

Housing Preferences in Pickering



Key demographic markets for intensification are:

- Young urban dwellers (singles or couples)
- Older Seniors (75+ age group)

• Youth population

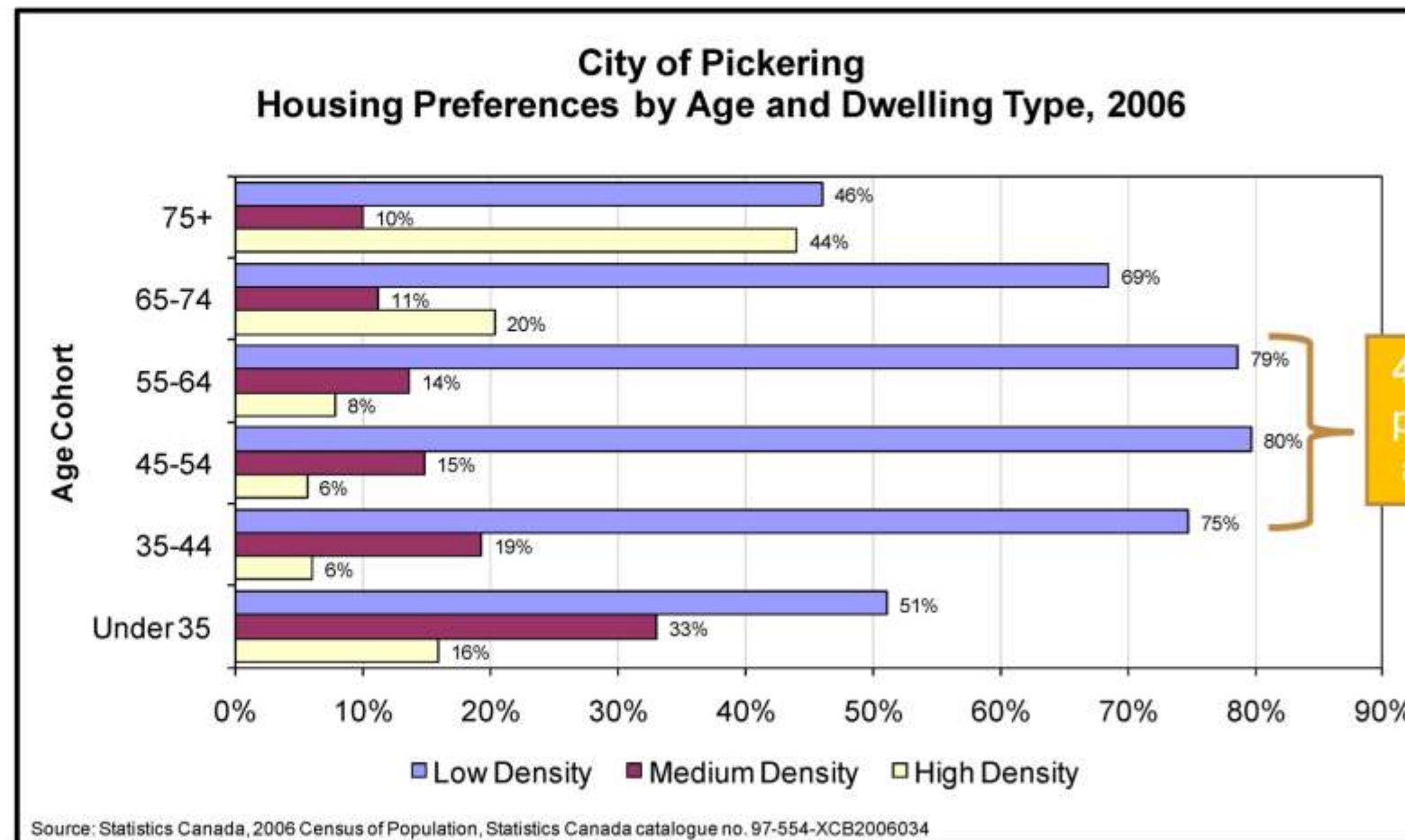
(under 34) high preference for medium and high density units

• 34-44 age cohort

preference for low density and some occupancy of medium density units

• Mid-life (45-54) and empty nesters (55-64)

strong preference for low density dwellings



45% of 2006 population is aged 35-64

• Young seniors (65-74)

relatively high preference for low density housing

• Older seniors (75+)

significant high density dwelling occupancy

Housing Definitions

- Low Density (singles, semi-detached)
- Medium Density (Townhouses)
- High Density (Apartments)