

# 2021 Census: Population Growth and Decline



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With the assistance of Gillian Cross and Anderson Webber



# Today's Presentation

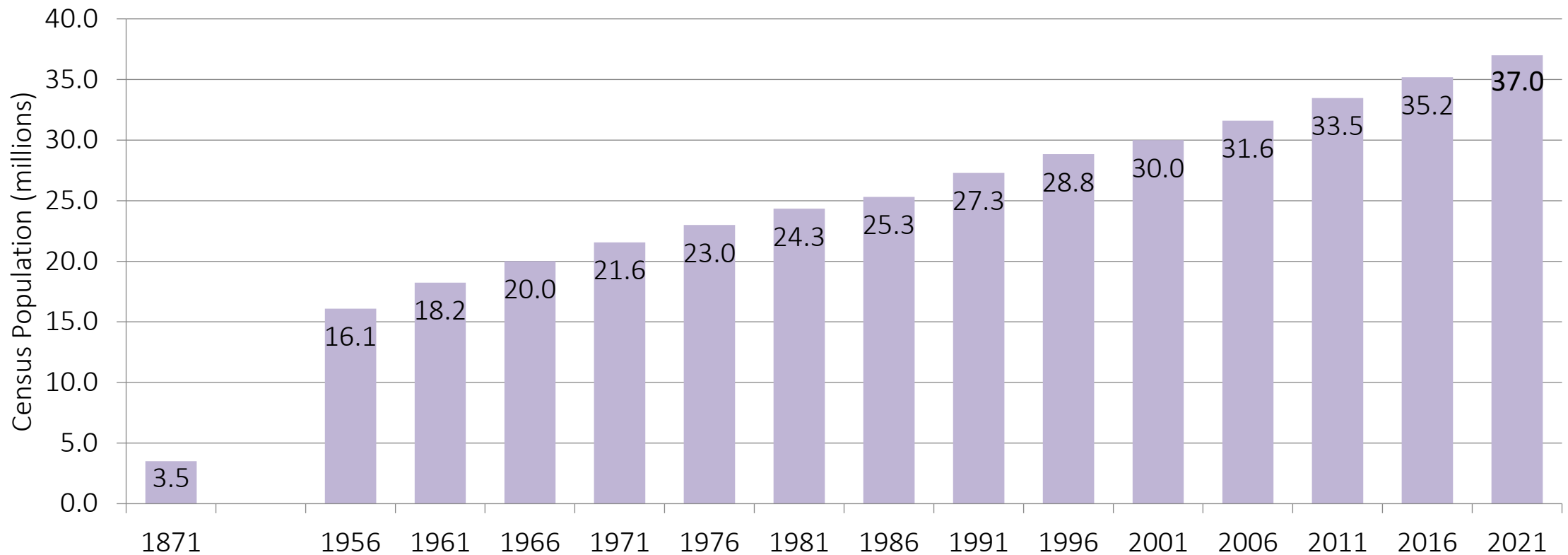
- Population growth and decline
  - Nationwide
  - Provinces and territories
  - Urban and Rural areas
- A look at each province and territory
- Summary and implications for marketing
- Data quality
- Possible impact of the Pandemic
- Future releases – Census and Environics Analytics

# Canada Continues to Lead G7 in Population Growth, but Growth Varies Across and Within Regions



# Census Population of 37 Million in 2021, Up 1.8 Million since 2016

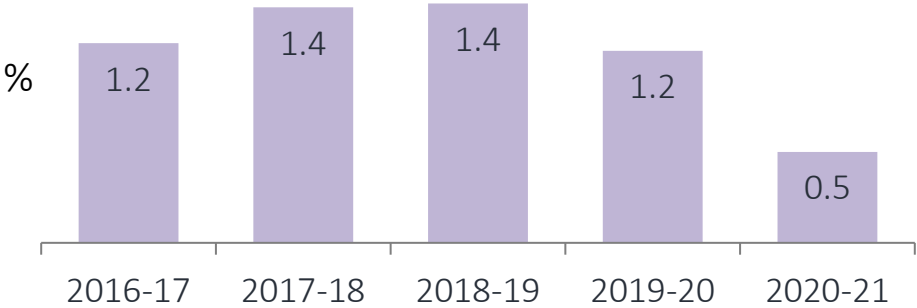
Census Population, Canada



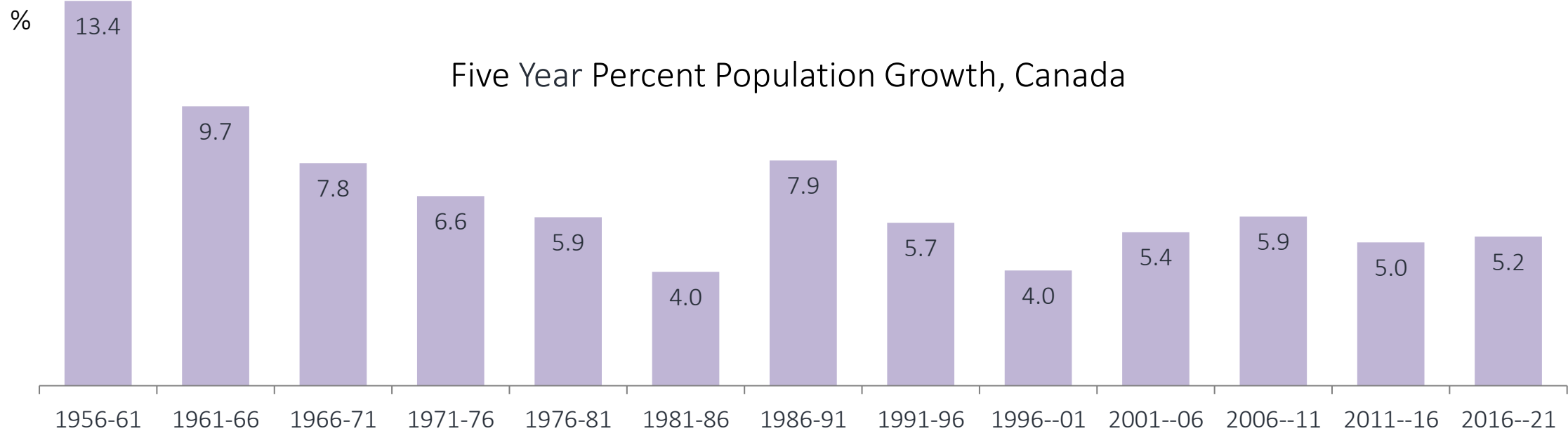
Source: Various Censuses

# Population Growth Slowed by Pandemic

Estimated Annual Growth Rate, 2016-2021

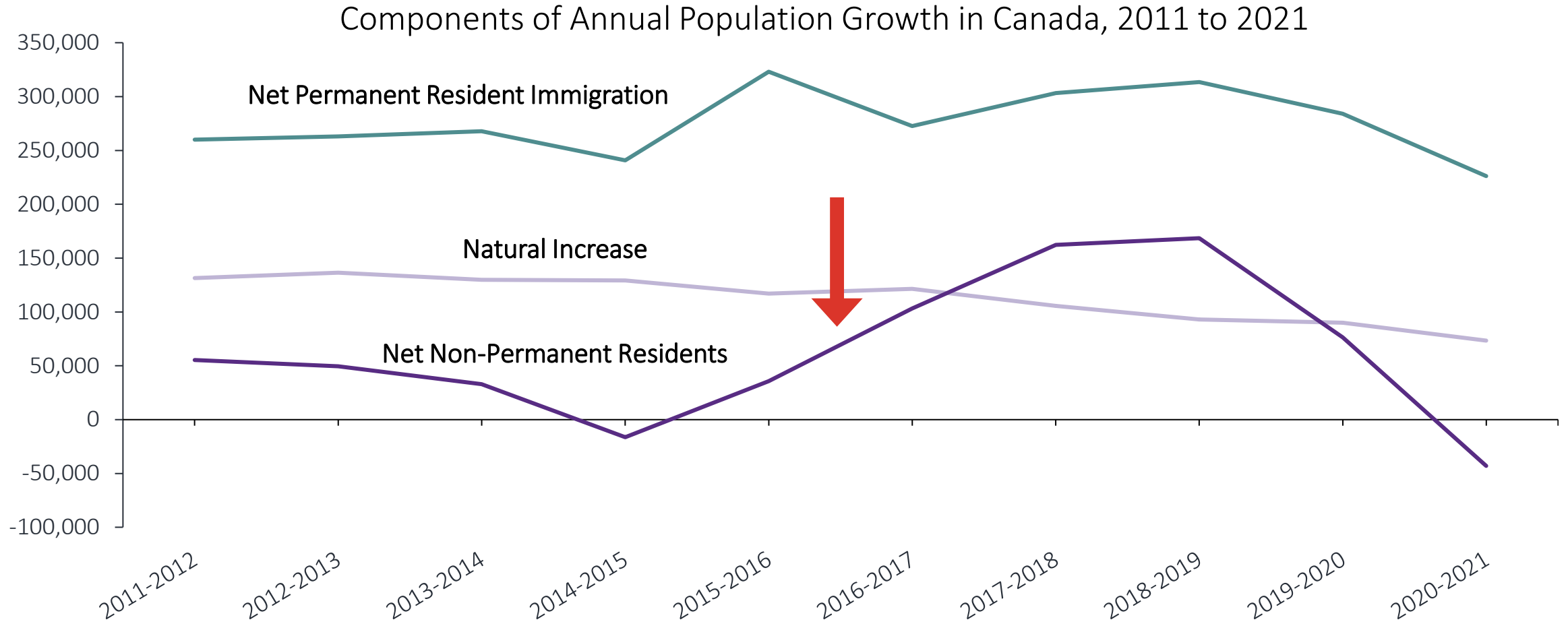


Five Year Percent Population Growth, Canada



Source: Various Censuses

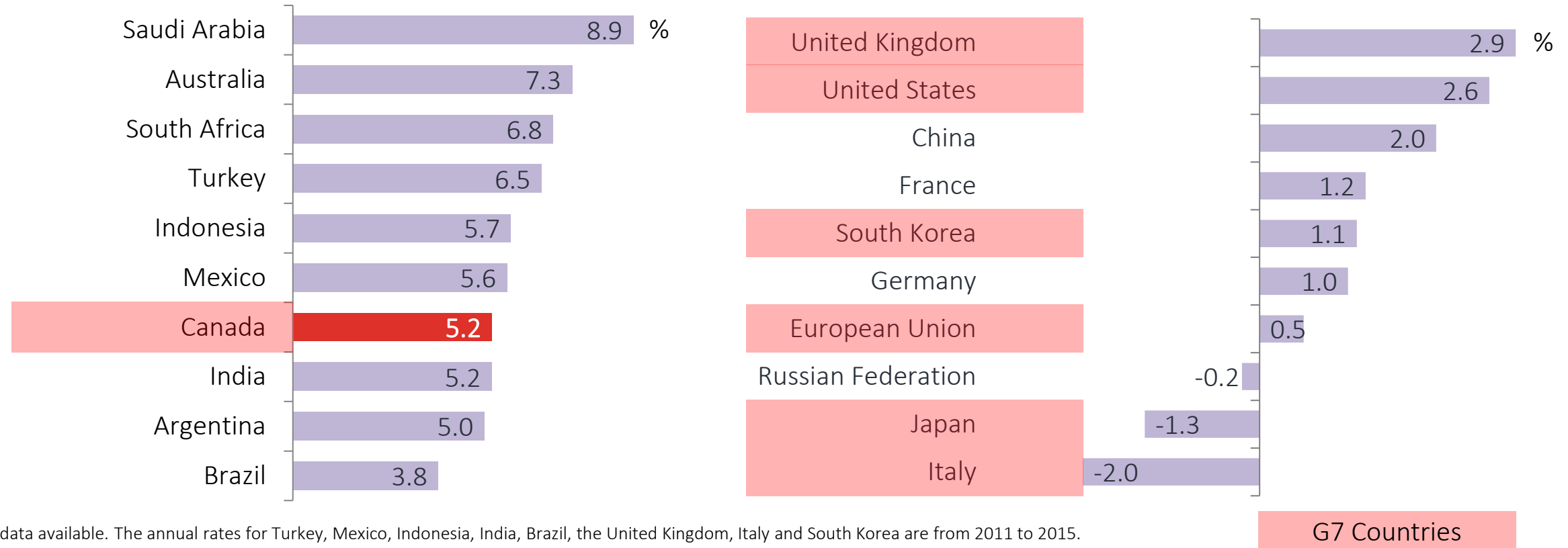
# Immigration Accounted for about 80% of Total Growth



Source: Statistics Canada, Demographic Estimates

# Canada Continues to Have Highest Growth Rate Among G7 Countries

Average Percent Annual Population Growth Among G20 and G7 Countries, 2016-2021



1. With latest data available. The annual rates for Turkey, Mexico, Indonesia, India, Brazil, the United Kingdom, Italy and South Korea are from 2011 to 2015.

2. The official name of South Korea is Republic of Korea.

Source(s): World Bank, "Population, total," 1960 to 2015; Statistics South Africa; Statistics Canada; Instituto Nacional de Estadística y Censos (Argentina); Russian Federation Federal State Statistics

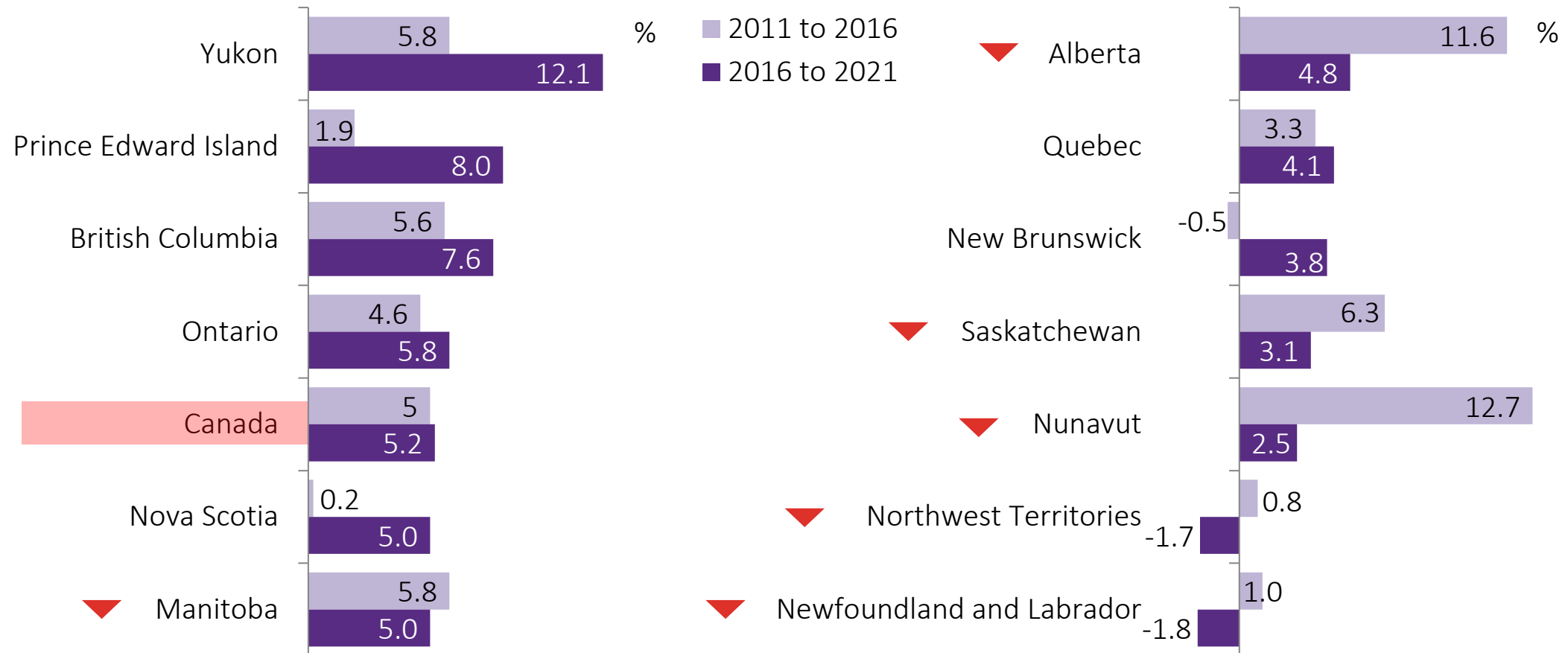
Service; National Institute of Statistics and Economic Studies (France); Eurostat (the European Union); and Statistics Japan.

# Provinces and Territories And Urban and Rural Areas



# Pattern of Growth Reflects Downturn in Resource Industry and Turnaround in the Maritimes

Population Growth Rate, Canada, Provinces and Territories, 2011-2016, 2016-2021

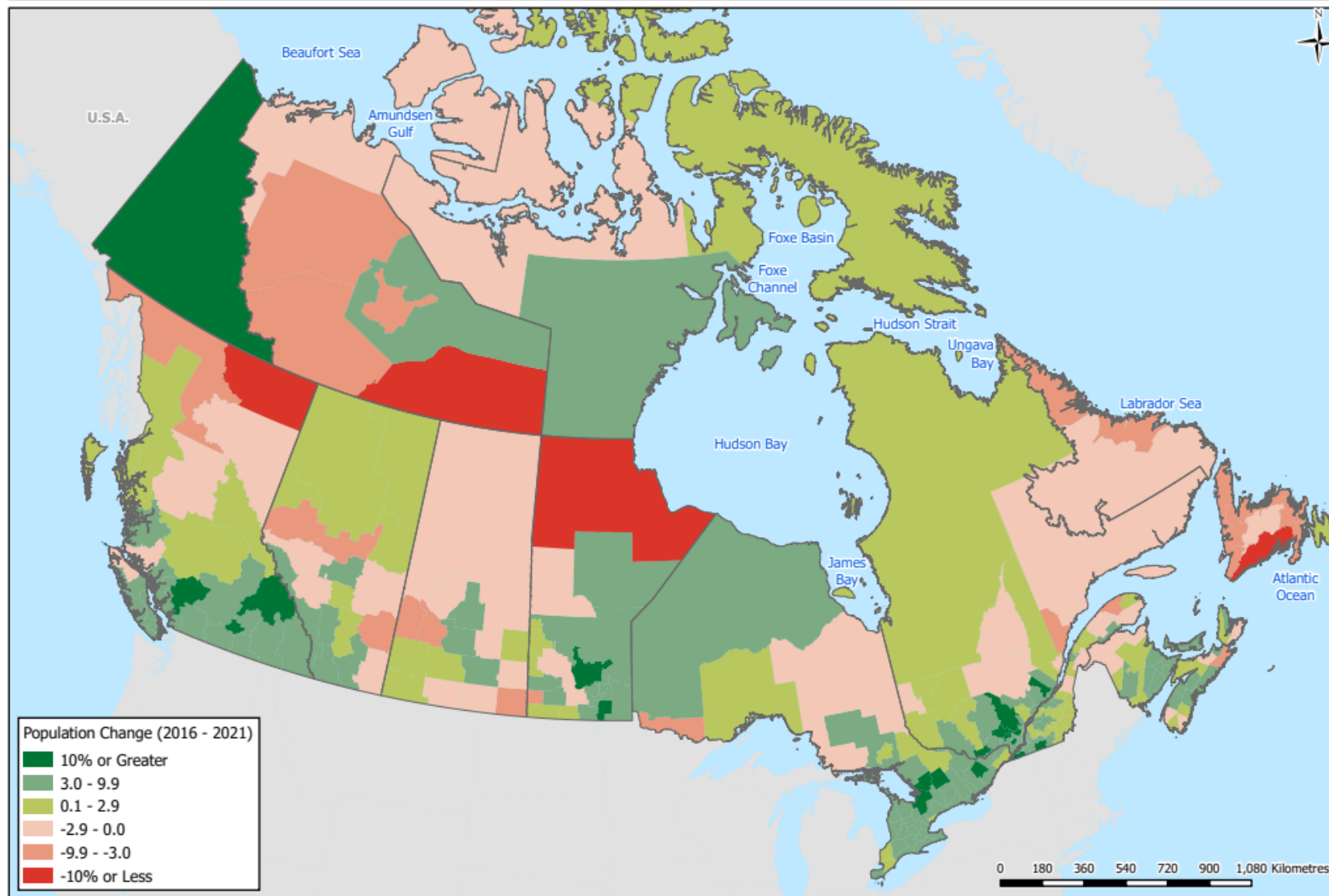


Source: 2021 and 2016 Censuses



# 2021 Census Percent Population Change 2016-2021 Canada - By Census Division

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Source: 2021 Census, Boundary Files, 2021 Census, Statistics Canada Catalogue no. 92-160-X.

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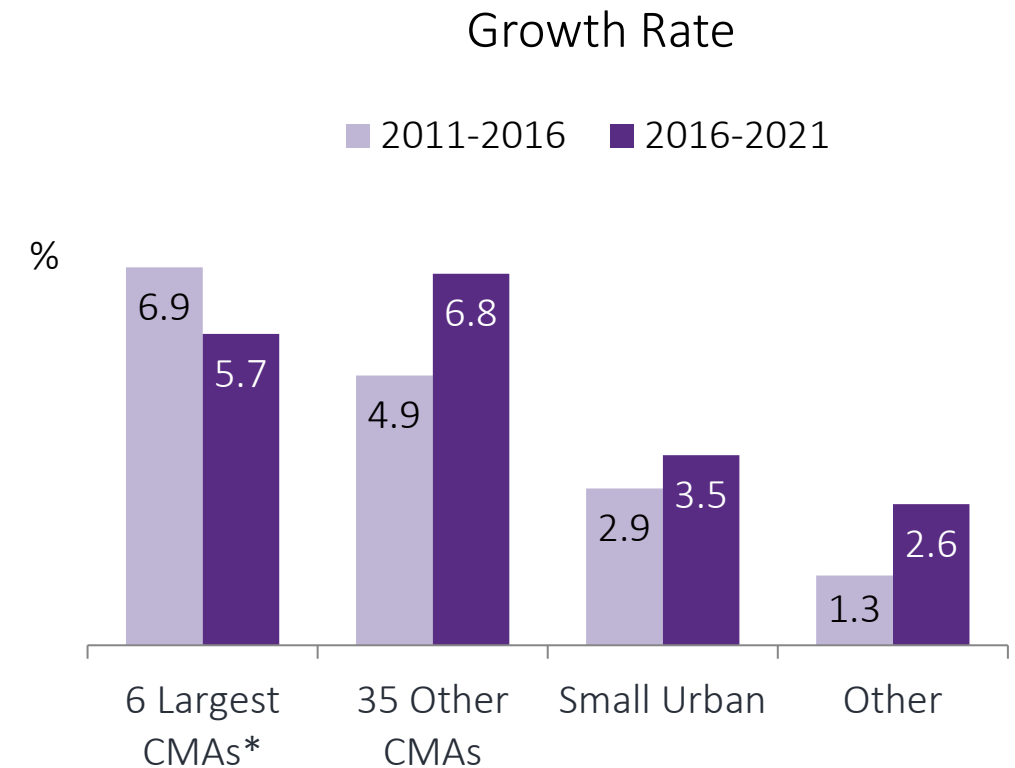
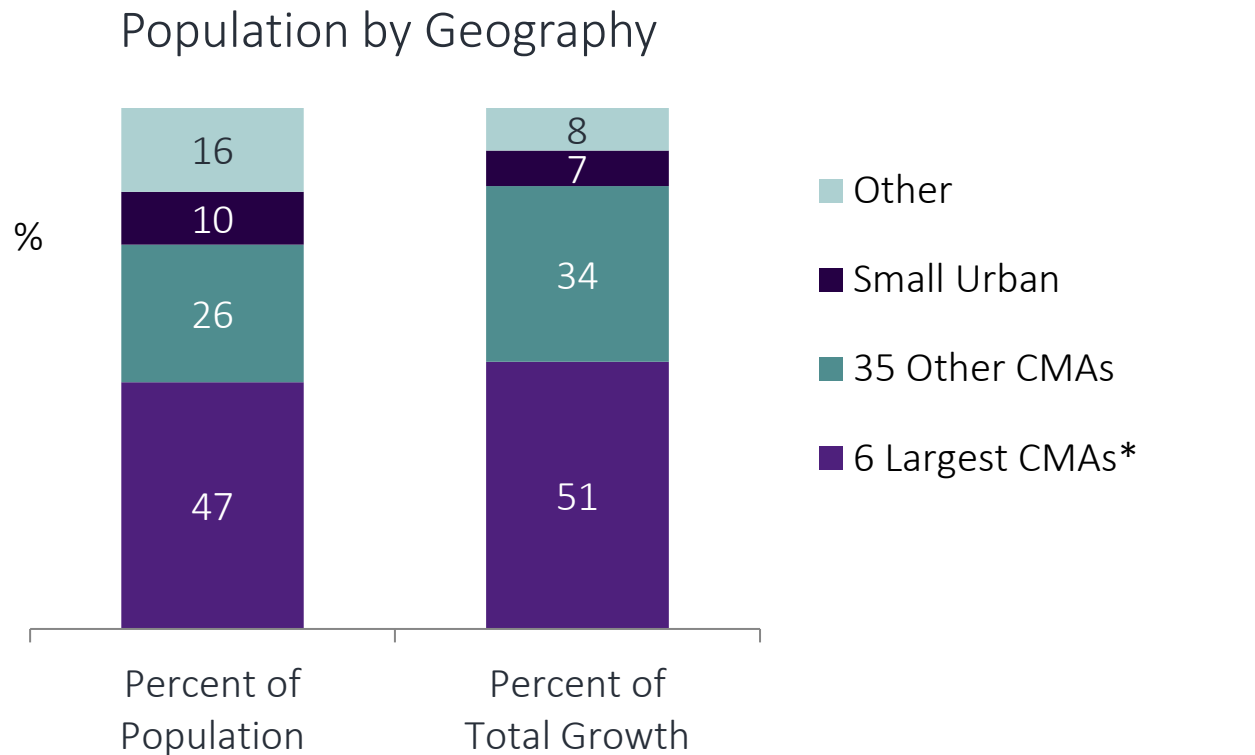
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# Changes to Geographic Areas

- 6 new Census Metropolitan Areas
  - Fredericton N.B., Drummondville Que, Red Deer Alberta
  - Chilliwack, Kamloops and Nanaimo British Columbia
- 5 new CAs; 3 dropped and 3 amalgamated into CMAs
- Changes to boundaries of CMA/CA, Census Subdivisions
- No changes to Census Divisions

# Slowdown in Growth in Largest Areas but Increases in Smaller Areas

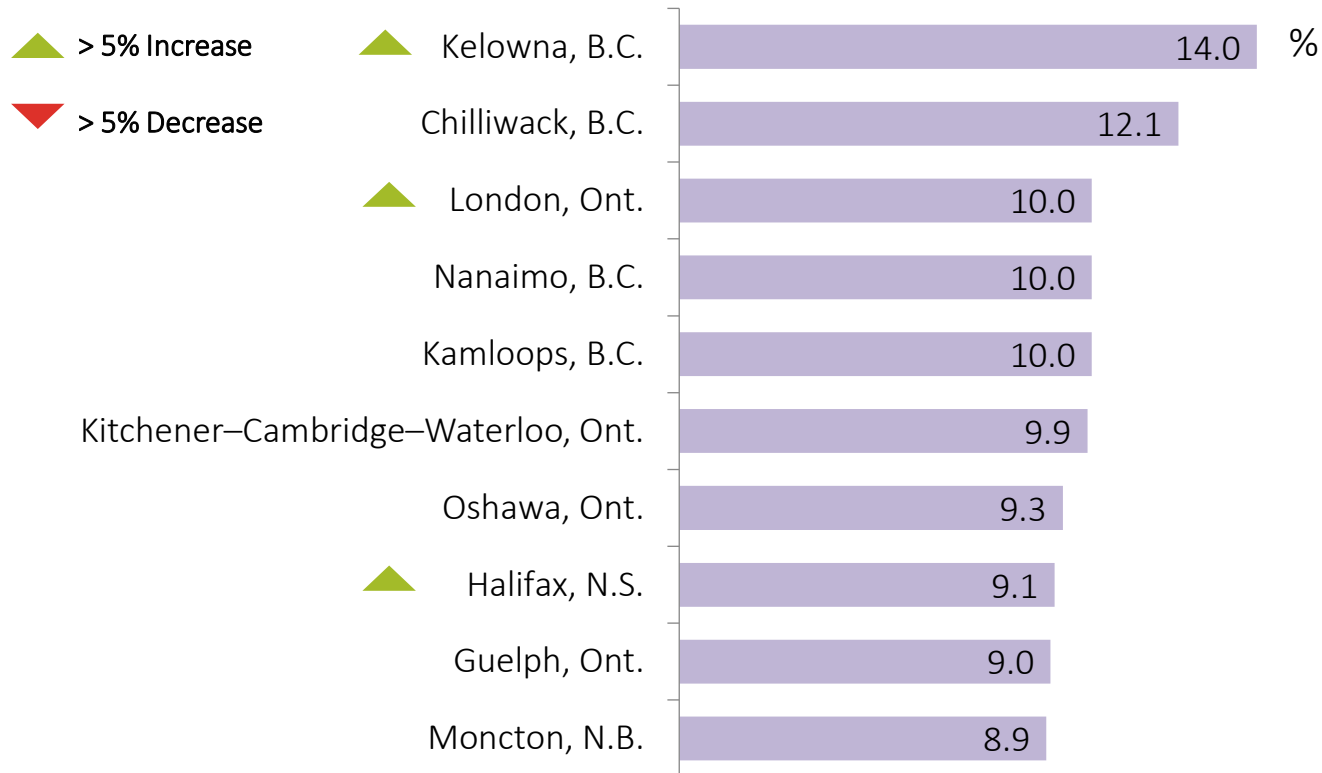


\* Toronto, Montreal, Vancouver, Calgary, Edmonton, Ottawa-Gatineau

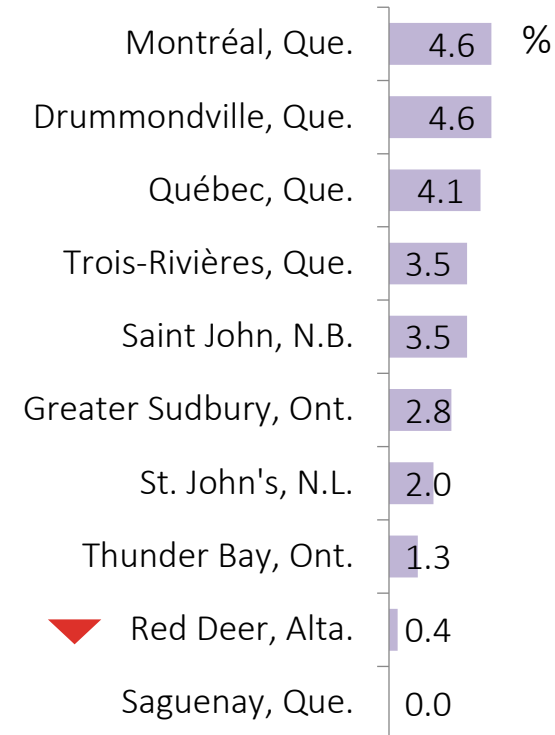
# Mid-Sized CMAs Had Highest Growth

Population Growth Rate Among Census Metropolitan Areas (CMAs) in Canada, 2016-2021, Ranked by Percentage Growth

Ten Fastest Growing CMAs



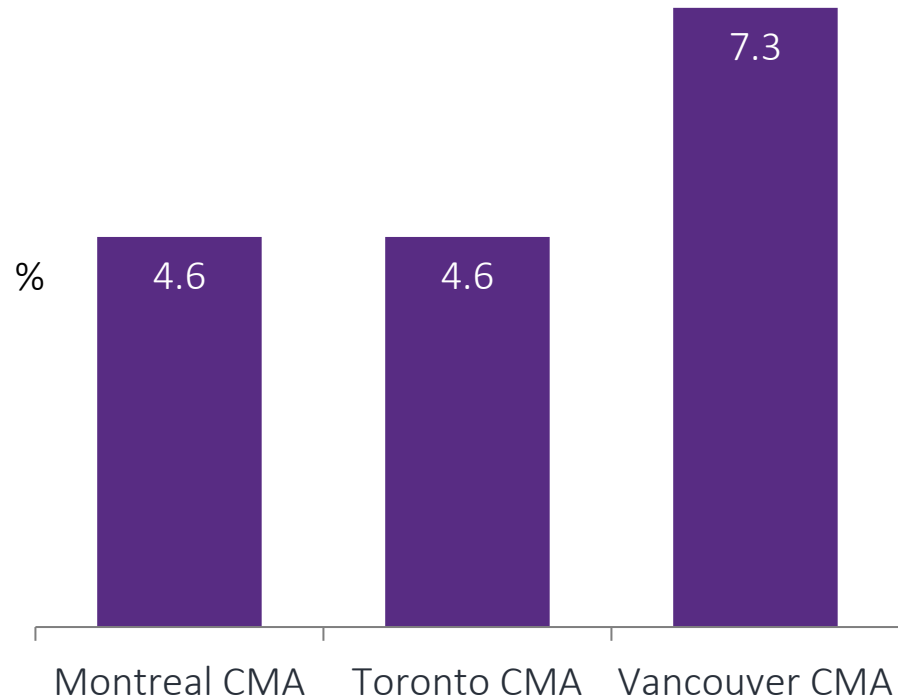
Ten Slowest Growing CMAs



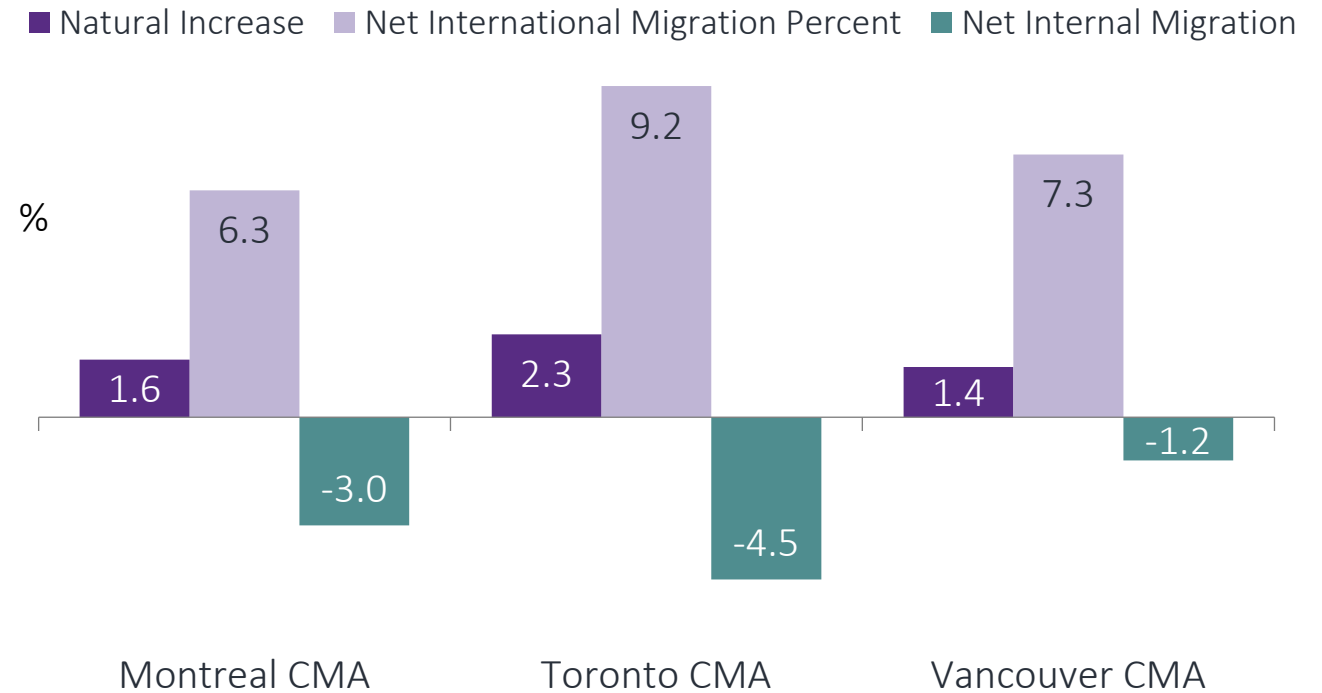
Source: 2021 Census

# In Largest CMAs High Immigration is Combined with Negative Internal Migration to Other Areas

Census Growth 2016-2021

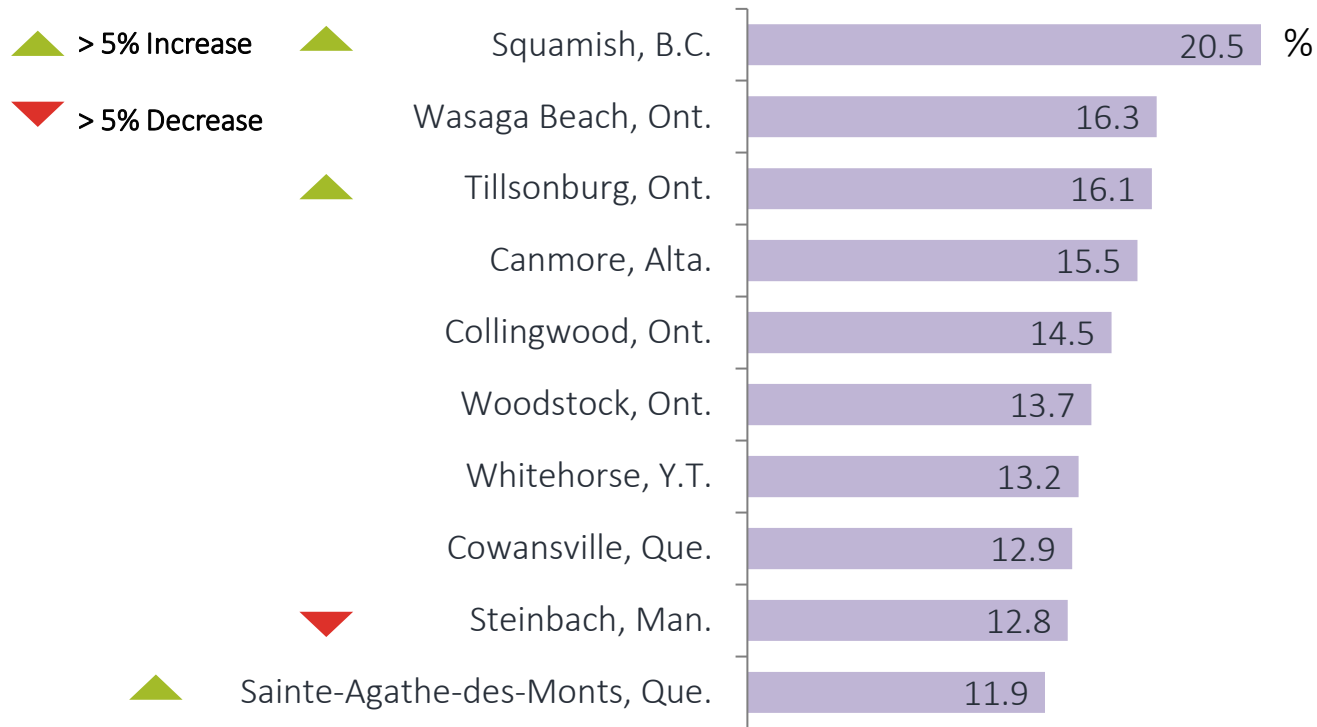


Estimated percent growth due to components, 2016-2021

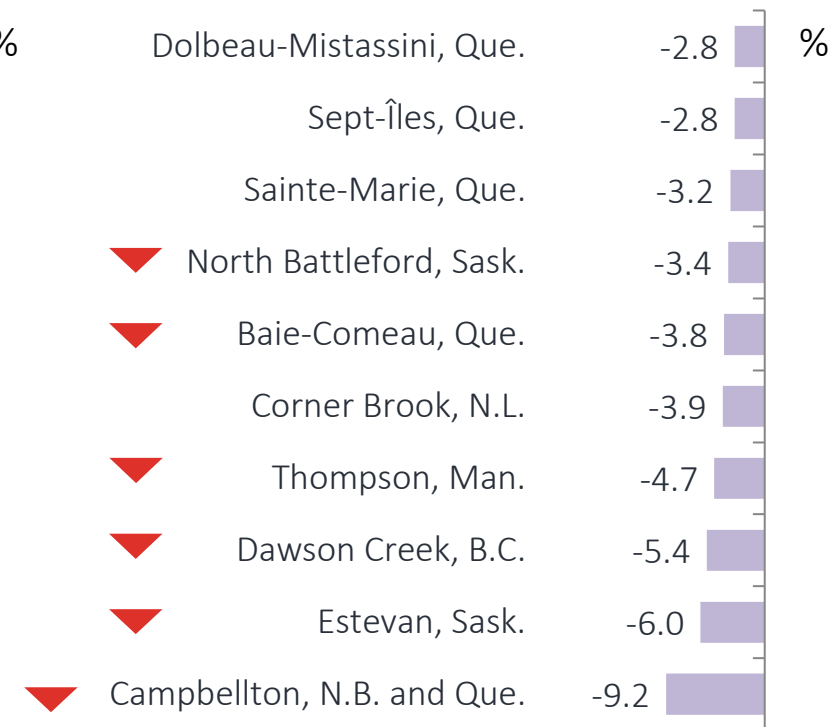


# Many High Growth Areas are Destination Area Regions Near Recreation Facilities

10 Fastest Growing Smaller Urban Areas (CAs), 2016-2021



10 Slowest Growing Smaller Urban Areas (CAs), 2016-2021



Source: 2021 Census

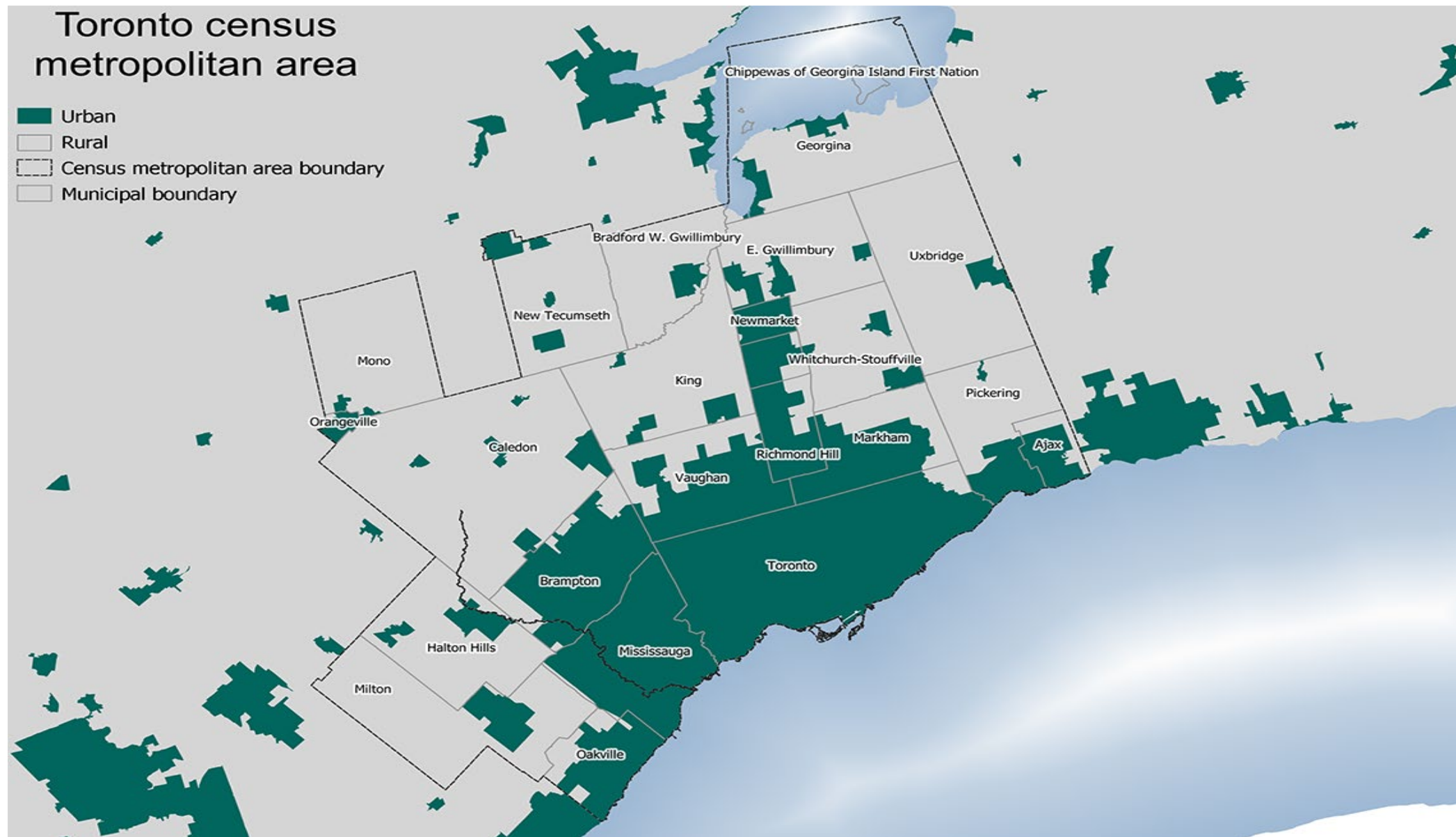
A Total of 26 Areas Showed Declines

# A Note on the Concept of “Rural”

Statistics Canada defines rural as:

- An area with less than 1,000 inhabitants and a population density less than 400 people per square kilometre
- Rural areas can exist inside CMAs and CAs and urban areas outside CMAs and CAs
- According to that definition 17.8% of Canada’s population lived in rural areas, an increase of 0.4% from 2021





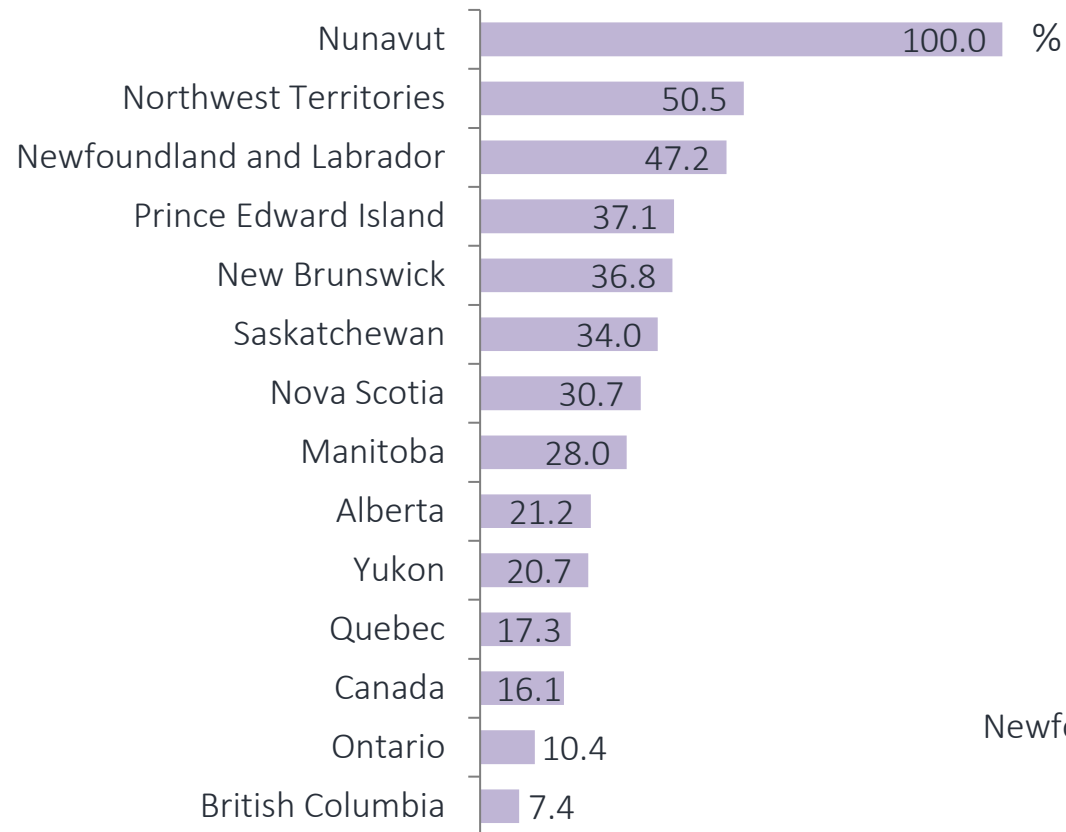
Source: Statistics Canada 2021 Census Data Release, Feb 9, 2021

# An Alternative Definition of “Rural”

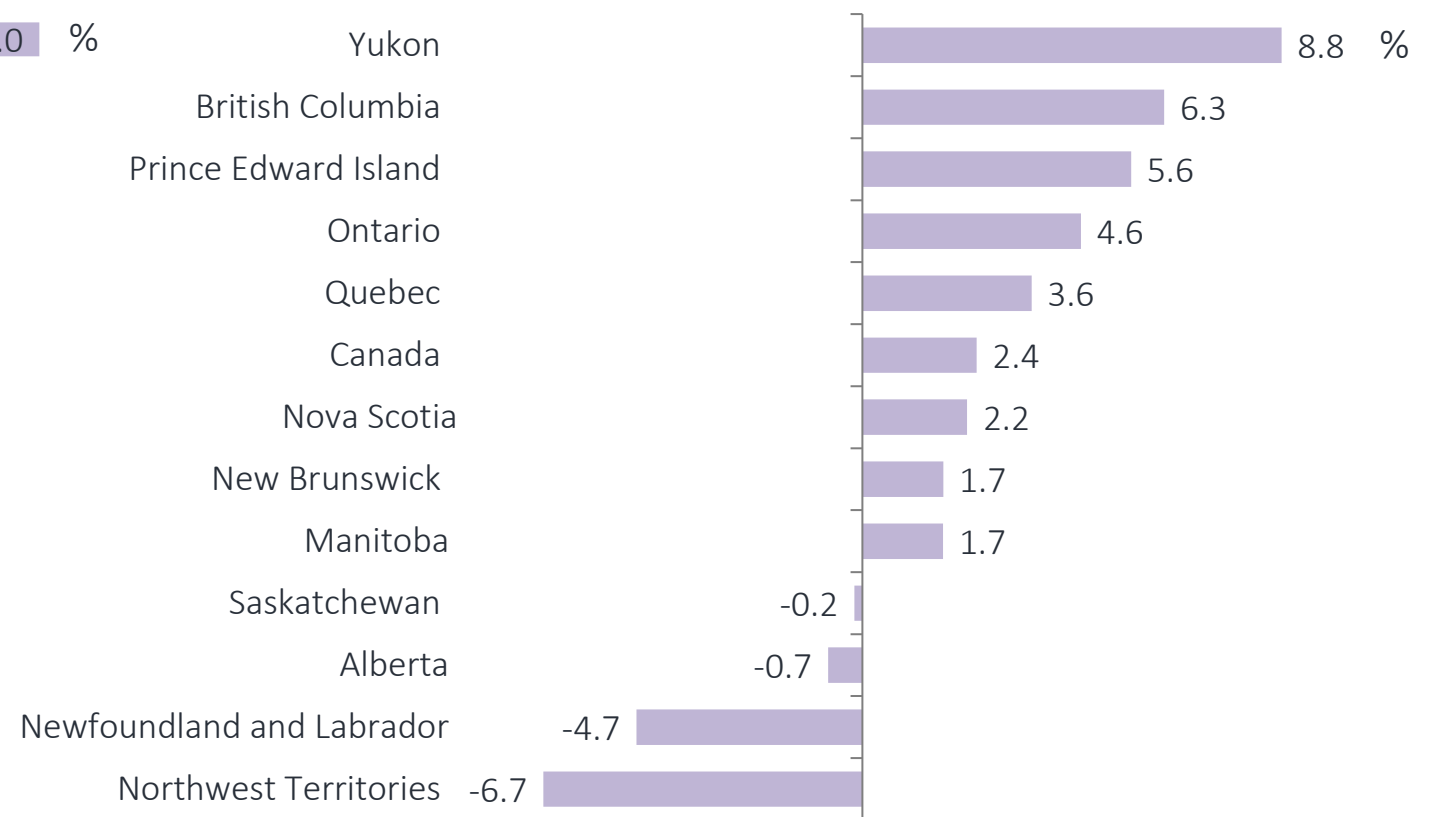
- Few data sets can provide data on the urban/rural population as defined by density
- As a result, for many purposes rural gets defined as
  - The population outside the boundaries of CMAs/CAs. Essentially areas with less than 10,000 population
- According to this definition these “rural” areas occupy 16.1% of Canada’s population and grew by 2.4% between 2016 and 2021.

# Provinces Differ on Extent and Growth of Areas Outside CMAs and CAs

Percent of Population Outside of CMA/CA, 2021



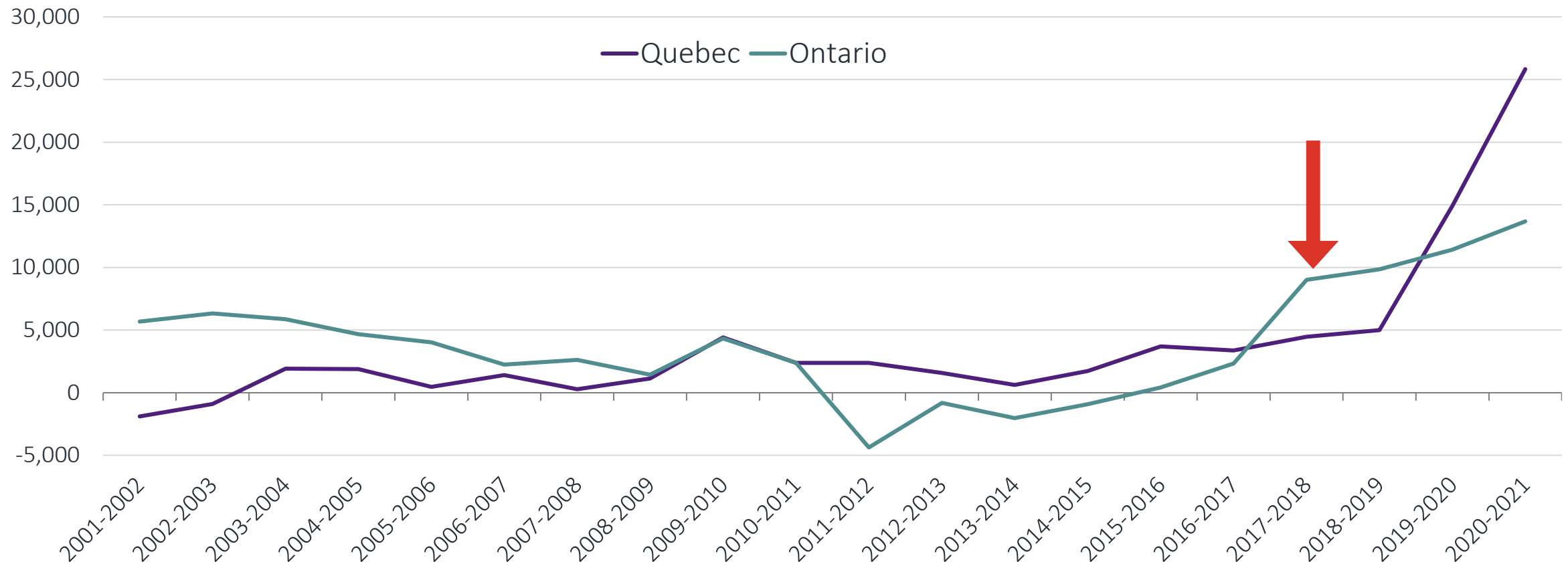
Growth of Population Outside CMA/CA 2016-2021



Source: 2021 Census

# Migration to Areas Outside CMA/CA Increased in Last Few Years, Particularly During the Pandemic

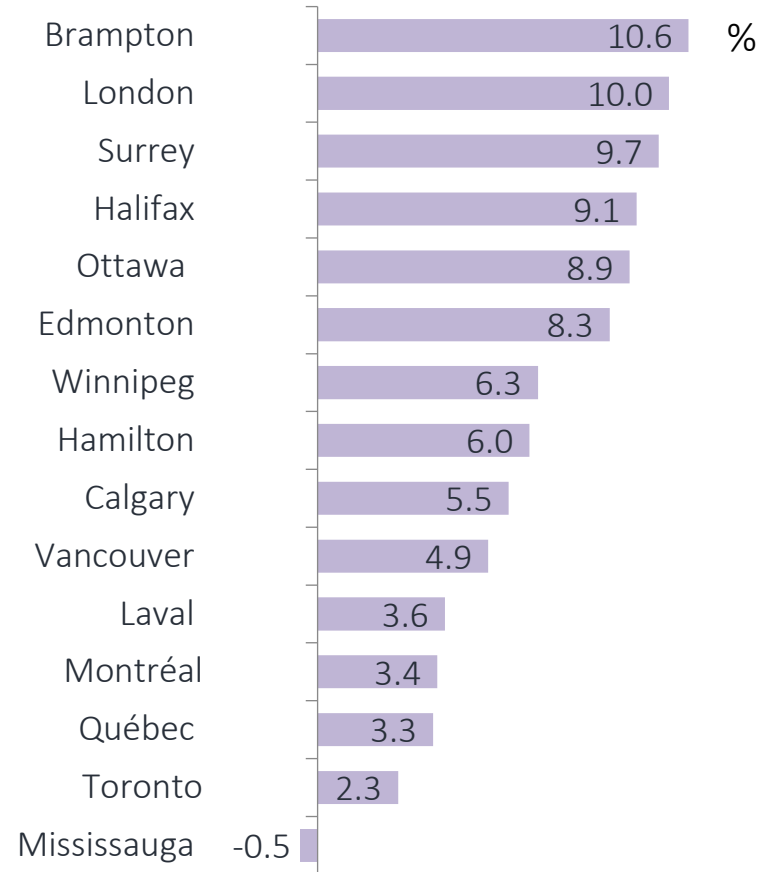
Net Intraprovincial Migration to Areas Outside CMA/CA 2001-2021



Source: Statistics Canada Demographic Estimates

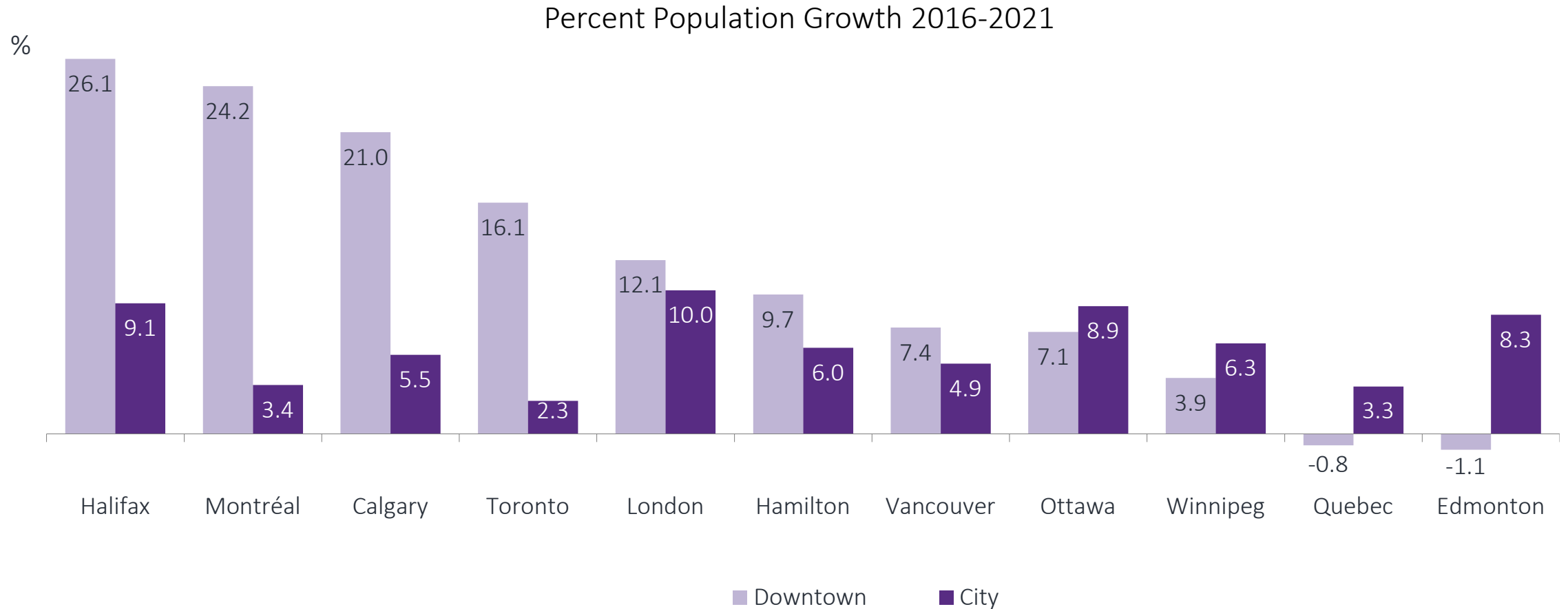
# Growth Varied in Largest Cities (CSDs)

Population Growth 2016-2021 in 15 Largest Cities (422,000+)



Source: 2021 and 2016 Censuses

# High Growth in Downtowns of Halifax, Montreal, Calgary & Toronto; Growth in Other Downtowns



# A Look at Each Province and Territory

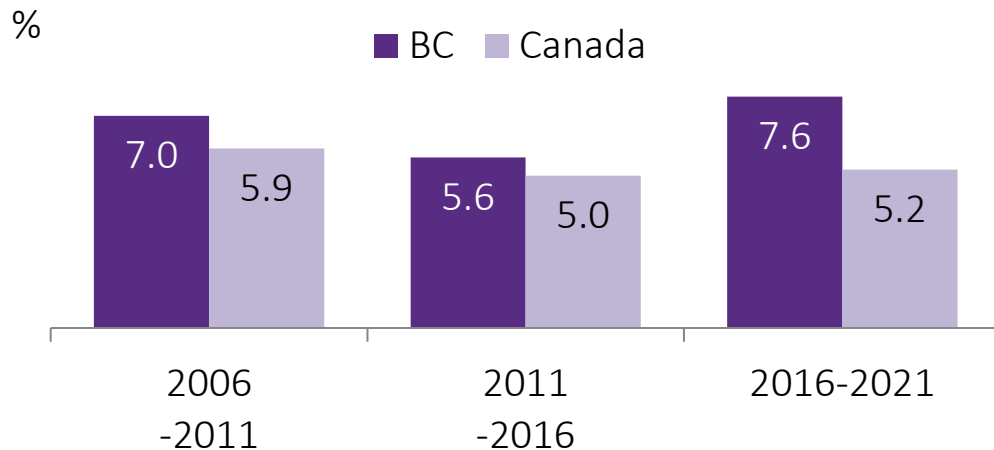
# British Columbia





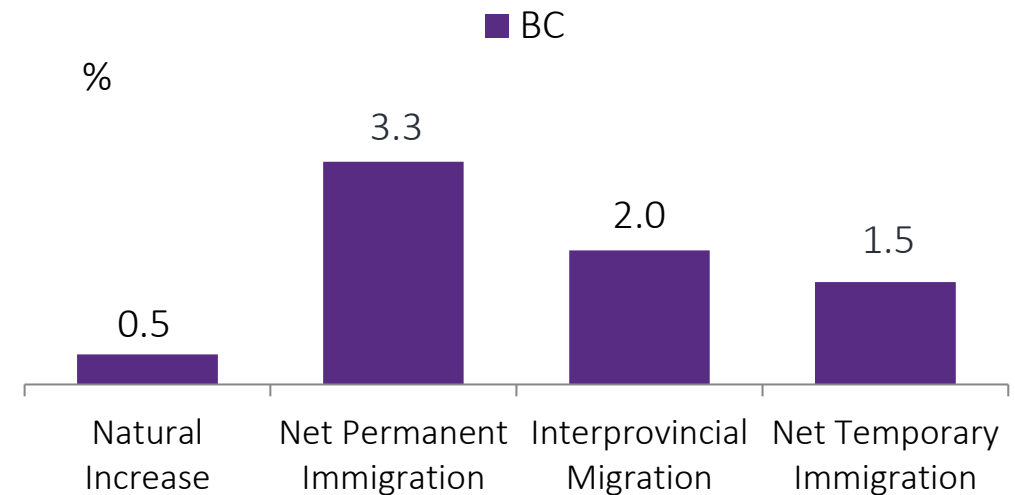
# British Columbia: Growth Driven by International Migration and Interprovincial Migration

Percent Population Growth, 2006-2021



2021 BC Population 5,000,879

Rate of Component Growth, 2016-2021\*



\*Note: components are demographic estimates and total may differ from census growth



2021 Census  
Percent Population Change 2016 - 2021  
British Columbia - By Census Division

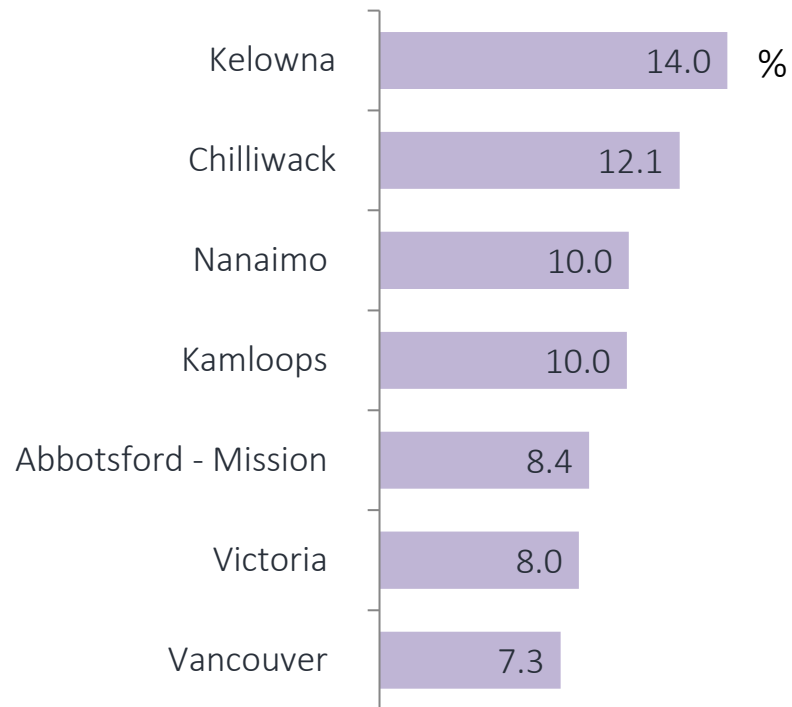
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Source: 2021 Census. Boundary Files, 2021 Census. Statistics Canada Catalogue no. 92-160-X.  
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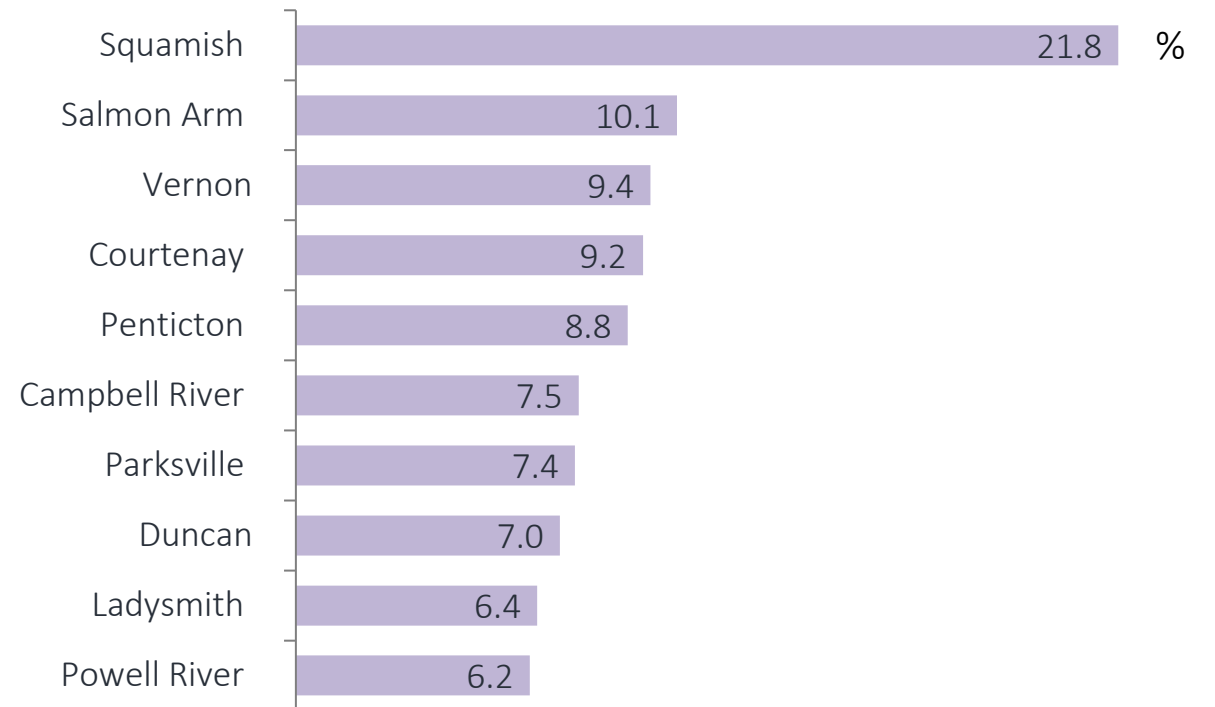
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# Strong Growth in Most Areas of British Columbia

Growth in CMAs, 2016-2021



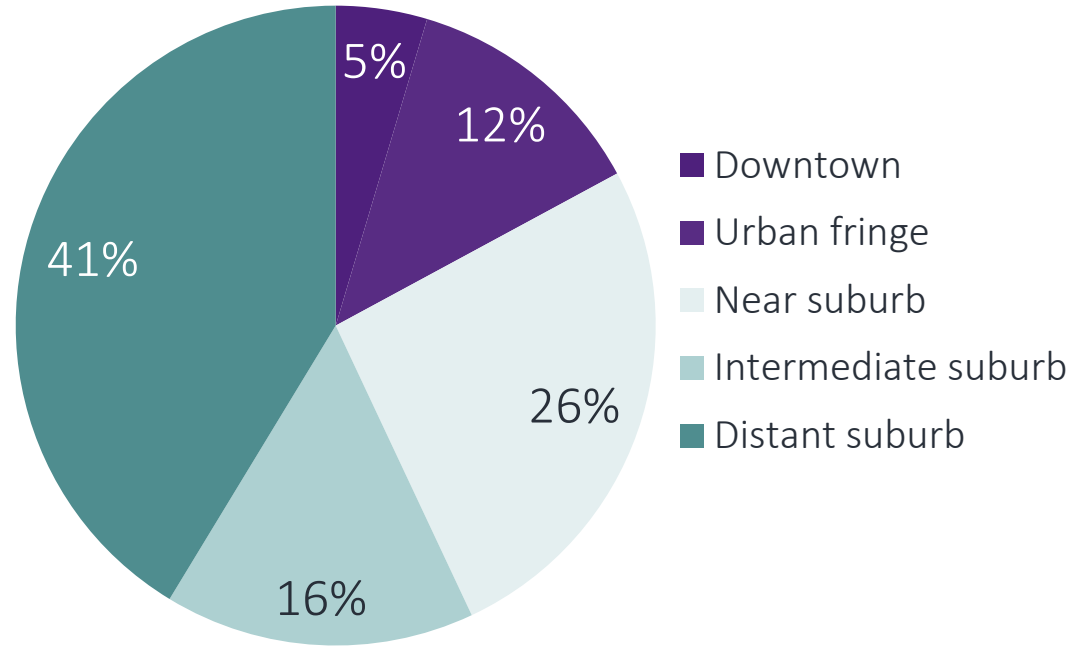
10 Fastest Growing Smaller Urban Areas



Growth Outside CMA/CA 6.3%

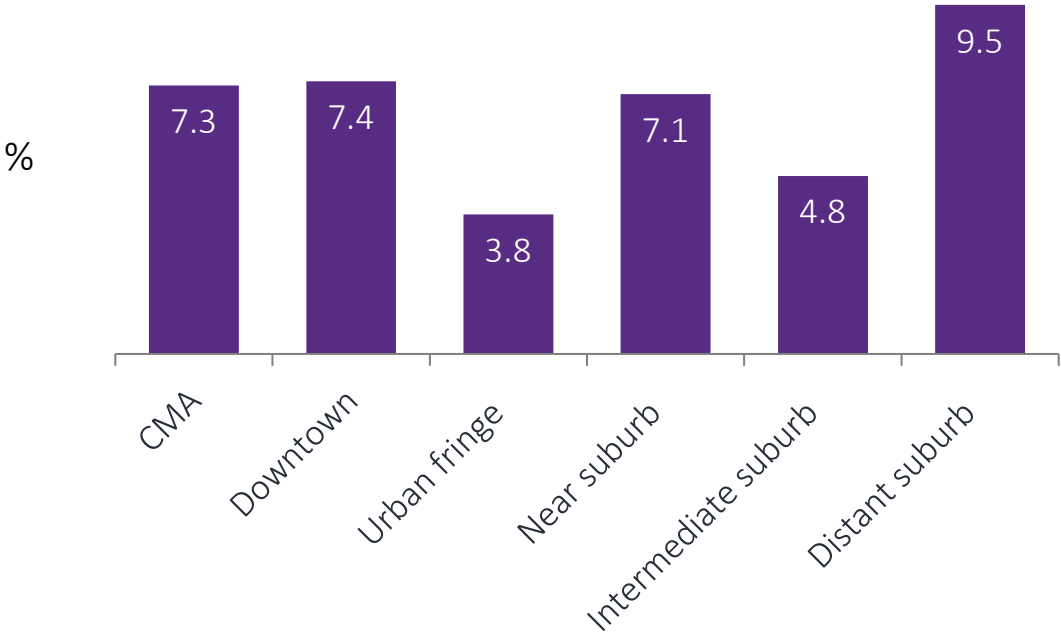
# 57% of Vancouver's Population Live >20 minutes from Downtown; Growth in All Parts of the CMA

Distribution of Population by Proximity to Downtown



2021 Population  
Vancouver CMA 2,642,825

Growth Rate 2016-2021

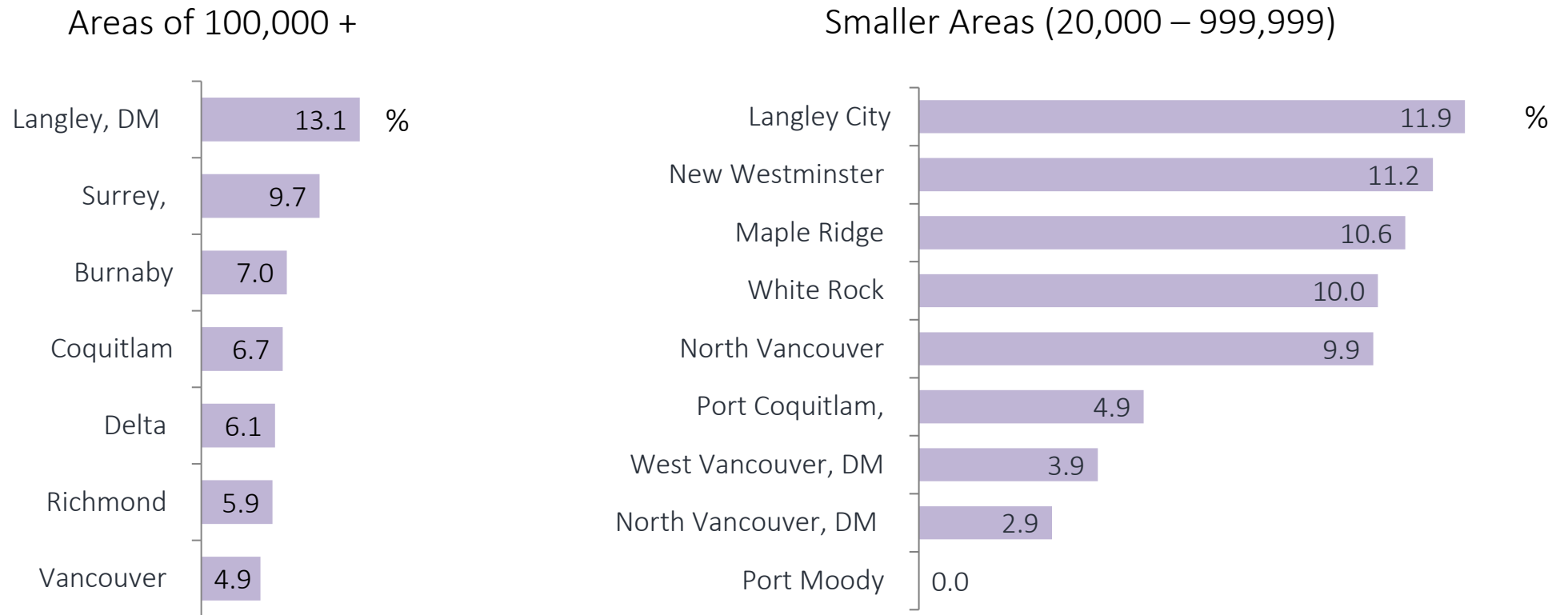


Note: Urban fringe- 10 minutes from downtown driving  
Near suburb- 10-20 minutes from downtown  
Intermediate suburb- 20-30 minutes from downtown  
Distant suburb- 30 minutes or more from downtown

Source: Statistics Canada 2021 Census

# Highest Growth in Langley, Surrey and New Westminster

Growth of Municipalities in Vancouver CMA, 2016-2021



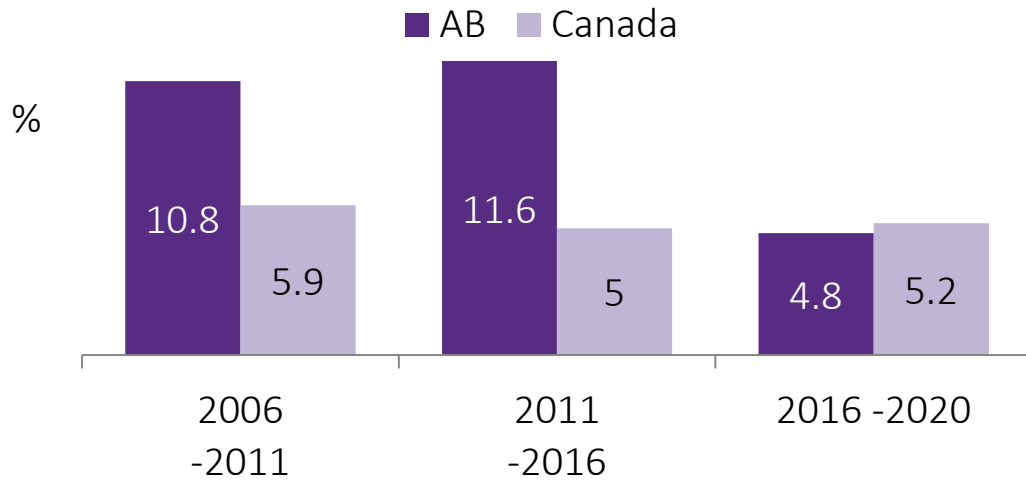
Source: Statistics Canada 2021 Census

# Alberta



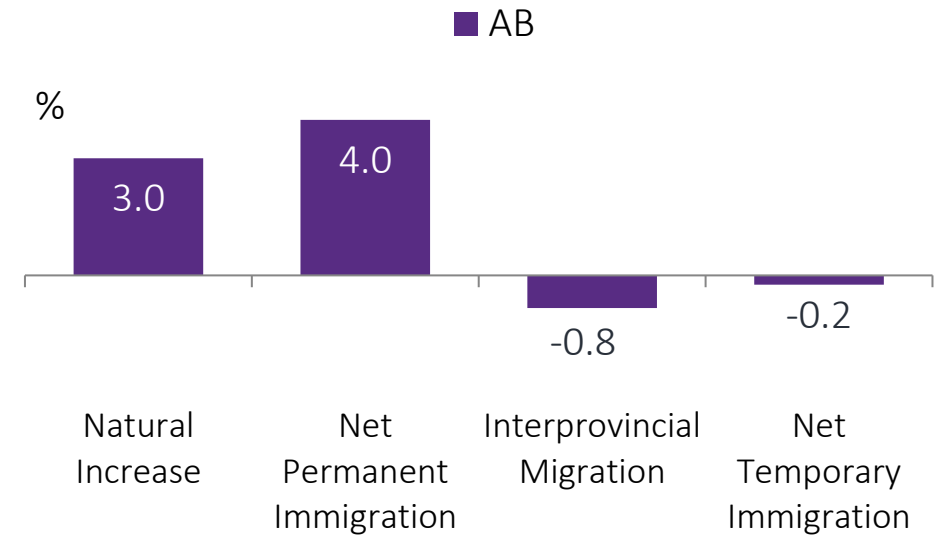
# Alberta: Growth from Natural Increase and Immigration; Lost Population to other Provinces

Percent Population Growth, 2006-2021



2021 AB Population 4,262,635

Estimate of Component Growth, 2016-2021\*

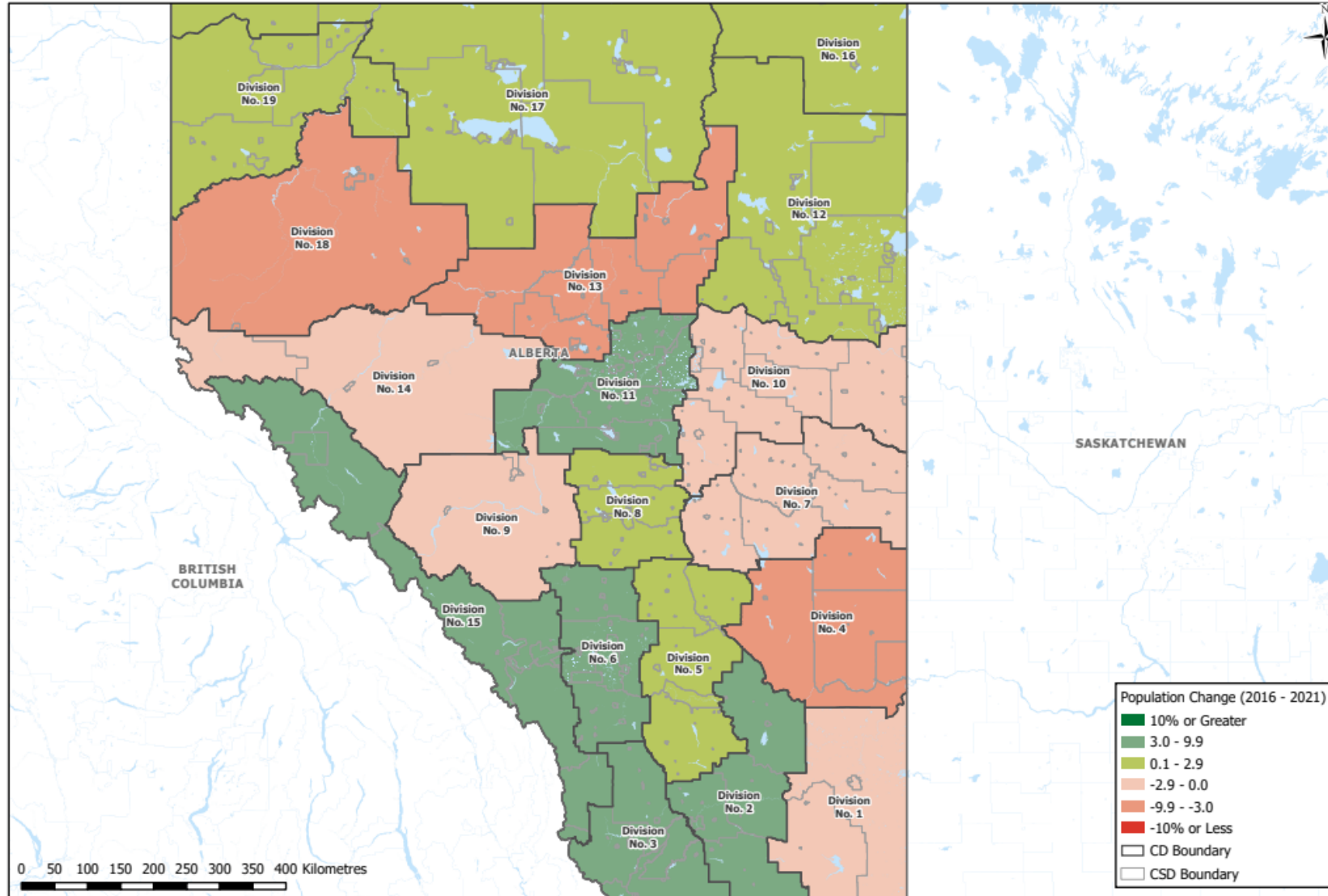


\*Note: components are demographic estimates and total may differ from census growth



# 2021 Census Percent Population Change 2016 - 2021 Alberta - By Census Division

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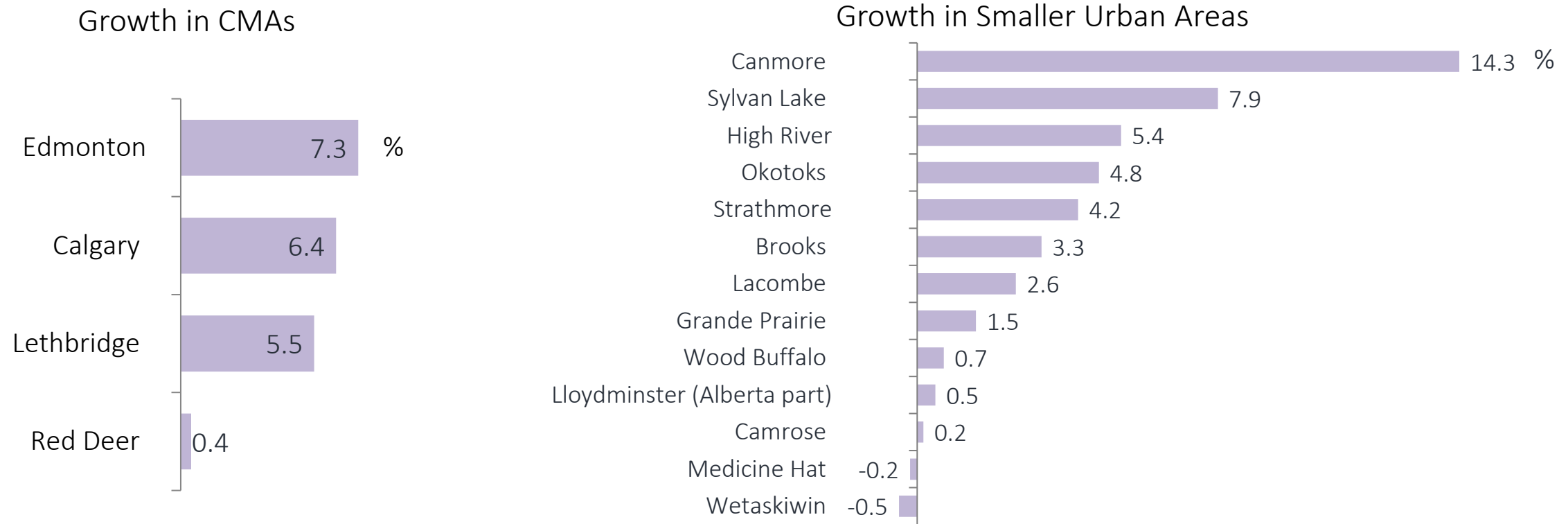
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# Growth Highest in Big Urban Areas; More Modest Growth in Most Smaller Areas

Population Change in Urban Areas, 2016-2021

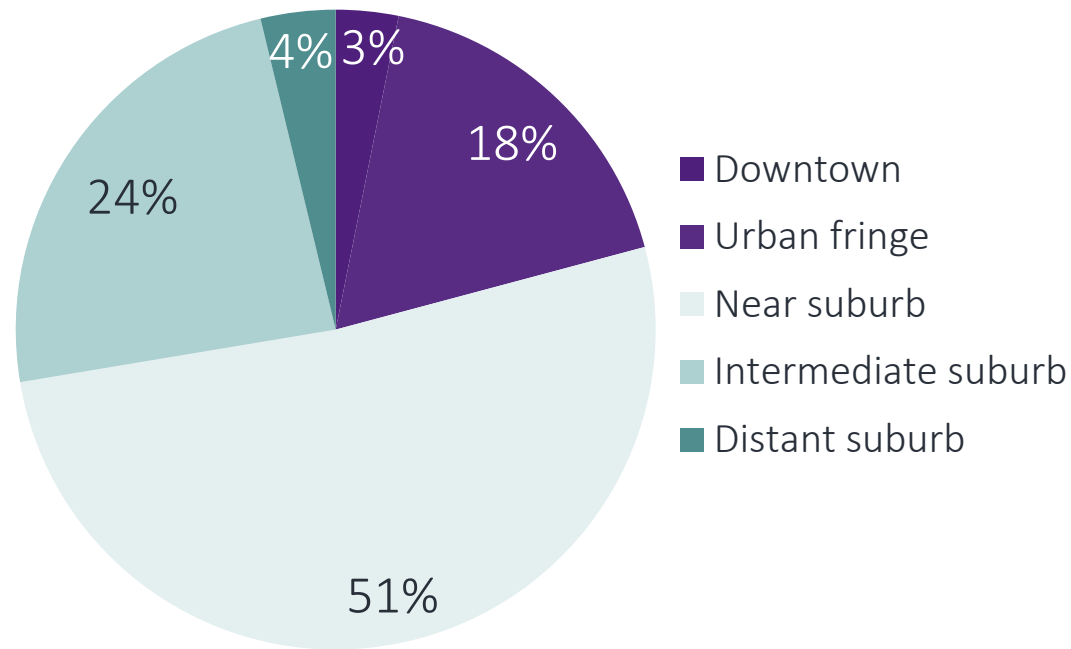


Growth outside CMAAs and CAs -0.7%

Source: Statistics Canada 2021 Census

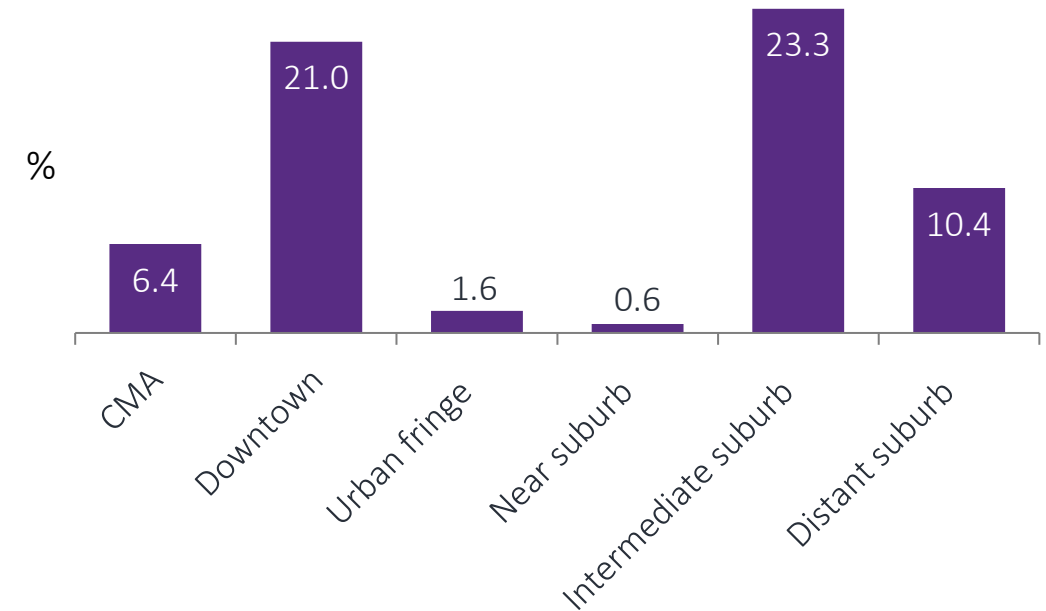
# 28% of Calgary's Population Live >20 minutes from Downtown; High Growth in Downtown and Outer Suburbs

Distribution of Population by Proximity to Downtown



2021 Population  
Calgary CMA 1,481,806

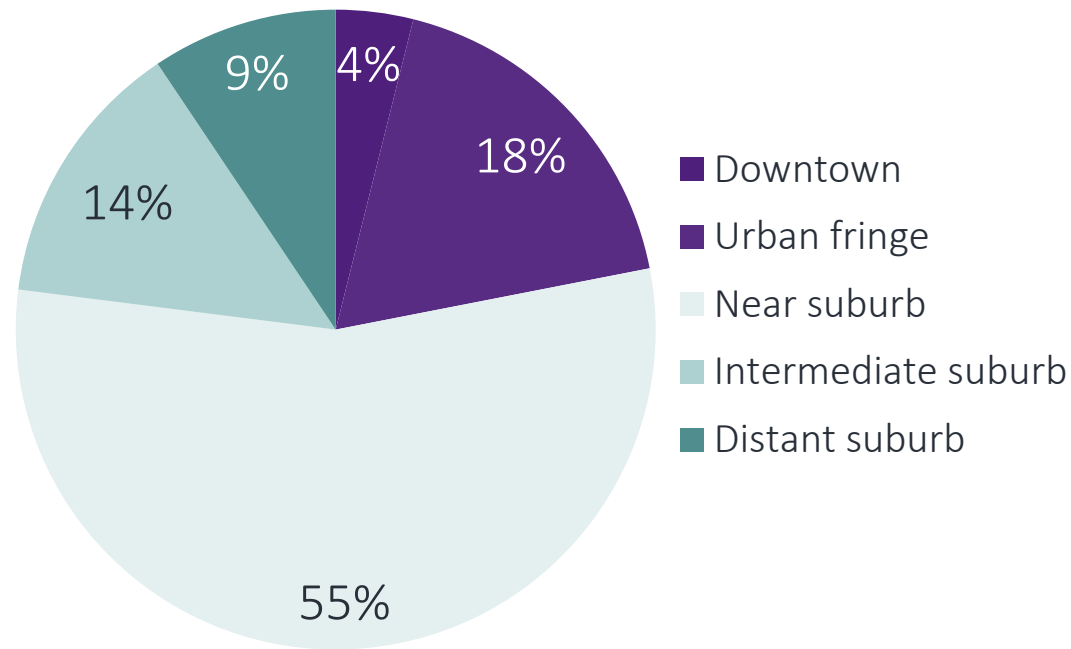
Growth Rate 2016-2021



Note: Urban fringe- 10 minutes from downtown driving  
Near suburb- 10-20 minutes from downtown  
Intermediate suburb- 20-30 minutes from downtown  
Distant suburb- 30 minutes or more from downtown

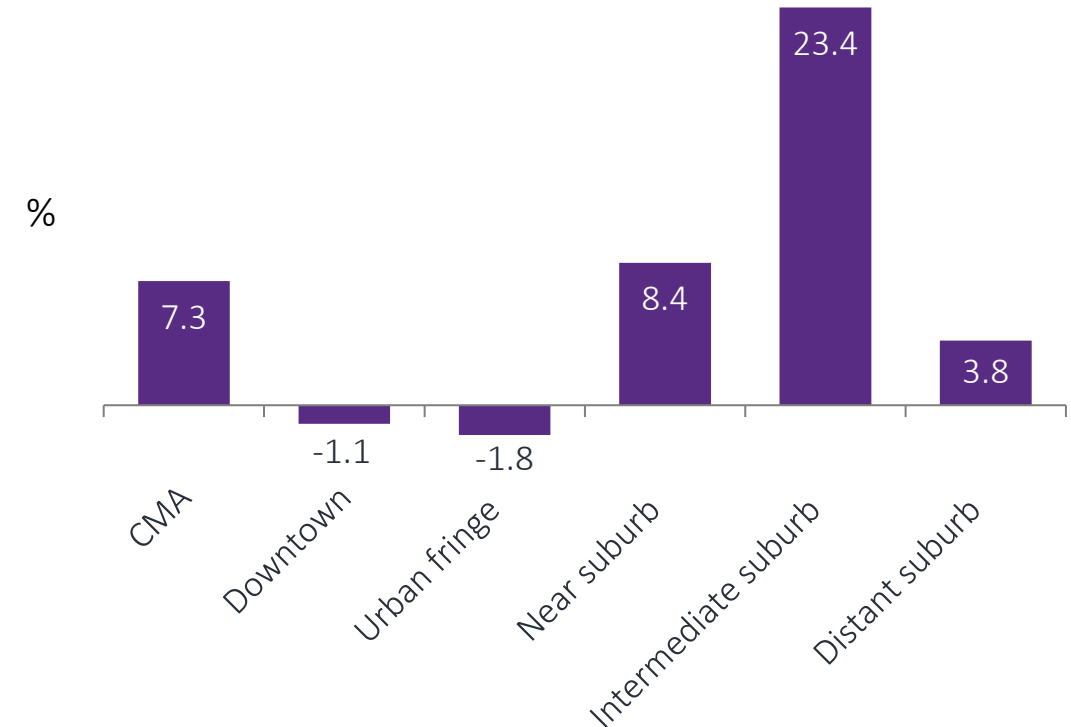
# 23% of Edmonton's Population Live >20 minutes from Downtown; Growth Mostly in Outer Suburbs

Distribution of Population by Proximity to Downtown



2021 Population  
Edmonton CMA 1,418,118

Growth Rate 2016-2021

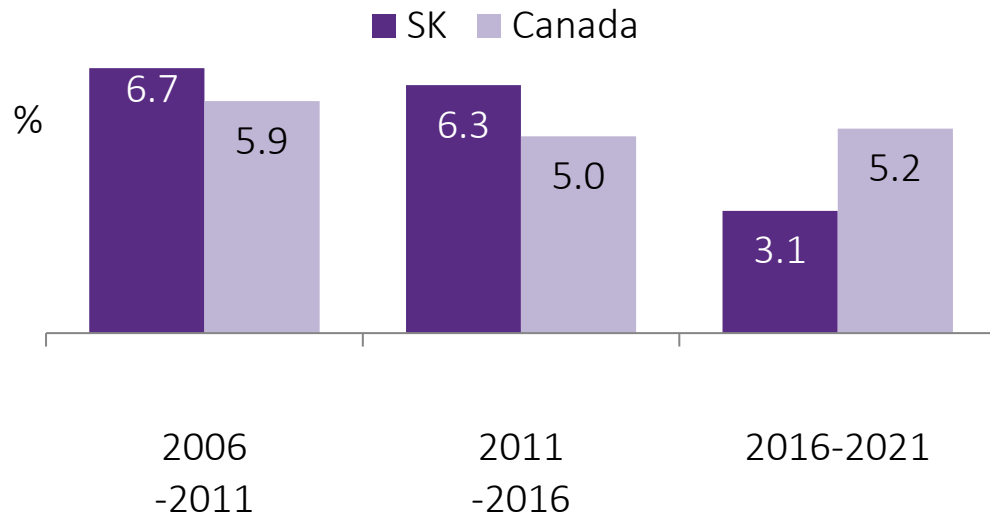


# Saskatchewan



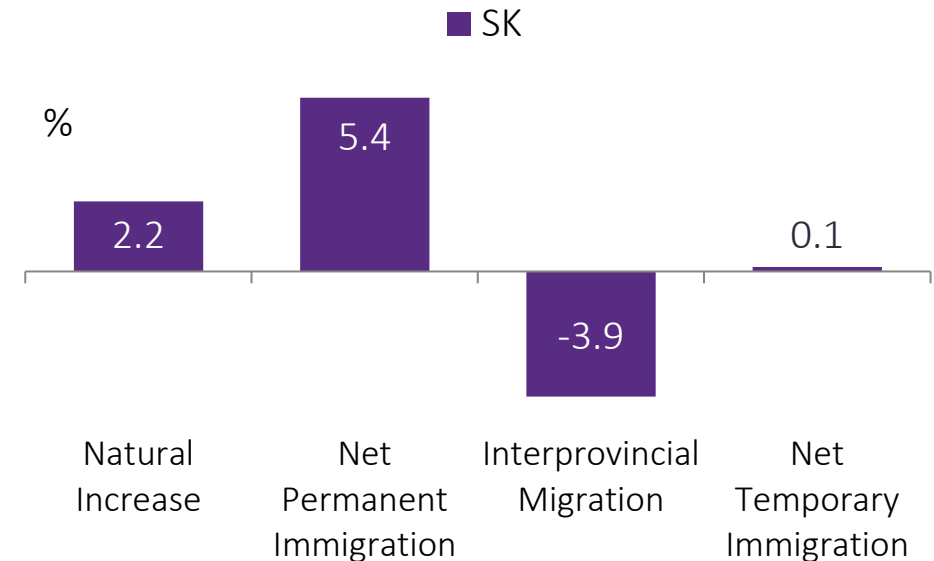
# Saskatchewan: Immigration Remained High but also High Losses to other Provinces

Percent Population Growth, 2006-2021



2021 SK Population 1,132,505

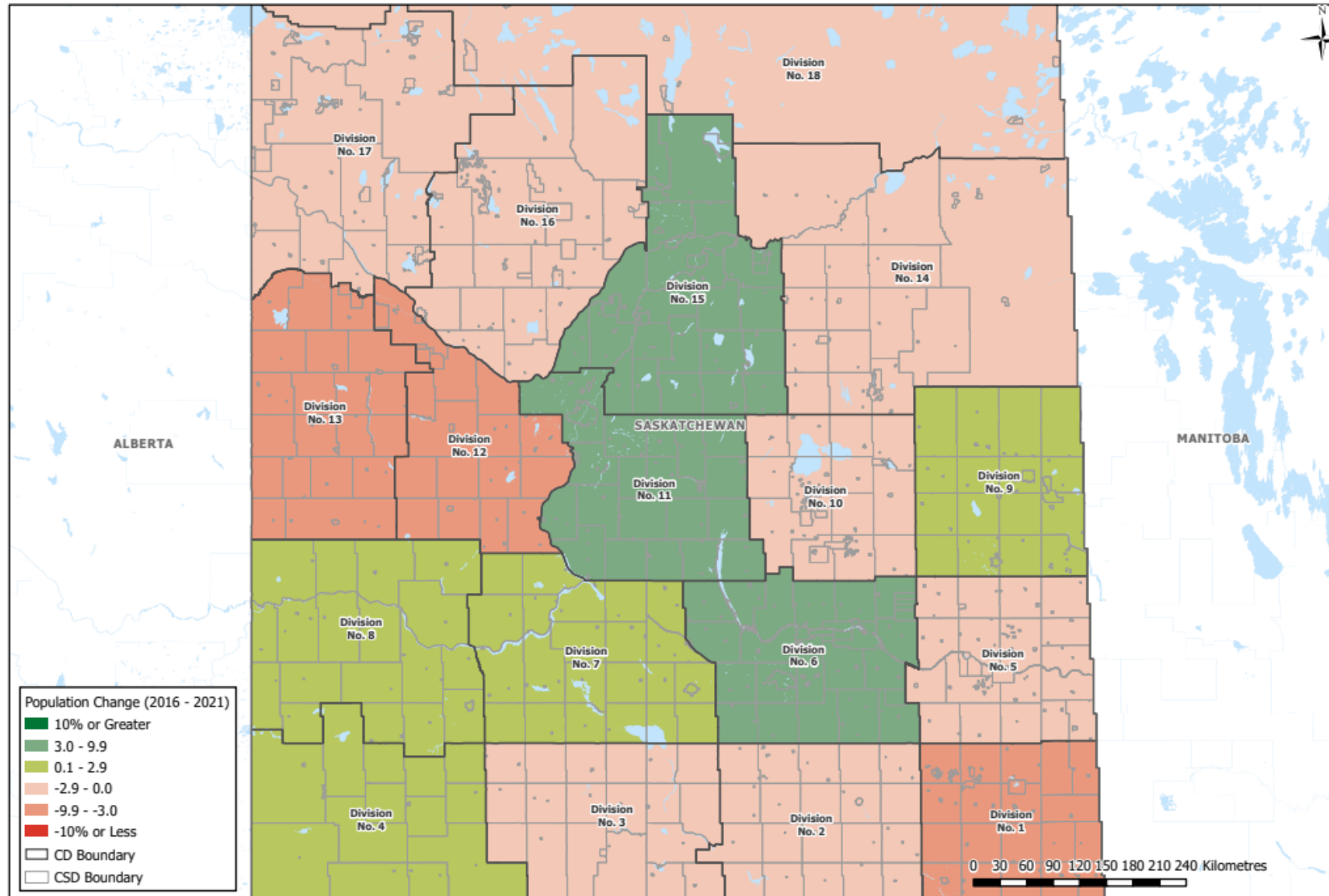
Estimate of Component Growth, 2016-2021\*



\*Note: components are demographic estimates and total may differ from census growth



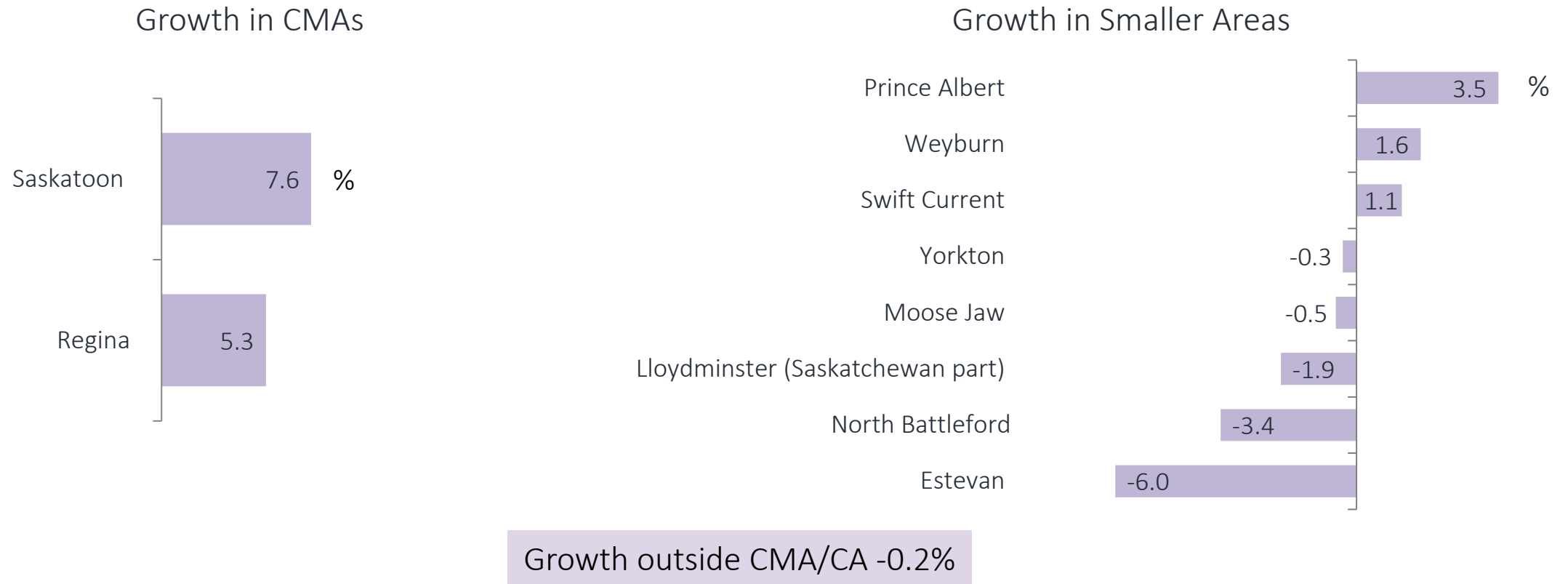
# 2021 Census Percent Population Change 2016 - 2021 Saskatchewan - By Census Division



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# Very Little Growth Outside Regina and Saskatoon

Population Change in Urban Areas, 2016-2021



Source: Statistics Canada 2021 Census

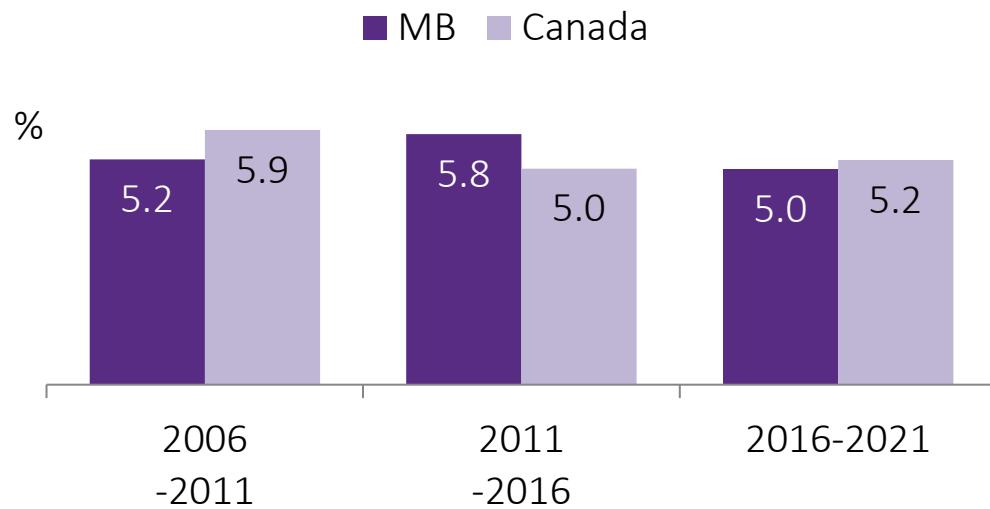
# Manitoba





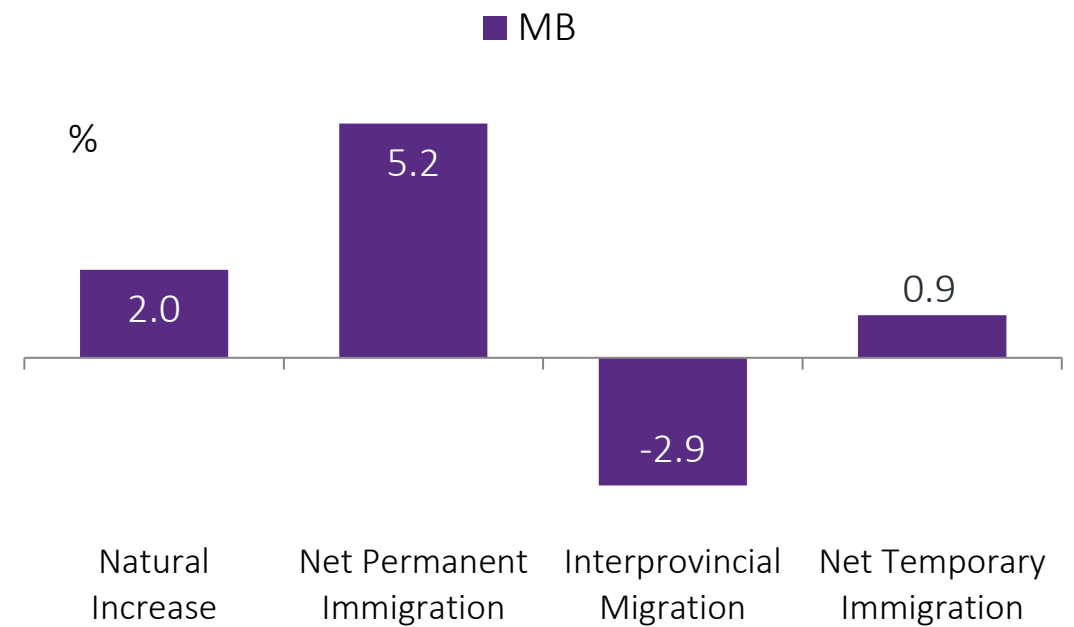
# Manitoba: Steady Growth Despite Outflows to other Provinces

Percent Population Growth, 2006-2021



2021 MB Population 1,342,153

Estimate of Component Growth, 2016-2021\*

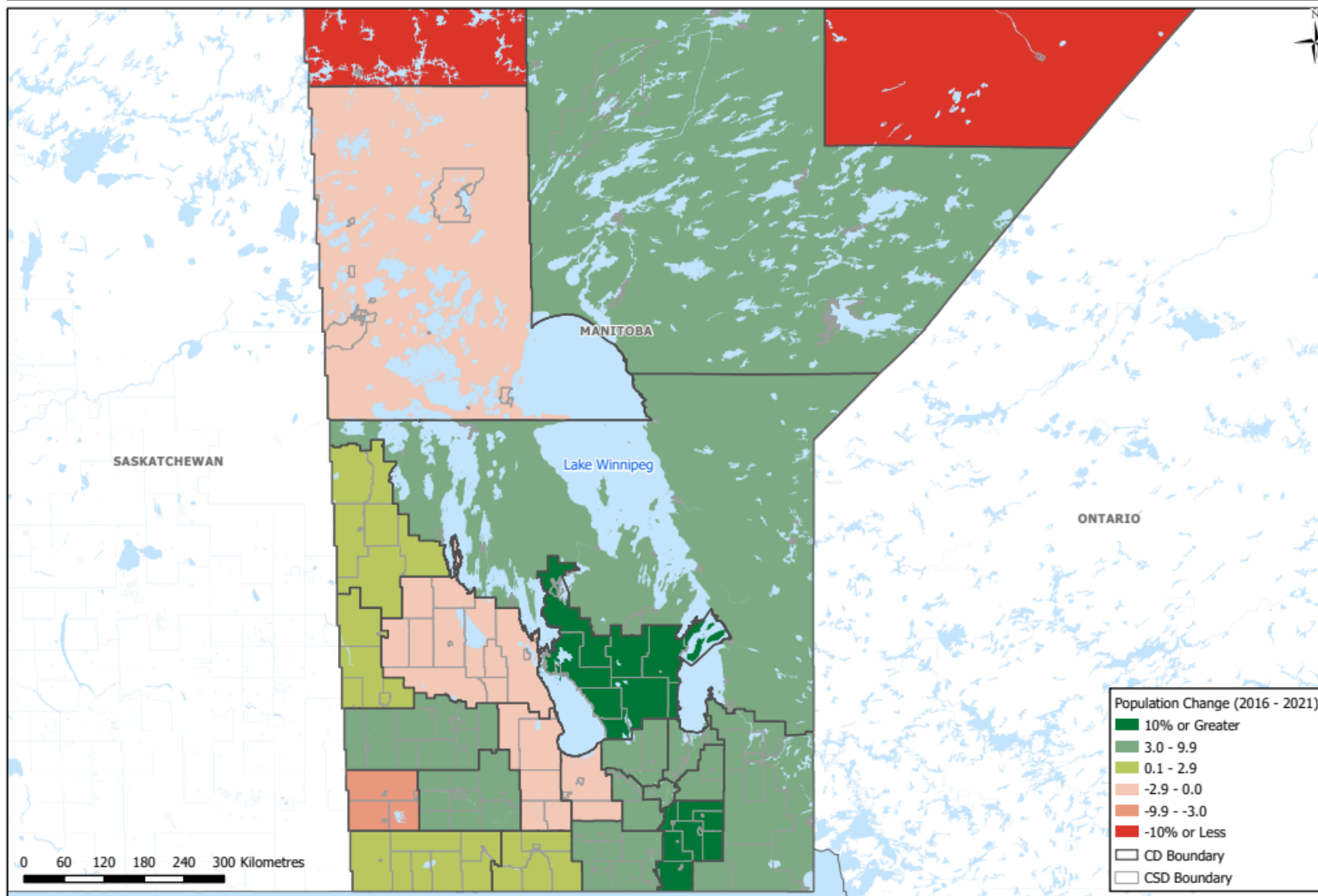


\*Note: components are demographic estimates and total may differ from census growth



# 2021 Census Percent Population Change 2016 - 2021 Manitoba - By Census Division

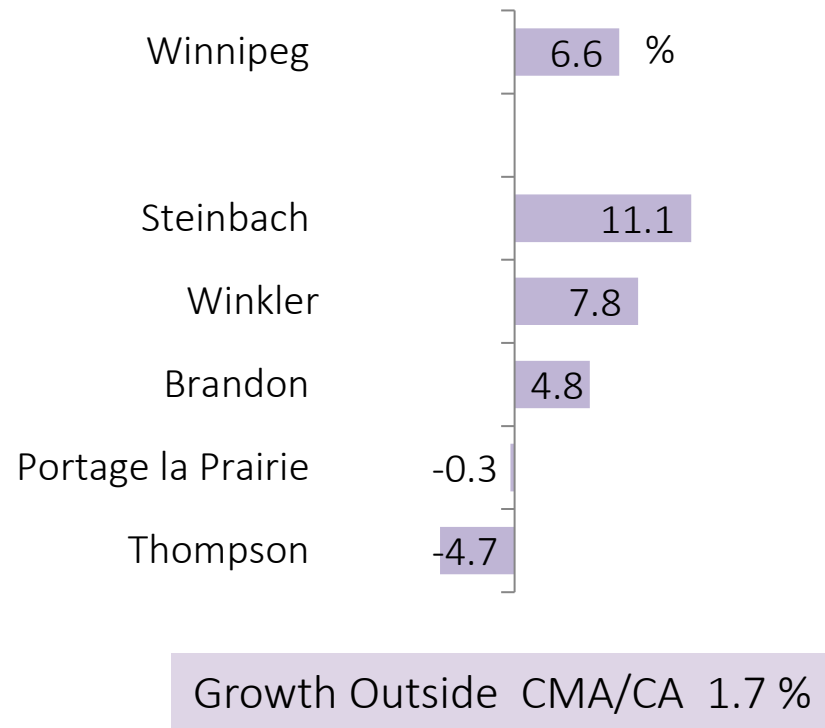
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# High Growth in Southern Manitoba, Some Growth Outside CMAs and CAs

Population Change in Urban Areas, 2016-2021

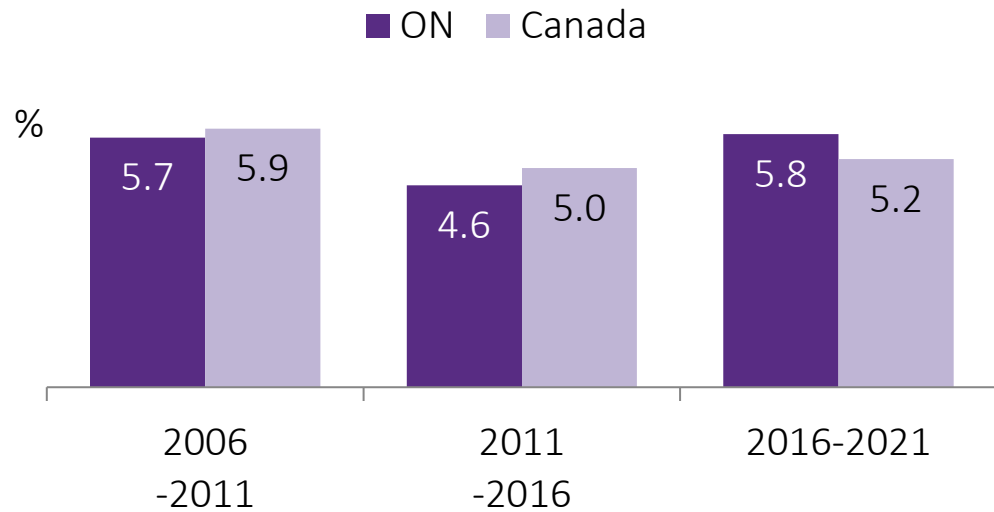


# Ontario



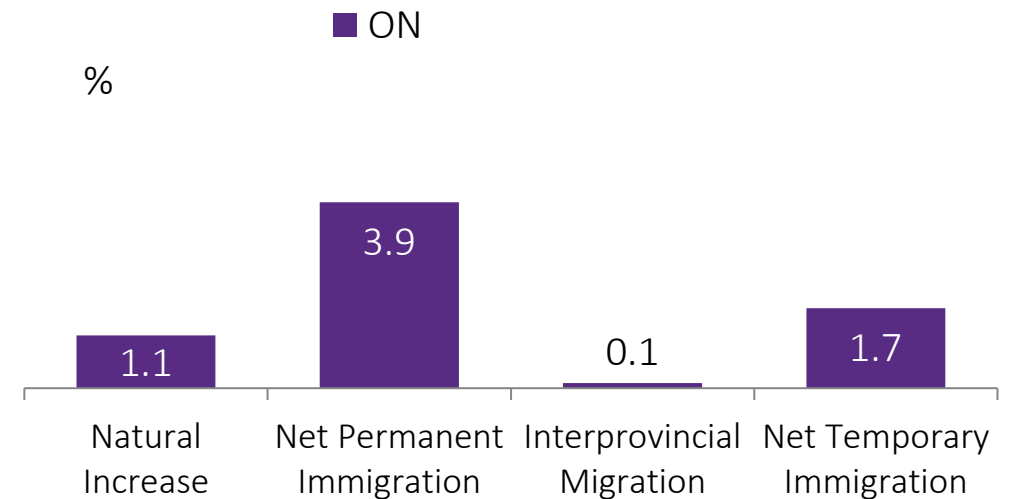
# Ontario: Growth Almost Entirely due to Immigration, both Permanent and Temporary

Percent Population Growth, 2006-2021



2021 ON Population 14,223,942

Estimate of Component Growth, 2016-2021\*

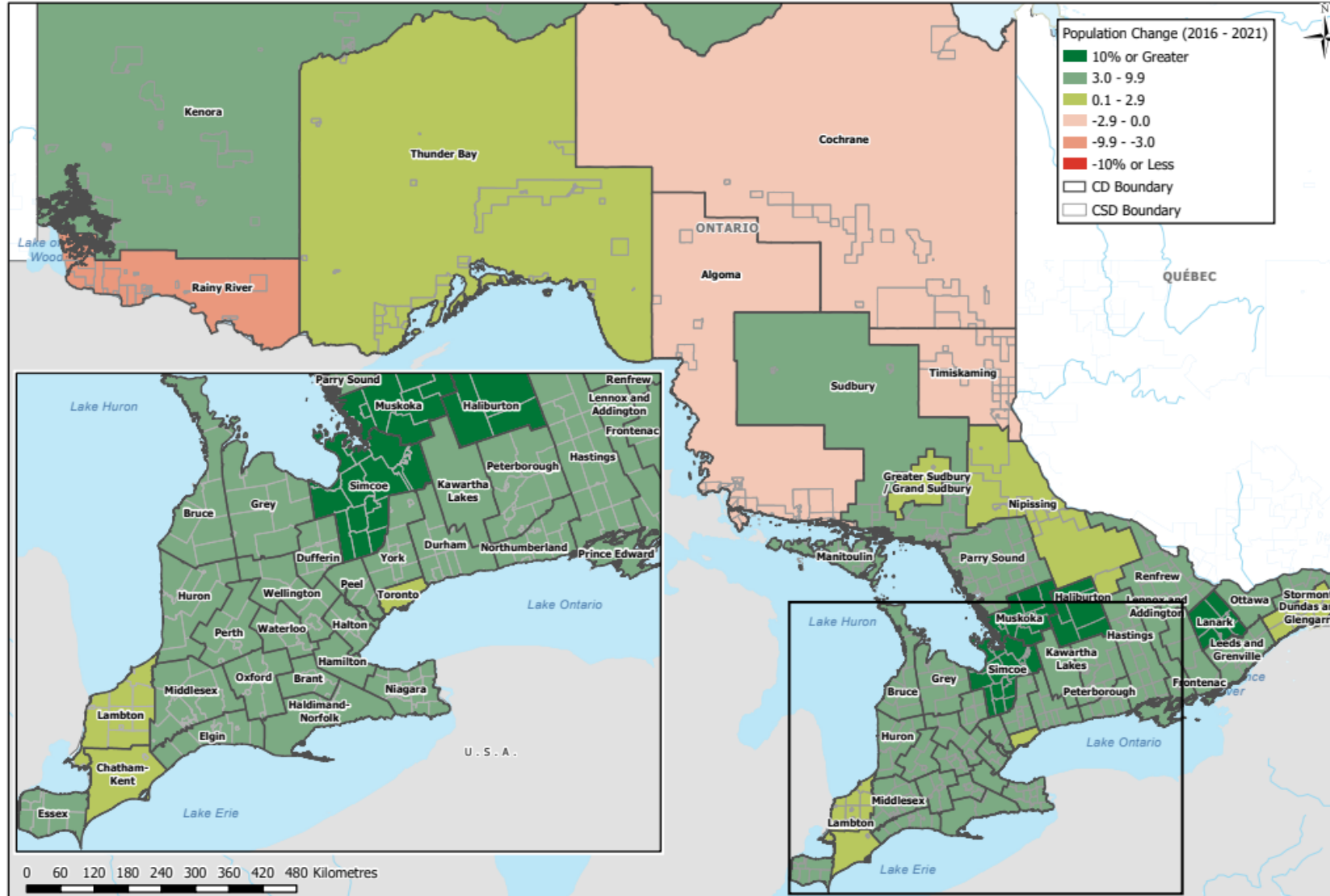


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# 2021 Census Percent Population Change 2016 - 2021 Ontario - By Census Division

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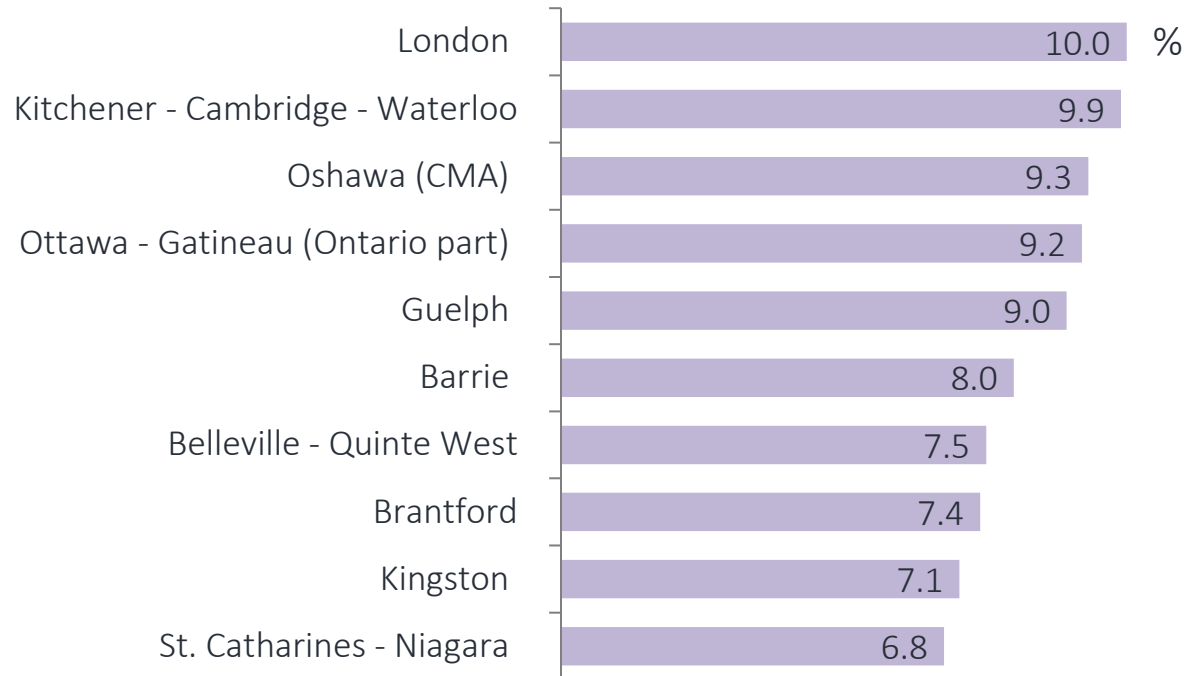
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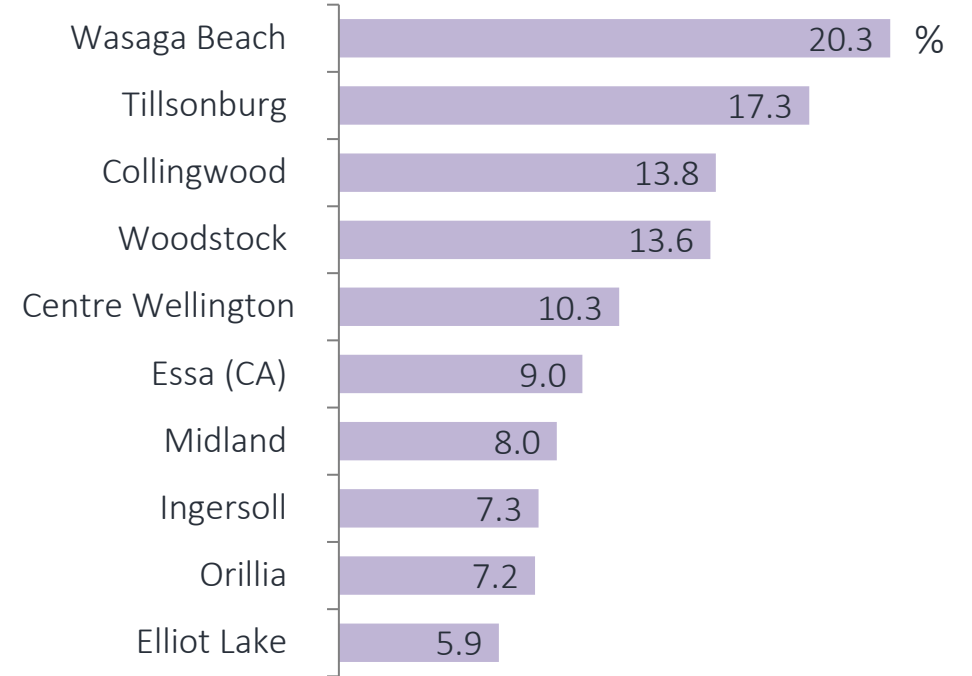
# Highest Growth in Mid-Sized CMAs and Smaller Communities Outside Toronto

Fastest Growing Urban Areas, Ontario, 2016-2021

10 Fastest Growing CMAs



10 Fastest Growing Smaller Urban Areas

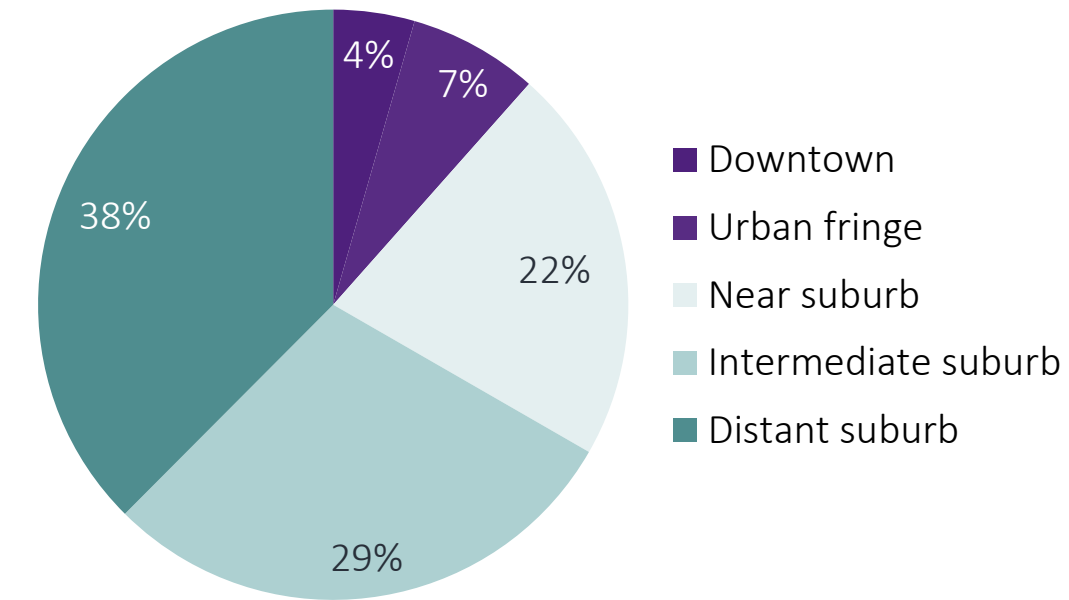


Growth in Areas Outside CMA/CA 4.6%

Source: Statistics Canada 2021 Census

# 67% of Toronto's CMA Population Live >20 minutes from Downtown; Almost All Growth Downtown or Distant Suburbs

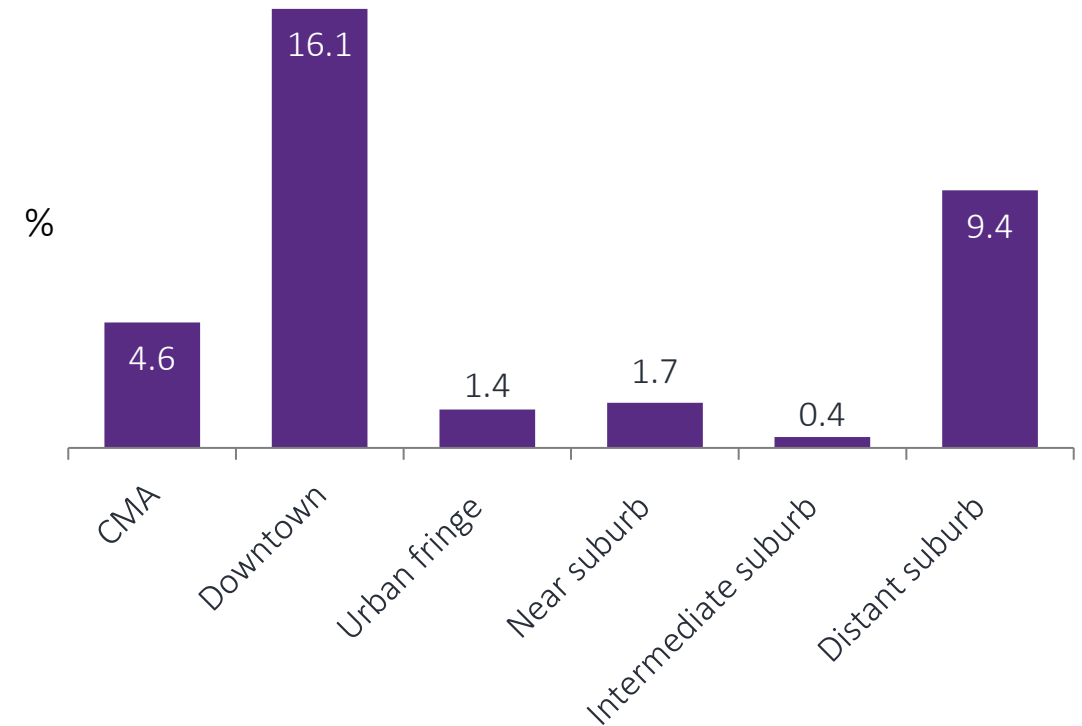
Distribution of Population by Proximity to Downtown



2021 Population

Toronto CMA 6,202,225

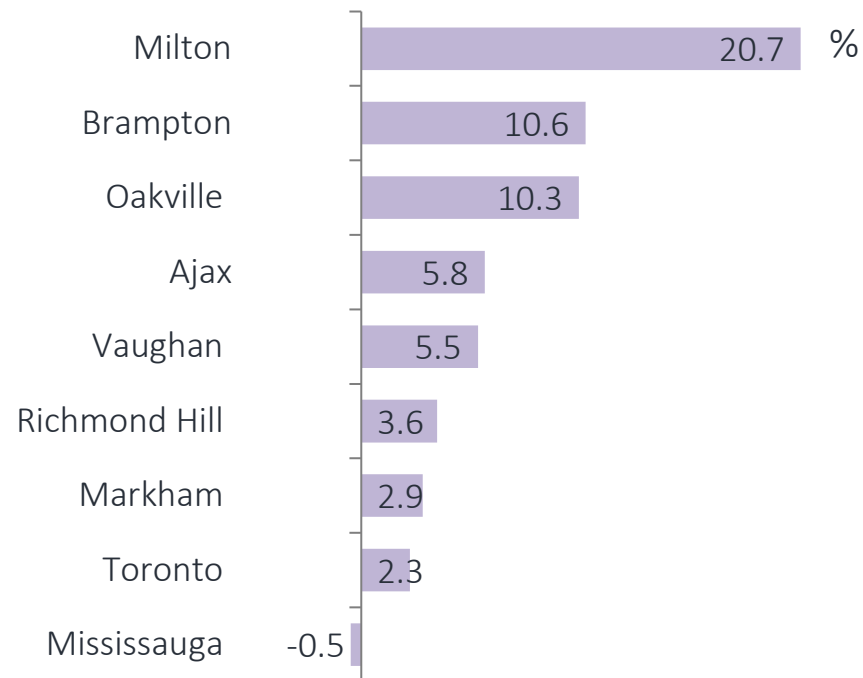
Growth Rate 2016-2021



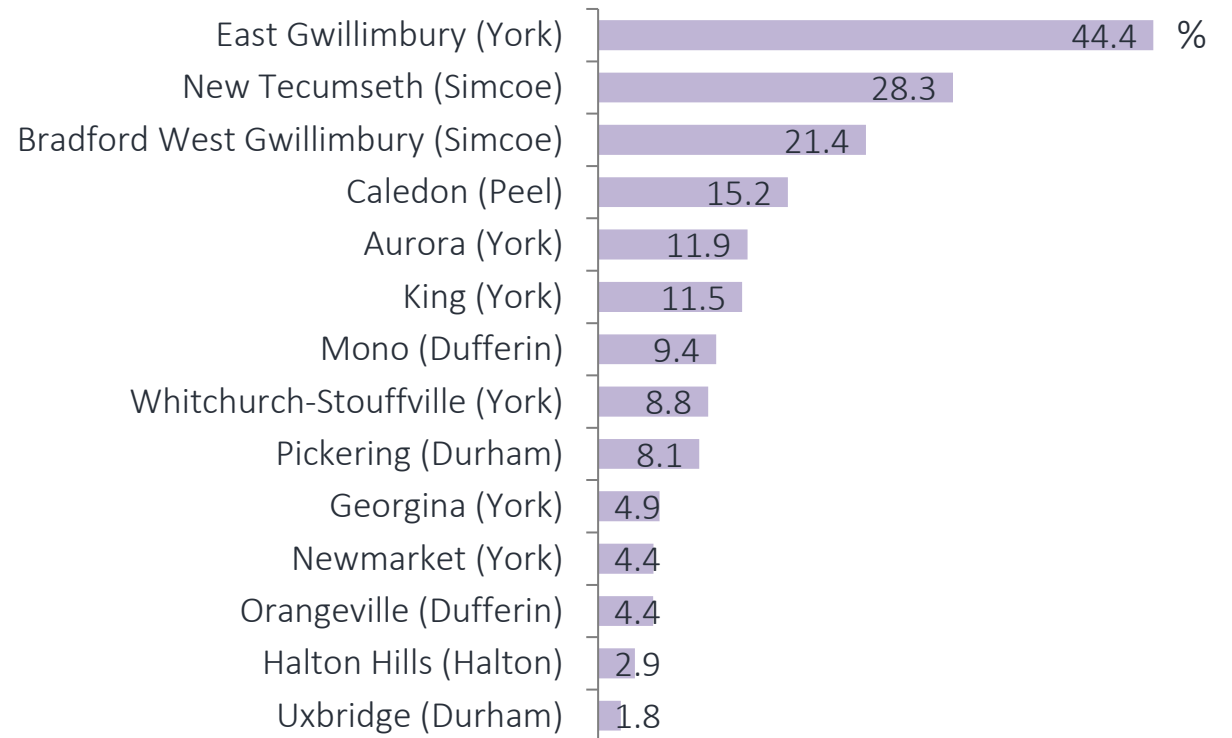


# Highest Growth in Outlying Areas of Toronto CMA; Low Growth in Toronto, Slight Decline in Mississauga

Growth in Places 100,000+

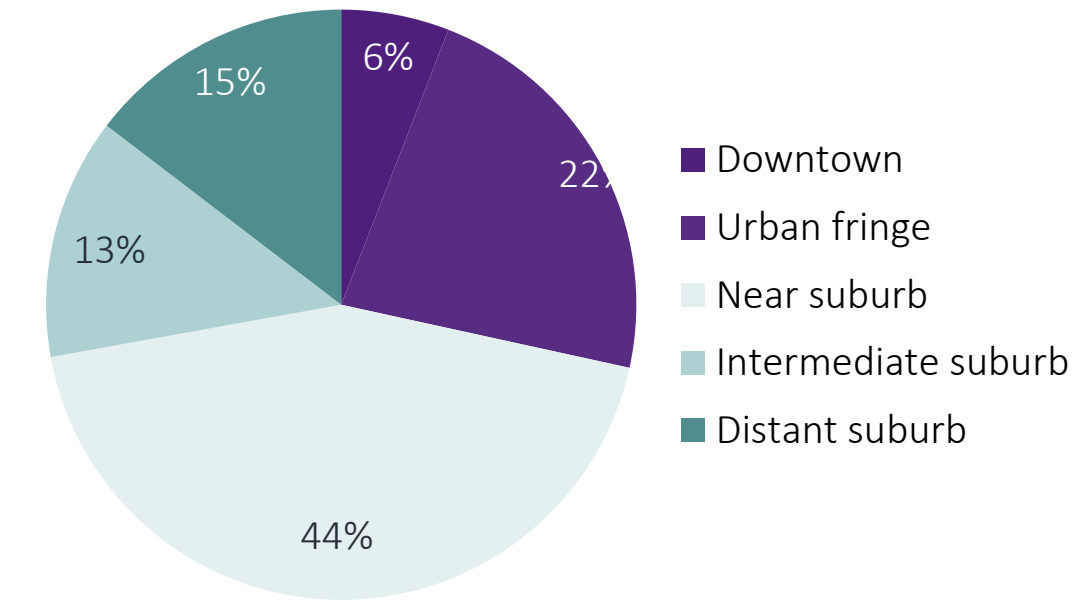


Growth in Places Under 100,000



# 28% of Ottawa's Population Live >20 minutes from Downtown; Growth in All Parts of the City

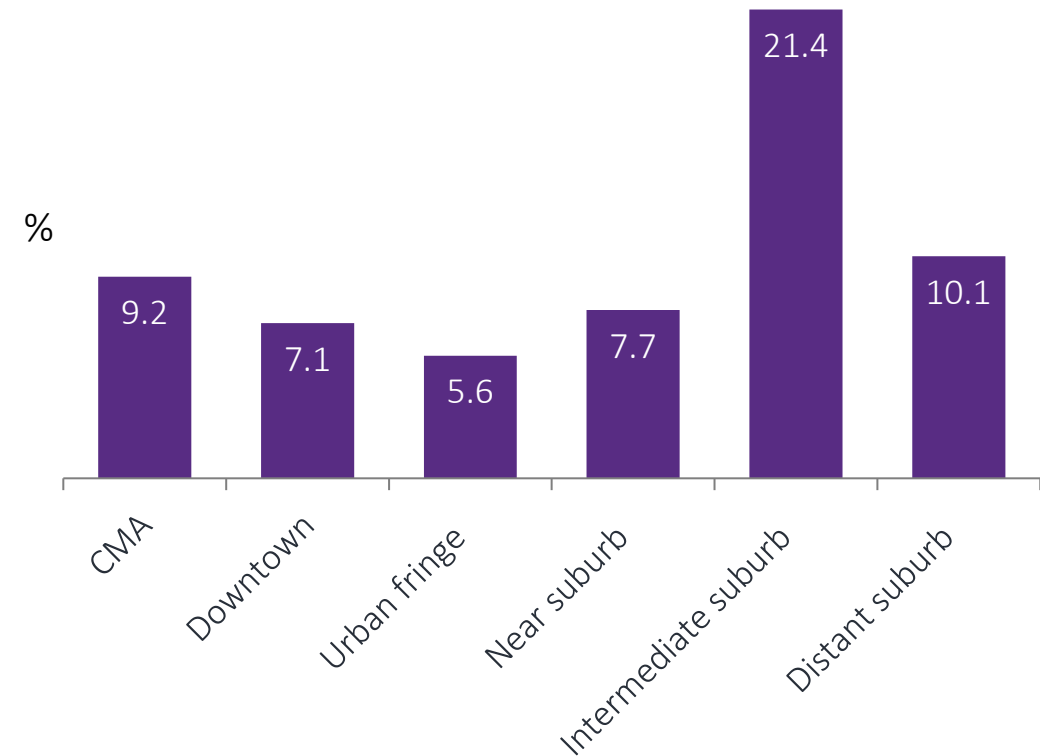
Distribution of Population by Proximity to Downtown



2021 Population

Ottawa City 1,017, 449

Growth Rate 2016-2021

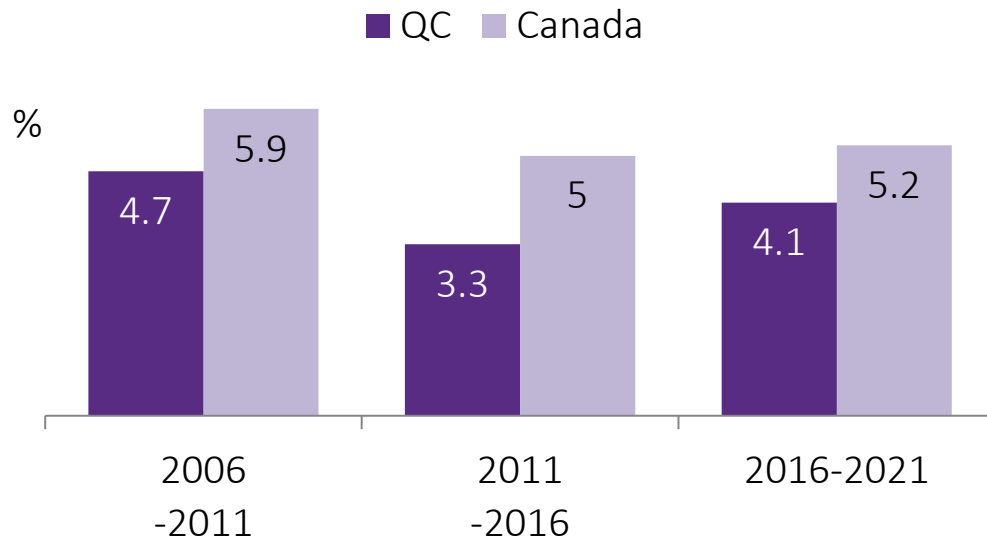


# Quebec



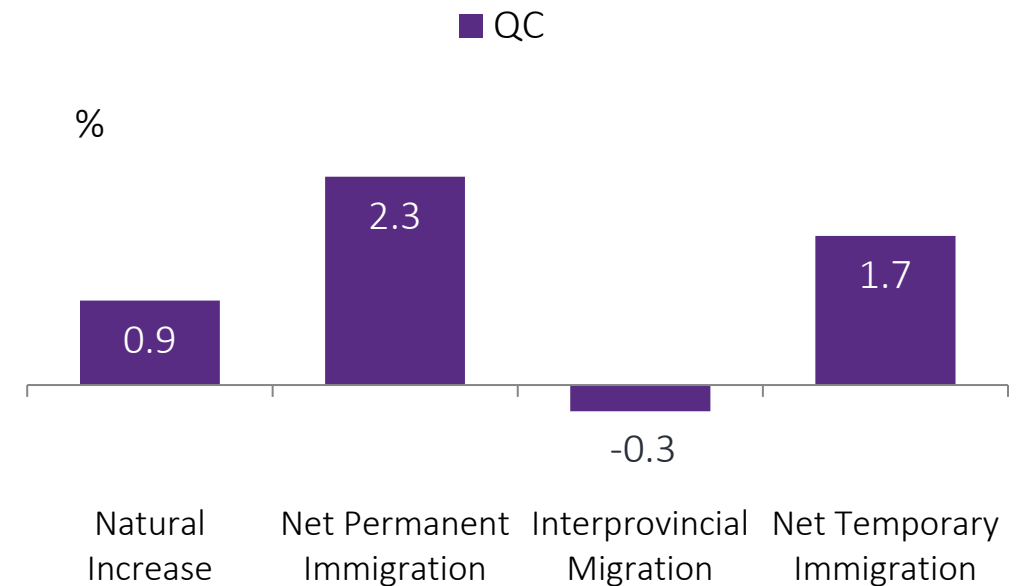
# Quebec: Growth due Mostly to Immigration, both Permanent and Temporary

Percent Population Growth, 2006-2021

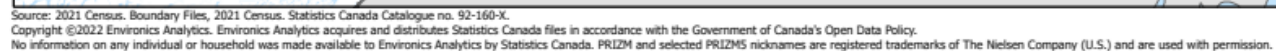


2021 QC Population 8,501,833

Estimate of Component Growth, 2016-2021\*

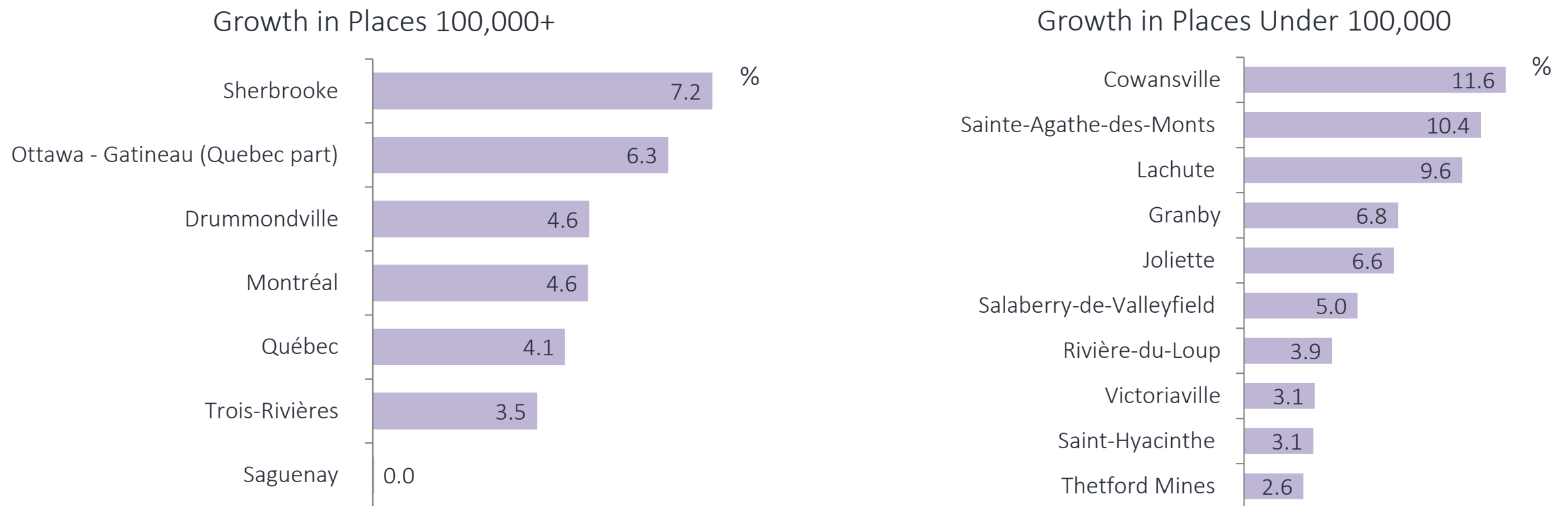


\*Note: components are demographic estimates and total may differ from census growth



# Moderate Growth in Many Urban Areas, Including Many Smaller Places Outside Montreal

Population Change in Urban Areas, 2016-2021



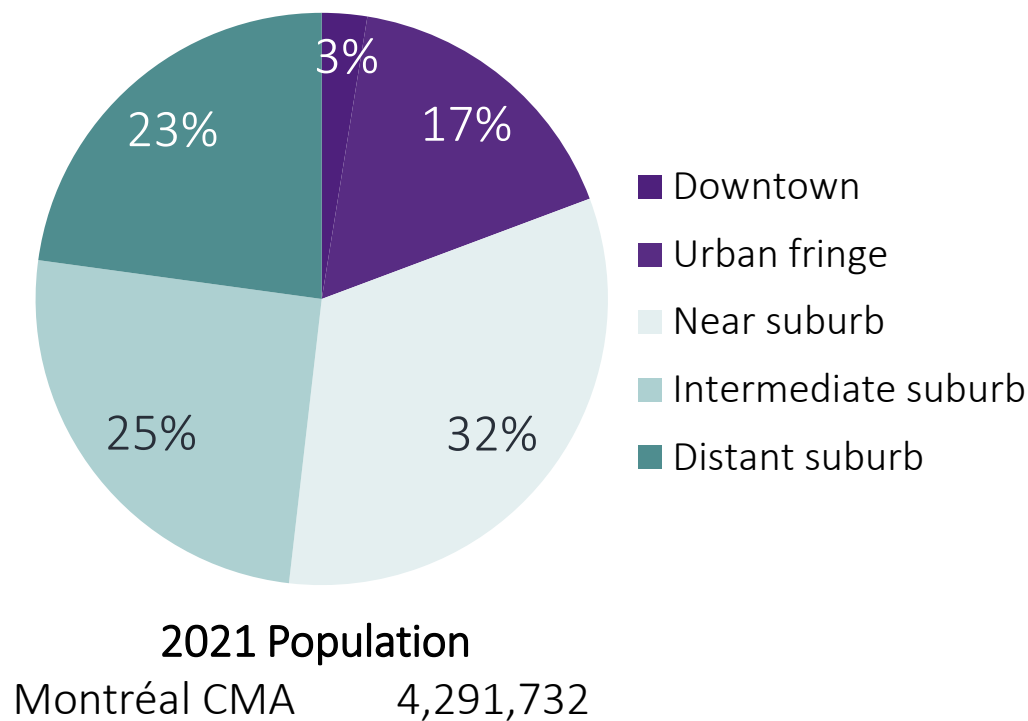
Growth outside CMA/CA 3.6 %

Source: Statistics Canada 2021 Census

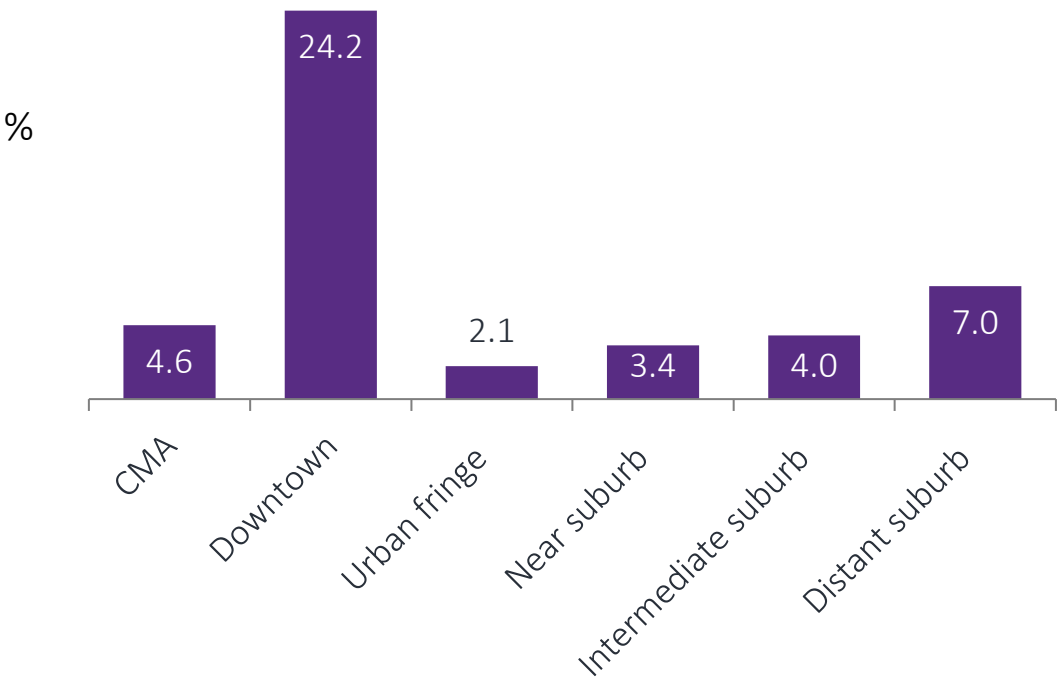
**ENVIRONICS**  
ANALYTICS

# 48% of Montreal's Population Live >20 minutes from Downtown; High Growth in Downtown Area

Distribution of Population by Proximity to Downtown



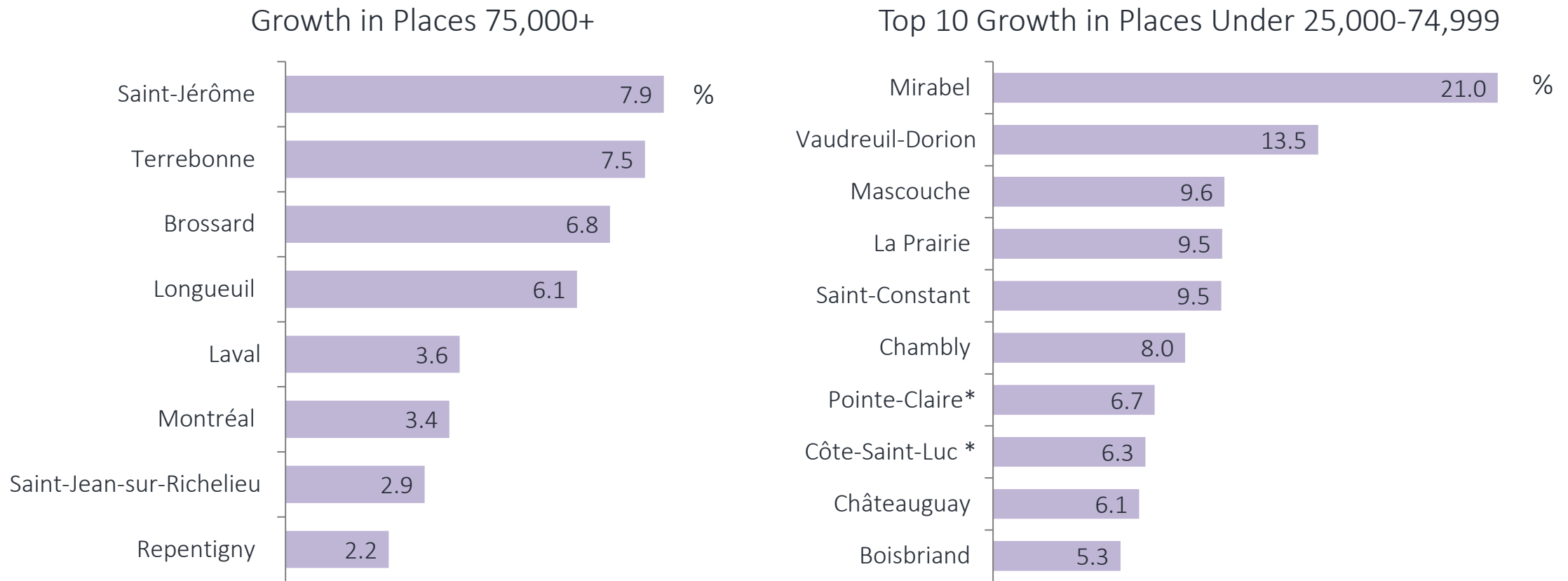
Growth Rate 2016-2021



Source: Statistics Canada 2021 Census

# Growth Mostly in Outlying Communities of Montreal

Growth in CSDs in Montreal CMA, 2016-2021



Source: Statistics Canada 2021 Census

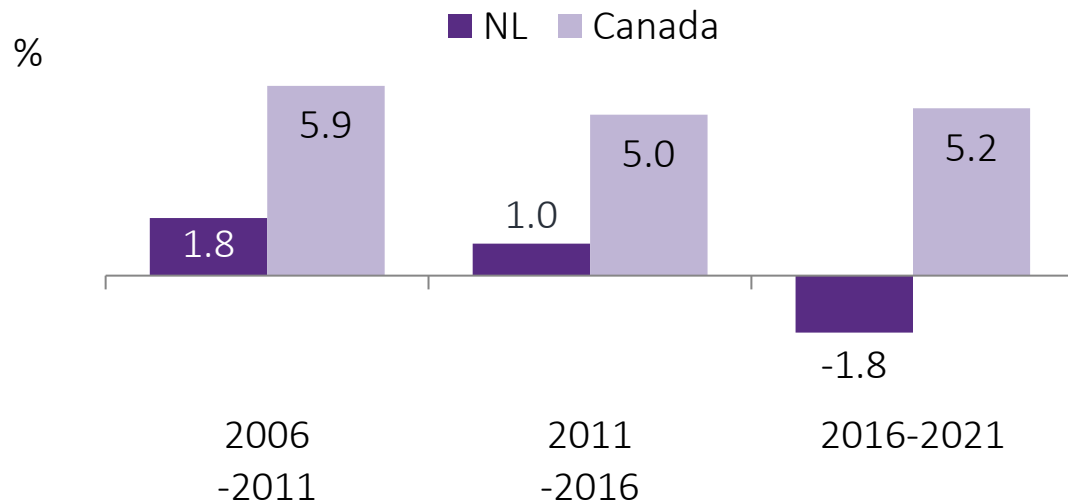


# The Atlantic Provinces



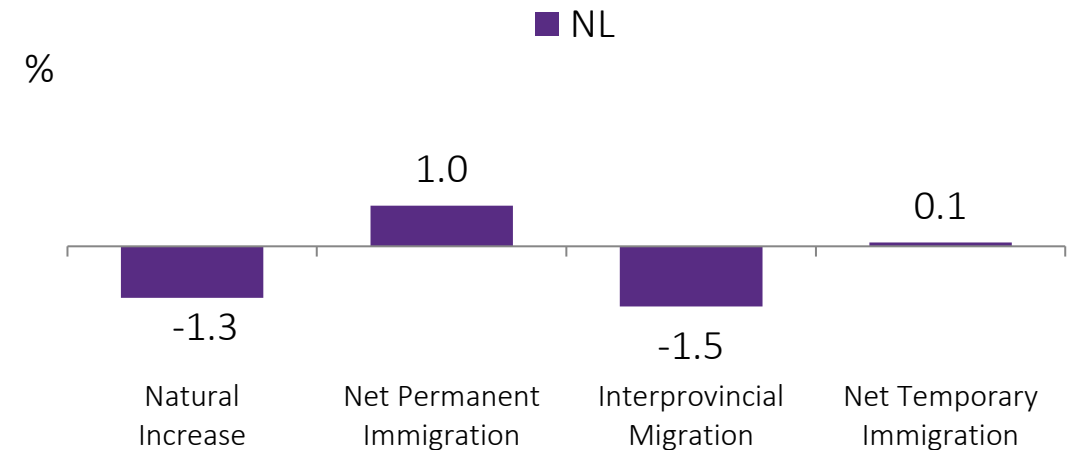
# Newfoundland and Labrador: Negative Growth from Low Immigration and Outflows from Province

Percent Population Growth, 2006-2021



2021 NL Population 510, 550

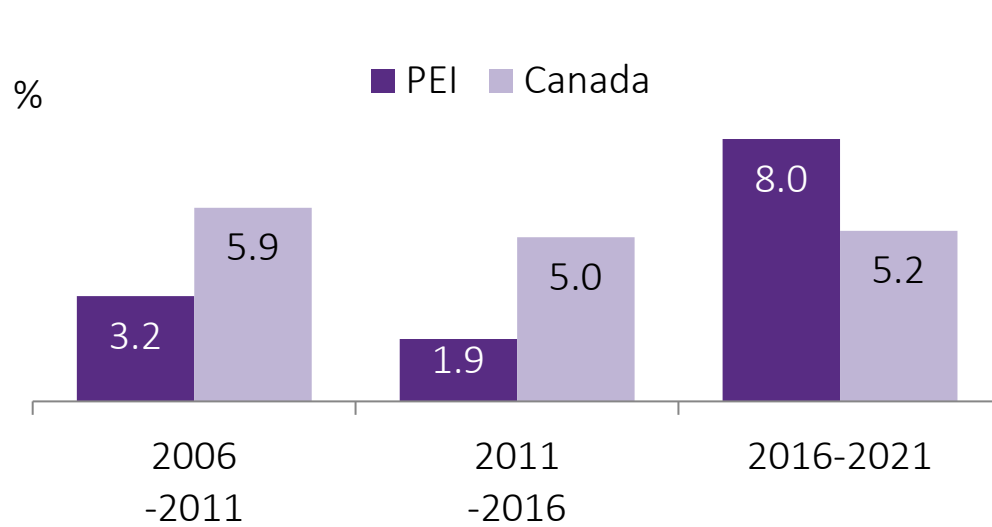
Estimate of Component Growth, 2016-2021\*



\*Note: components are demographic estimates and total may differ from census growth

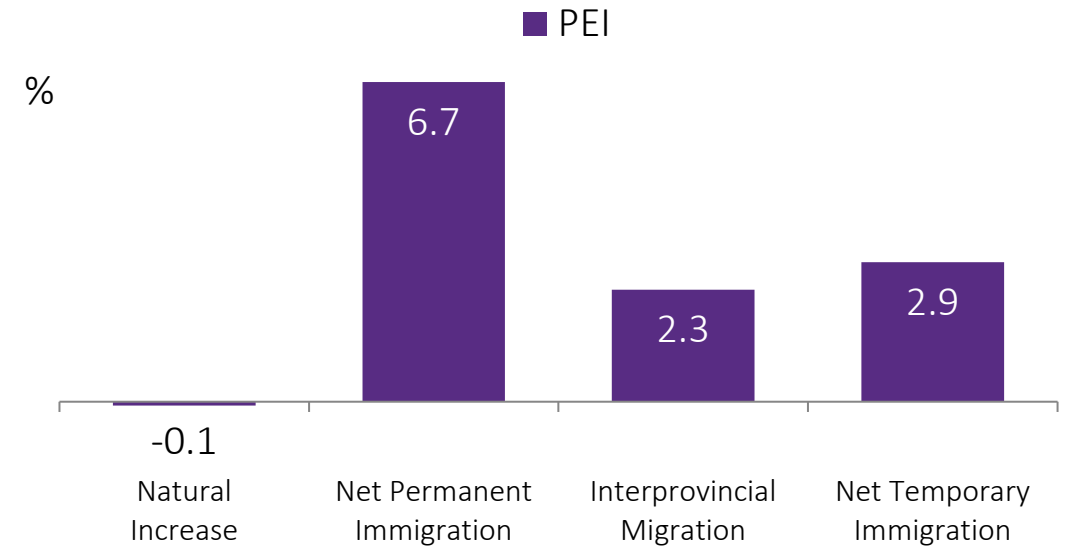
# PEI: Very High Immigration but also Gains from Other Provinces

Percent Population Growth, 2006-2021



2021 PEI Population 154,331

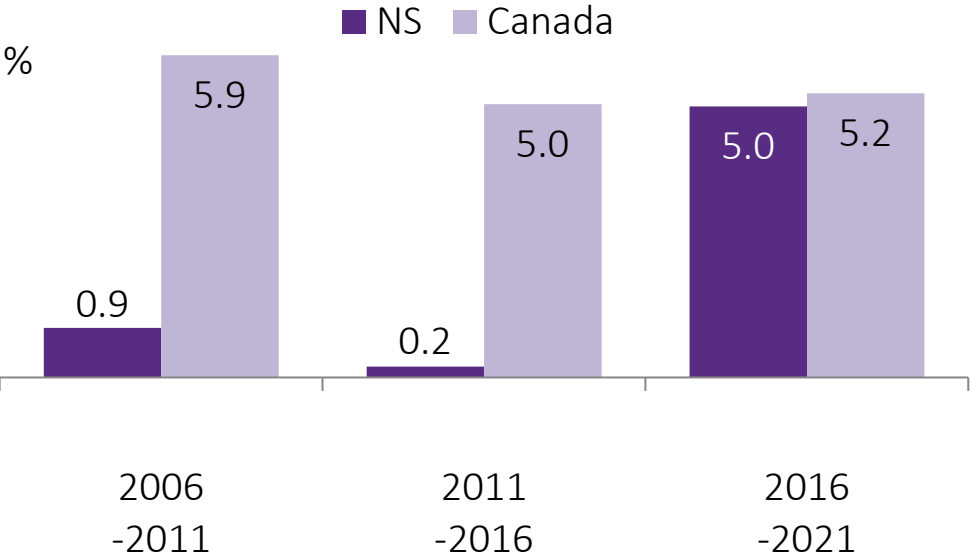
Estimate of Component Growth, 2016-2021\*



\*Note: components are demographic estimates and total may differ from census growth

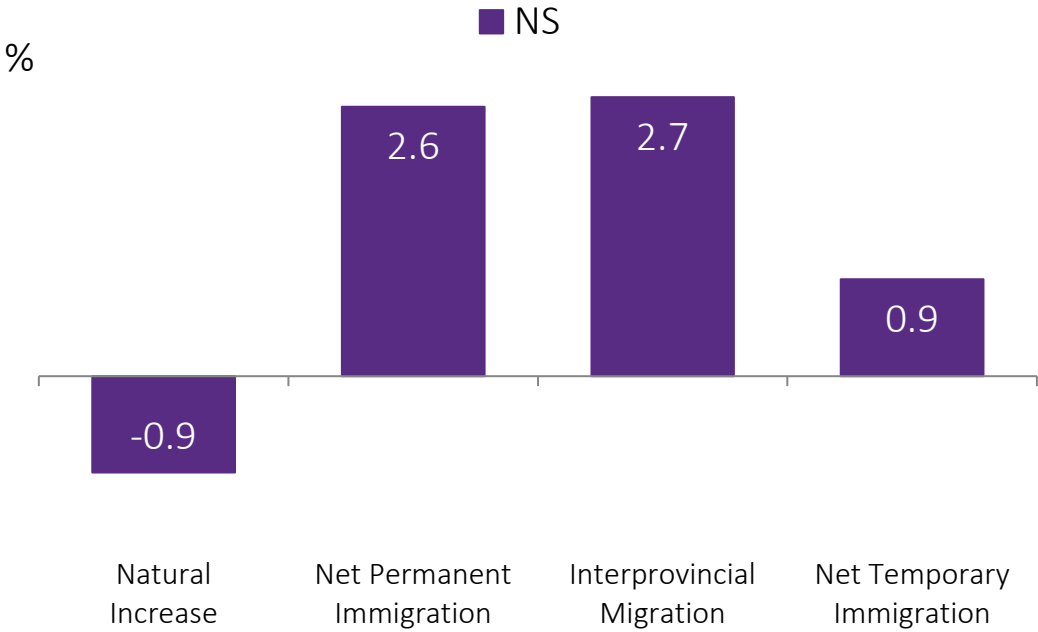
# Nova Scotia: Gains from both Immigration and Interprovincial Migration

Percent Population Growth, 2006-2021



2021 NS Population 969,383

Estimate of Component Growth, 2016-2021\*

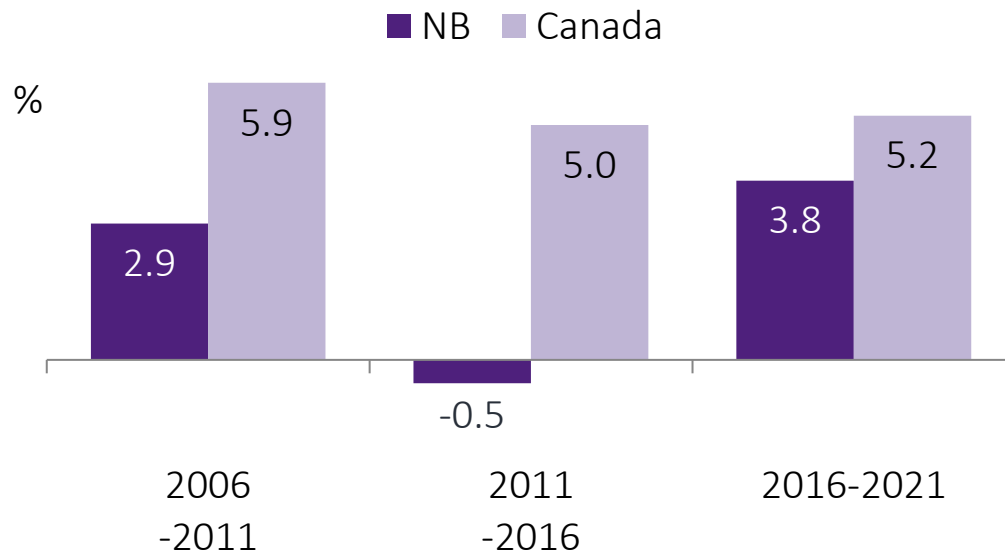


\*Note: components are demographic estimates and total may differ from census growth

Source: Various Censuses and Statistics Canada Estimates

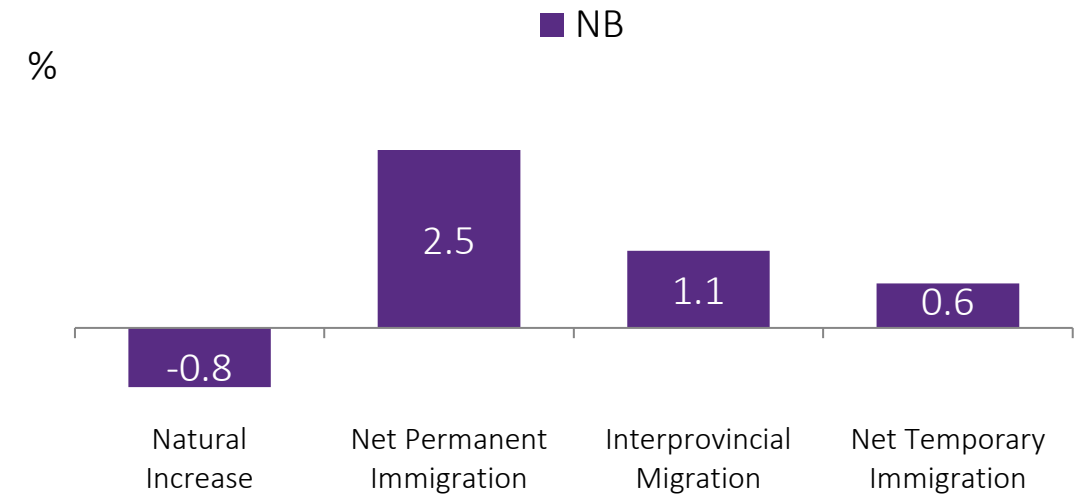
# New Brunswick: Growth due to Immigration and Gains from other Provinces

Percent Population Growth, 2006-2021



2021 NB Population 775,610

Estimate of Component Growth, 2016-2021\*

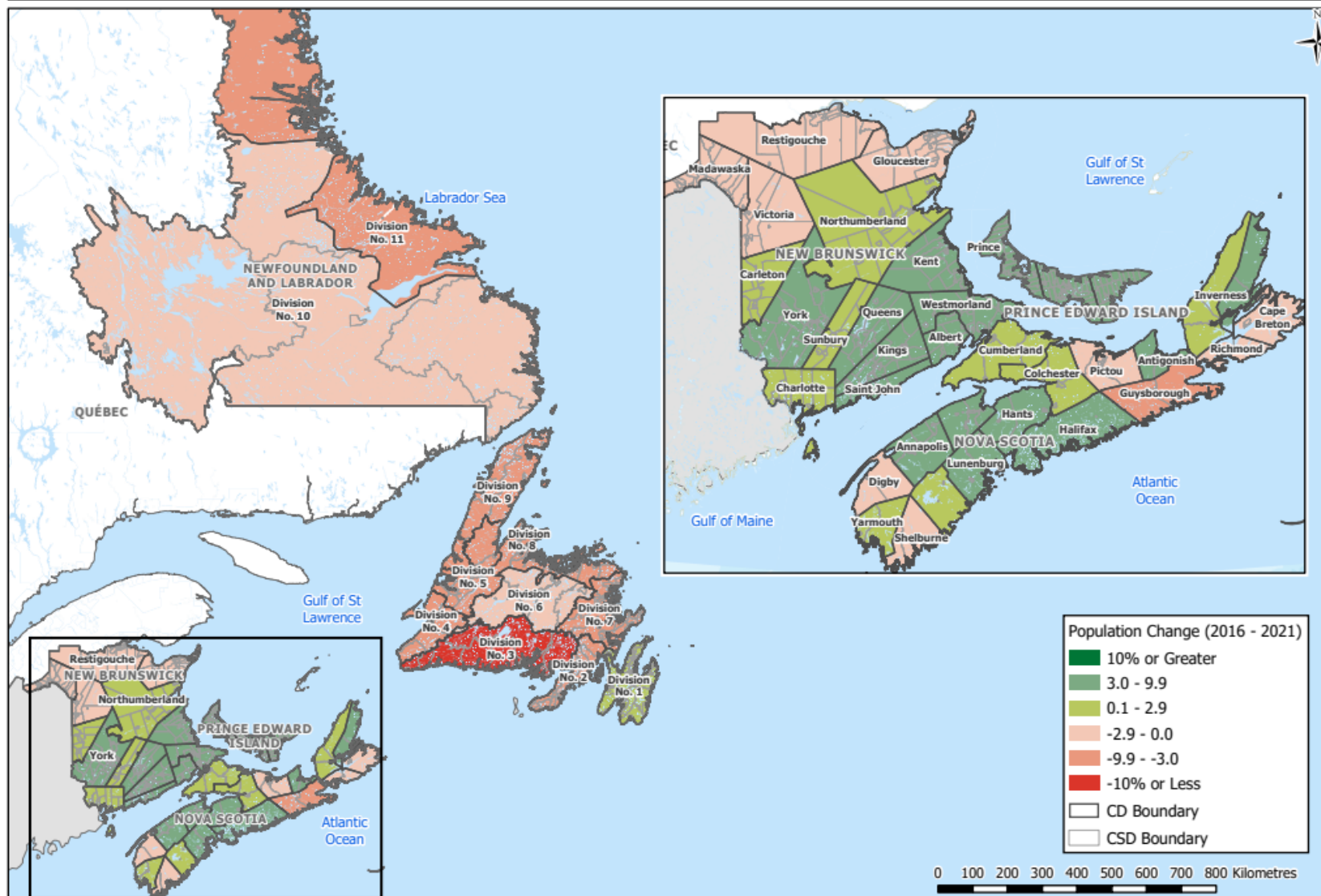


\*Note: components are demographic estimates and total may differ from census growth



# 2021 Census Percent Population Change 2016 - 2021 Atlantic Canada - By Census Division

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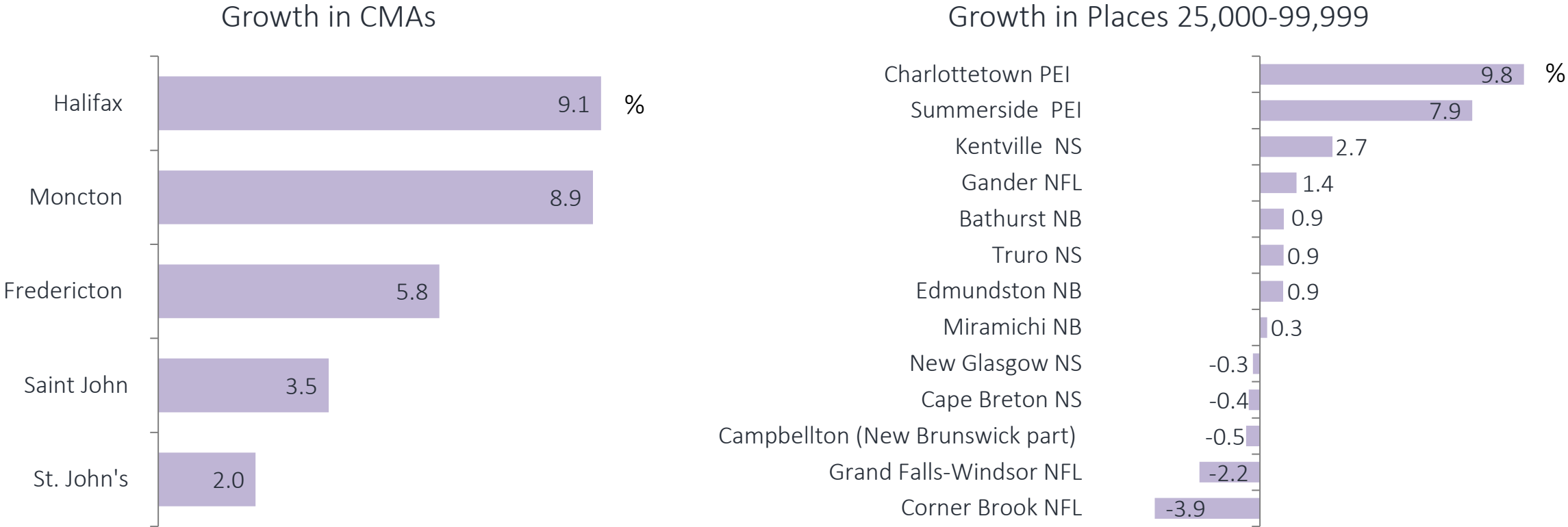


Source: 2021 Census. Boundary Files, 2021 Census. Statistics Canada Catalogue no. 92-160-X.  
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# Atlantic Canada: Higher Growth in Larger Urban Areas

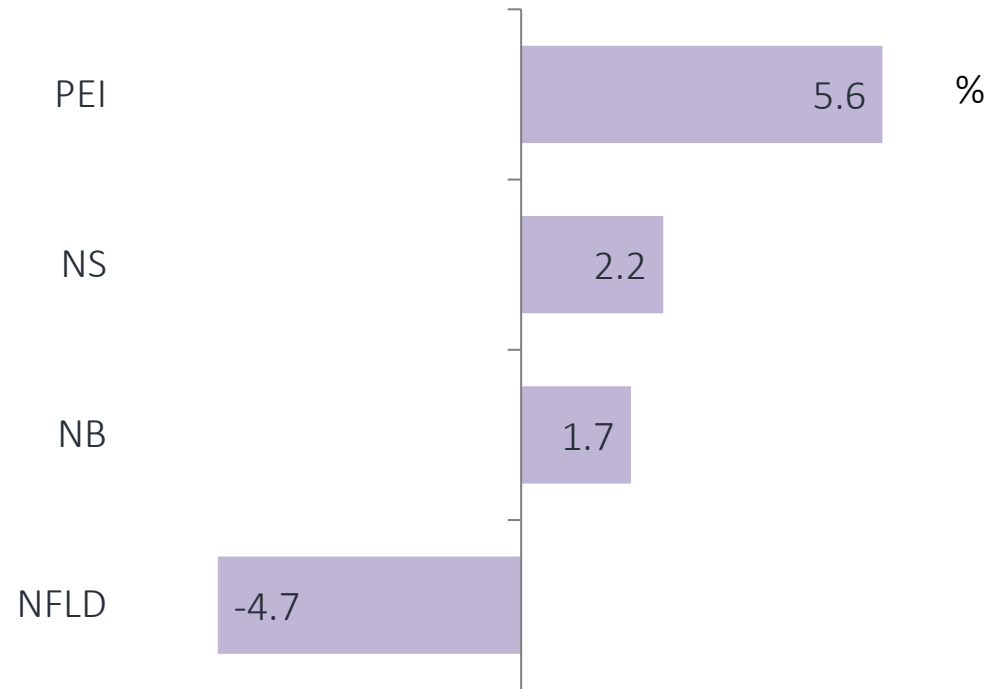
Population Change in Urban Areas in Atlantic Canada, 2016-2021



Source: Statistics Canada 2021 Census

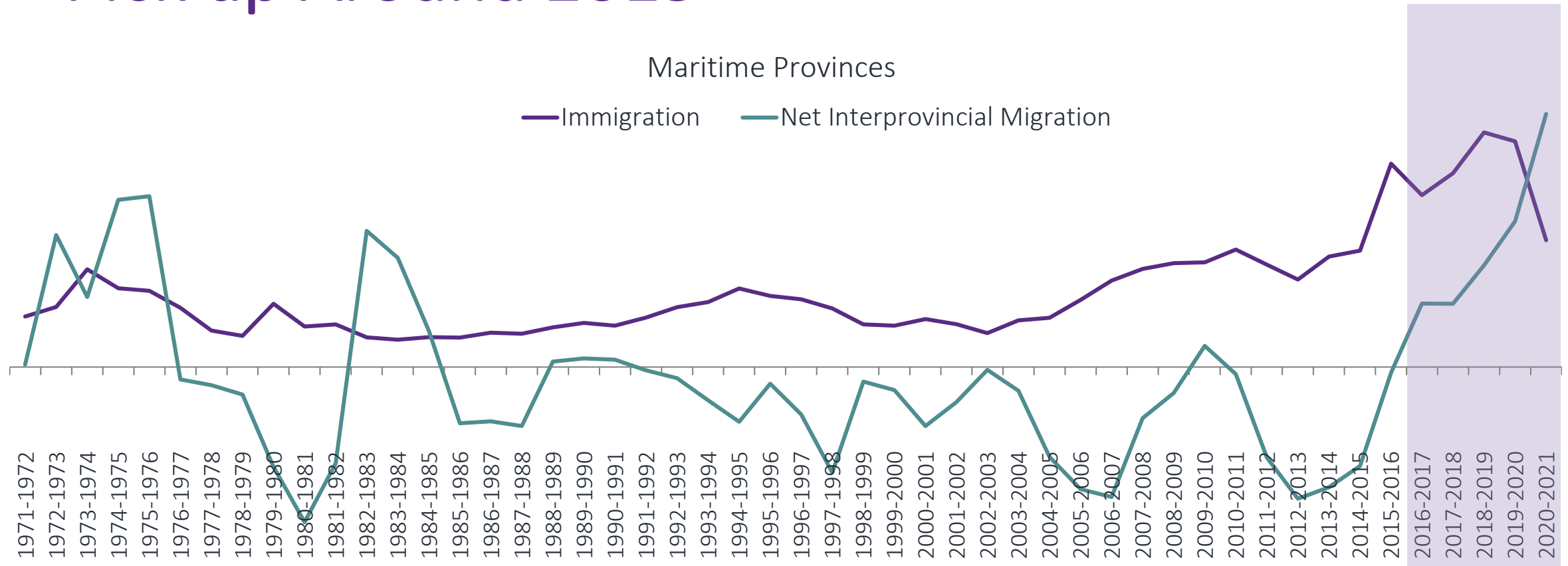
# Atlantic Canada: Moderate Growth in Areas Outside CMAs and CAs in Maritimes

Population Change in Areas Outside of Urban Areas in Atlantic Canada, 2016-2021





# Migration to Maritime Provinces Started to Pick up Around 2015



Source: Statistics Canada, Demographic Estimates

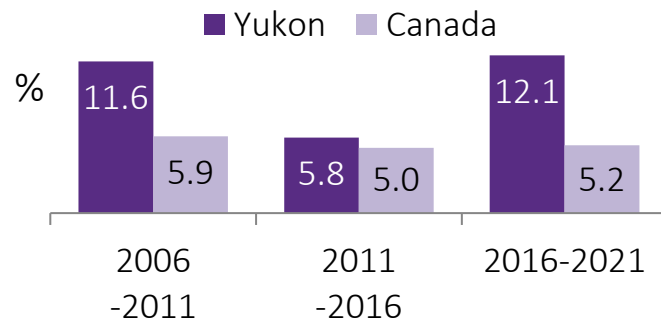
# The Northern Territories

Yukon



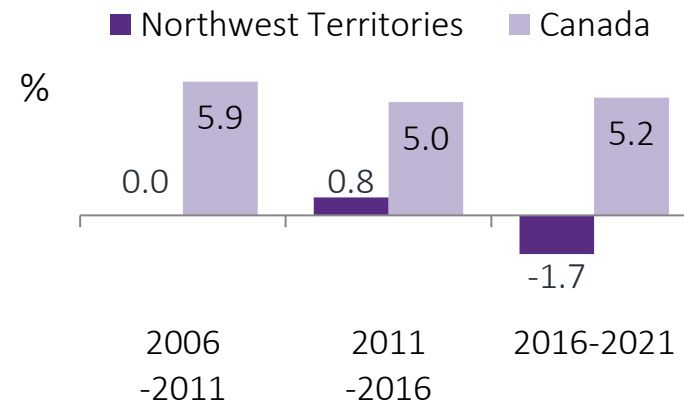
# Above-Average Growth in Yukon, Low Growth in Northwest Territories and Decline in Nunavut

Percent Population Growth,  
2006-2021



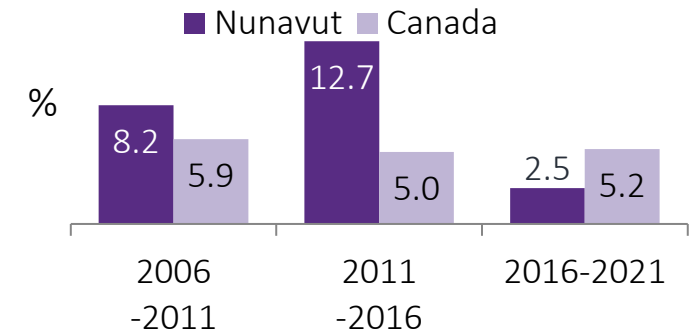
2021 Yukon Population 40,232

Percent Population Growth,  
2006-2021



2021 Northwest Territories Population 41,070

Percent Population Growth,  
2006-2021

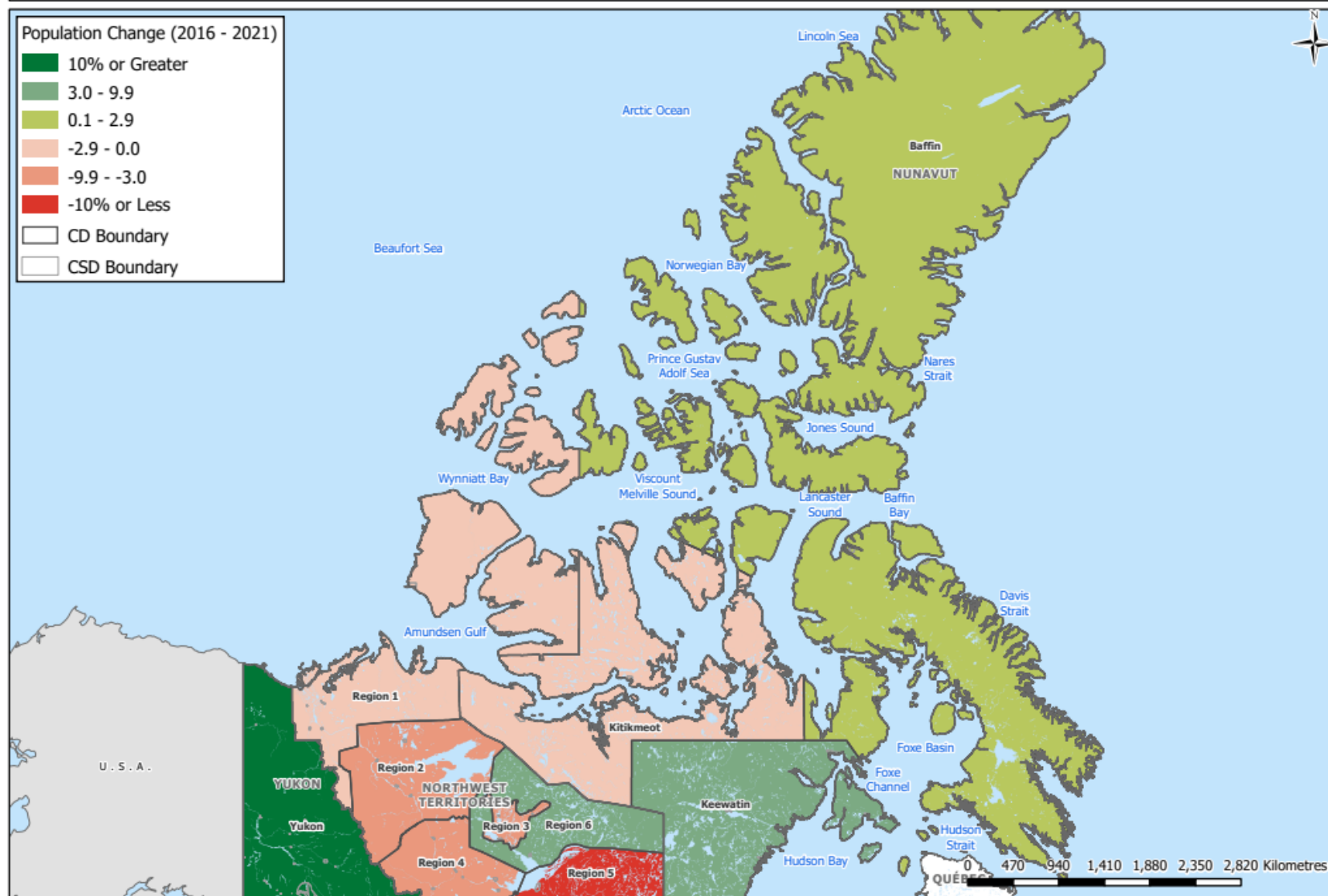


2021 Nunavut Population 36,858



# 2021 Census Percent Population Change 2016 - 2021 Northern Canada - By Census Division

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Source: 2021 Census, Boundary Files, 2021 Census, Statistics Canada Catalogue no. 92-160-X.  
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# Summary: What to Watch For



# Growth in Some Areas; Declines in Other Areas

- The federal government has set aggressive immigration targets for permanent residents- 431,645 in 2022; 447,055 in 2023 and 451,000 in 2024. National growth should increase to above 1.6 % per year.
- Growth areas to watch are
  - Maritime provinces
  - Continued good growth in B.C.
  - Medium sized CMAs
  - Smaller areas near large cities in cottage country/ destination/resort communities
  - Downtown and outlying areas of Large CMAs
- Declining populations in some small towns and rural areas and some northern areas

# Implications

- Growth will present new opportunities for marketers, but it will be important to recognize the characteristics of the growing population
- In many areas growth will be from new immigrants and marketers will need to develop an “ethnic” marketing strategy to reach these new Canadians; in other places growth may be mostly from older retirees
- Governments in growth areas may be challenged to provide the infrastructure and the services to a growing population
- In declining areas, businesses will need to adjust their product offerings, and governments may face challenges in maintaining emergency services, health care and social services like libraries and schools

# General Comments



# Data Quality



# Coverage

- Statistics Canada conducts surveys to measure the extent of census coverage, both undercoverage and overcoverage. Results will not be known until 2023.
- In 2016 Census net undercoverage was 2.36% at the national level (undercoverage was 4.32% and overcoverage 1.96%)
- In 2016 net undercoverage ranged from 0.43% in Quebec to 4.07 in B.C.
- A change in the net undercoverage rate from the previous census will affect the census growth rate

# Incompletely Enumerated Reserves

- For 2021 there were 63 reserves where collection was not permitted or could not be completed. This was up from 13 reserves in the 2016 Census.
- For the reserves that were enumerated in 2016, in some tables the population is shown as 0 for 2021 but there is 2016 population if that reserve was enumerated in 2016. Care should be taken in measuring the change, particularly at the CD level, since in some cases the impact is substantial

# Possible Impact of the Pandemic



# Changes to Census Collection

- A contactless Census
- In remote, northern and reserve communities, self-response will be permitted for the first time in 2021
- Follow-ups with households that do not respond will be done primarily by telephone

# Response to Census

- Overall collection response rate of 98% -  
Calculated as the number of private dwellings for which a completed questionnaire was returned, divided by the number of private dwellings classified as occupied by census enumerators.
- Self response rate was 88.1%  
Completion of a census questionnaire without assistance from a Statistics Canada representative
- Internet response rate of 84.1%



# Possible Implications of the Pandemic for Population Counts

- Possible higher net under enumeration especially in North and hard to enumerate areas
- May have been some confusion as to where to report “usual residence” for those who moved temporarily to cottage or other location. On the other hand, the pandemic may have resulted in permanent moves to smaller places
- Data from Statistics Canada’s Demographic Estimates Program have revealed that in 2020-21
  - Rural areas near large urban centres have experienced population growth greater than the previous five-year average.
  - Some trends that developed before the pandemic have accelerated, including higher population growth in more distant suburbs of urban areas as well as in many municipalities in the Maritimes.

# Future Census Releases



April 27  
2022

- Age
- Sex at birth
- Gender



July 13  
2022

- Families and households
- Veterans
- Income



August 17  
2022

- Language



September 21  
2022

- Indigenous population
- Housing



October 26  
2022

- Citizenship and immigration
- Ethnocultural and religious composition of the population
- Mobility and migration



November 30  
2022

- Education
- Labour Force
- Instruction in the official minority language



# What's Ahead for Environics Analytics' DemoStats

## 2022

- DemoStats released in early May
- Based on 2016 Census geography
- Based on 2016 Census

## 2023

- DemoStats released at end of April
- Shift to 2021 Census geography
- Still based on 2016 Census, but will incorporate some trends from 2021 Census

## 2024

- Timing dependent on availability of estimates of undercoverage
- DemoStats will be based on 2021 Census-based estimates adjusted for 2021 coverage

# Questions?



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