**Comparing Customer Profiles to Demographic Information**

Using the Statistics Canada website, you are going to research your prospective community to check whether its population matches what you have outlined in your customer profile. You will also be checking some basic information to gather background on the community.

Website: <http://www12.statcan.ca/census-recensement/2006/dp-pd/prof/92-591/index.cfm?Lang=E>

Name of desired community:

Total population: Male: Female:

Median Income (all families):

% speaking English only: % speaking French only: % speaking other only:

Mobility Status %(5 yrs at same address):

Education levels %: University/college: High School:

Trades Certificate: No High school:

Comparison against your consumer profile:

|  |  |  |  |
| --- | --- | --- | --- |
|  | Consumer Profile | StatsCan Profile | Match ? |
| Age |  |  |  |
| Gender |  |  |  |
| Income |  |  |  |
| Race |  |  |  |
| Occupation |  |  |  |
| Education |  |  |  |
| Other things that are important |  |  |  |

After looking at your consumer profile and the stats Canada information, do you think that your choice of community is a smart choice? Explain why or why not!