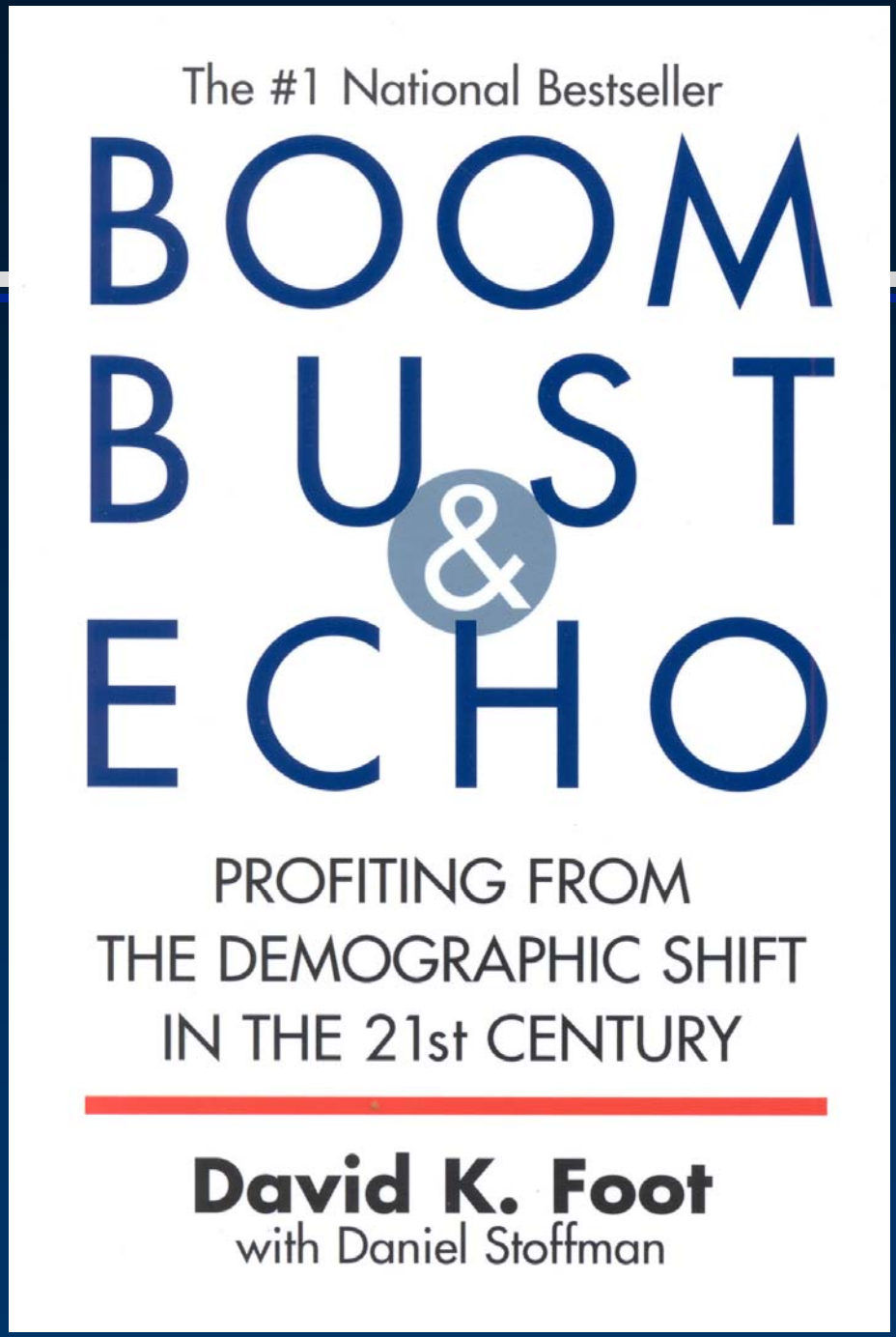
The #1 National Bestseller
BOOM
BUST
&
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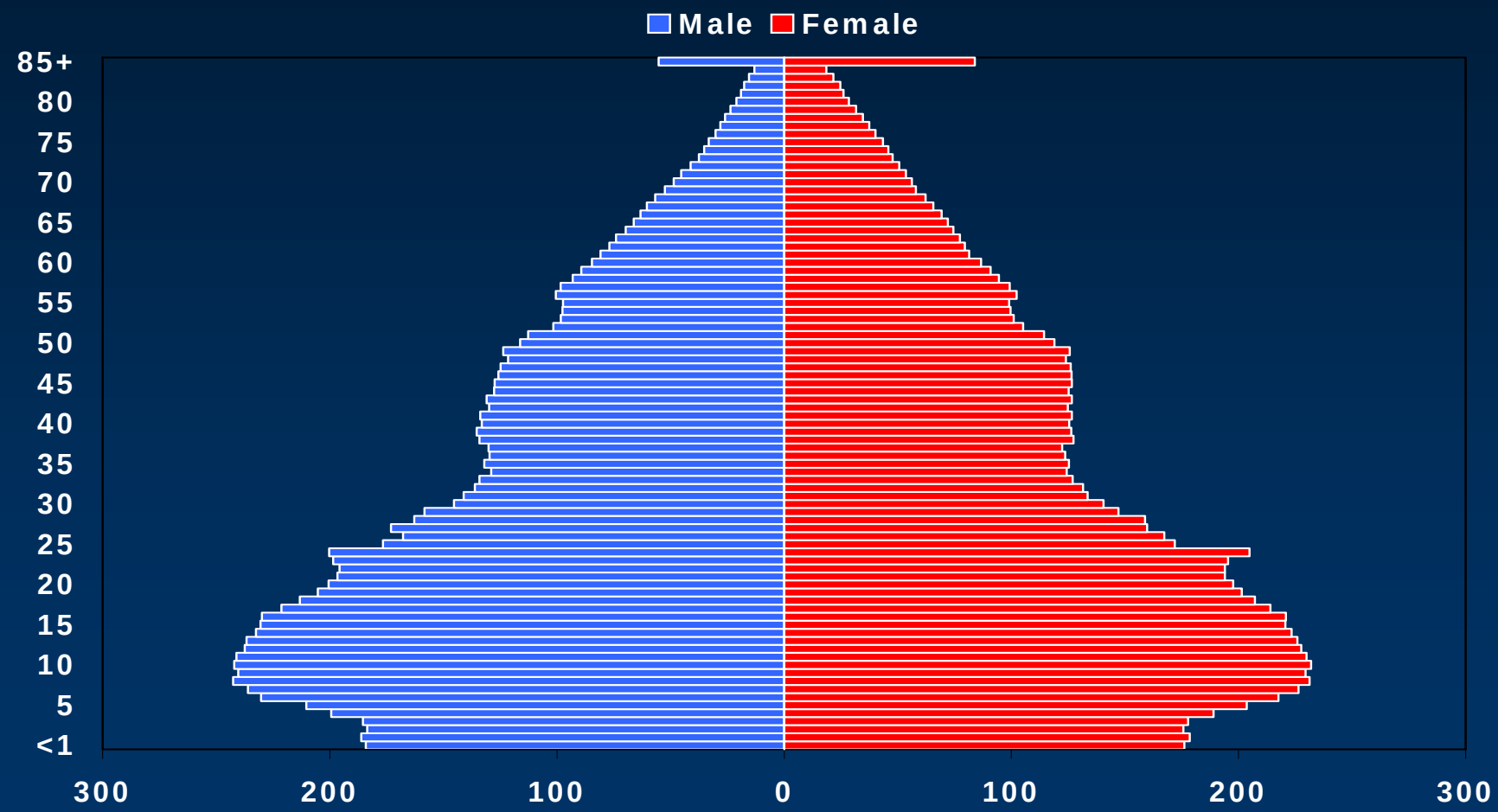
PROFITING FROM
THE DEMOGRAPHIC SHIFT
IN THE 21st CENTURY
David K. Foot
with Daniel Stoffman

Canada

Population Pyramid, 1971 (000's)

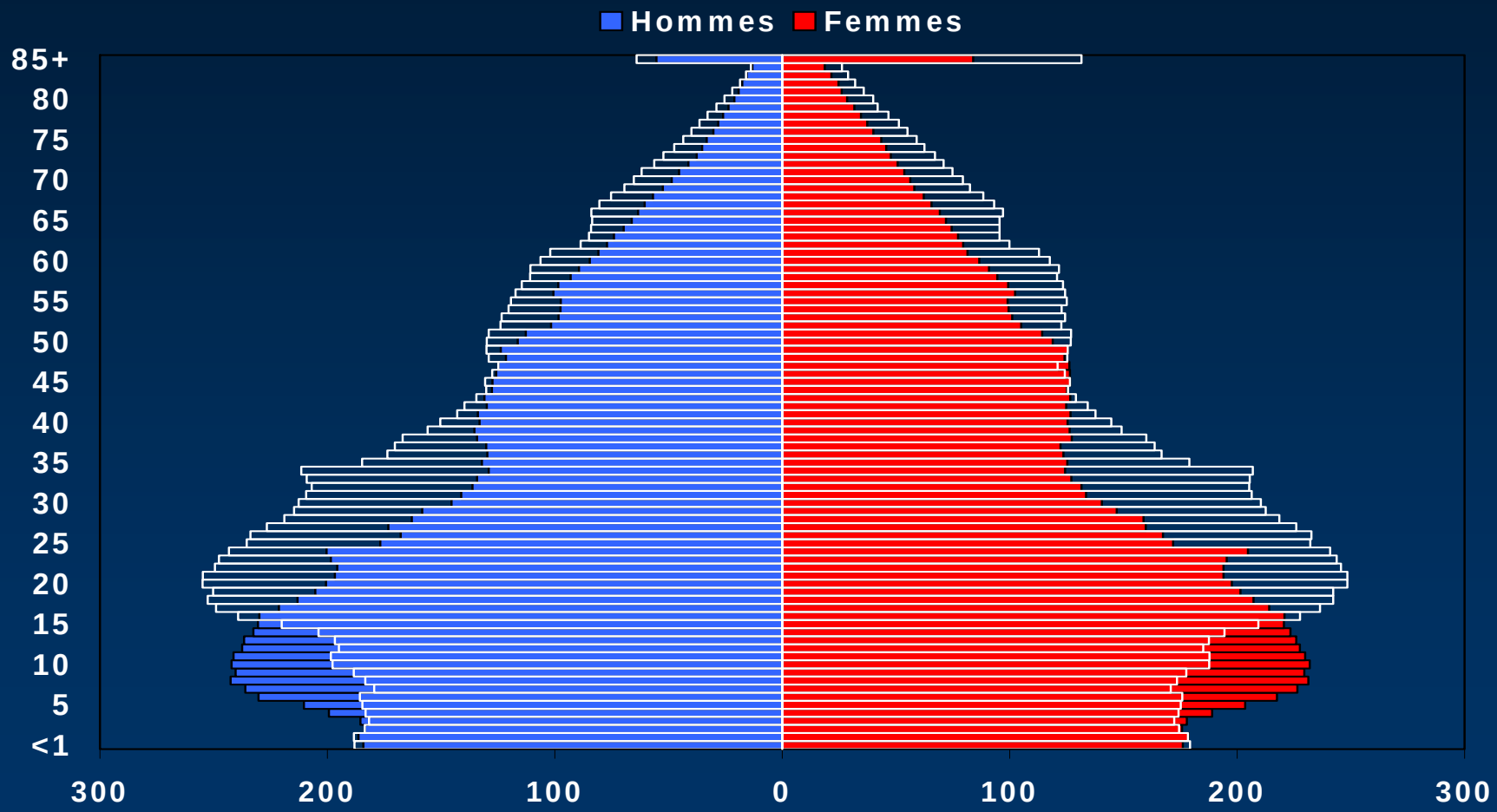


www.footwork.com

Source: Statistics Canada

Canada

Pyramide des Âges, 1981 (000's)

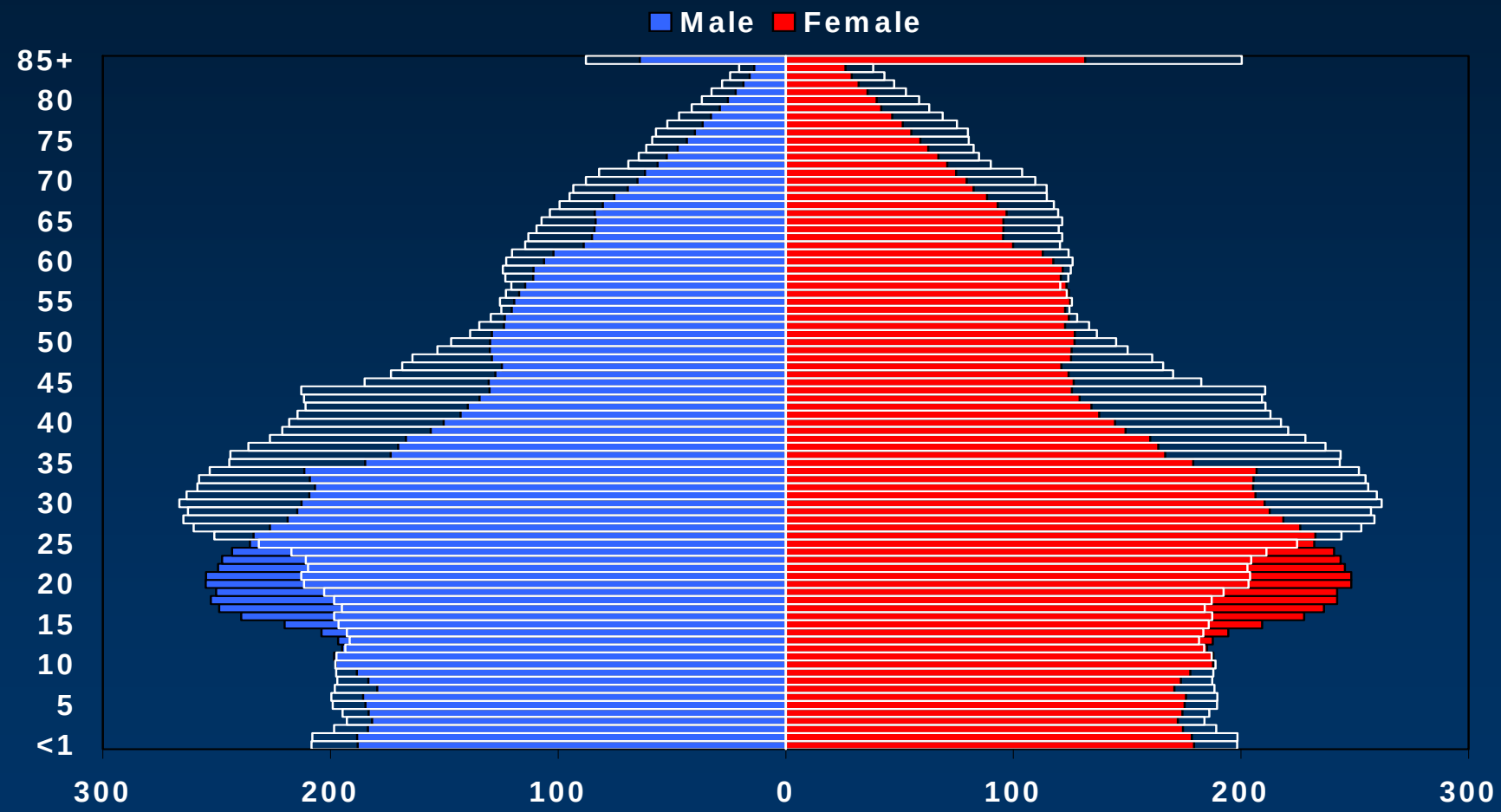


www.footwork.com

Source: Statistique Canada

Canada

Population Pyramid, 1991 (000's)

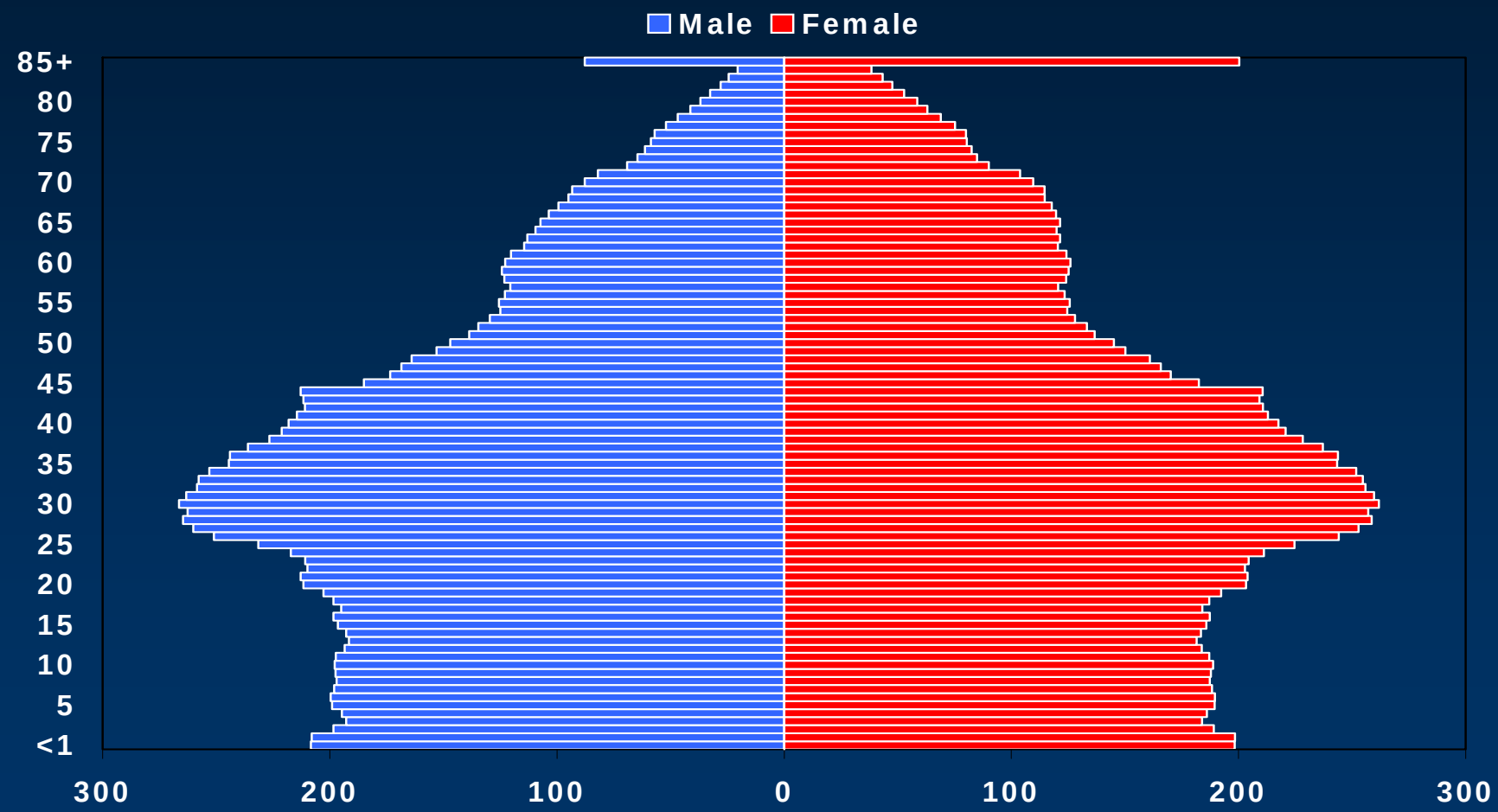


www.footwork.com

Source: Statistics Canada

Canada

Population Pyramid, 1991 (000's)



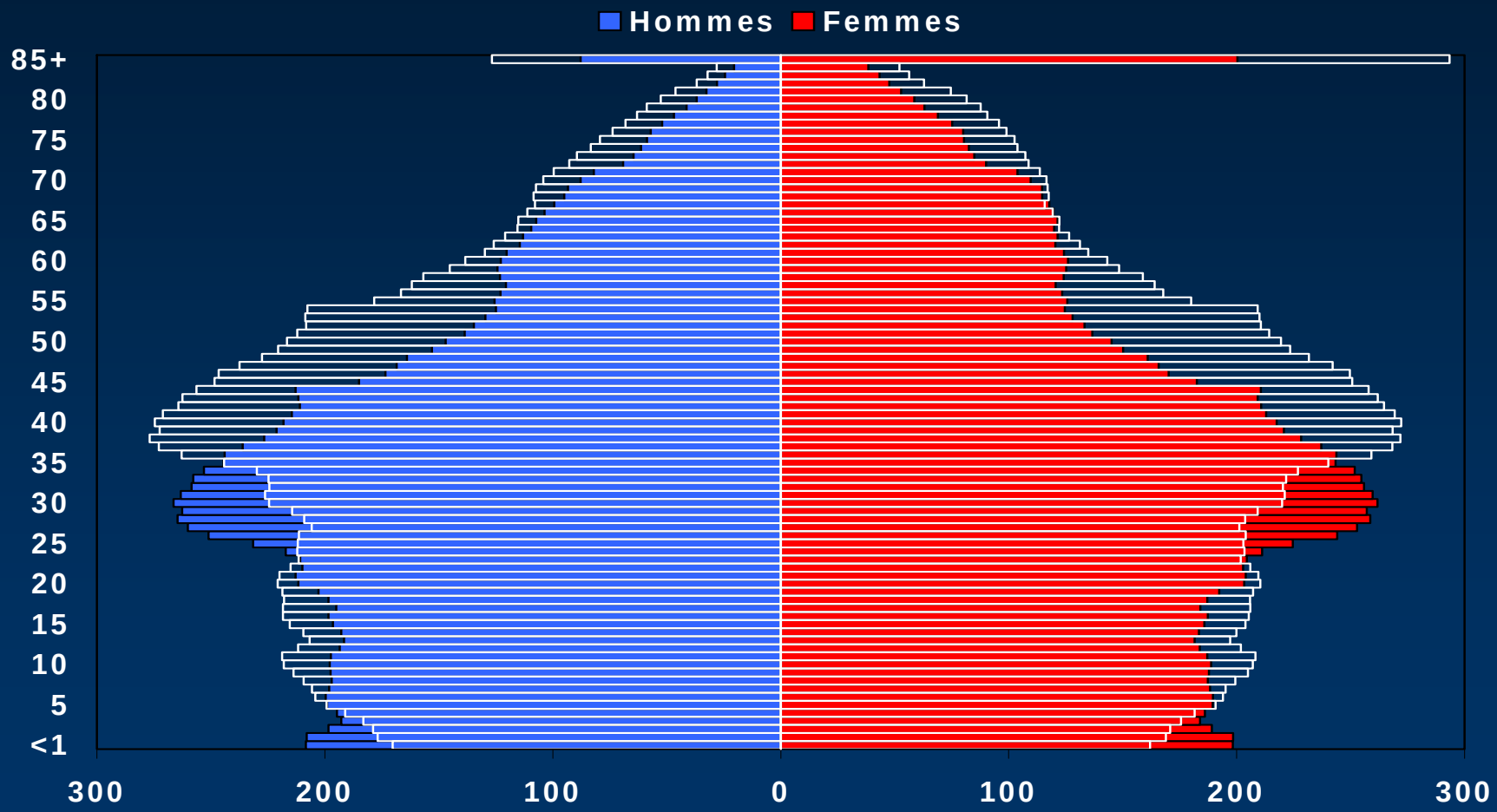
www.footwork.com

Source: Statistics Canada

Cocoon St.

Canada

Pyramide des Âges, 2001 (000's)

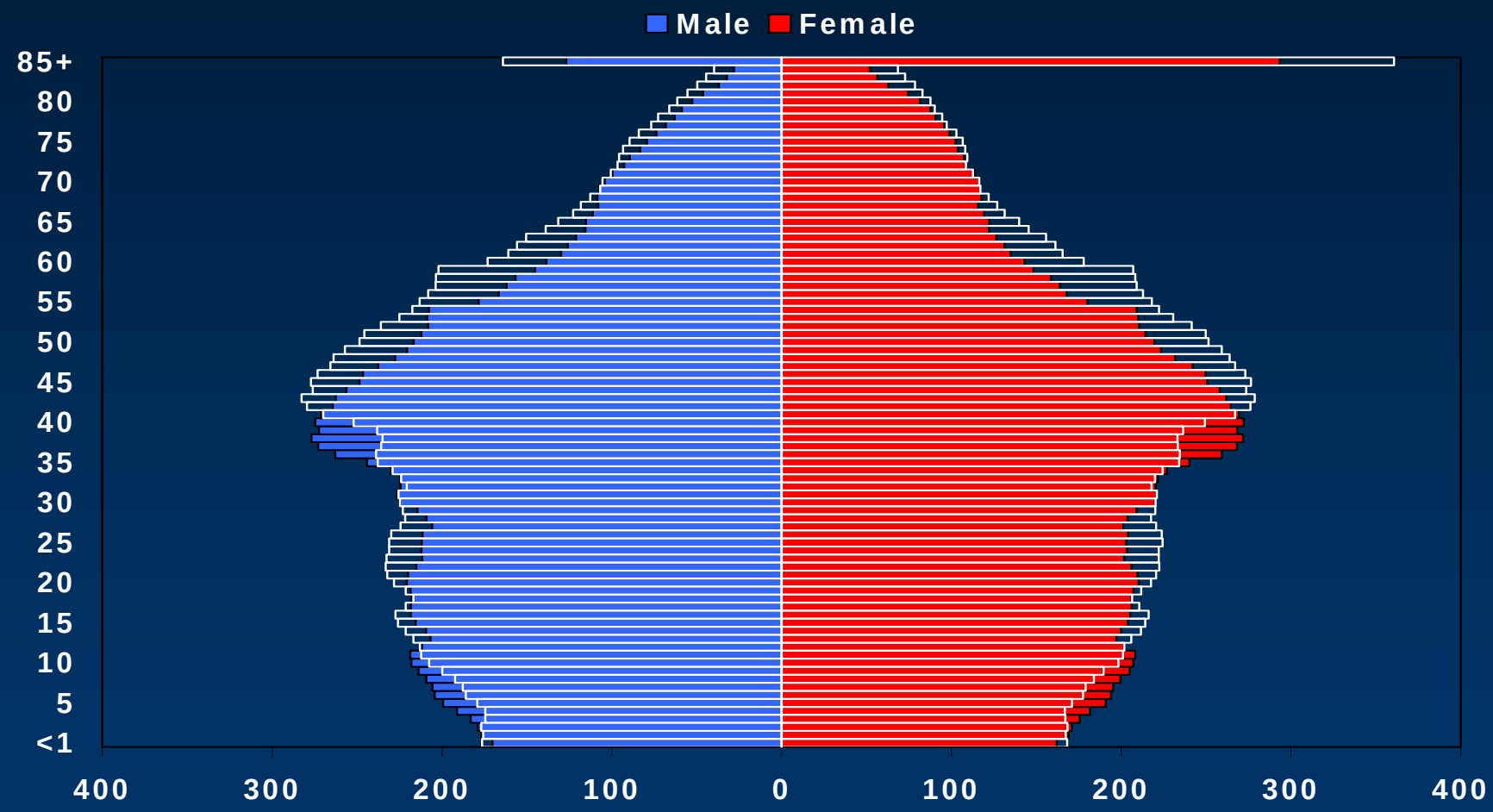


www.footwork.com

Source: Statistique Canada

Canada

Population Pyramid, 2006 (000's)

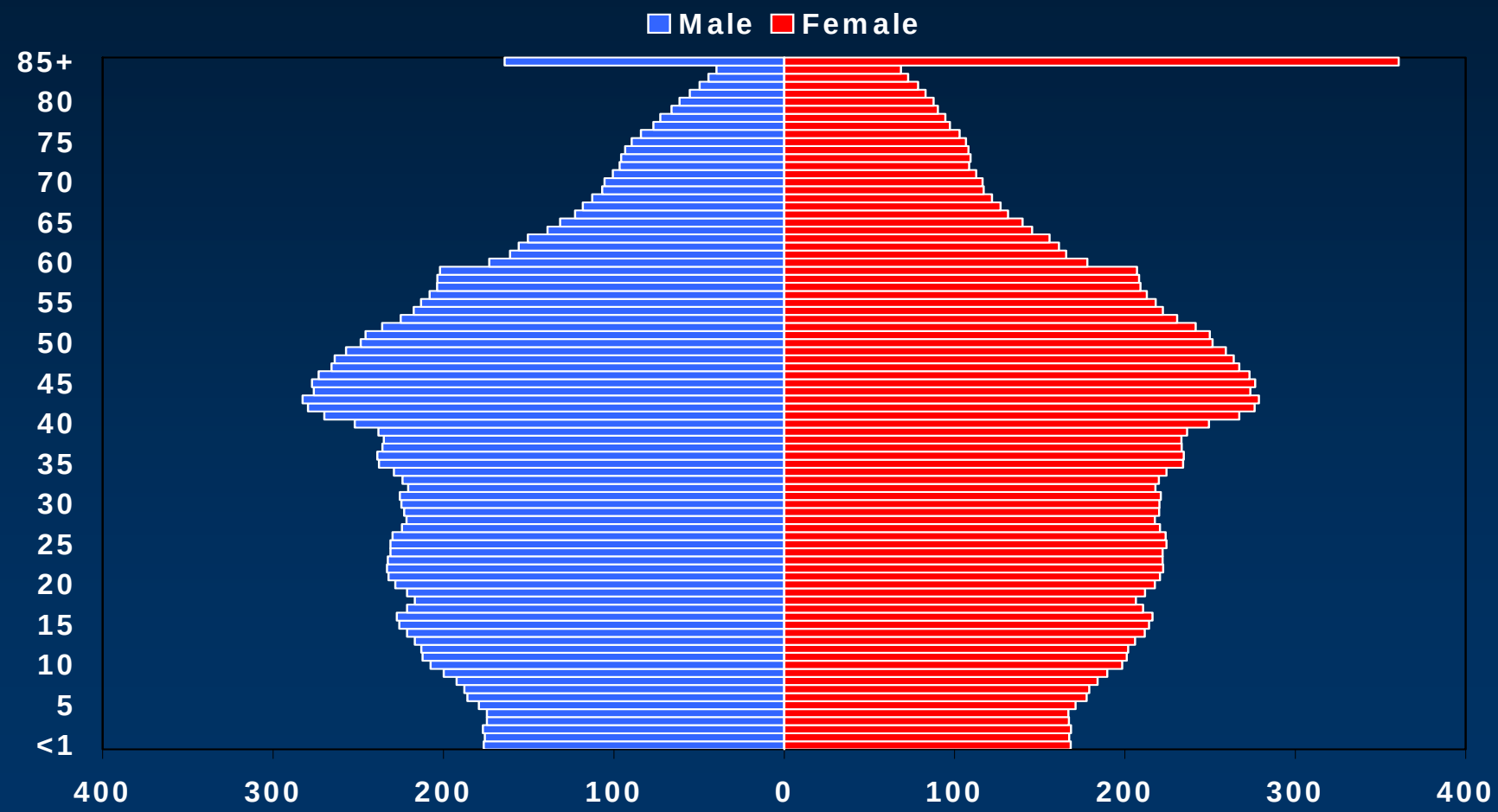


www.footwork.com

Source: Statistics Canada

Canada

Population Pyramid, 2006 (000's)

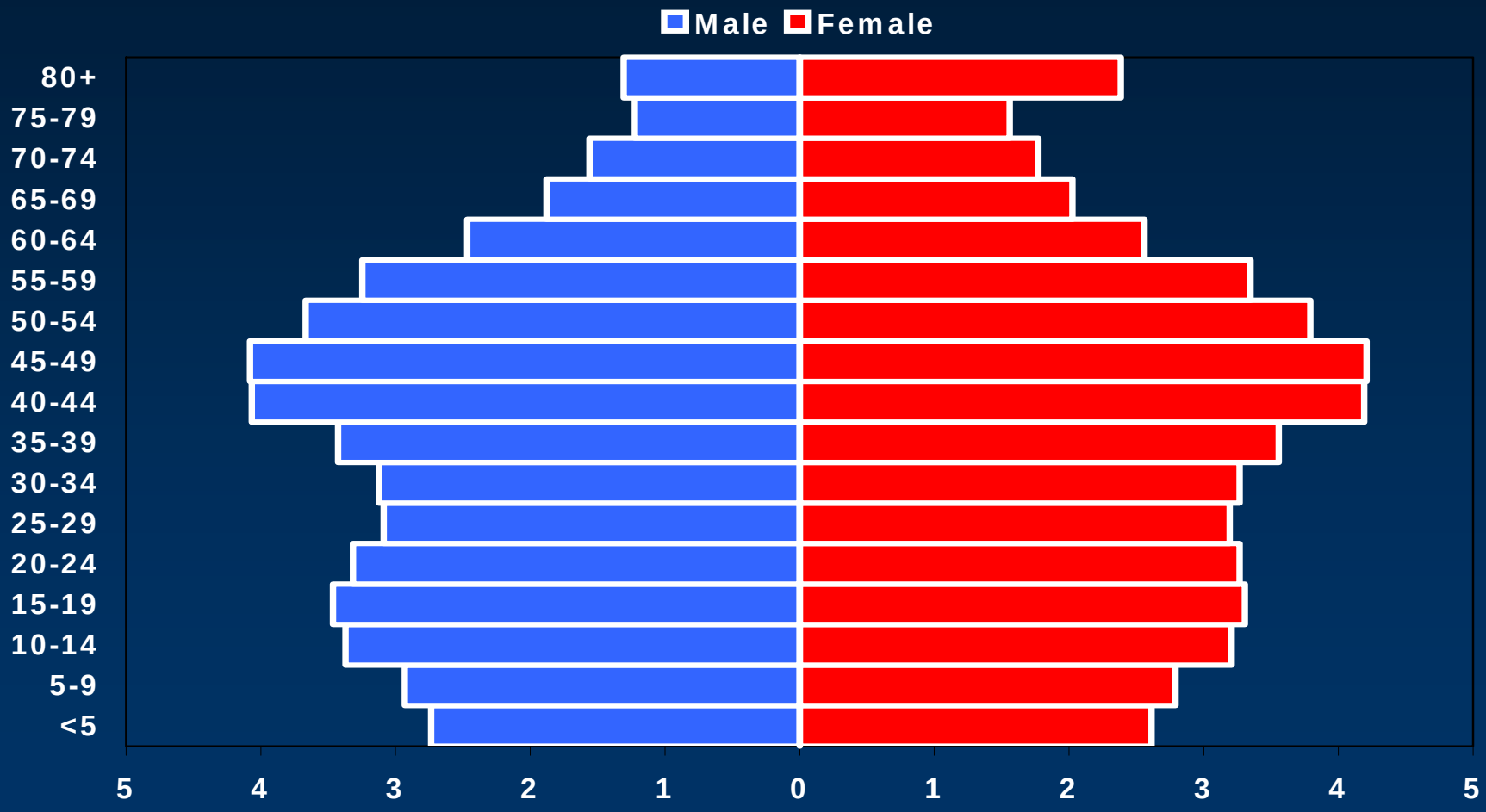


www.footwork.com

Source: Statistics Canada

Canada

Population Pyramid, 2006 (%)

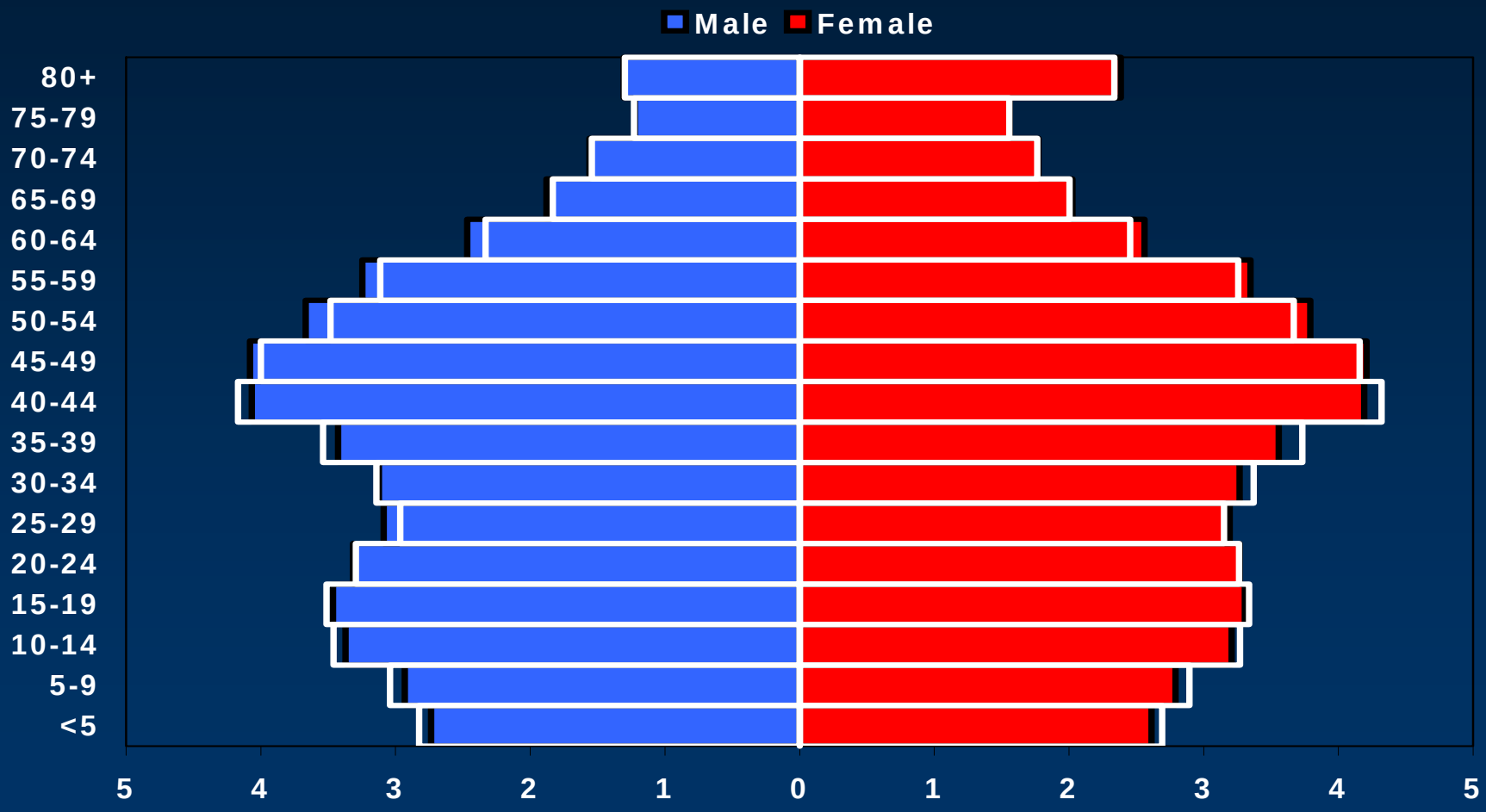


www.footwork.com

Source: Statistics Canada

Ontario

Population Pyramid, 2006 (%)

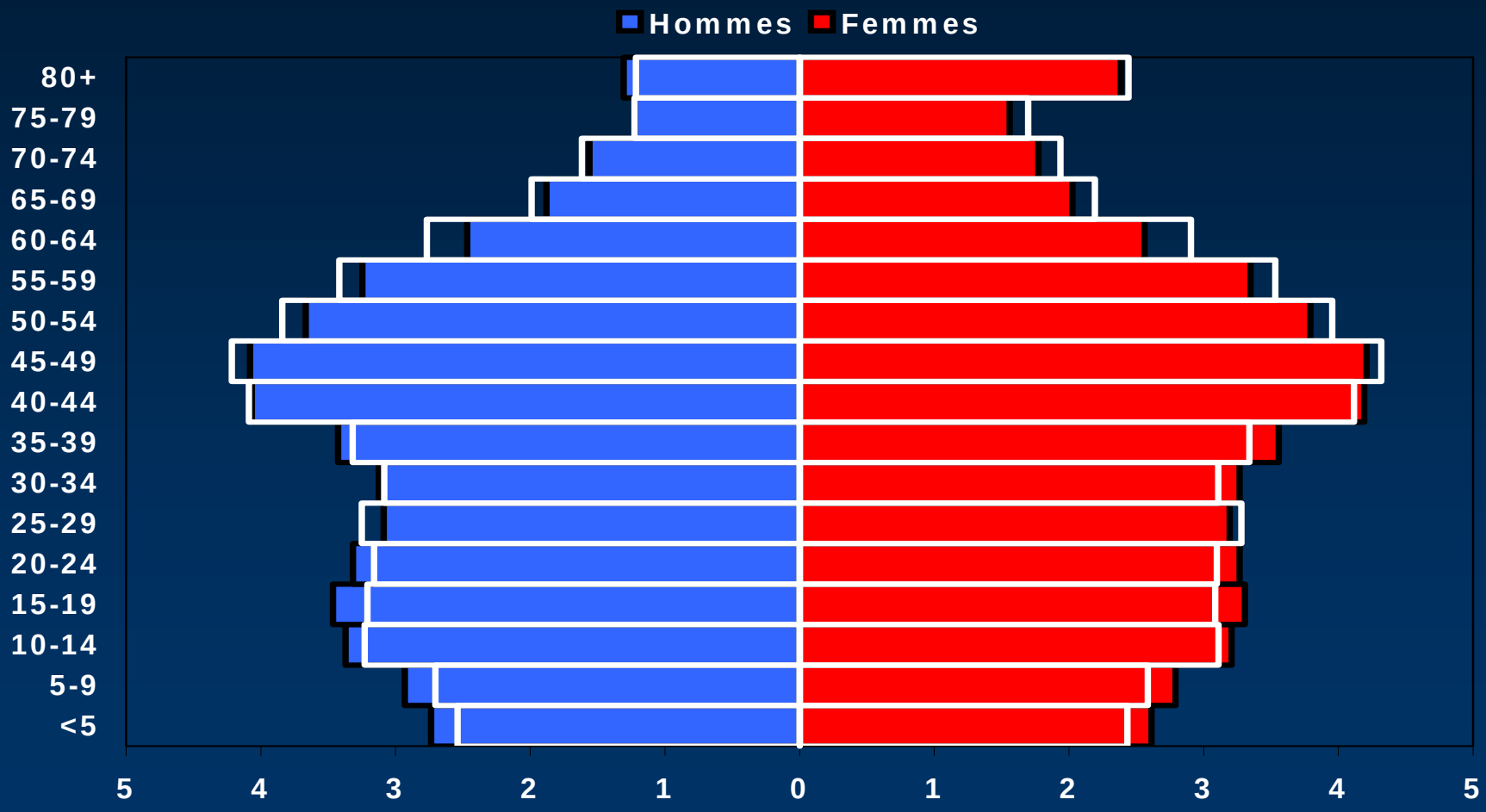


www.footwork.com

Source: Statistics Canada

Québec

Pyramide des Âges, 2006 (%)

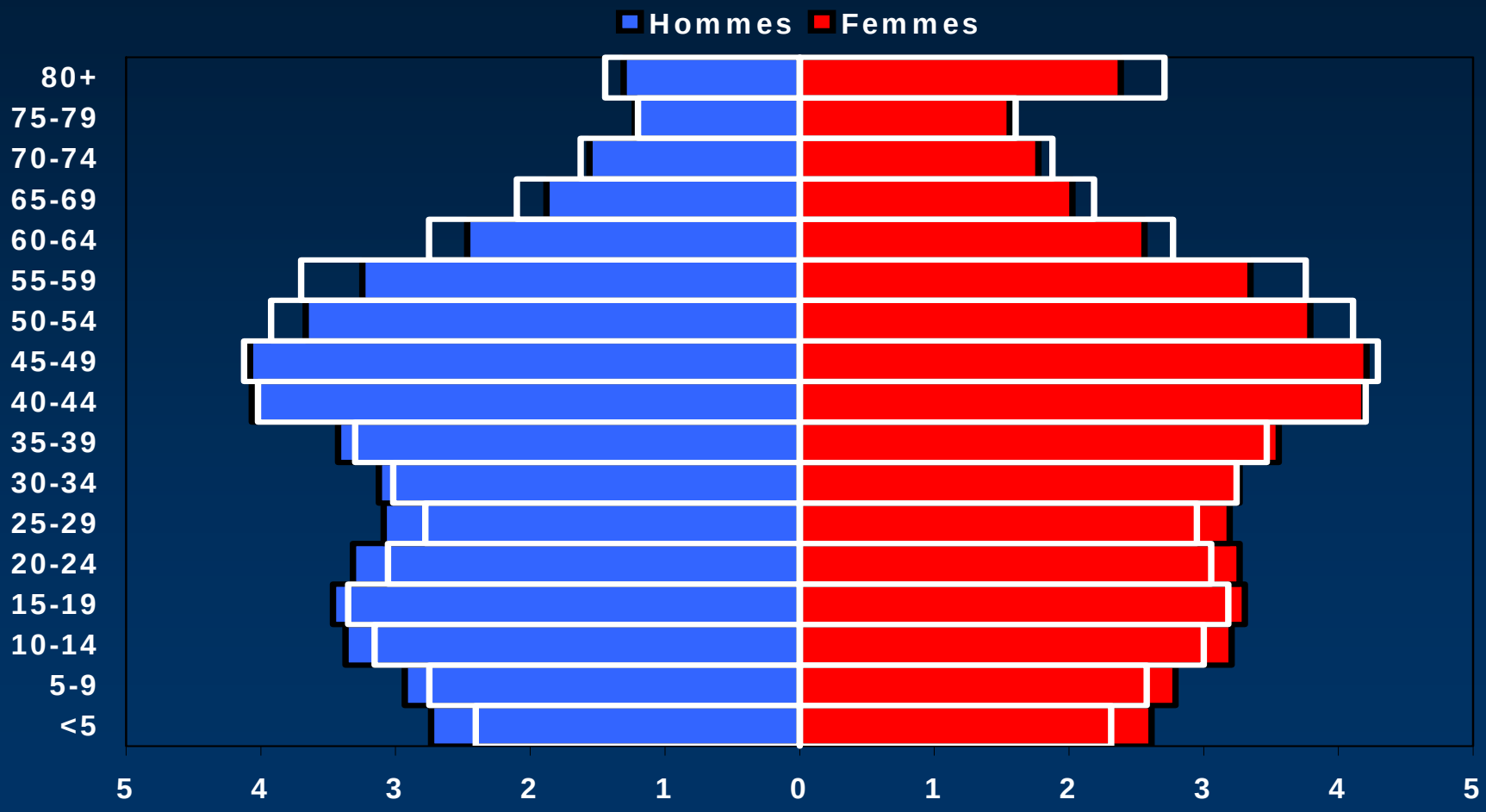


www.footwork.com

Source: Statistique Canada

New Brunswick

Pyramide des Âges, 2006 (%)

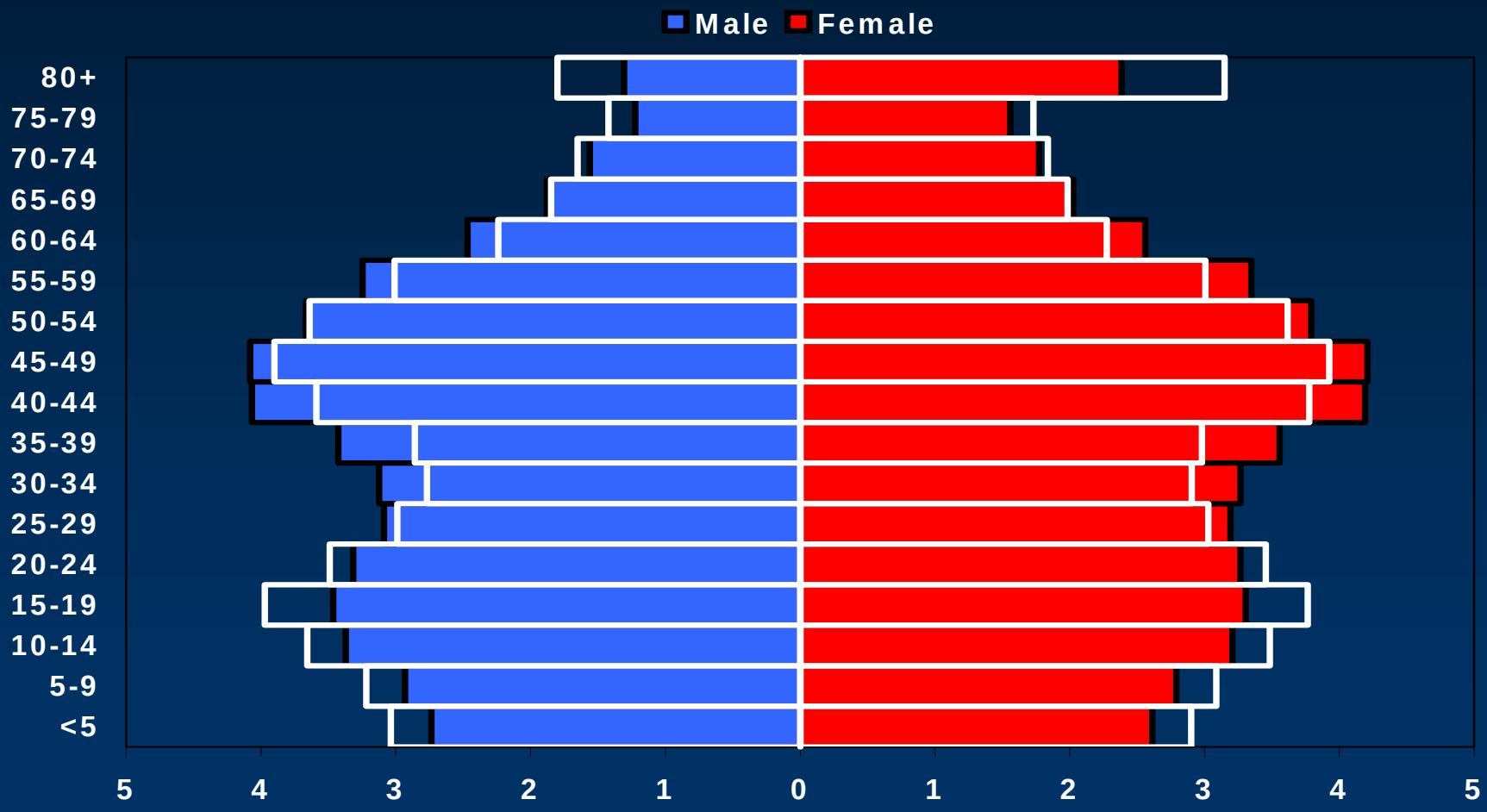


www.footwork.com

Source: Statistique Canada

Saskatchewan

Population Pyramid, 2006 (%)

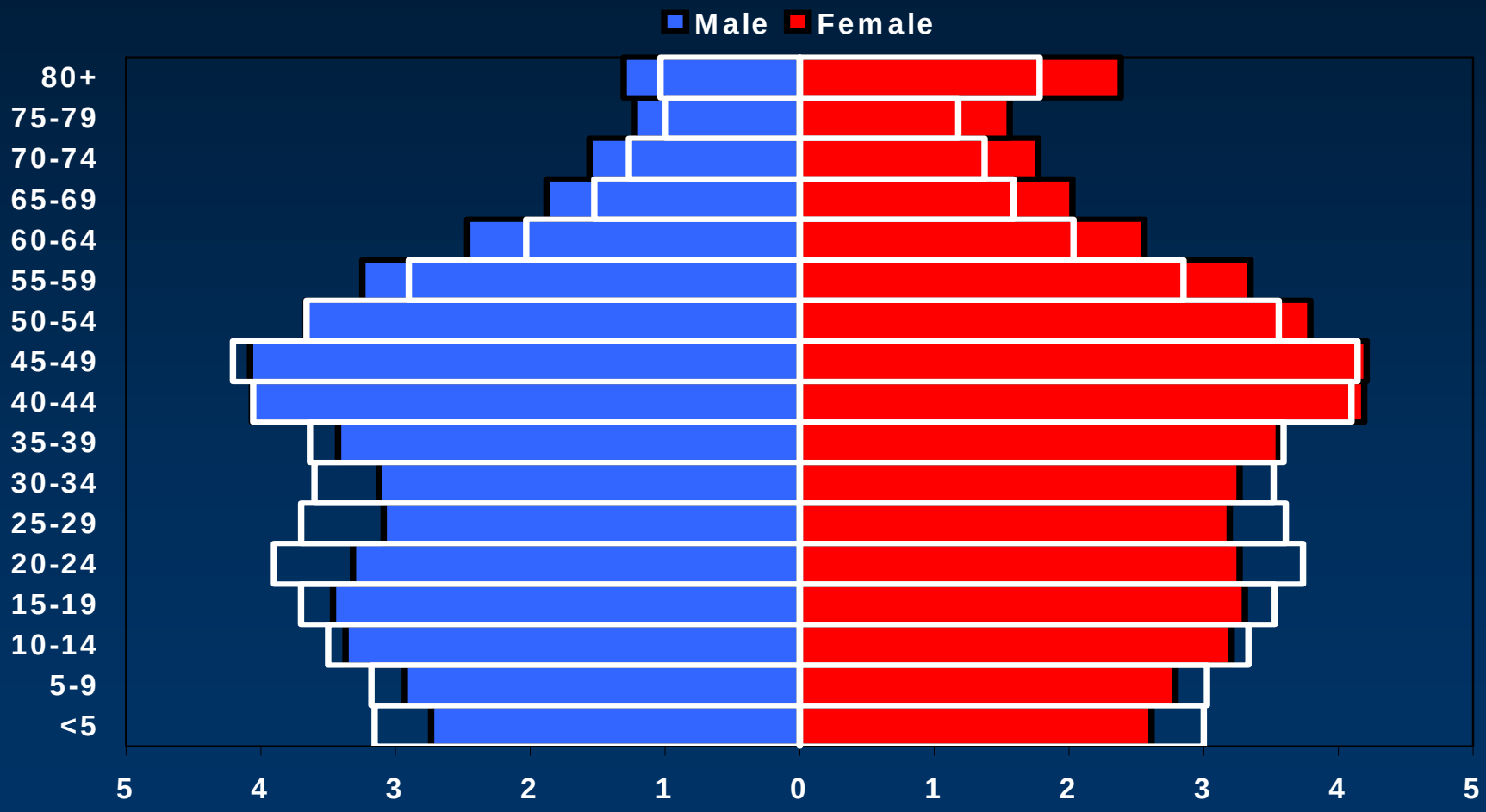


www.footwork.com

Source: Statistics Canada

Alberta

Population Pyramid, 2006 (%)

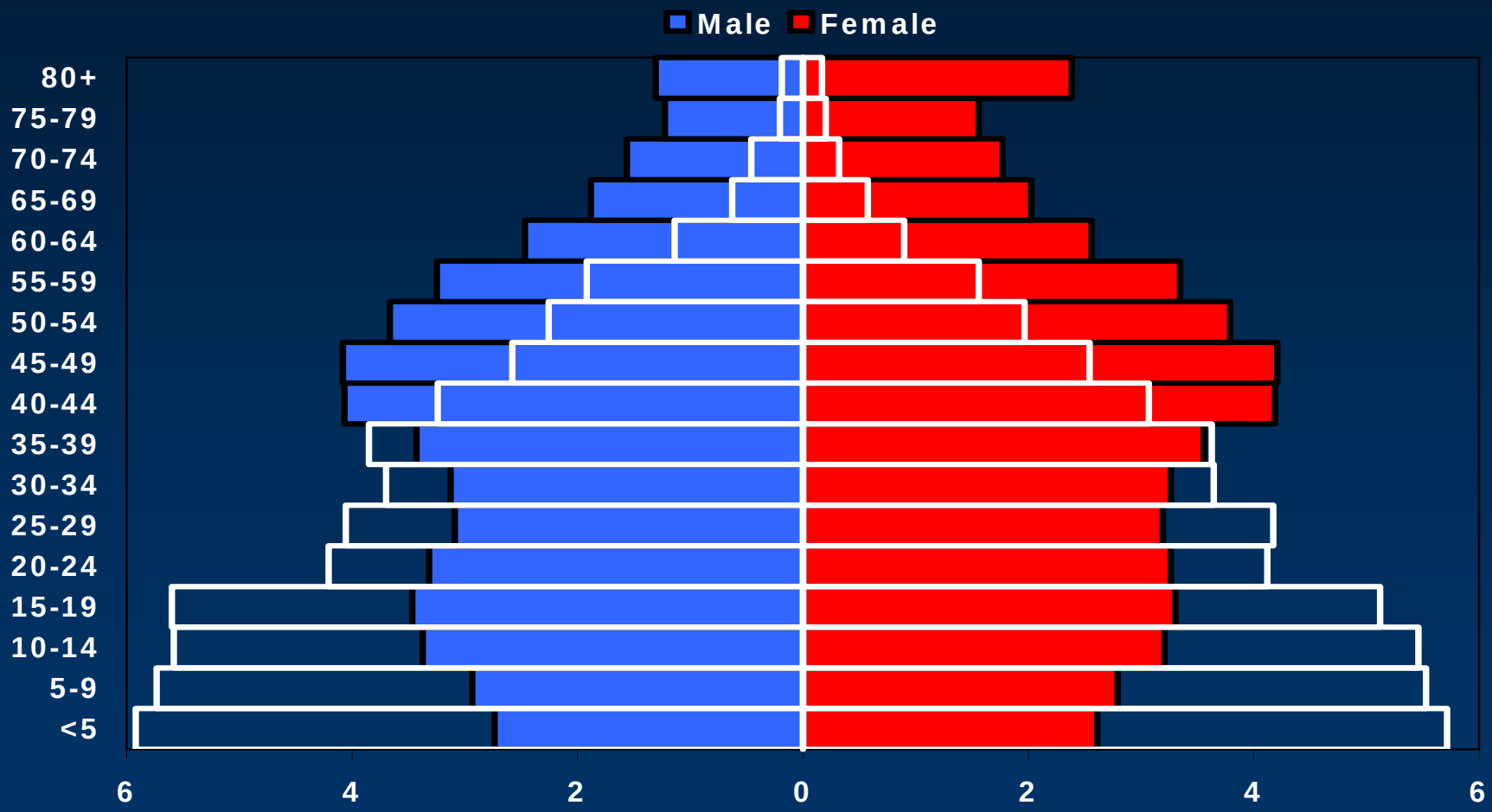


www.footwork.com

Source: Statistics Canada

Nunavut

Population Pyramid, 2006 (%)

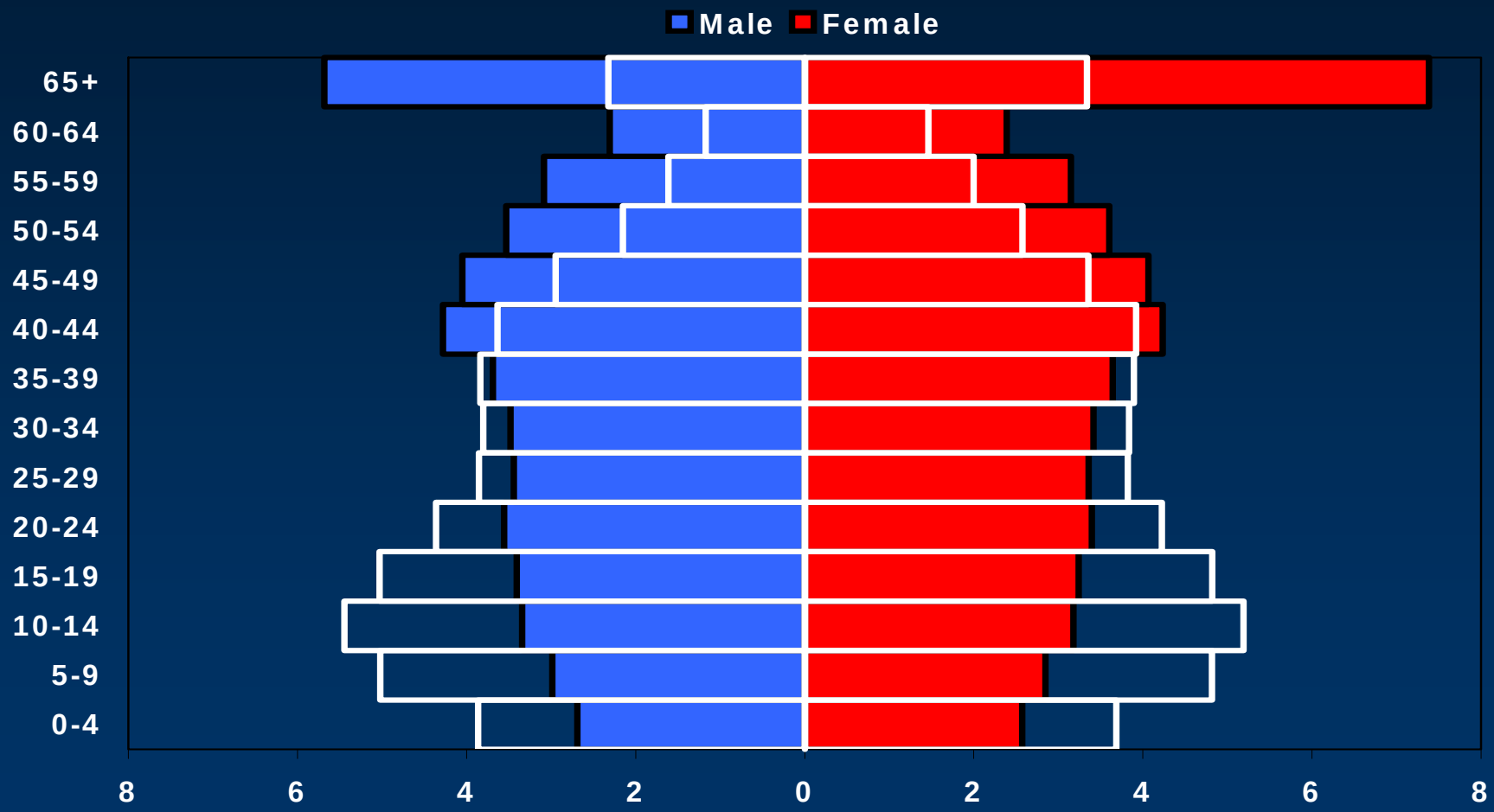


www.footwork.com

Source: Statistics Canada

Canada, Aboriginal

Population Pyramid, 2005 (%)

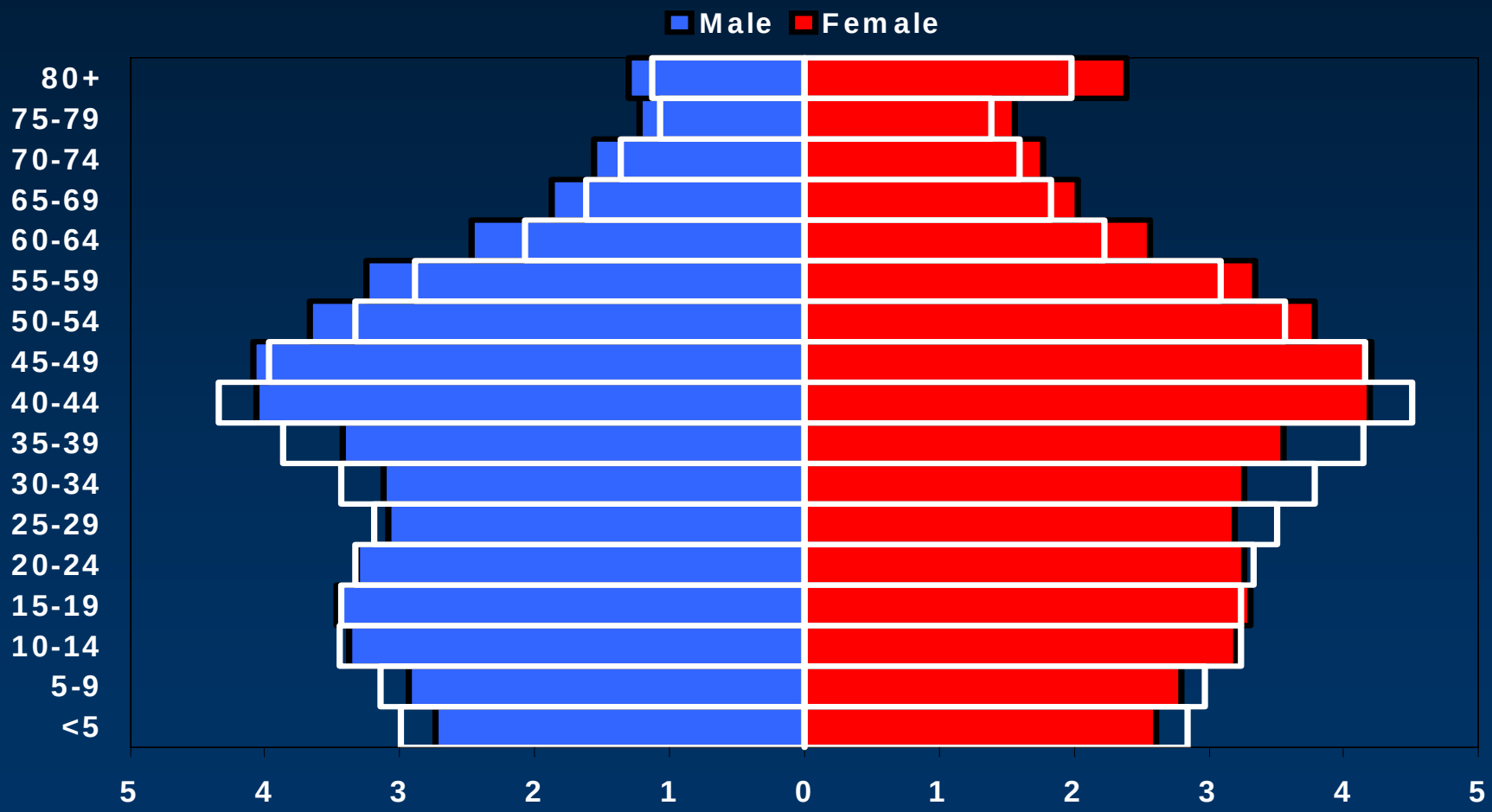


www.footwork.com

Source: Statistics Canada/DIAND

Greater Toronto Area

Population Pyramid, 2006 (%)

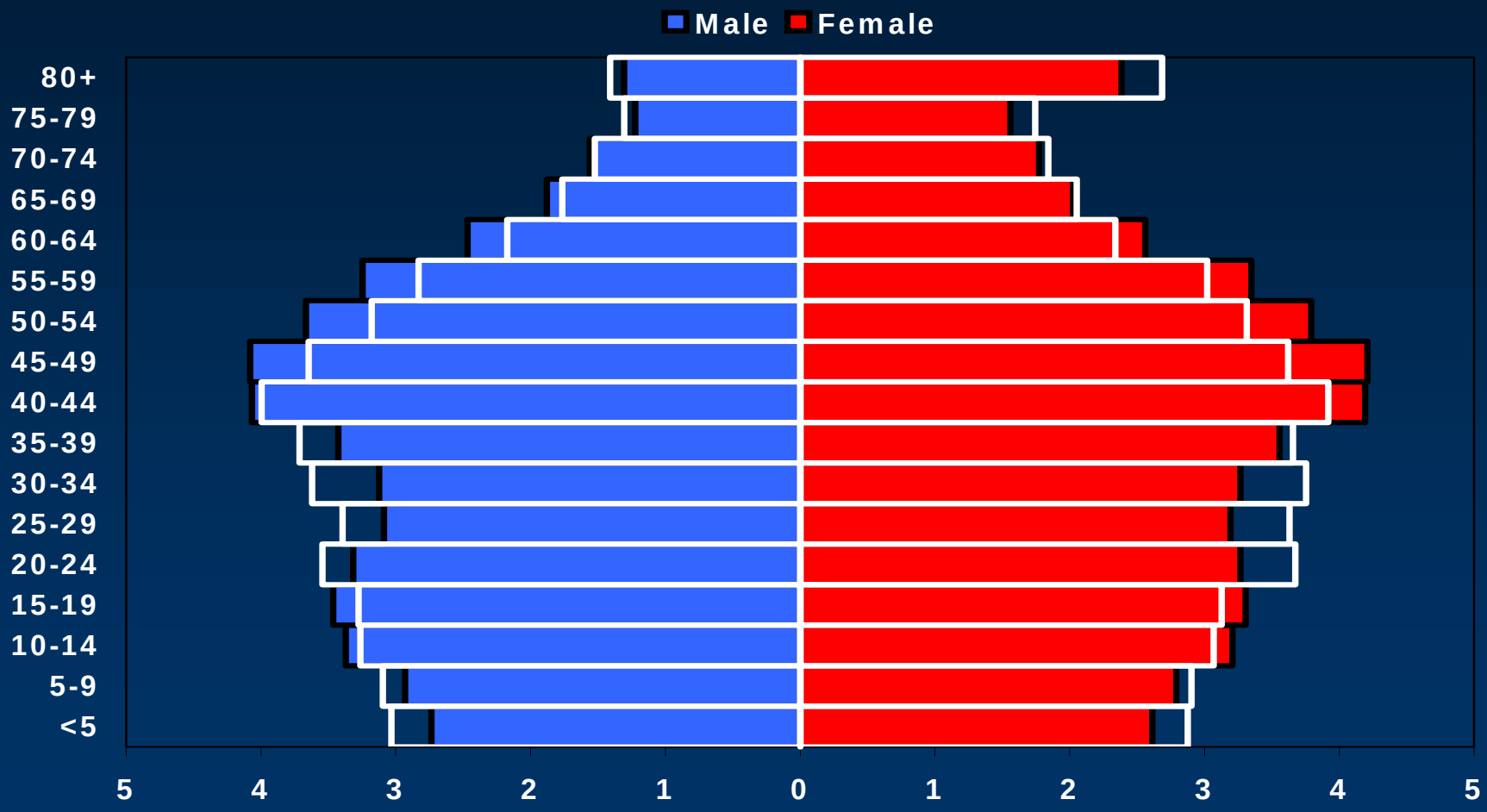


www.footwork.com

Source: Statistics Canada

Windsor

Population Pyramid, 2006 (%)

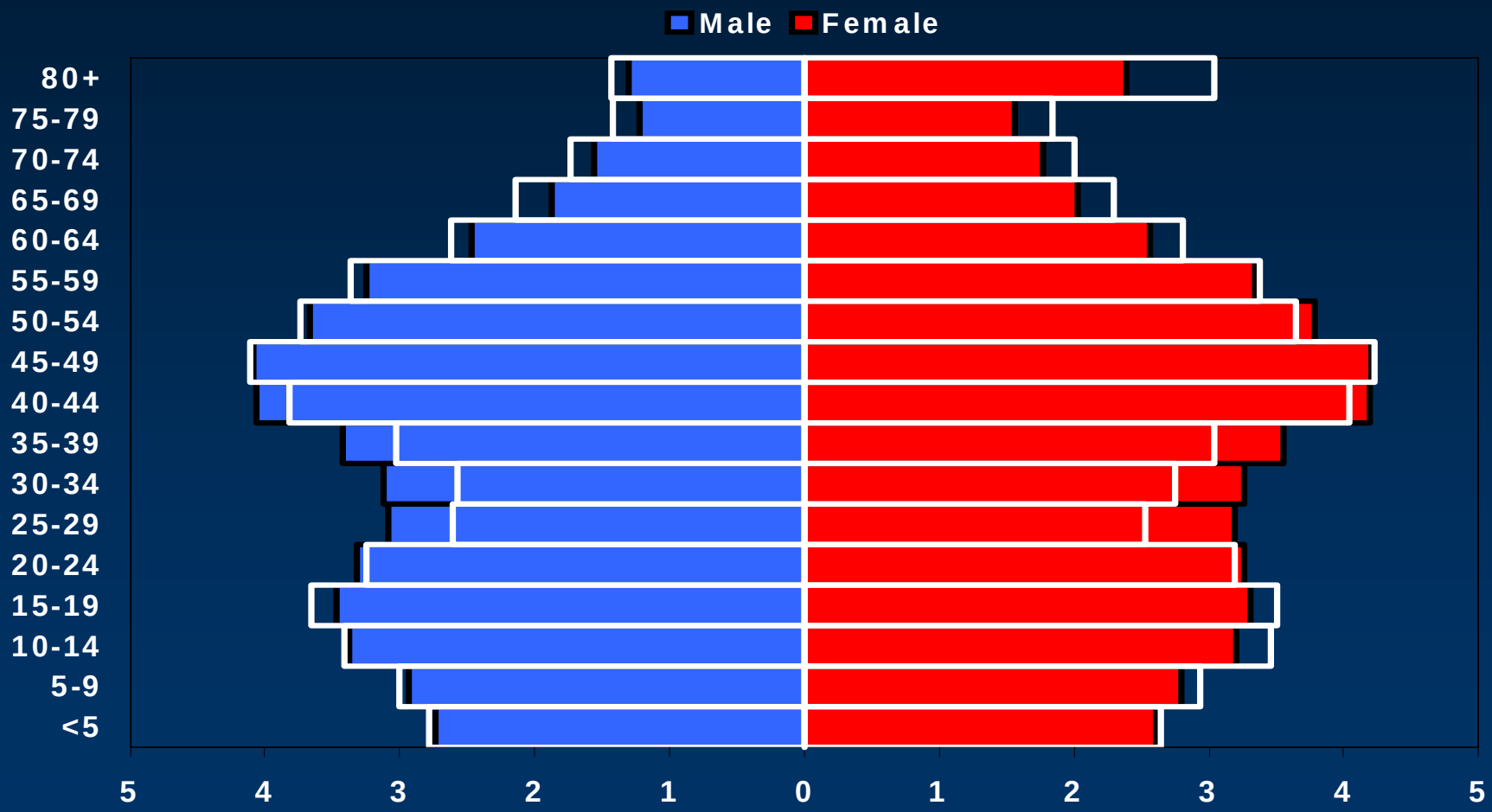


www.footwork.com

Source: Statistics Canada

Chatham-Kent

Population Pyramid, 2006 (%)

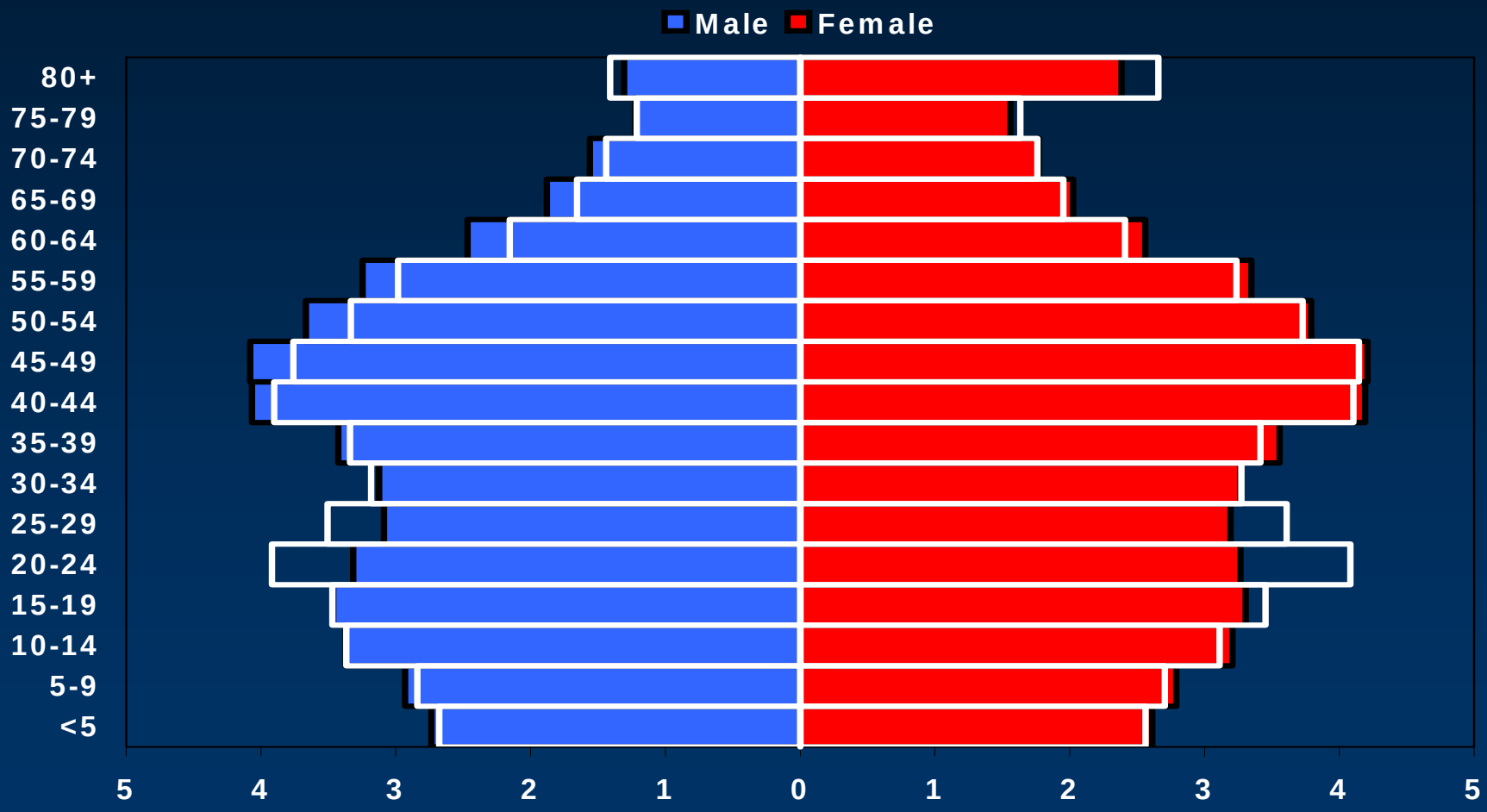


www.footwork.com

Source: Statistics Canada

London

Population Pyramid, 2006 (%)

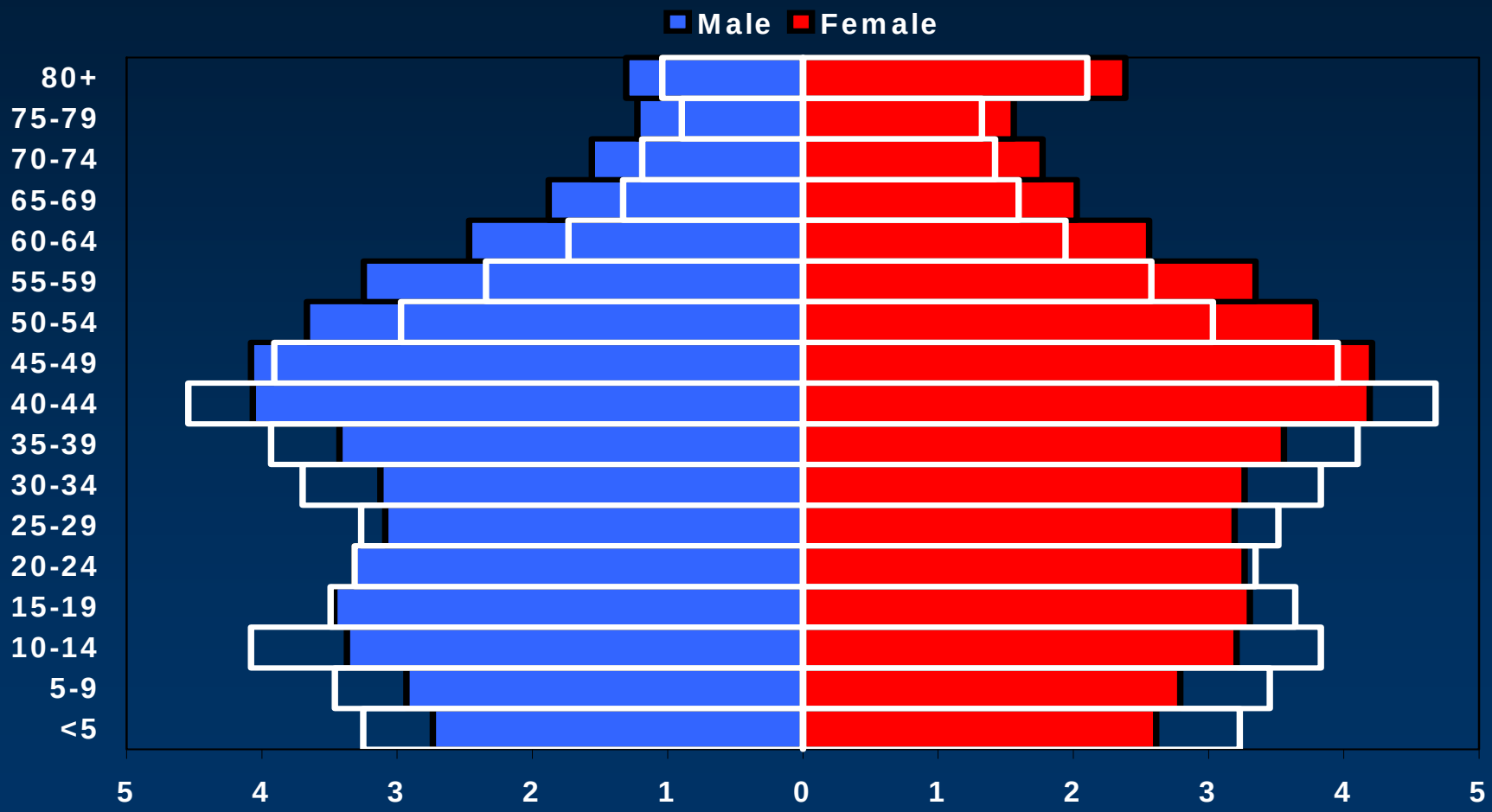


www.footwork.com

Source: Statistics Canada

Barrie

Population Pyramid, 2006 (%)

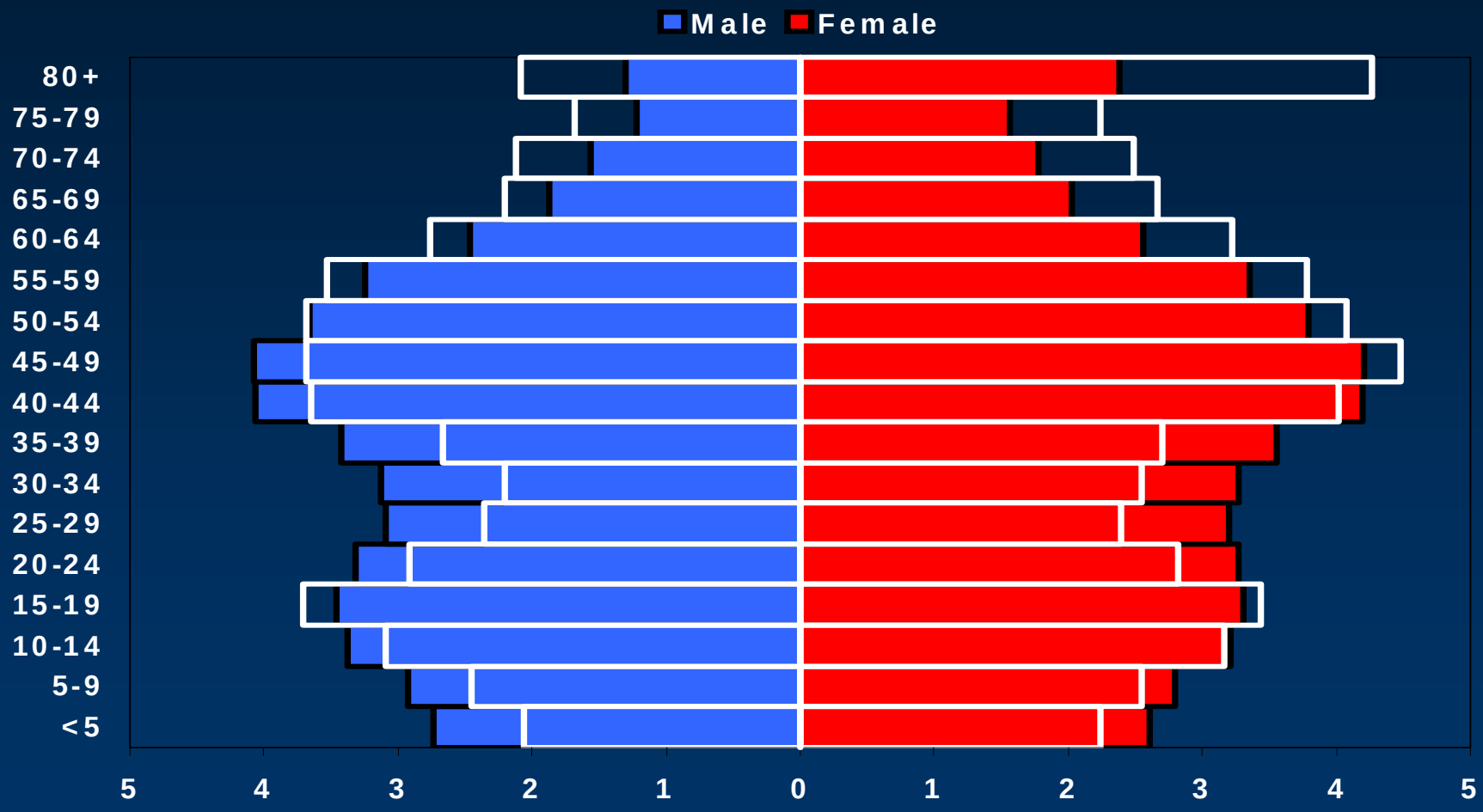


www.footwork.com

Source: Statistics Canada

Midland

Population Pyramid, 2006 (%)

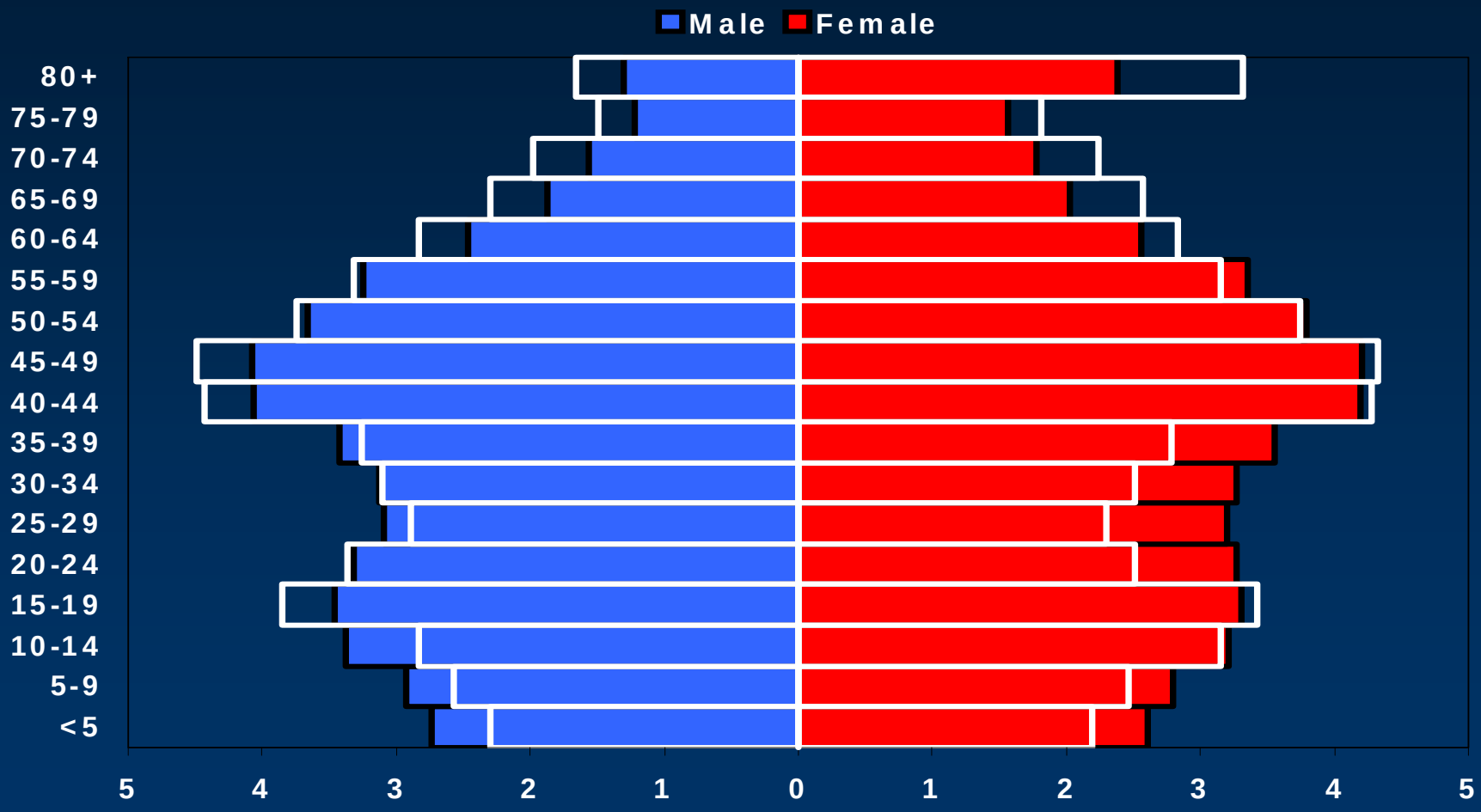


www.footwork.com

Source: Statistics Canada

Penetanguishene

Population Pyramid, 2006 (%)

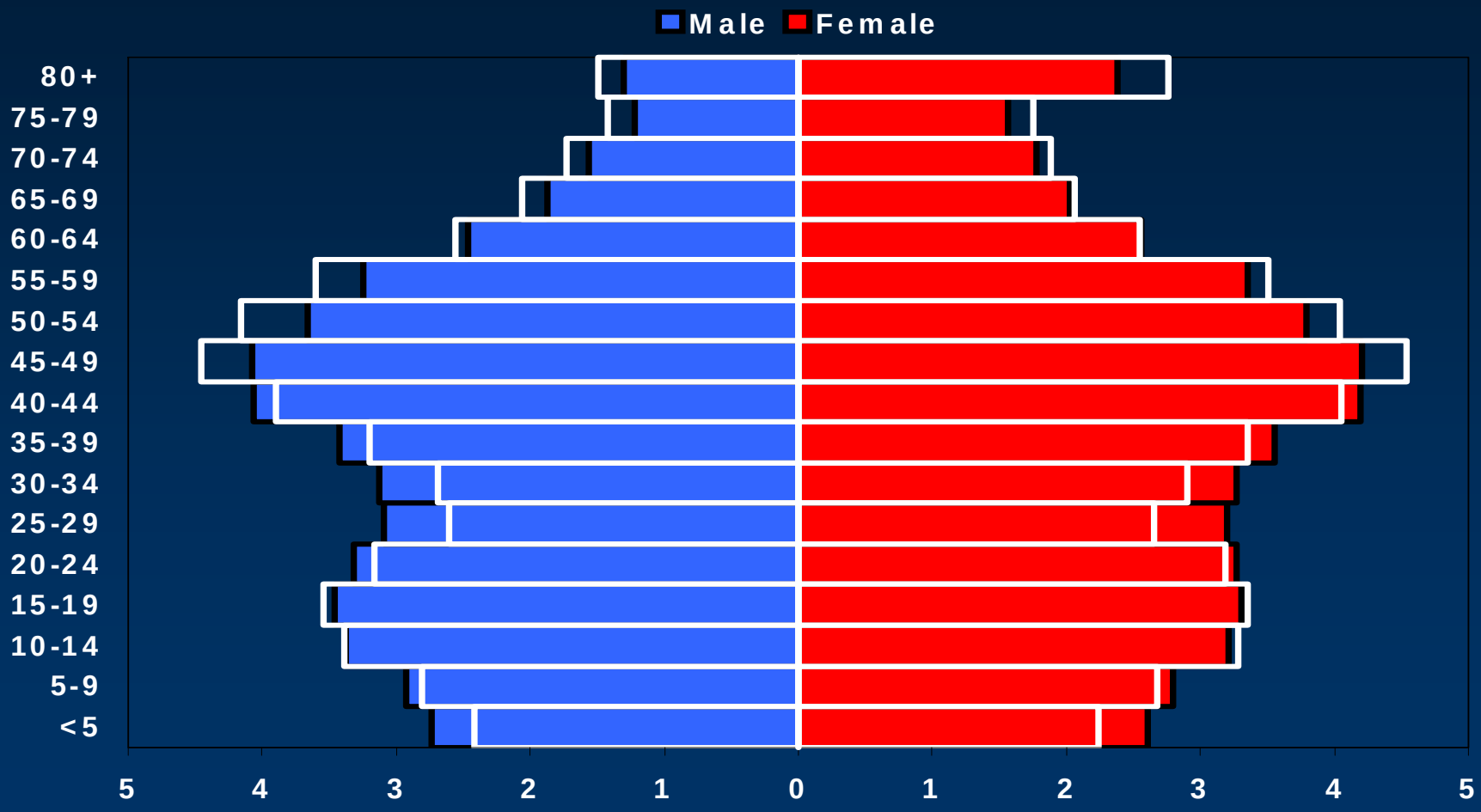


www.footwork.com

Source: Statistics Canada

Thunder Bay

Population Pyramid, 2006 (%)

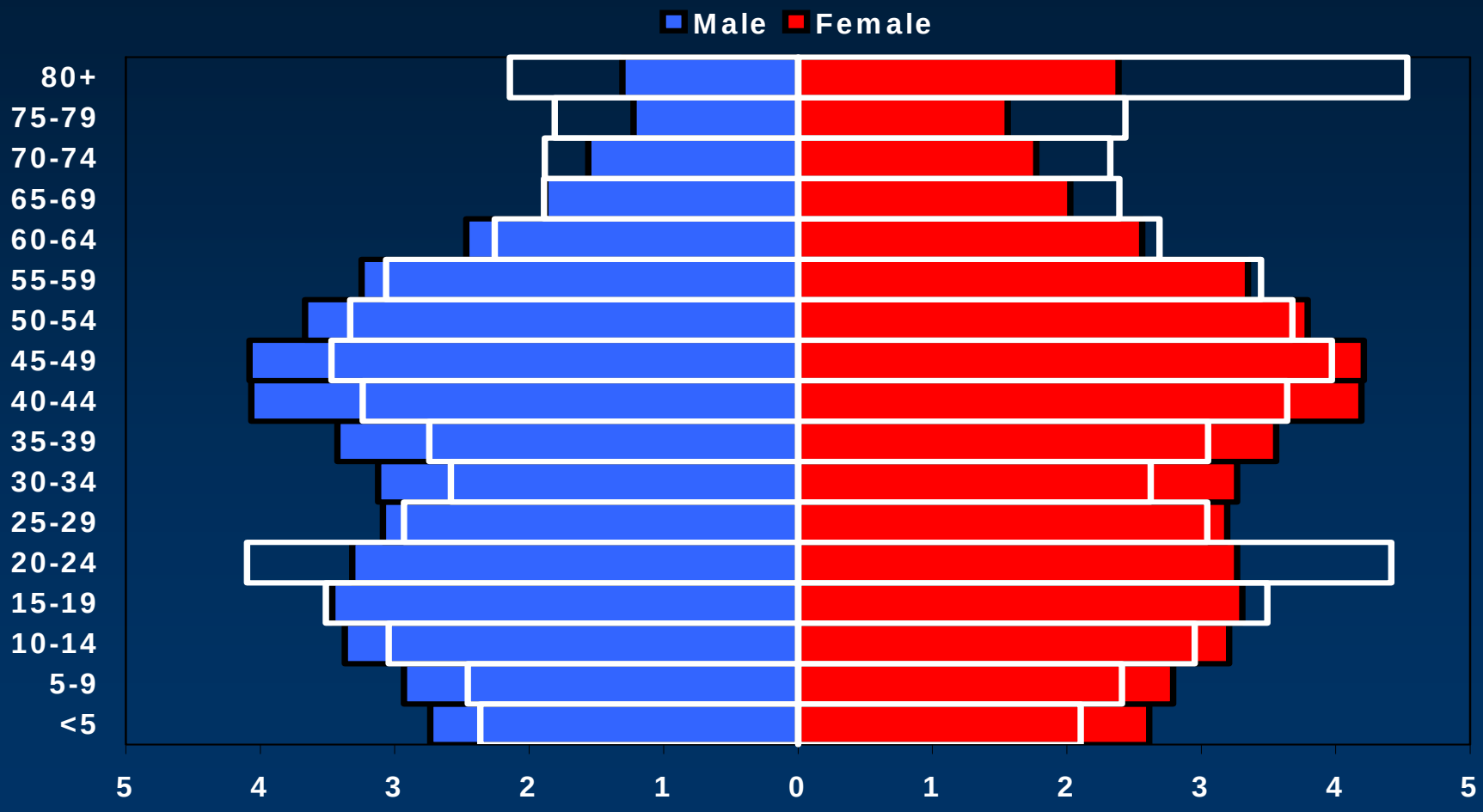


www.footwork.com

Source: Statistics Canada

Peterborough

Population Pyramid, 2006 (%)

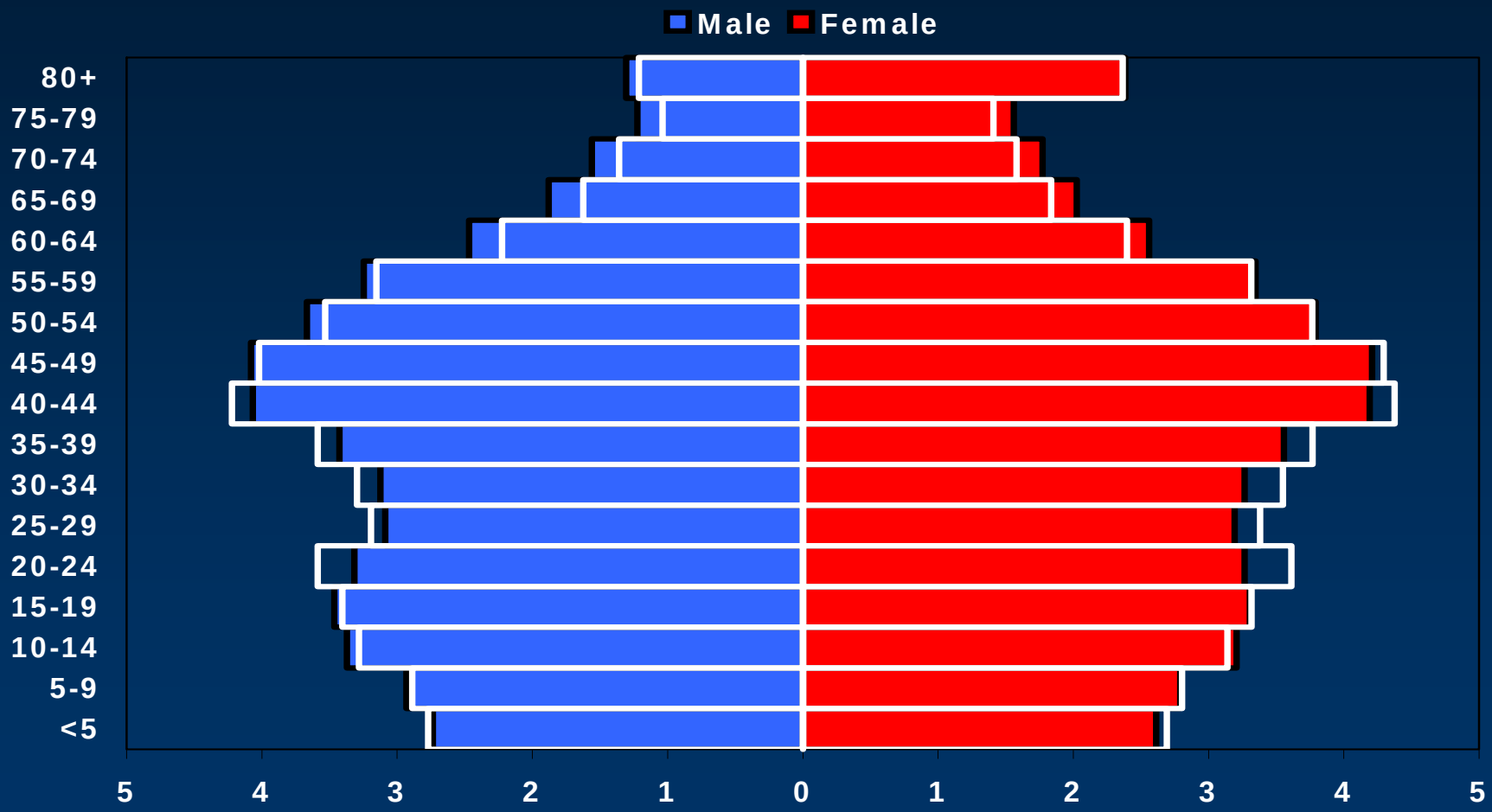


www.footwork.com

Source: Statistics Canada

Ottawa

Population Pyramid, 2006 (%)

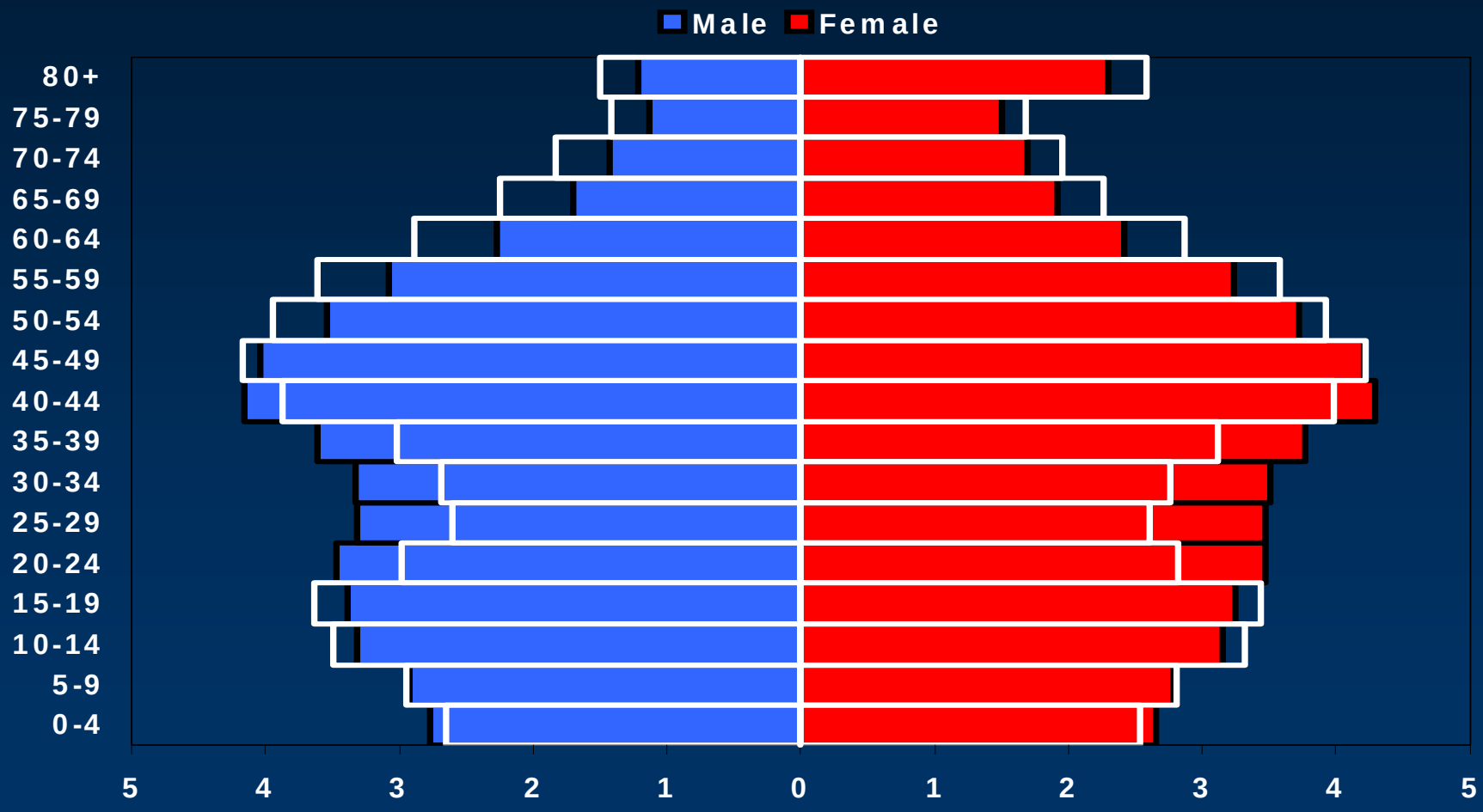


www.footwork.com

Source: Statistics Canada

Rural vs. Urban

Canada, Population Pyramid, 2006 (%)

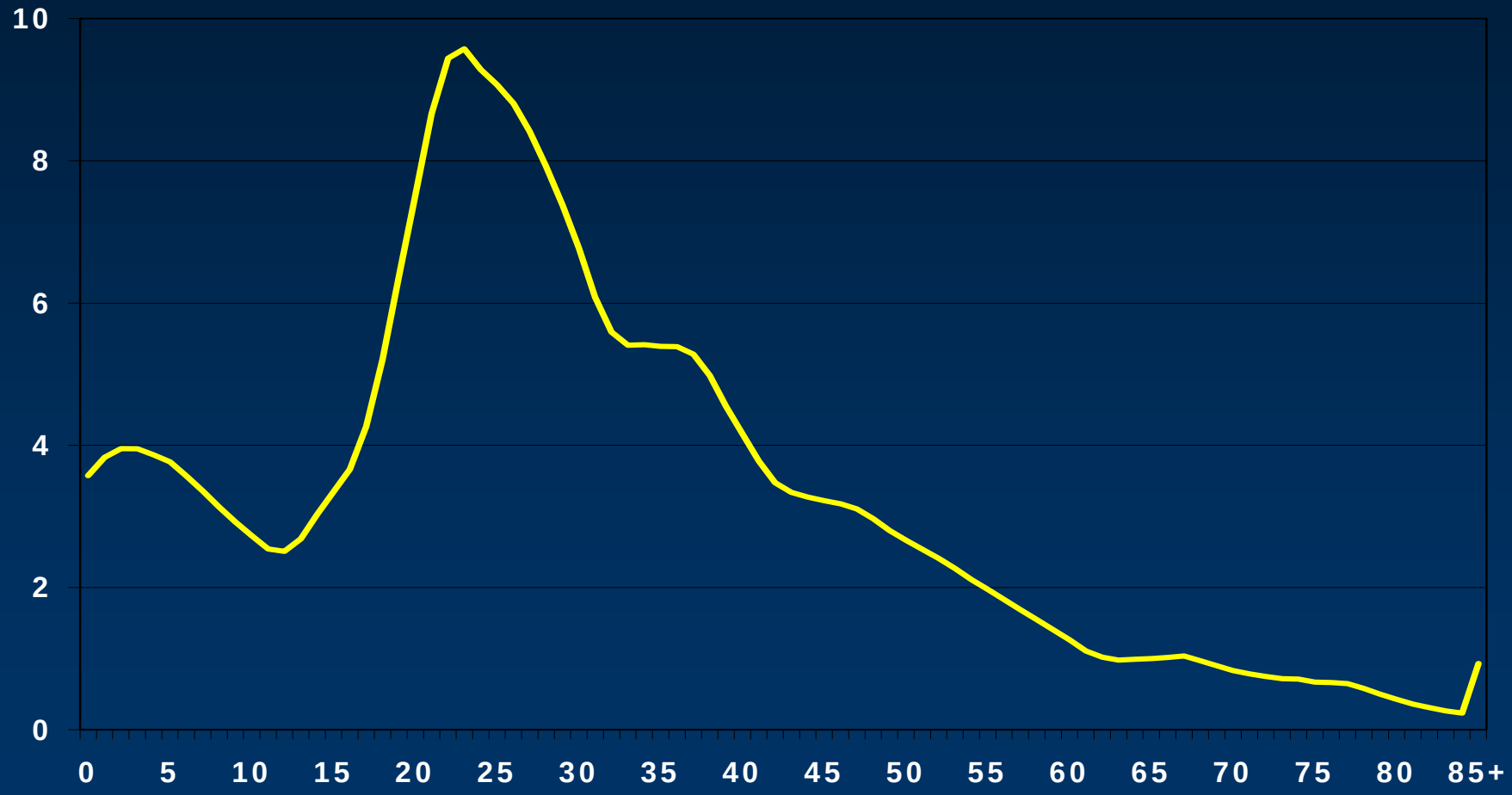


www.footwork.com

Source: Statistics Canada

Interprovincial Migration

Canada, 2005 (000's)

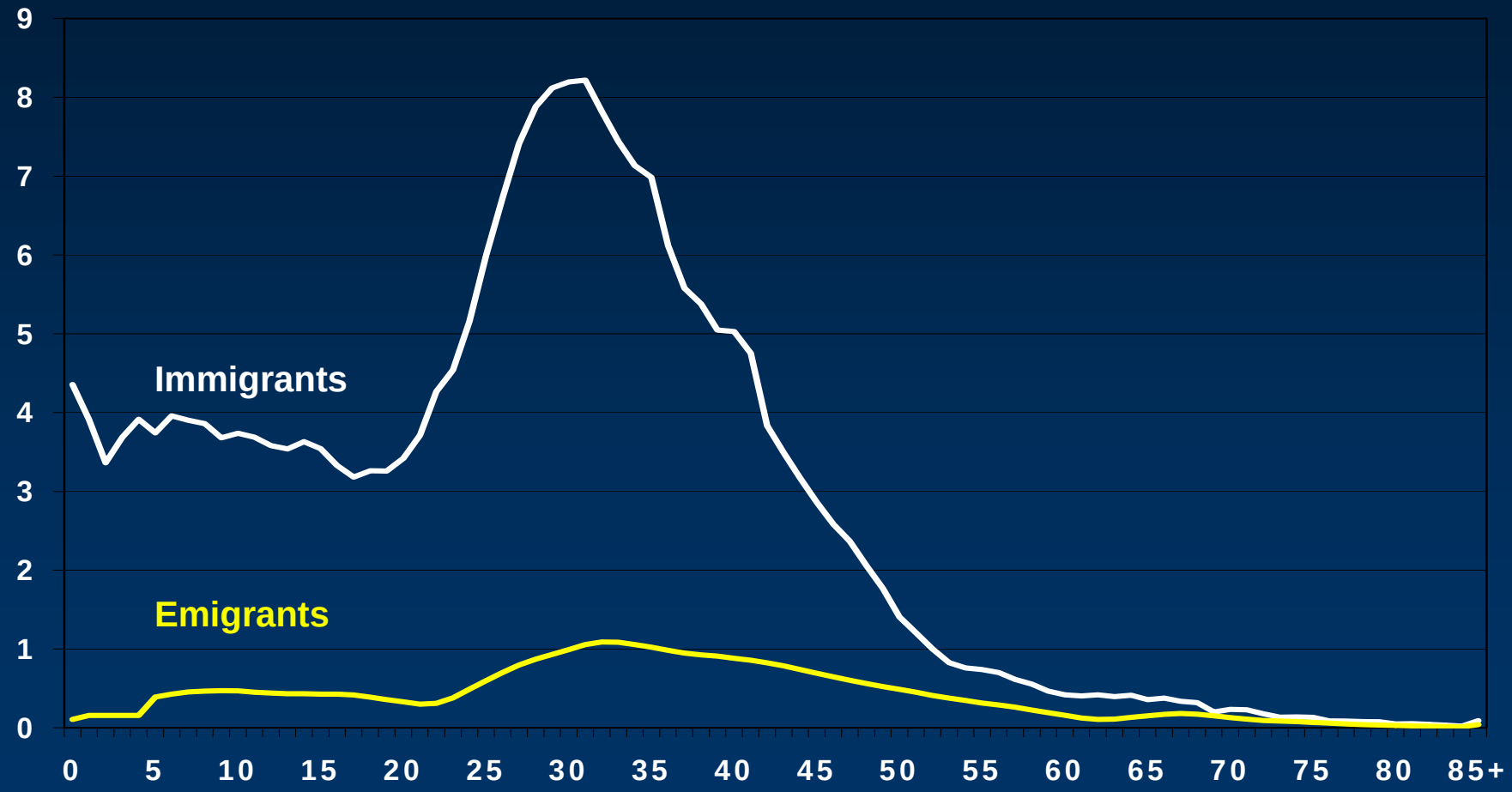


www.footwork.com

Source: Statistics Canada

International Migration

Canada, 2000-05 (000's)

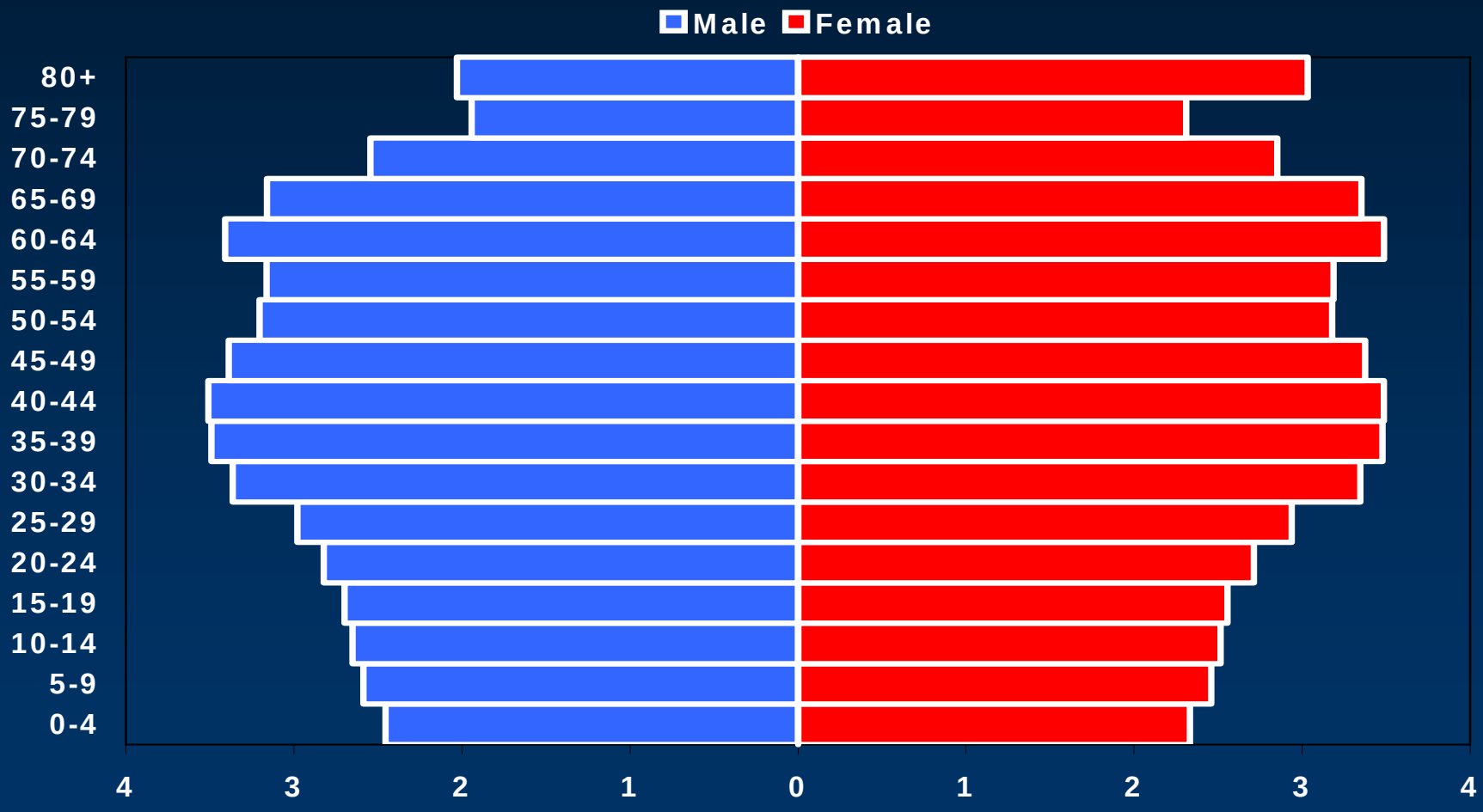


www.footwork.com

Source: Statistics Canada

Canada

Population Pyramid, 2026 (%)

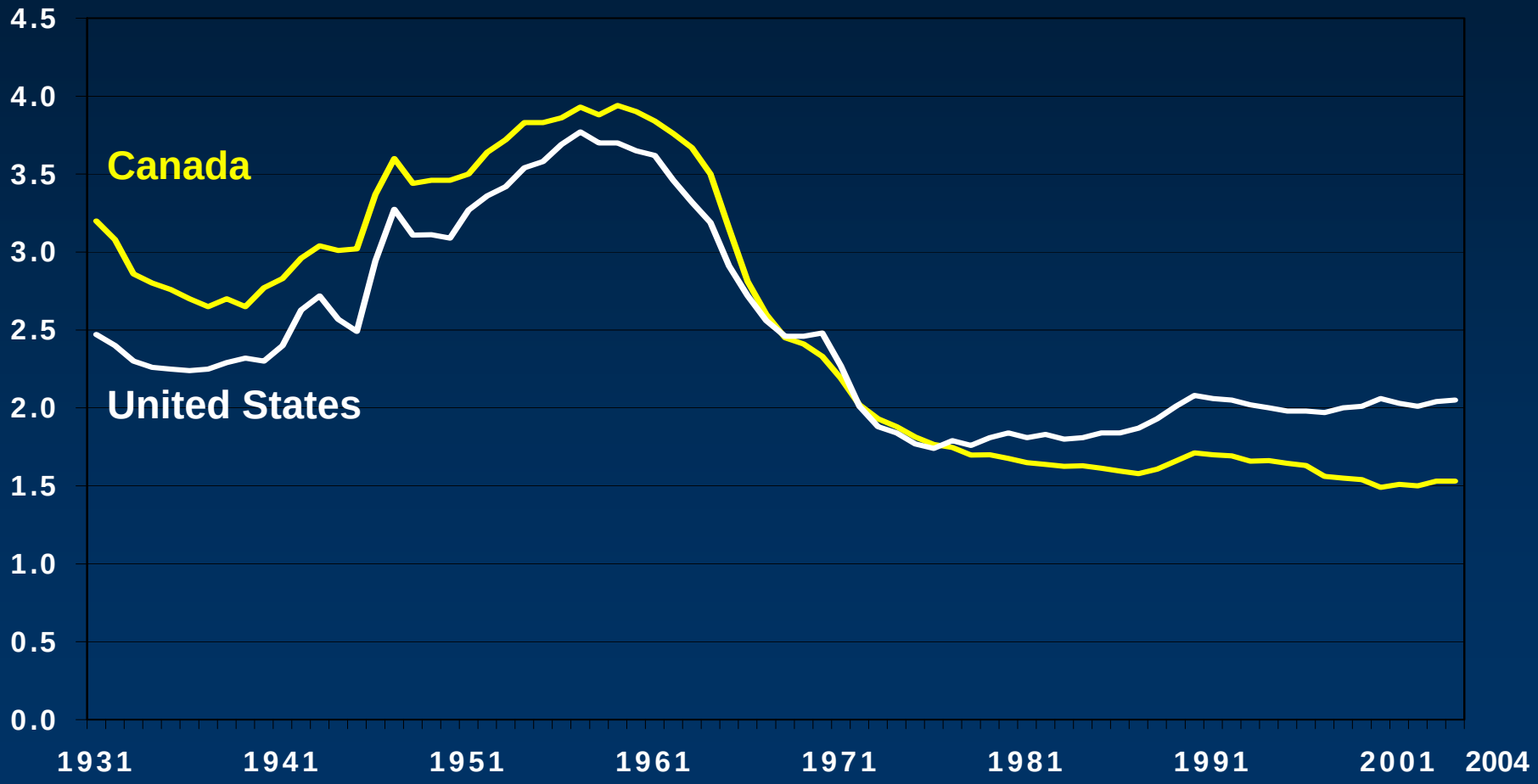


www.footwork.com

Source: Statistics Canada

Fertility Rates

1931-2004 (children per woman)

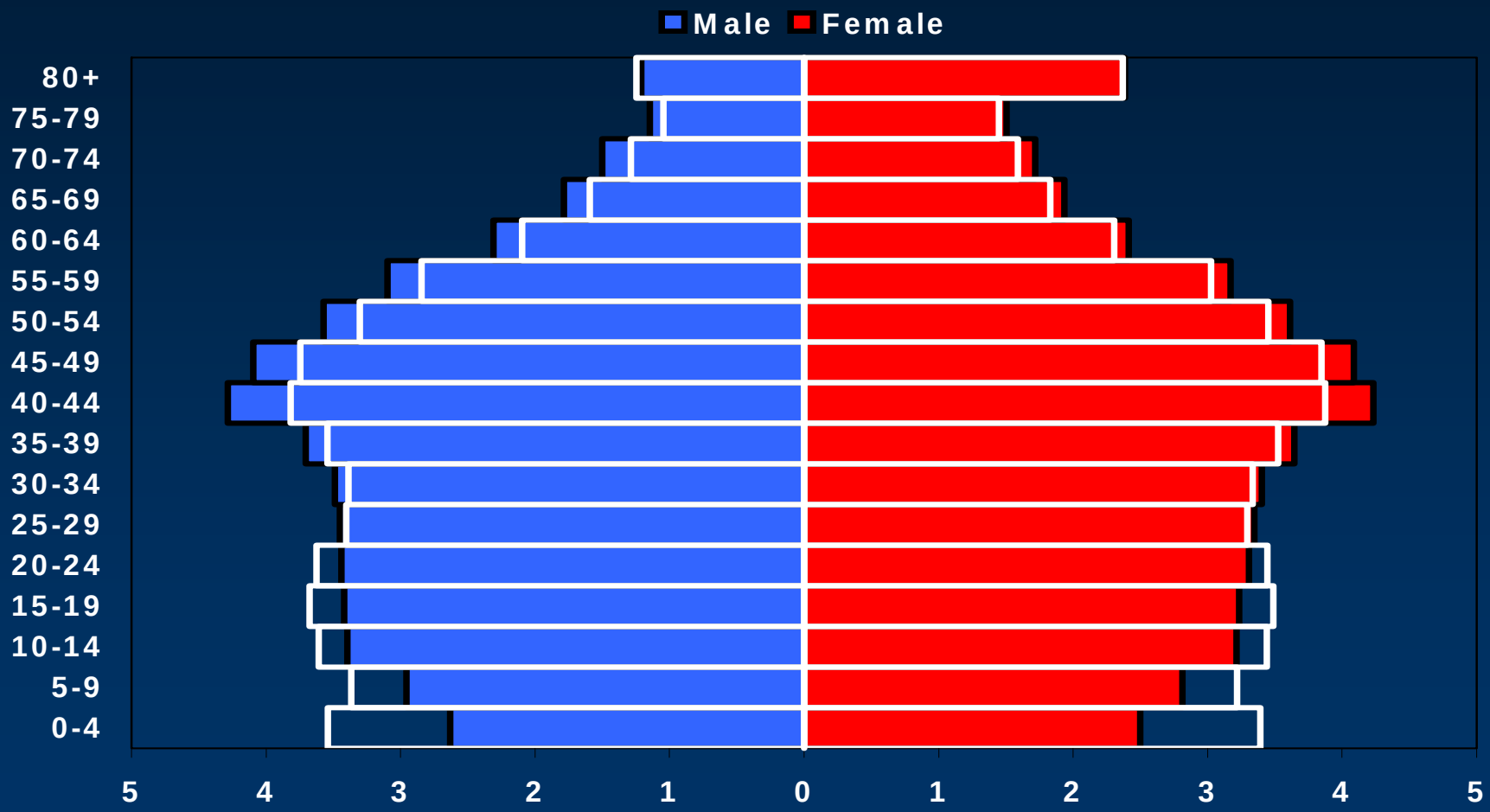


www.footwork.com

Source: Statistics Canada, CDC

United States

Population Pyramid, 2005 (%)

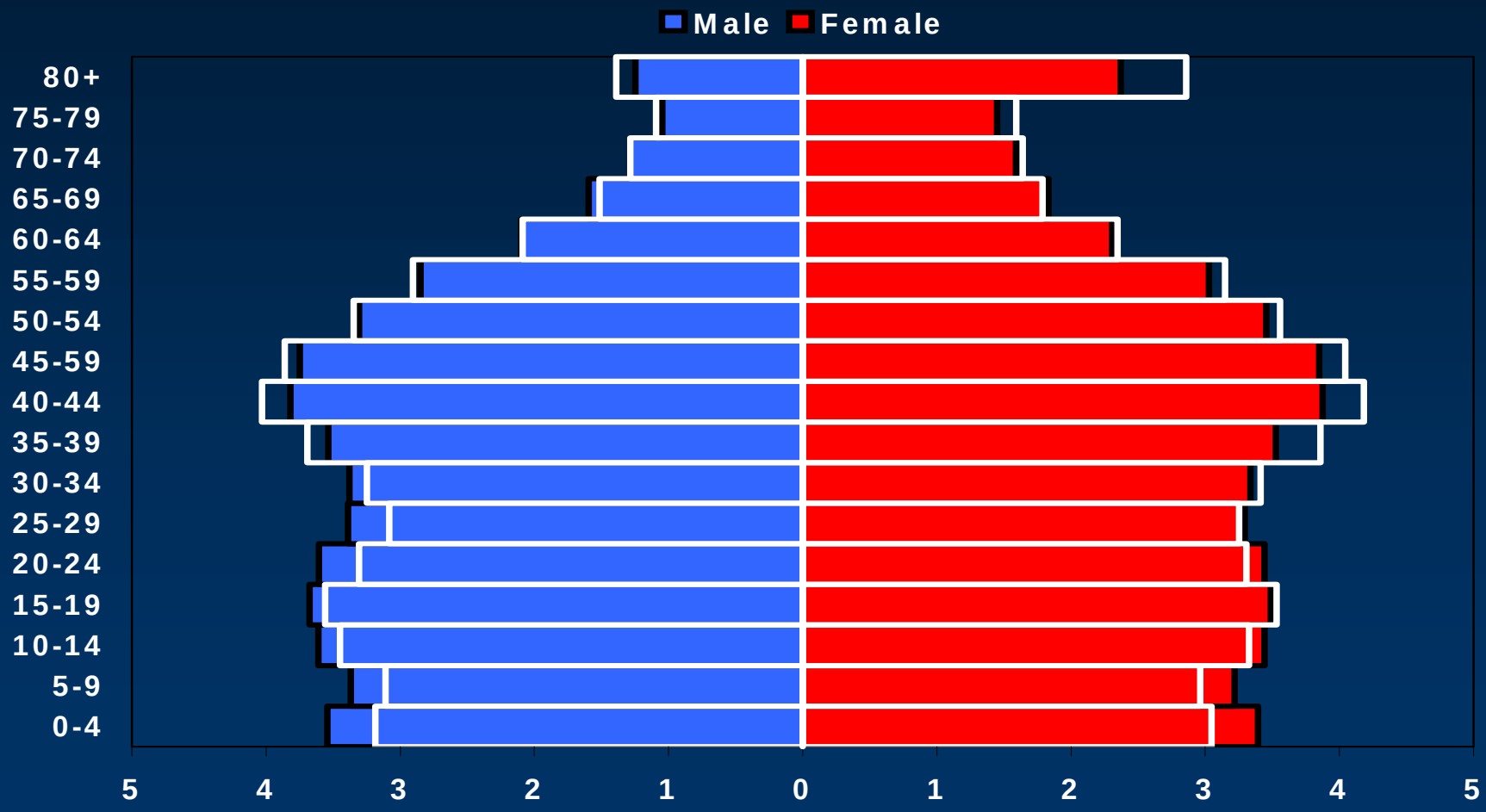


www.footwork.com

Source: US Census Bureau; Statistics Canada

Massachusetts

Population Pyramid, 2005 (%)

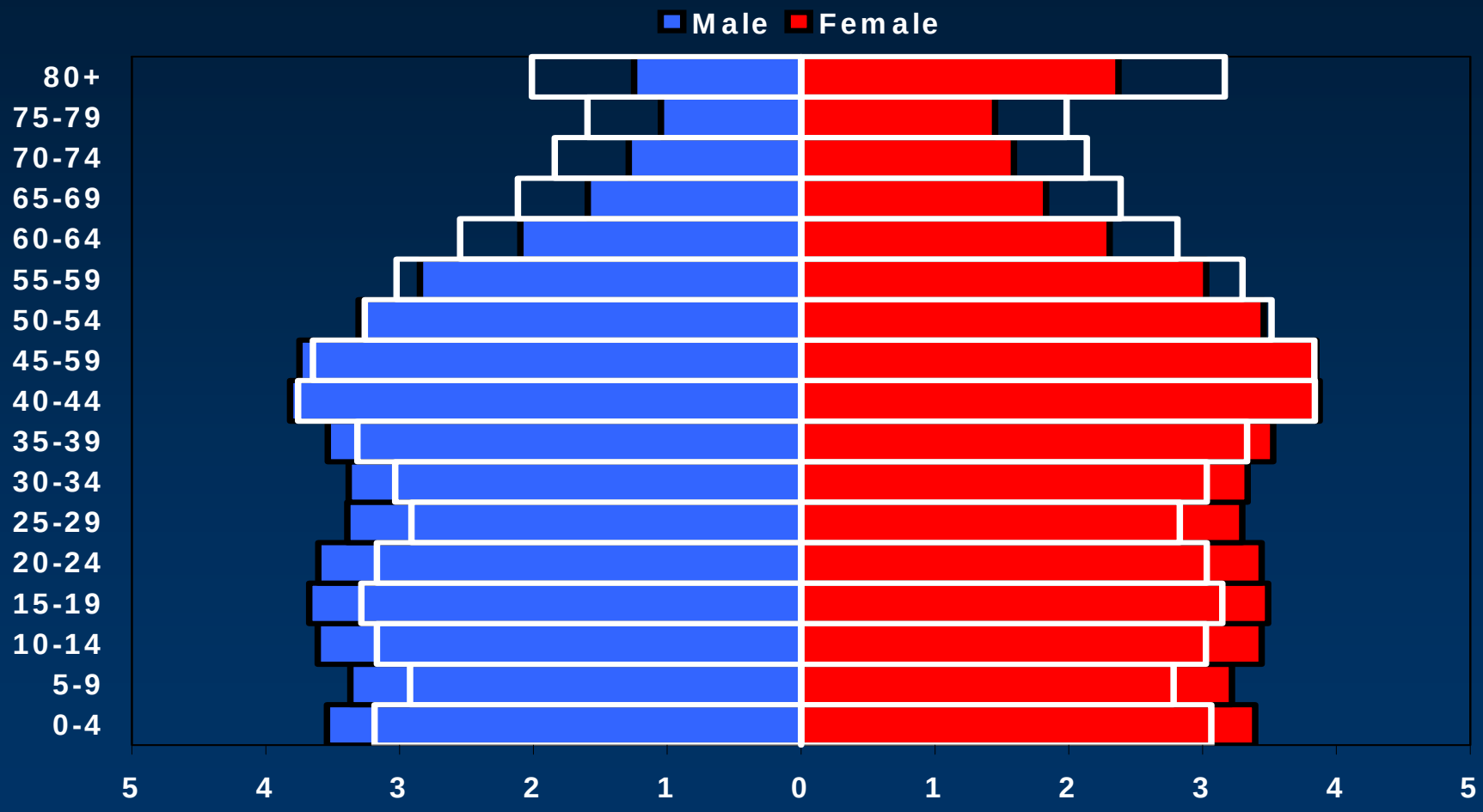


www.footwork.com

Source: US Census Bureau

Florida

Population Pyramid, 2005 (%)

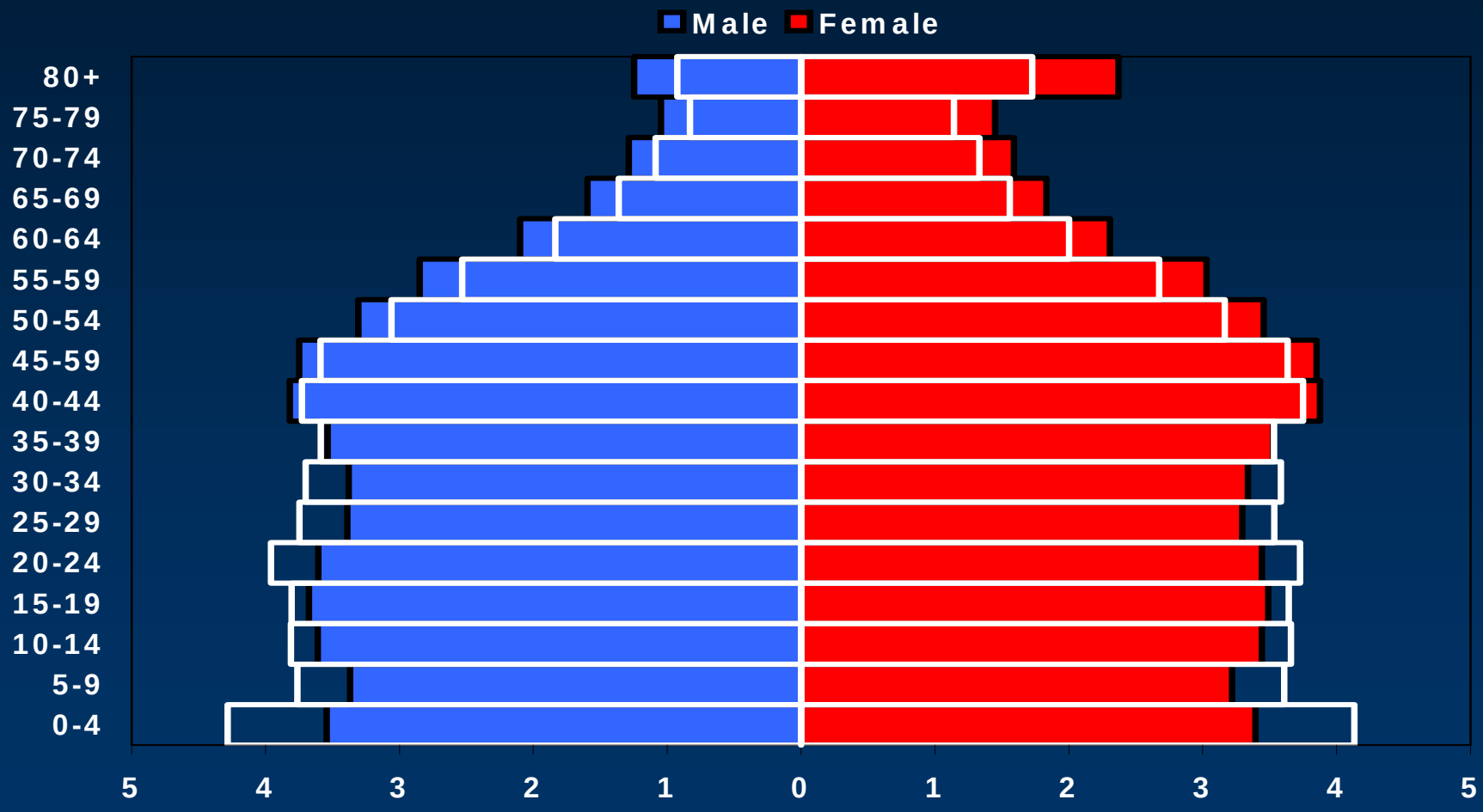


www.footwork.com

Source: US Census Bureau

Texas

Population Pyramid, 2005 (%)

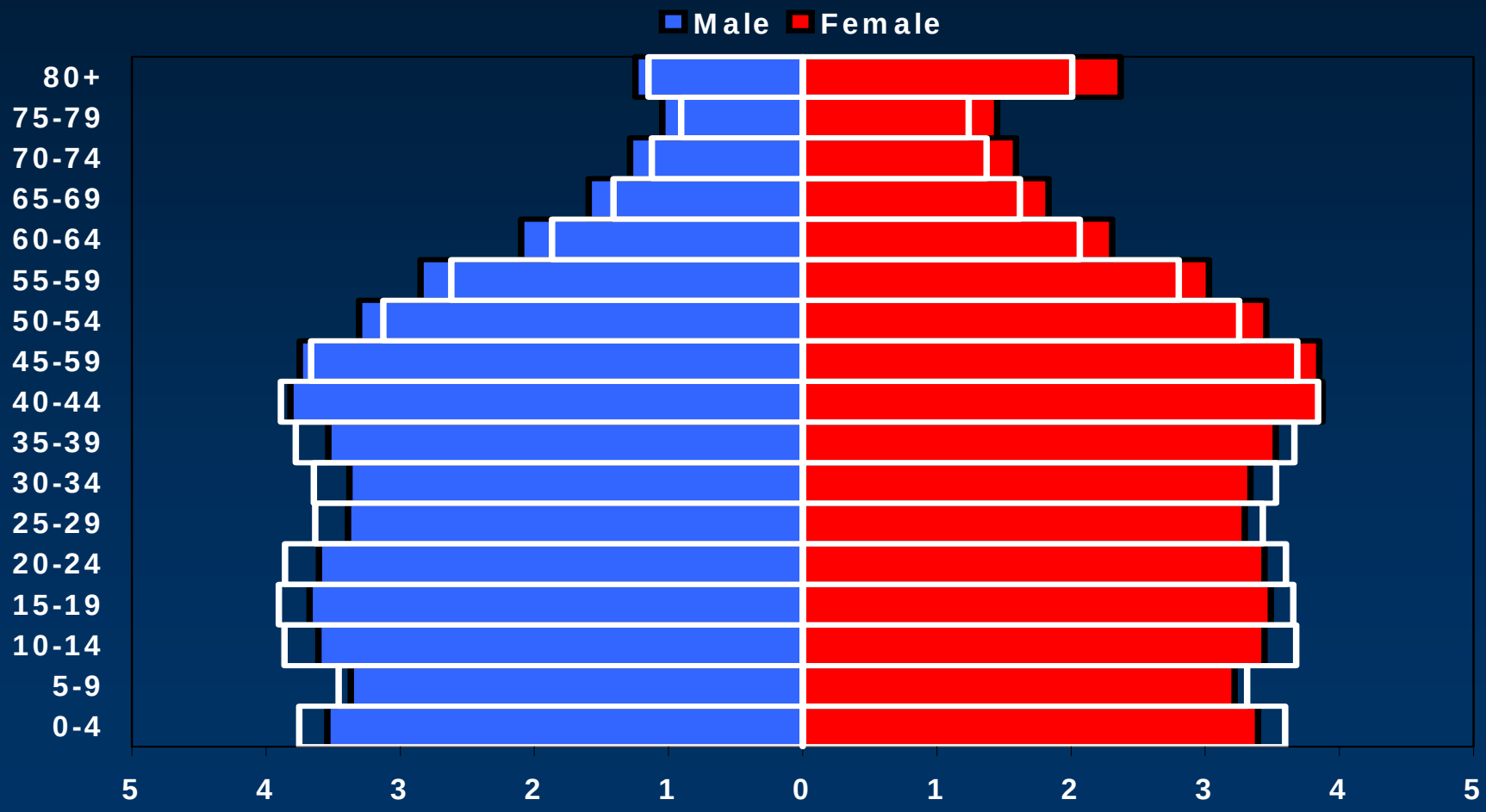


www.footwork.com

Source: US Census Bureau

California

Population Pyramid, 2005 (%)

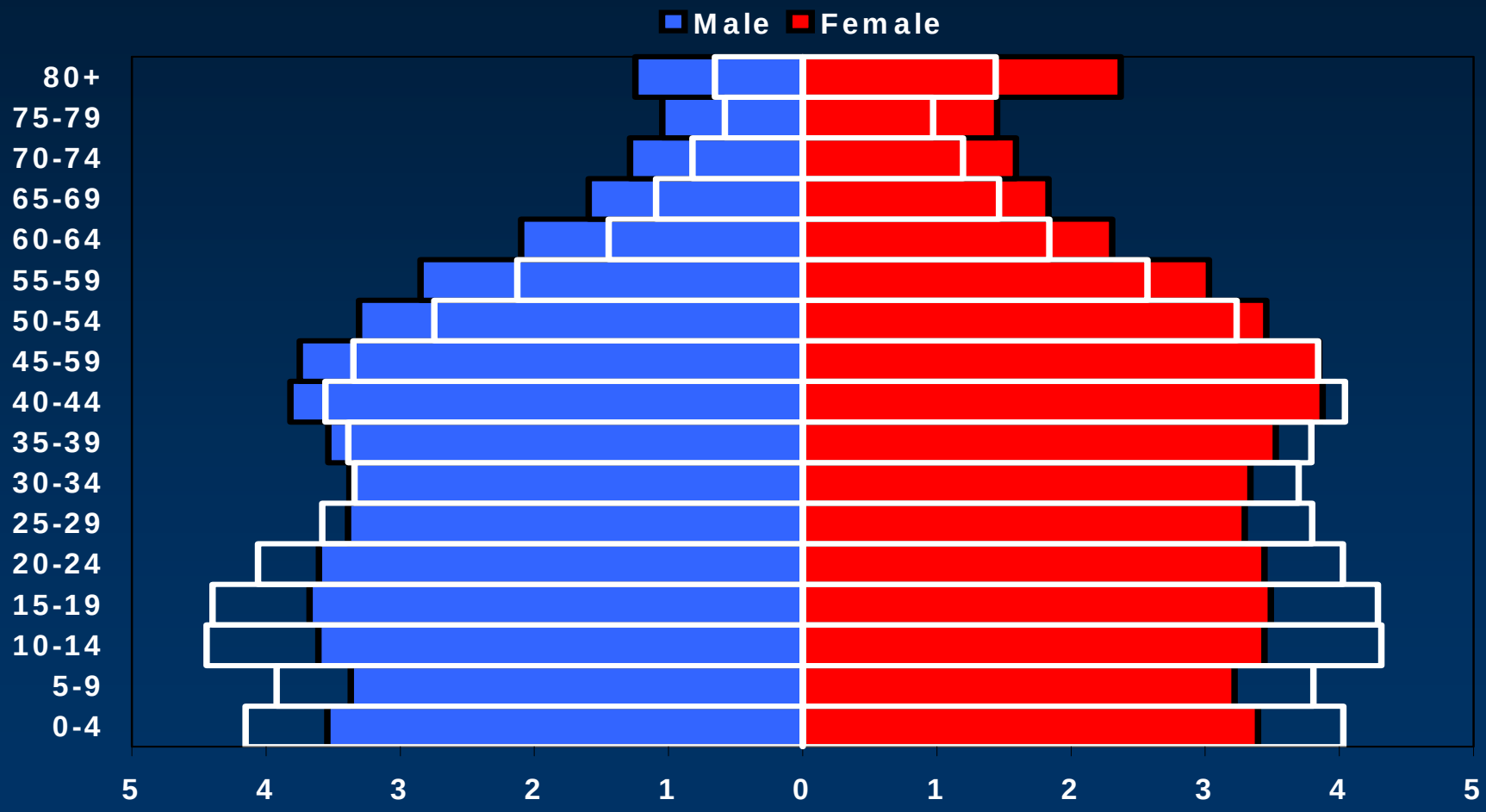


www.footwork.com

Source: US Census Bureau

United States Black

Population Pyramid, 2005 (%)

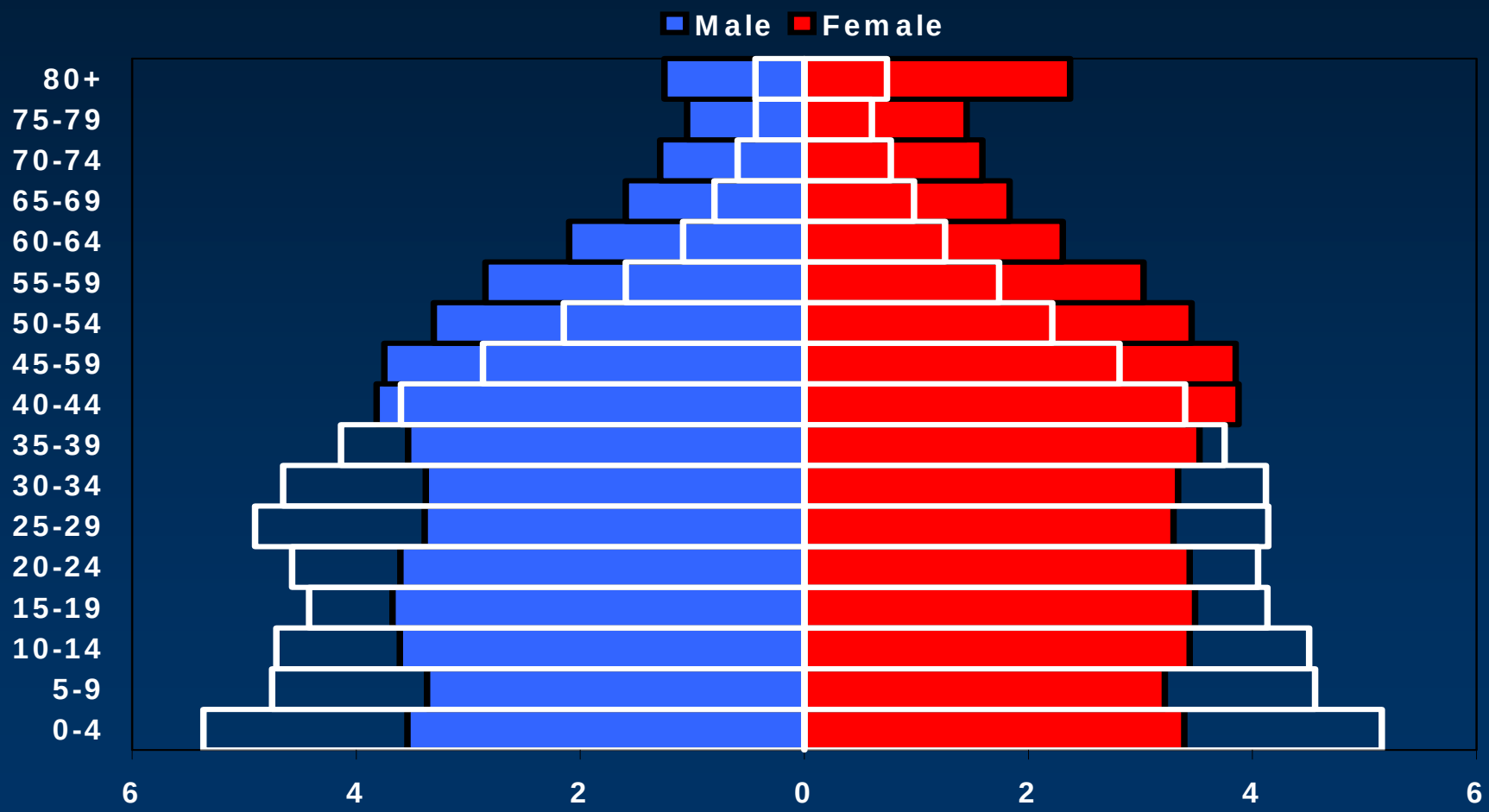


www.footwork.com

Source: US Census Bureau

United States Hispanic

Population Pyramid, 2005 (%)

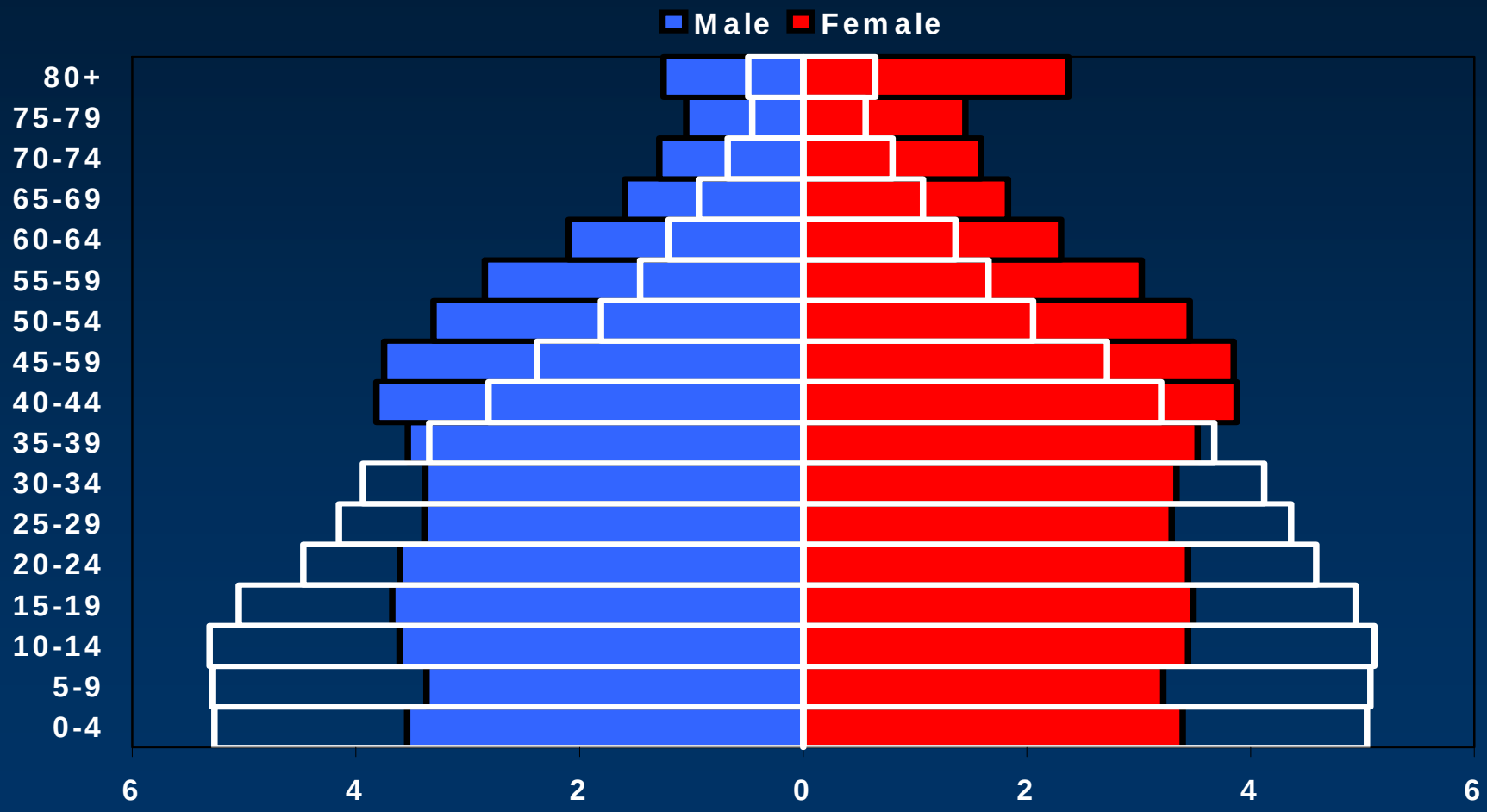


www.footwork.com

Source: US Census Bureau

Mexico

Population Pyramid, 2005 (%)

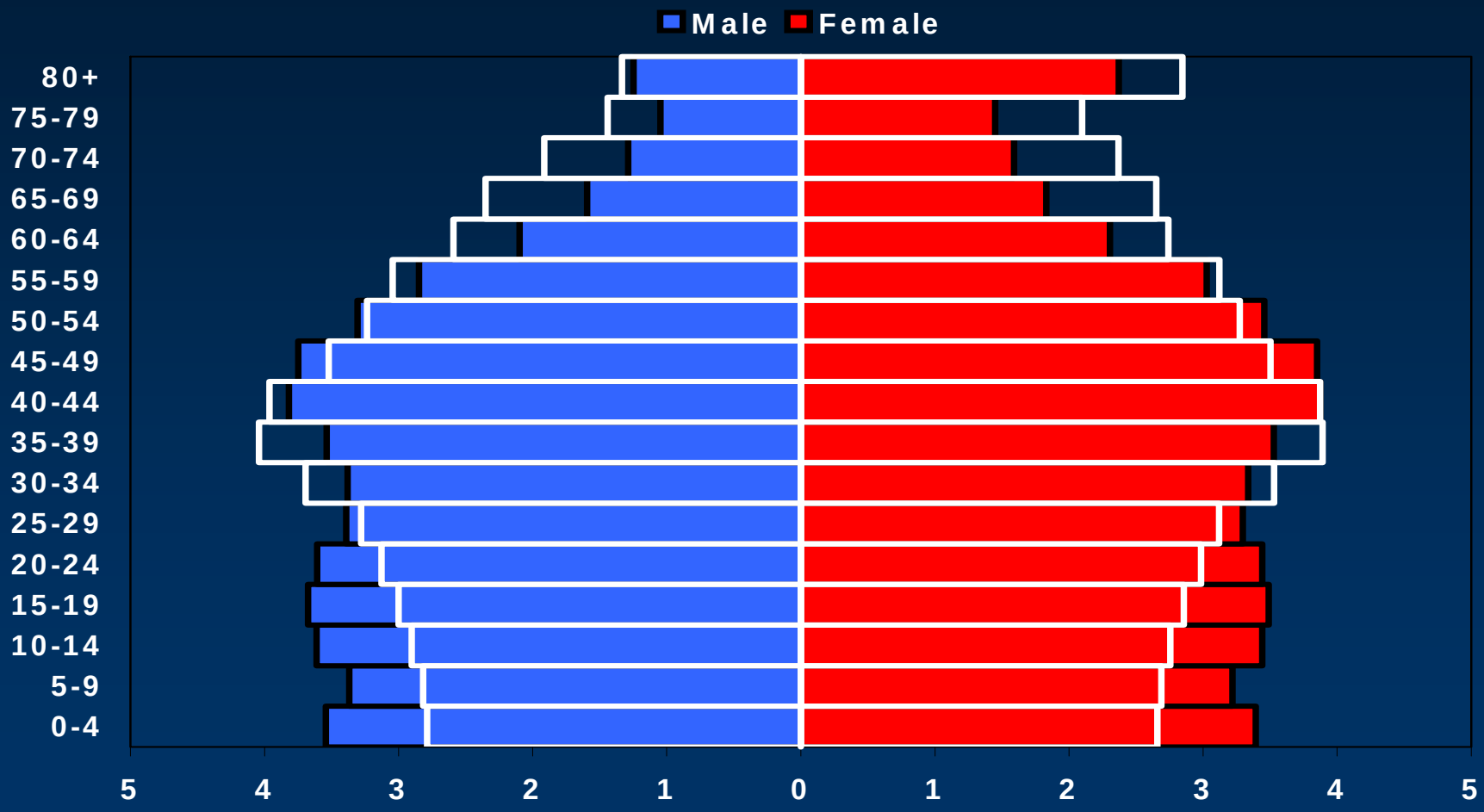


www.footwork.com

Source: US Census Bureau, IDB

Western Europe

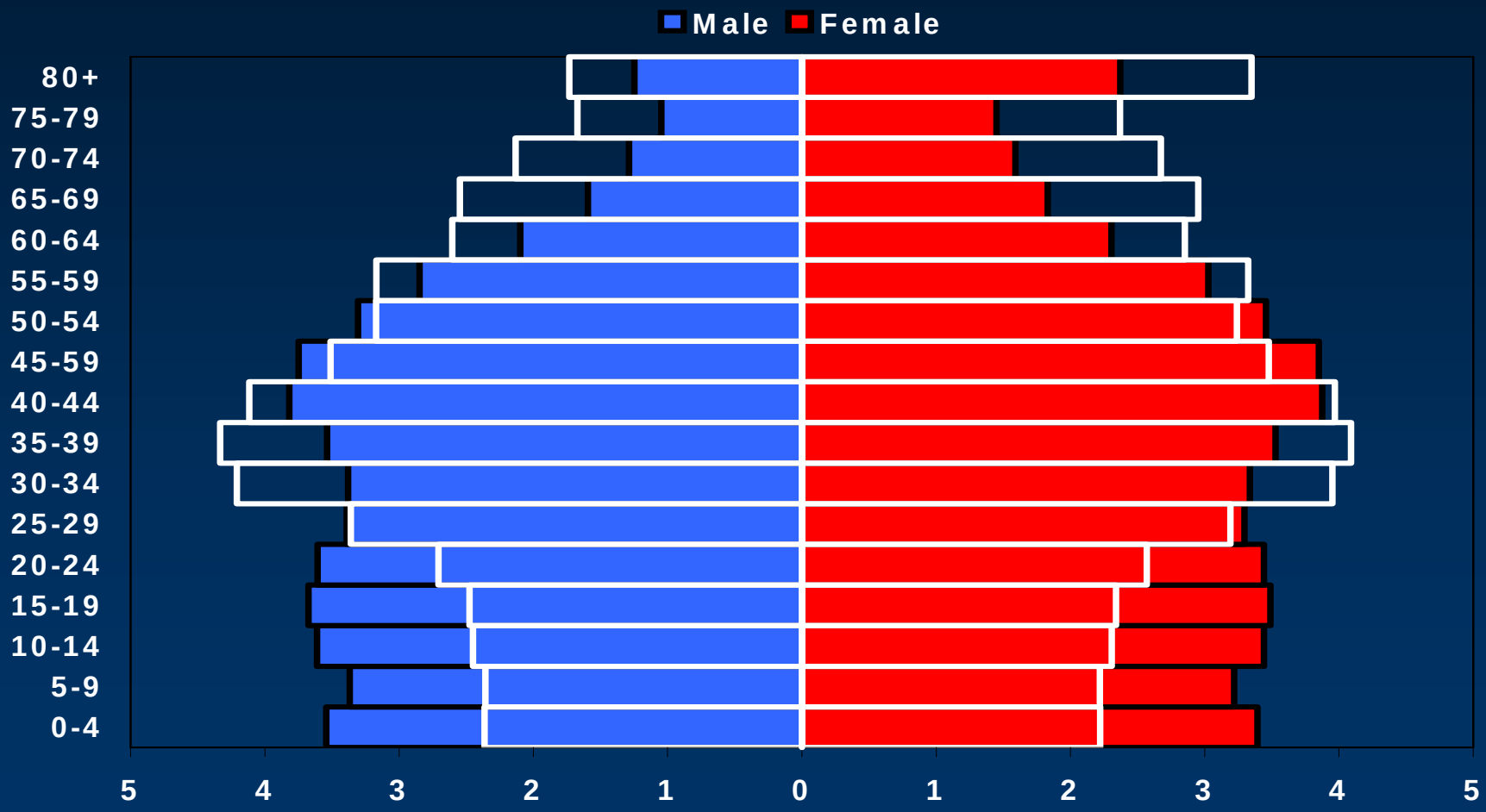
Population Pyramid, 2005 (%)



www.footwork.com

Source: US Census Bureau, Eurostat

Italy
Population Pyramid, 2005 (%)

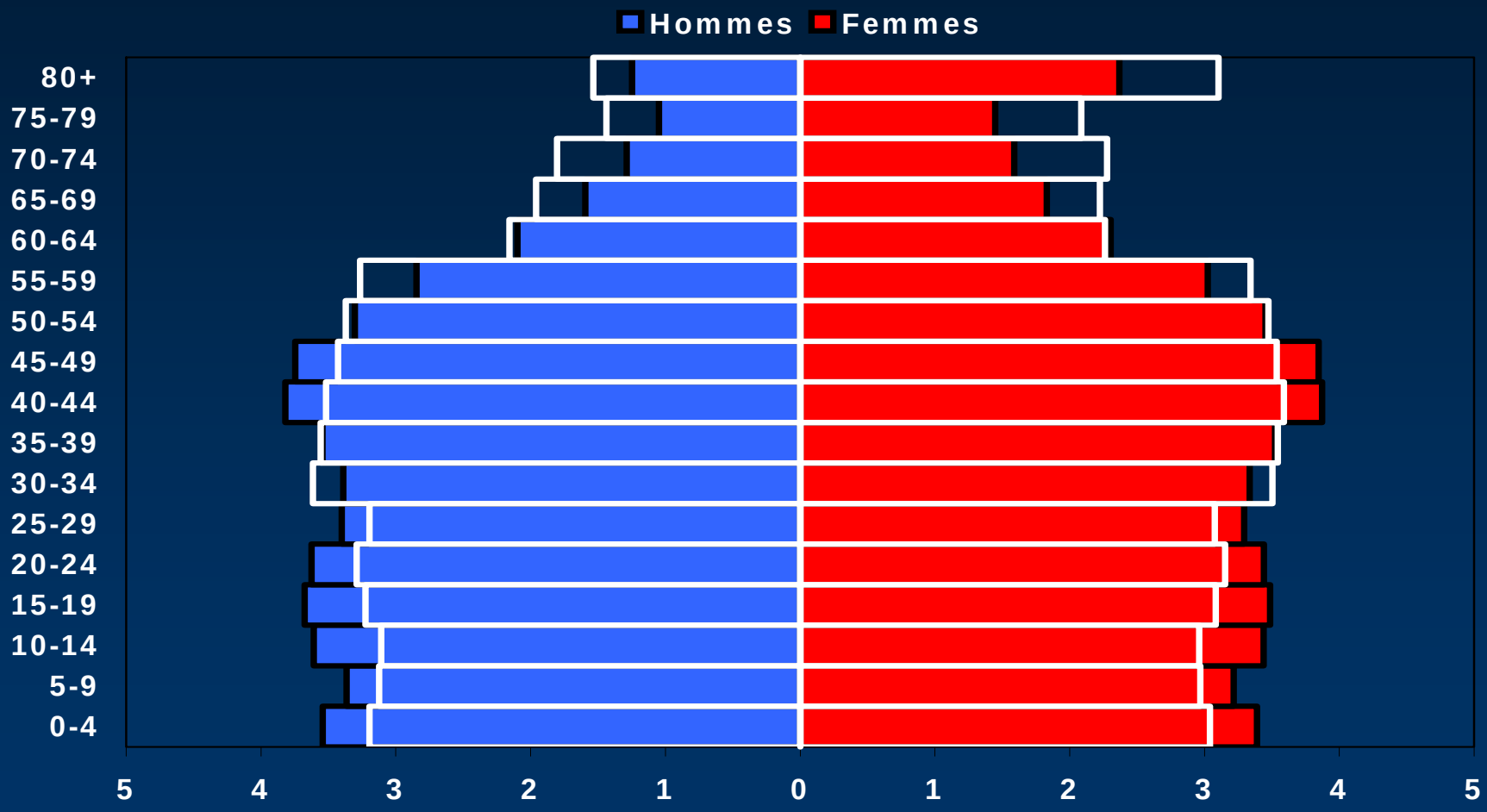


www.footwork.com

Source: US Census Bureau, IDB

France

Pyramide des Âges, 2005 (%)

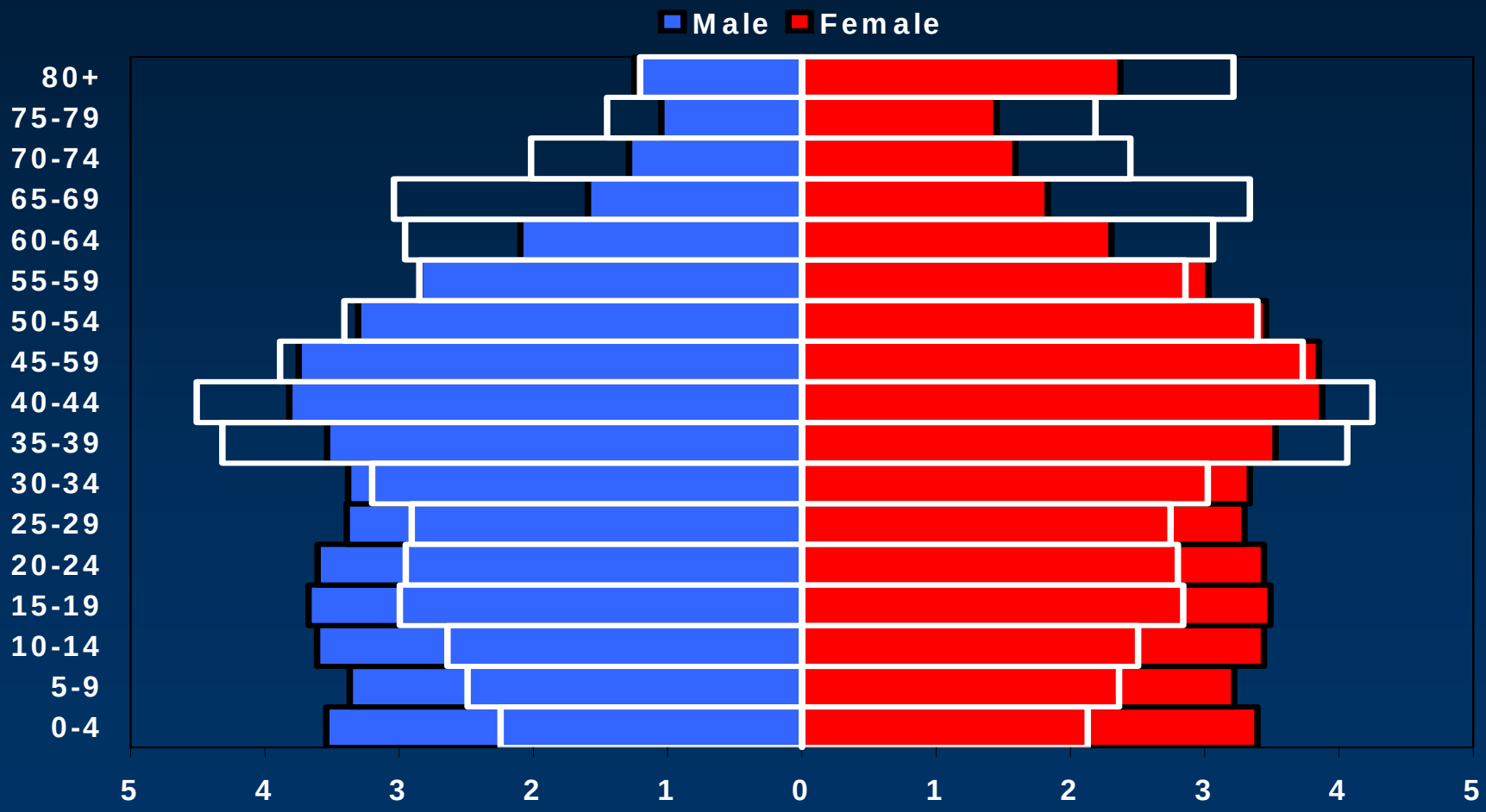


www.footwork.com

Source: US Census Bureau, IDB

Germany

Population Pyramid, 2005 (%)

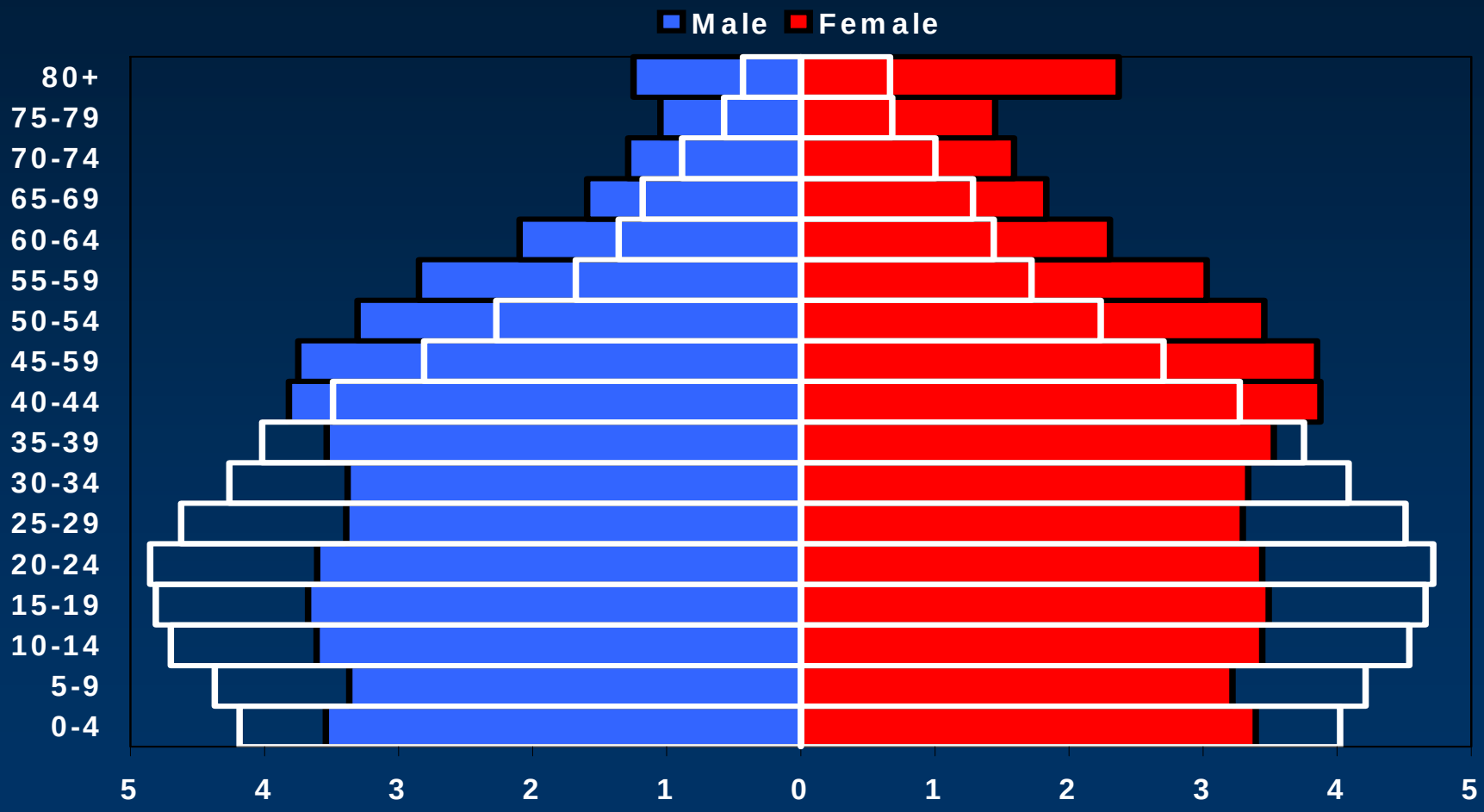


www.footwork.com

Source: US Census Bureau, IDB

Turkey

Population Pyramid, 2005 (%)

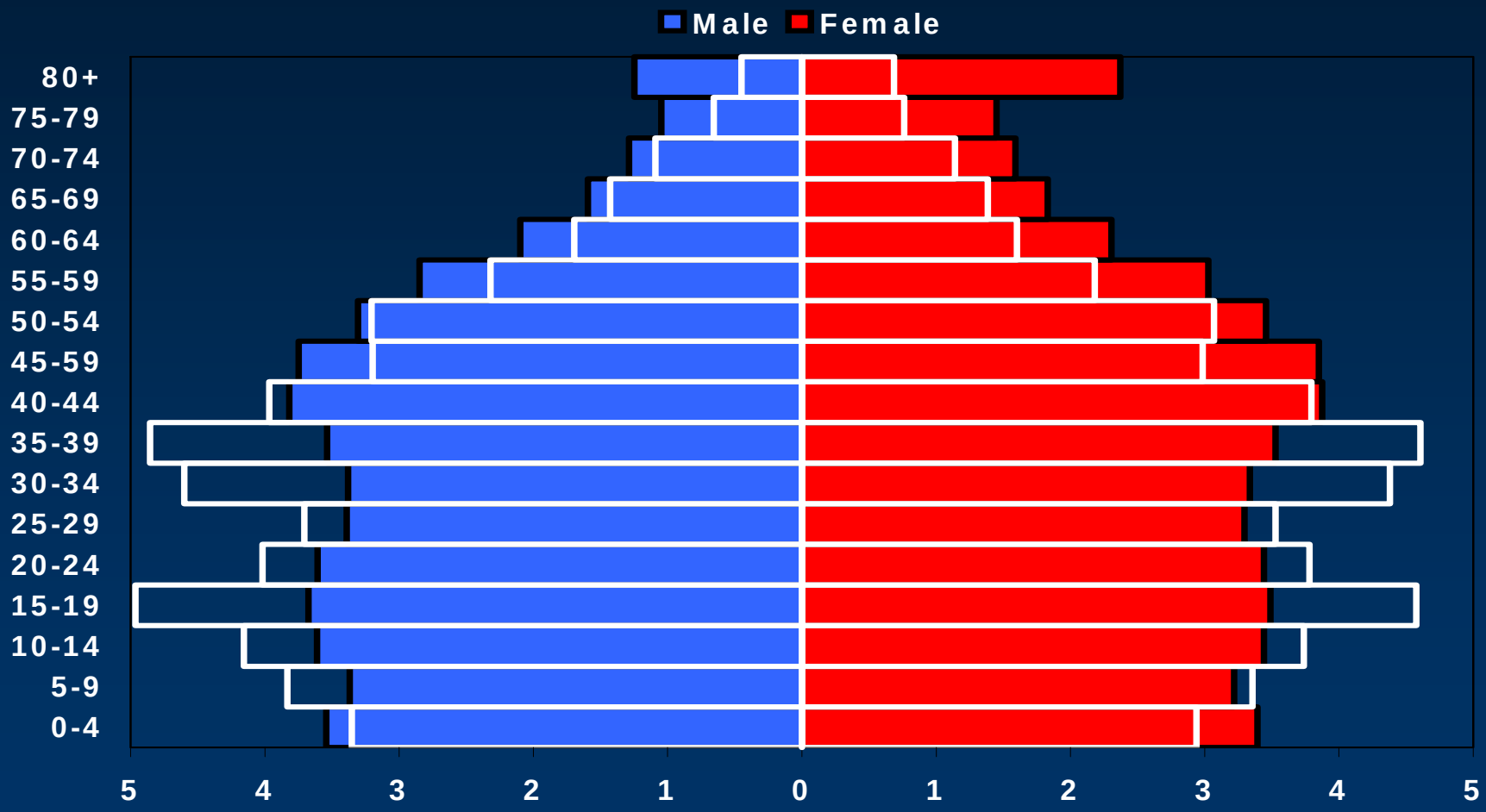


www.footwork.com

Source: US Census Bureau, IDB

China

Population Pyramid, 2005 (%)

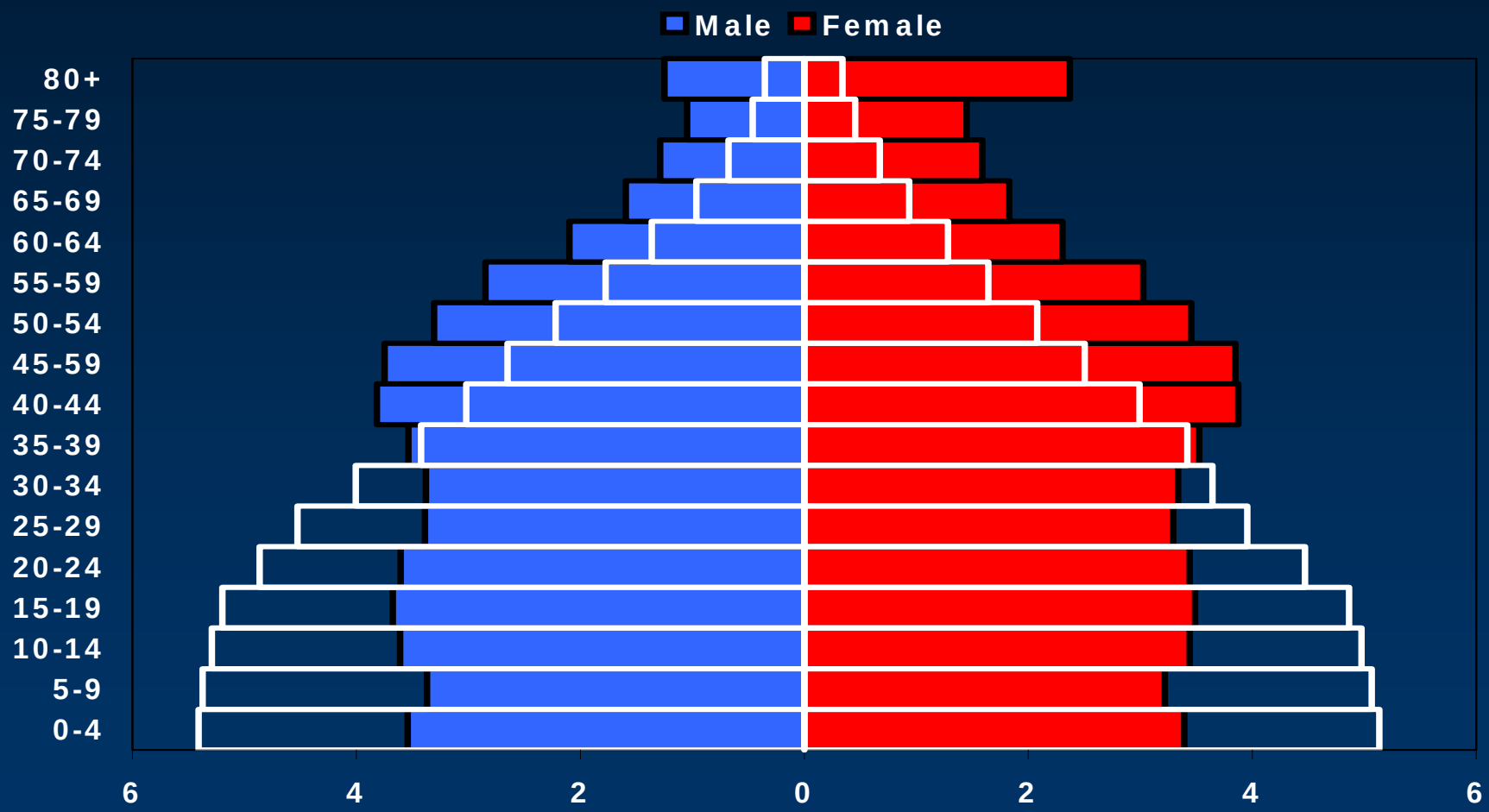


www.footwork.com

Source: US Census Bureau, IDB

India

Population Pyramid, 2005 (%)

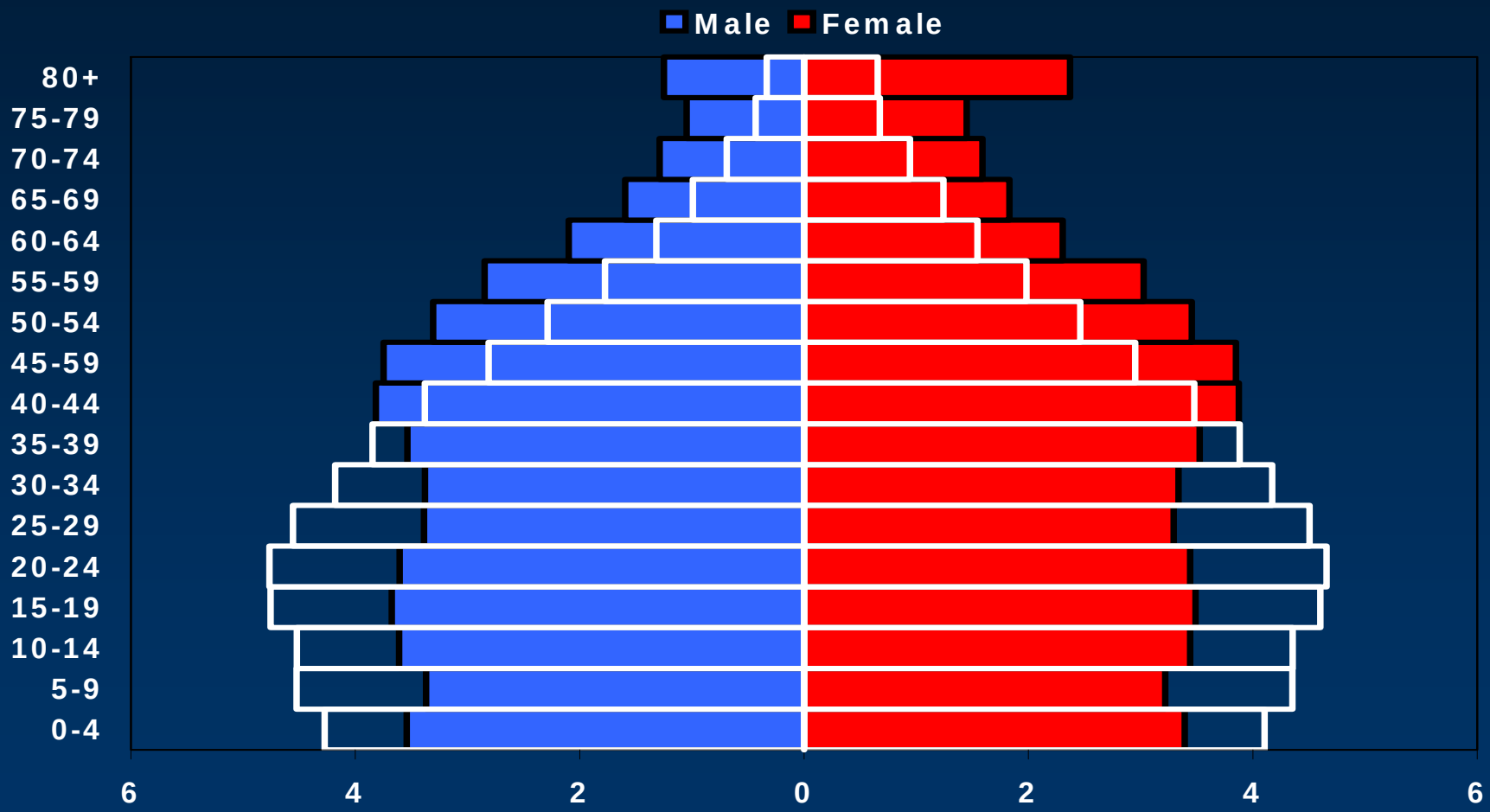


www.footwork.com

Source: US Census Bureau, IDB

Brazil

Population Pyramid, 2005 (%)

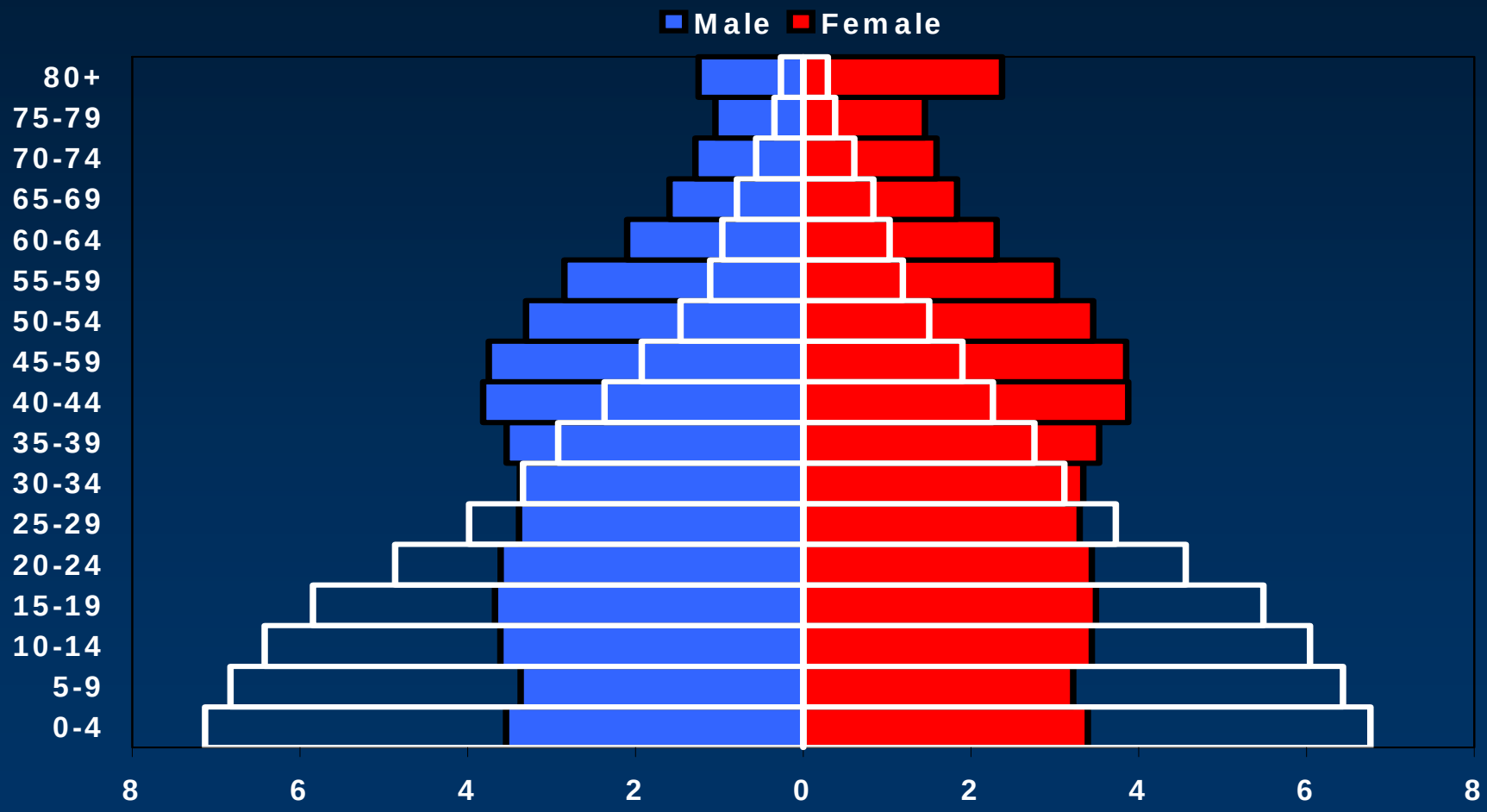


www.footwork.com

Source: US Census Bureau, IDB

Pakistan

Population Pyramid, 2005 (%)

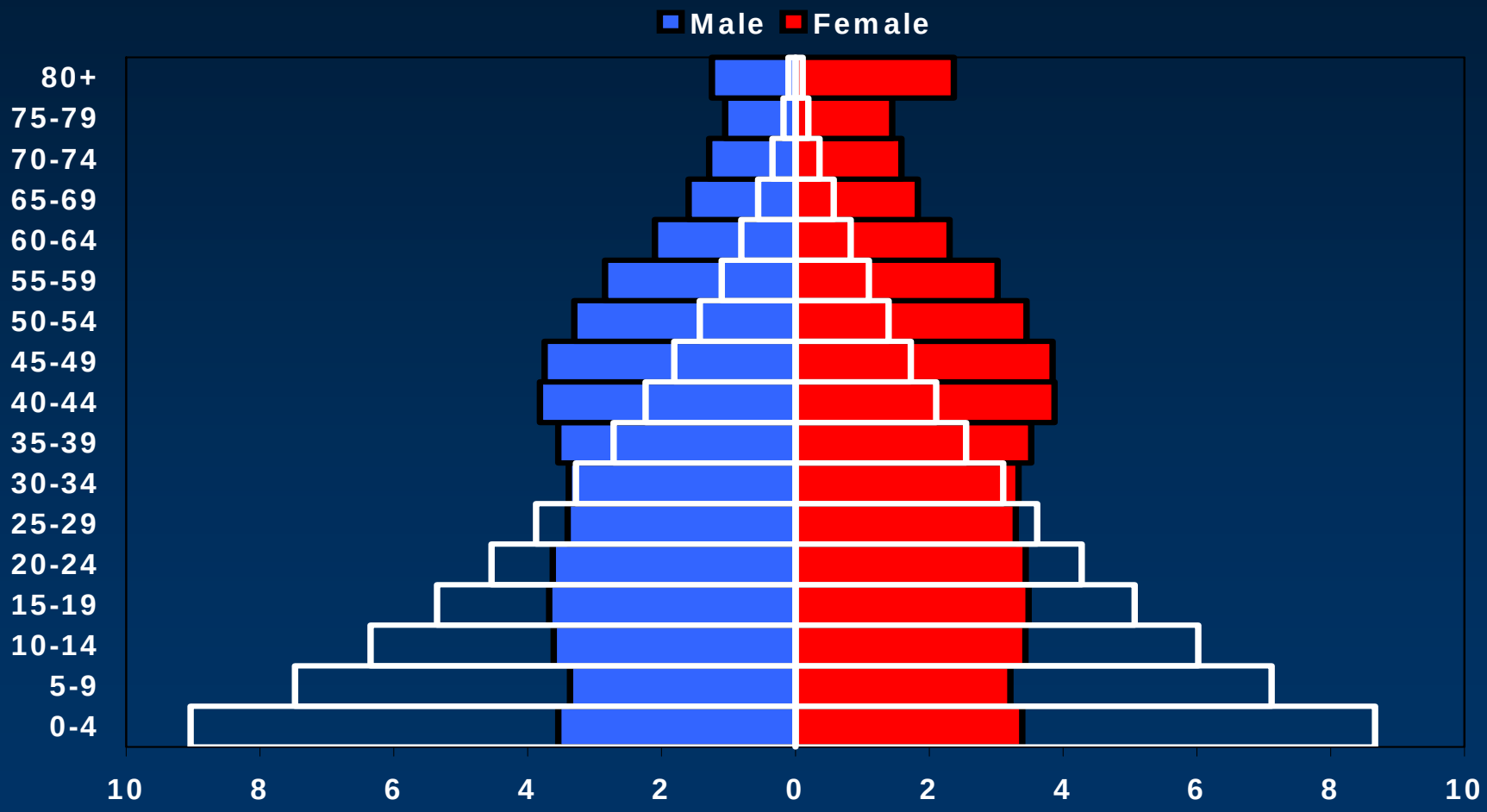


www.footwork.com

Source: US Census Bureau, IDB

Afghanistan

Population Pyramid, 2005 (%)

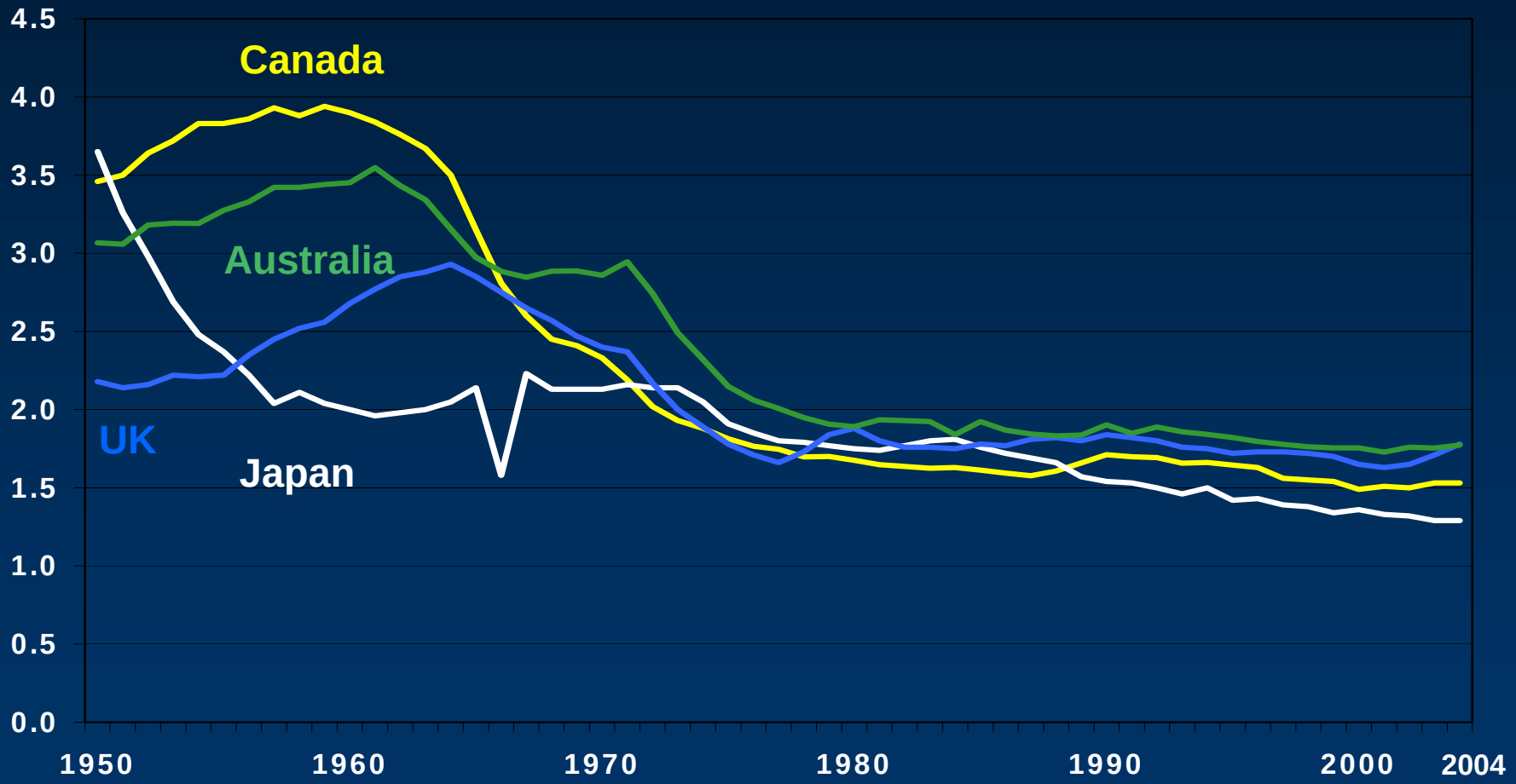


www.footwork.com

Source: US Census Bureau, IDB

Fertility Rates

1950-2004 (children per woman)



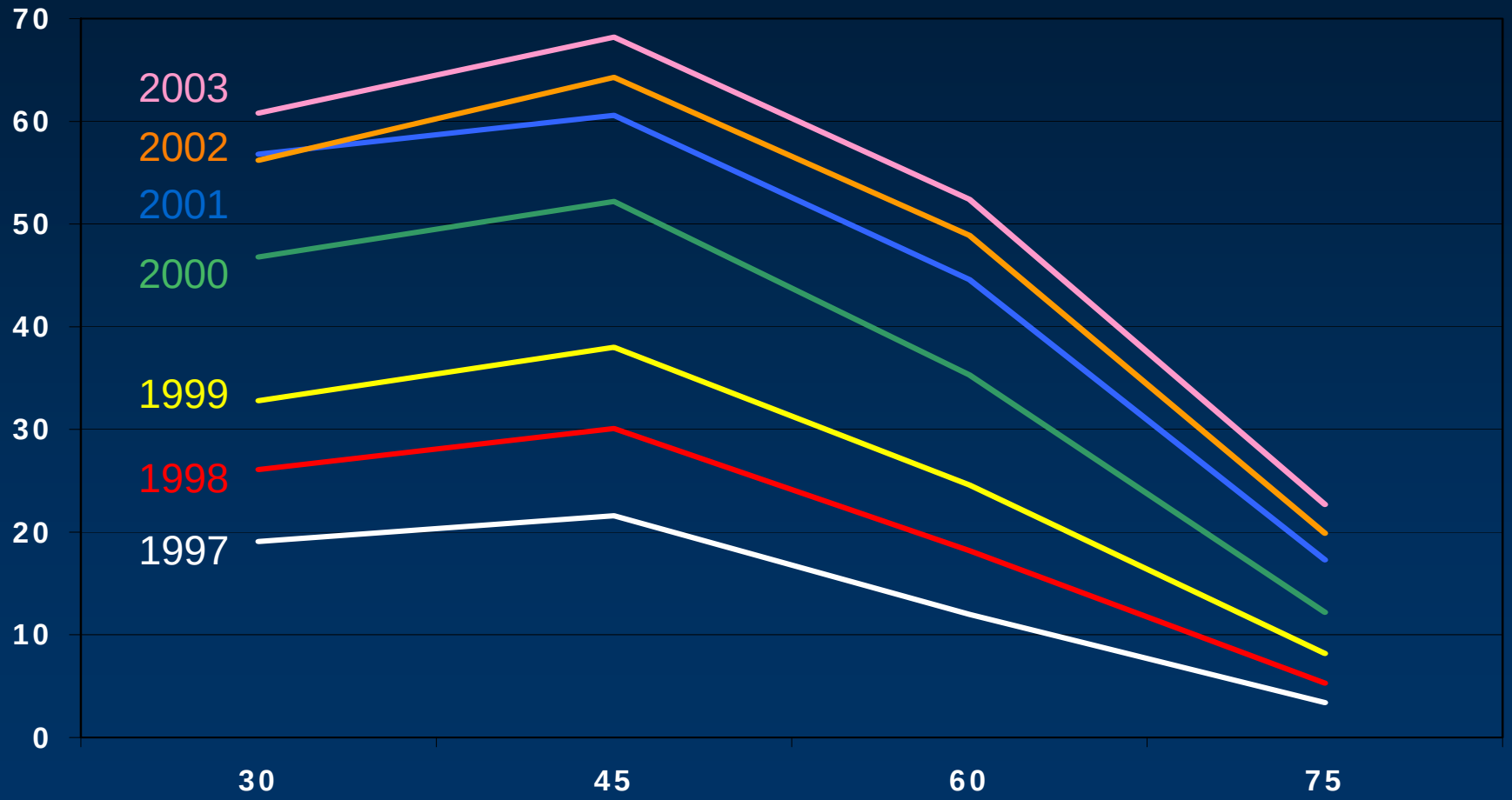
www.footwork.com

Source: Statistics Canada, ONS, ABS, HLW

ON
OFF

Household Internet Use

Canada, 1997 to 2003 (%)

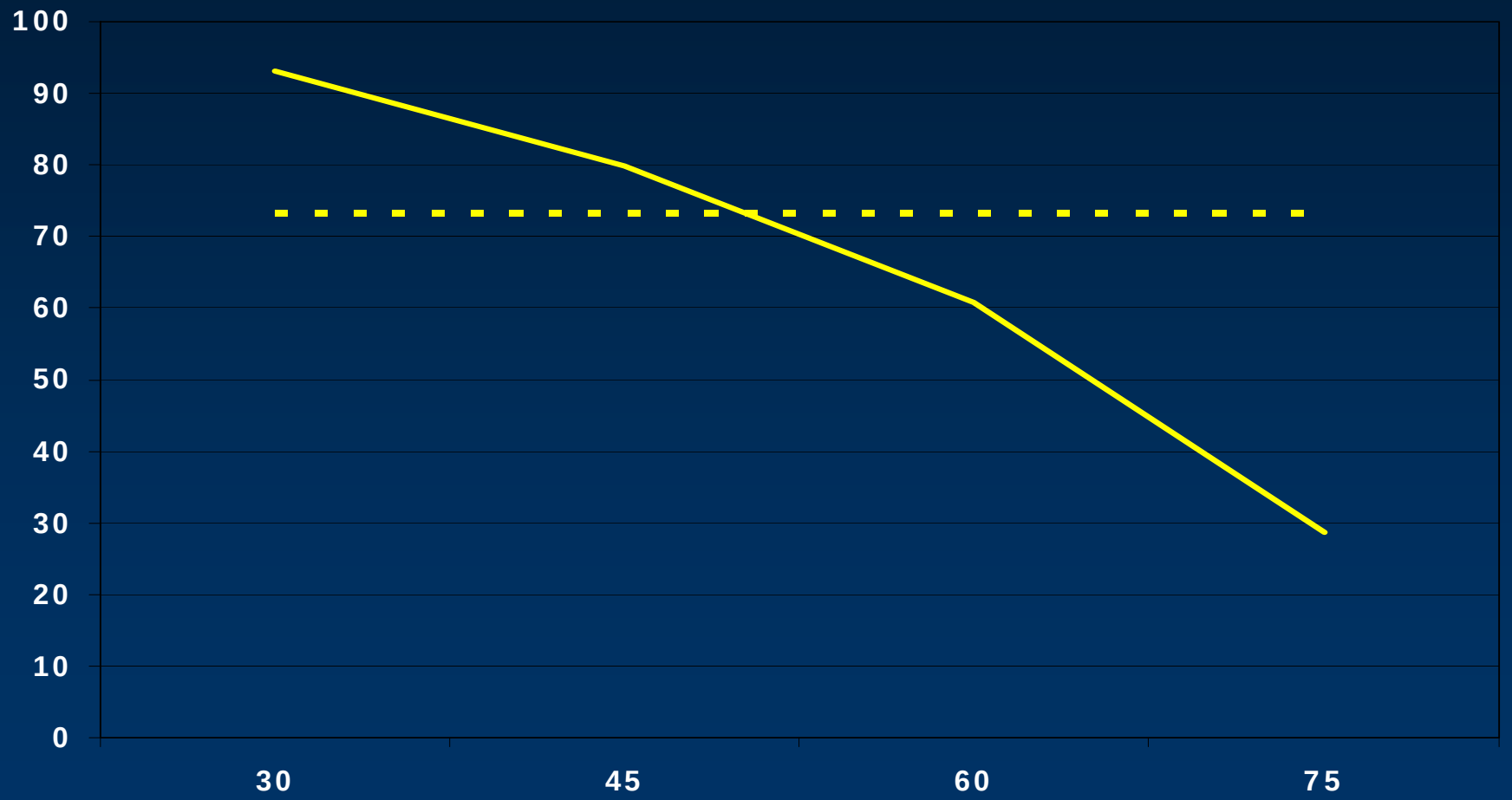


www.footwork.com

Source: Statistics Canada, HIUS

Internet Use

Canada, 2007 (%)

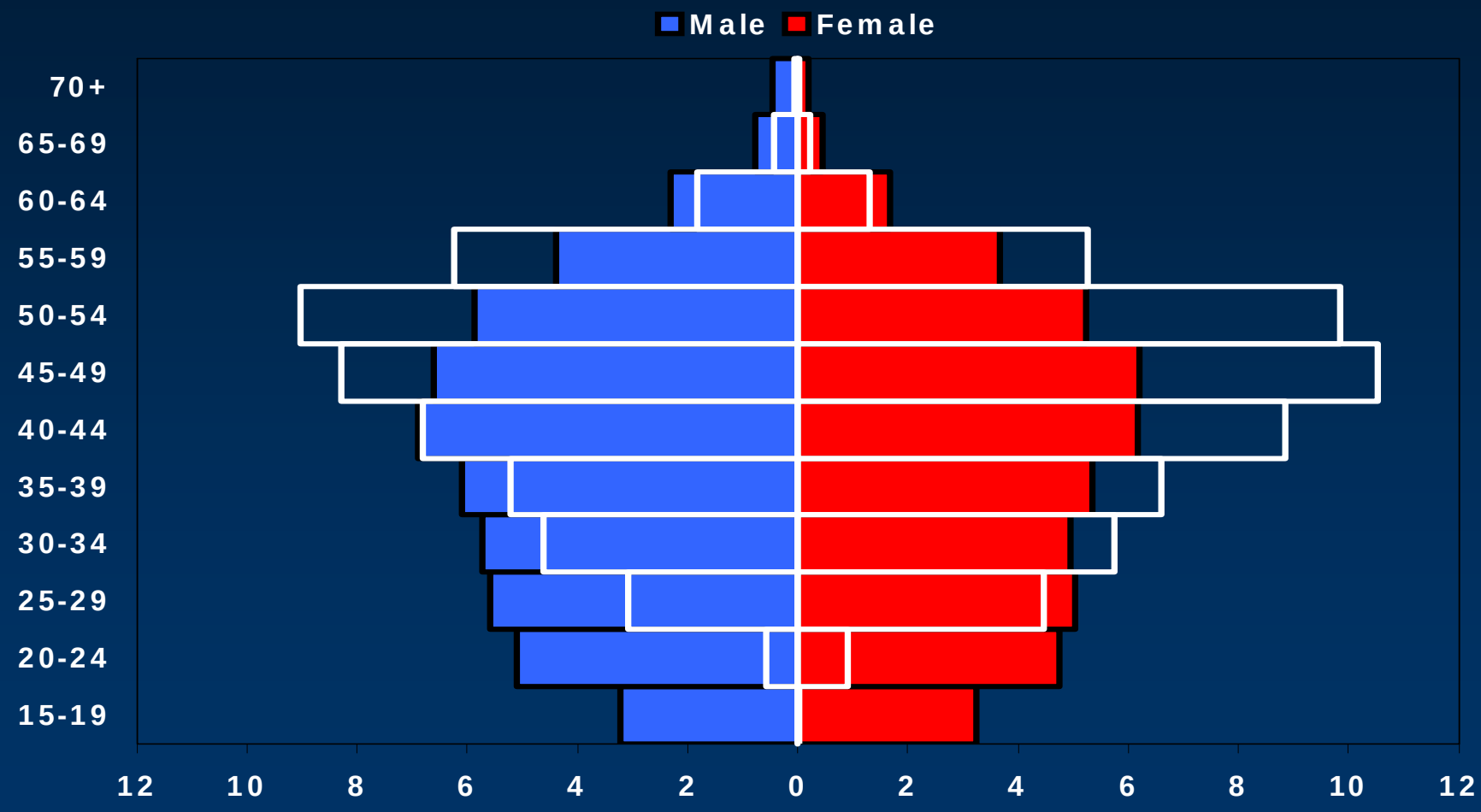


www.footwork.com

Source: Statistics Canada, CIUS

Federal Public Service

Age Pyramid, Canada, 2006 (%)



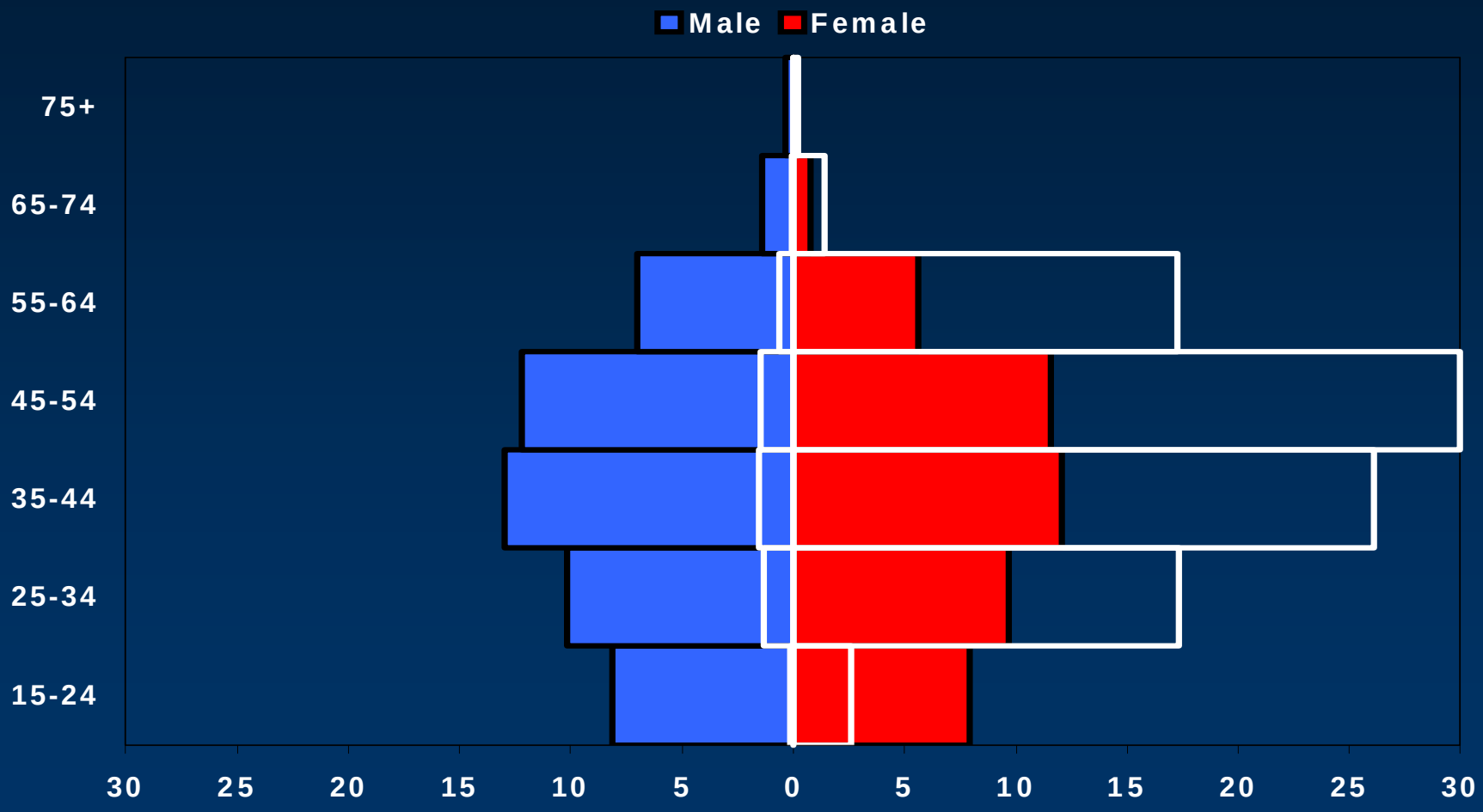
www.footwork.com

Source: Statistics Canada, TBS

Gen
X

Registered Nurses

Age Pyramid, Ontario, 2006 (%)

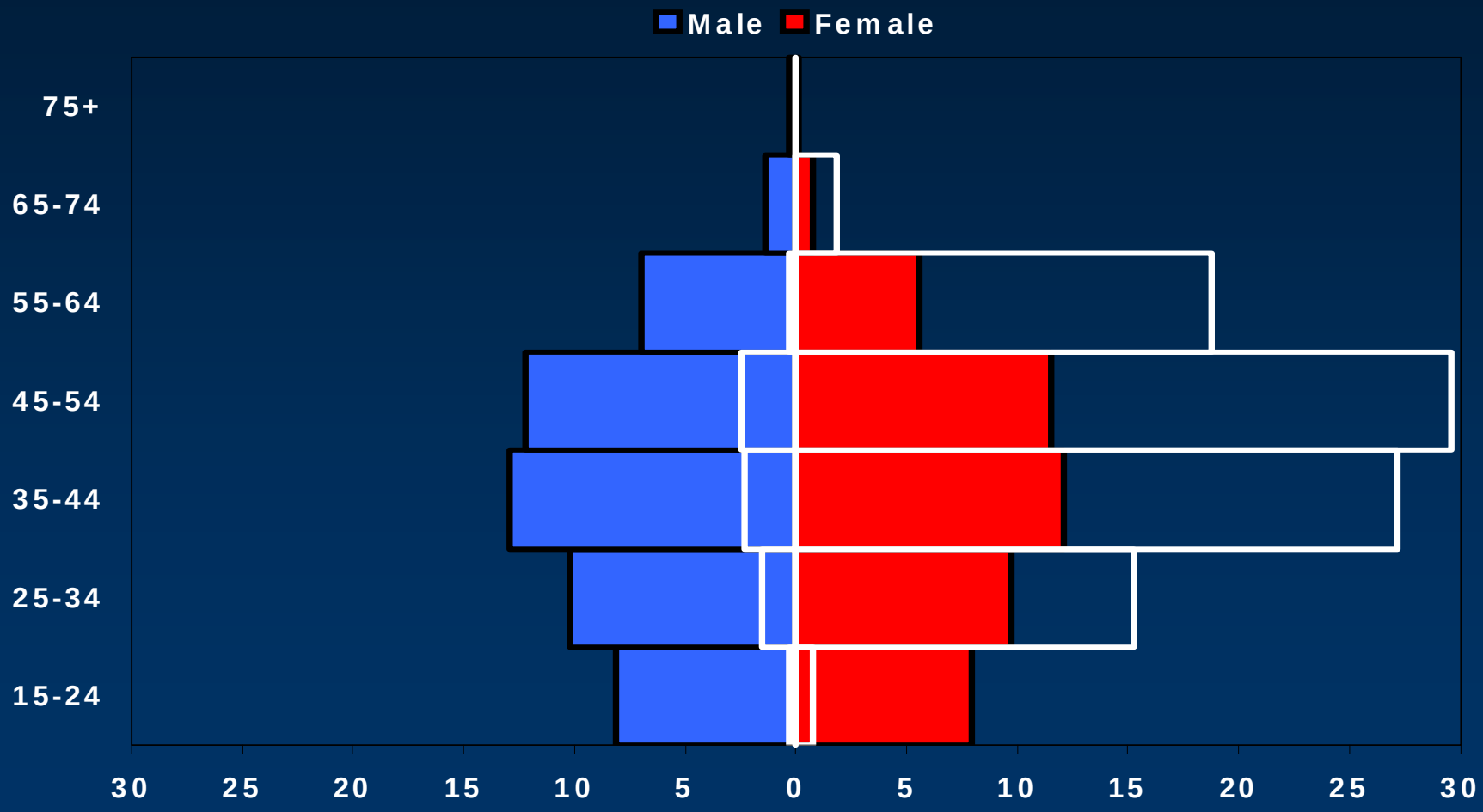


www.footwork.com

Source: Statistics Canada

Head Nurses & Supervisors

Age Pyramid, Ontario, 2006 (%)

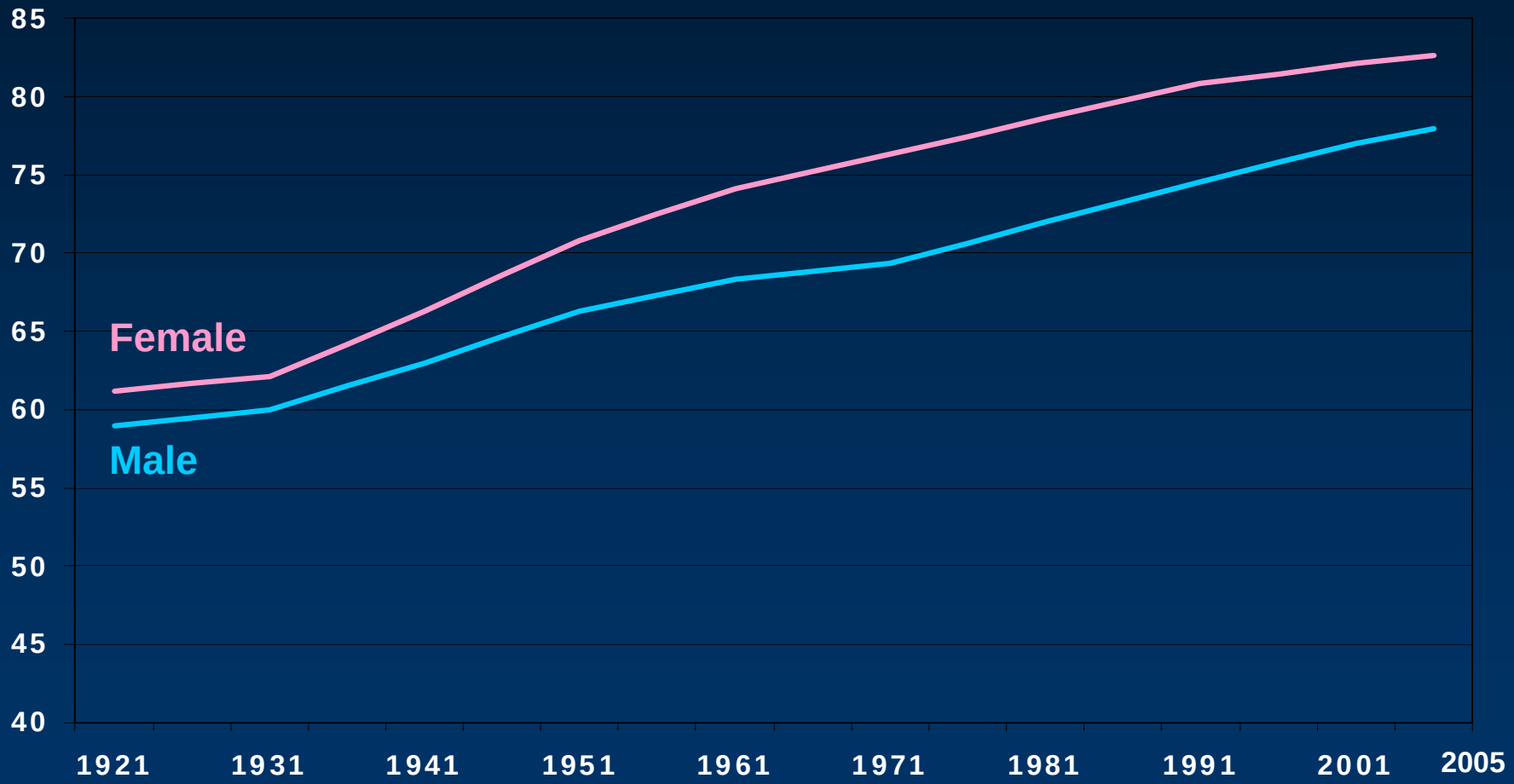


www.footwork.com

Source: Statistics Canada

Life Expectancy

Canada, 1921 - 2005 (years)

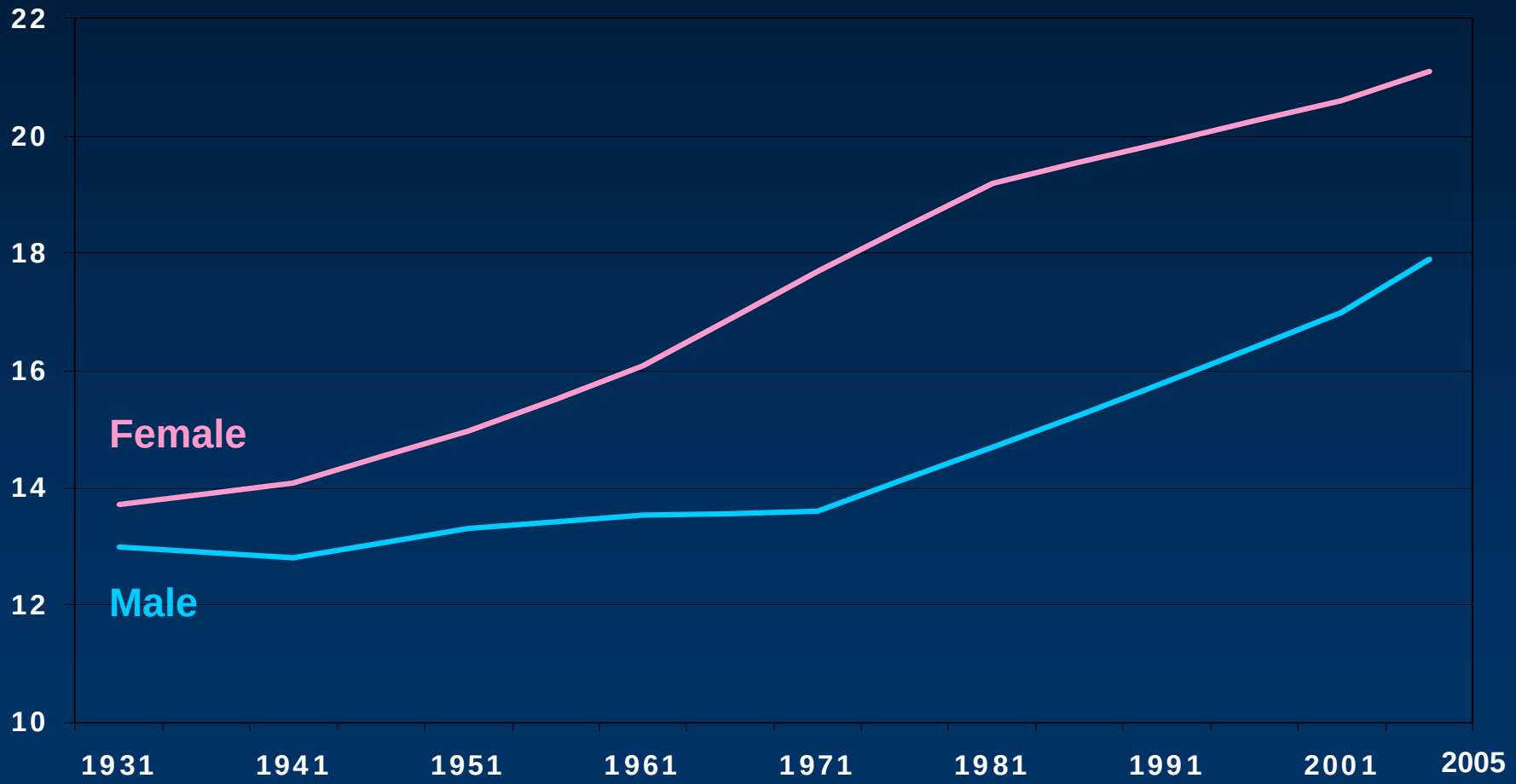


www.footwork.com

Source: Statistics Canada

Life Expectancy at 65

Canada, 1931 - 2005 (years)

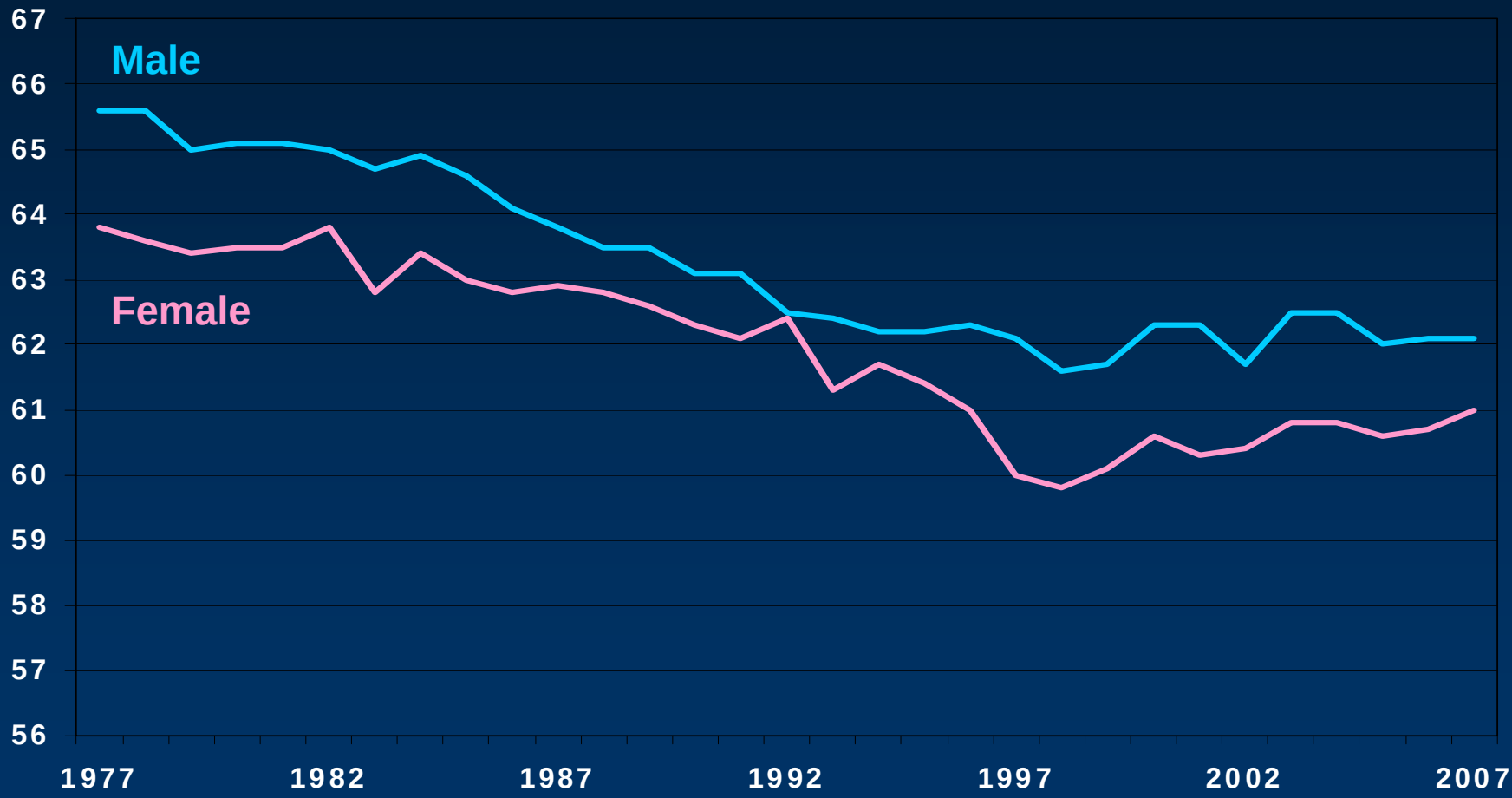


www.footwork.com

Source: Statistics Canada

Age of Retirement

Canada, 1977 - 2007 (age)

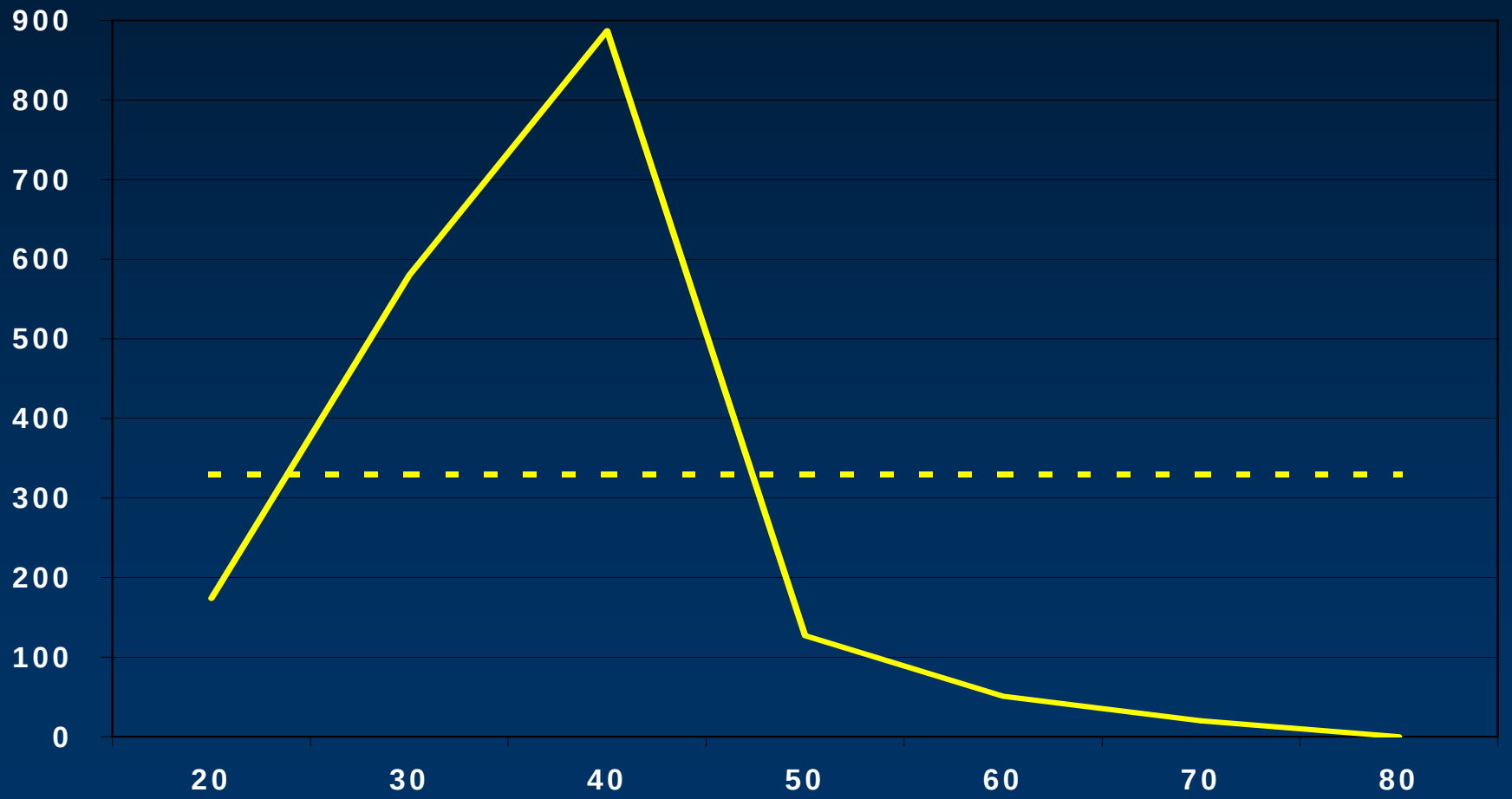


www.footwork.com

Source: Statistics Canada

Child Care

Canada, 2006 ($/year)

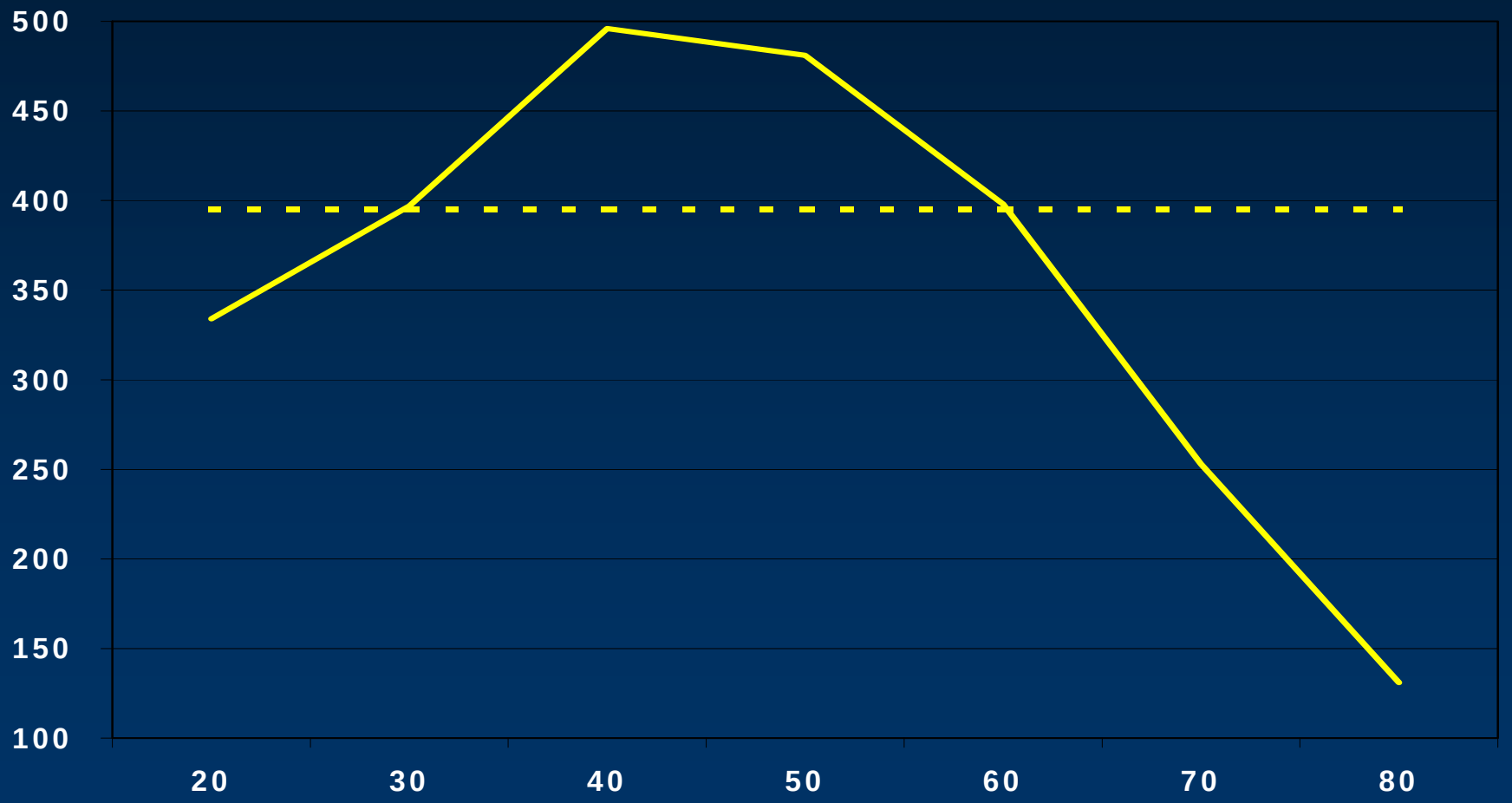


www.footwork.com

Source: Statistics Canada, SHS

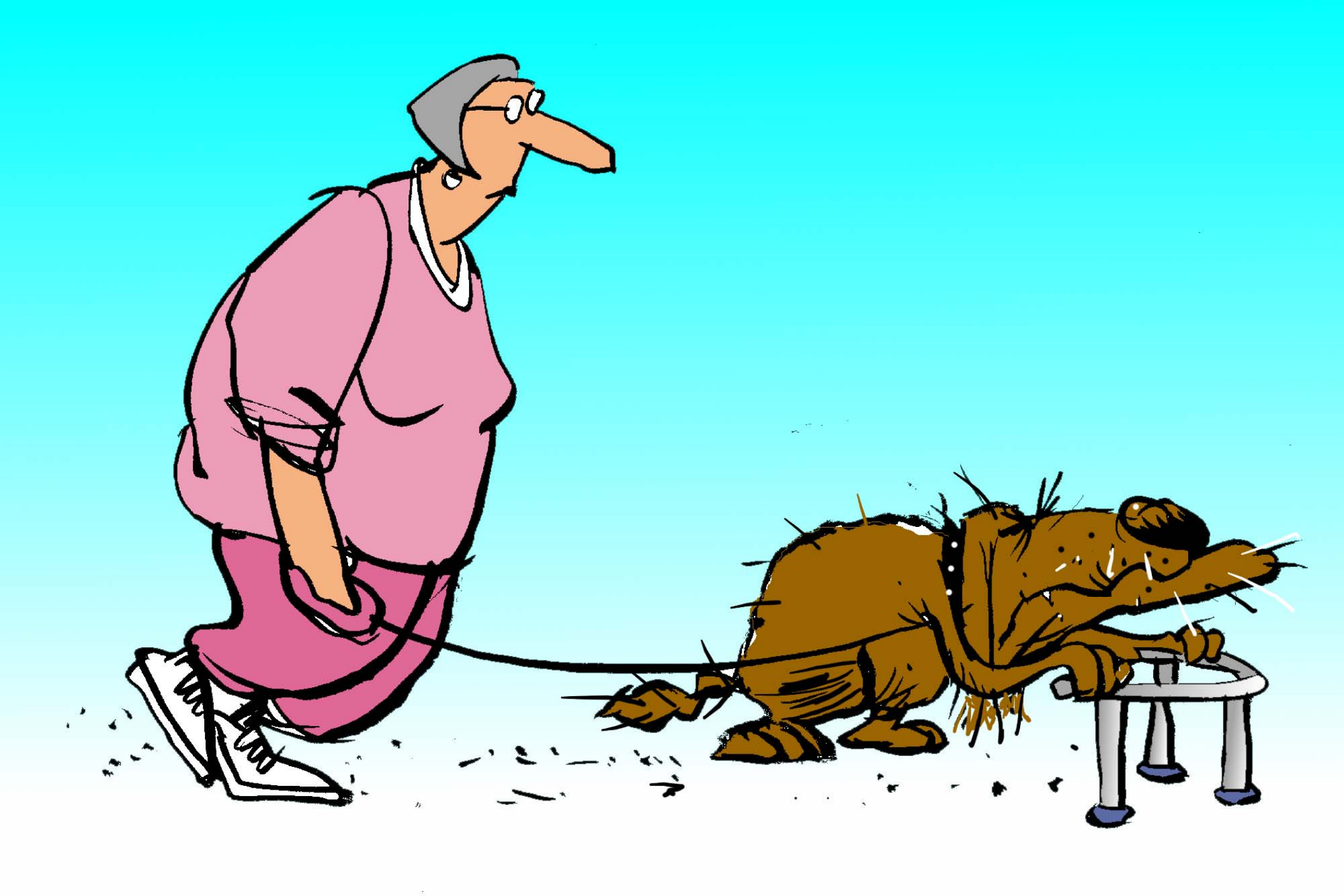
Pet Care

Canada, 2006 ($/year)



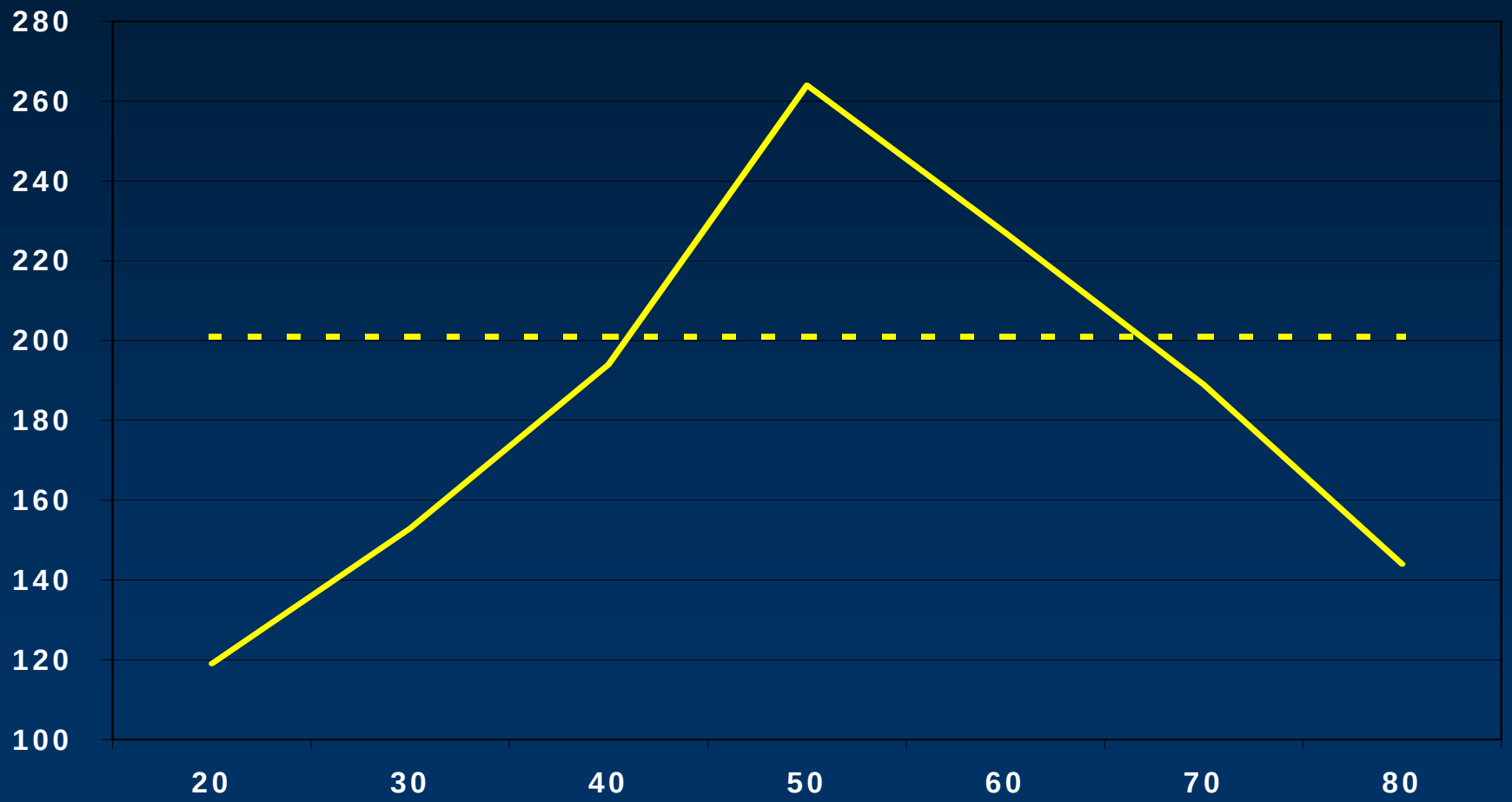
www.footwork.com

Source: Statistics Canada, SHS



Eye Care

Canada, 2006 ($/year)



www.footwork.com

Source: Statistics Canada, SHS

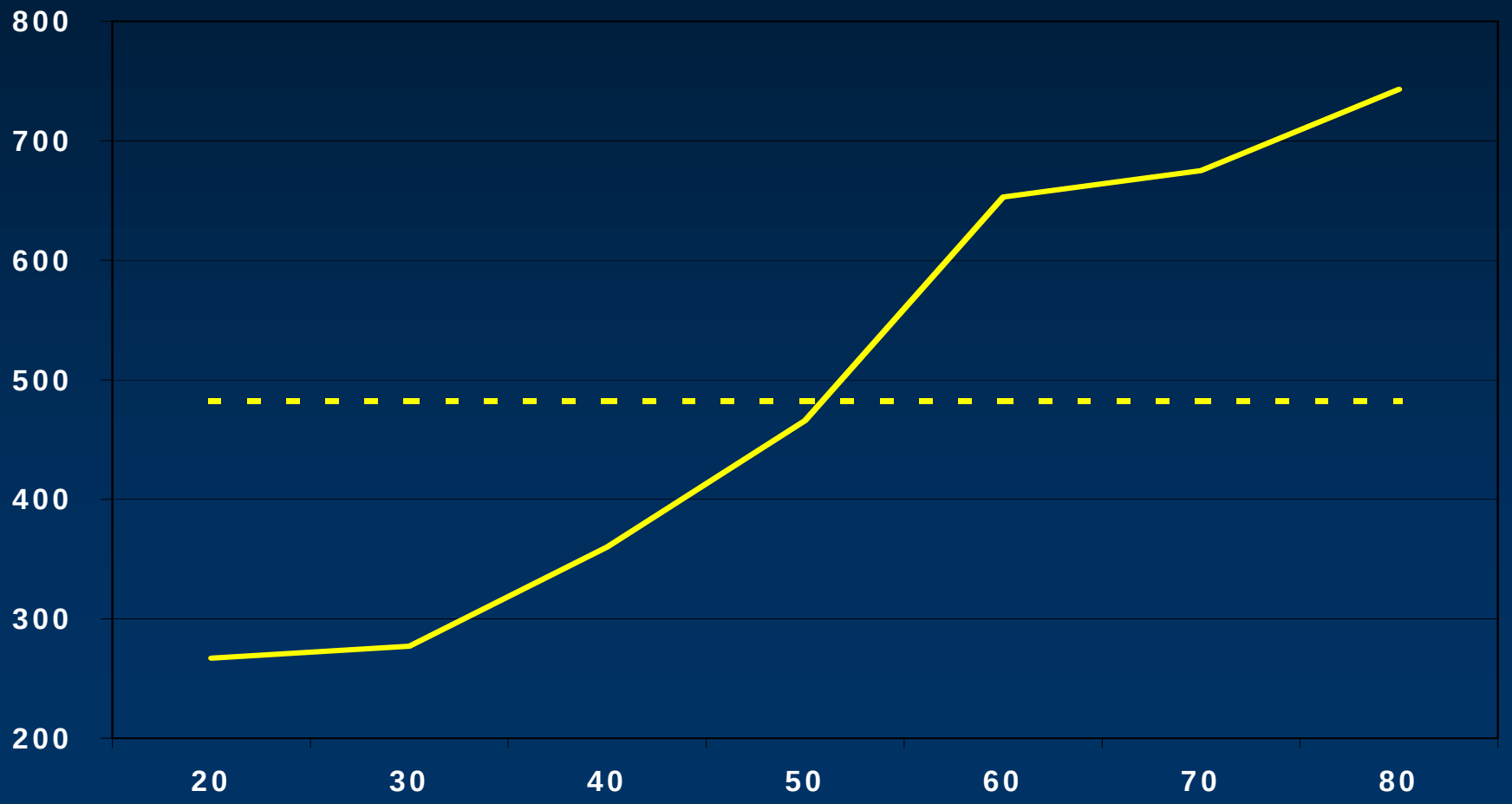
BOOM

BUST&ECHO

HOW TO PROFIT FROM THE COMING DEMOGRAPHIC SHIFT

Produits pharmaceutiques

Canada, 2006 ($/année)



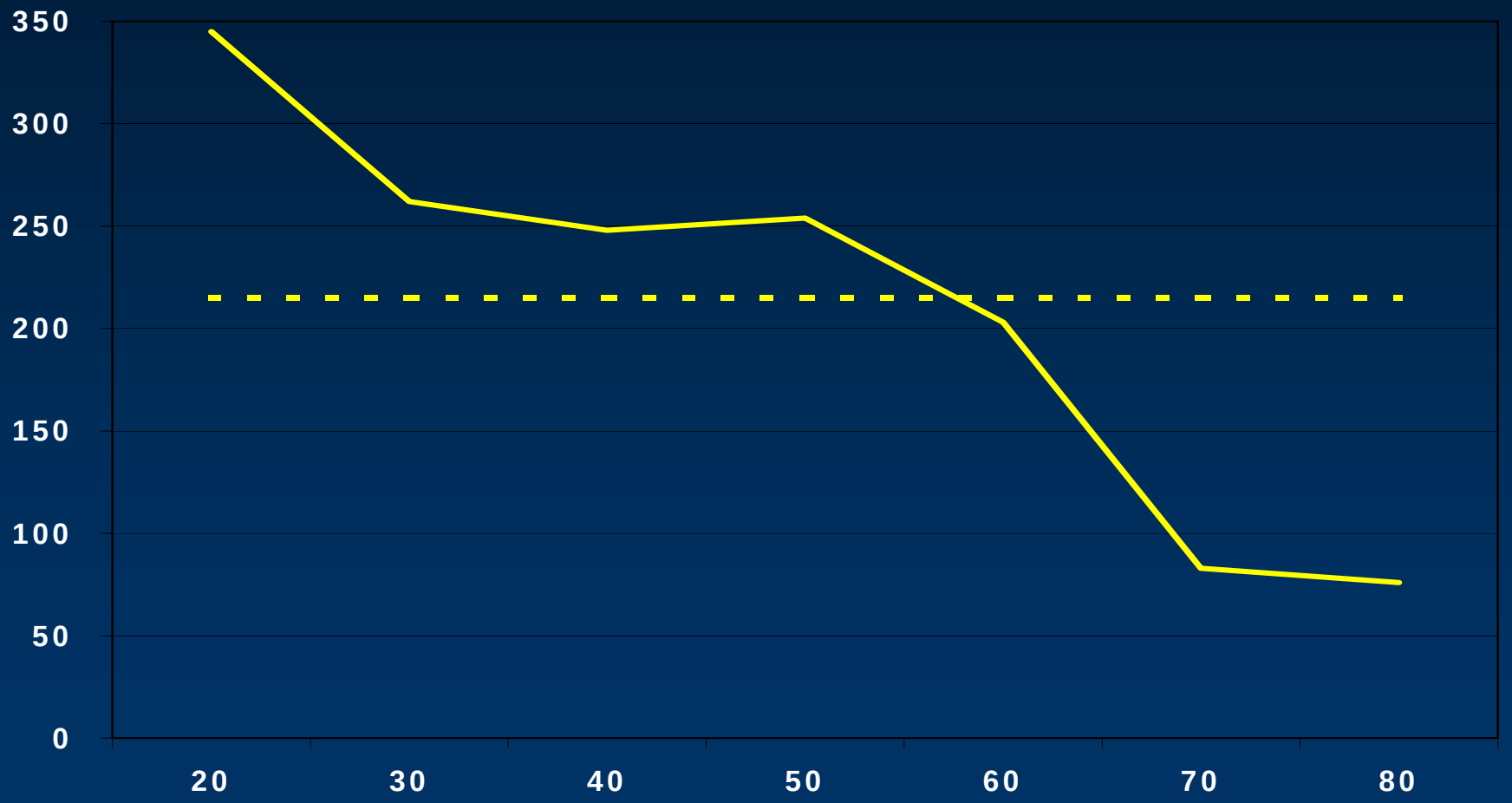
www.footwork.com

Source: Statistique Canada, EDM

MON
TUES
WED
THURS
FRI
SAT
SUN

Bus & Subway

Canada, 2006 ($/year)

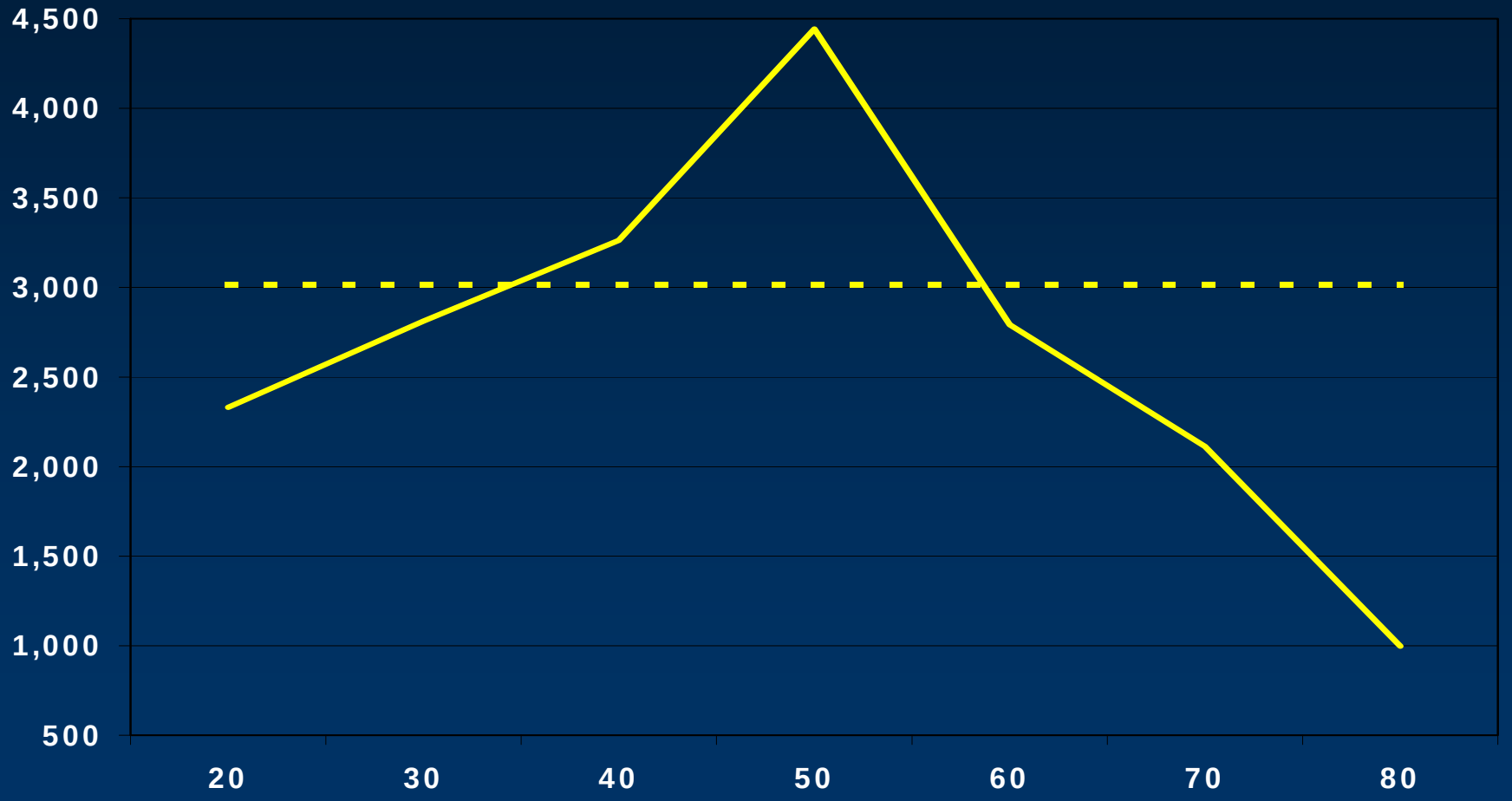


www.footwork.com

Source: Statistics Canada, SHS

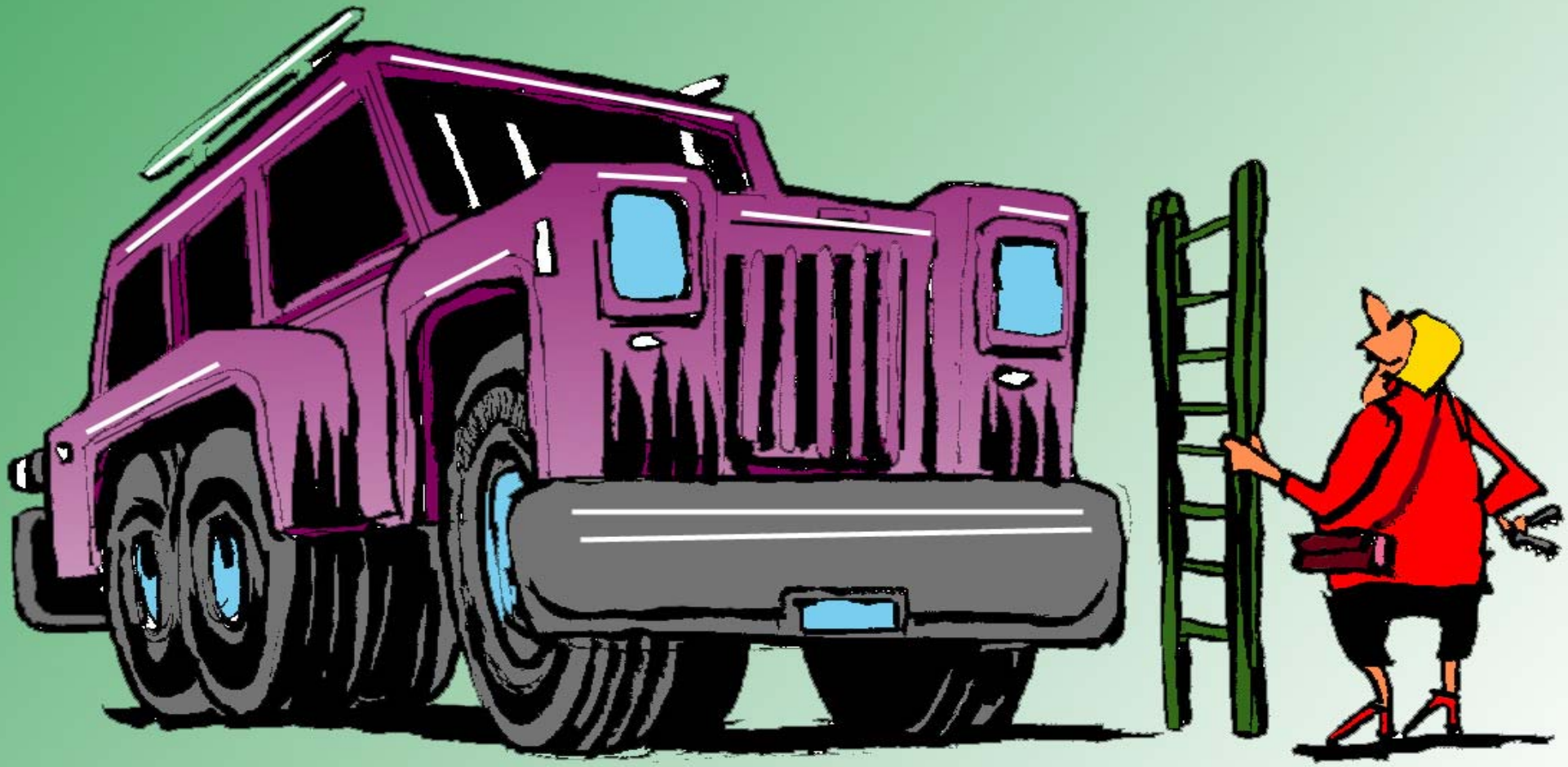
Vehicle Purchase

Canada, 2006 ($/year)



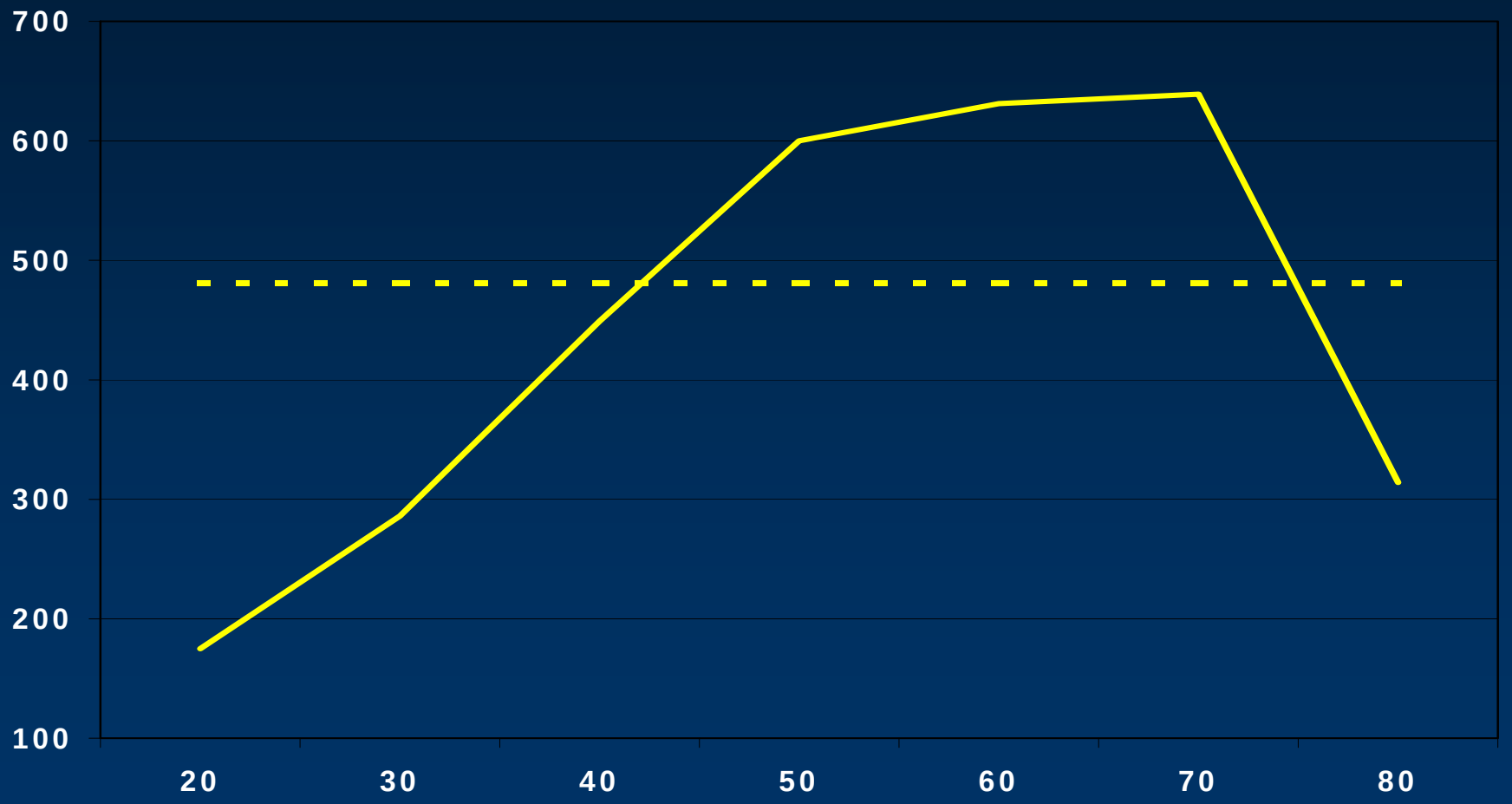
www.footwork.com

Source: Statistics Canada, SHS



Package Travel Tours

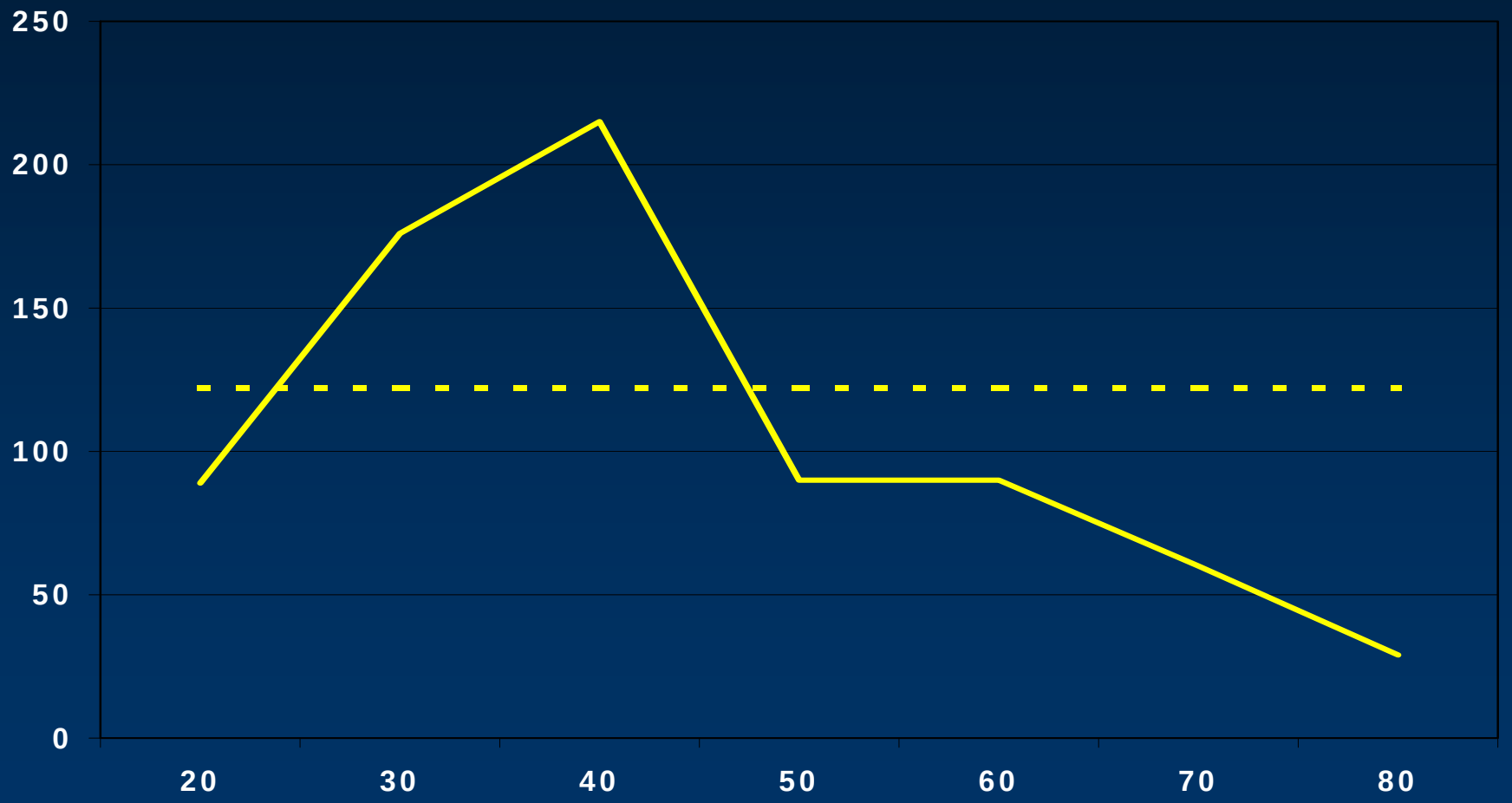
Canada, 2006 ($/year)



www.footwork.com

Source: Statistics Canada, SHS

Toys
Canada, 2006 ($/year)

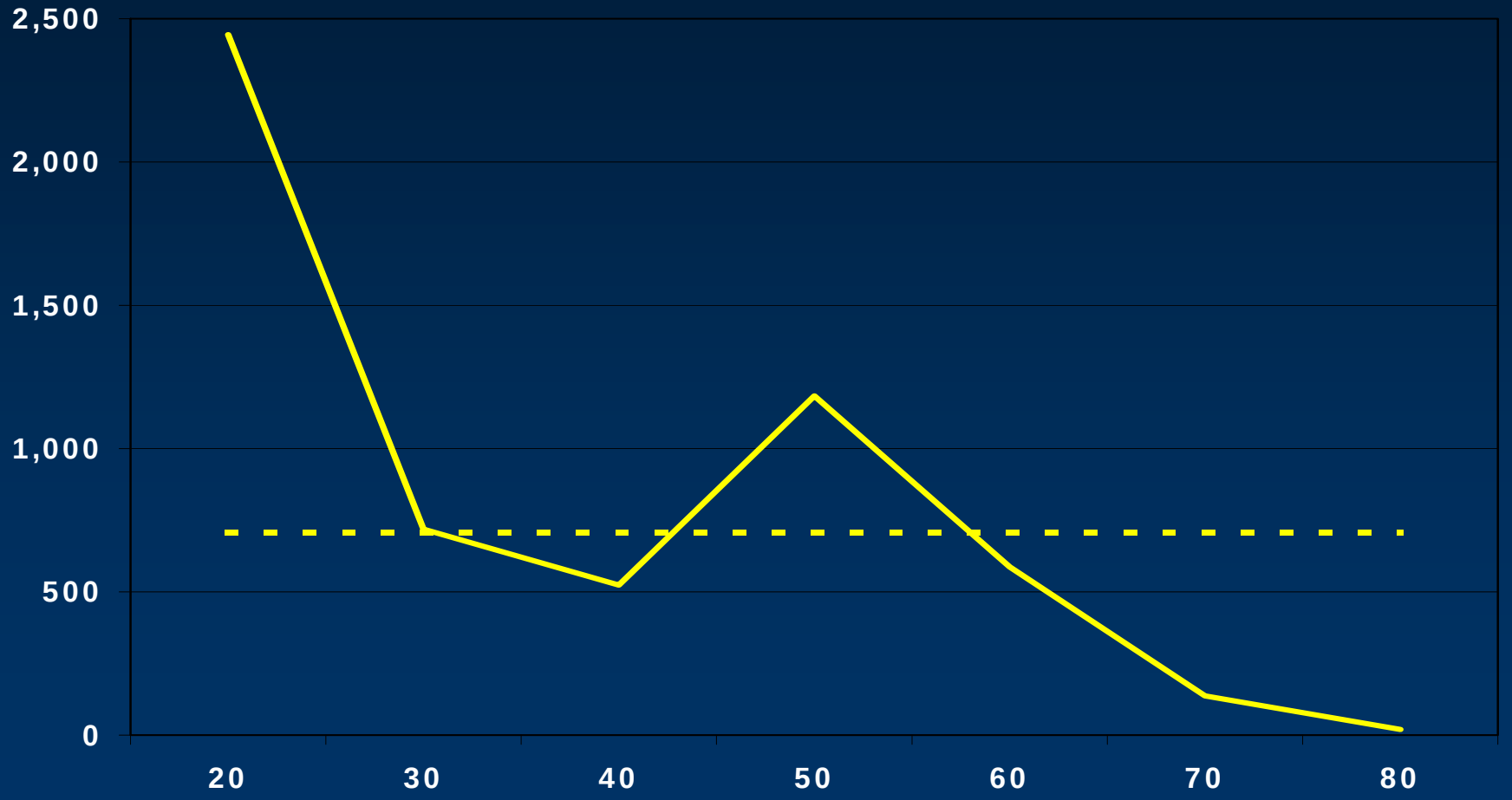


www.footwork.com

Source: Statistics Canada, SHS

Postsecondary Tuition

Canada, 2006 ($/year)

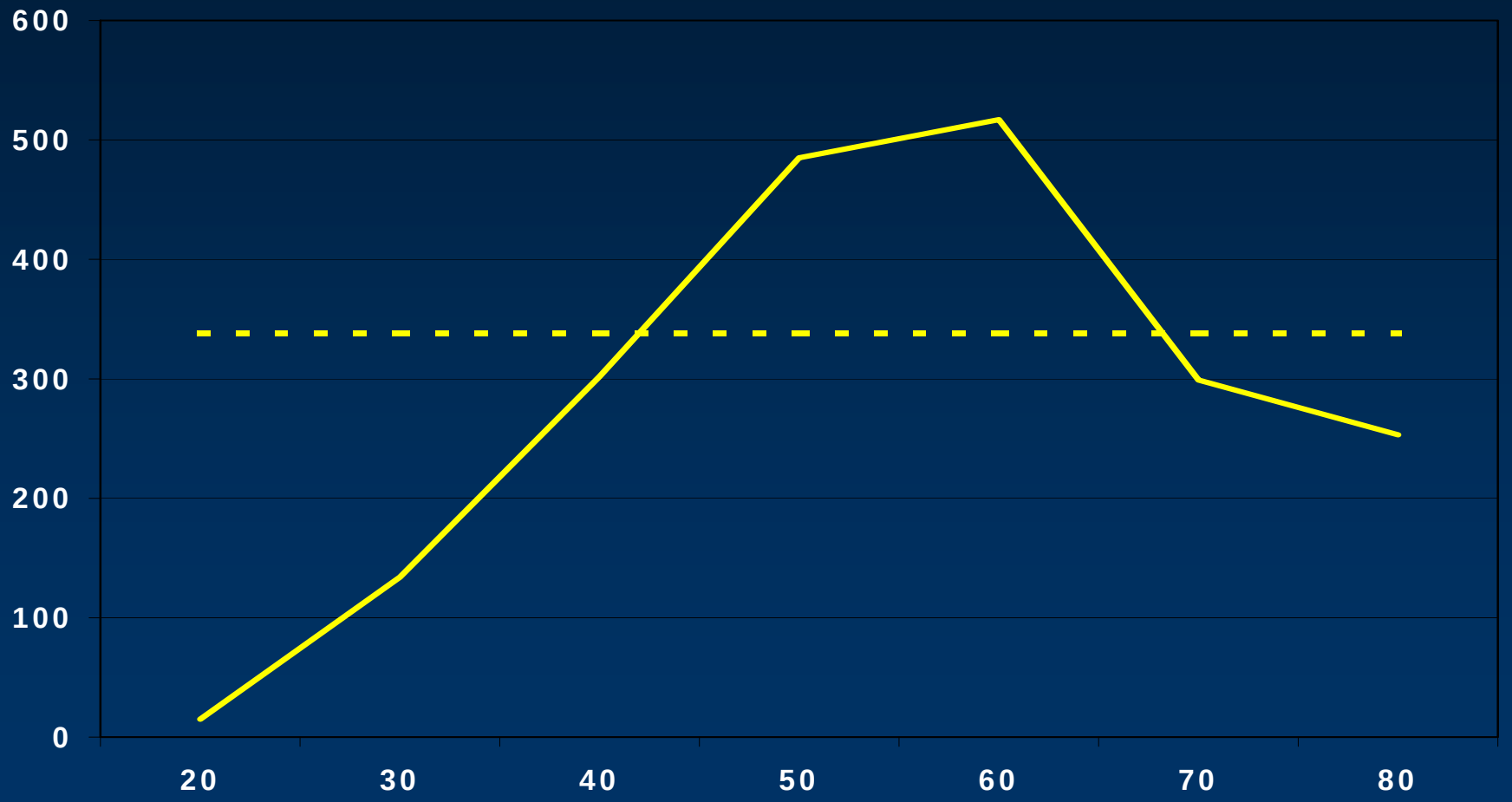


www.footwork.com

Source: Statistics Canada, SHS

Vacation Home

Canada, 2006 ($/year)

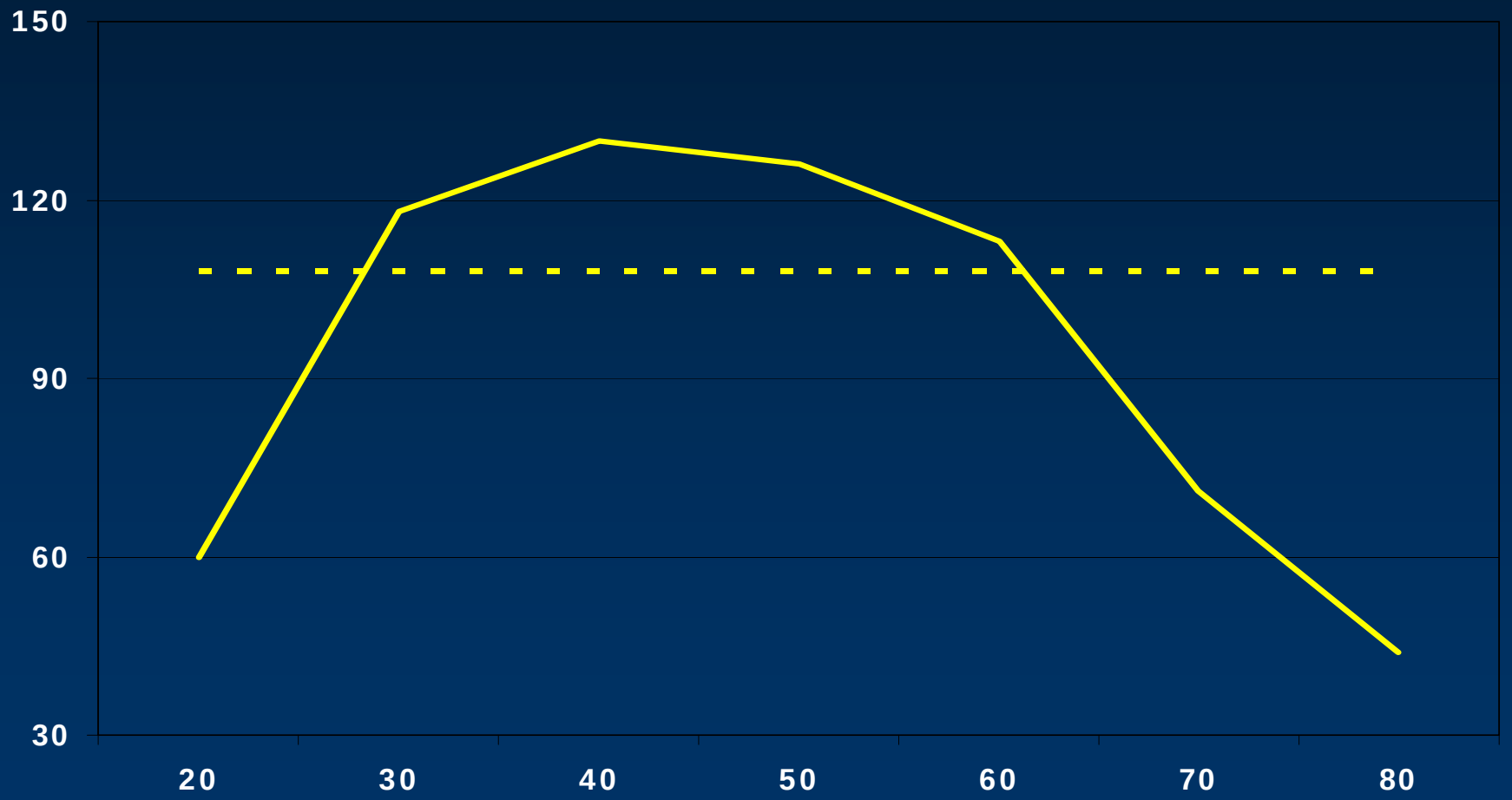


www.footwork.com

Source: Statistics Canada, SHS

Books

Canada, 2006 ($/year)

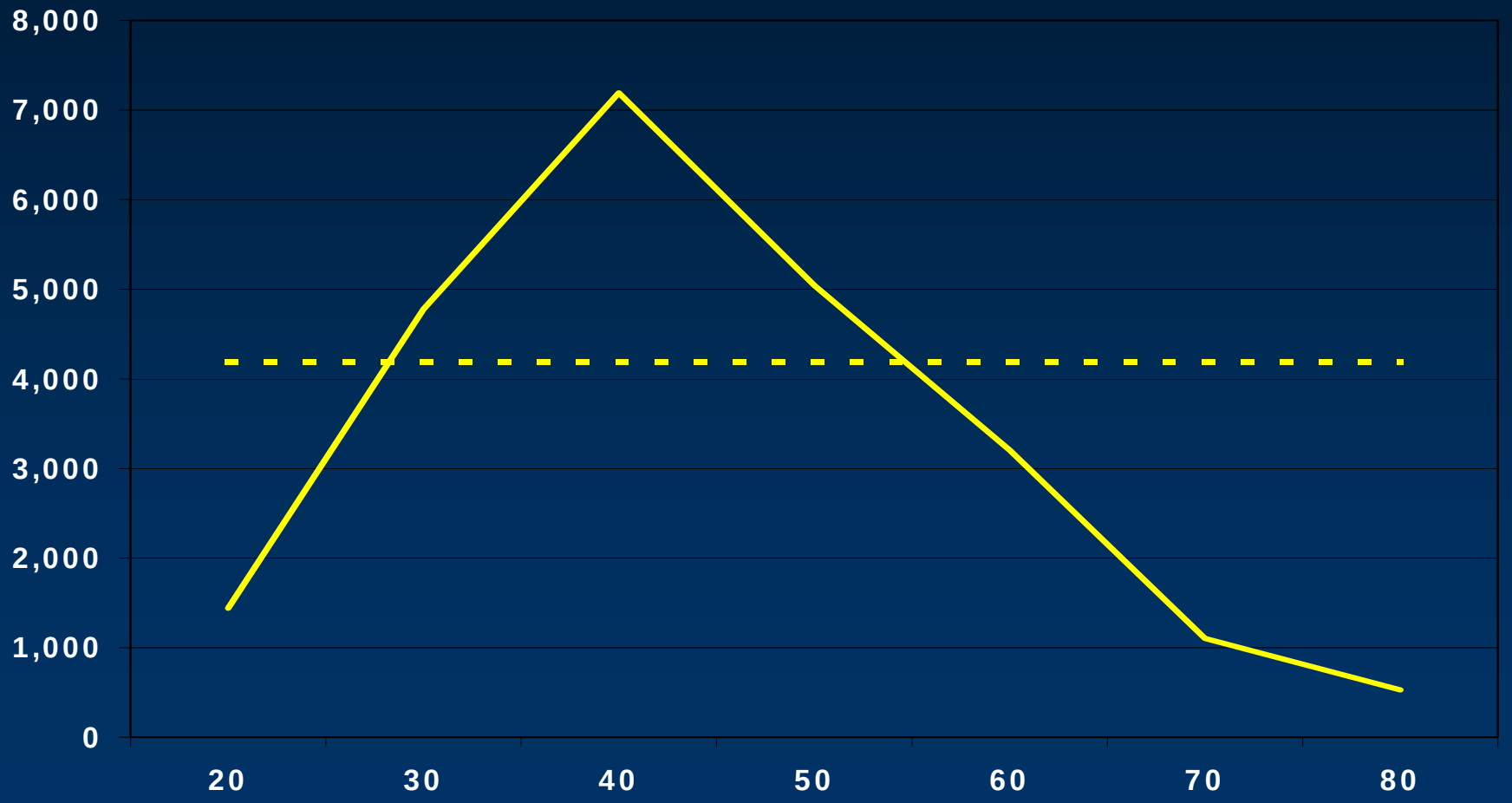


www.footwork.com

Source: Statistics Canada, SHS

Mortgage Payments

Canada, 2006 ($/year)

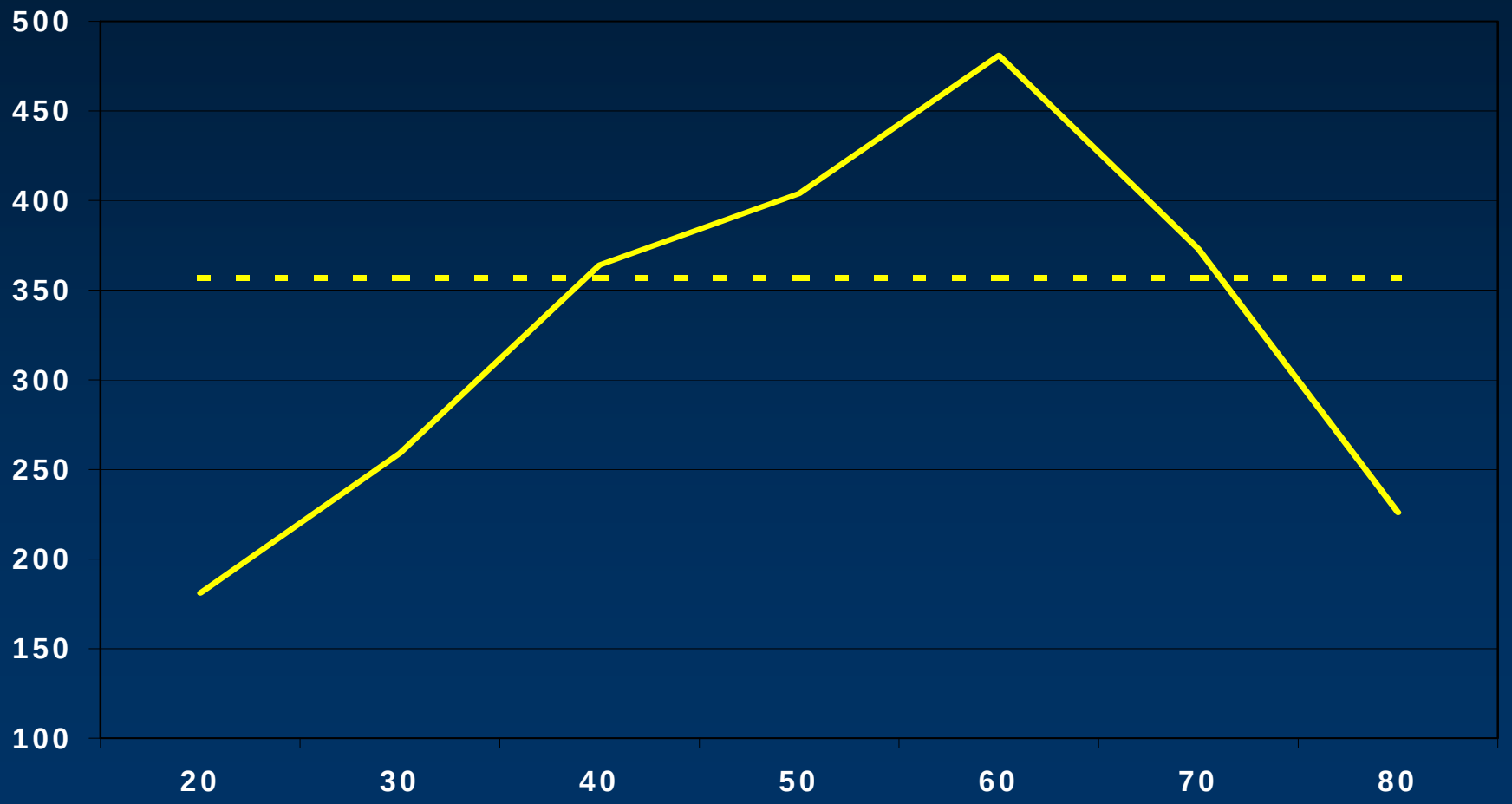


www.footwork.com

Source: Statistics Canada, SHS

Financial Services

Canada, 2006 ($/year)

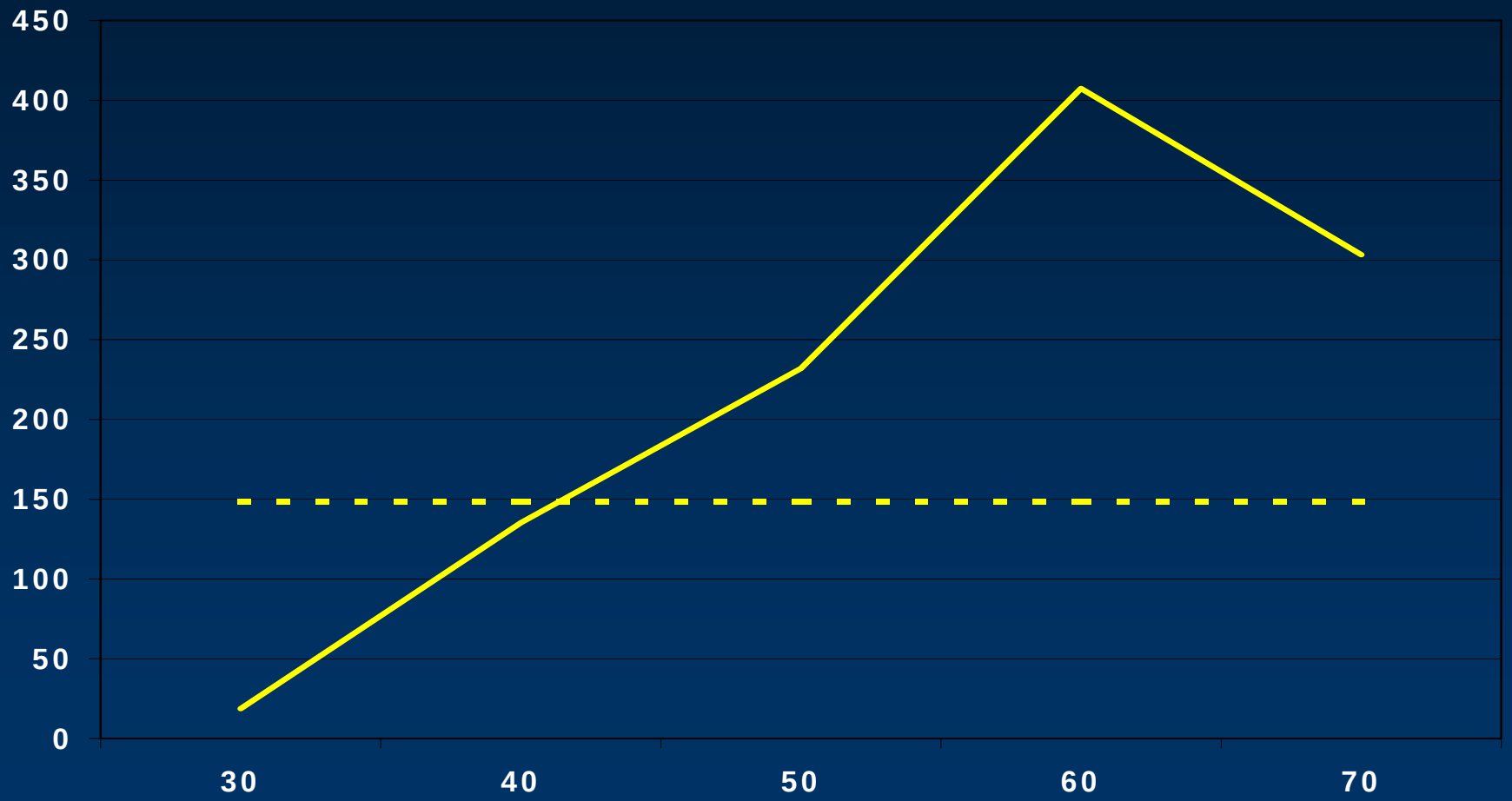


www.footwork.com

Source: Statistics Canada, SHS

Net Worth

Canada, 2005 ($ 1,000s)

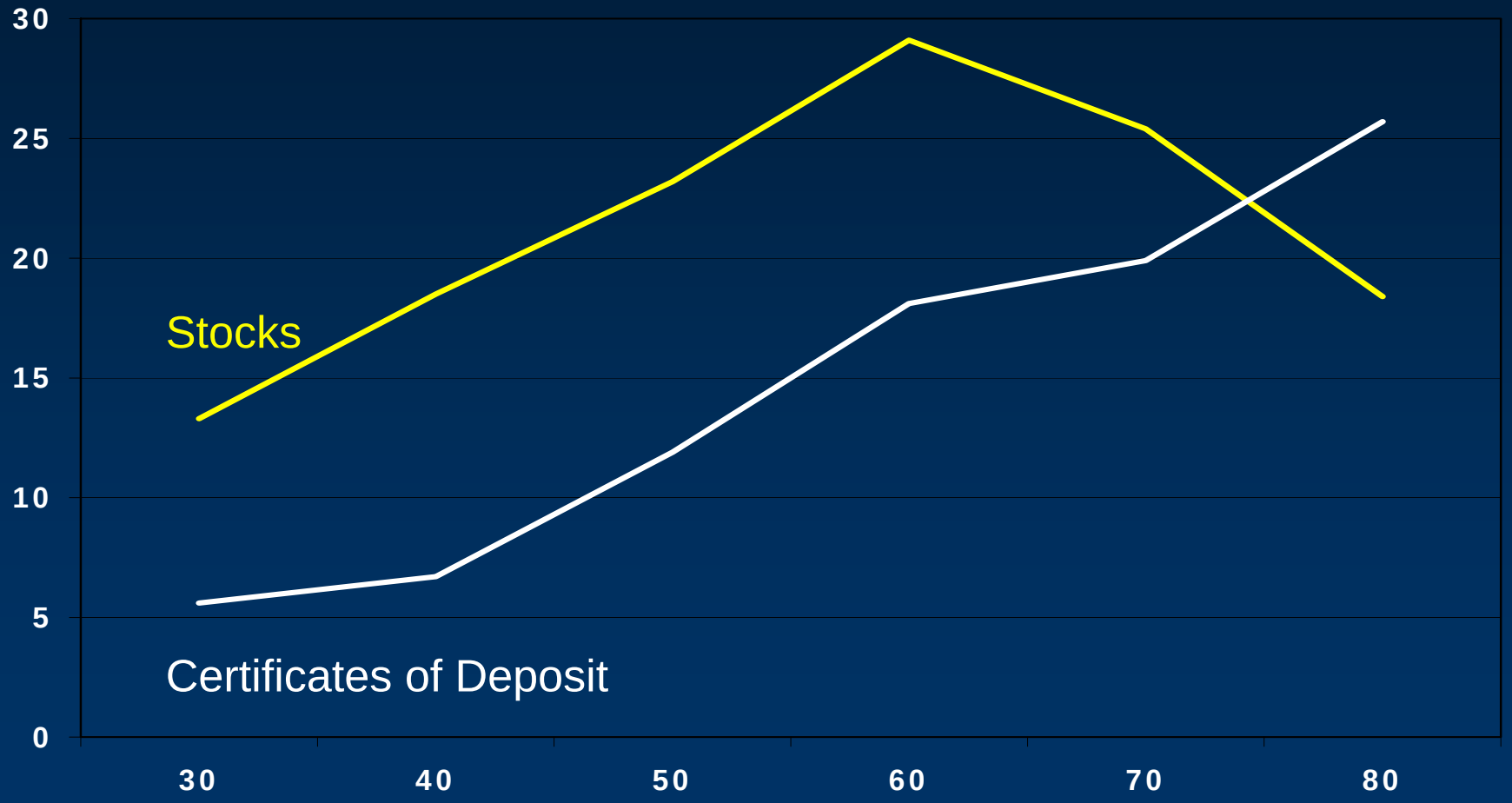


www.footwork.com

Source: Statistics Canada, SFS

Stocks & Certificates of Deposit

United States, 2004 (%)

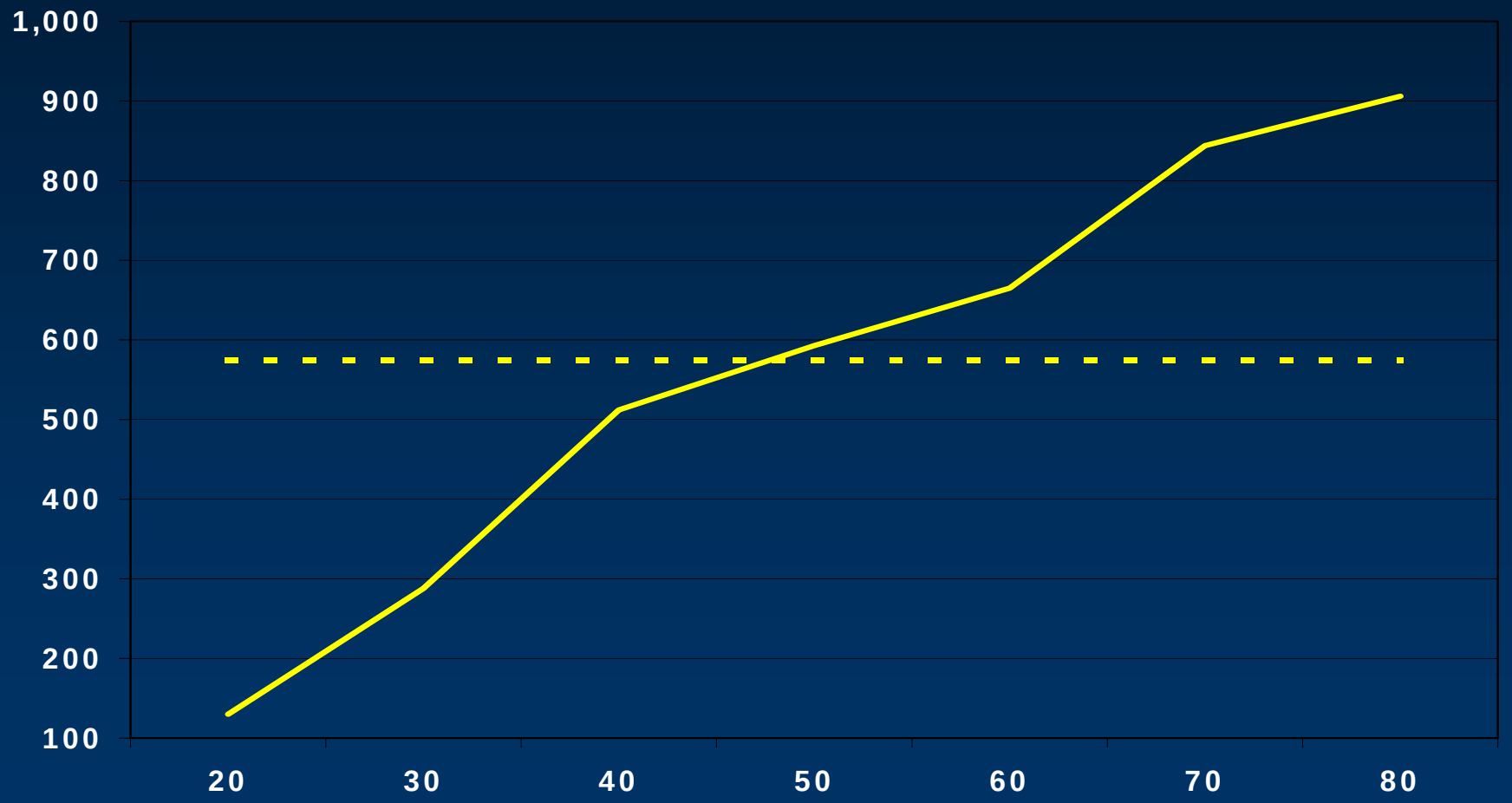


www.footwork.com

Source: Federal Reserve Board, SCF

Charitable Contributions

Canada, 2006 ($/year)

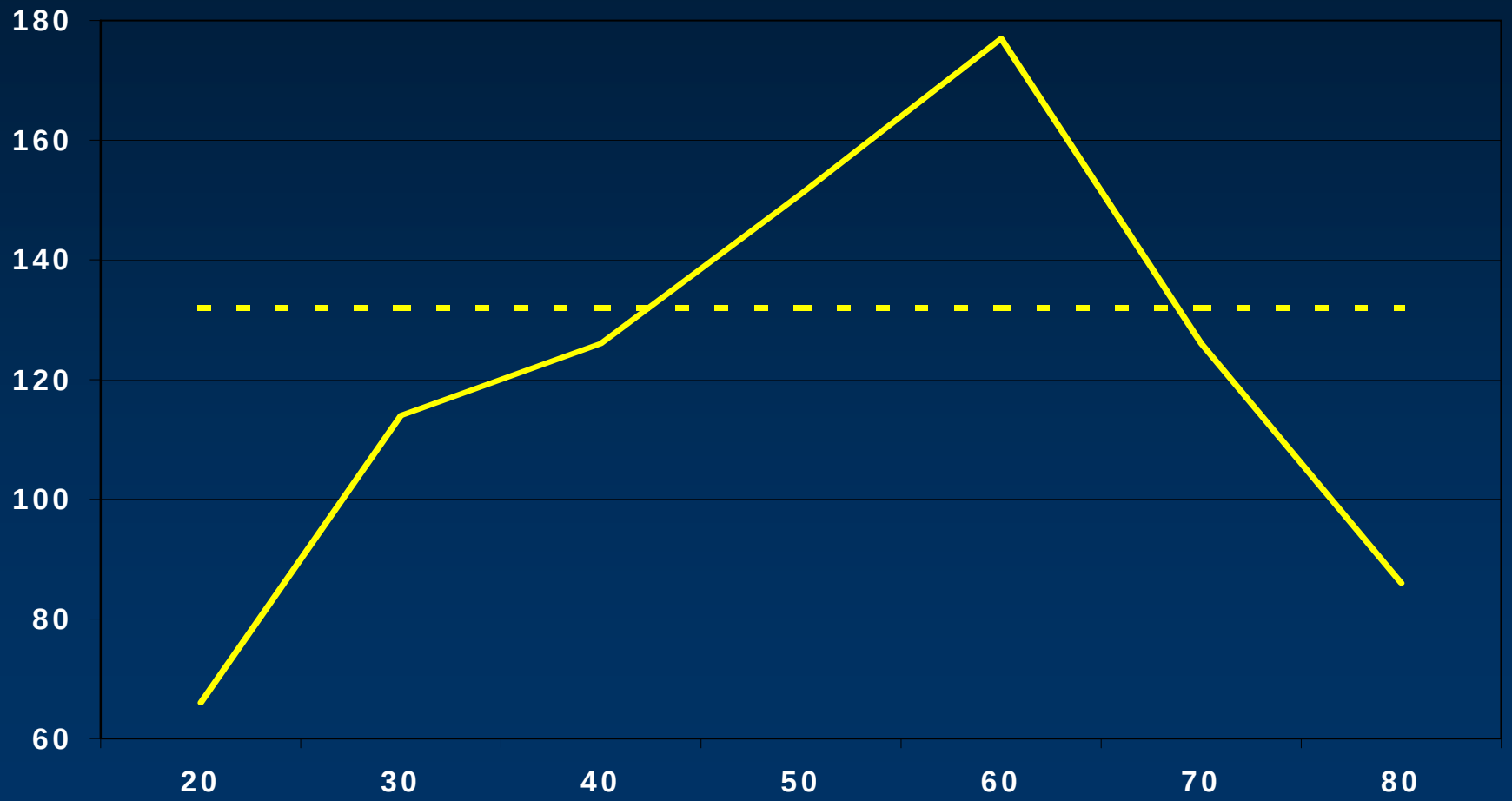


www.footwork.com

Source: Statistics Canada, SHS

Casinos, Slots & VLTs

Canada, 2006 ($/year)

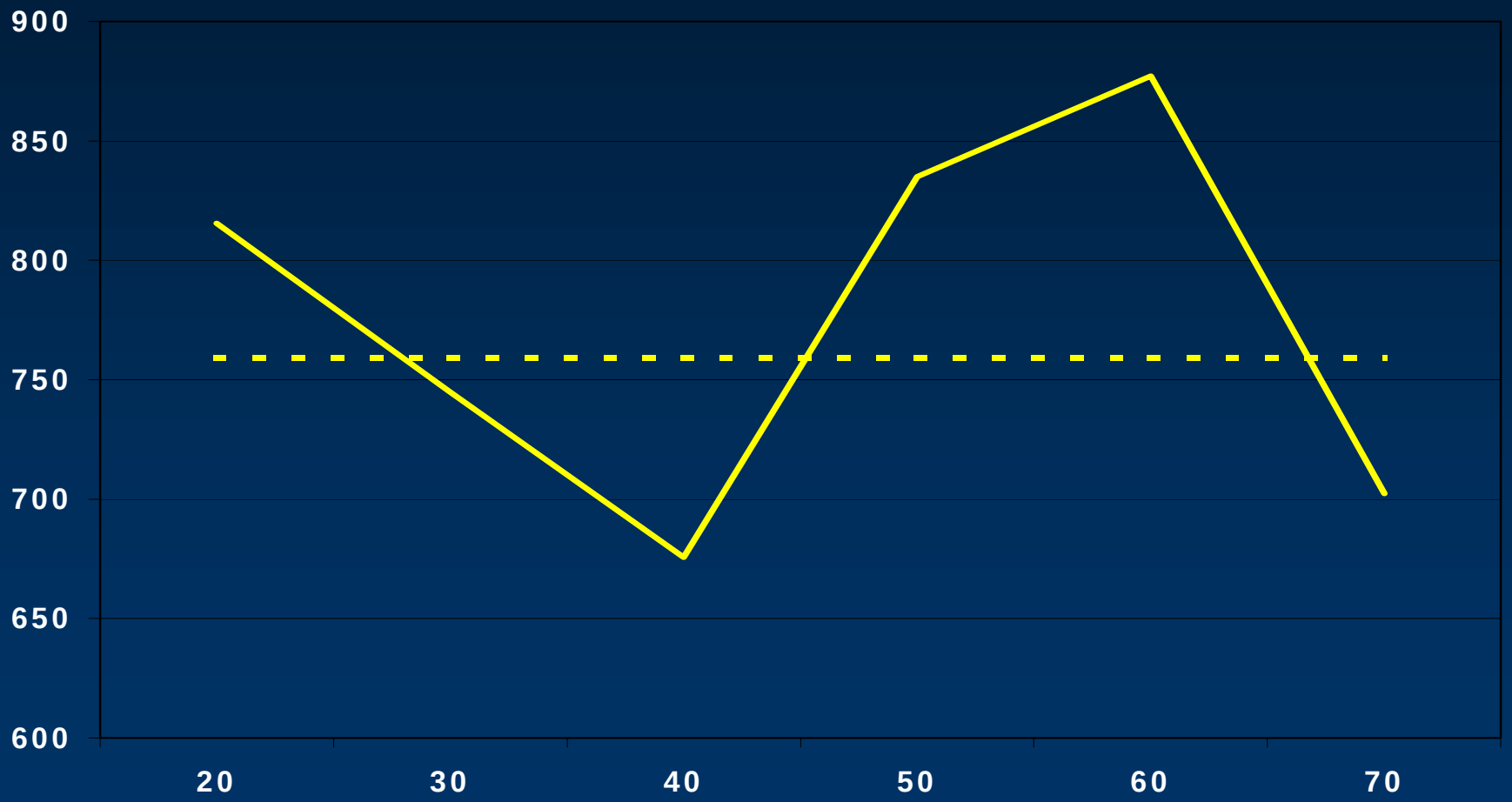


www.footwork.com

Source: Statistics Canada, SHS

Restaurant Food

Canada, 2001 ($/person/year)

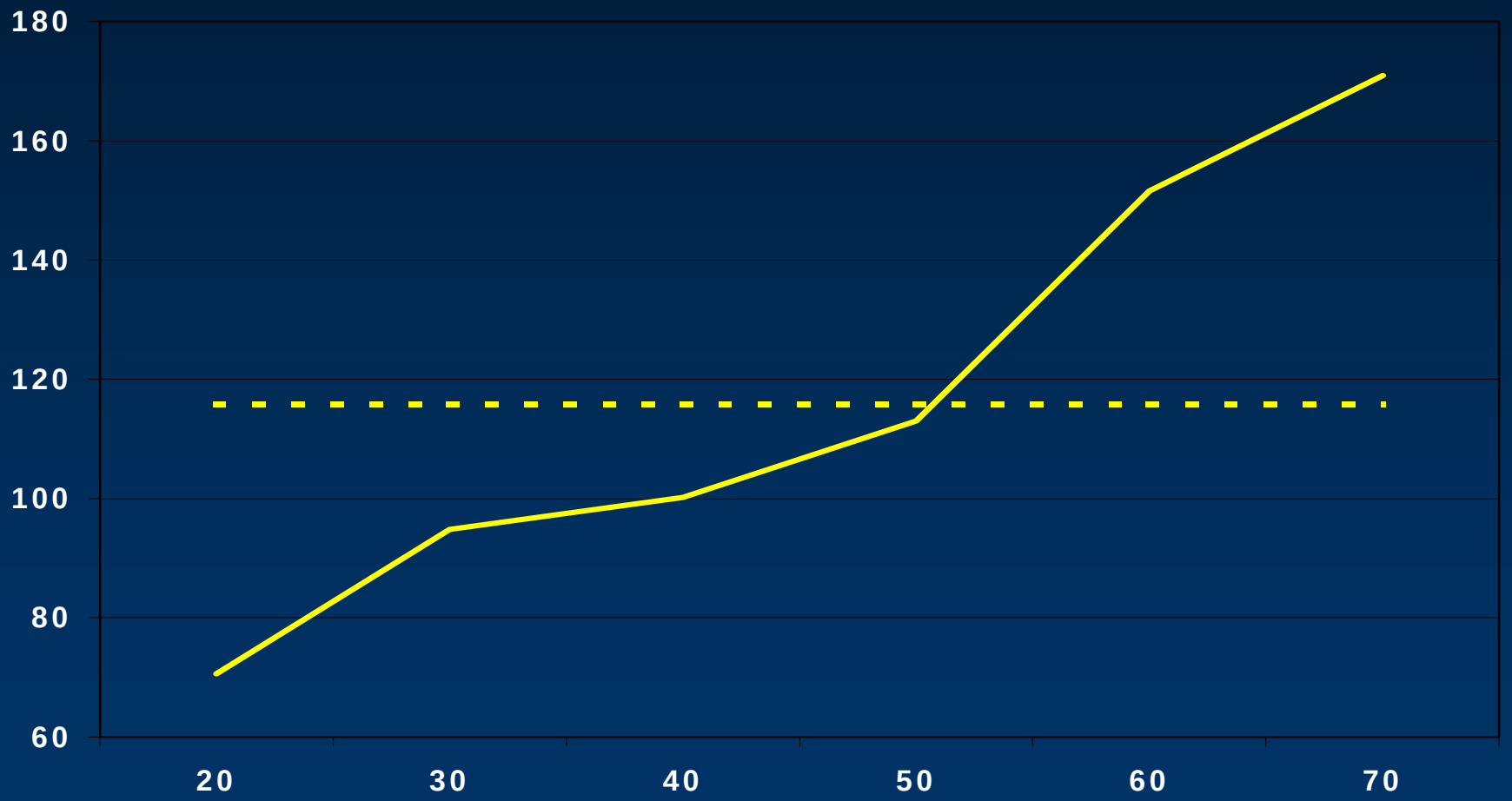


www.footwork.com

Source: Statistics Canada, FES

Fresh Fruit

Canada, 2001 ($/person/year)

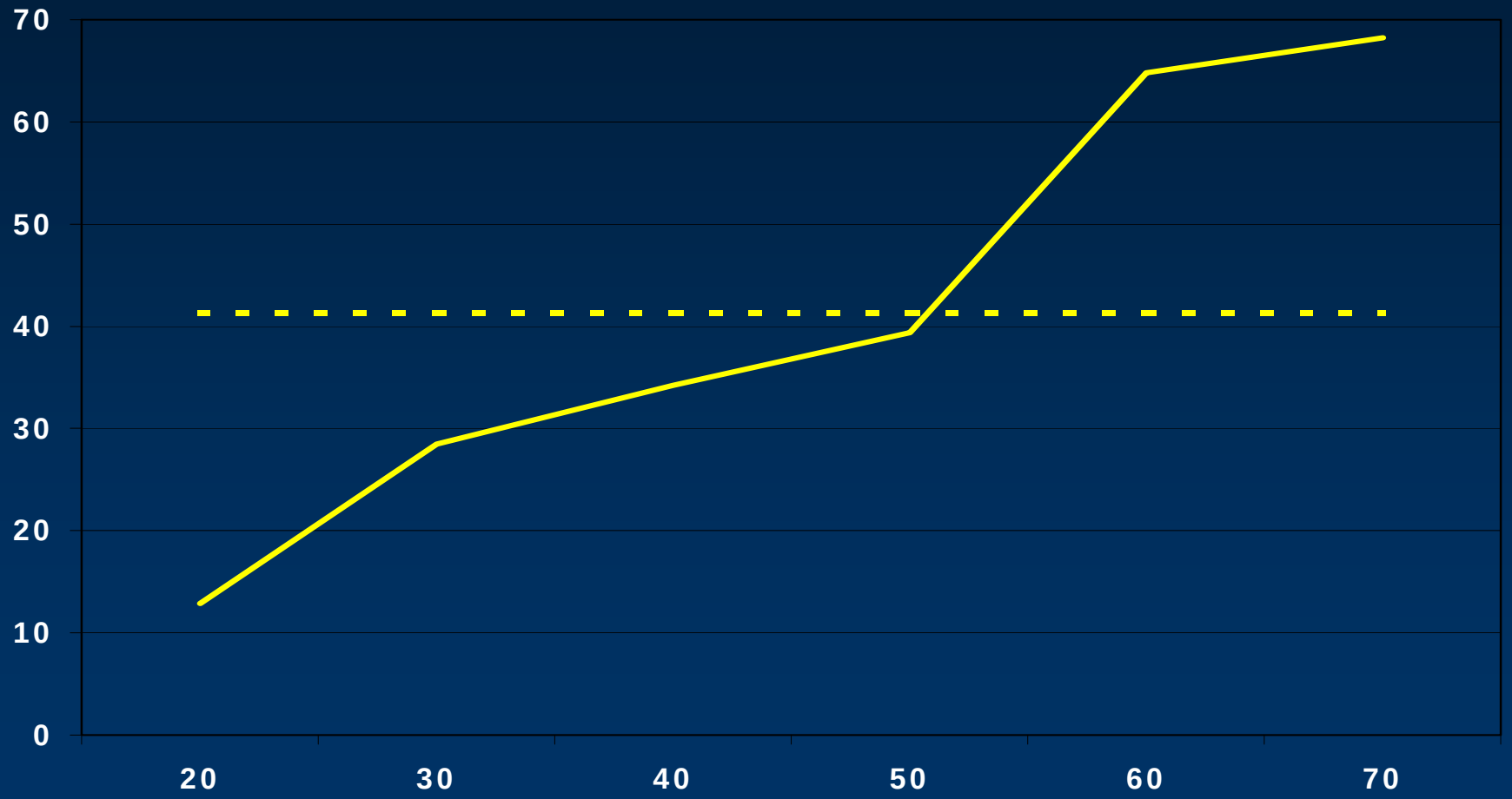


www.footwork.com

Source: Statistics Canada, FES

Fish

Canada, 2001 ($/person/year)

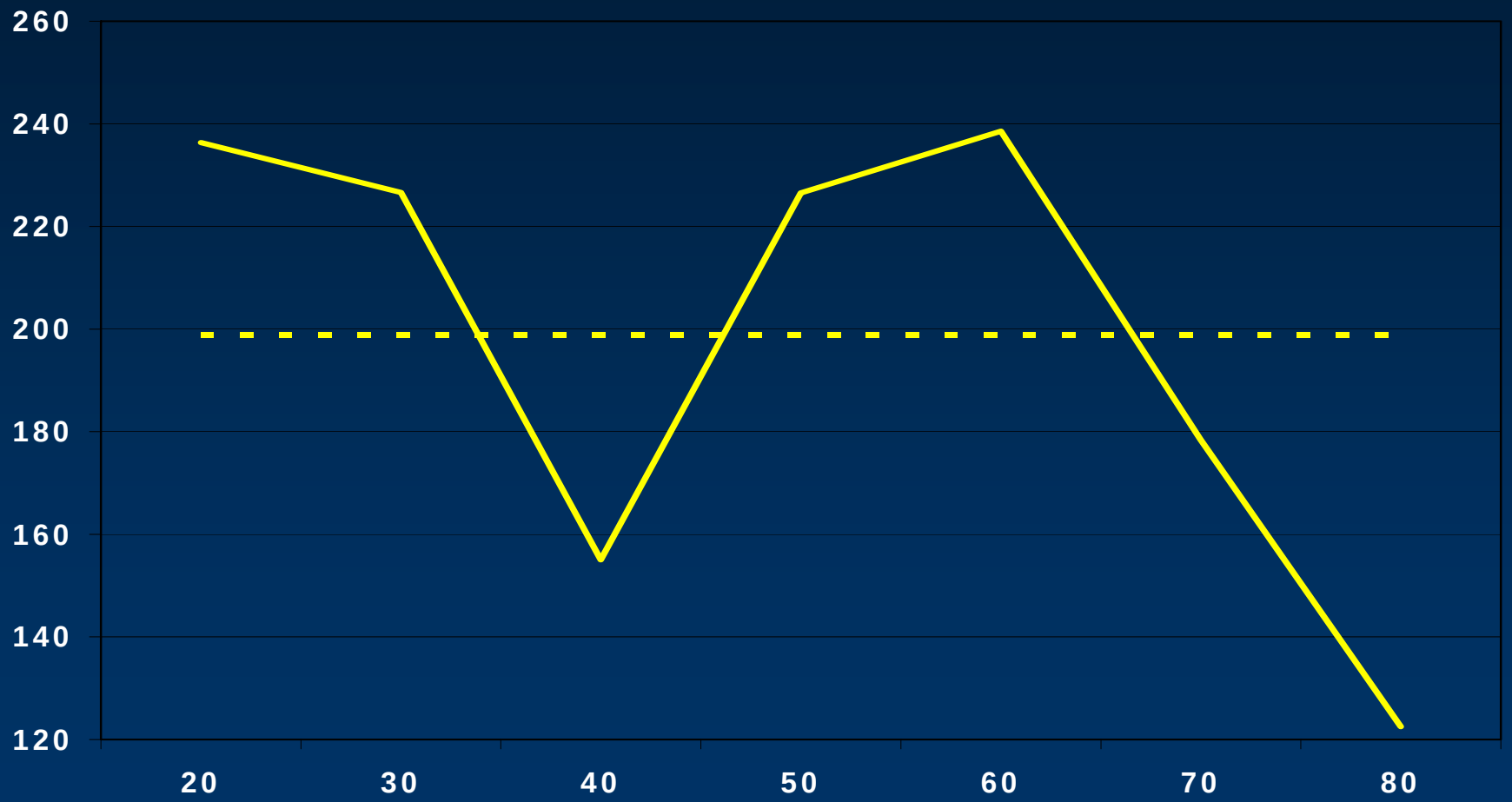


www.footwork.com

Source: Statistics Canada, FES

Alcoholic Beverages

USA, 2006 ($/person/year)

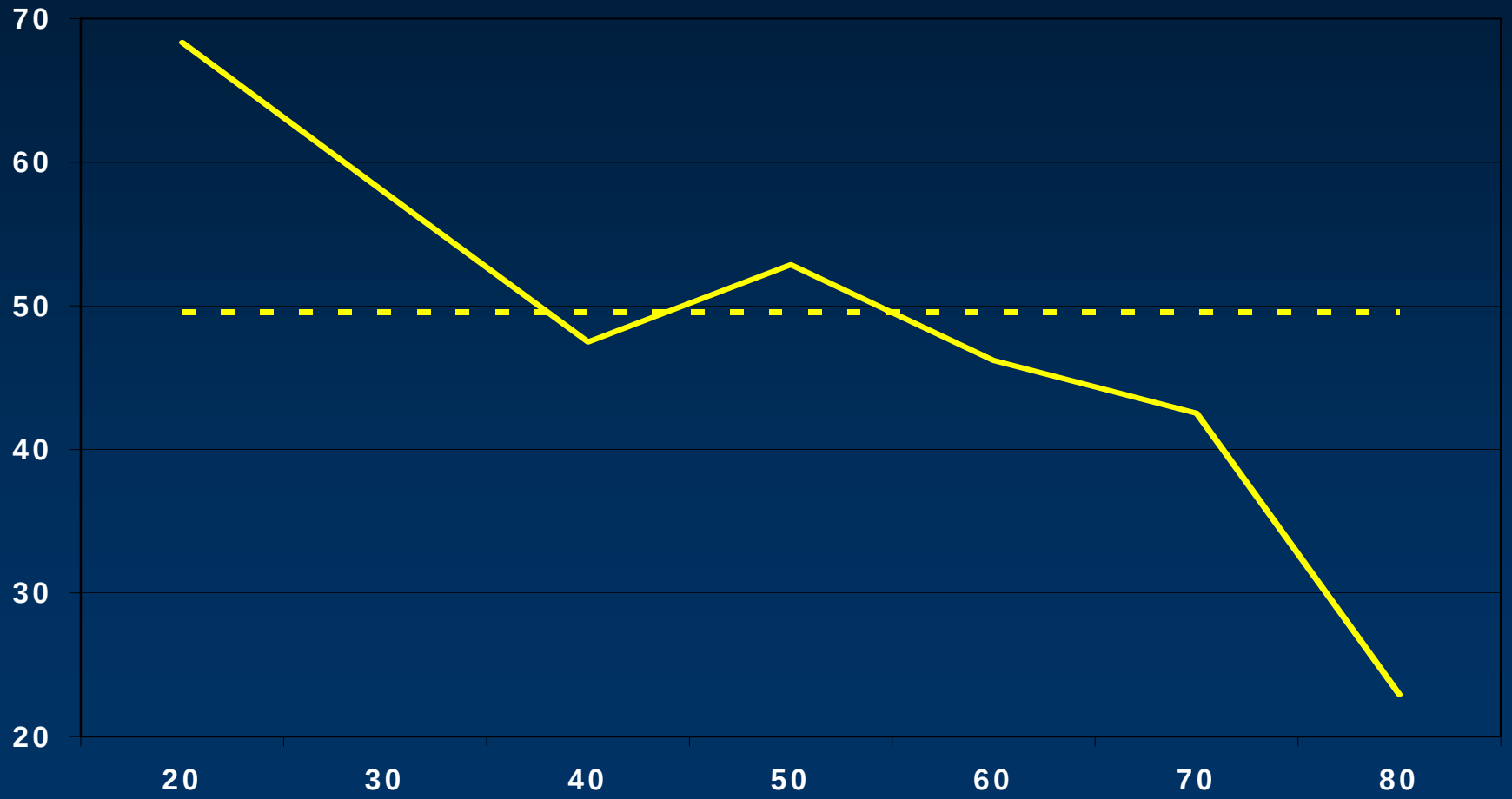


www.footwork.com

Source: Bureau of Labor Statistics, CEX

Beer

USA, 2006 ($/person/year)

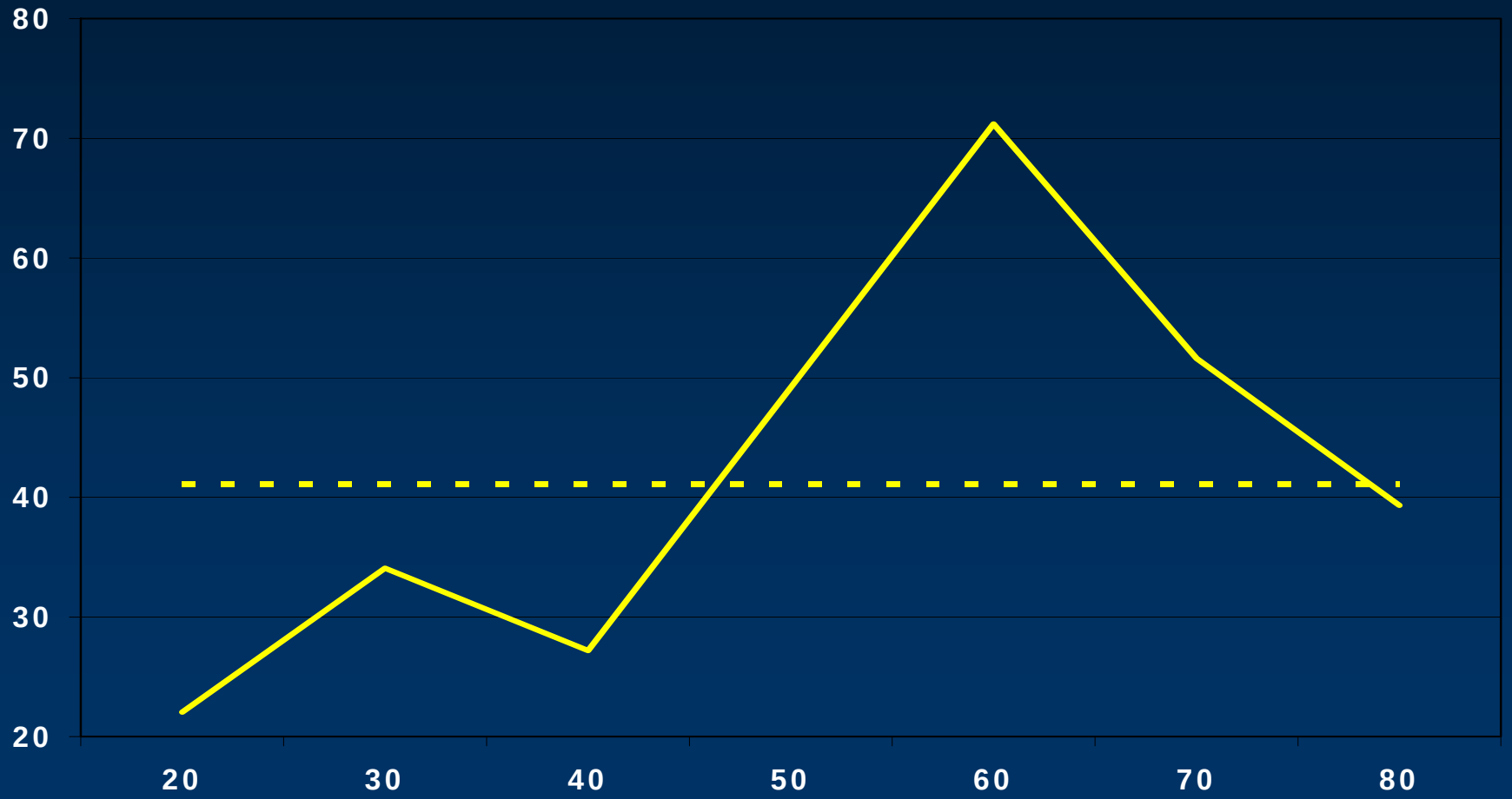


www.footwork.com

Source: Bureau of Labor Statistics, CEX

Wine

USA, 2006 ($/person/year)

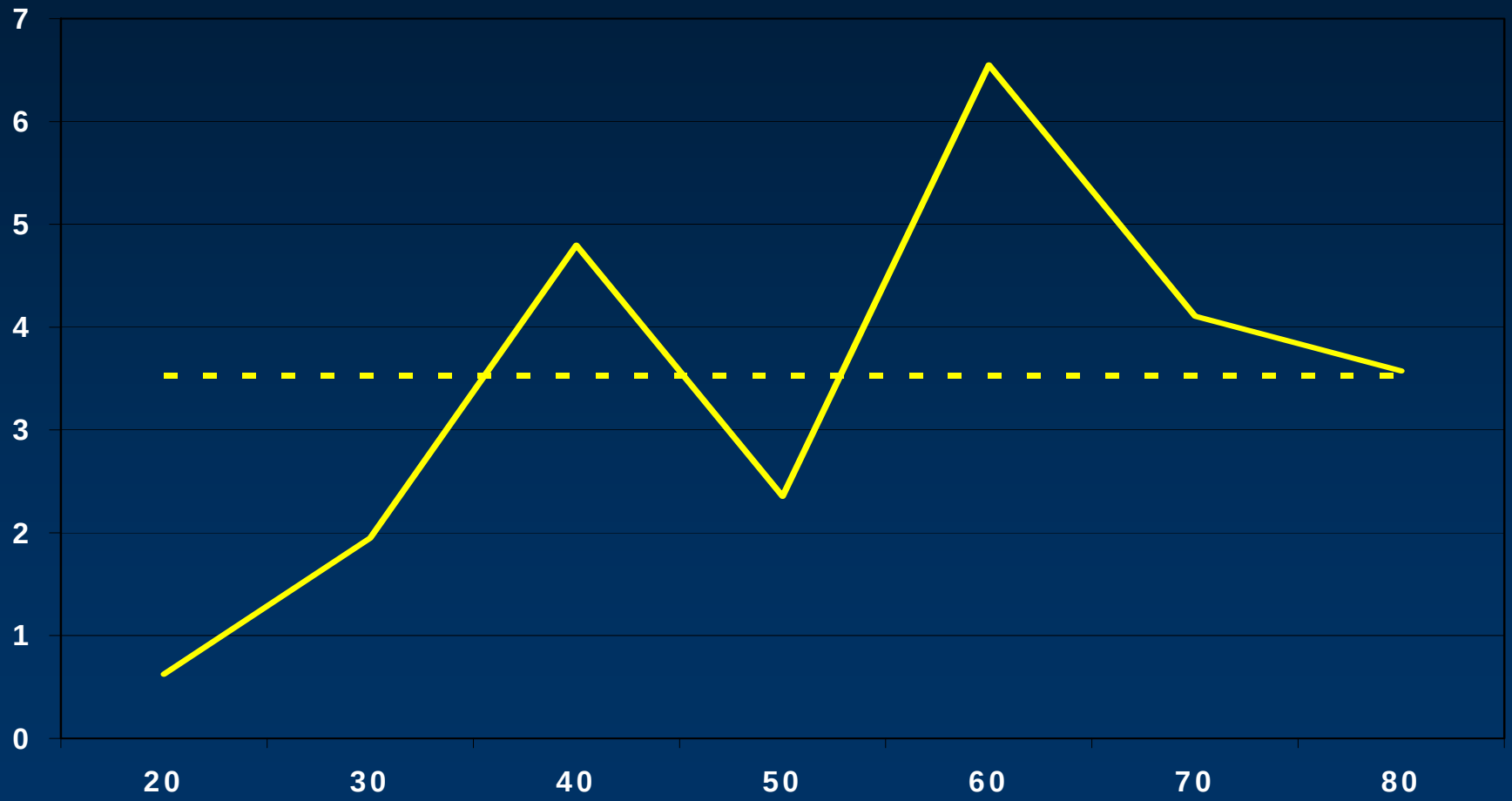


www.footwork.com

Source: Bureau of Labor Statistics, CEX

Whiskey

USA, 2006 ($/person/year)

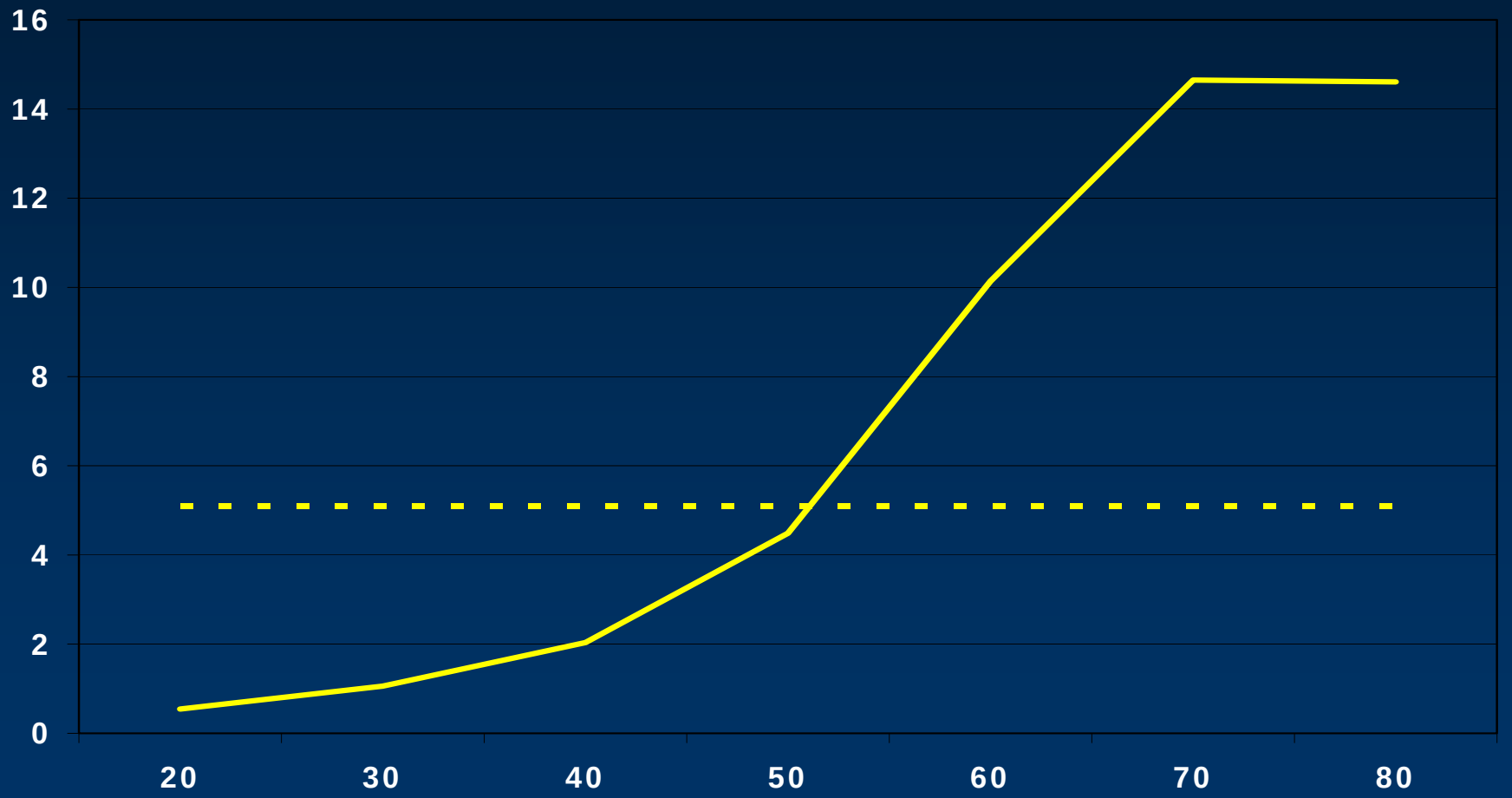


www.footwork.com

Source: Bureau of Labor Statistics, CEX

Diabète

Canada, 2005 (%)

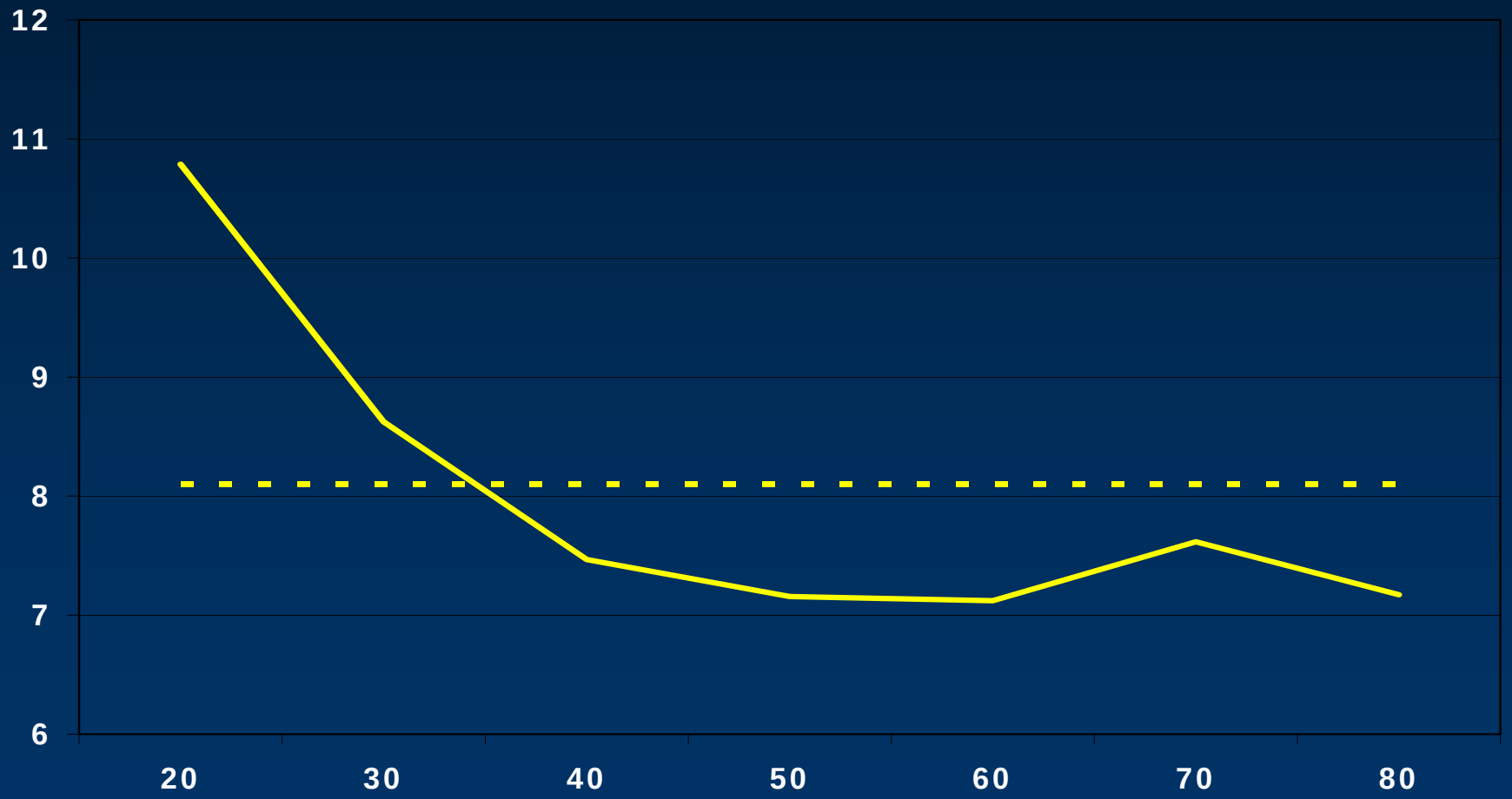


www.footwork.com

Source: Statistique Canada, ESCC

Asthma

Canada, 2005 (%)

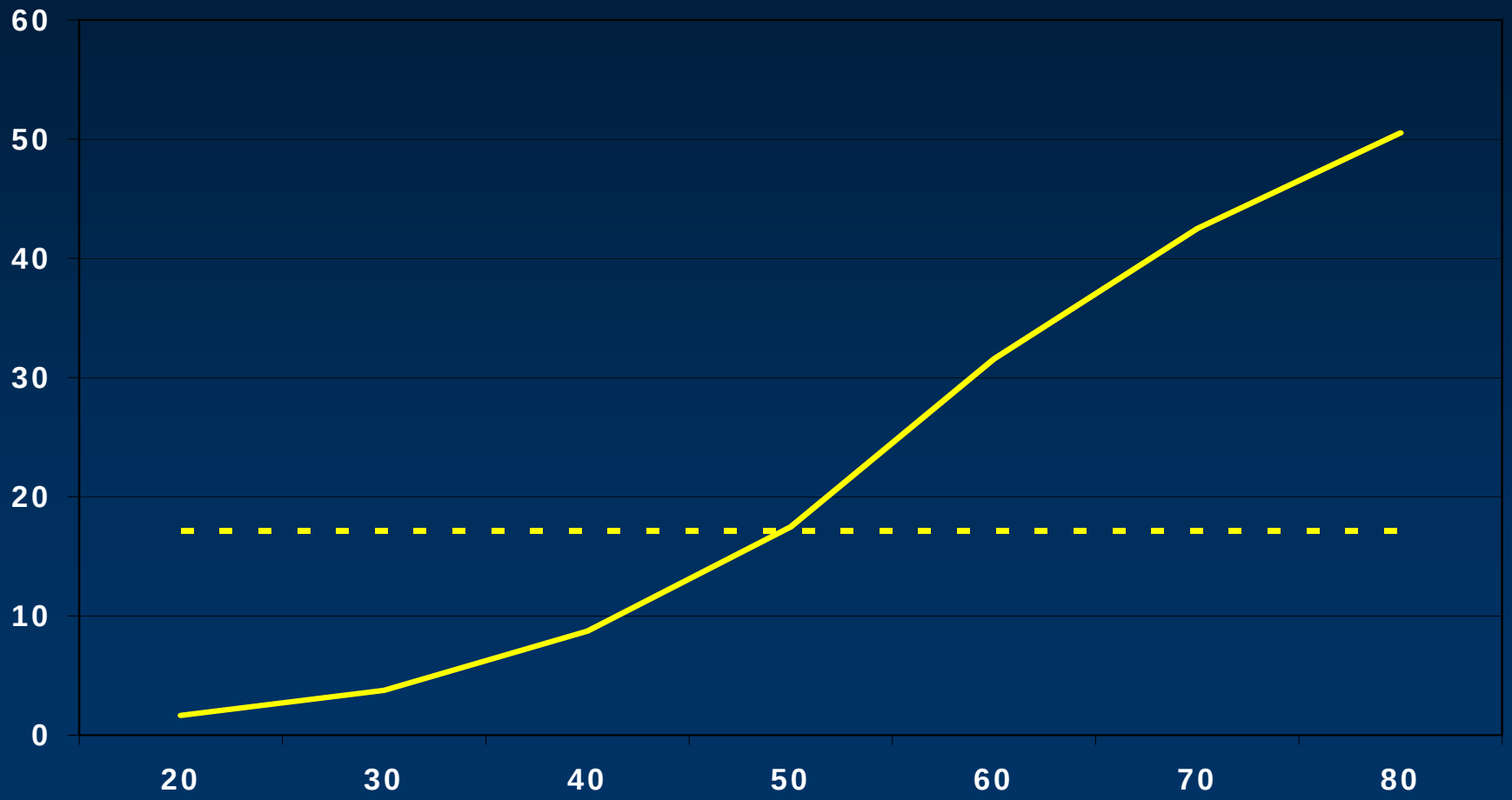


www.footwork.com

Source: Statistics Canada, CCHS

Arthritis or Rheumatism

Canada, 2005 (%)

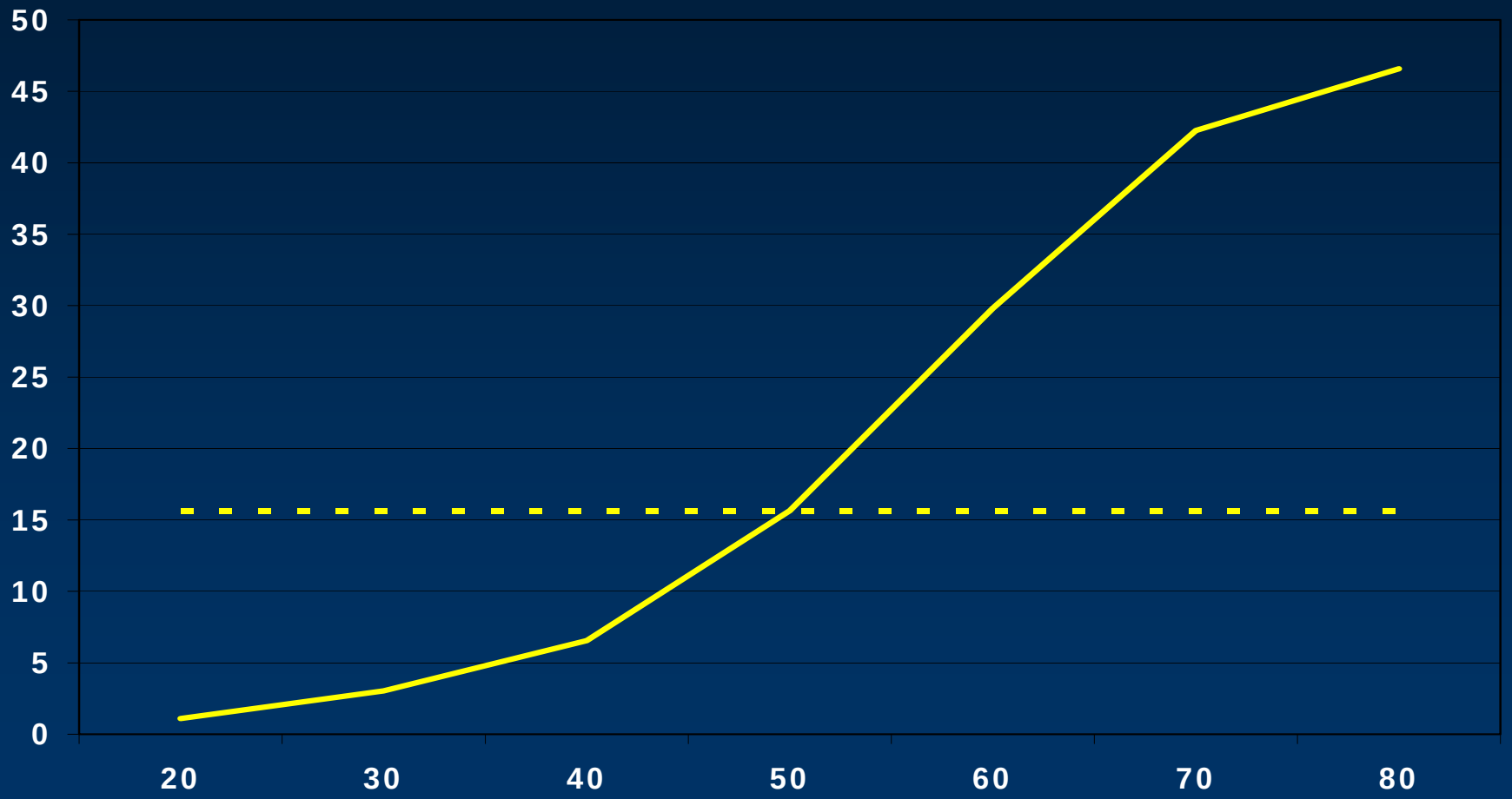


www.footwork.com

Source: Statistics Canada, CCHS

High Blood Pressure

Canada, 2005 (%)

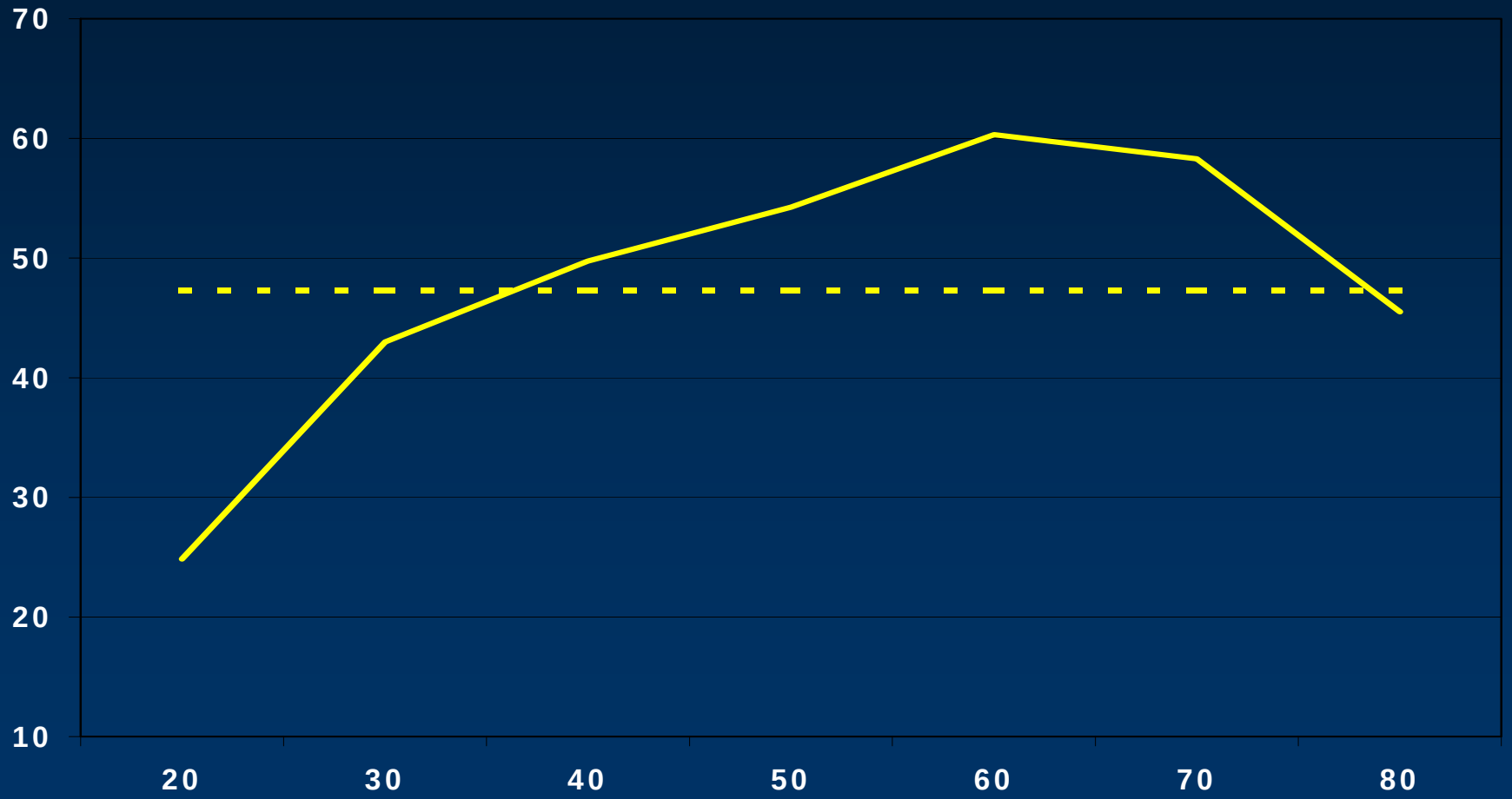


www.footwork.com

Source: Statistics Canada, CCHS

Overweight or Obese

Canada, 2005 (%)

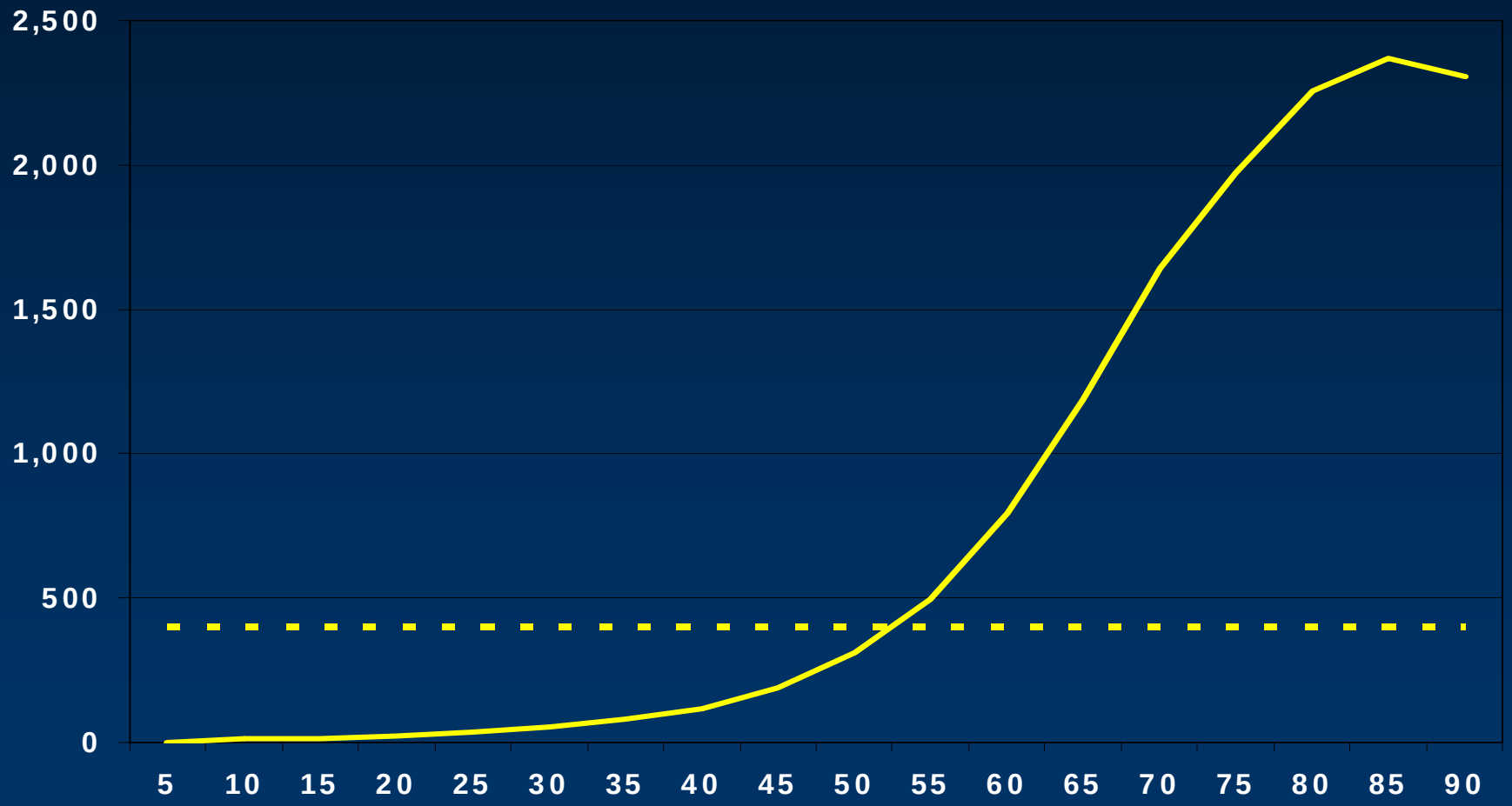


www.footwork.com

Source: Statistics Canada, CCHS

Cancer Rate

Canada, 2005 (per 100,000)

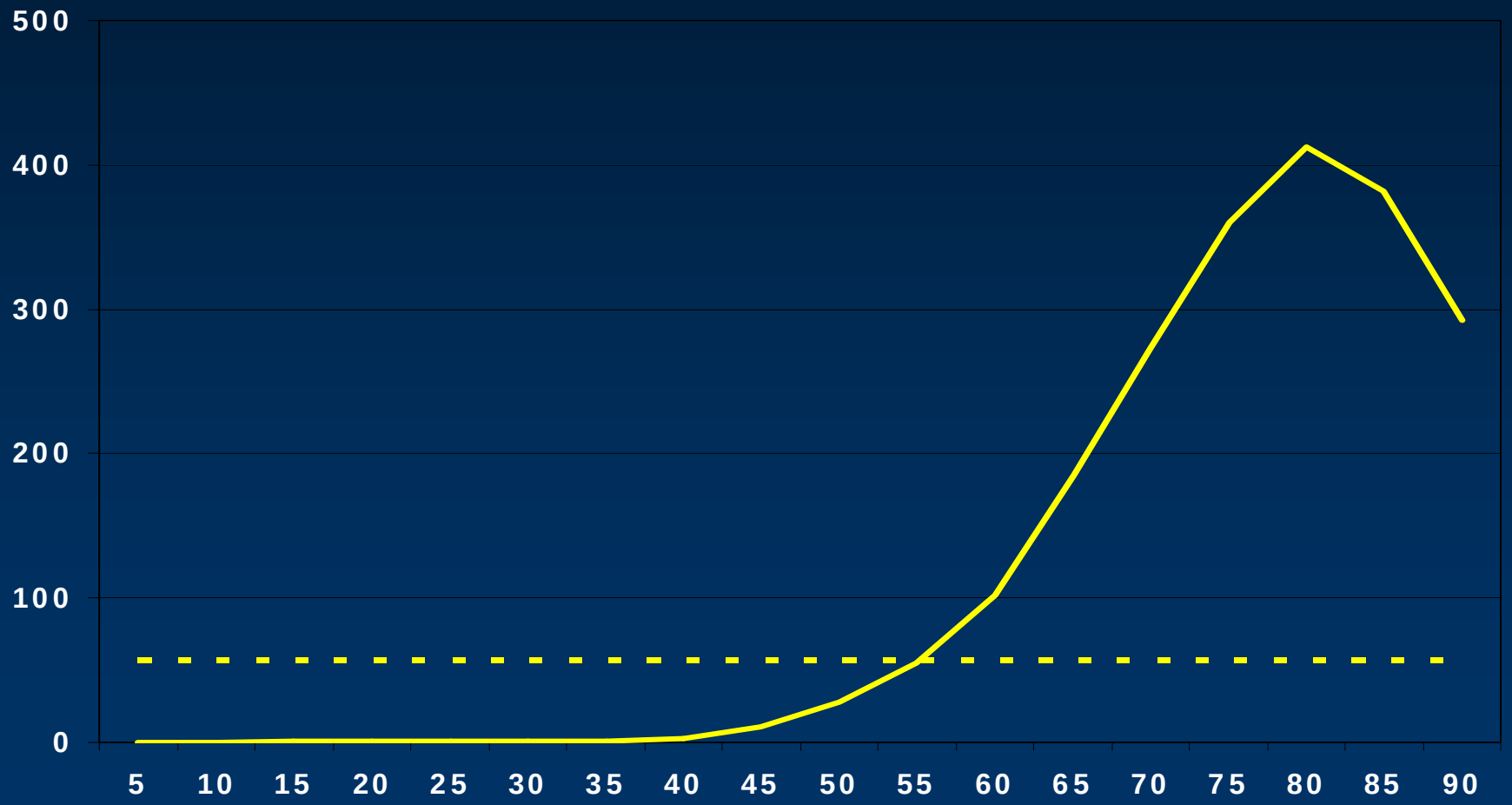


www.footwork.com

Source: Health Canada, CCDPC

Lung & Bronchus Cancer

Canada, 2005 (per 100,000)

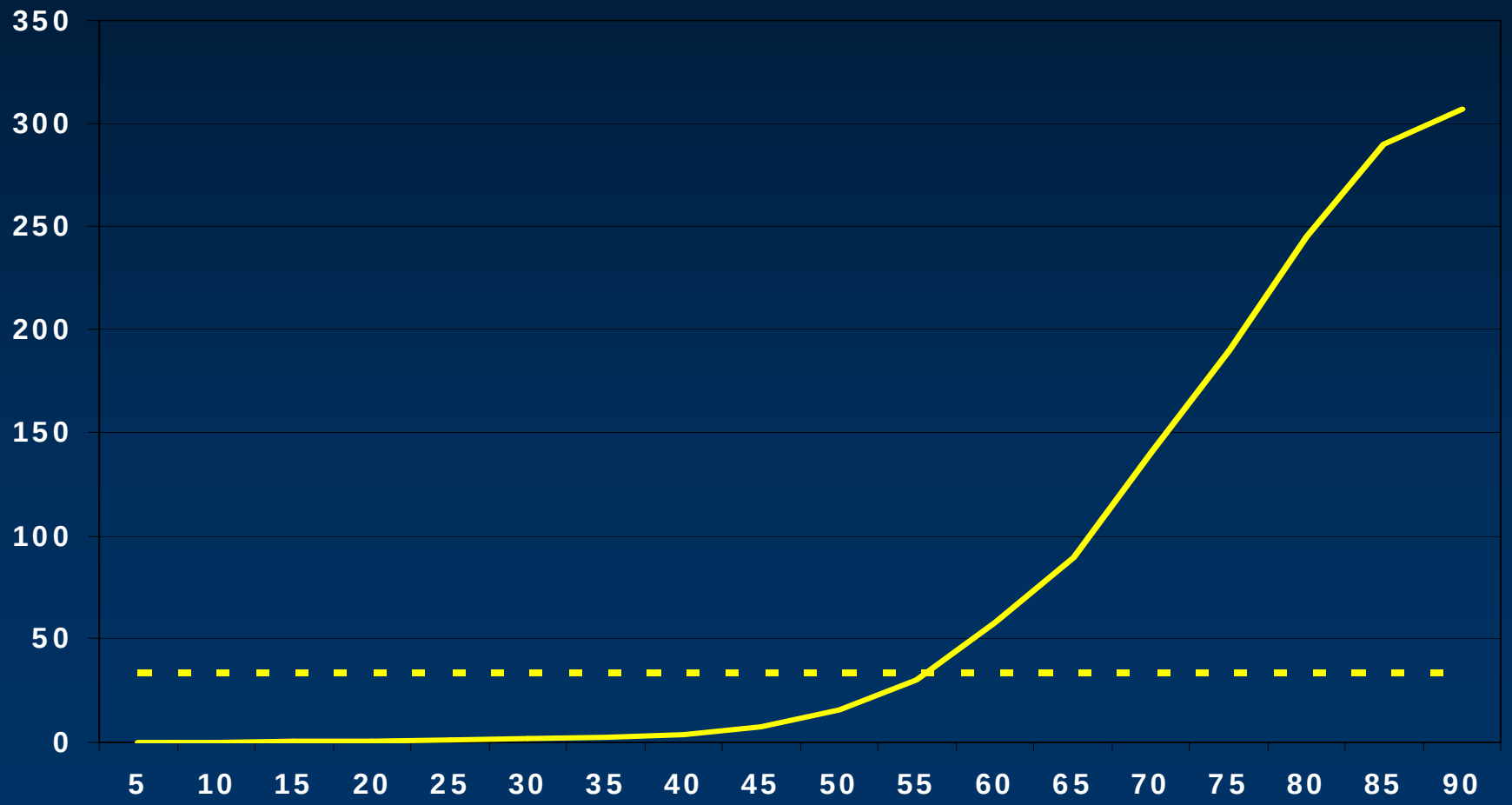


www.footwork.com

Source: Health Canada, CCDPC

Colon Cancer

Canada, 2005 (per 100,000)

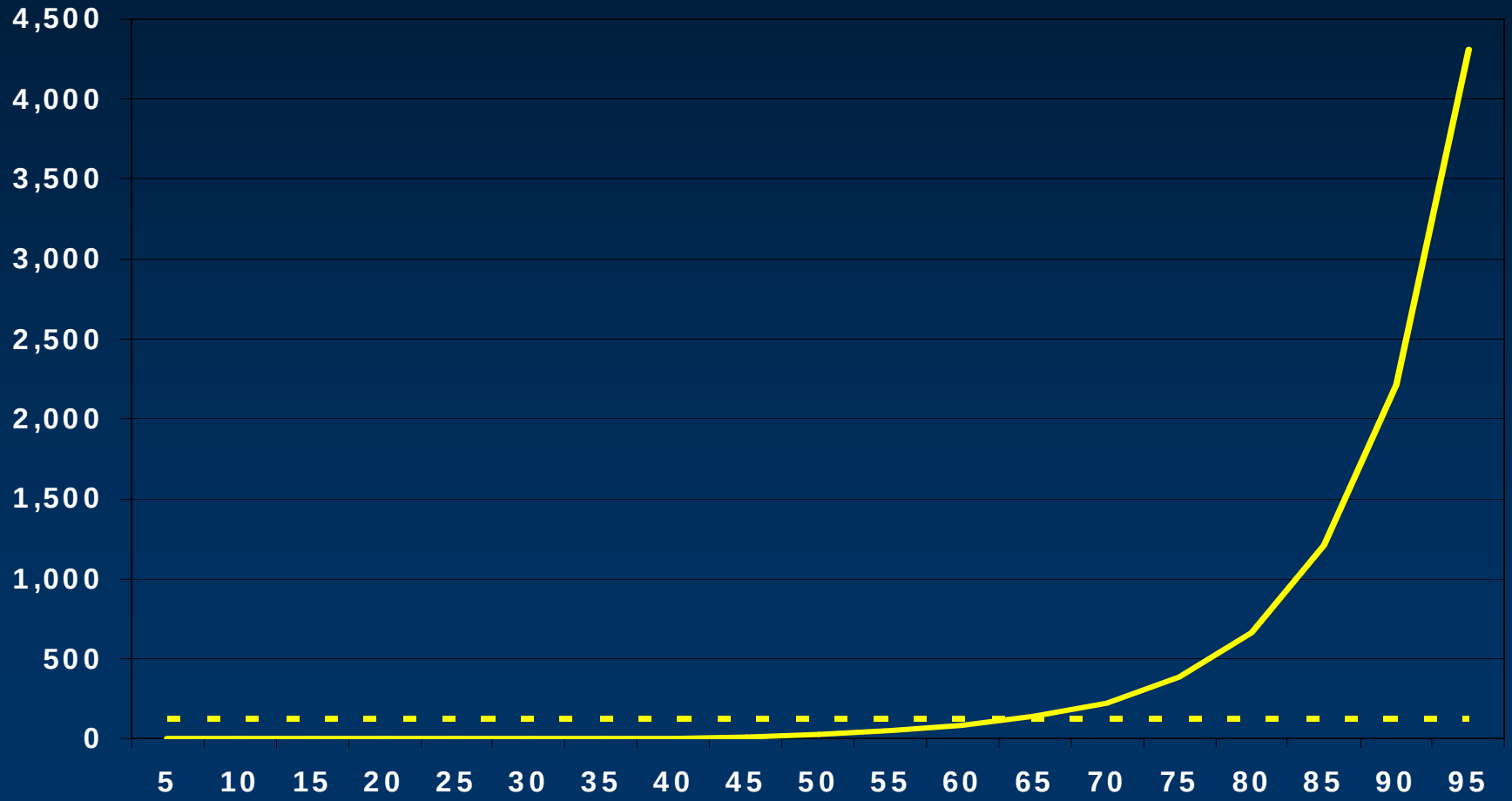


www.footwork.com

Source: Health Canada, CCDPC

Ischaemic Heart Diseases

Canada, Deaths, 2004 (per 100,000)

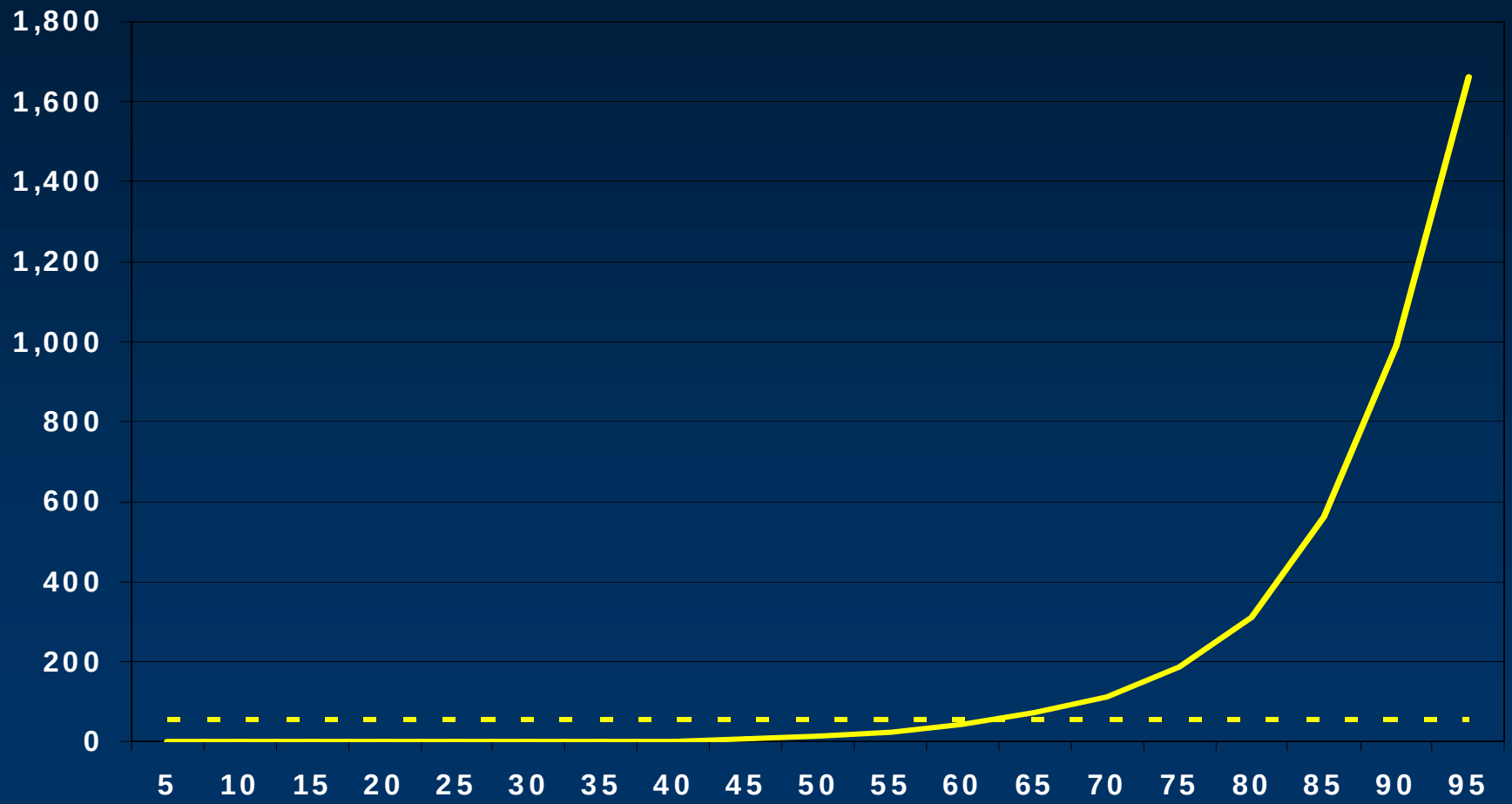


www.footwork.com

Source: Statistics Canada, CVSS

Acute Myocardial Infarction

Canada, Deaths, 2004 (per 100,000)



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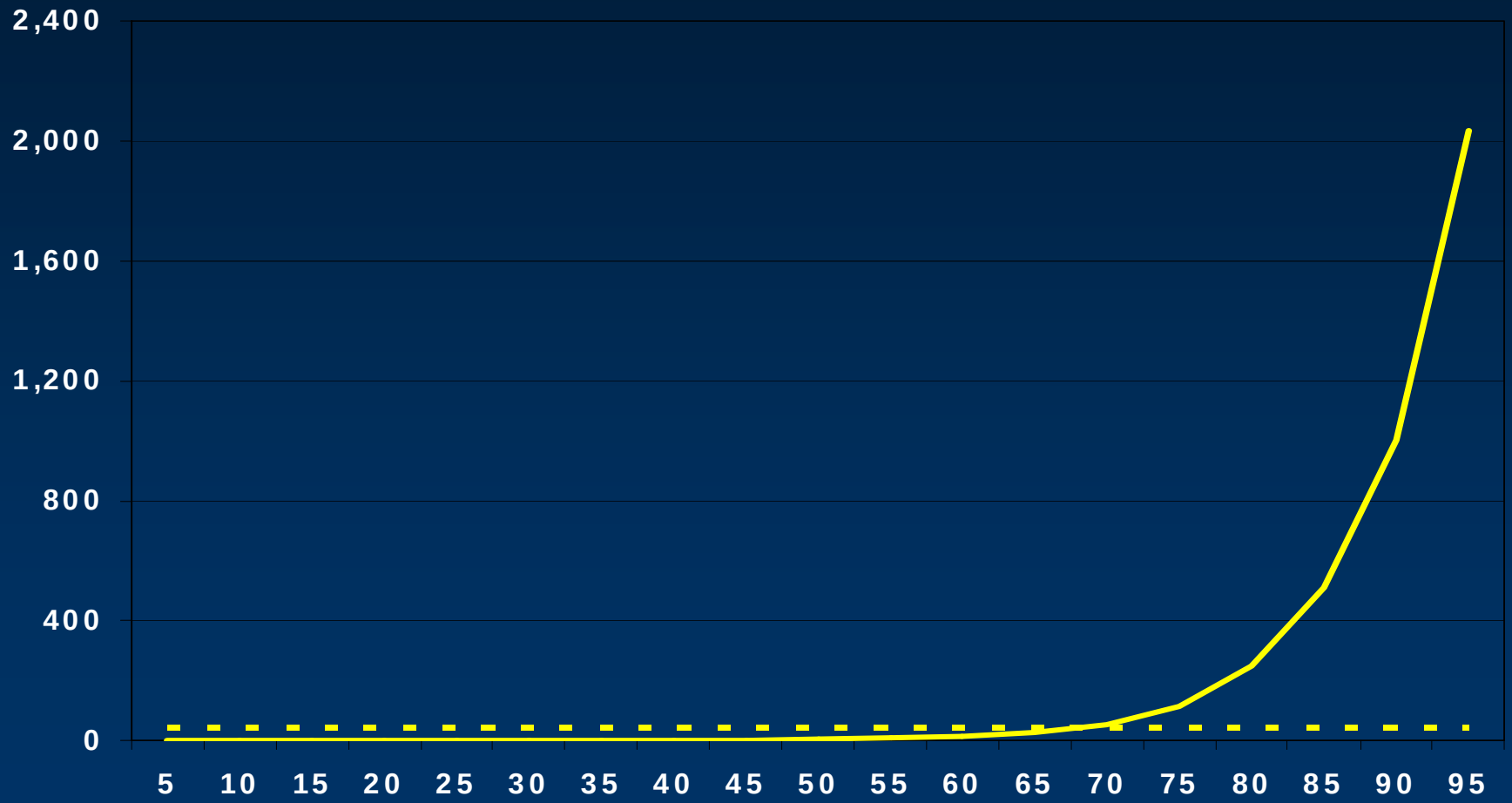
Source: Statistics Canada, CVSS

Cerebrovascular Diseases

Canada, Deaths, 2004 (per 100,000)



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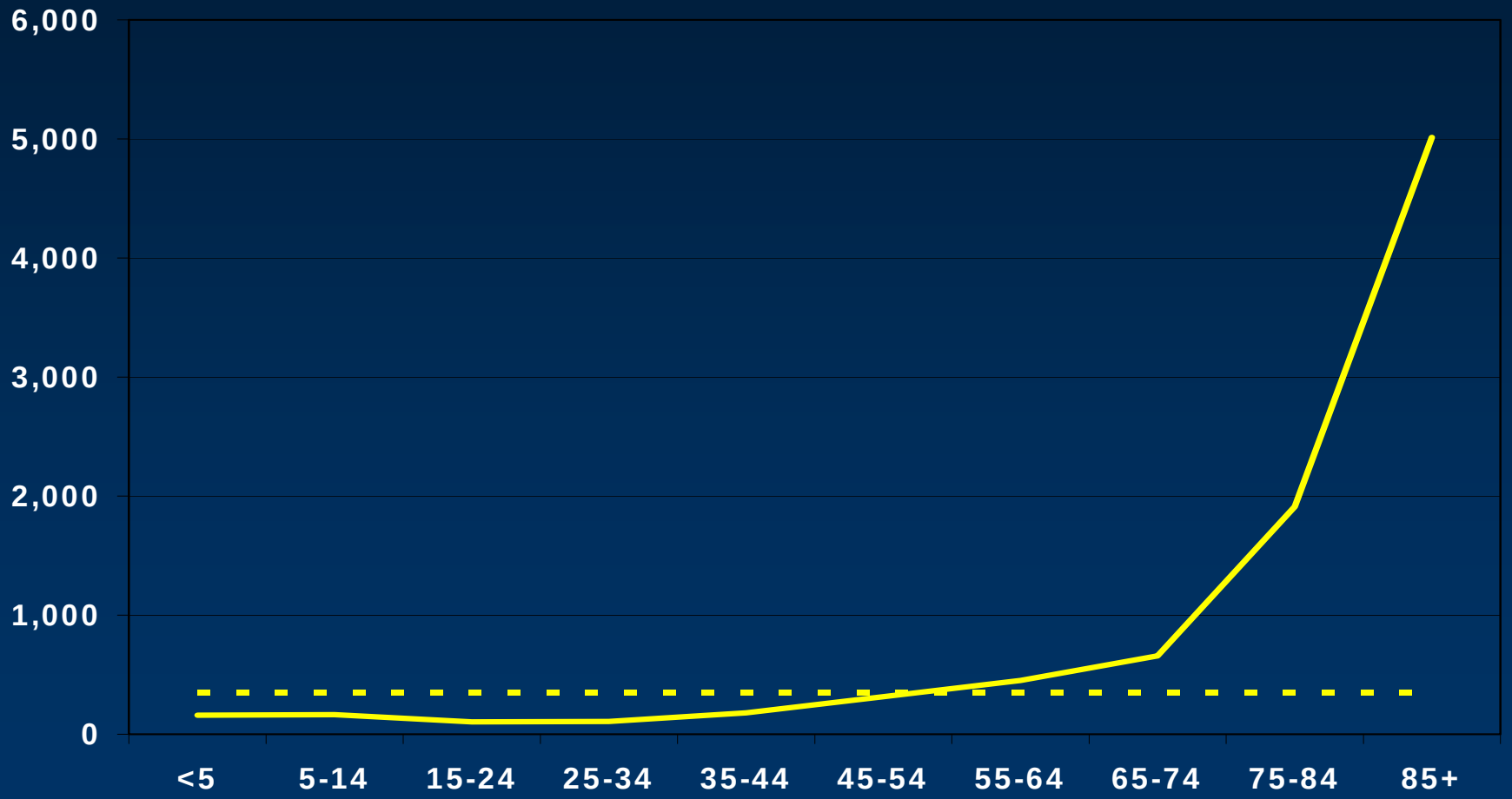
Source: Statistics Canada, CVSS

Unintentional Falls

Canada, 2004 (Rate per 100,000)

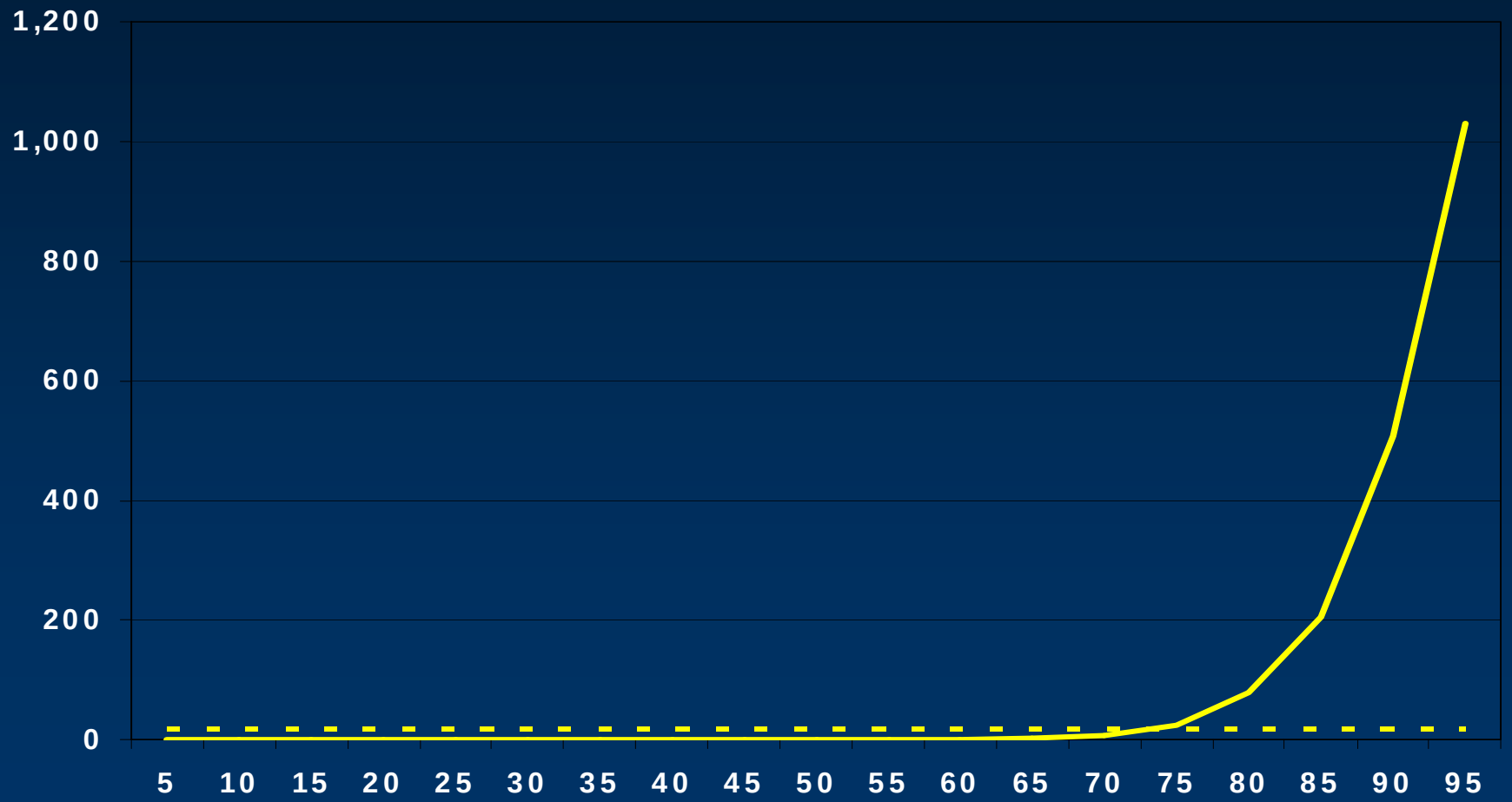


www.footwork.com

Source: Health Canada, CCDPC

Alzheimer's Disease

Canada, Deaths, 2004 (per 100,000)

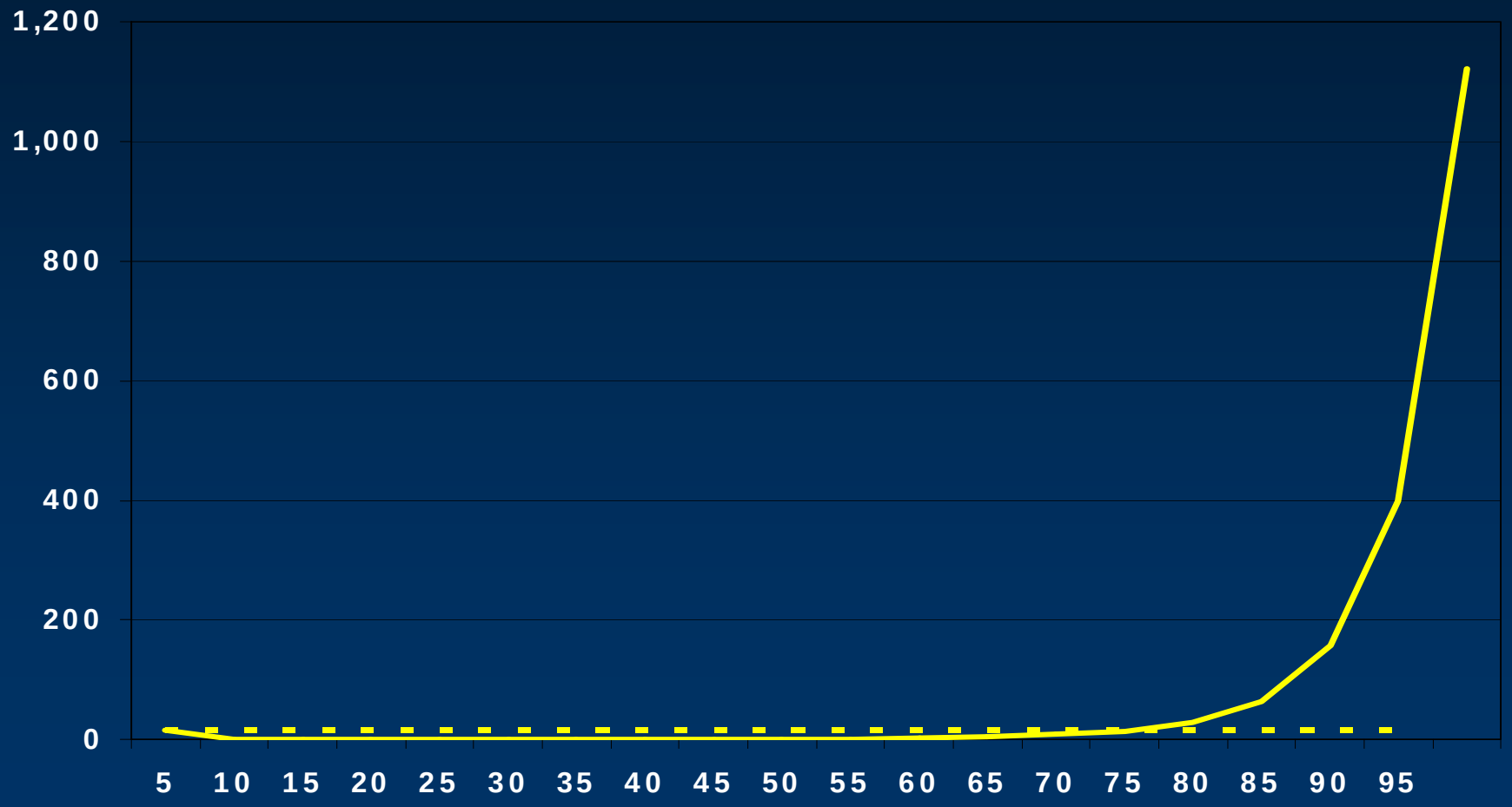


www.footwork.com

Source: Statistics Canada, CVSS

Pneumonia

Canada, Deaths, 2004 (per 100,000)

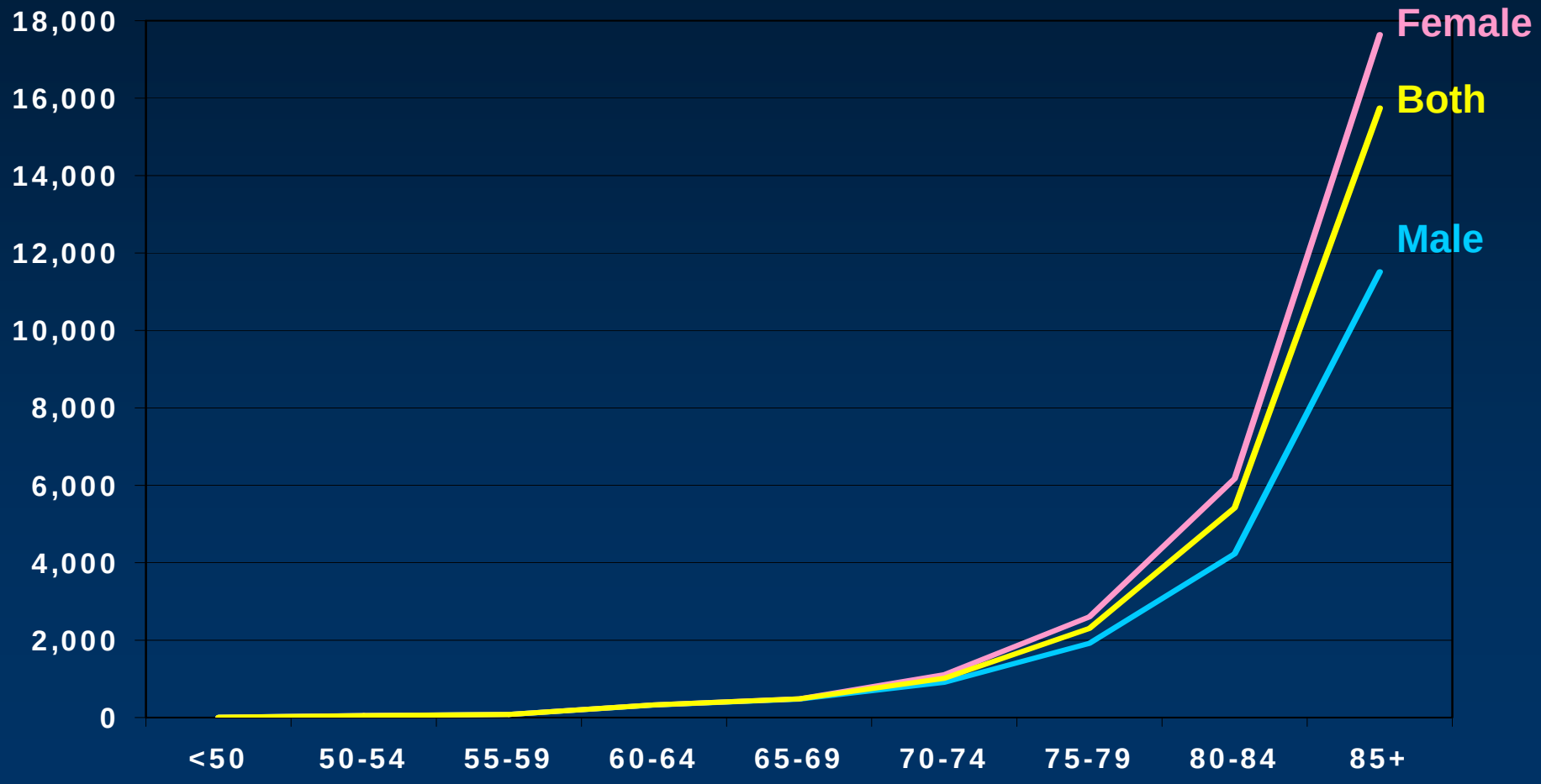


www.footwork.com

Source: Statistics Canada, CVSS

Homes for the Aged

Canada, 2004 (Rate per 100,000)



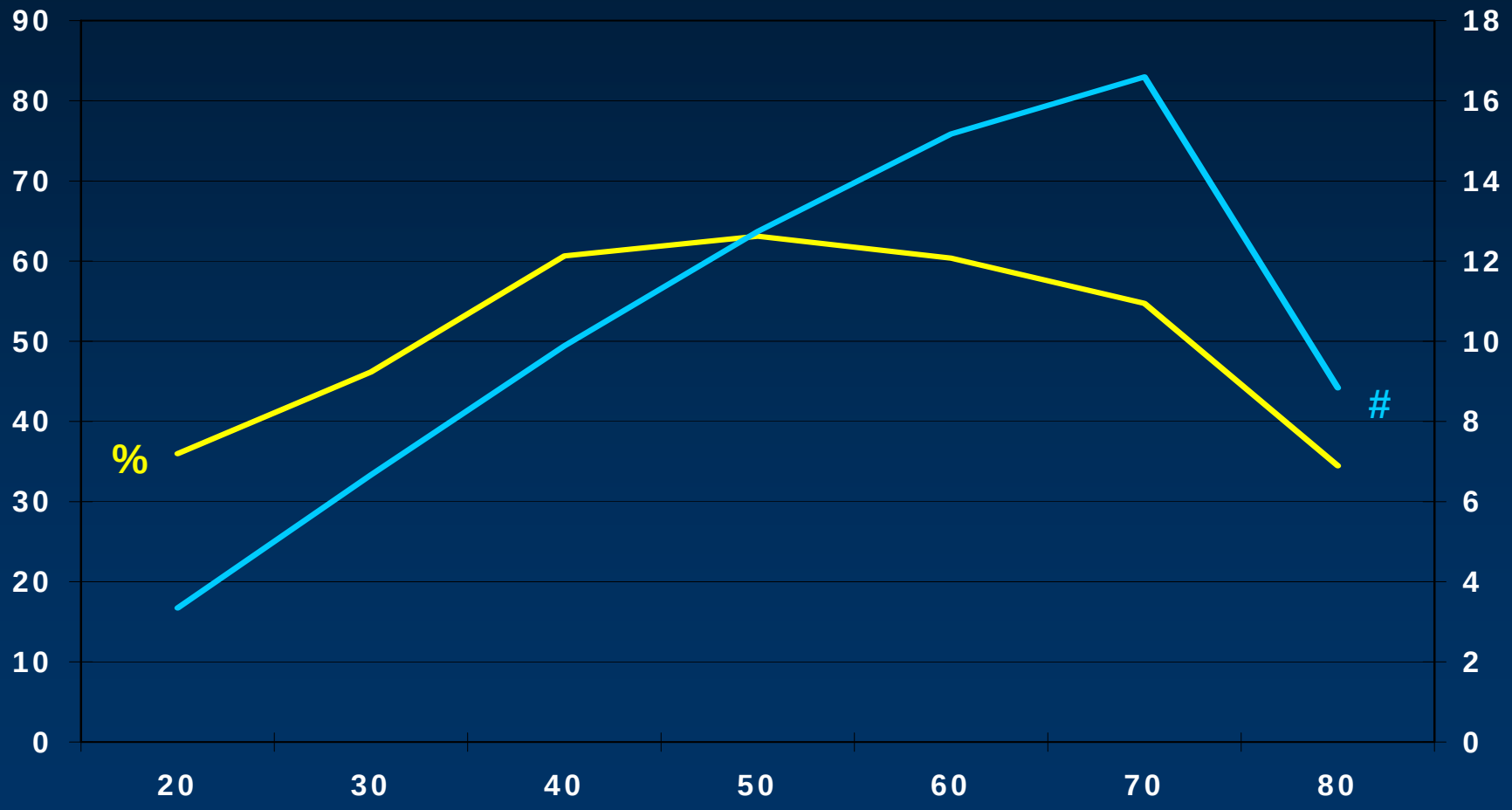
www.footwork.com

Source: Statistics Canada, RCFS

Bird Watching Takes Flight

Gardening

Canada, Participation (%) and Frequency (#), 2003

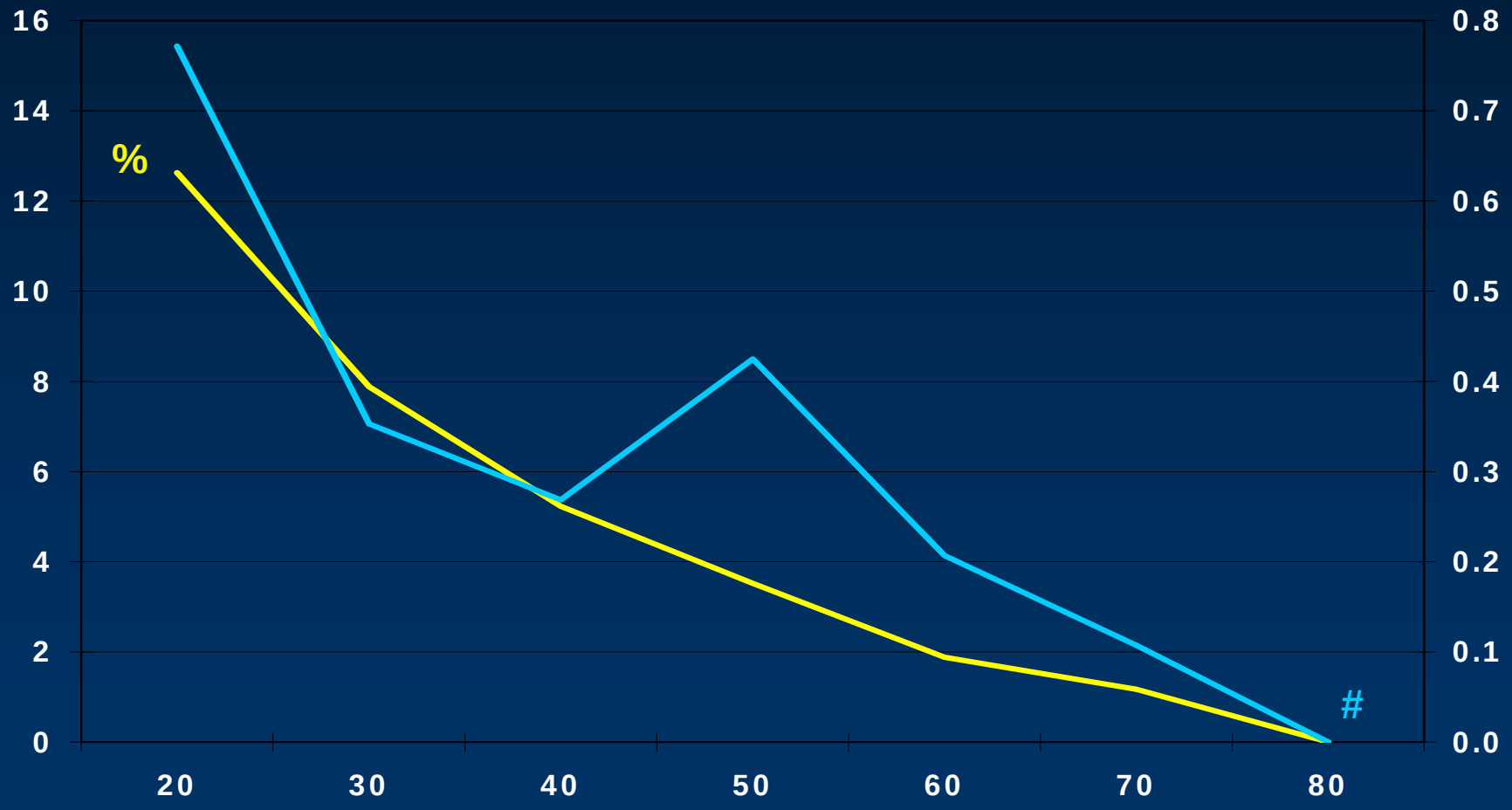


www.footwork.com

Source: Statistics Canada, JCUSHS

Tennis

Canada, Participation (%) and Frequency (#), 2003

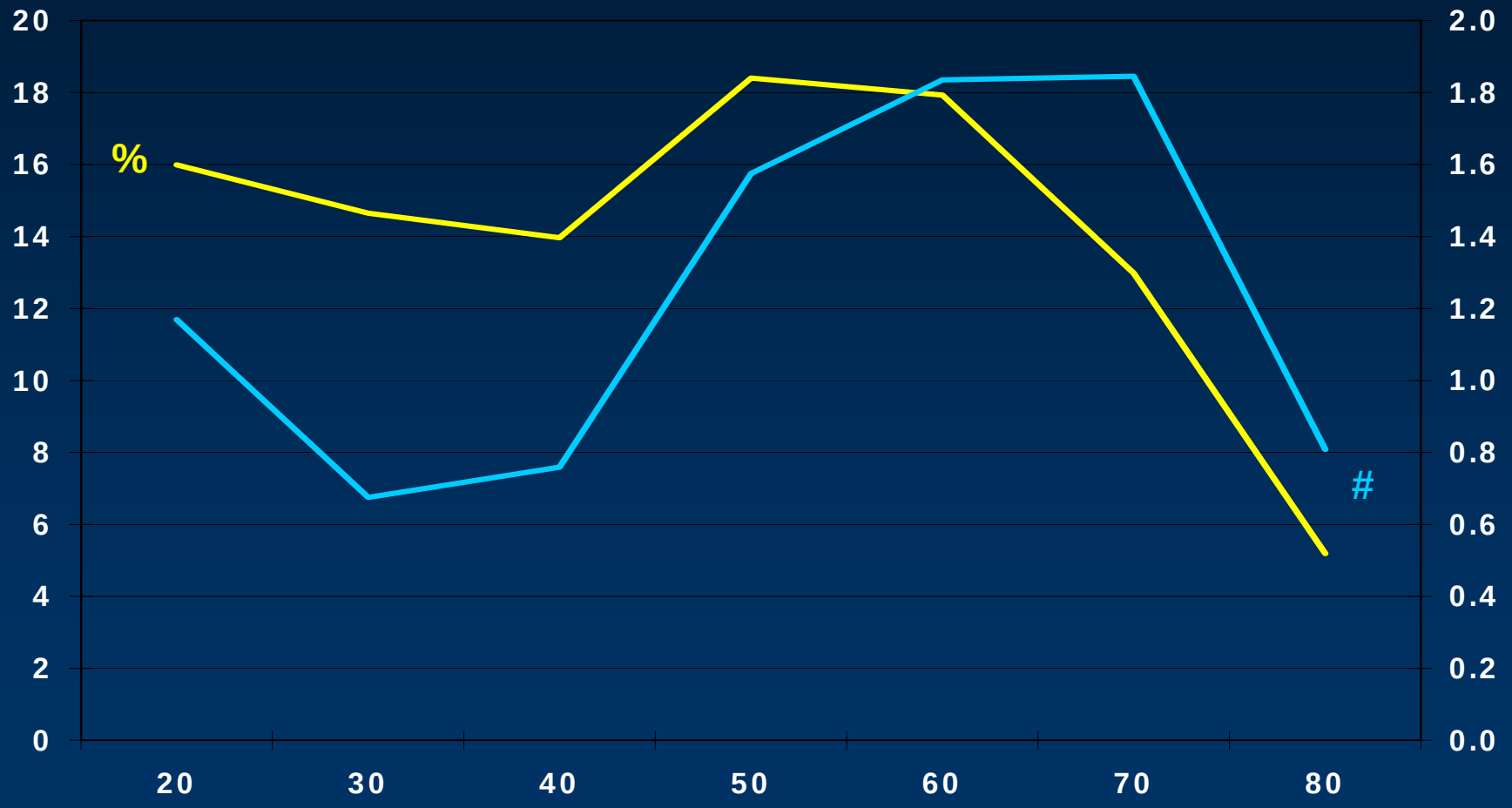


www.footwork.com

Source: Statistics Canada, JCUSHS

Golf

Canada, Participation (%) and Frequency (#), 2003



www.footwork.com

Source: Statistics Canada, JCUSHS

Sports Activity Growth

USA, 2000-2010 (%)

	Fastest			Slowest	
1	Exercise: walking	10.5	43	Football: touch	3.6
2	Exercise: equipment	8.1	44	Scuba: open water	3.6
3	Golf	7.8	45	Basketball	3.5
4	Sailing	7.6	46	Badminton	3.4
5	Fishing: salt water	7.4	47	Softball	3.4
6	Work out: club	7.1	48	Skating: ice/figure	3.1
7	Fishing: fresh water	6.9	49	Soccer	3.1
8	Hunting: bow and arrow	6.9	50	Roller skating: inline	3.1
9	Hunting: firearms	6.8	51	Baseball	3.0
10	Exercise: aerobic	6.8	52	Roller skating: wheel	3.0
	Population: total	8.4		Population: 7 plus	8.2

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Source: Foot; National Sporting Goods Association

Sports Activity Growth

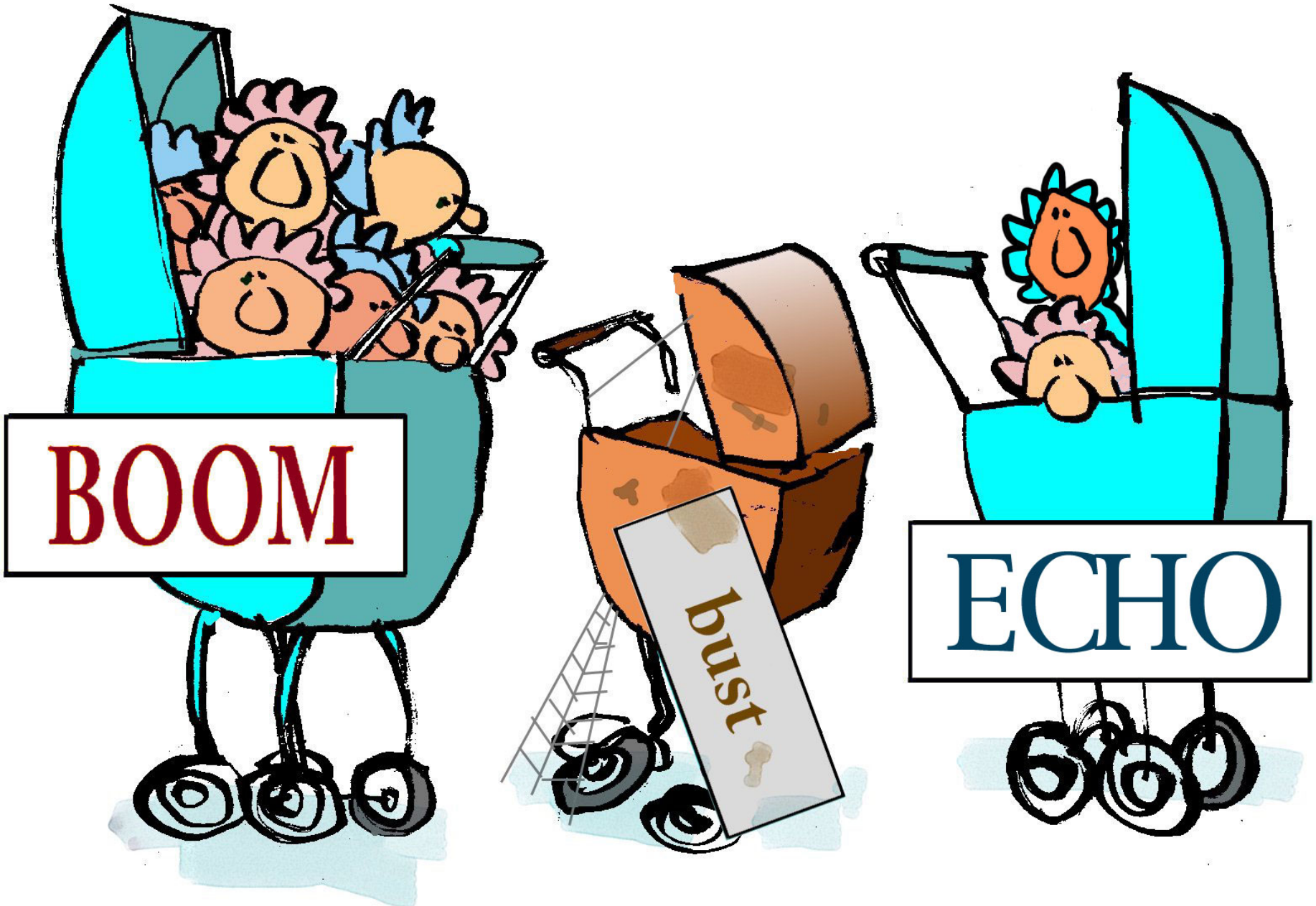
Canada, 2006-2026 (%)

	Fastest			Slowest	
1	Gardening/yard work	20.2	12	Weight-training	6.5
2	Exercise walking	19.5	13	Ice skating	5.9
3	Home exercises	18.4	14	Baseball/softball	5.4
4	Golfing	16.8	15	Tennis	4.7
5	Fishing	13.8	16	Jogging/running	4.4
6	Soccer	13.1	17	Downhill skiing	4.2
7	Bowling	11.9	18	Ice hockey	2.7
8	Exercise class/aerobics	11.6	19	Rollerblading	1.2
9	Swimming	11.5	20	Volleyball	-0.5
10	Popular/social dance	11.1	21	Basketball	-1.3
11	Bicycling	10.2			
				Population: 18 plus	21.0

Source: Foot & Bierling, JCUSHS

•Birds.

Be nice to your kids, they may choose your nursing home.


BOOM
bust
ECHO