

Riding Report | Federal Election 2021

Riding: Rivière-du-Nord, QC



HOUSEHOLD CHARACTERISTICS

	Riding		Canada		Index
	Count	%	Base Count	Base %	
Household Population by Aboriginal Identity					
Household Population For Aboriginal Identity	117,828	100.00	37,408,633	100.00	100
Aboriginal Identity	1,895	1.61	1,864,097	4.98	32
Non-Aboriginal Identity	115,933	98.39	35,544,536	95.02	104
Household Population by Religion					
Household Population For Religion	117,828	100.00	37,408,633	100.00	100
Buddhist	153	0.13	451,825	1.21	11
Christian	102,125	86.67	24,777,241	66.23	131
Anglican	159	0.14	1,833,821	4.90	3
Catholic	98,266	83.40	14,207,112	37.98	220
United Church	139	0.12	2,240,585	5.99	2
Other Christian	3,561	3.02	6,495,723	17.36	17
Hindu	130	0.11	645,065	1.72	6
Jewish	99	0.08	392,238	1.05	8
Muslim	422	0.36	1,300,153	3.48	10
Sikh	1	0.00	606,585	1.62	0
Other Religions	134	0.11	247,767	0.66	17
No Religious Affiliation	14,764	12.53	8,987,759	24.03	52
Population Change					
2016 To 2021 Percentage Change Total Population		7.40		5.61	132
2021 To 2024 Percentage Change Total Population		3.65		2.67	137

EXPENDITURES & WEALTH

	Riding		Canada		Index of %
	\$ Per Household	% of Total Expenditure	Base \$ Per Household	Base % of Total Expenditure	
Household Expenditure					
Total expenditure	84,555.92	100.00	113,827.47	100.00	
Health Care Expenses					
Total direct costs to household for health care	3,629.87	4.29	4,509.49	3.96	108
Prescribed medicines and pharmaceutical products	901.32	1.07	1,120.75	0.98	108
Non-prescribed medicines and pharmaceutical products	892.14	1.06	1,106.87	0.97	109
Health care services	508.73	0.60	631.59	0.55	108
Total direct costs to household for eye care	479.02	0.57	593.35	0.52	109
Dental services and orthodontic and periodontal procedures	848.66	1.00	1,056.93	0.93	108
Total health insurance premiums	587.22	0.69	513.08	0.45	154
Child Care Expenses					
Child care expenditures	508.47	0.60	431.31	0.38	159
Household Wealth					
Net Worth (incl Pension Plans)	438,889		749,234		59
Primary Real Estate Value	291,082		499,217		58
Debt to Disposable Income Ratio	1.98		1.90		104

COVID-19 INDICATORS

	Riding		Canada		Index
	Count	%	Base Count	Base %	
Vaccine Intention					
Plan on getting the COVID-19 vaccine (as of April 2021) - No (Pop 16+)	13,833	14.03	3,620,101	11.57	121
Plan on getting the COVID-19 vaccine (as of April 2021) - Unsure (Pop 16+)	16,048	16.28	4,976,558	15.91	102
COVID-19 Vulnerability Indexes					
Financial Vulnerability Index			126		100
Social Vulnerability Index			116		100
Fraught Index			122		100
Lockdown Indicators					
Time spent away from home (Daily Minutes) - Apr 2021		258		223	116
Time spent away from home (Daily Minutes) - Jul 2021		295		287	103

SOCIAL VALUES

	Description	Index
Confidence in Small Business	<i>A tendency to assume that small businesses are generally fair and ethical in their practices, committed to providing quality goods, and working in the public interest.</i>	98
Ecological Lifestyle	<i>The propensity to give a high priority to integrating environmental concerns with purchasing criteria.</i>	96
Multiculturalism	<i>The openness toward the diverse cultures, ethnic communities and immigrants that make up Canada. A belief that ethnic groups should be encouraged to preserve their cultural identities, and that others should seek to learn about them.</i>	58

VOTER SEGMENTS

Voter Segment Name	Canadian Citizens 18+ Count	%
Les Familiales	37,713	40.71
Célibataires et Couples Âgés	37,342	40.31
Francophones aux Villages	17,031	18.38
Second City Suburbs	359	0.39
Suburban Nesters	197	0.21
Affluent Families	0	0.00
Aging Heartland	0	0.00
Big City Burbs	0	0.00
Indigenous Families	0	0.00
Jeunes en Ville	0	0.00
Metro Boomers	0	0.00
Modest Metros	0	0.00
New Canadian Mosaic	0	0.00
Older Rustic	0	0.00
Young in the City	0	0.00

Benchmark: Canada

*Index normalizes Canadian averages for variables to a value of 100. The riding variables are expressed as a proportion of 100 for comparisons (for example, below 100 indicates a value below the Canadian average).
 *For more information, see <https://environicsanalytics.com> or contact rupen.seoni@environicsanalytics.com

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Sources:
 DemoStats 2021
 HouseholdSpend 2021
 WealthScapes 2021
 MobileScapes Out & About Canada 2021
 Financial Vulnerability Index 2020
 Social Vulnerability Index 2020
 Frailty Index 2020
 VaccineInsights 2020
 SocialValues 2021

