



Boston Pizza - Oakridge Calgary Estimated Trade Area

2006 Estimates and Projections Population Trends	BP Oakridge - Estimated Trade Area	
Total Population		
2001 Census*	42,684	
2006 estimated	45,518	
2009 projected	47,206	
2011 projected	48,330	
2016 projected	52,072	
Change in Population (persons)		
2001 to 2006	2,834	
2006 to 2009	1,688	
2009 to 2011	1,125	
2011 to 2016	3,742	
Change in Population (percent)		
2001 to 2006	6.6%	
2006 to 2009	3.7%	
2009 to 2011	2.4%	
2011 to 2016	7.7%	
Rate of Change in Population (percent per year)		
2001 to 2006	1.3%	
2006 to 2009	1.2%	
2009 to 2011	1.2%	
2011 to 2016	1.5%	
<i>* Population counts have been adjusted by MapInfo for census undercounts.</i>		



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2006 Estimates and Projections Household Trends	BP Oakridge - Estimated Trade Area	
Total Households		
2001 Census*	15,115	
2006 estimated	16,421	
2009 projected	17,281	
2011 projected	17,861	
2016 projected	19,532	
Change in Households		
2001 to 2006	1,305	
2006 to 2009	861	
2009 to 2011	580	
2011 to 2016	1,670	
Change in Households (percent)		
2001 to 2006	8.6%	
2006 to 2009	5.2%	
2009 to 2011	3.4%	
2011 to 2016	8.6%	
Rate of Change in Households (percent per year)		
2001 to 2006	1.7%	
2006 to 2009	1.7%	
2009 to 2011	1.7%	
2011 to 2016	1.7%	
<i>* Household counts have been adjusted by MapInfo for census undercounts.</i>		



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2006 Estimates and Projections Population by Age and Sex Comparison	BP Oakridge - Estimated Trade Area					
	Total Population		Males		Females	
2006 Estimated Population	45,518	% base	22,546	% base	22,972	% base
0 to 4 years	2,060	5%	1,075	5%	985	4%
5 to 9 years	2,485	5%	1,324	6%	1,161	5%
10 to 14 years	2,977	7%	1,572	7%	1,405	6%
15 to 19 years	3,140	7%	1,653	7%	1,487	6%
20 to 24 years	3,063	7%	1,622	7%	1,441	6%
25 to 29 years	3,240	7%	1,690	7%	1,549	7%
30 to 34 years	3,050	7%	1,520	7%	1,530	7%
35 to 39 years	3,181	7%	1,559	7%	1,622	7%
40 to 44 years	3,851	8%	1,817	8%	2,034	9%
45 to 49 years	4,262	9%	2,019	9%	2,242	10%
50 to 54 years	4,042	9%	1,972	9%	2,070	9%
55 to 59 years	3,271	7%	1,585	7%	1,686	7%
60 to 64 years	2,158	5%	1,067	5%	1,091	5%
65 to 69 years	1,517	3%	741	3%	776	3%
70 to 74 years	1,210	3%	578	3%	631	3%
75 to 79 years	858	2%	371	2%	487	2%
80 to 84 years	593	1%	227	1%	365	2%
85 years and over	561	1%	153	1%	408	2%
Median Age	39.3		37.6		40.8	
Dominant Age Group	45 to 49		45 to 49		45 to 49	



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2006 Estimates and Projections Population by Age and Sex	BP Oakridge - Estimated Trade Area	
		%
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10 to 14 years	2,977	7%
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70 to 74 years	1,210	3%
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80 to 84 years	593	1%
85 years and over	561	1%
Median Age	39.3	
Dominant Age Group	45 to 49	



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2006 Estimates and Projections Population by Age and Sex	BP Oakridge - Estimated Trade Area	
		%
2006 Estimated Male Population	22,546	% base
0 to 4 years	1,075	5%
5 to 9 years	1,324	6%
10 to 14 years	1,572	7%
15 to 19 years	1,653	7%
20 to 24 years	1,622	7%
25 to 29 years	1,690	7%
30 to 34 years	1,520	7%
35 to 39 years	1,559	7%
40 to 44 years	1,817	8%
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55 to 59 years	1,585	7%
60 to 64 years	1,067	5%
65 to 69 years	741	3%
70 to 74 years	578	3%
75 to 79 years	371	2%
80 to 84 years	227	1%
85 years and over	153	1%
Median Male Age	37.6	
Dominant Male Age Group	45 to 49	
2006 Estimated Female Population	22,972	% base
0 to 4 years	985	4%
5 to 9 years	1,161	5%
10 to 14 years	1,405	6%
15 to 19 years	1,487	6%
20 to 24 years	1,441	6%
25 to 29 years	1,549	7%
30 to 34 years	1,530	7%
35 to 39 years	1,622	7%
40 to 44 years	2,034	9%
45 to 49 years	2,242	10%
50 to 54 years	2,070	9%
55 to 59 years	1,686	7%
60 to 64 years	1,091	5%
65 to 69 years	776	3%
70 to 74 years	631	3%
75 to 79 years	487	2%
80 to 84 years	365	2%
85 years and over	408	2%
Median Female Age	40.8	
Dominant Female Age Group	45 to 49	



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2006 Estimates and Projections Household Maintainers	BP Oakridge - Estimated Trade Area	
2006 Total Household Maintainers	16,421	% base
15 to 24 years	350	2%
25 to 34 years	2,294	14%
35 to 44 years	3,694	22%
45 to 54 years	4,374	27%
55 to 64 years	3,031	18%
65 years and over	2,677	16%
2006 Families	12,720	% base
Husband-wife couples	10,858	85%
Lone-parent	1,862	15%
Average Persons Per Family	3.1	
Average Children Per Family	1.2	



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2006 Estimates and Projections Marital Status, Education, Labour Force	BP Oakridge - Estimated Trade Area	
		%
2006 Population 15 years and Over by Marital Status	37,996	
Single (never married)	10,950	29%
Married (not separated)]	20,402	54%
Widowed	1,736	5%
Divorced	2,209	6%
Separated (legally married)	757	2%
2006 Population 15 years and Over by Common-law Status	37,996	
Not in a common-law relationship	36,054	95%
In a common-law relationship	1,942	5%
2006 Population 20 years and Over by Educational Attainment	34,395	
Less than grade 9	784	2%
Grades 9 to 13	7,724	22%
Without high school graduation certificate	4,059	12%
With high school graduation certificate	3,665	11%
Trades certificate or diploma	3,514	10%
College	8,422	24%
Without certificate or diploma	2,150	6%
With certificate or diploma	6,272	18%
University	13,951	41%
Without degree	3,792	11%
Without certificate or diploma	2,631	8%
With certificate or diploma	1,162	3%
With bachelors degree or higher	10,158	30%
2006 Population 15 years and over by Labour Force Activity	37,535	
In the labour force	27,277	73%
Not in the labour force	10,258	27%
Participation Rate	72.7%	
2006 Males 15 years and over by Labour Force Activity	18,424	
In the labour force	14,090	76%
Not in the labour force	4,333	24%
Participation Rate	76.5%	
2006 Females 15 years and over by Labour Force Activity	19,112	
In the labour force	13,187	69%
Not in the labour force	5,925	31%
Participation Rate	69.0%	



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2006 Estimates and Projections Home Language	BP Oakridge - Estimated Trade Area	
		%
2006 Population by Home Language	45,057	
Single Responses	40,375	90%
Official languages	38,549	86%
English	38,447	85%
French	102	0%
Non-official languages	1,826	4%
Chinese	454	1%
Italian	11	0%
Portuguese	46	0%
Spanish	37	0%
German	24	0%
Polish	146	0%
Punjabi	0	0%
Greek	54	0%
Vietnamese	0	0%
Arabic	56	0%
Cree	0	0%
Tagalog (Pilipino)	82	0%
Korean	109	0%
Aboriginal Languages	0	0%
Germanic languages	43	0%
Slavic languages	440	1%
Baltic languages	0	0%
Finno-Ugric languages	33	0%
Dravidian languages	0	0%
Indo-Iranian languages	89	0%
Tai languages	0	0%
Other single languages	202	0%
Multiple Responses	4,682	10%



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2006 Estimates and Projections Labour Force by Occupation	BP Oakridge - Estimated Trade Area	
		%
2006 Labour Force by Occupation	27,277	
Management	3,810	14%
Business, finance & administrative	5,649	21%
Natural & applied sciences	2,906	11%
Health	1,589	6%
Social science, education, government and religion	2,260	8%
Art, culture, recreation and sport	758	3%
Sales and service	6,661	24%
Trades, transport and equipment operators and related	2,479	9%
Primary industry-specific	450	2%
Processing, manufacturing and utilities	491	2%
Occupation - Not applicable	225	1%
2006 Male Labour Force by Occupation	14,089	
Management	2,580	18%
Business, finance & administrative	1,445	10%
Natural & applied sciences	2,415	17%
Health	302	2%
Social science, education, government and religion	716	5%
Art, culture, recreation and sport	297	2%
Sales and service	3,095	22%
Trades, transport and equipment operators and related	2,325	17%
Primary industry-specific	409	3%
Processing, manufacturing and utilities	386	3%
Occupation - Not applicable	119	1%
2006 Female Labour Force by Occupation	13,187	
Management	1,229	9%
Business, finance & administrative	4,204	32%
Natural & applied sciences	491	4%
Health	1,286	10%
Social science, education, government and religion	1,545	12%
Art, culture, recreation and sport	461	3%
Sales and service	3,565	27%
Trades, transport and equipment operators and related	153	1%
Primary industry-specific	40	0%
Processing, manufacturing and utilities	105	1%
Occupation - Not applicable	106	1%



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2006 Estimates and Projections Income Trends	BP Oakridge - Estimated Trade Area	
Average household income		
2000 income	\$	84,477
2006 estimated	\$	97,605
2009 projected	\$	110,745
2011 projected	\$	119,444
Aggregate household income (\$000)		
2000 income	\$	1,240,412
2006 estimated	\$	1,602,740
2009 projected	\$	1,913,804
2011 projected	\$	2,133,444
Change in average household income		
2000 to 2006	\$	13,128
2006 to 2009	\$	13,140
2009 to 2011	\$	8,699
Change in aggregate household income (\$000)		
2000 to 2006	\$	362,328
2006 to 2009	\$	311,065
2009 to 2011	\$	219,640
2006 Estimated Households by Income	16,421	% base
Less than \$20,000	747	5%
\$20,000 - 39,999	1,952	12%
\$40,000 - 59,999	1,927	12%
\$60,000 - 79,999	2,483	15%
\$80,000 - 99,999	3,409	21%
\$100,000 and over	5,901	36%
Median Estimated Household Income	\$	86,453