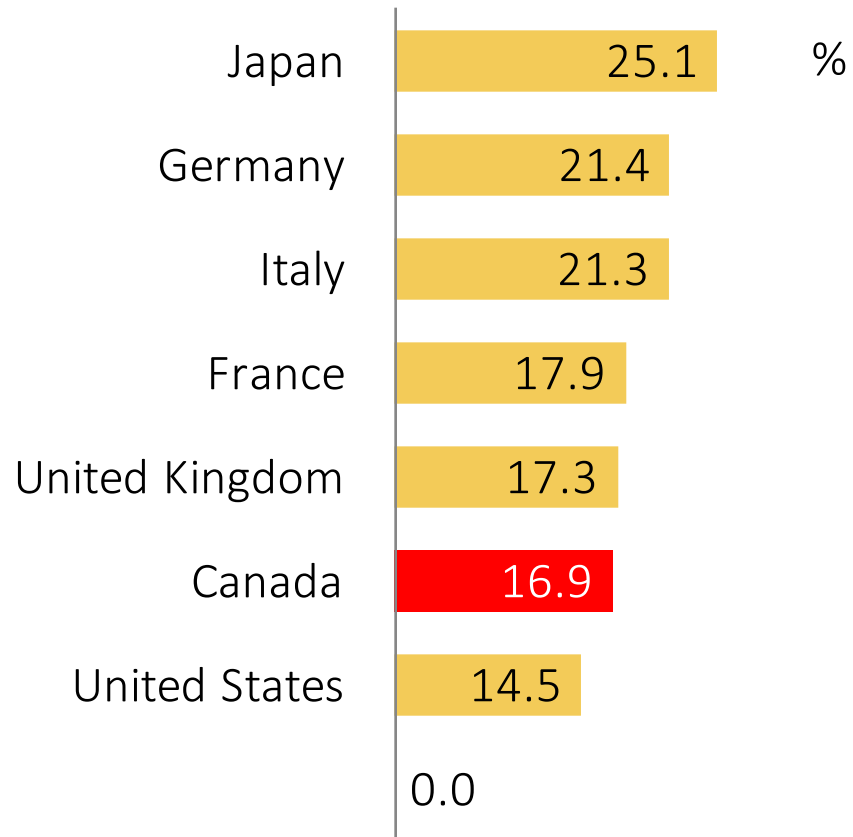


# POPULATION DENSITY



# CANADA AGEING BUT STILL RELATIVELY YOUNG

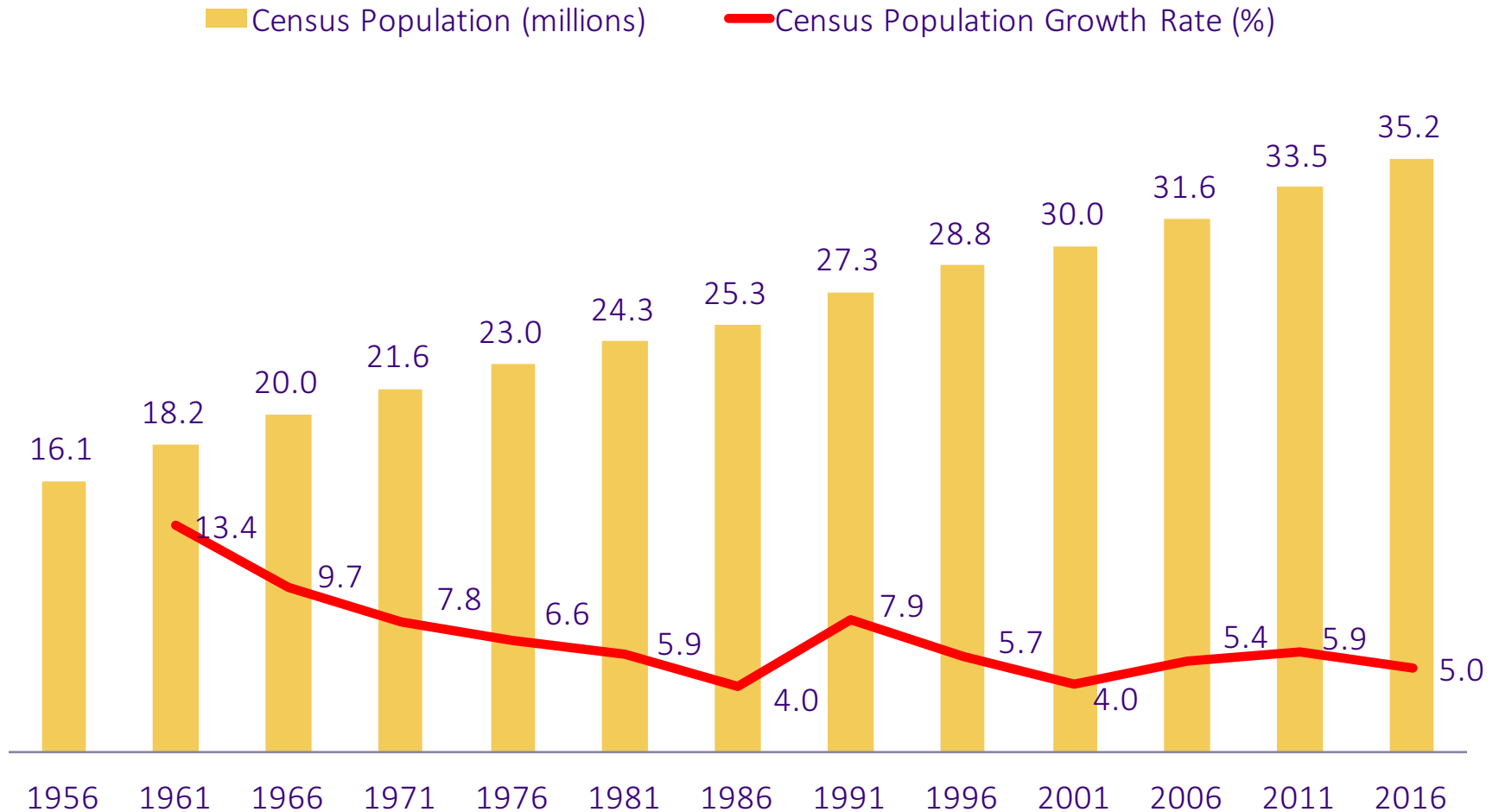
Percent of Population Aged 65 and Over, G7 Countries, 2013-1916



Source: Statistics Canada, Analytical Report on Release of Age and Sex Data, 2011 Census

# CANADA GROWING AT ABOUT ONE PERCENT/YEAR: TWO THIRDS OF GROWTH FROM IMMIGRATION

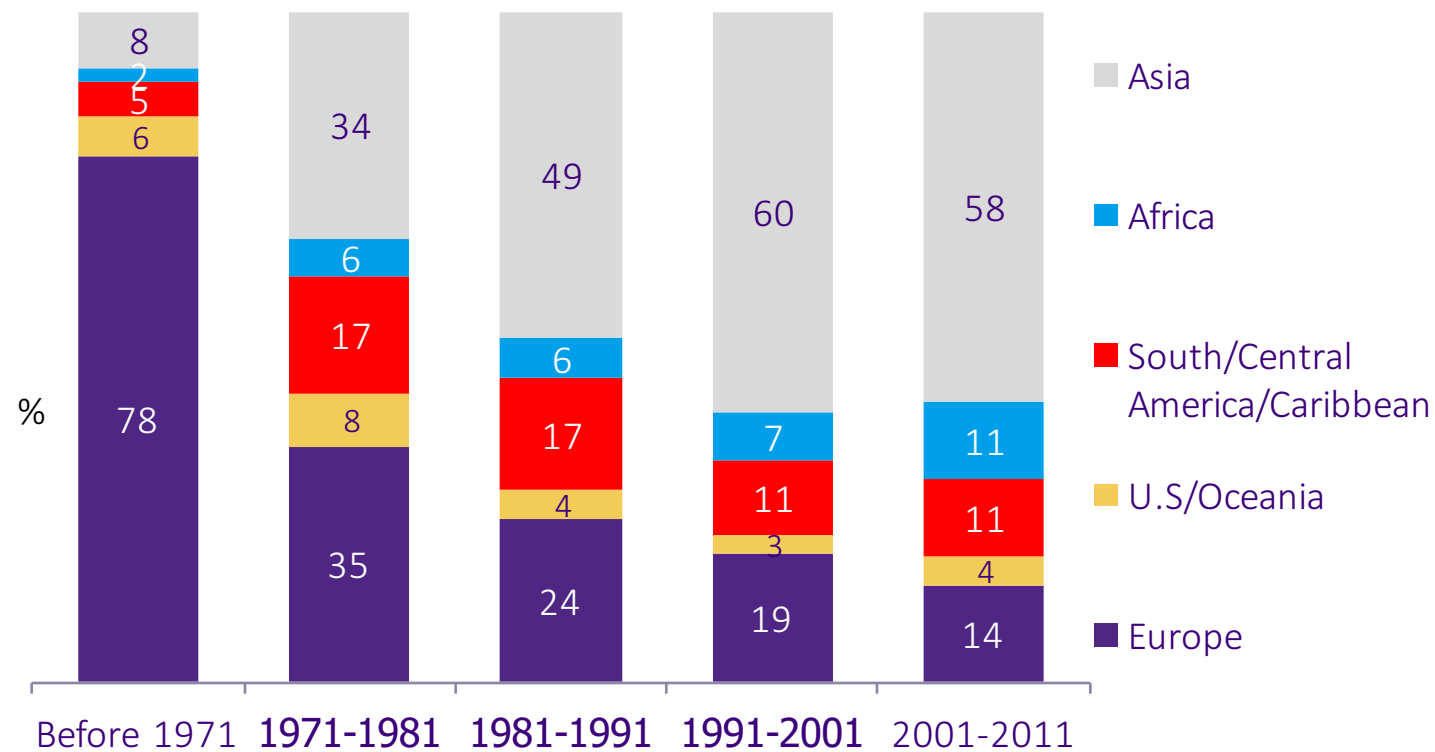
## Census Population and Growth Rate, Canada



Source: Statistics Canada, various Censuses

# BEFORE 1971, 80% OF IMMIGRANTS WERE FROM EUROPE; TODAY 60% FROM ASIA

Immigrants by Region, Canada, 2011 (%)



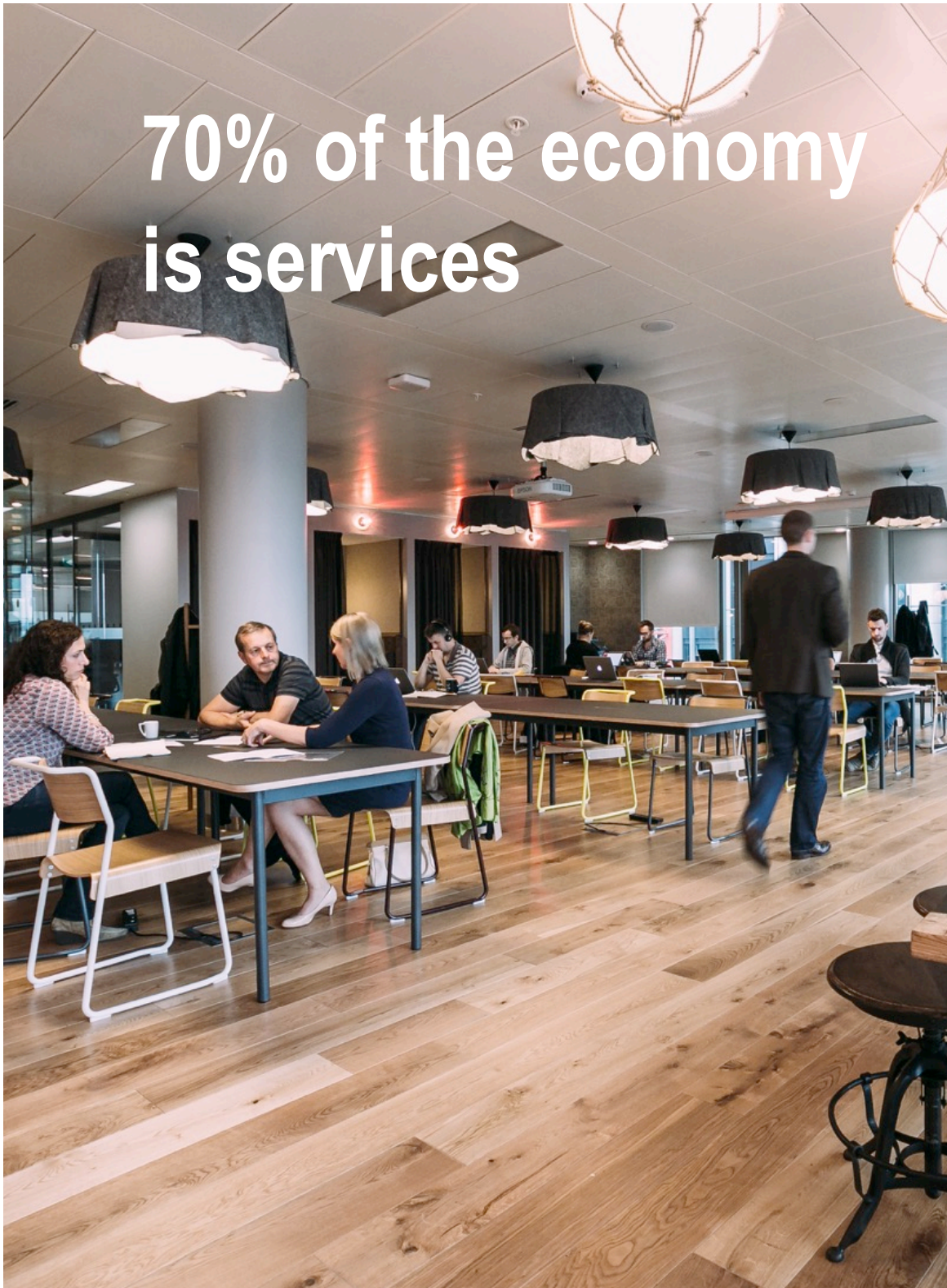


Hewers of wood and drawers of water?





70% of the economy  
is services







**57%**

**extremely or  
definitely concerned  
about climate change**

# 78%

protecting the environment

**improves**

economic growth and **creates** jobs

# 70%

push environmental initiatives now – **don't wait** for economy to improve

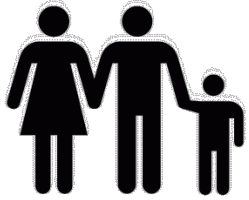
# 59%

**no need for trade-offs**

between jobs and the environment -- governments should deliver both



# Actions prepared to take to address climate change:



**35%** additional changes at home



**22%** discuss climate change



**21%** change commuting habits



**20%** become better informed



**15%** spend on products/services

**“It has to be more uncomfortable to stay the same than to change.”**





**90% of Canadians support spending to resolve indigenous issues**





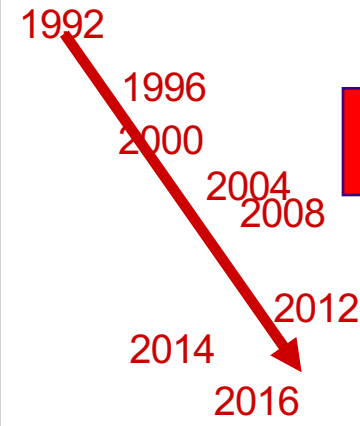
AUTHORITY

Status &  
Security

Authenticity &  
Responsibility

SURVIVAL

FULFILMENT

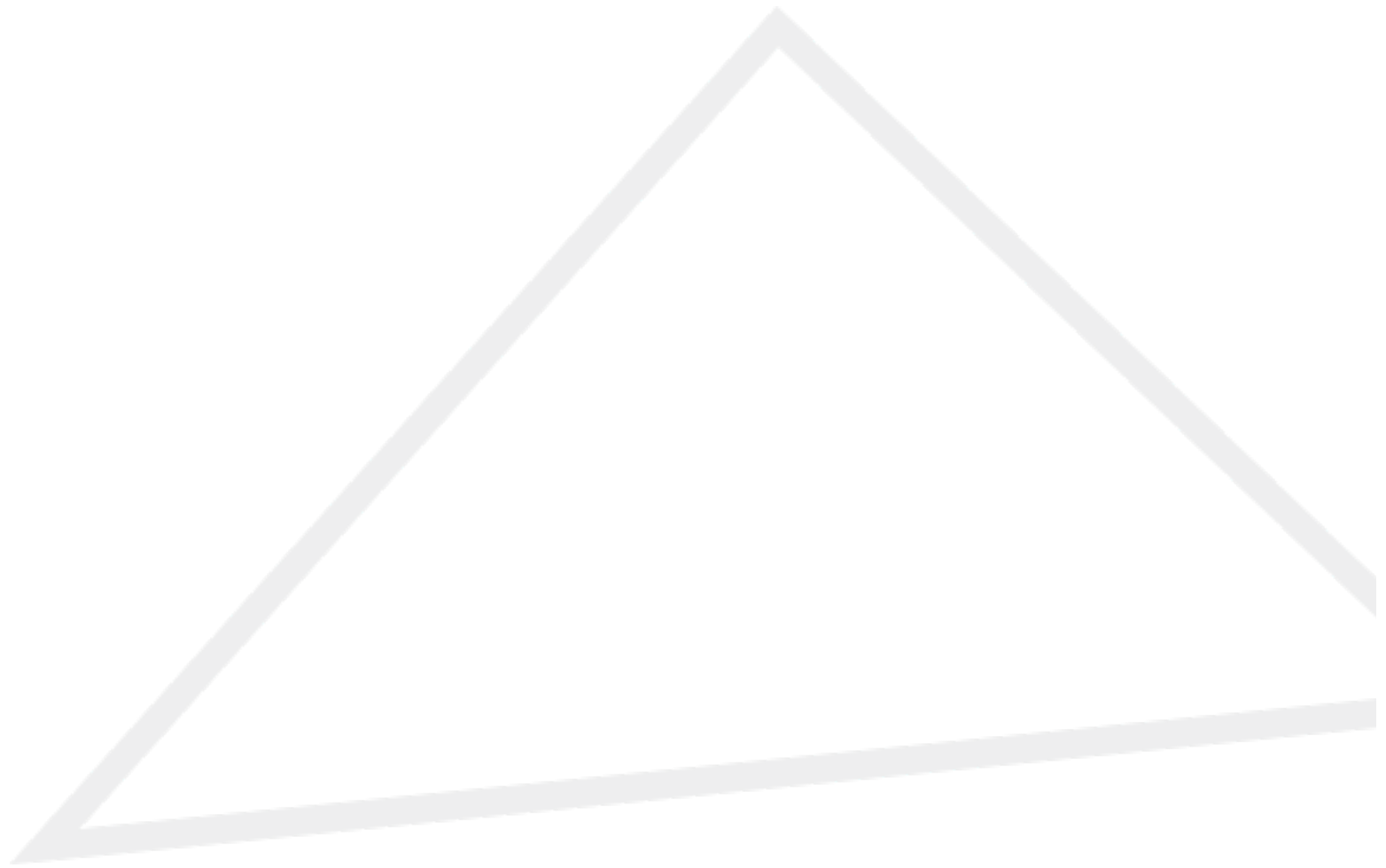


Exclusion  
& Intensity

Idealism &  
Autonomy

INDIVIDUALITY





**ENVIRONICS**  
RESEARCH



**NEXALOGY**

**MIKE LIPKIN**

**ENVIRONICS**  
ANALYTICS

**FREE  
FOR ALL**  
MARKETING INC.

THE  
**ENVIRONICS**  
INSTITUTE



research house

**ENVIRONICS**  
COMMUNICATIONS

**ENVIRONICS**  
RESEARCH



# From polling... to consulting



# To consulting







## **PRACTICE AREAS**

- Corporate and Public Affairs**
- Cultural markets**
- Financial Services**
- Health and Wellness**
- Market Strategies**