

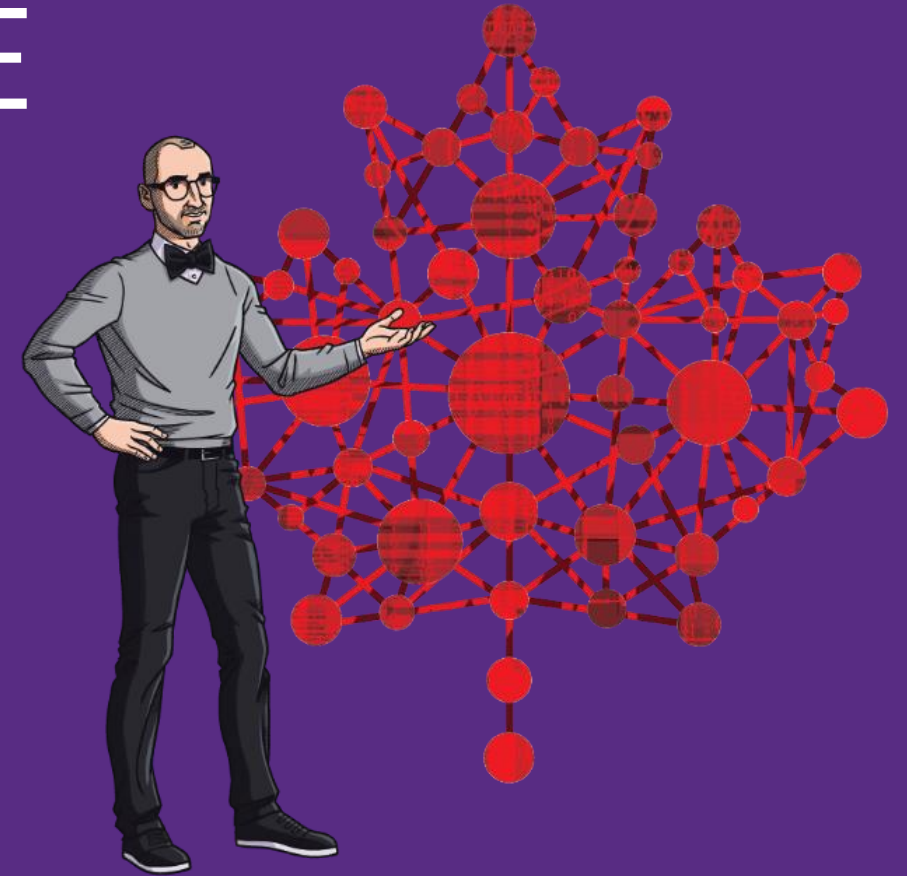
# 2016 CENSUS: POPULATION GROWTH AND DECLINE

Dr. Doug Norris

Senior Vice President and Chief Demographer

February 16, 2017

**ENVIRONICS**  
ANALYTICS



# TODAY'S PRESENTATION

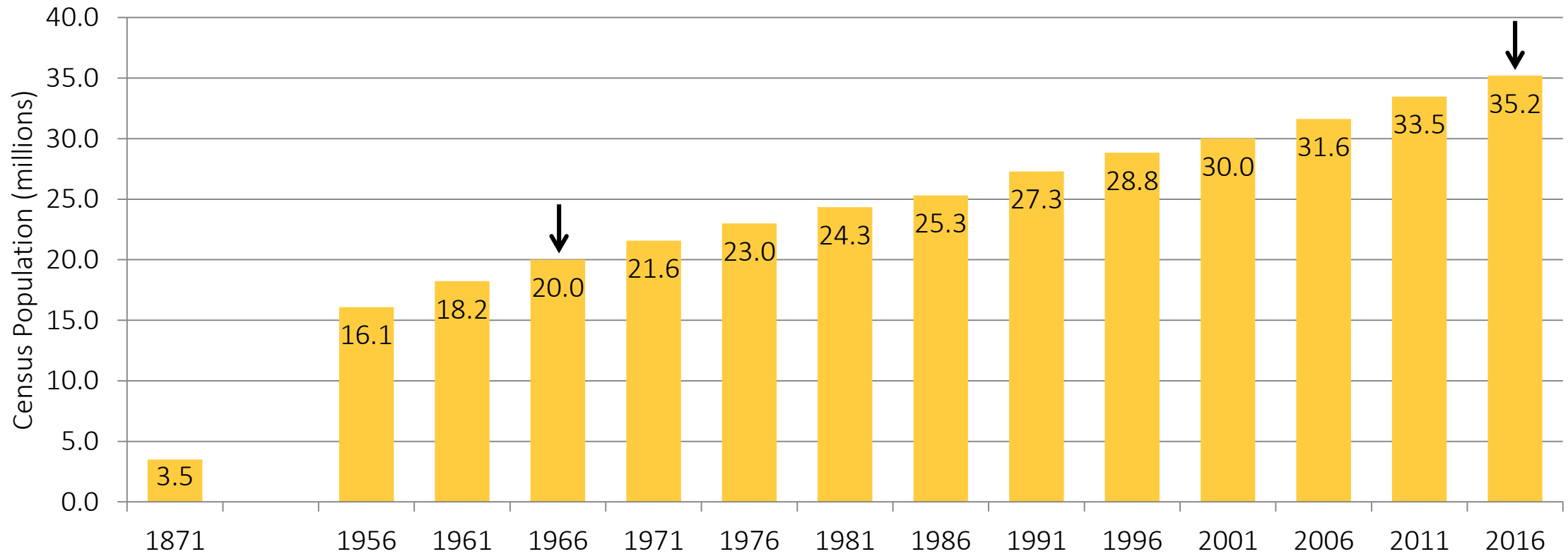
- Population growth and decline
  - Nationwide
  - Provinces and territories
  - Urban and rural areas
- A look at each province and territory
- Summary
- Related Census issues

# CANADA



# CENSUS POPULATION OF 35.2 MILLION IN 2016, UP FROM 20 MILLION 50 YEARS AGO

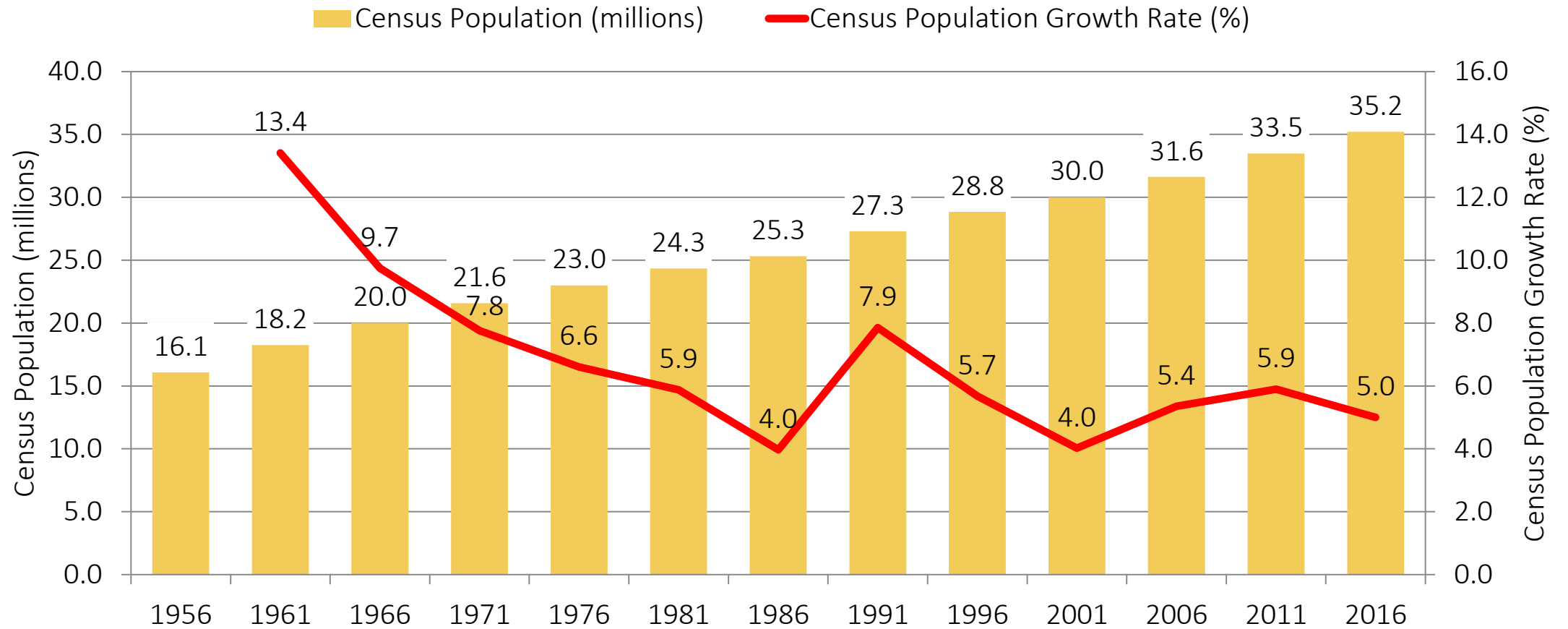
Census Population, Canada



Source: Statistics Canada, various Censuses

# GROWTH RATE LOWEST SINCE LATE 1990s

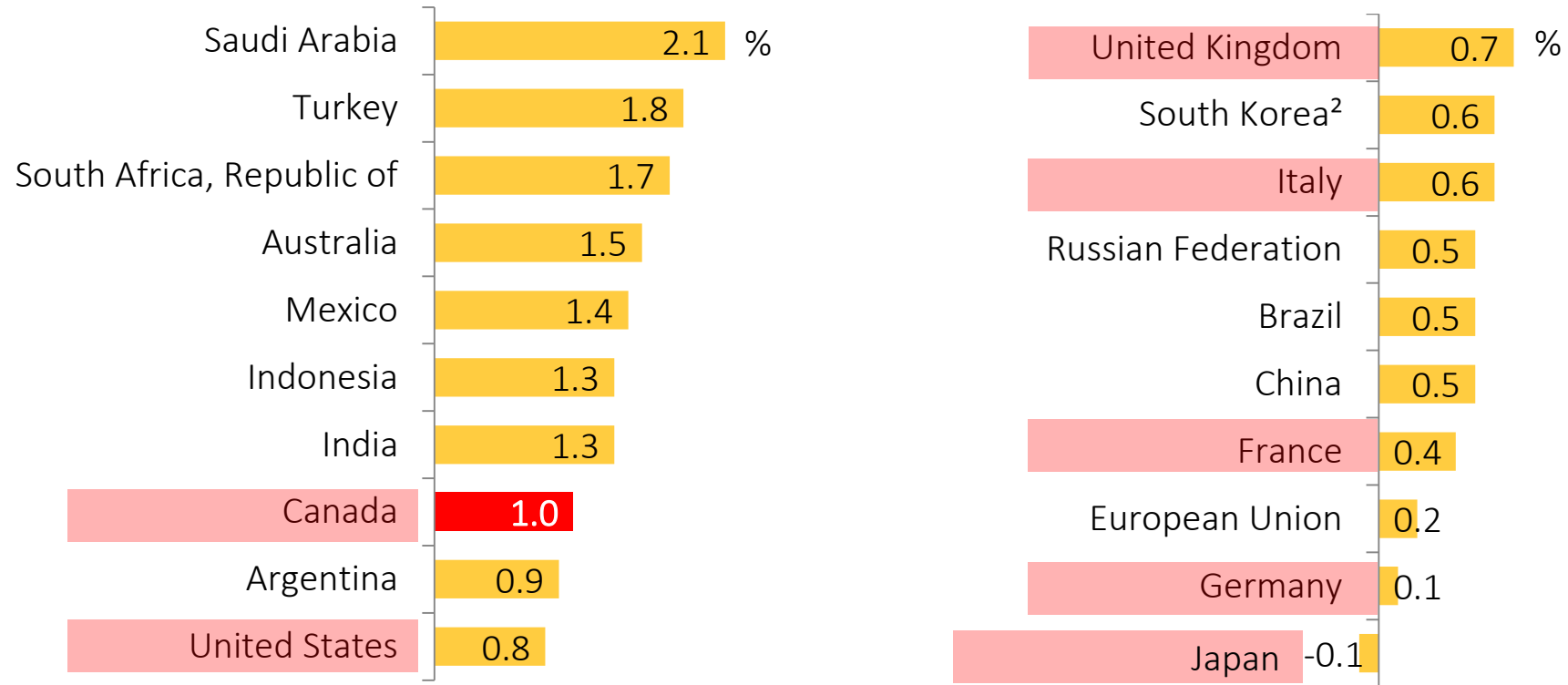
Census Population and Growth Rate, Canada



Source: Statistics Canada, various Censuses

# CANADA HAS HIGHEST GROWTH RATE AMONG G7 COUNTRIES

Average Percent Annual Population Growth Among G20 and G7 Countries, 2011-2016



G7 Countries

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.

Source: Statistics Canada, 2016 Census

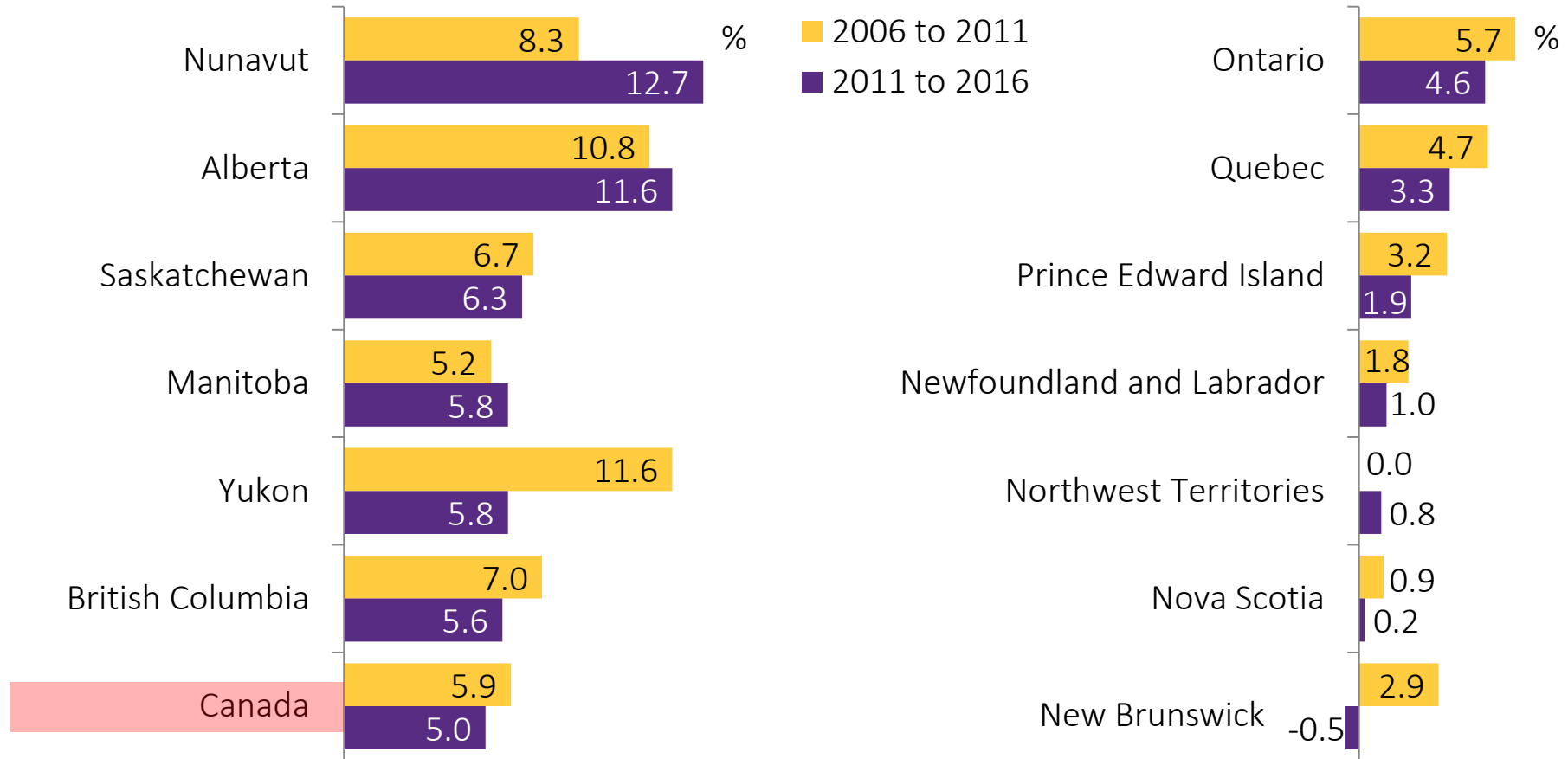


## PROVINCES AND TERRITORIES



# ALL FOUR WESTERN PROVINCES HAD ABOVE-AVERAGE GROWTH

Population Growth Rate, Canada, Provinces and Territories, 2006-2011 and 2011-2016, %

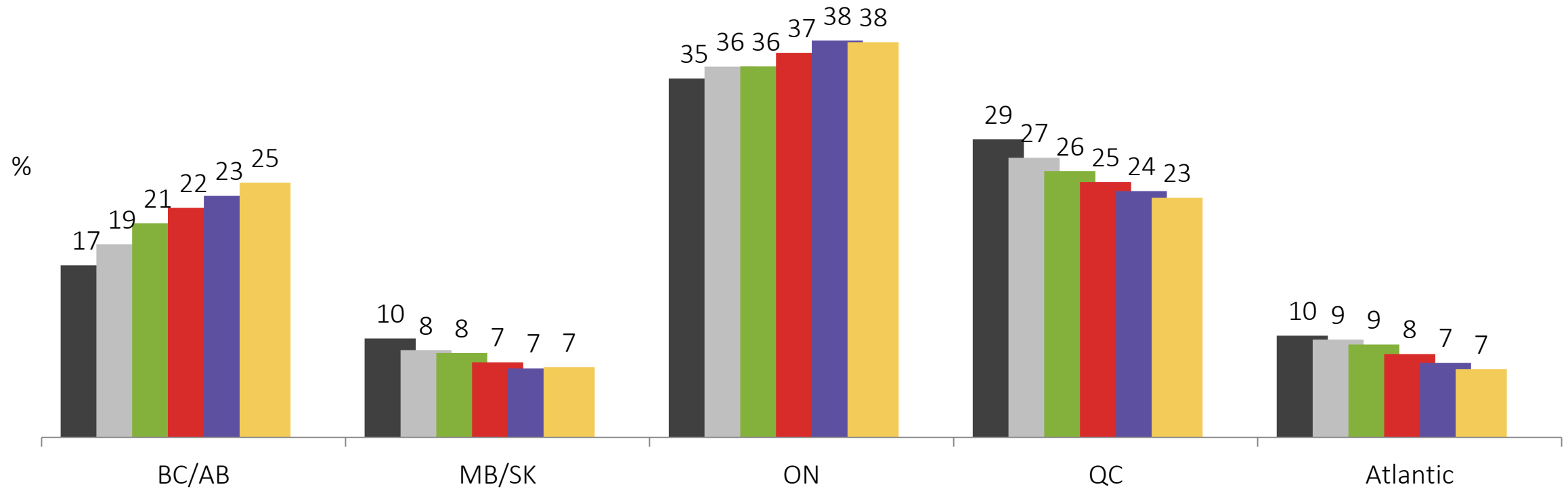


Source: Various Censuses

# POPULATION HAS GRADUALLY SHIFTED WEST FOR 50 YEARS

Share of Total Population (%)

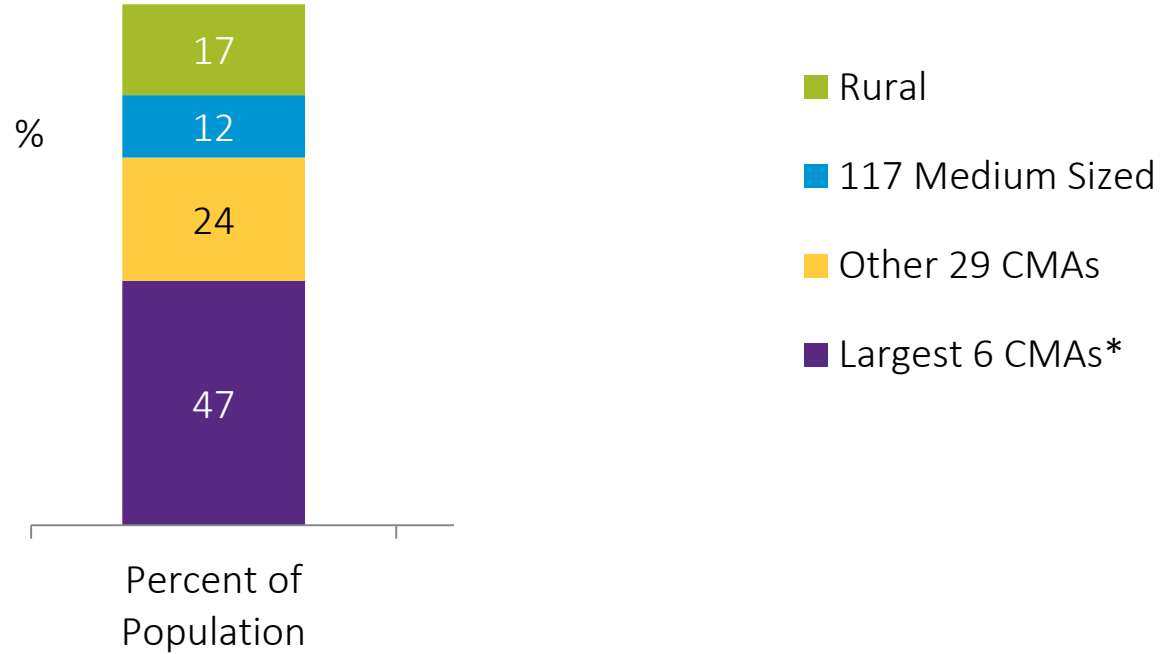
■ 1966 ■ 1976 ■ 1986 ■ 1996 ■ 2006 ■ 2016



Source: 1961-2016 Censuses

# NEARLY HALF OF CANADA'S POPULATION LIVE IN SIX LARGE URBAN AREAS

## Population by Geography

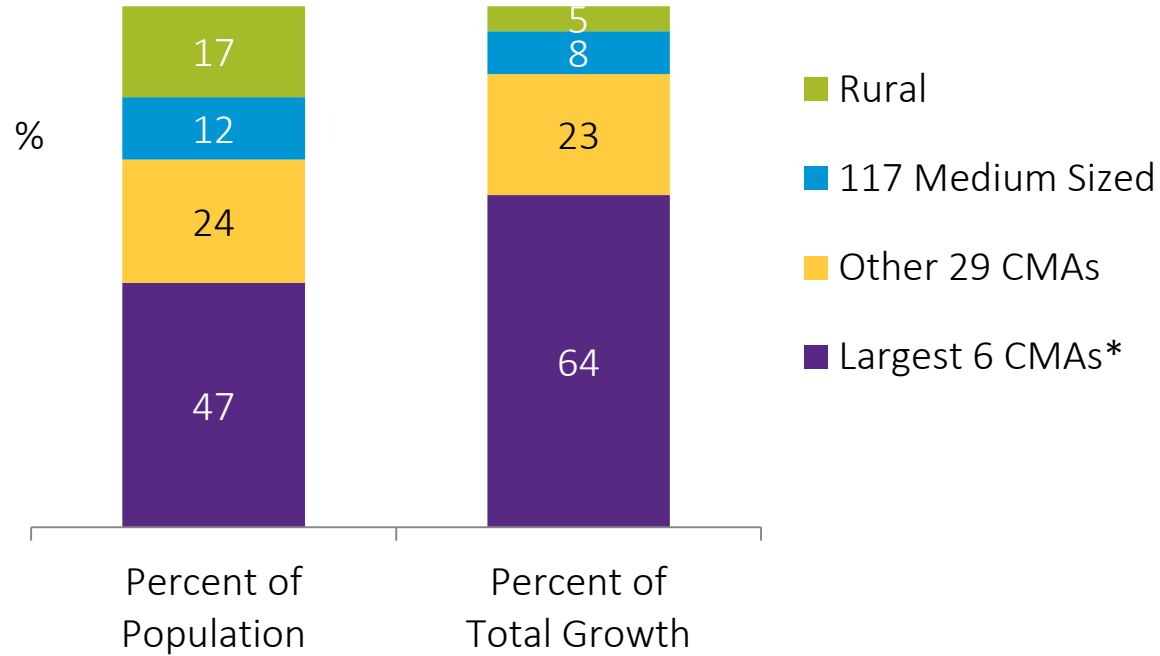


\* Toronto, Montreal, Vancouver, Calgary, Ottawa-Gatineau, Edmonton

Source: Statistics Canada, various Censuses

# NEARLY HALF OF CANADA'S POPULATION LIVE IN SIX LARGE URBAN AREAS

## Population by Geography

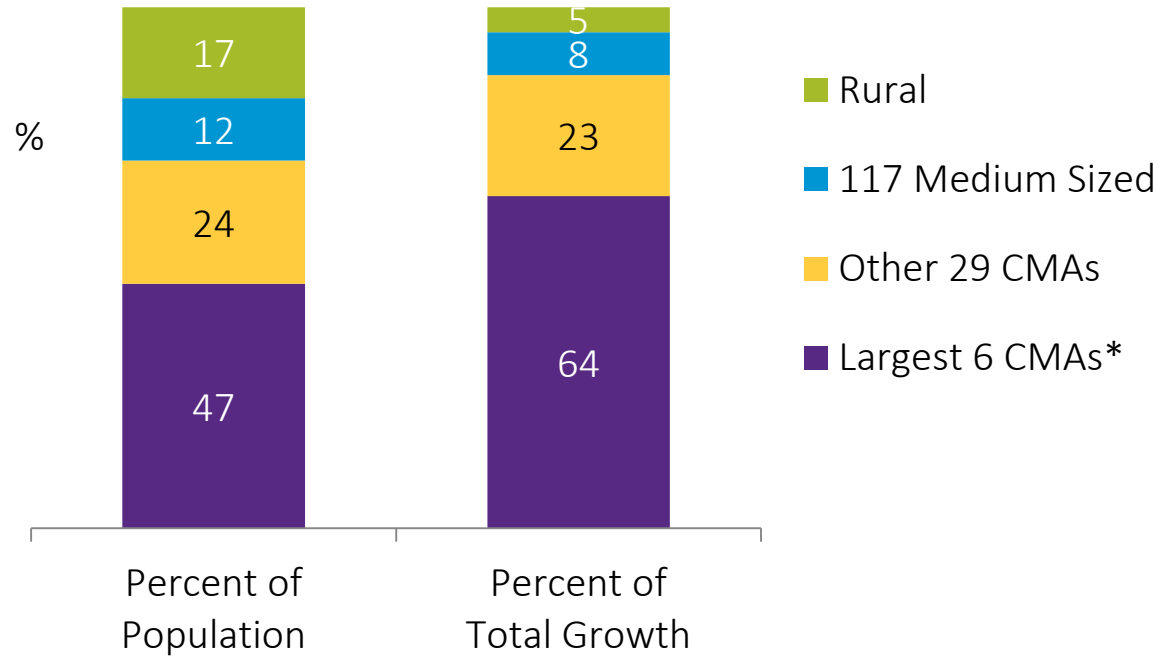


\* Toronto, Montreal, Vancouver, Calgary, Ottawa-Gatineau, Edmonton

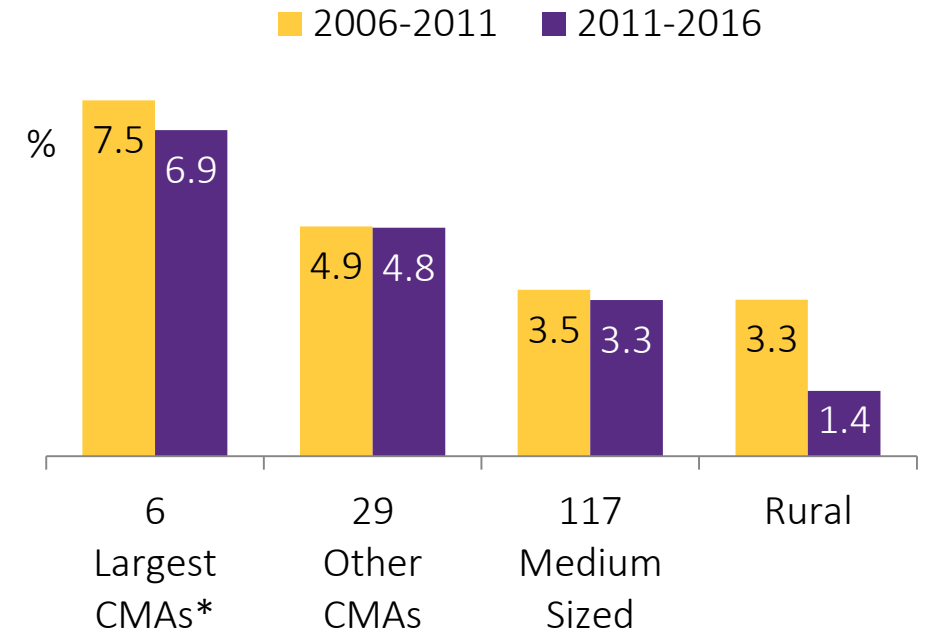
Source: Statistics Canada, various Censuses

# NEARLY HALF OF CANADA'S POPULATION LIVE IN SIX LARGE URBAN AREAS

Population by Geography



Growth Rate

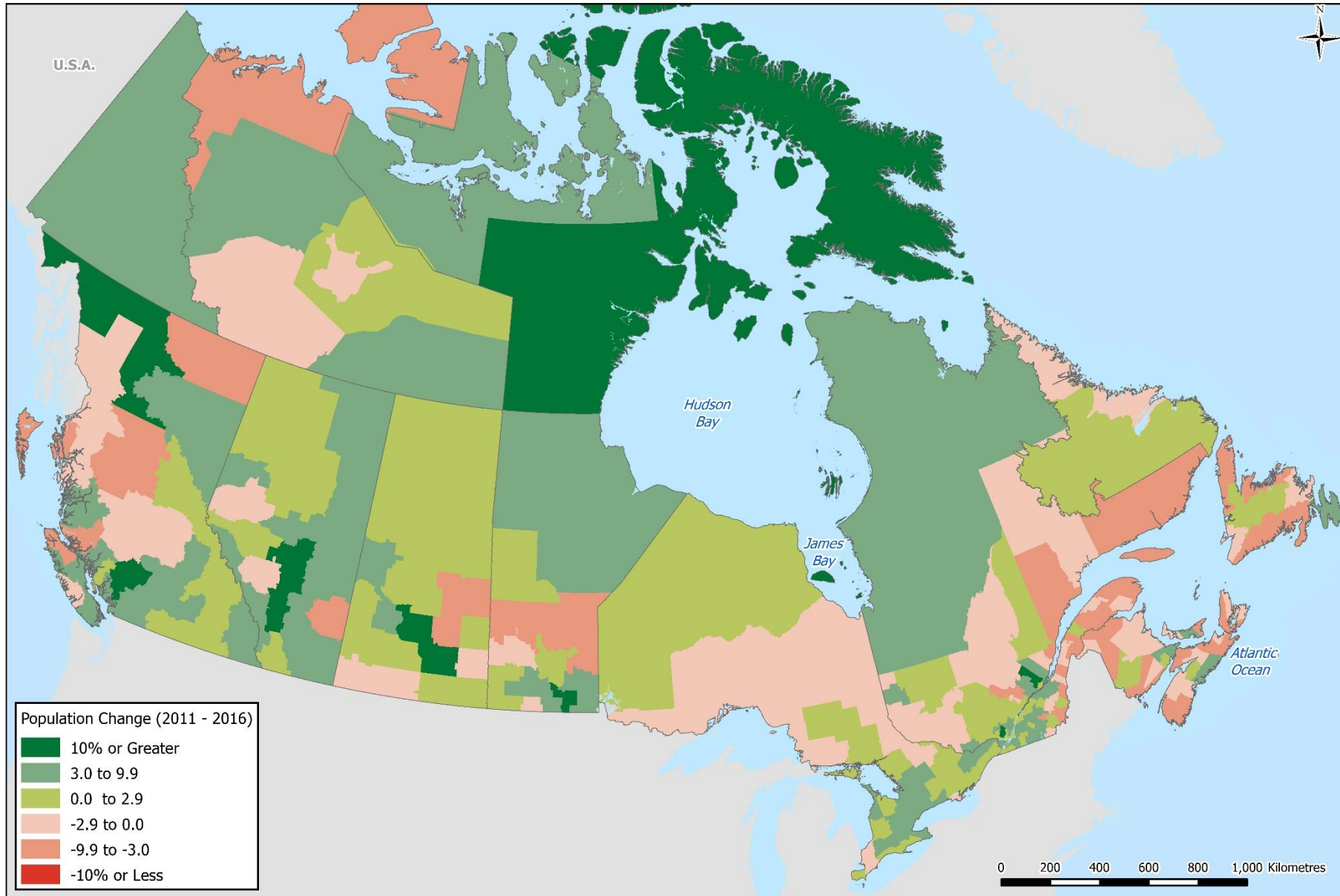


\* Toronto, Montreal, Vancouver, Calgary, Ottawa-Gatineau, Edmonton

Source: Statistics Canada, various Censuses



# 2016 Census Percent Population Change 2011 - 2016 Canada - By Census Division



Source: 2016 Census, Boundary Files, 2016 Census, Statistics Canada Catalogue no. 92-160-X.  
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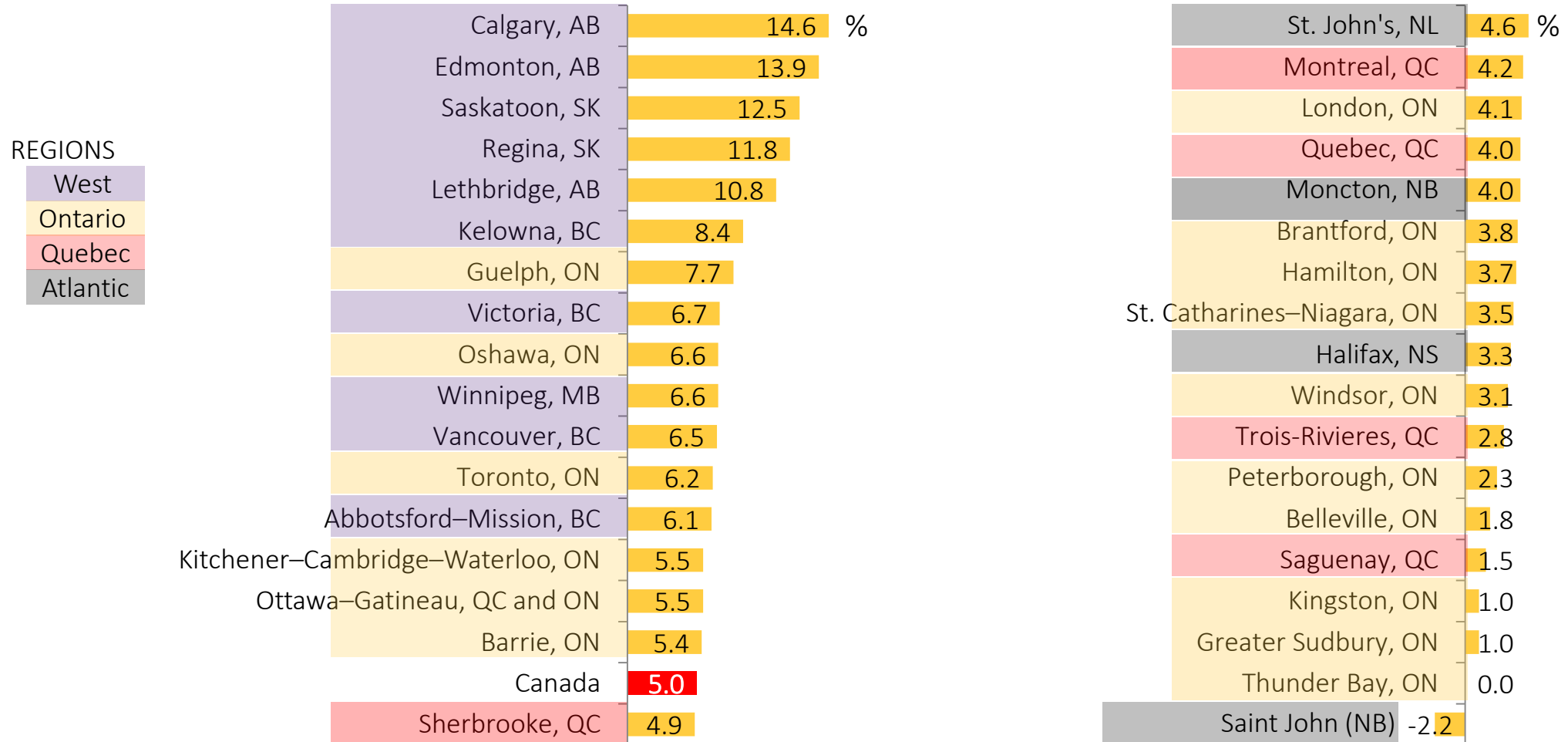


# URBAN AND RURAL AREAS



# WIDE VARIATION IN GROWTH ACROSS LARGE URBAN AREAS

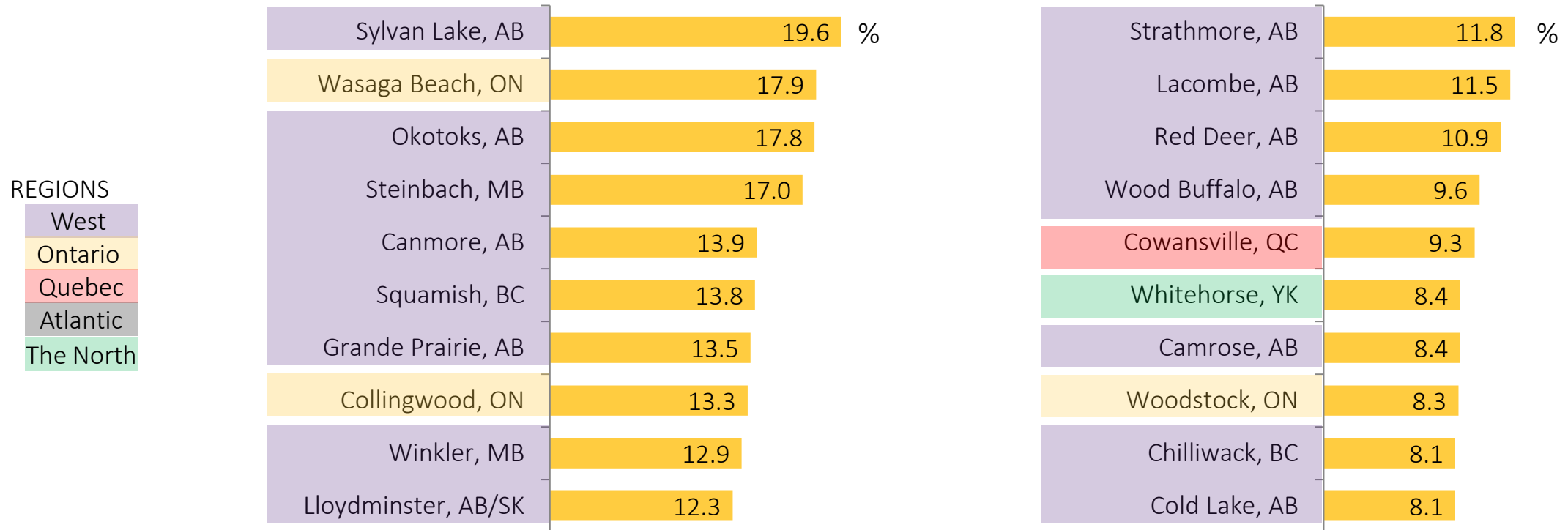
Population Growth Rate Among Census Metropolitan Areas (CMAs) in Canada, Between 2006-2011 and 2011-2016, Ranked by Percentage Growth, 2011-2016



Source: 2016 and 2011 Censuses

# RAPID GROWTH IN WESTERN, MEDIUM-SIZED URBAN AREAS

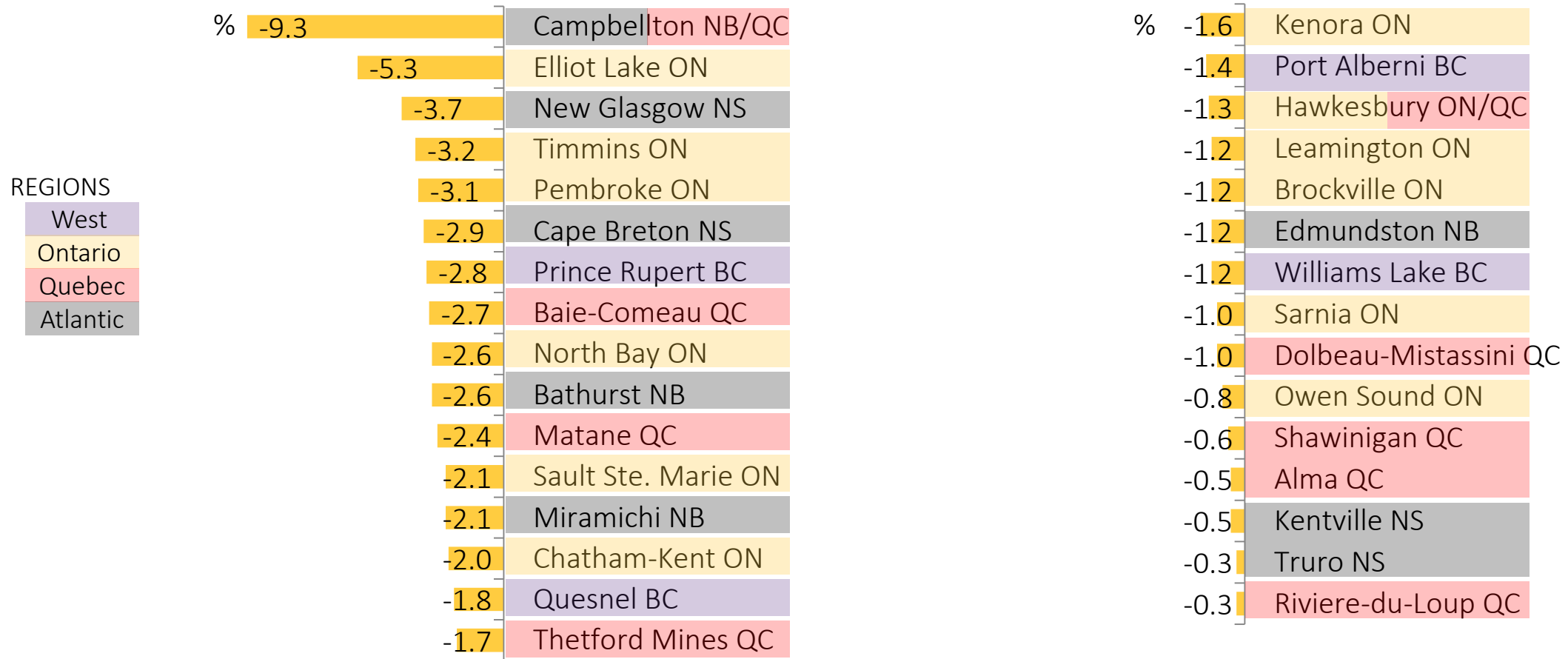
Top 20 Fastest Growing Medium-Sized Urban Areas (CAs), 2011-2016 (%)



11 in Alberta

# DECLINES IN 31 MEDIUM-SIZED URBAN AREAS, MAINLY IN THE EAST

Declining Medium-Sized Urban Areas, 2011-2016



Source: Statistics Canada 2016 and 2011 Census

# NEARLY HALF OF CSDs IN RURAL AREAS EXPERIENCED POPULATION DECLINES

Population Change in Rural Canada (population 1,000 or more, excluding reserves)

| Percent Change   | Number of CSDs | Percent of CSDs |
|------------------|----------------|-----------------|
| Greater than 10% | 89             | 7%              |
| 5.0% to 9.9%     | 188            | 14%             |
| 0 to 4.9%        | 424            | 32%             |
| - 4.9% to 0      | 444            | 34%             |
| Less than -5%    | 181            | 14%             |
| <b>Total</b>     | <b>1,326</b>   | <b>100%</b>     |

# A LOOK AT EACH PROVINCE AND TERRITORY





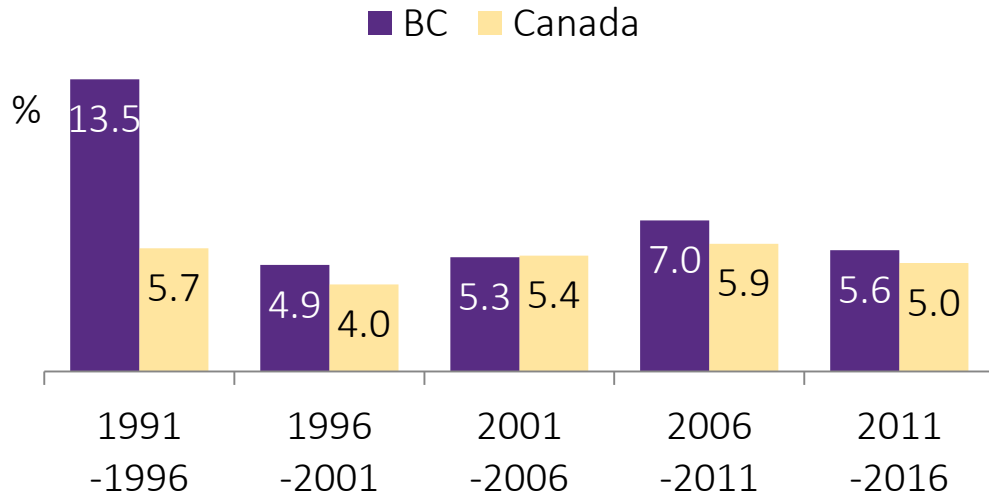
BRITISH  
COLUMBIA

The Best Place on Earth



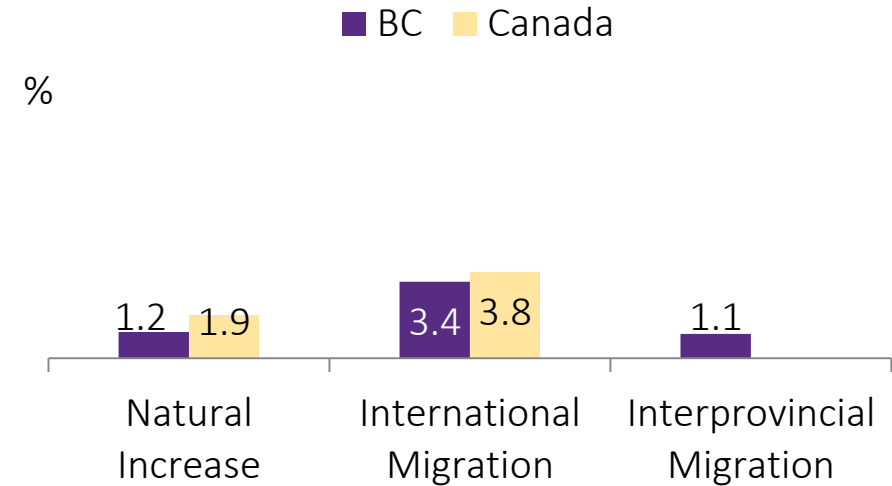
# BRITISH COLUMBIA: A DROP IN GROWTH FROM 2006 TO 2011

Percent Population Growth, 1991-2016



2016 BC Population 4,648,100

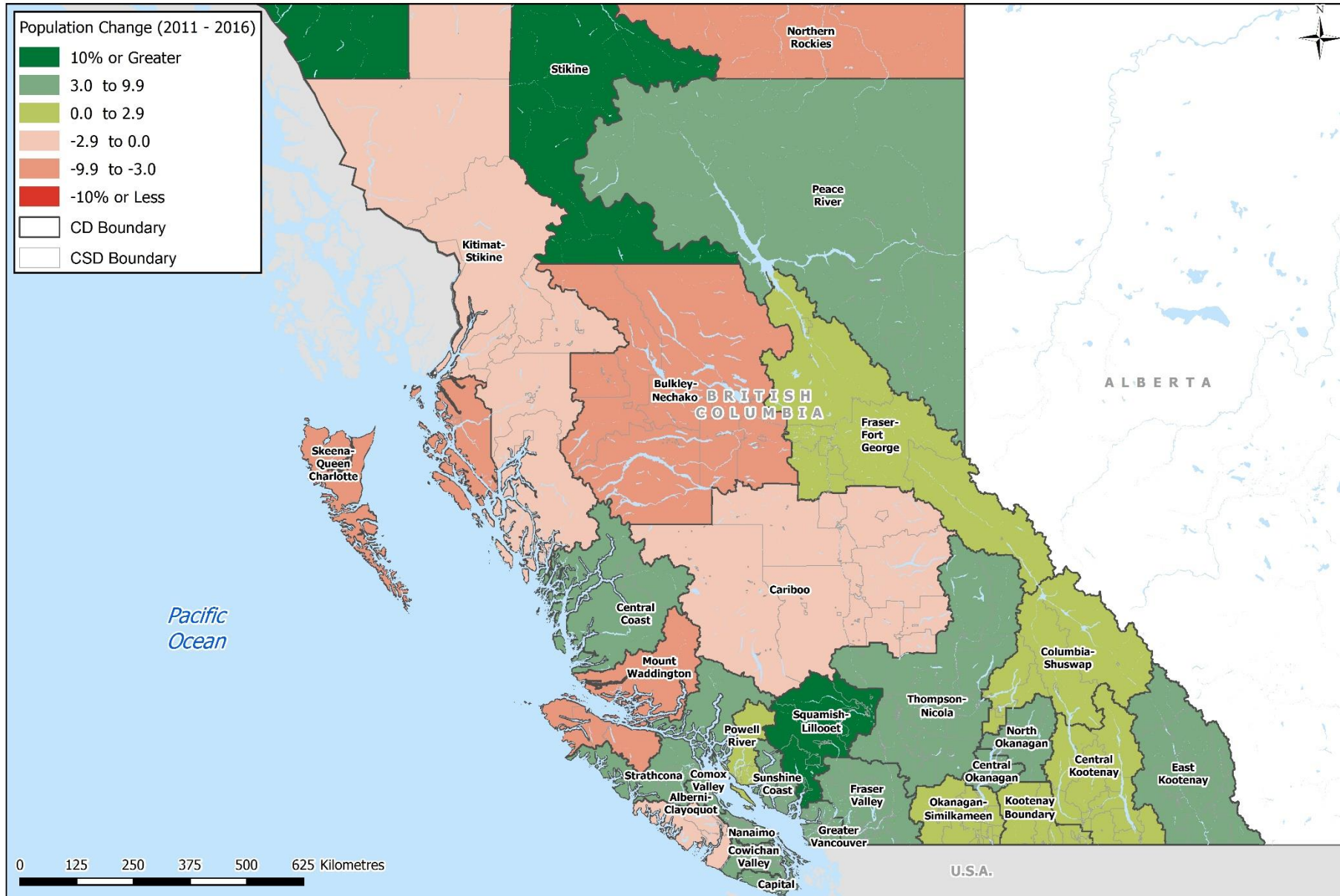
Estimate of Component Growth, 2011-2016\*



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



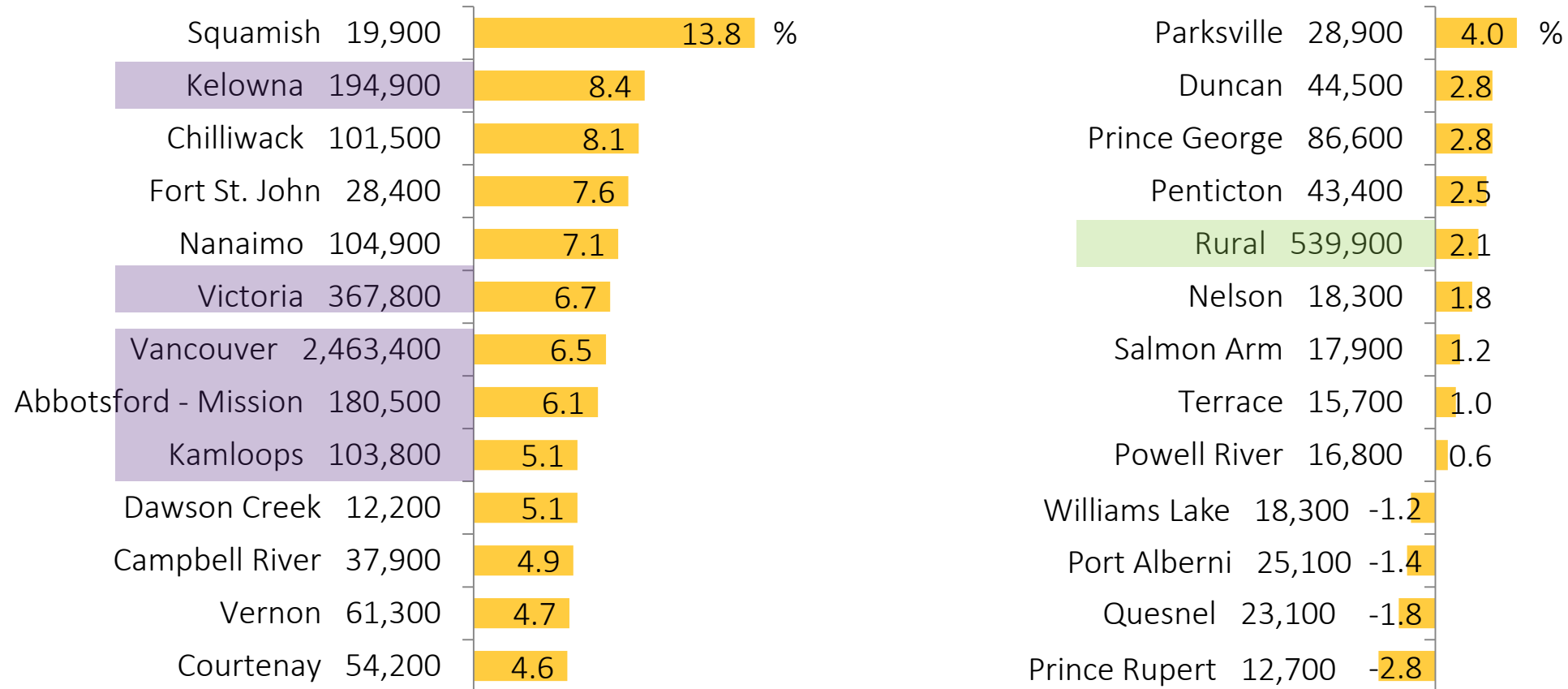
# 2016 Census Percent Population Change 2011 - 2016 British Columbia - By Census Division



Source: 2016 Census, Boundary Files, 2016 Census, Statistics Canada Catalogue no. 92-160-X.  
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# VARIED GROWTH IN URBAN AREAS, MODEST GROWTH IN RURAL AREAS

## Population Change in Urban Areas, 2011-2016



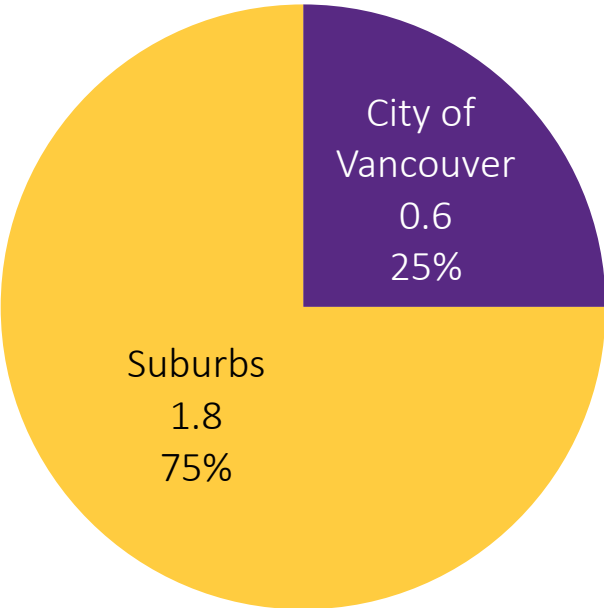
CMAAs

Rural

2016 BC Population 4,648,100 Rural 12%

# VANCOUVER SUBURBS GREW FASTER THAN CITY, BUT AT A REDUCED RATE

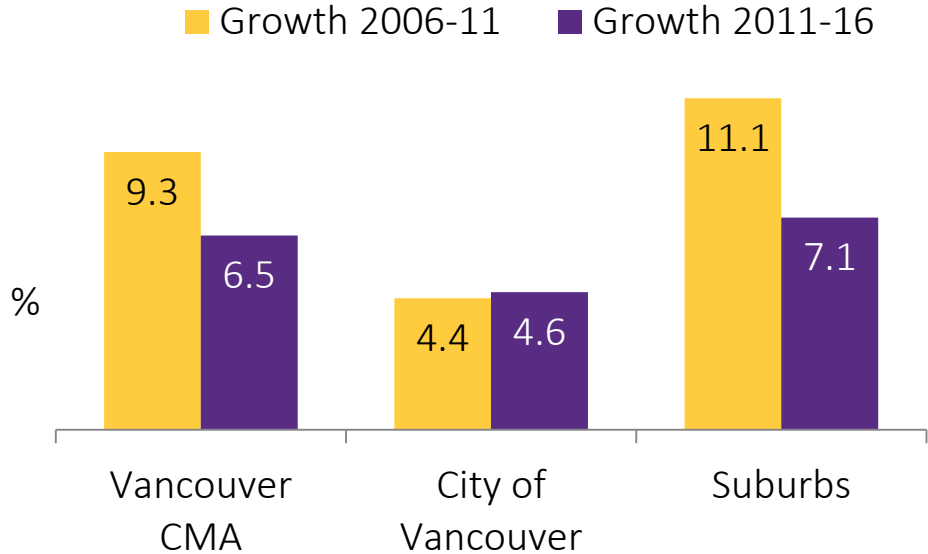
2016 Population (millions)



2016 Population

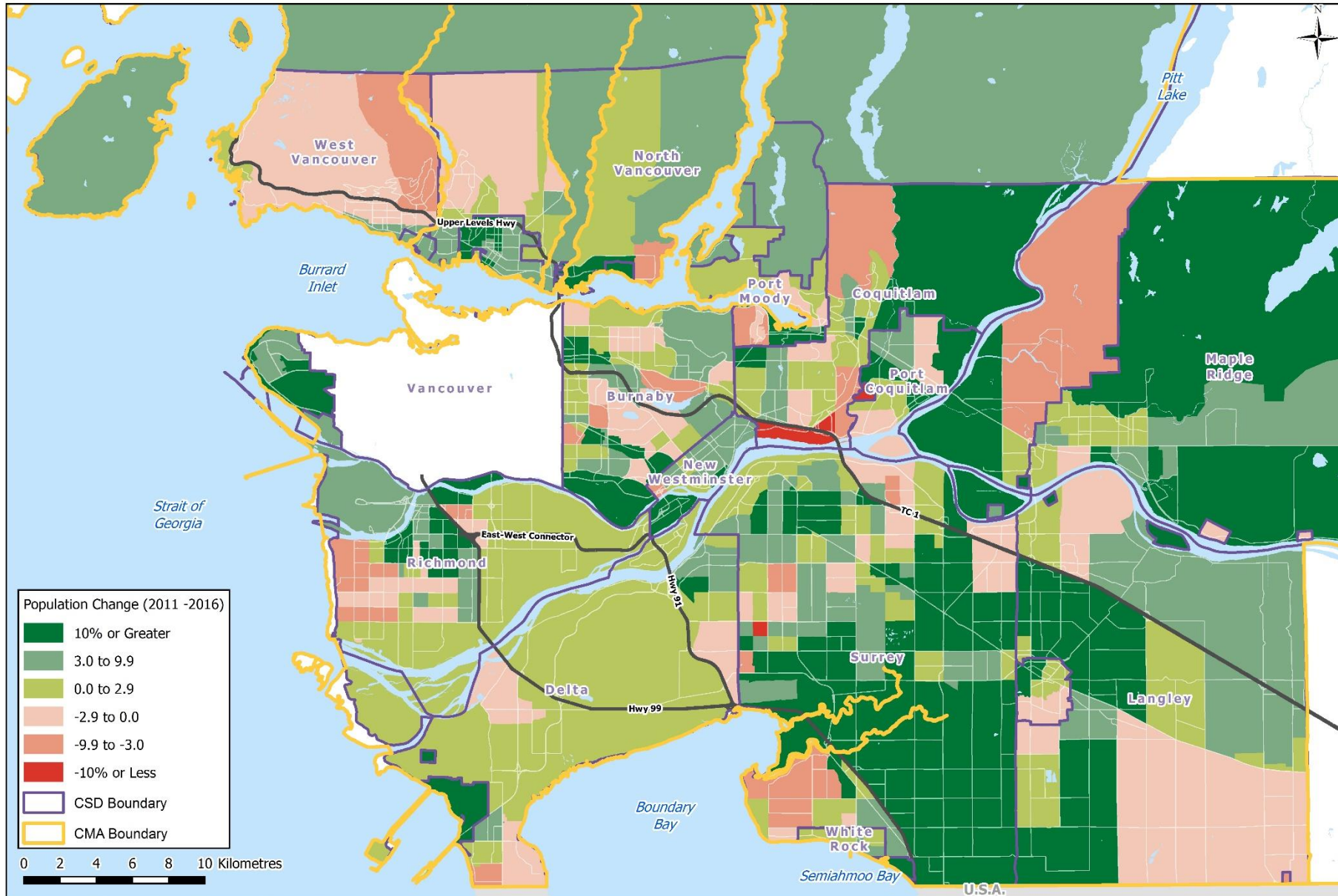
Vancouver CMA 2.5M

Growth Rate



Source: Statistics Canada 2016 Census

# 2016 Census Percent Population Change 2011 - 2016 Vancouver CMA - By Census Tract

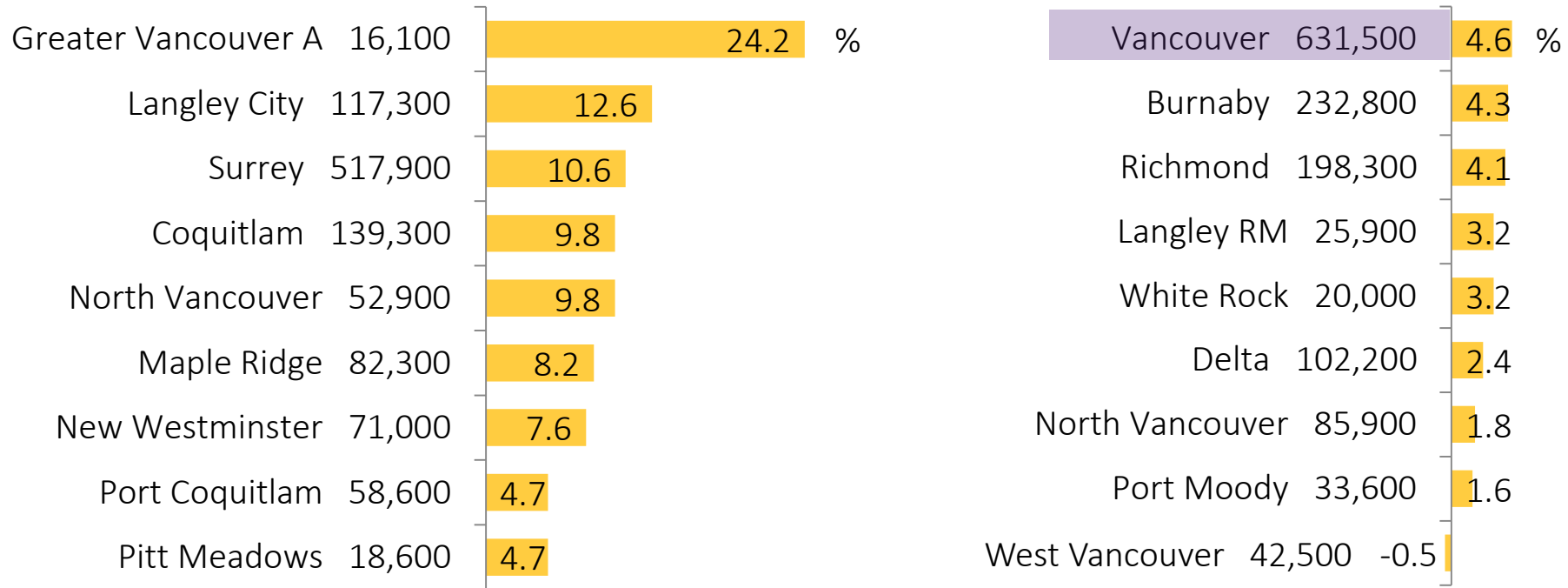


Source: Statistics Canada 2016 Census

Source: 2016 Census, Boundary Files, 2016 Census, Statistics Canada Catalogue no. 92-160-X.  
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# HIGH GROWTH IN OUTER VANCOUVER SUBURBS, SLOWER GROWTH IN INNER SUBURBS

Growth of Municipalities in Vancouver CMA (5,000 or more population)



CMA

Source: Statistics Canada 2016 Census

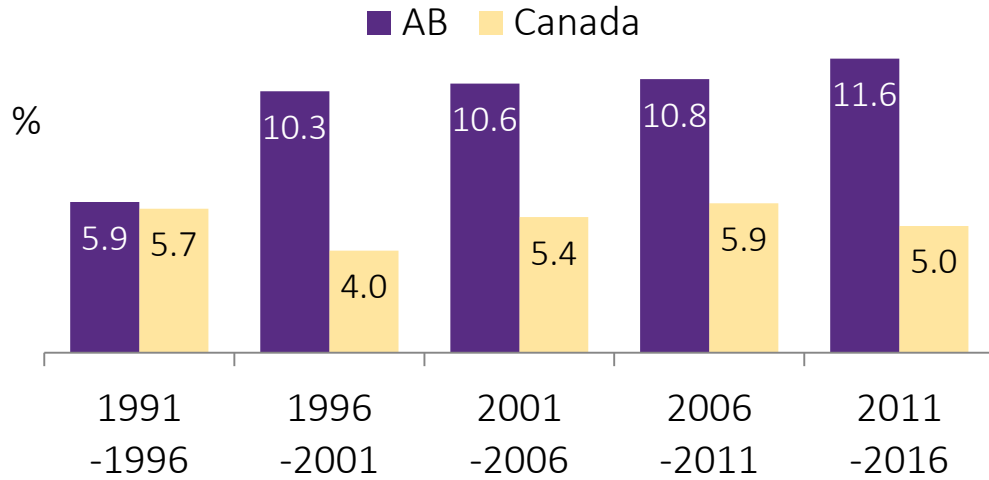


# Alberta



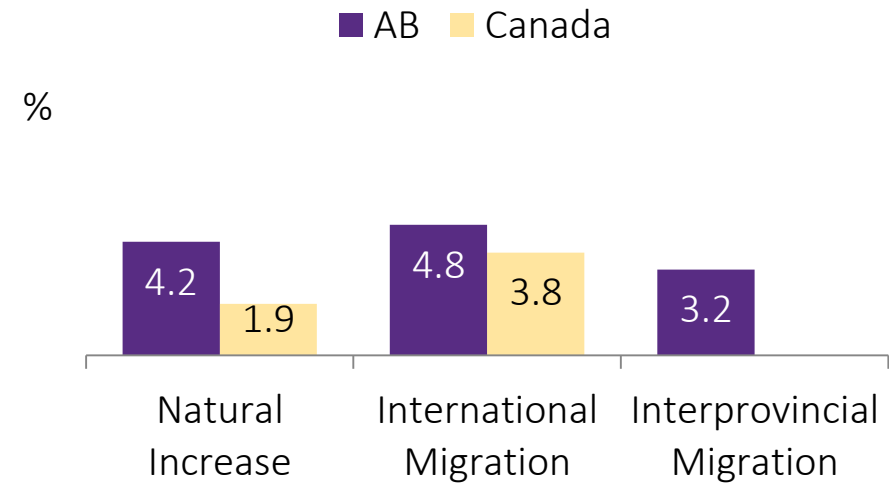
# ALBERTA: CONTINUING HIGH GROWTH

## Percent Population Growth, 1991-2016



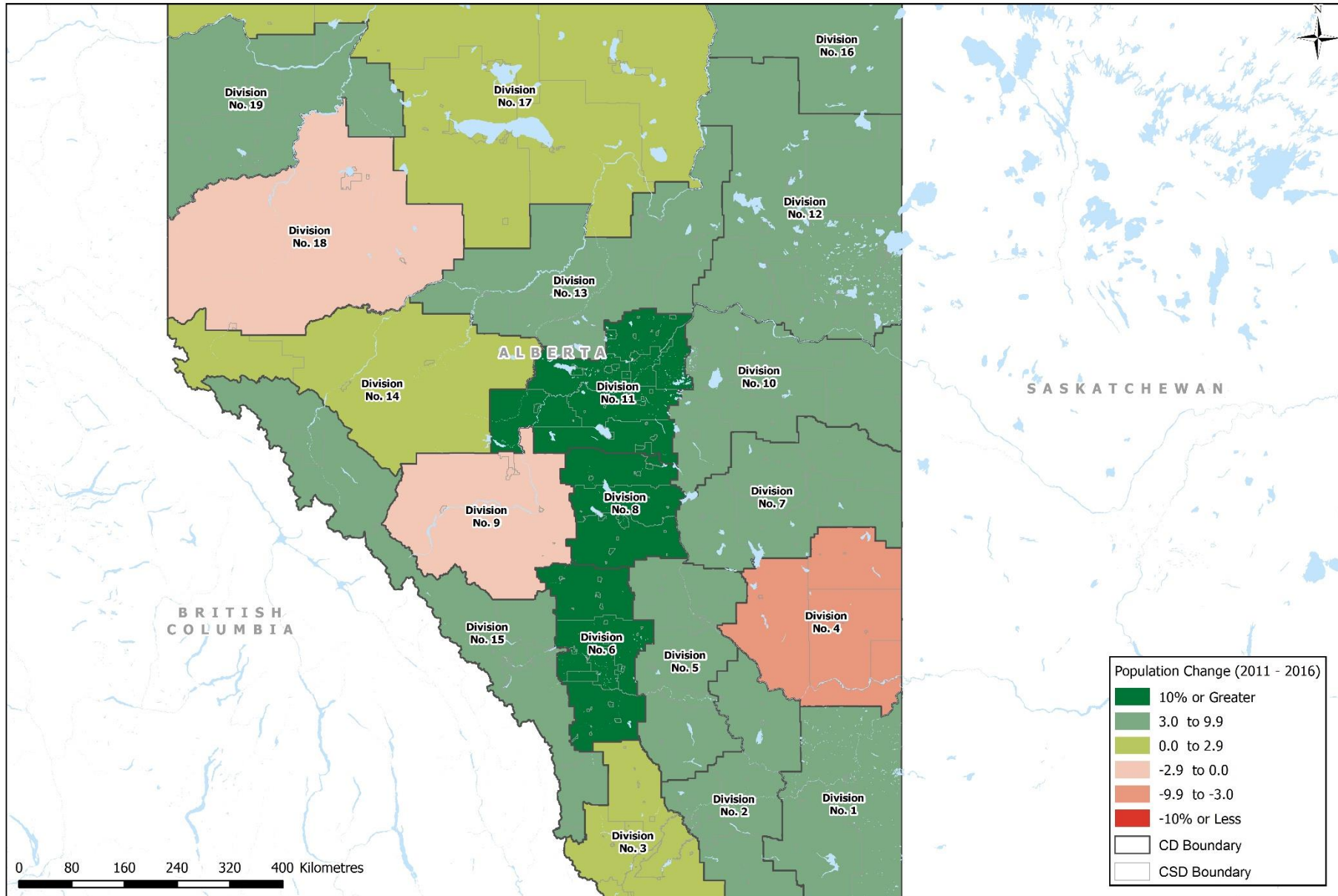
2016 AB Population 4,067,200

## Estimate of Component Growth, 2011-2016\*



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

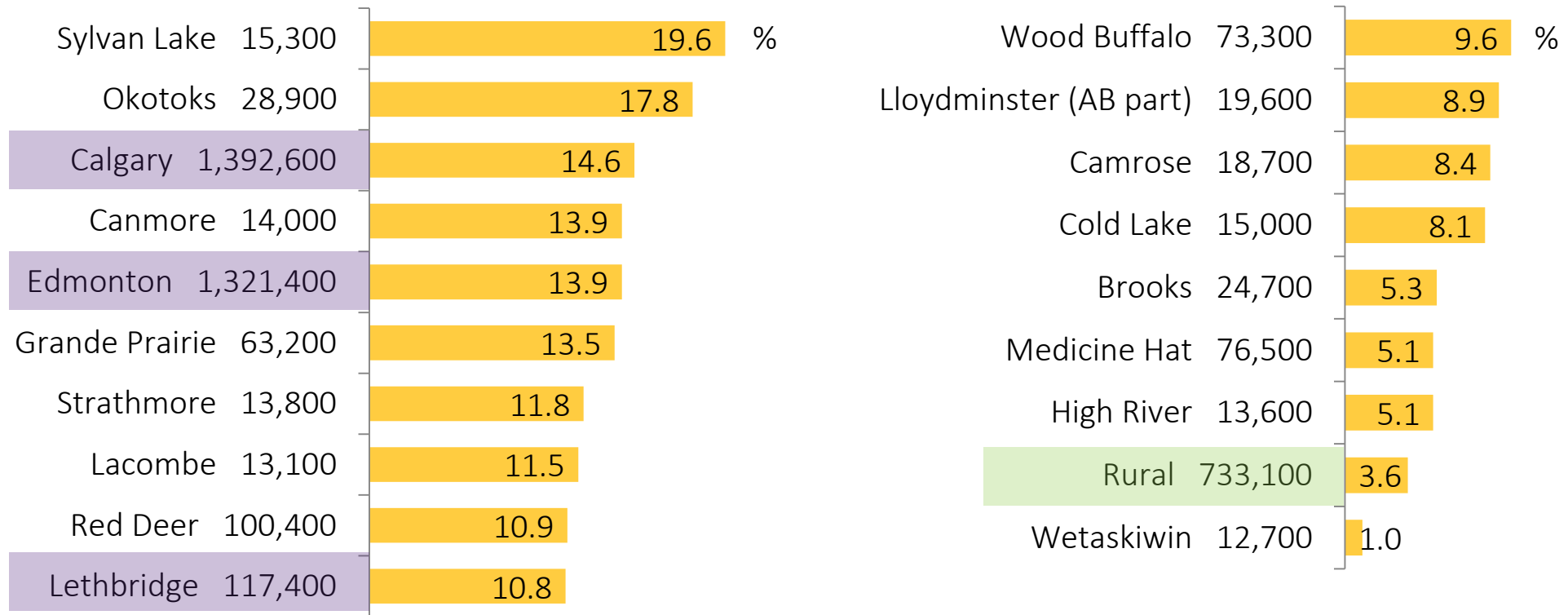
## 2016 Census Percent Population Change 2011 - 2016 Alberta - By Census Division



Source: 2016 Census. Boundary Files, 2016 Census. Statistics Canada Catalogue no. 92-160-X.  
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# HIGH GROWTH IN MOST URBAN AREAS, MODEST GROWTH IN RURAL ONES

Population Change in Urban Areas, 2011-2016



CMAs

Rural

2016 AB Population 4,067,200 Rural 18%

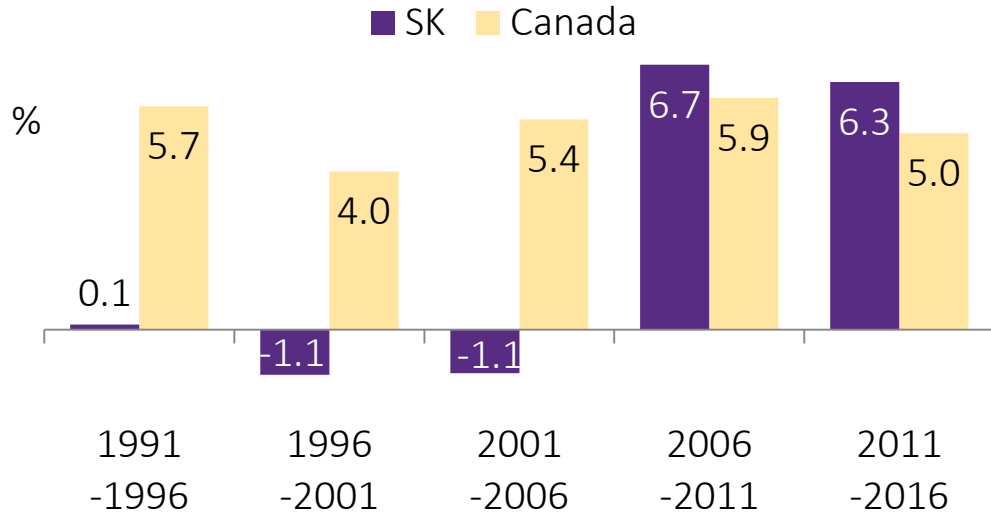
*Saskatchewan*

*Real Growth. Real Opportunity.*



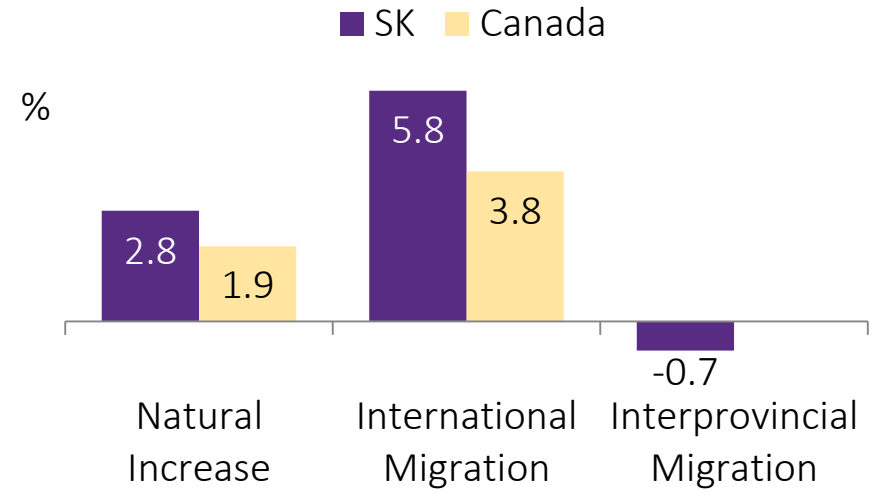
# SASKATCHEWAN: CONTINUING ABOVE-AVERAGE GROWTH

Percent Population Growth, 1991-2016



2016 SK Population 1,098,400

Estimate of Component Growth, 2011-2016\*

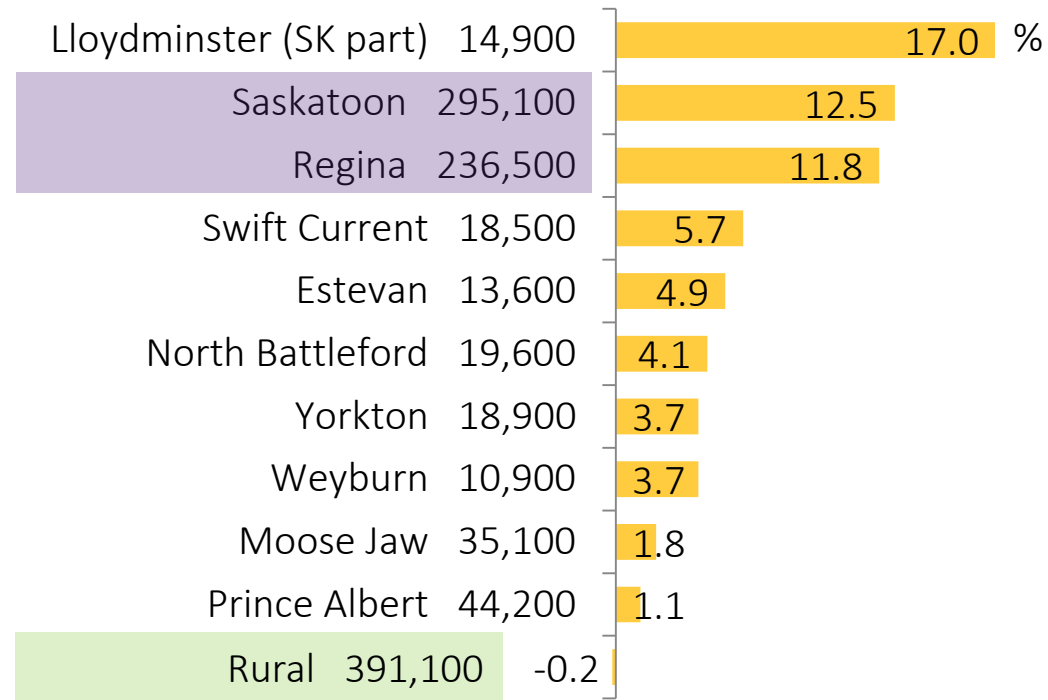


\*Note: components are demographic estimates and total may differ from census growth



# HIGH GROWTH IN REGINA AND SASKATOON, BUT NO RURAL GROWTH

## Population Change in Urban Areas, 2011-2016

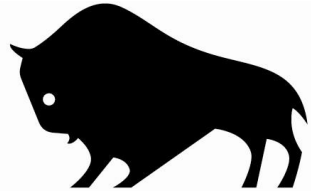


CMAAs

Rural

2016 SK Population 1,098,400 Rural 36%

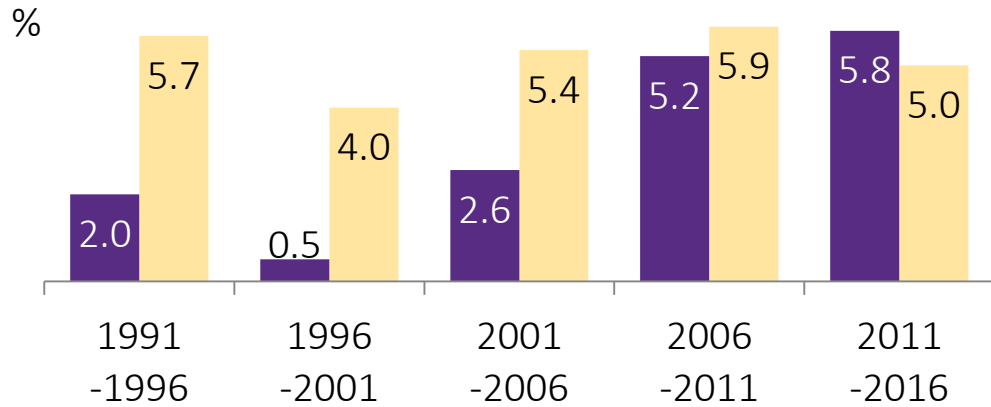
Manitoba



# MANITOBA: INCREASING GROWTH OVER LAST TWO DECADES, IMMIGRATION ACCOUNTING FOR ALL THE GROWTH

Percent Population Growth, 1991-2016

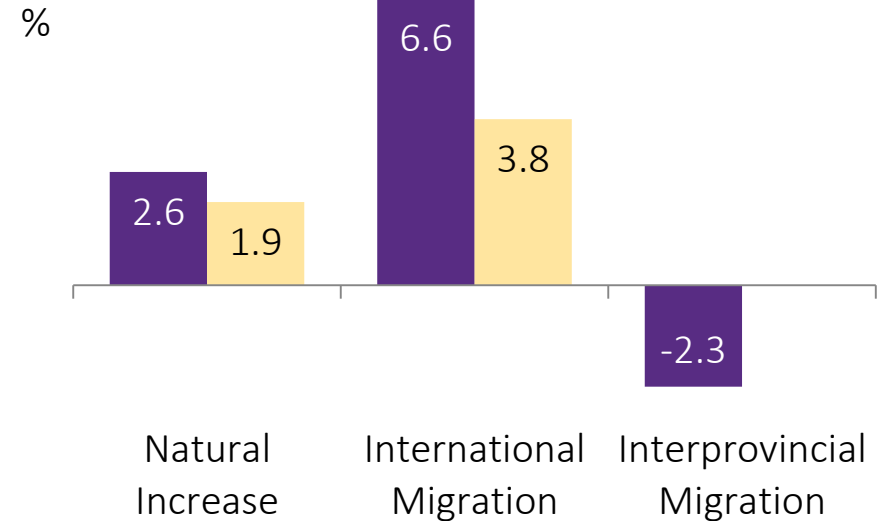
■ MB ■ Canada



2016 MB Population 1,278,400

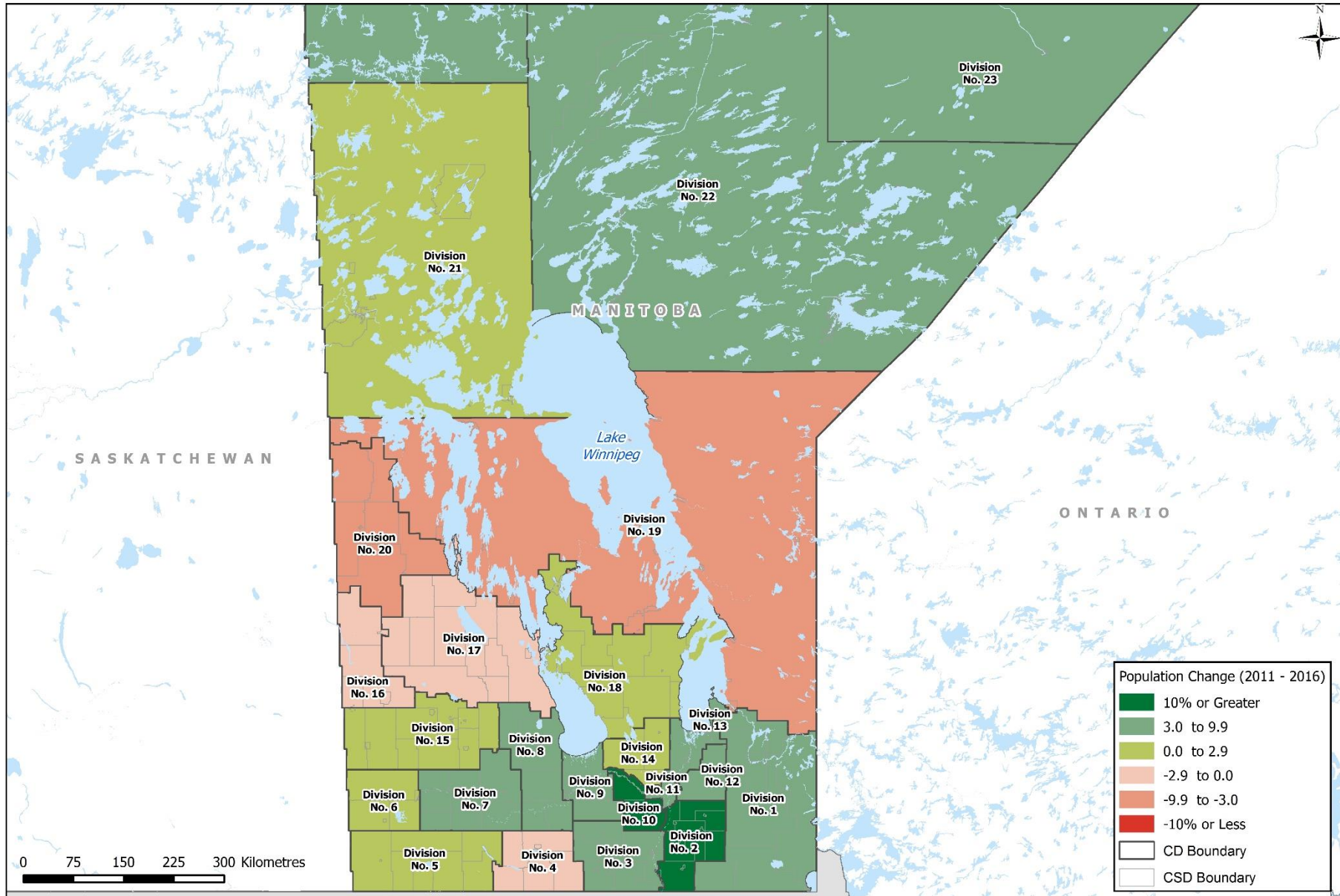
Estimate of Component Growth, 2011-2016\*

■ MB ■ Canada



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

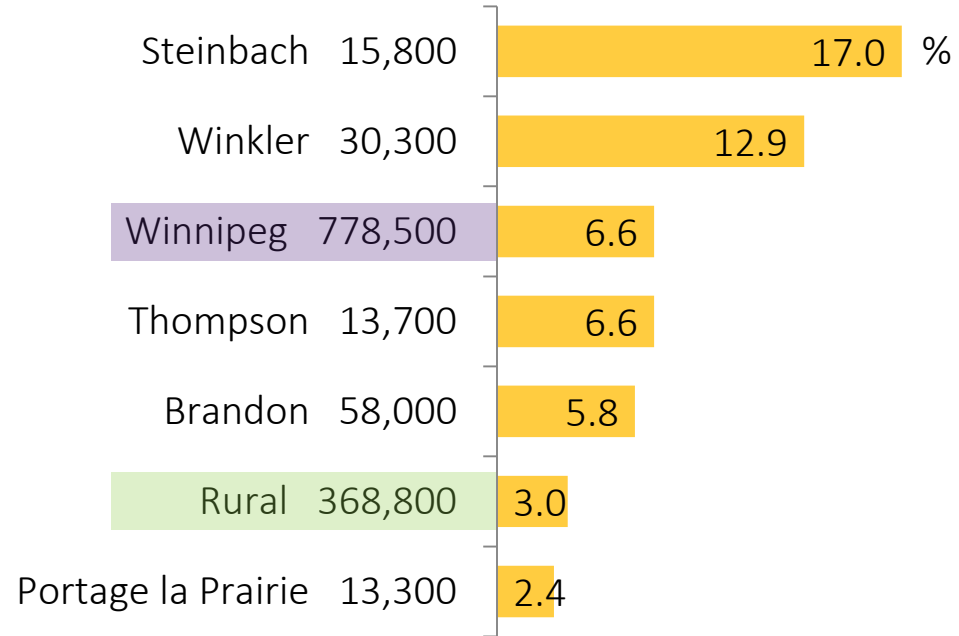
## 2016 Census Percent Population Change 2011 - 2016 Manitoba - By Census Division



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# HIGH GROWTH IN SOUTHERN MANITOBA, MODEST GROWTH IN RURAL AREAS

## Population Change in Urban Areas, 2011-2016



2016 MB Population 1,278,400 Rural 29%

CMA

Rural



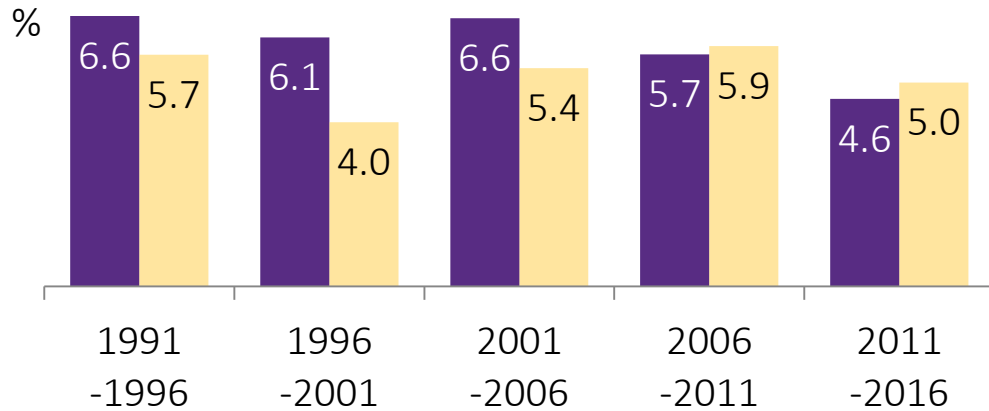
**Ontario**



# ONTARIO: GROWTH WEAKENING OVER THE LAST DECADE

## Percent Population Growth, 1991-2016

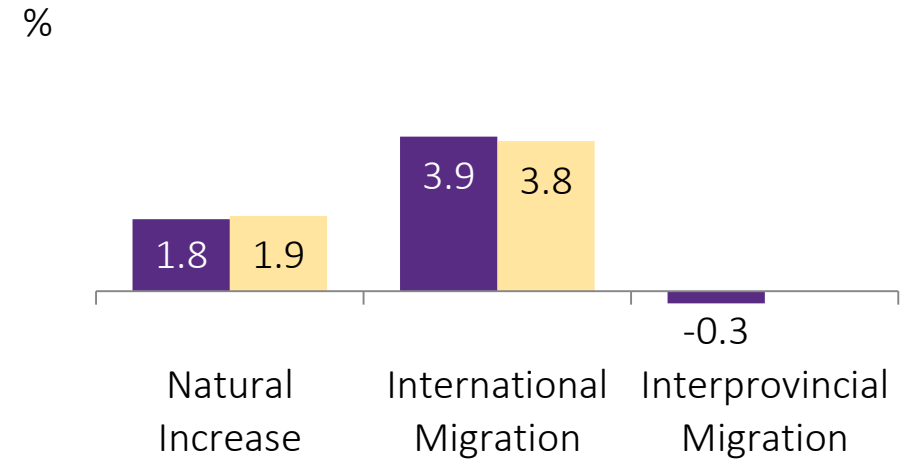
■ ON ■ Canada



2016 ON Population 13,448,500

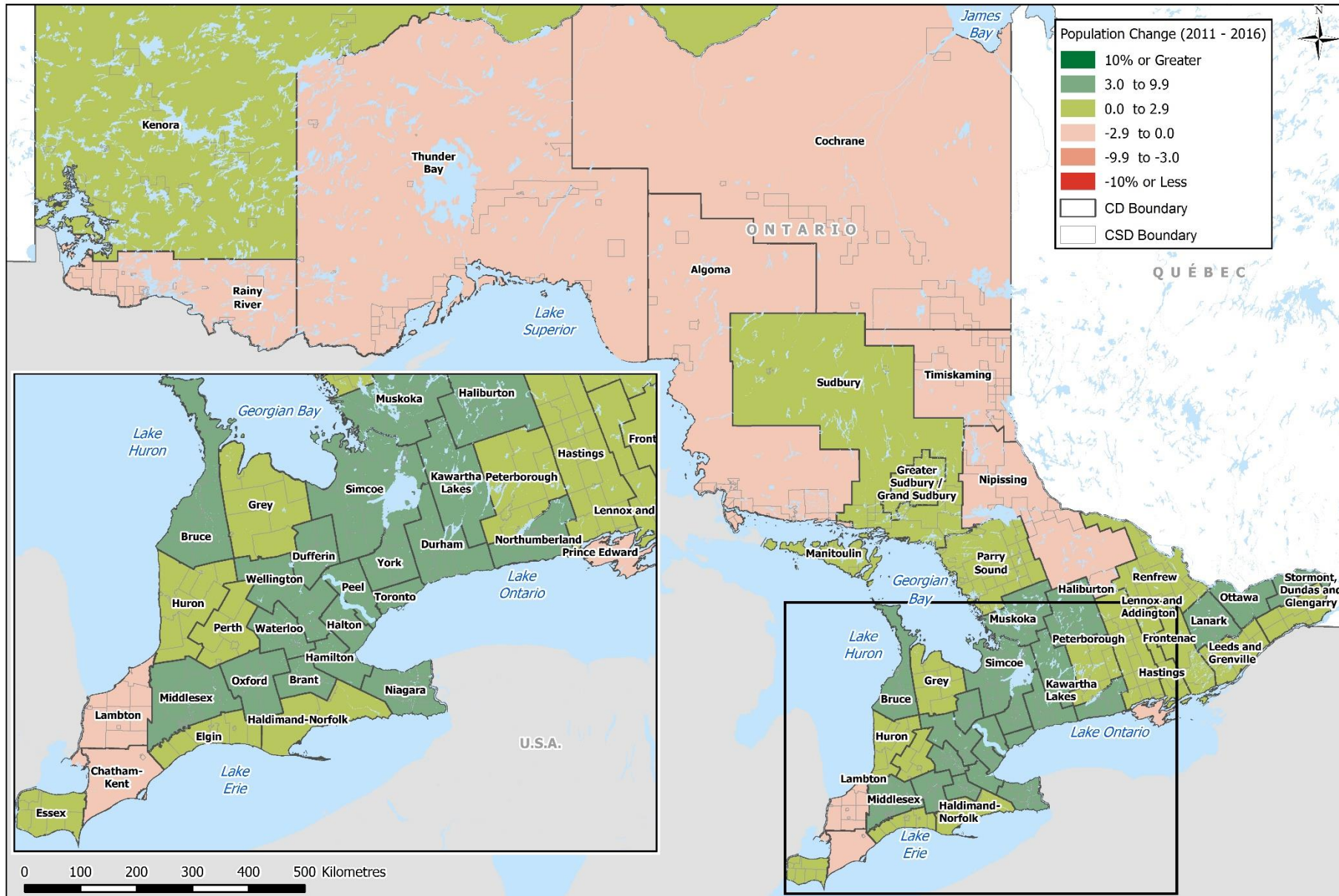
## Estimate of Component Growth, 2011-2016\*

■ ON ■ Canada



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

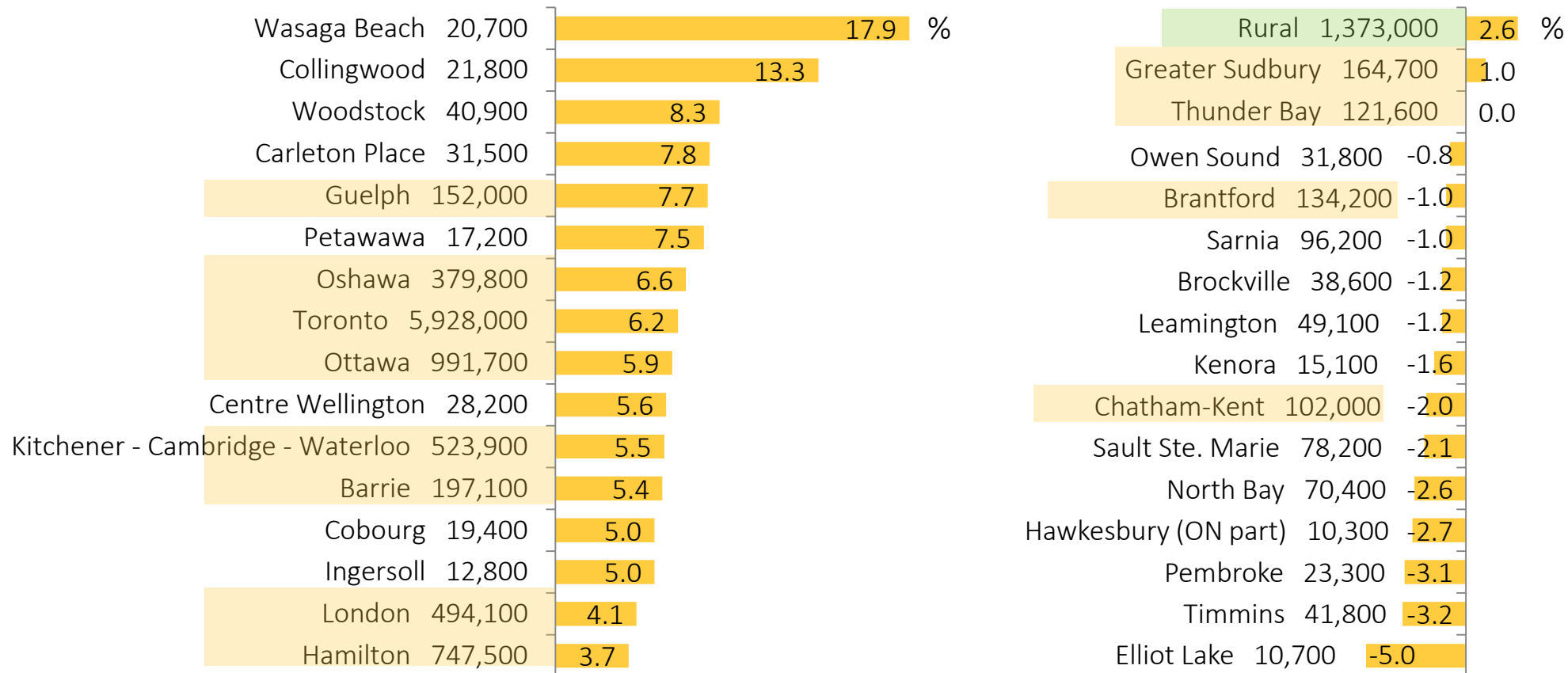
# 2016 Census Percent Population Change 2011 - 2016 Ontario - By Census Division



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# HIGHEST GROWTH IN RETIREMENT AREAS, MODEST GROWTH IN RURAL ONTARIO

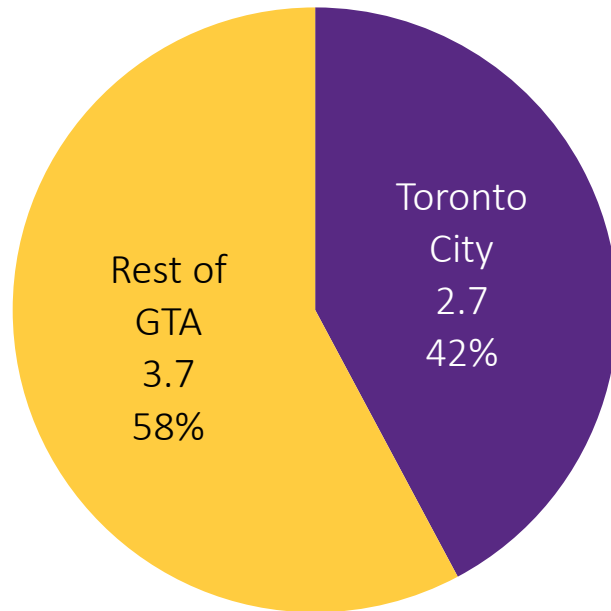
## Fastest and Slowest Growing Urban Areas, Ontario, 2011-2016



2016 ON Population 13,448,500 Rural 10%

# GROWTH STILL HIGHER IN THE 905 AREA, BUT INCREASING MORE IN THE CITY OF TORONTO

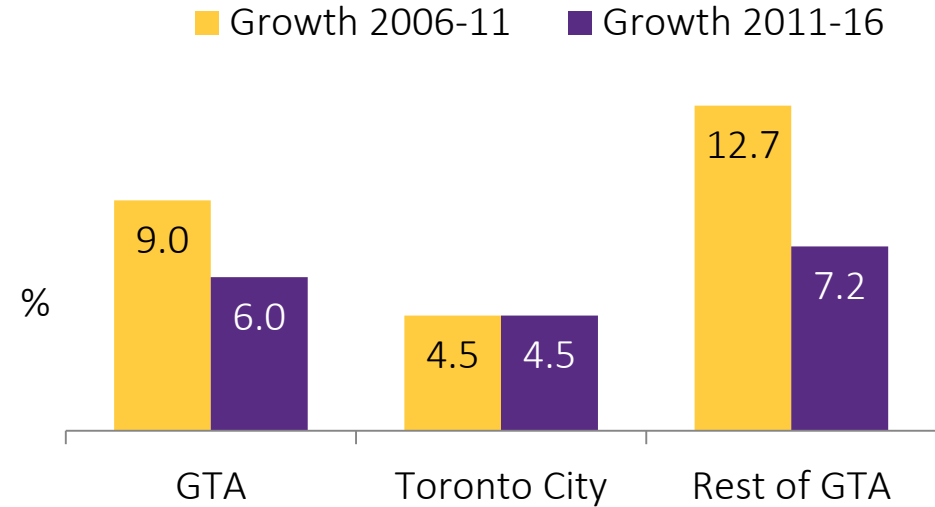
2016 Population (millions)



2016 Population

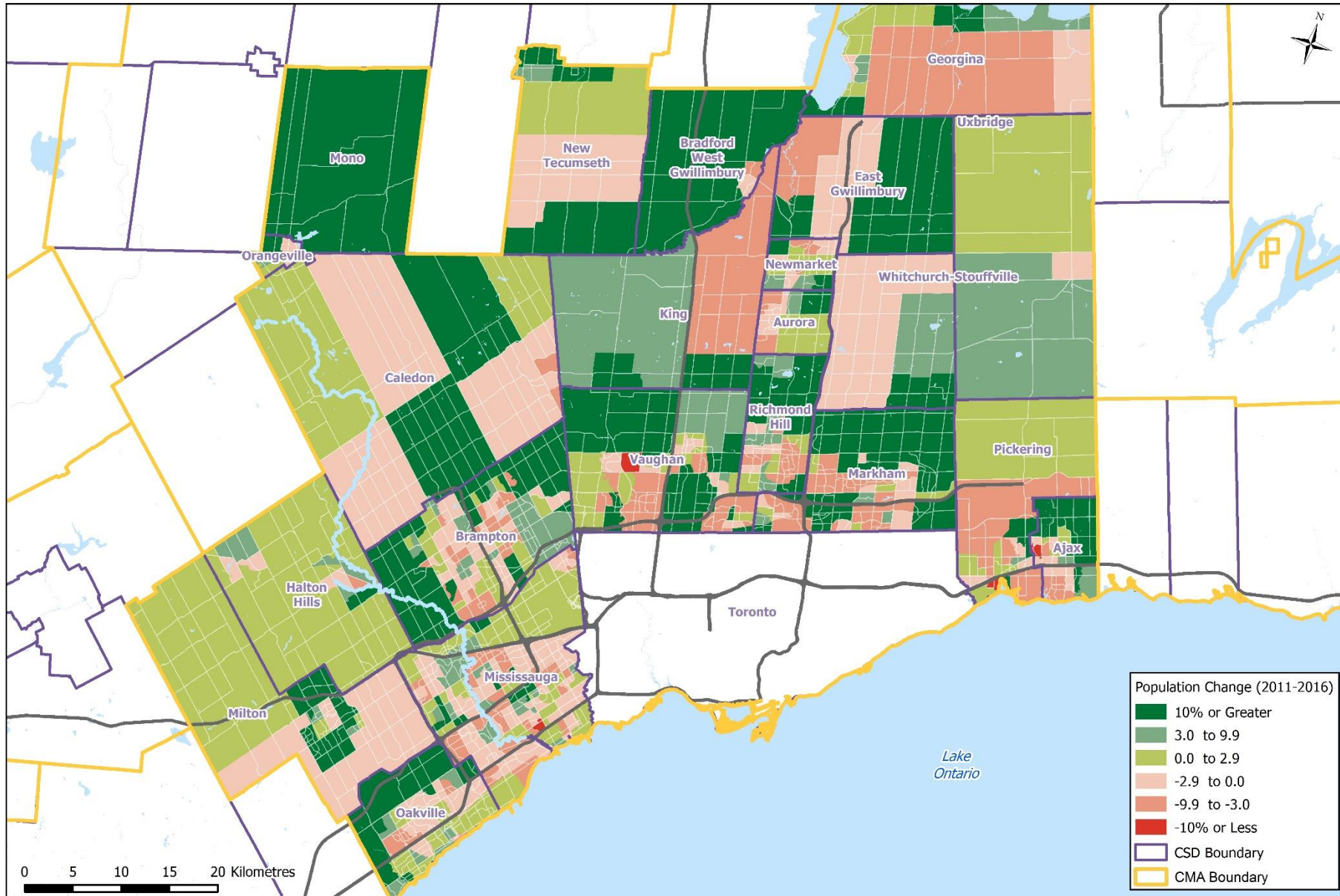
Toronto GTA 6.4M

Growth Rate



GTA = 5 Census Divisions (York, Peel, Halton, Toronto, Durham)

# 2016 Census Percent Population Change 2011 - 2016 Toronto CMA - By Census Tract

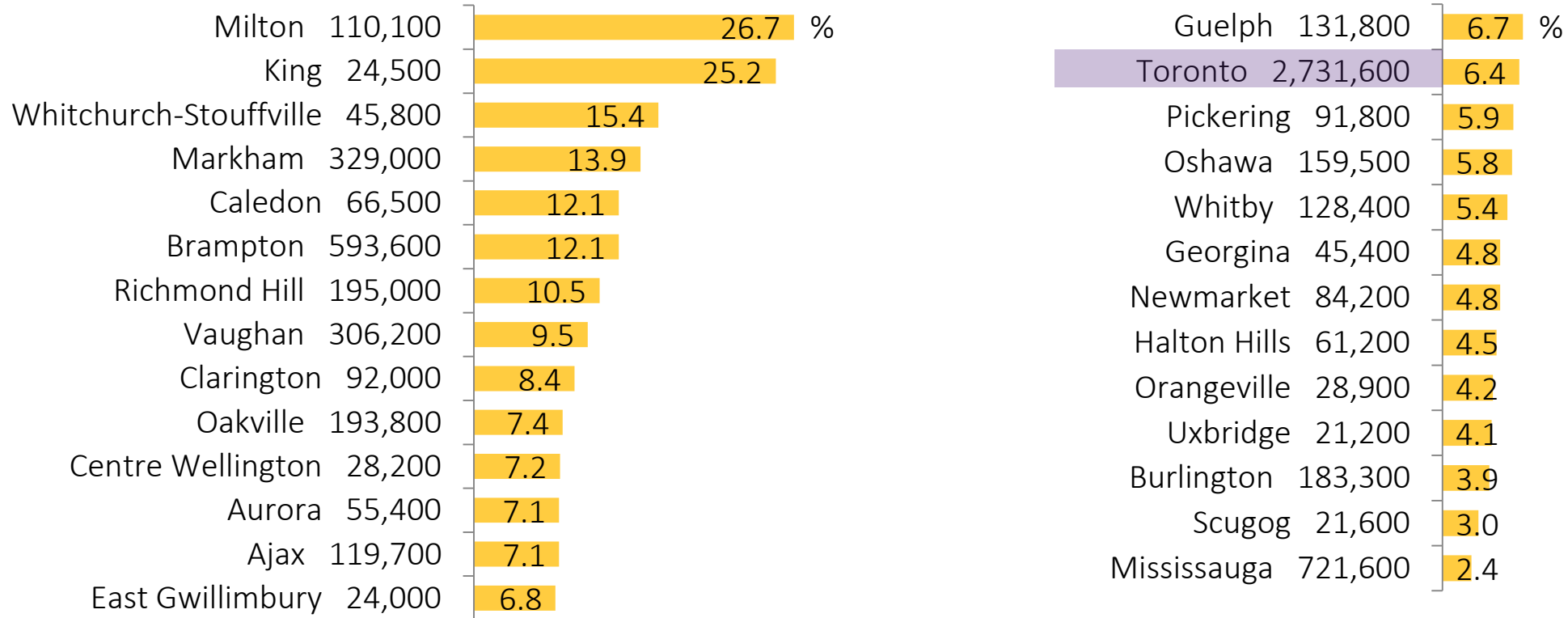


Source: Statistics Canada 2016 Census

Source: 2016 Census, Boundary Files, 2016 Census, Statistics Canada Catalogue no. 92-160-X.  
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# GROWTH VARIES ACROSS THE GREATER TORONTO AREA (GTA)

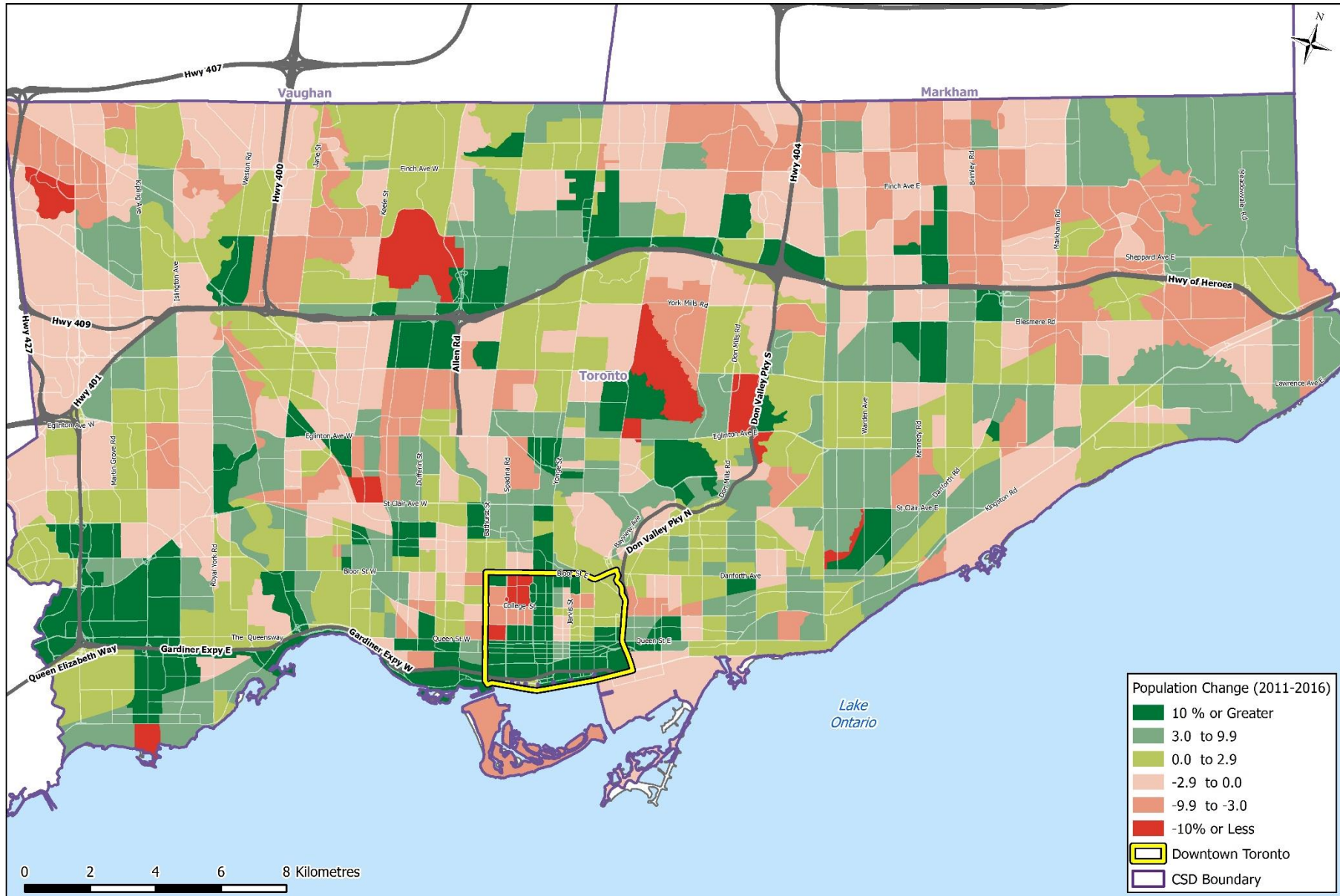
## Population Change in Municipalities in the GTA



GTA = 5 Census Divisions (York, Peel, Halton, Toronto, Durham)



# 2016 Census Percent Population Change 2011 - 2016 Toronto CSD - By Census Tract



Source: Statistics Canada 2016 Census

Source: 2016 Census, Boundary Files, 2016 Census, Statistics Canada Catalogue no. 92-160-X.  
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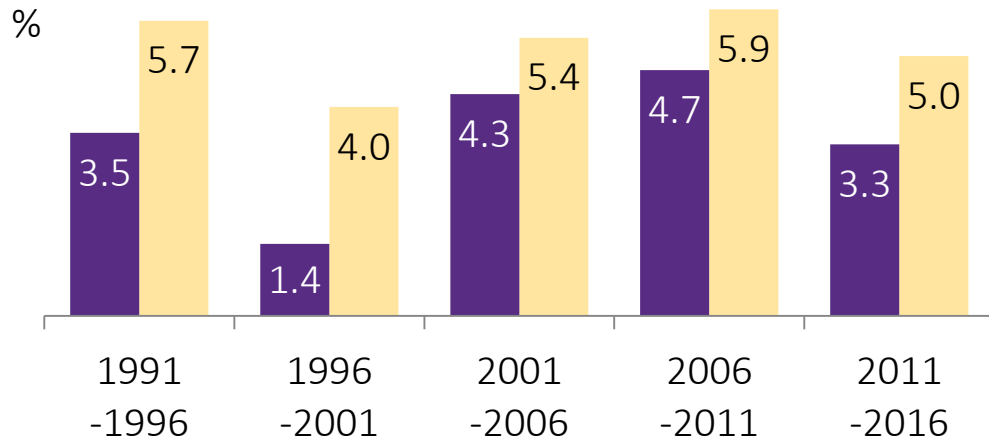
Québec



# QUEBEC: A DROP IN GROWTH

## Percent Population Growth, 1991-2016

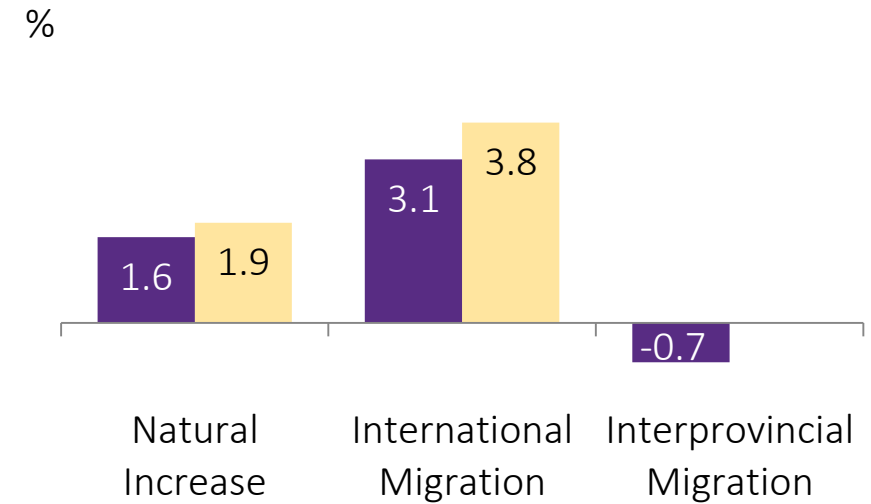
■ QC ■ Canada



2016 QC Population 8,164,400

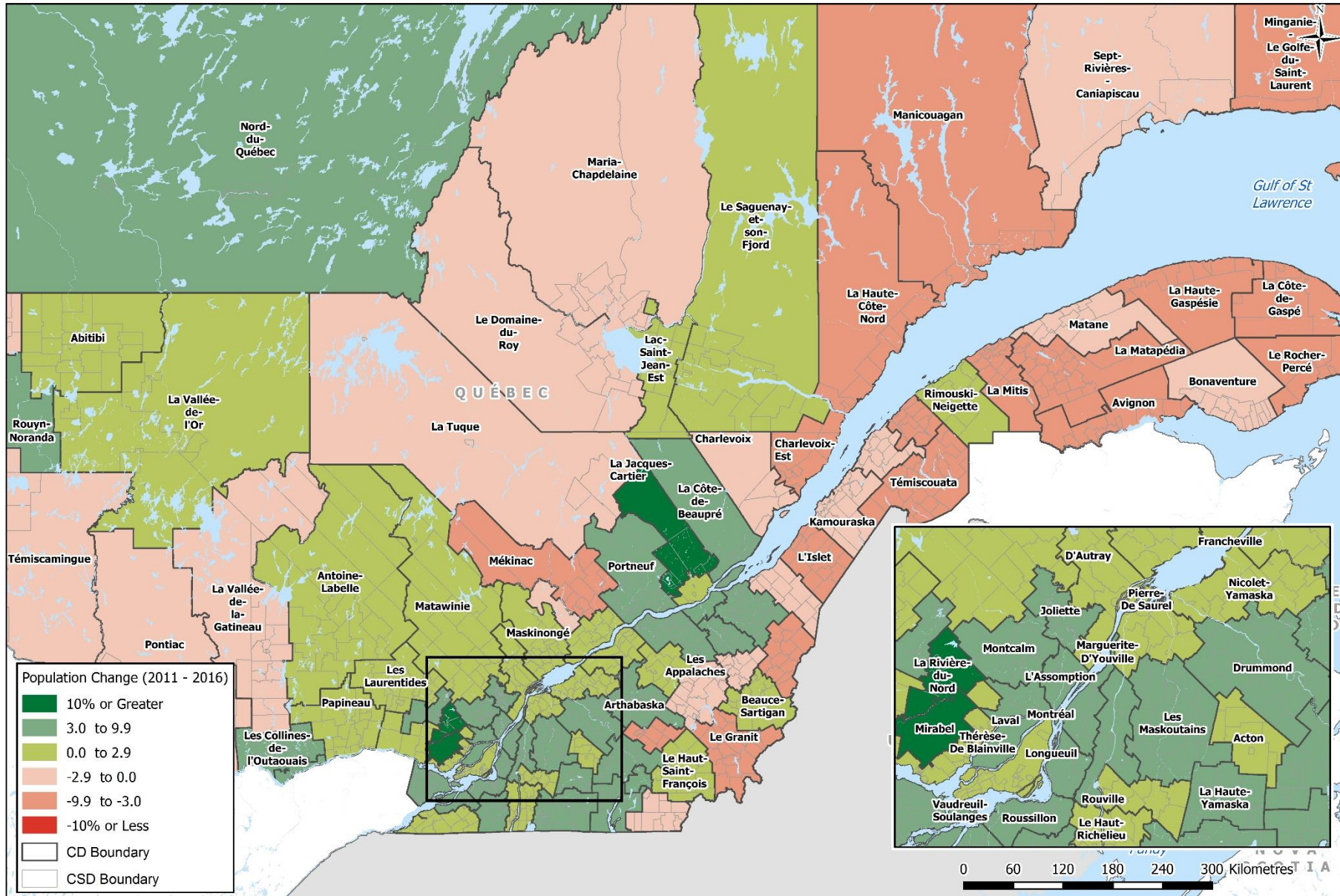
## Estimate of Component Growth, 2011-2016\*

■ QC ■ Canada



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

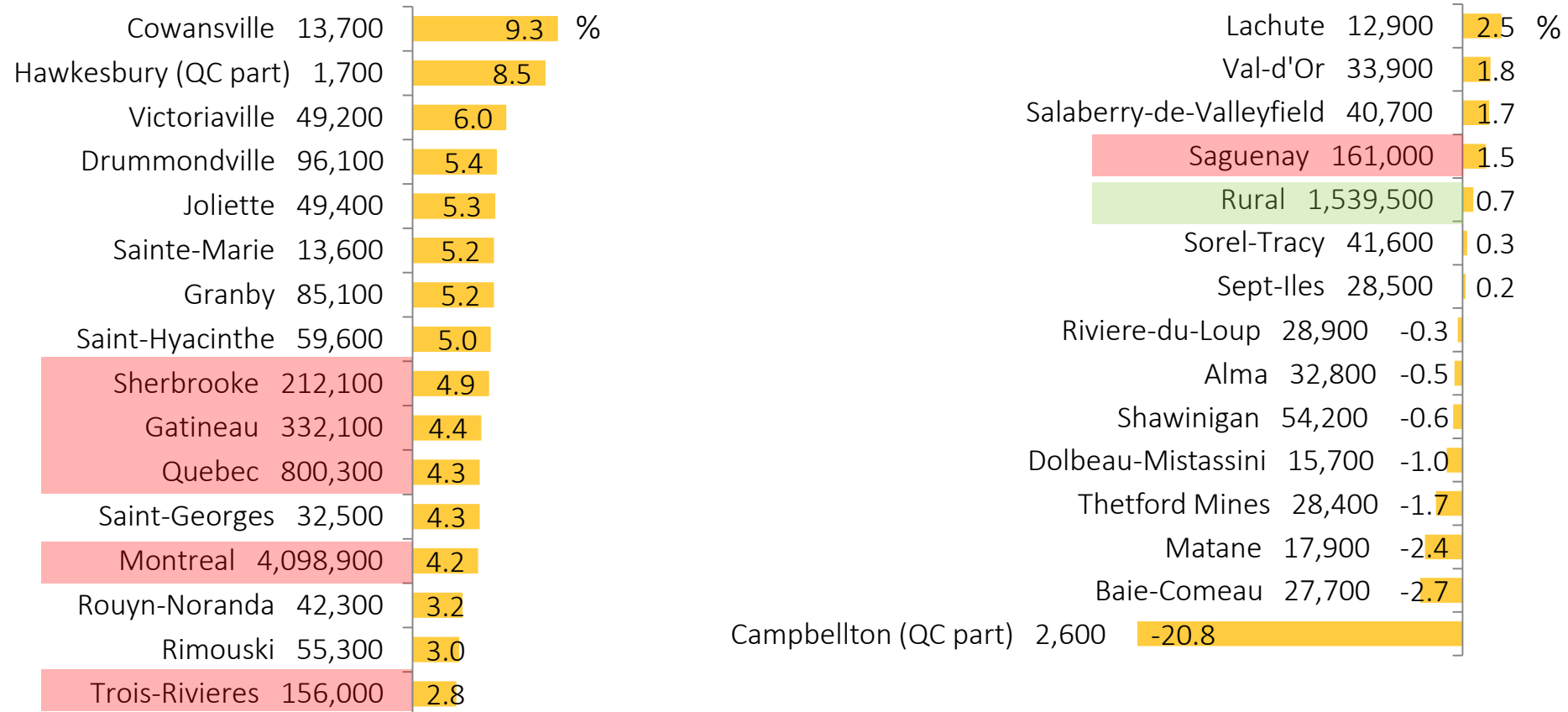
## 2016 Census Percent Population Change 2011 - 2016 Quebec - By Census Division



Source: 2016 Census, Boundary Files, 2016 Census, Statistics Canada Catalogue no. 92-160-X.  
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# MODERATE GROWTH IN MANY URBAN AREAS, LITTLE GROWTH IN RURAL ONES

## Population Change in Urban Areas, 2011-2016



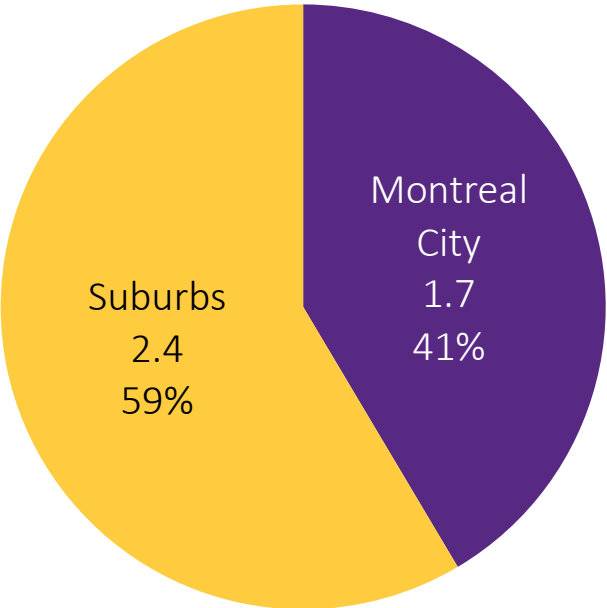
CMAAs

Rural

2016 QC Population 8,164,400 Rural 19%

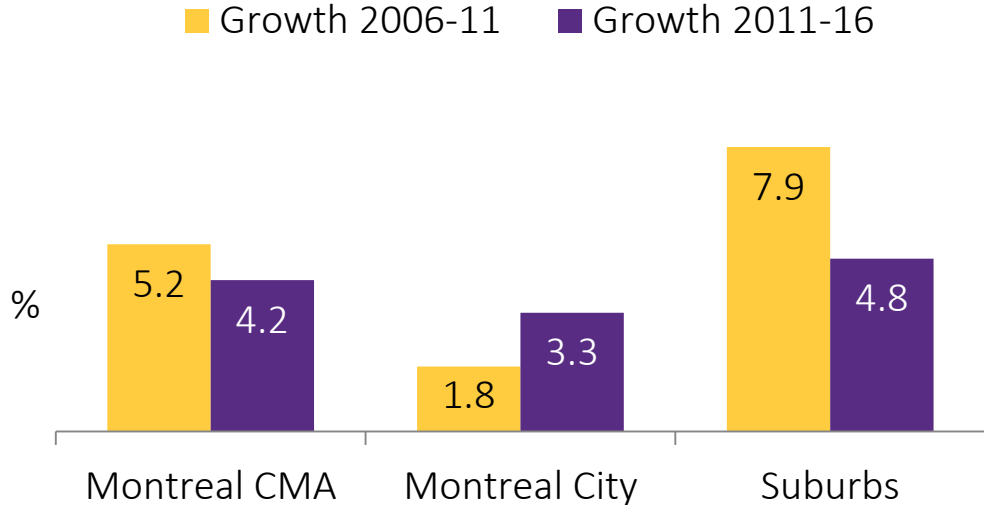
# MONTREAL SUBURBS GREW FASTER THAN THE CITY, BUT AT A REDUCED RATE

2016 Population (millions)



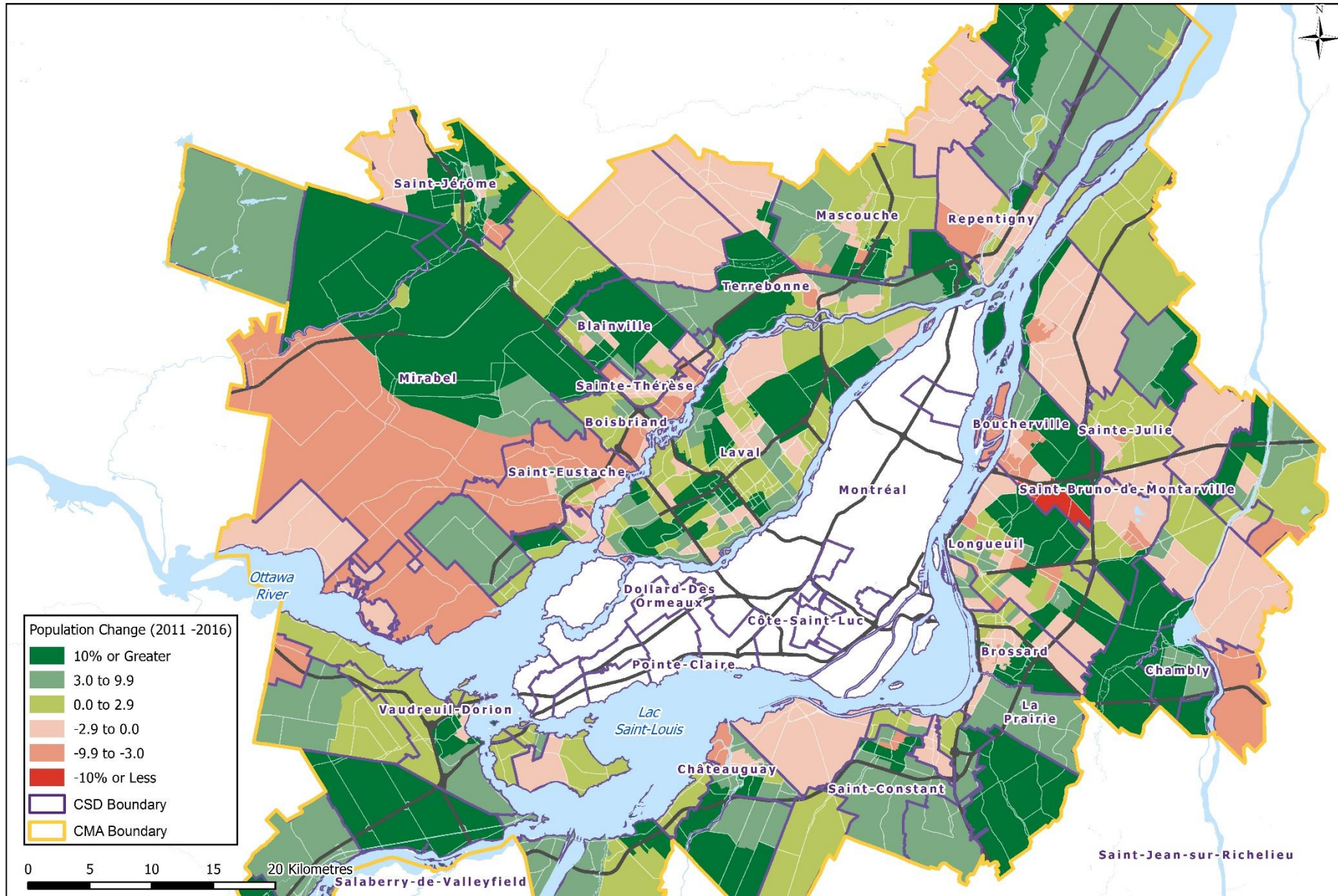
2016 Population  
Montreal CMA 4.1M

Growth Rate



Source: Statistics Canada 2016 Census

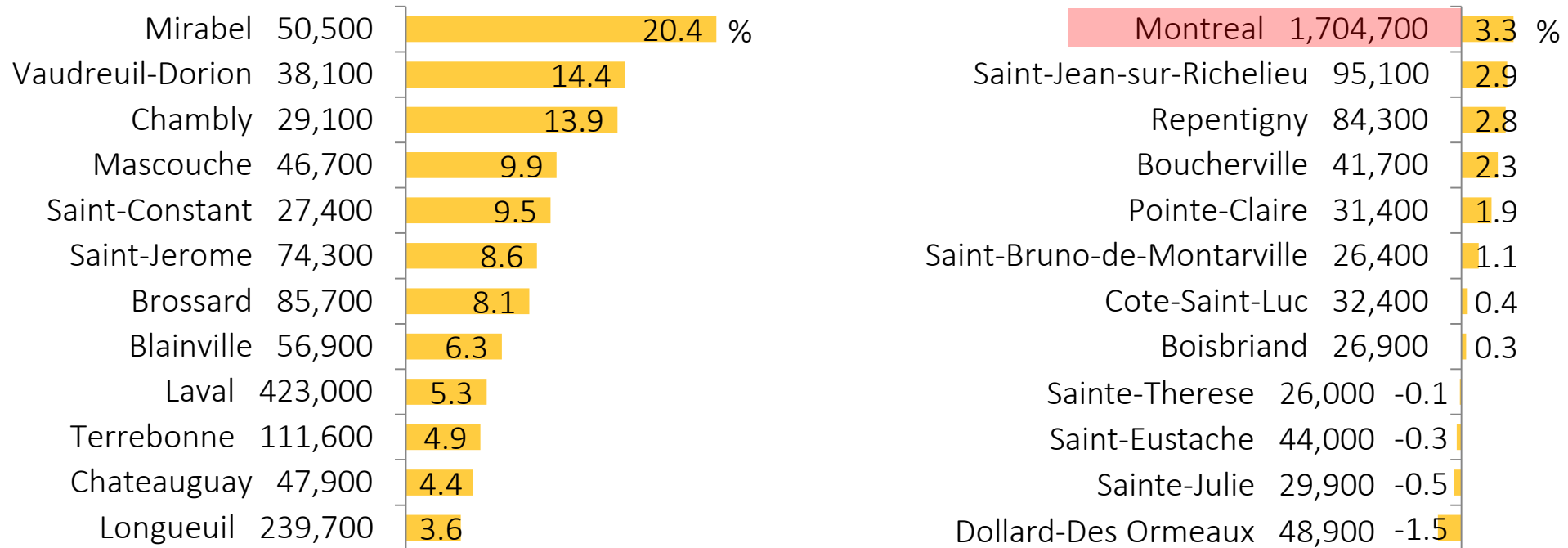
## 2016 Census Percent Population Change 2011 - 2016 Montreal CMA - By Census Tract



Source: Statistics Canada 2016 Census

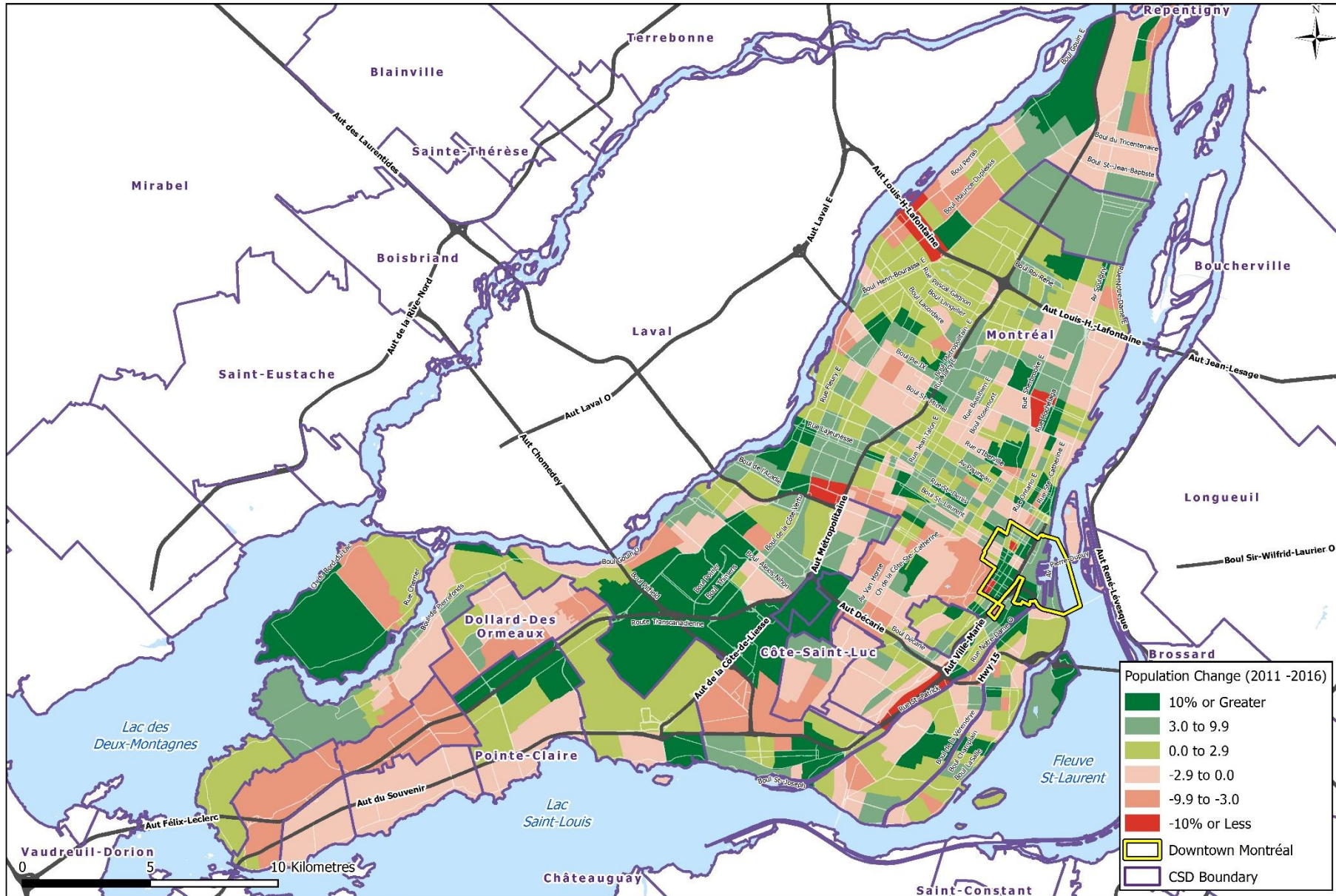
# HIGH GROWTH IN OUTLYING MUNICIPALITIES

Growth of Municipalities in Montreal CMA (25,000 or more population)





# 2016 Census Percent Population Change 2011 - 2016 Montreal - By Census Tract



Source: Statistics Canada 2016 Census

Source: 2016 Census, Boundary Files, 2016 Census, Statistics Canada Catalogue no. 92-160-X.  
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Prince  
Edward  
Island

CANADA



## THE ATLANTIC PROVINCES

Newfoundland  
Labrador



  
NOVA SCOTIA

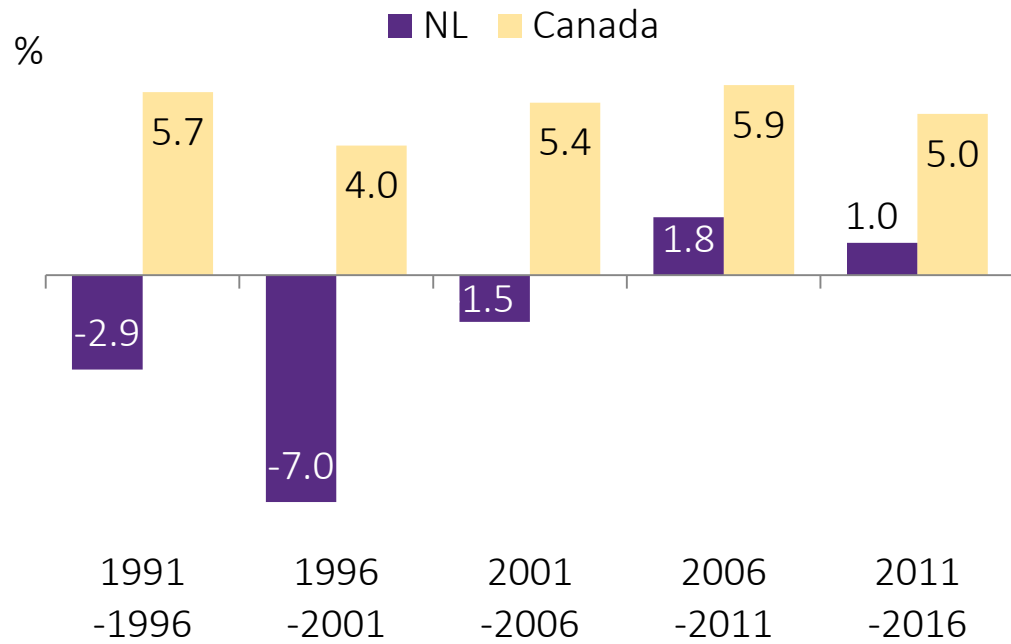


New  Nouveau  
Brunswick



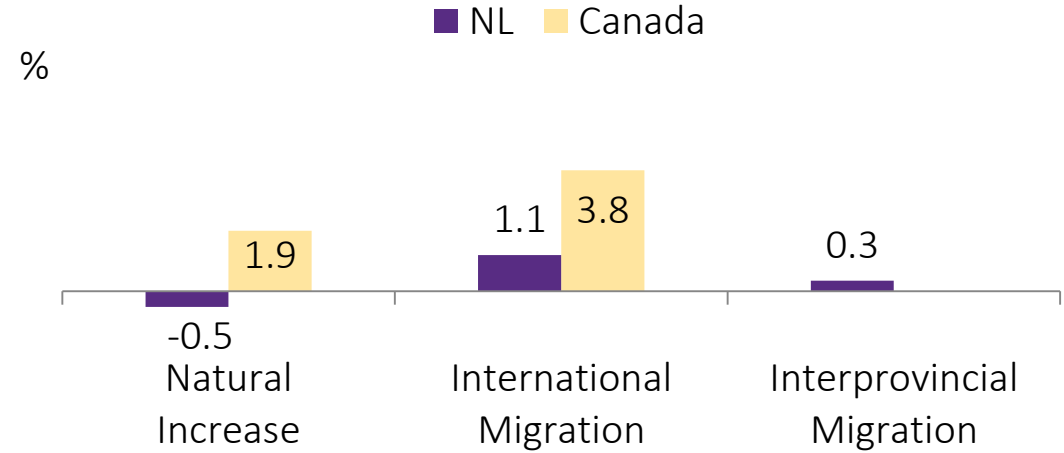
# NEWFOUNDLAND AND LABRADOR: LOW GROWTH CONTINUES

Percent Population Growth, 1991-2016



2016 NL Population 519,700

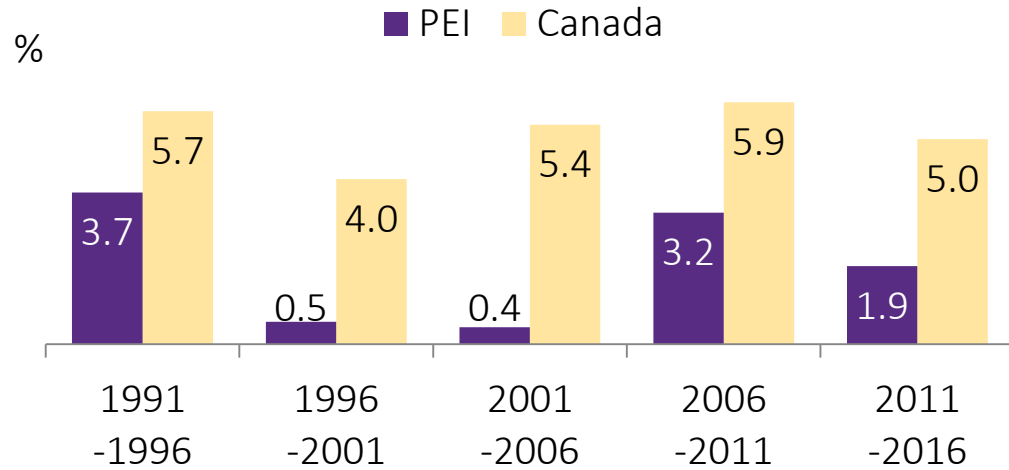
Estimate of Component Growth, 2011-2016\*



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

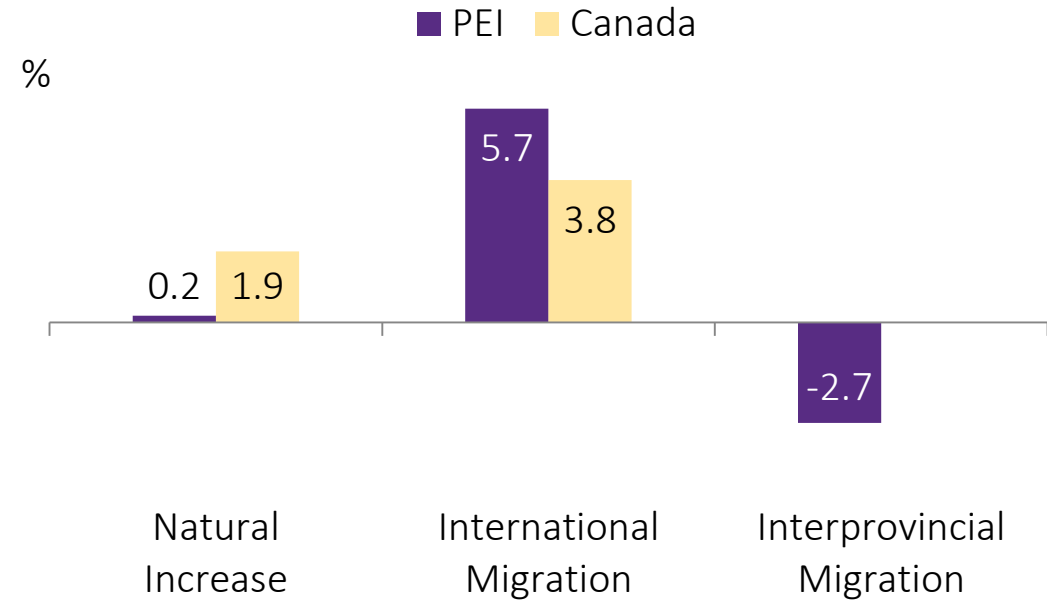
# PEI: LOWER GROWTH

Percent Population Growth, 1991-2016



2016 PEI Population 142,900

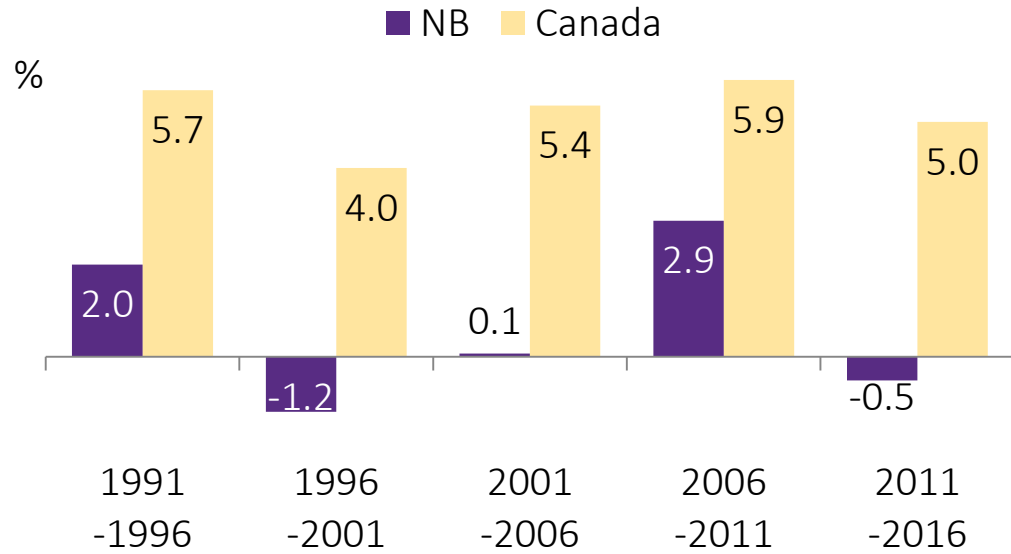
Estimate of Component Growth, 2011-2016\*



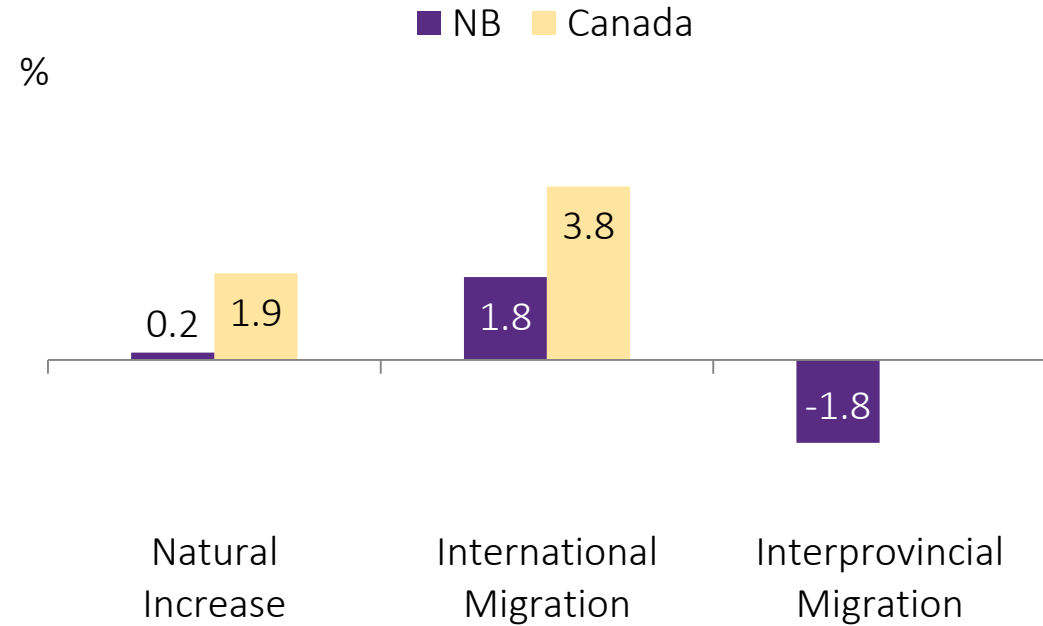
\*Note: components are demographic estimates and total may differ from census growth

# NEW BRUNSWICK: A SLIGHT DECLINE IN POPULATION

Percent Population Growth, 1991-2016



Estimate of Component Growth, 2011-2016\*

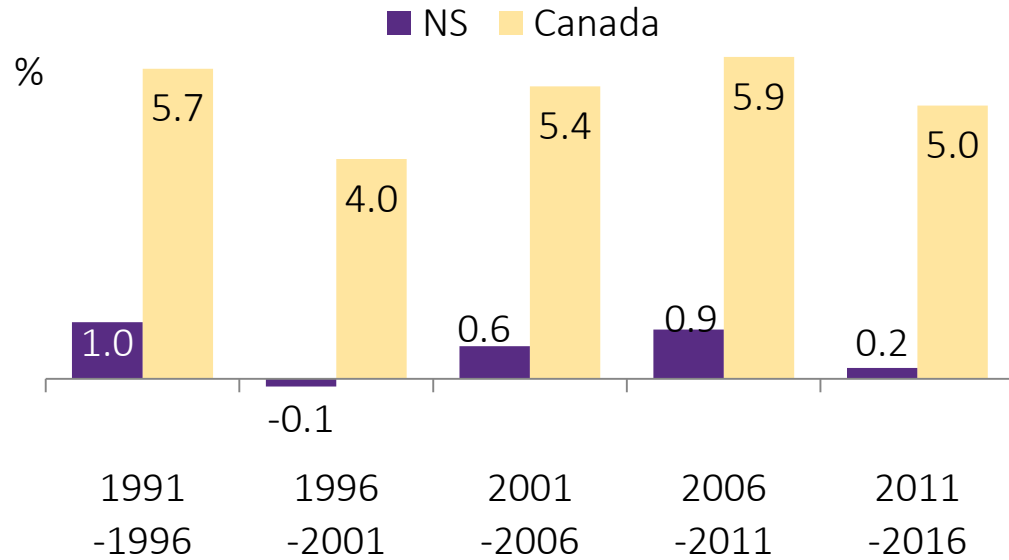


2016 NB Population 747,100

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

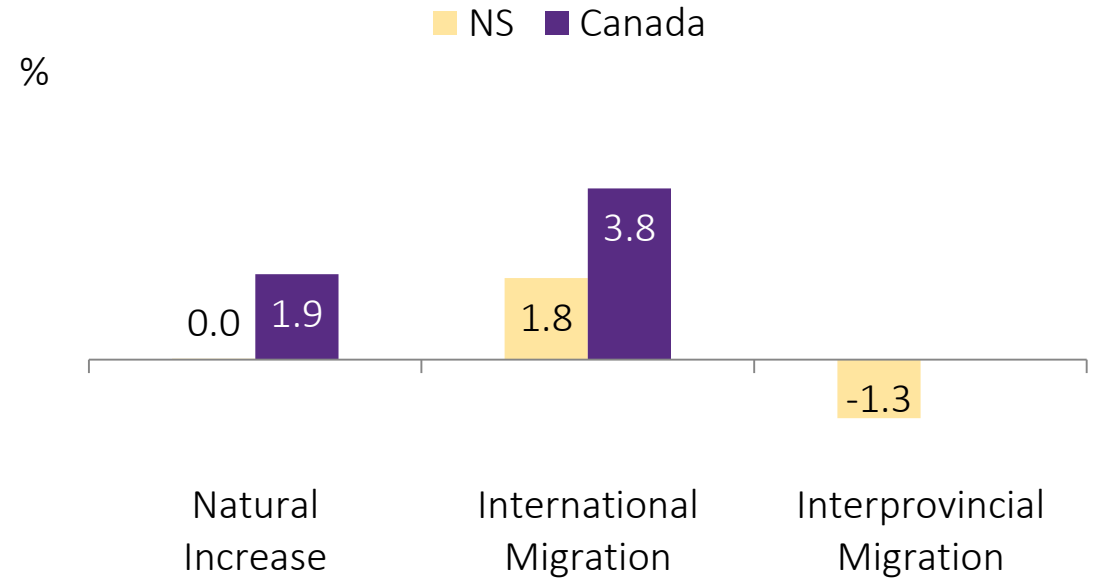
# NOVA SCOTIA: LOW GROWTH CONTINUES

Percent Population Growth, 1991-2016



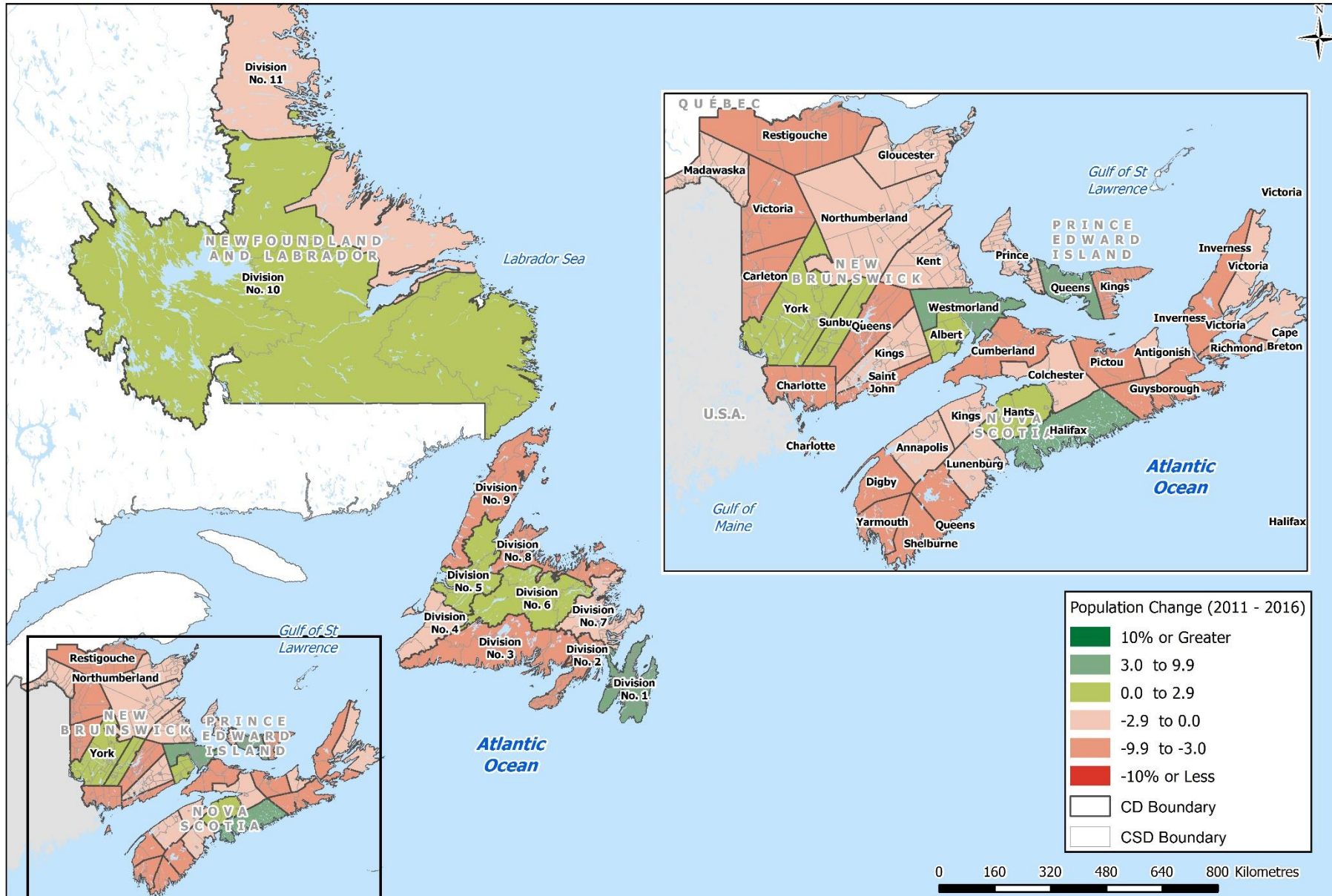
2016 NS Population 923,600

Estimate of Component Growth, 2011-2016\*



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

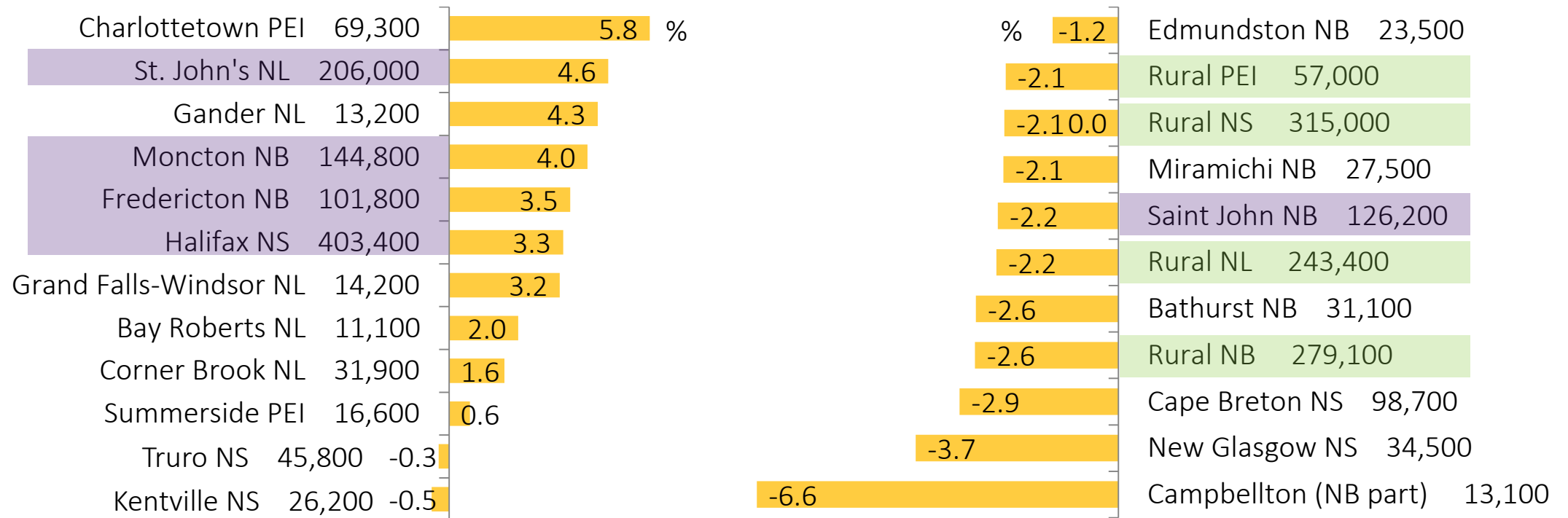
## 2016 Census Percent Population Change 2011 - 2016 Atlantic Canada - By Census Division



Source: 2016 Census, Boundary Files, 2016 Census, Statistics Canada Catalogue no. 92-160-X.  
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# ATLANTIC CANADA: MODERATE GROWTH IN LARGER URBAN AREAS, DECLINES IN RURAL AND SMALLER URBAN AREAS

Population Change in Urban Areas in Atlantic Canada, 2011-2016



CMAAs

Rural

2016 Atlantic Population 2,333,300 Rural 38%

# THE NORTHERN TERRITORIES

**Yukon**

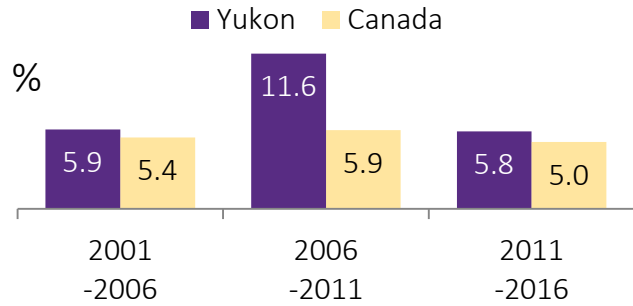


Northwest  
Territories



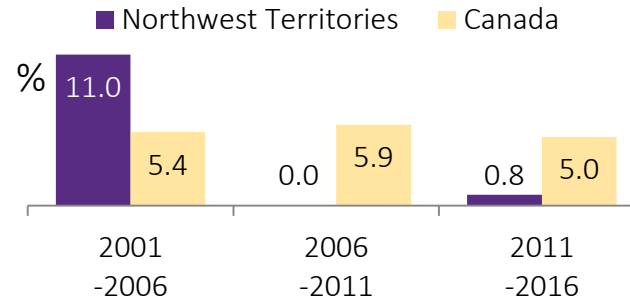
# ABOVE-AVERAGE GROWTH IN YUKON AND NUNAVUT, VERY LOW GROWTH IN NORTHWEST TERRITORIES

Percent Population Growth,  
1991-2016



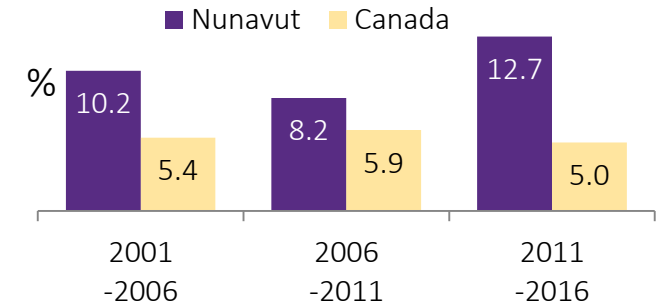
2016 Yukon Population 35,870

Percent Population Growth,  
1991-2016



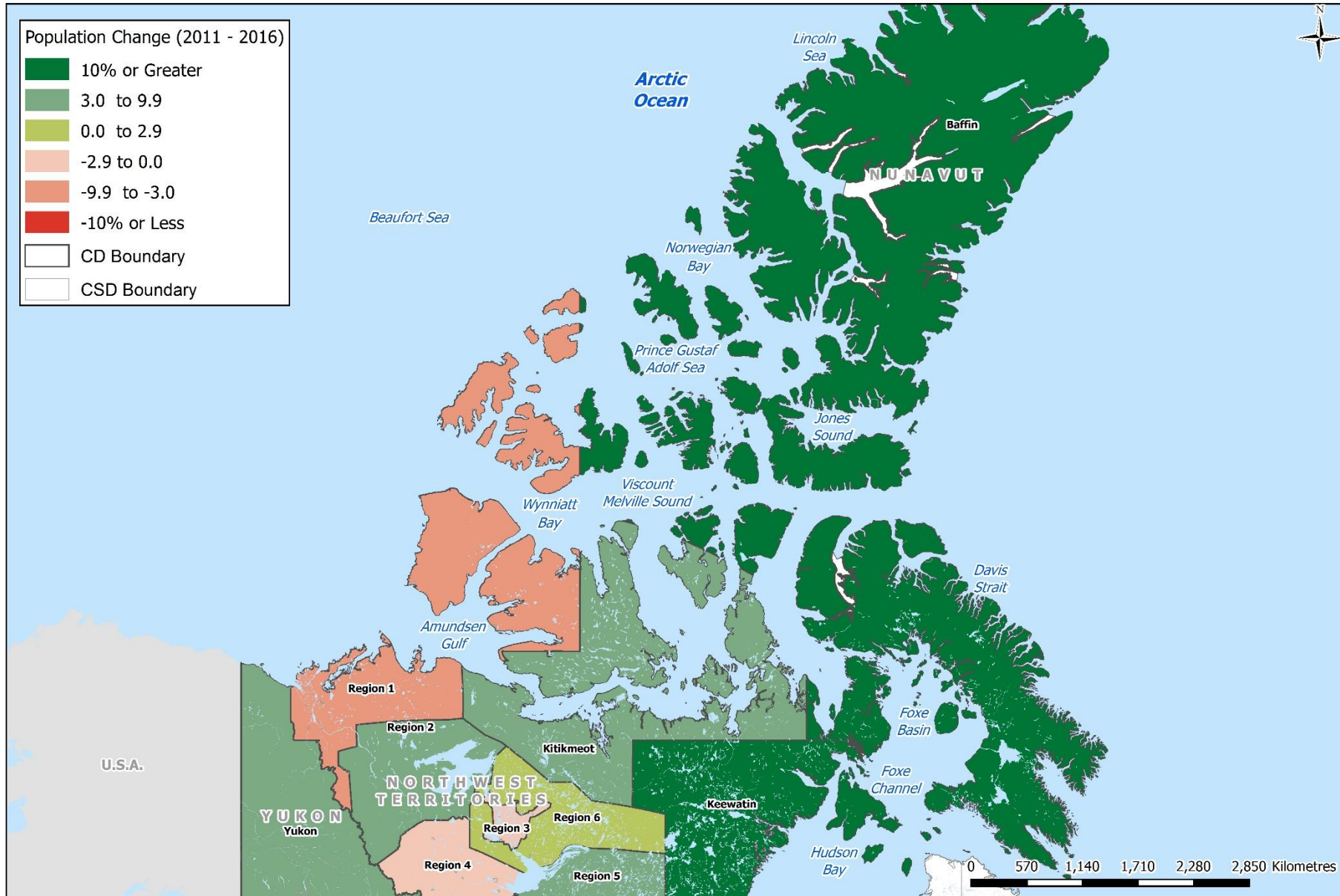
2016 Northwest Territories Population 41,800

Percent Population Growth,  
1991-2016



2016 Nunavut Population 35,900

# 2016 Census Percent Population Change 2011 - 2016 Northern Canada - By Census Division



Source: 2016 Census, Boundary Files, 2016 Census, Statistics Canada Catalogue no. 92-160-X.  
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# SUMMARY



# BUSINESS IMPLICATIONS OF THE POPULATION GROWTH AND DECLINE

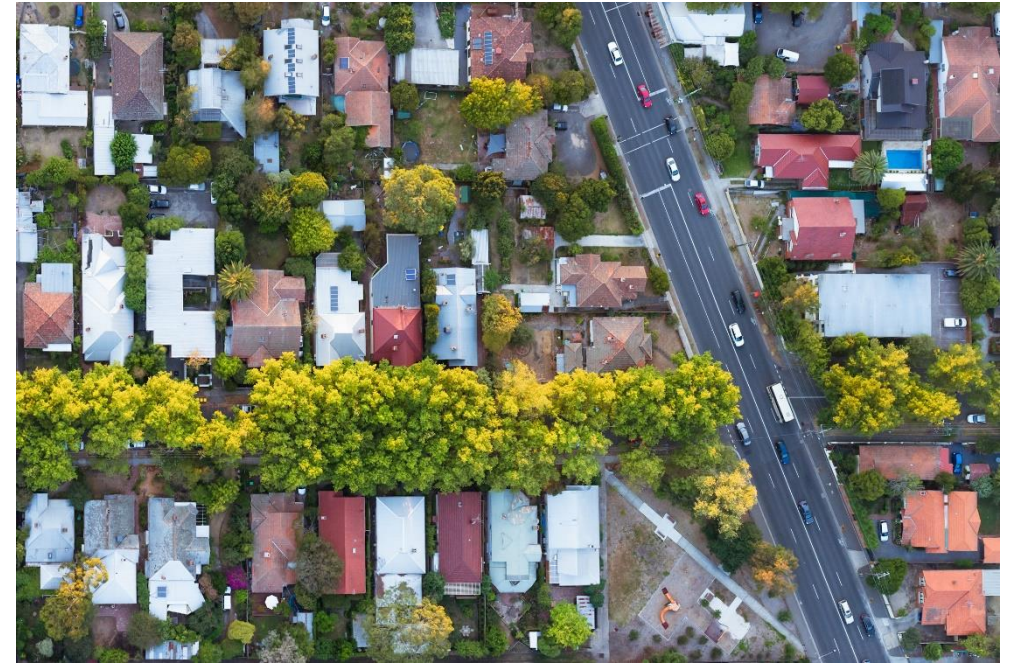
- A growing national market with more population concentrated in large urban areas
- Despite the economic pullback, Alberta will likely continue to be among the fastest-growing provinces; marketers will still have an increasing audience of young families
- Declining markets in many smaller urban and rural areas
  - Many challenges for governments maintaining health care, libraries and schools
  - Older populations will have different product and tech needs
- Emergence of niche markets in “retirement” communities
- Slow-down in growth in suburban areas
  - Need to segment suburban population
- Pick-up in growth in central cities, especially downtowns
  - Change in product needs such as transportation alternatives like Uber, ride-sharing and bike-sharing
  - Higher density may offer more opportunities for tech-enabled services like online groceries
- High population churn in urban areas
  - Need to revisit make-up of trade areas and implications for product needs

# OTHER CENSUS RELATED ISSUES



# OTHER DATA RELEASED

- Data on dwellings
  - Total private dwellings
  - Private dwellings occupied by usual residents
- Density of geographic areas



# POPULATION ESTIMATES

- Environics Analytics produces demographic estimates and projections in its DemoStats product. It's based on Census counts adjusted for the net undercoverage; the counts will be higher than in the Census.
- Net Census undercoverage estimates will not be available until spring 2018.
- For 2011, net census undercoverage at the national level was 2.2%, ranging from a high of 6.2% for Nunavut to a low of 0.52% for New Brunswick.



# THE CENSUS ON INDIAN RESERVES AND SETTLEMENTS

- 977 reserves and settlements identified in the 2016 Census
  - 14 were not enumerated, down from 19 in 2011
    - 5 enumerated in 2011 but not 2016
    - 9 enumerated in 2016 but not 2011
    - 9 not enumerated in either year
- 2016 total population
  - Total population of enumerated reserves and settlements: 355,280
  - Growth rate of 2.5% (enumerated in 2011 and 2016)

# IMPACT OF RESERVES ENUMERATED IN ONLY ONE CENSUS

- Statistics Canada reports growth based on enumerated population
- Need to be careful of growth numbers in areas where a reserve was enumerated only once

|   | Reported | Adjusted |
|---|----------|----------|
| Kenora Census Division <sup>(1)</sup>                       | 13.8%    | 0.3%     |
| Le Haut-Saint-Laurent (Que.) Census Division <sup>(2)</sup> | 5.9%     | 0.3%     |
| Brant County, Ont. (Brantford CA) <sup>(3)</sup>            | -0.9%    | 3.8%     |

(1) Adjusted for 11 reserves enumerated late in 2011 due to fires; counts not included in the 2011 census

(2) Adjusted for Akwesasne enumerated in 2016 (pop. 1202), but not 2011

(3) Adjusted for Six Nations enumerated in 2011 (pop. 6213), but not 2016

Source: Statistics Canada 2016

# FUTURE CENSUS RELEASES

- **May 3, 2017**
  - Age and sex
  - Type of dwelling
- **September 13, 2017**
  - Income
- **October 25, 2017**
  - Immigration and ethno-cultural diversity
  - Housing
  - Aboriginal peoples
- **August 2, 2017**
  - Families, households and marital status
  - Language
- **November 29, 2017**
  - Education
  - Labour
  - Journey to work
  - Language of work
  - Mobility and migration

# WHAT'S AHEAD FOR ENVIRONICS ANALYTICS' DEMOSTATS



- **2017**
  - DemoStats released at end of March
  - Based on 2011 Census geography
  - Based on 2011 Census
- **2018**
  - DemoStats released at end of March
  - Shift to 2016 Census geography
  - Still based on 2011 Census, but will incorporate some trends from 2016
- **2019**
  - DemoStats released at end of March
  - Built with 2016 Census-based estimates adjusted for 2016 coverage
  - Update to PRIZM5 based on 2016 Census and other data

# 2016 CENSUS: POPULATION AND HOUSEHOLD GROWTH AND DECLINE QUESTIONS

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Environics Analytics  
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