

Census 2021: Canada's Gender Make-Up and the Growing Aging Population



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Agenda

- New Data on Gender
- Age of Canadian Population
- A Generational View of the Population
- Dwelling Types
- Seniors Aged 85 and Over
- Marketing Implications
- A Look Ahead



Gender and Sex at Birth

Canada was First Country to Count Transgender and Non-Binary People in a Census

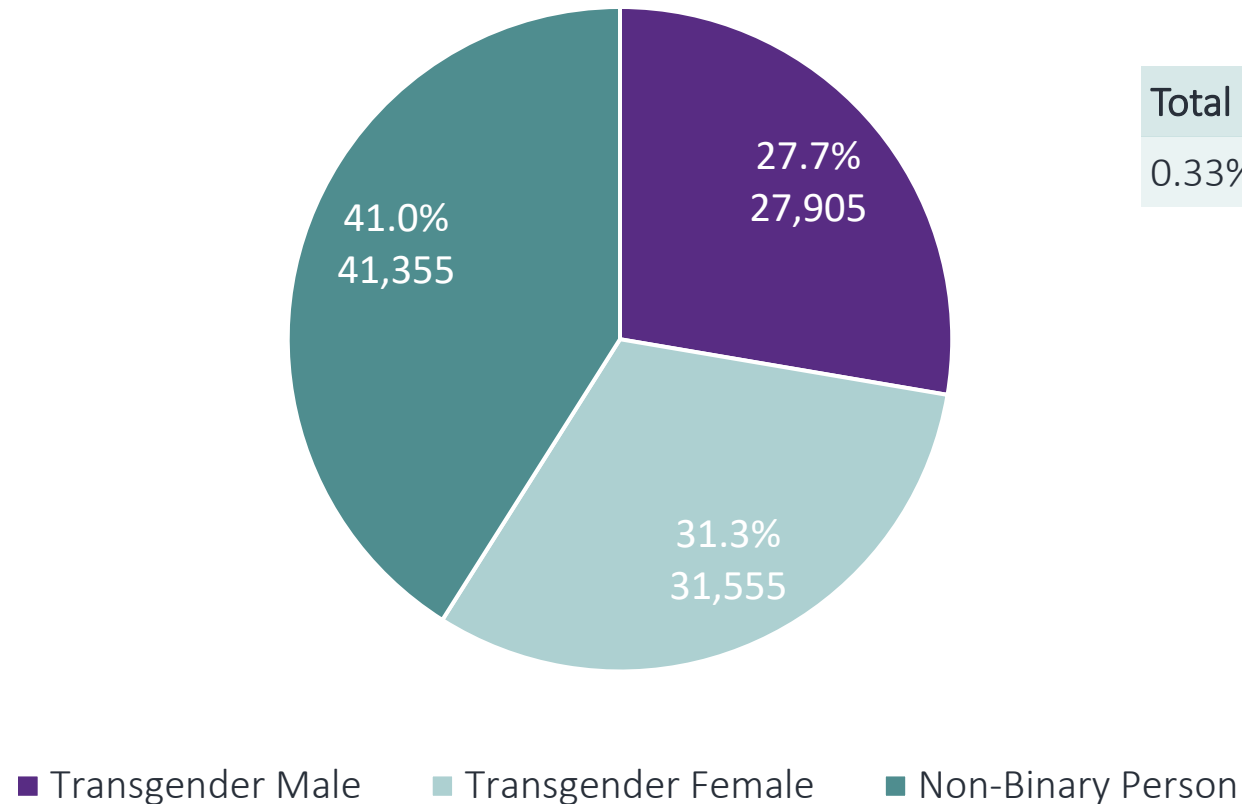
What was this person's sex at birth?

- Sex refers to sex assigned at birth.
 - Male
 - Female

What is this person's gender?

- Refers to current gender, which may be different from sex assigned at birth and may be different from what is indicated on legal documents.
 - Male
 - Female
 - Or please specify this person's gender

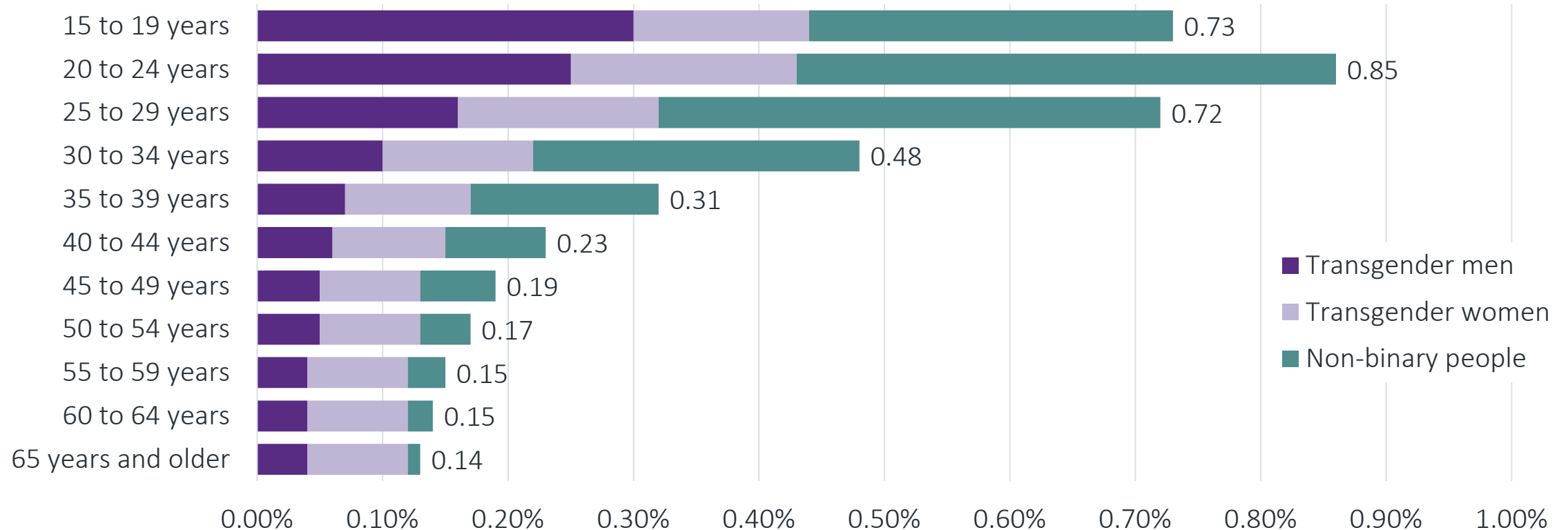
Transgender and Non-Binary People Number 100,000



Total	100,815
0.33% of population aged 15+	

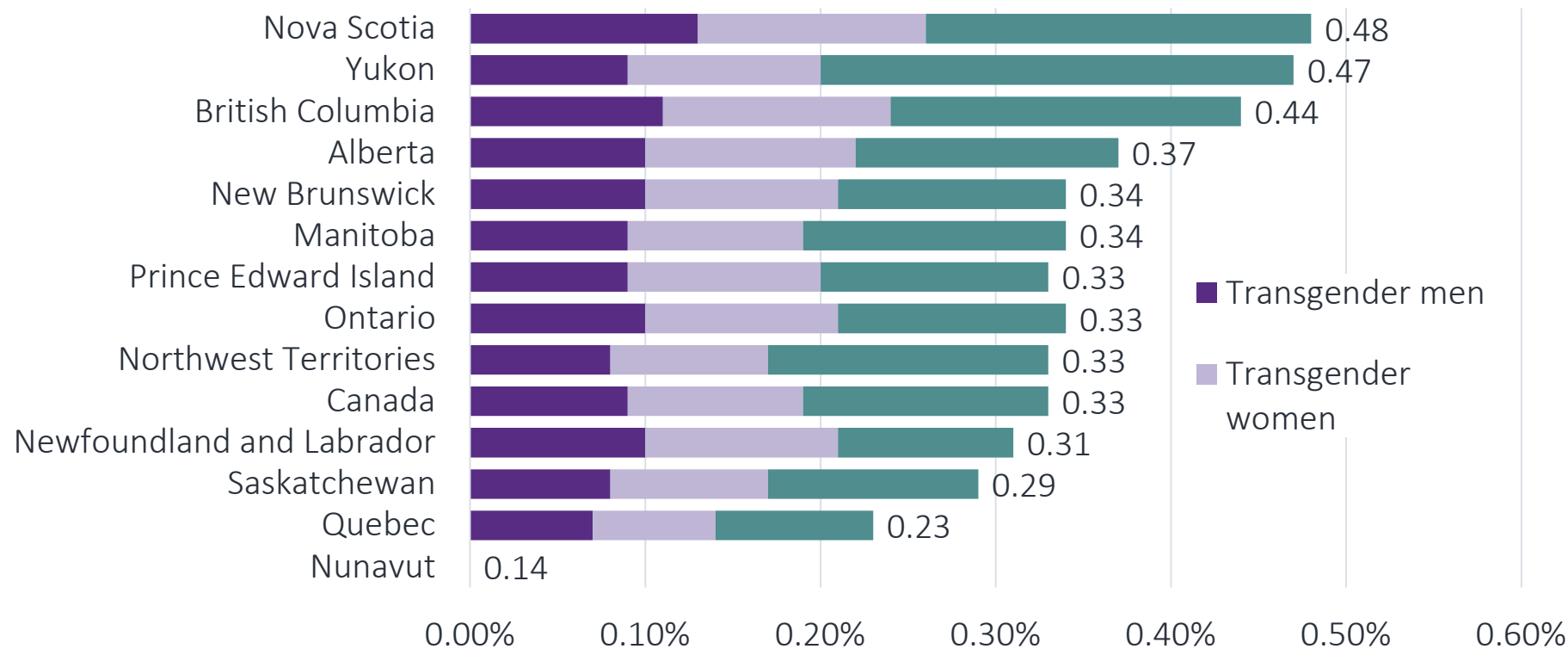
Higher Diversity at Younger Ages

Transgender men and women and non-binary people as percent of population aged 15 and over



Nova Scotia, Yukon and British Columbia have Greatest Diversity

Transgender men and women and non-binary people as percent of population aged 15 and over



CMAs	
Victoria	0.74%
Halifax	0.65%
Fredericton	0.60%
Nanaimo	0.57%
Kingston	0.52%
Peterborough	0.51%
Guelph	0.50%

Reporting of Characteristics by Gender

Male+

- Prior to the 2021 Census, this category refers to males. Starting in 2021, this category includes men and boys, as well as some non-binary persons.

Female+

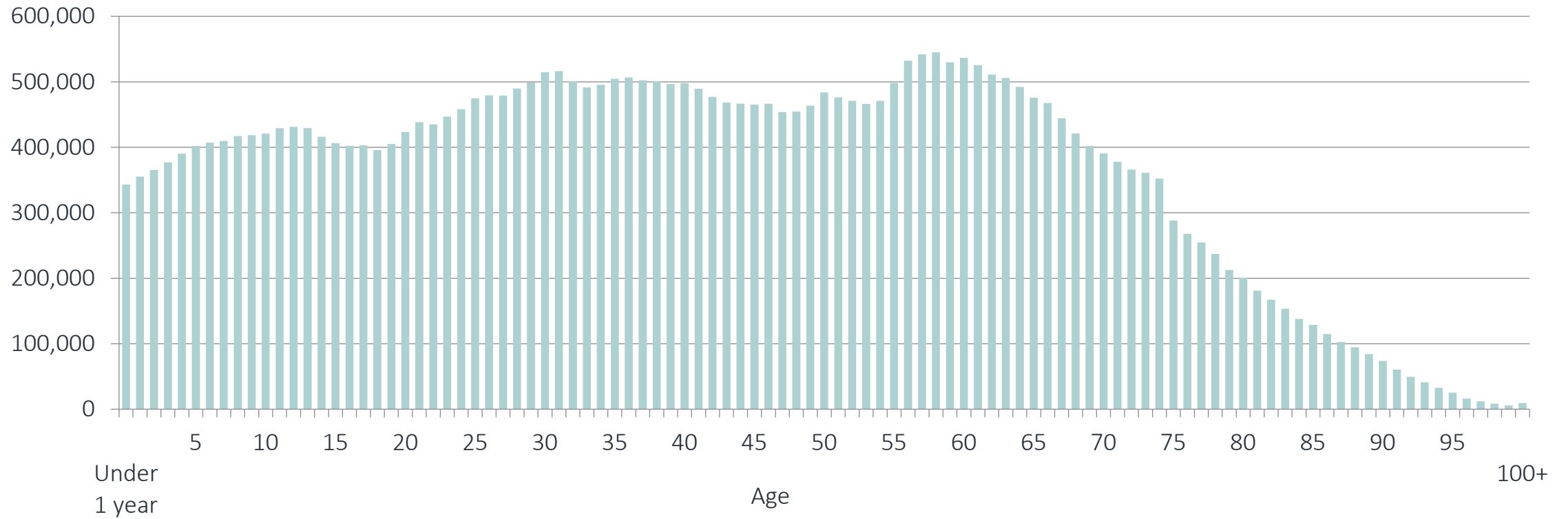
- Prior to the 2021 Census, this category refers to females. Starting in 2021, this category includes women and girls, as well as some non-binary persons.

Population by Age

Canada's Population by Age

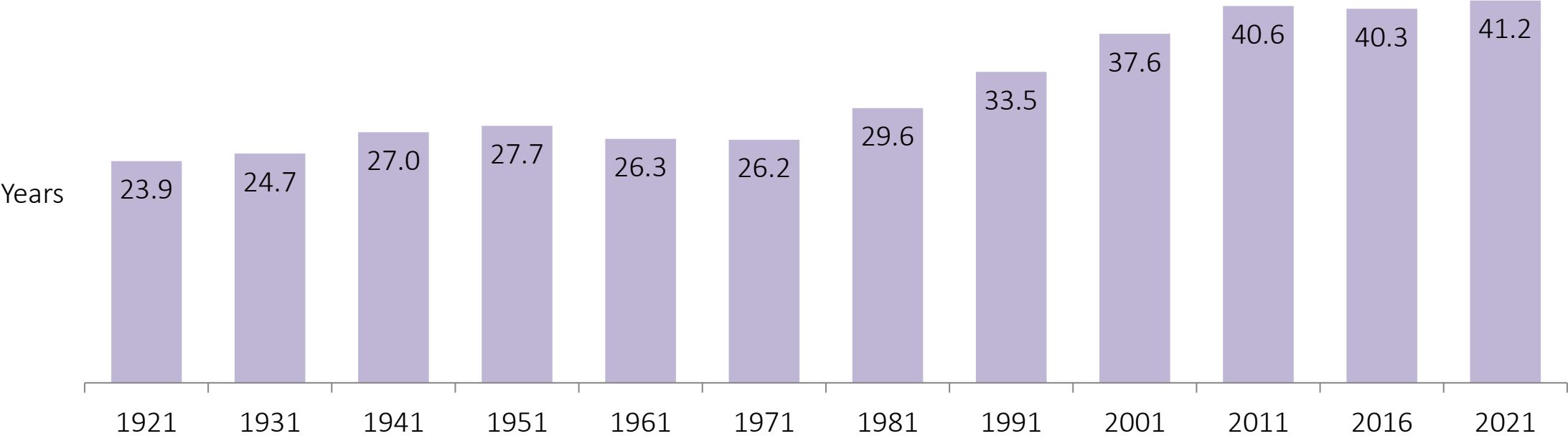
Census Population, Canada, 2021

Total Census Population – 36,991,981



More than Half the Population over Age 40

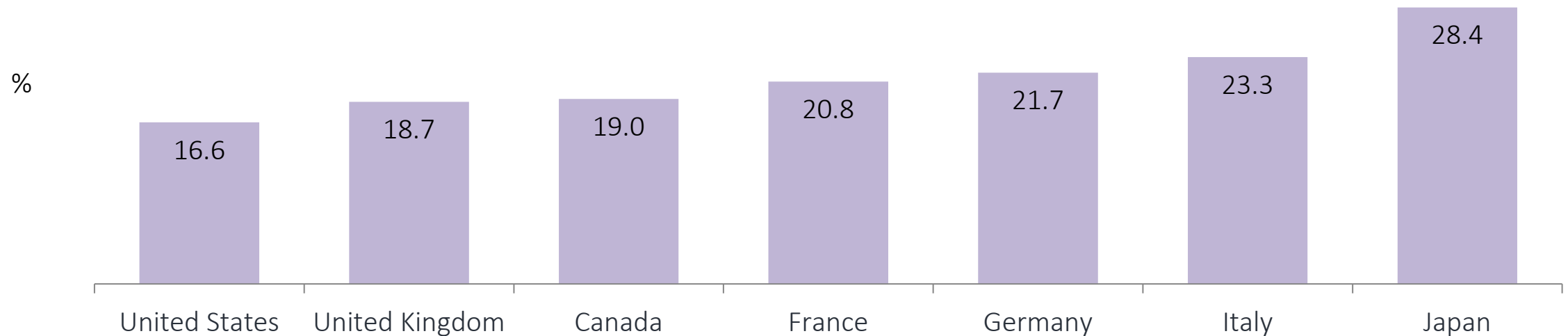
Median Age of Census Population, Canada



Source: Statistics Canada, 2021 Census

Canada Younger than Most G-7 Countries

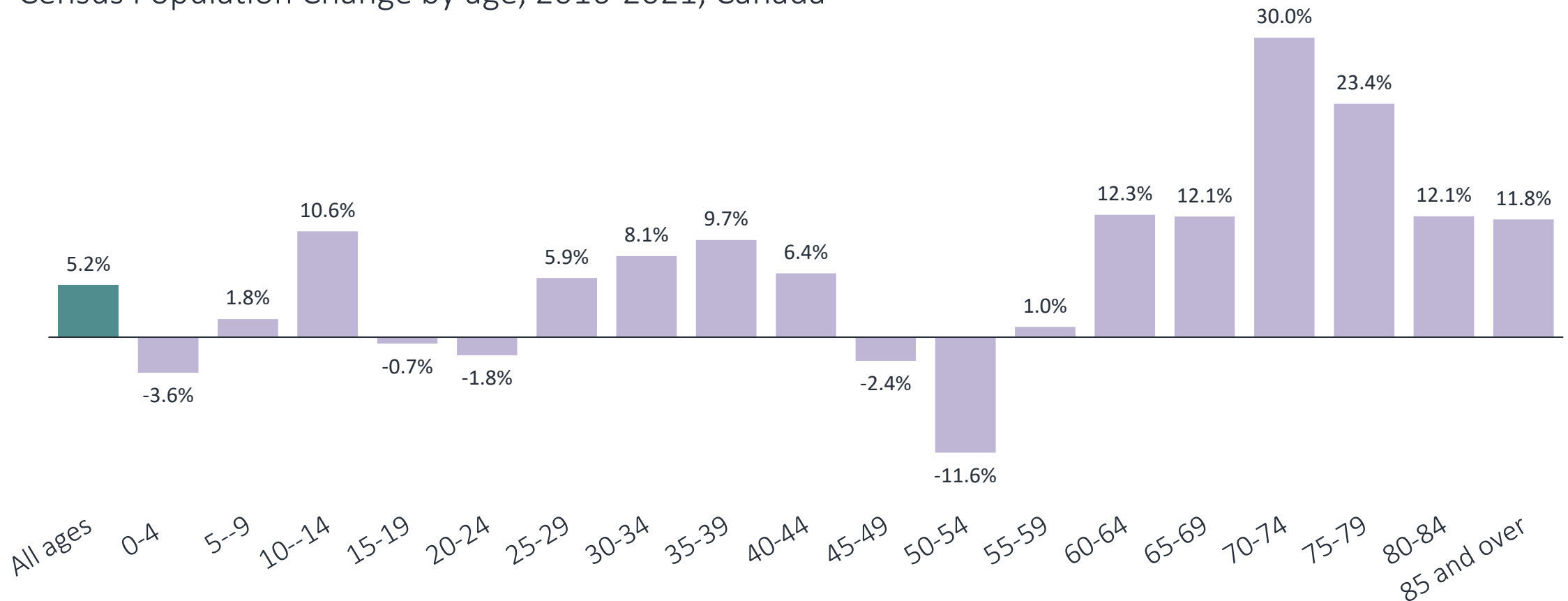
Percent of Population aged 65+



Source: Statistics Canada, 2021 Census

High Growth at Older Ages but Declines at Some Ages

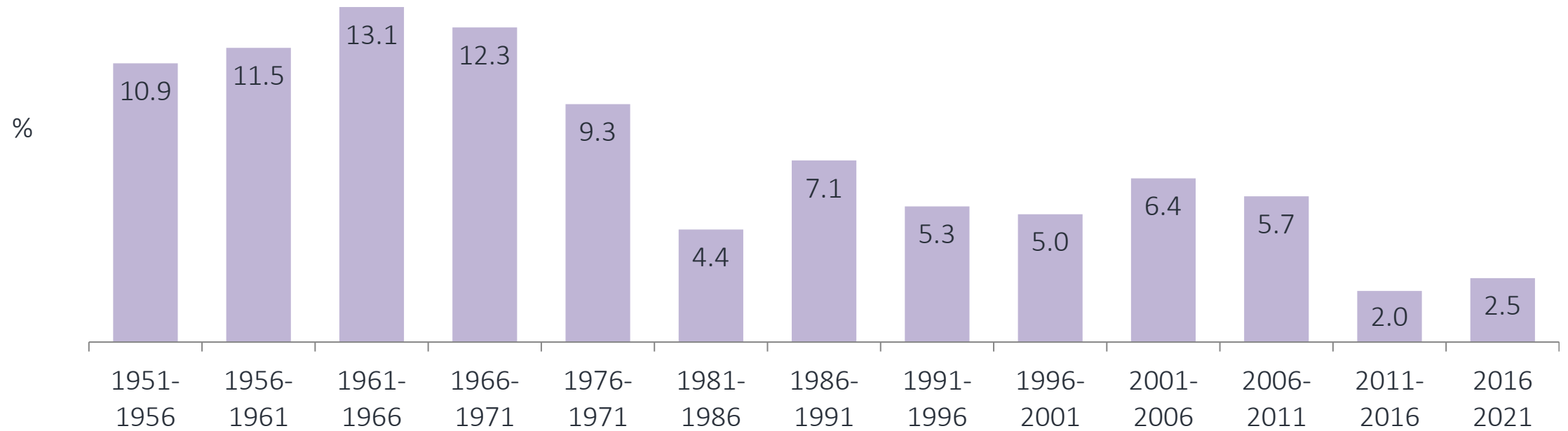
Census Population Change by age, 2016-2021, Canada



Source: Statistics Canada, 2021 Census

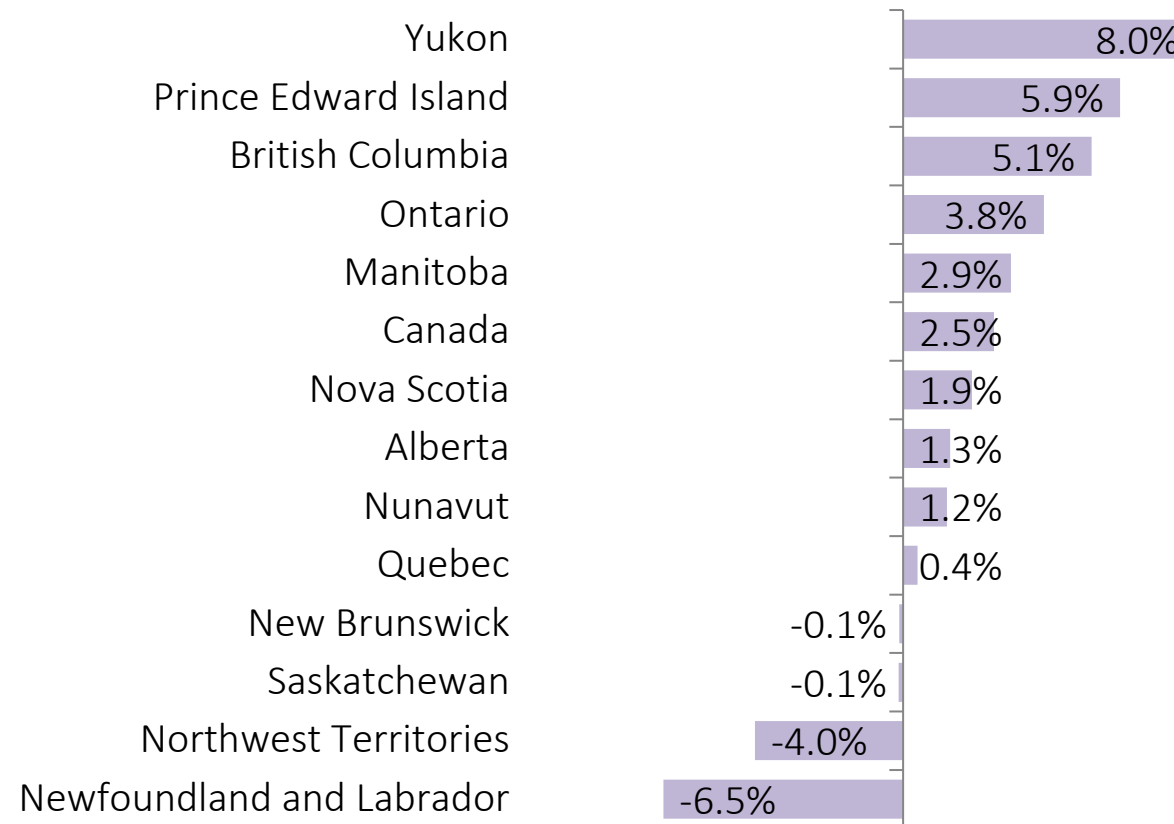
Working-Age Population Continued to Grow, but at Reduced Rate

Percentage Growth of Working Age Census Population, Age 15-64, Canada

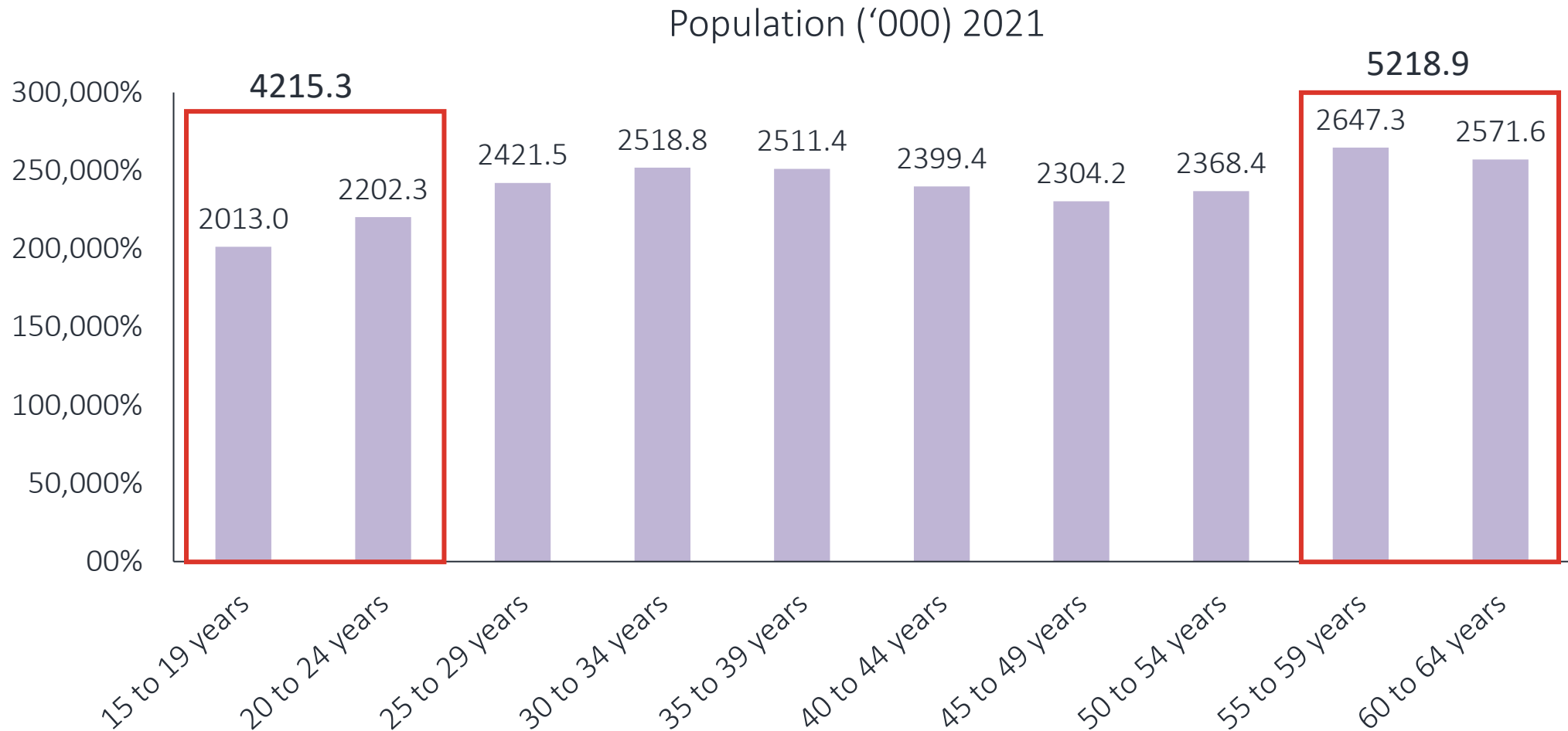


Declines in Working Age Population in Some Areas

Growth of Population, Aged 15-64, 2016-2021

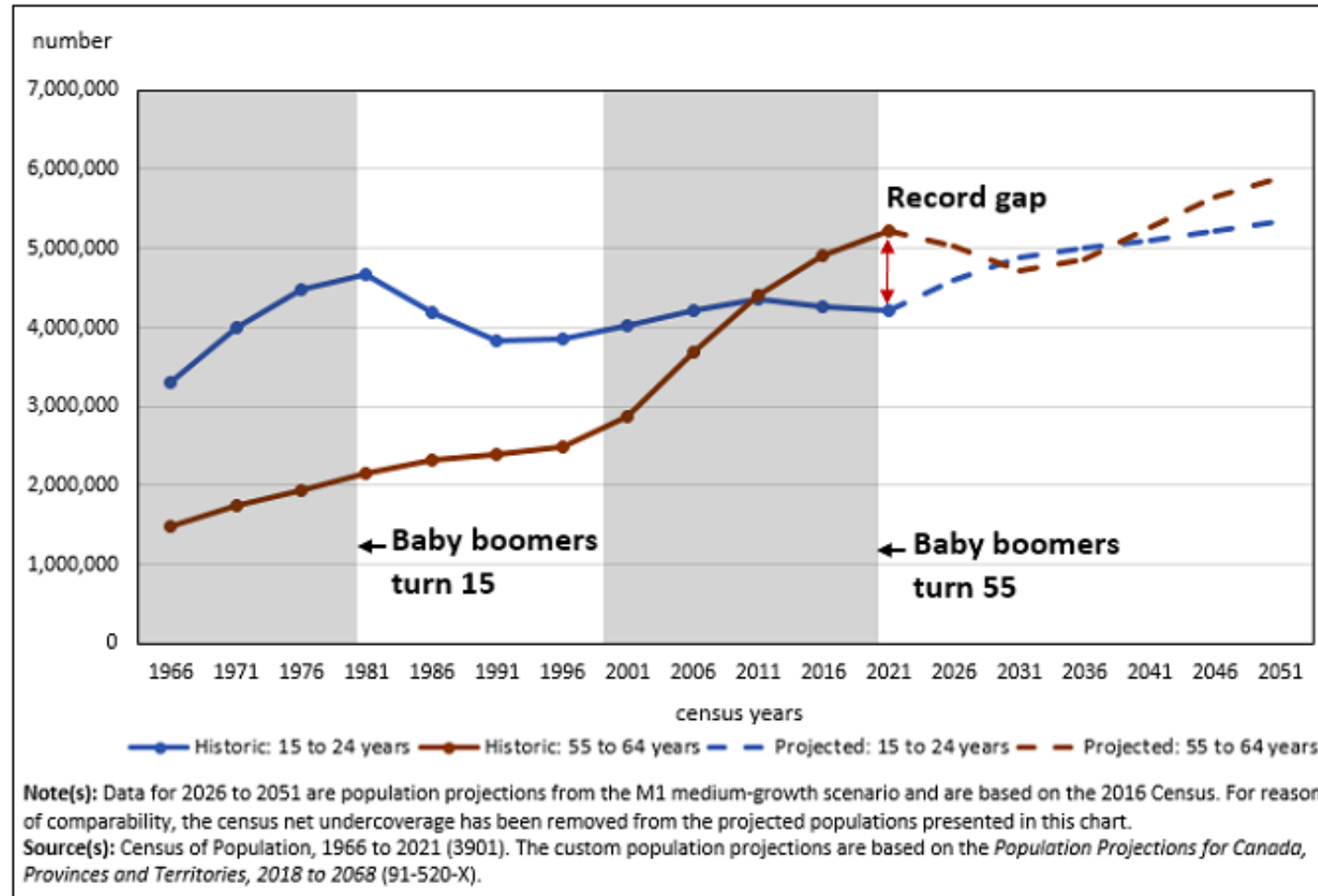


An Older Working Age Population



Source: Statistics Canada, 2021 Census

Gap Between Population Aged 55-64 and 15-24 at Record High

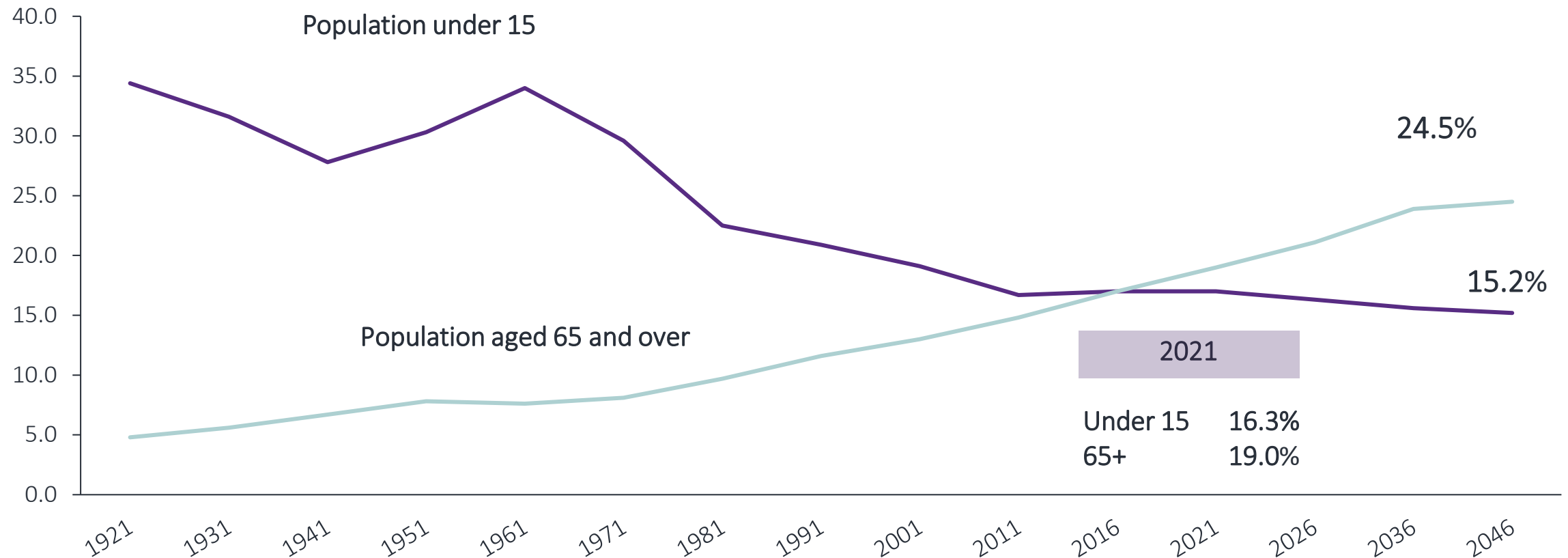


Source: Statistics Canada, Daily Release April 27

The Seniors' Population

Now More Seniors than Children; Seniors will Reach 25% by 2036

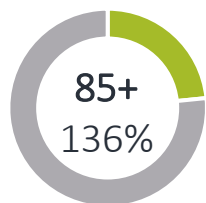
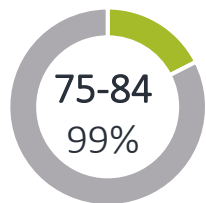
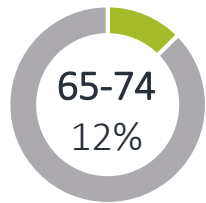
Percent of Population under age 15 and over age 65



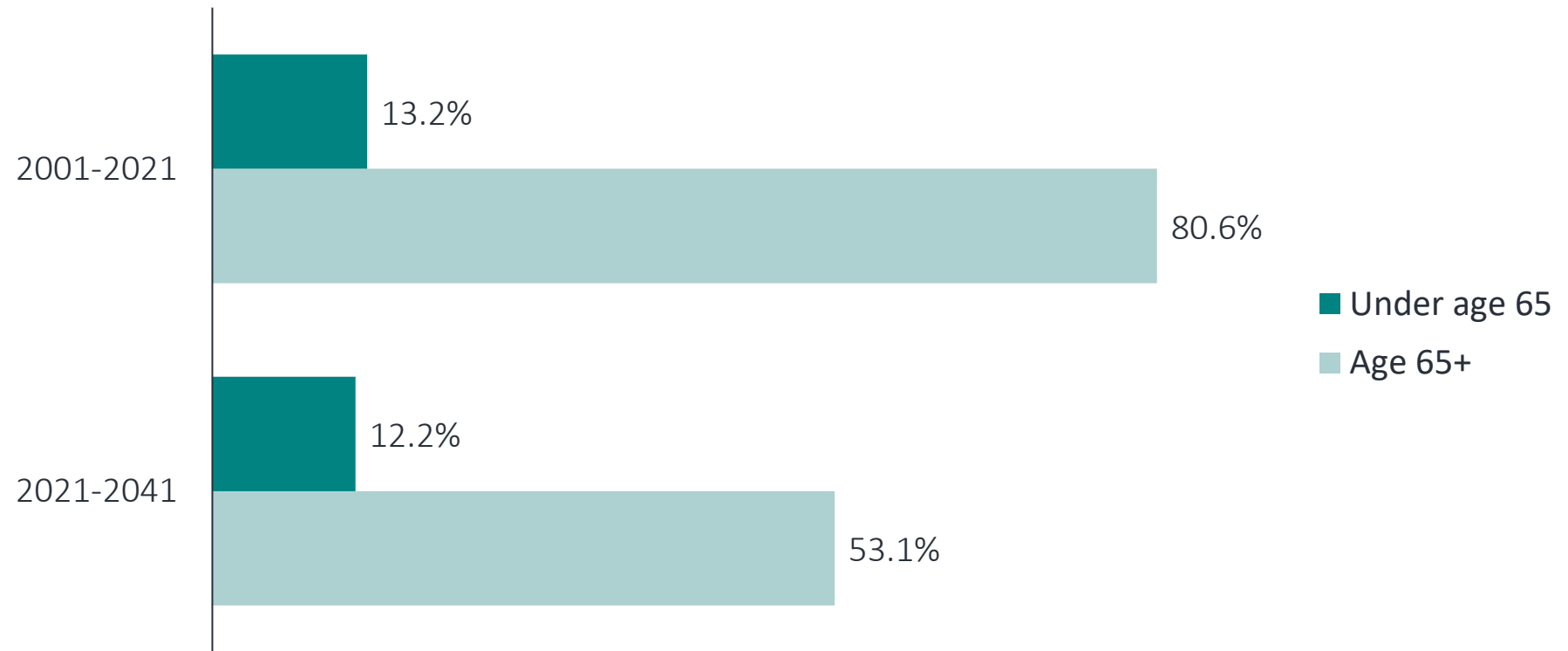
Source: Statistics Canada, 2021 Census

High Growth of Seniors Population will Continue but will Shift to Ages 75+

Projected Growth
2021-2041

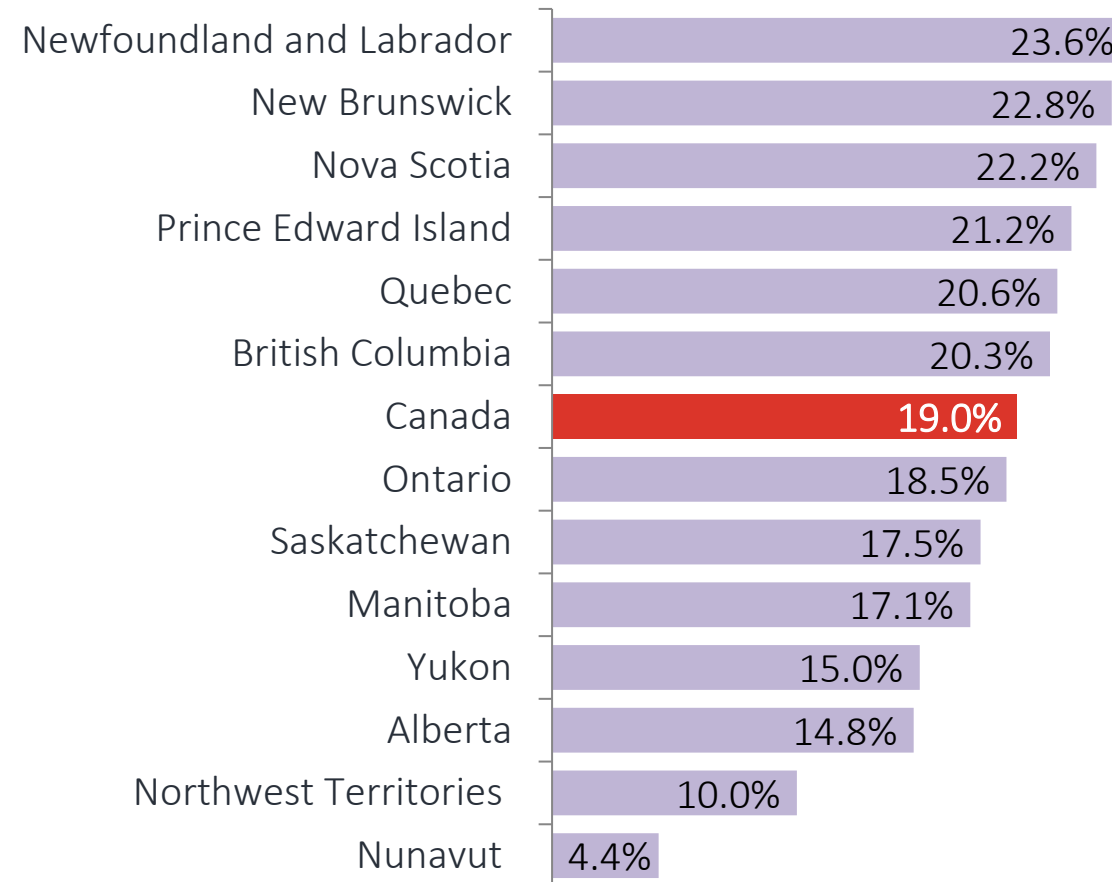


Population growth from 2001-2041



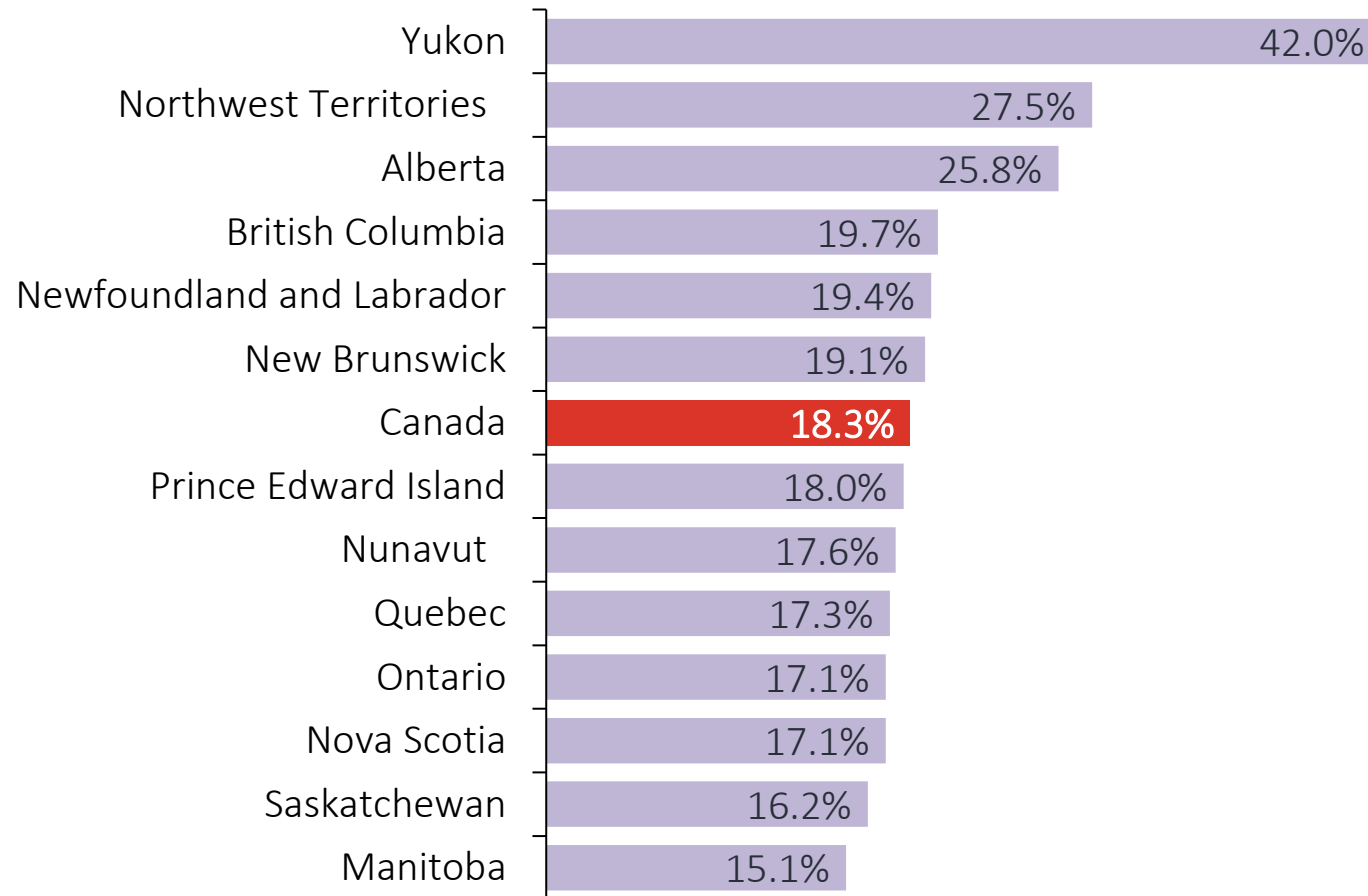
Atlantic Provinces have Oldest Populations

Percent of Population Aged 65+, 2021



All Provinces and Territories Had High Growth of Seniors' Population

Growth of Population Aged 65+, 2016-2021

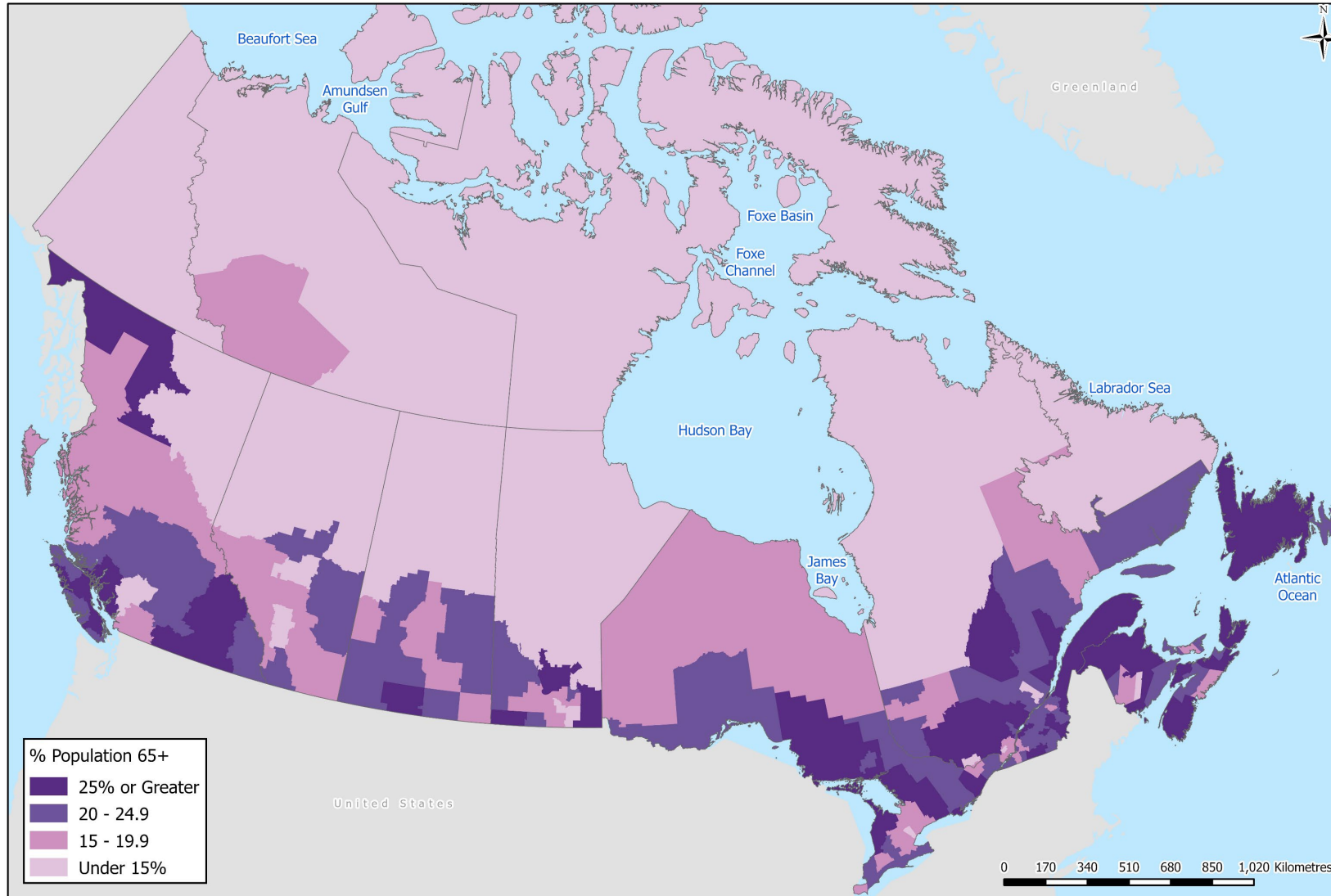


Source: Statistics Canada, 2021 Census



2021 Census Percent of Population 65 and Over Canada - By Census Division

ENVIRONICS
ANALYTICS

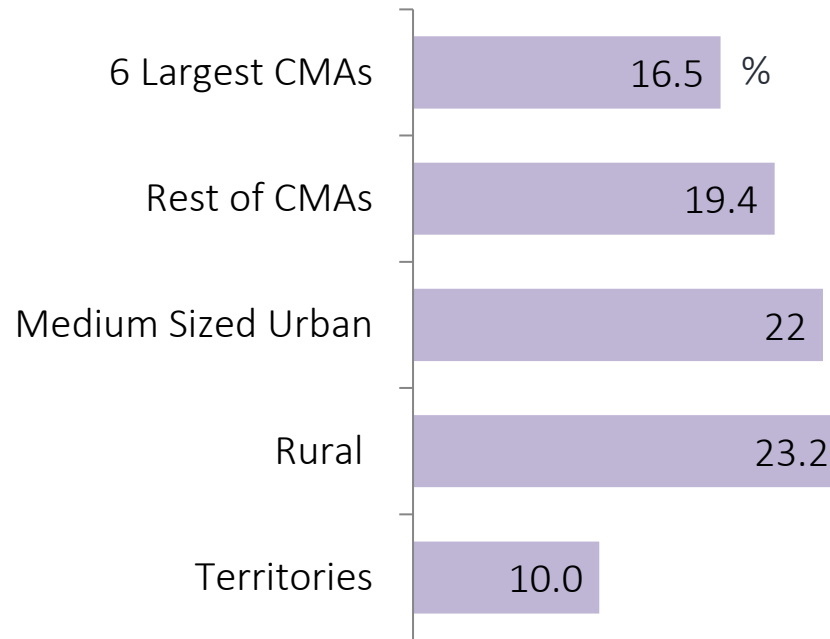


Source: 2021 Census. Boundary Files, 2021 Census. Statistics Canada Catalogue no. 92-160-X.
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ENVIRONICS
ANALYTICS

Younger Population in the Largest Urban Areas

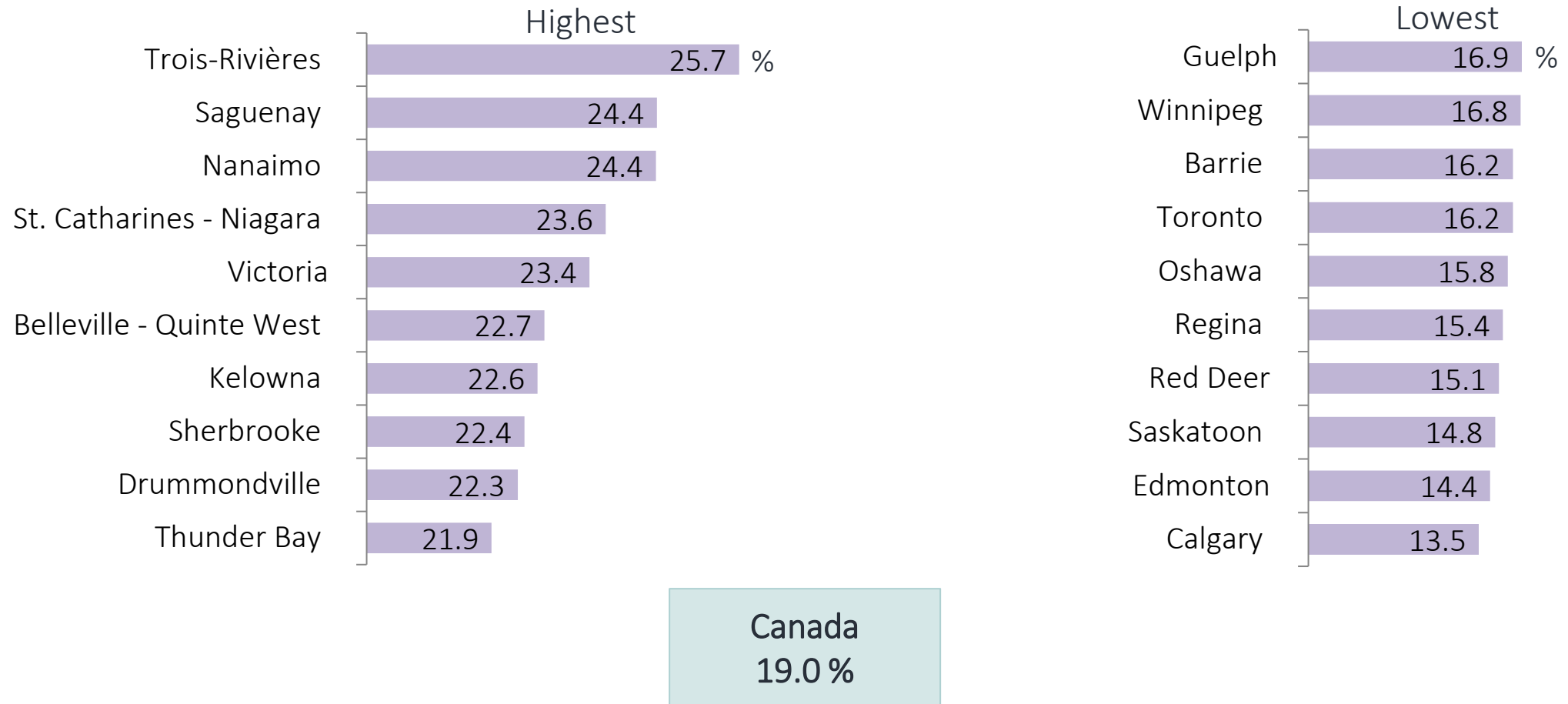
Percent of Population Aged 65 and Over, 2021



6 Largest CMAs: Toronto, Vancouver, Montreal, Calgary, Ottawa-Gatineau, Edmonton

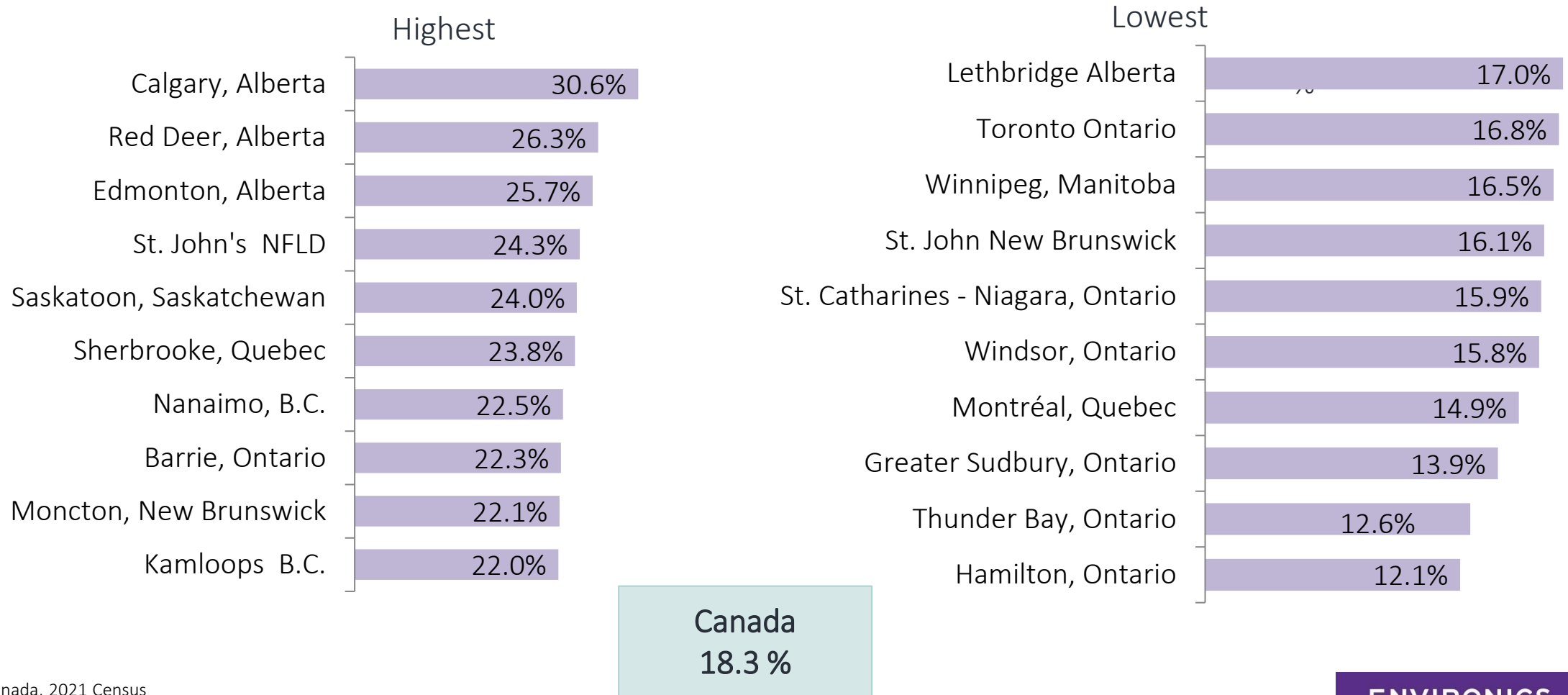
Wide Variations in Older Population

Percentage of Population Aged 65 and Over, CMAs, 2021



Rapid Growth of Population Aged 65+ in Some Areas

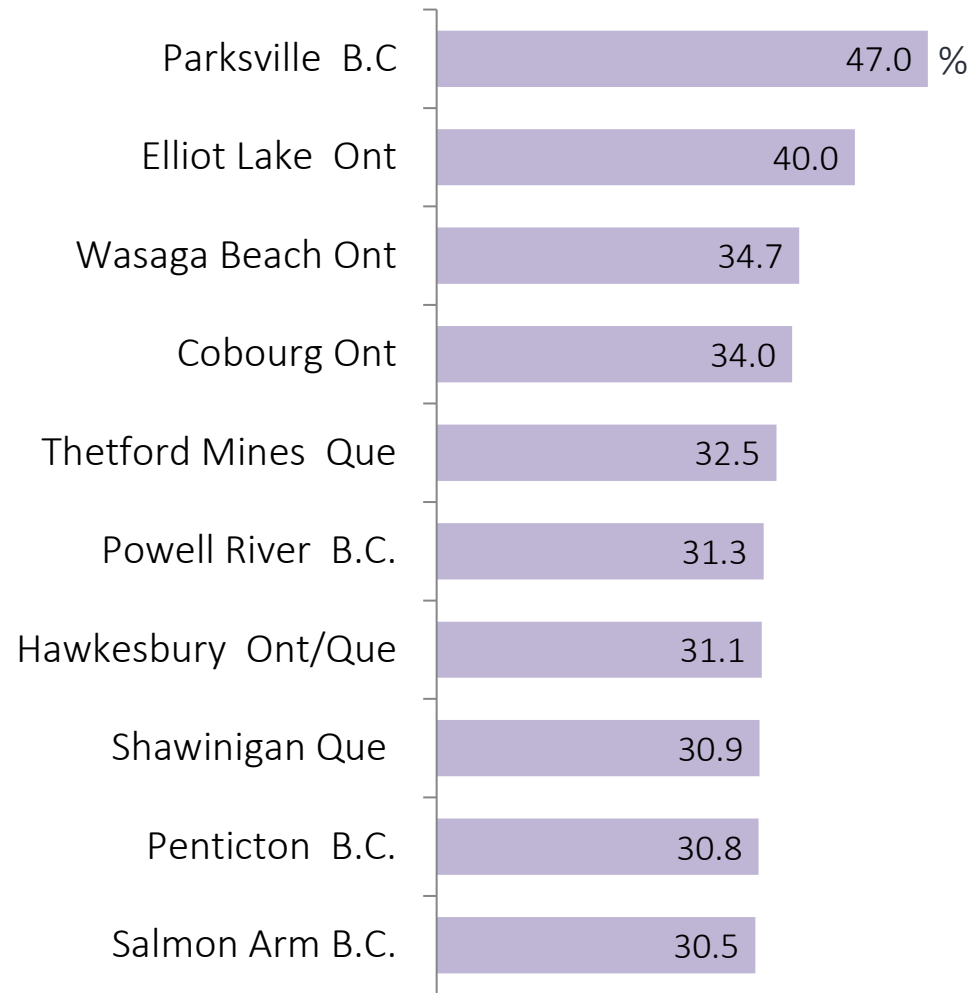
Change in Population Aged 65 and Over, CMAs, 2011-2016



Source: Statistics Canada, 2021 Census

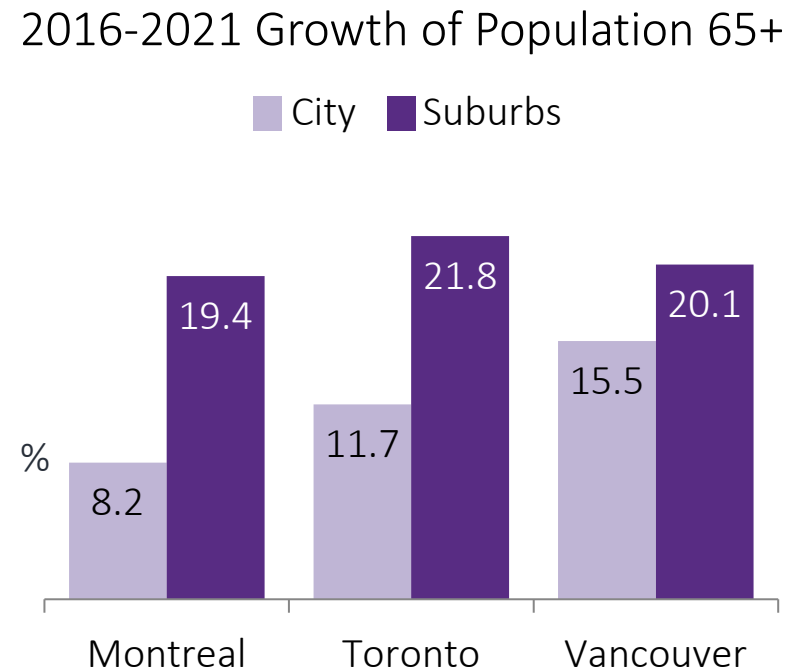
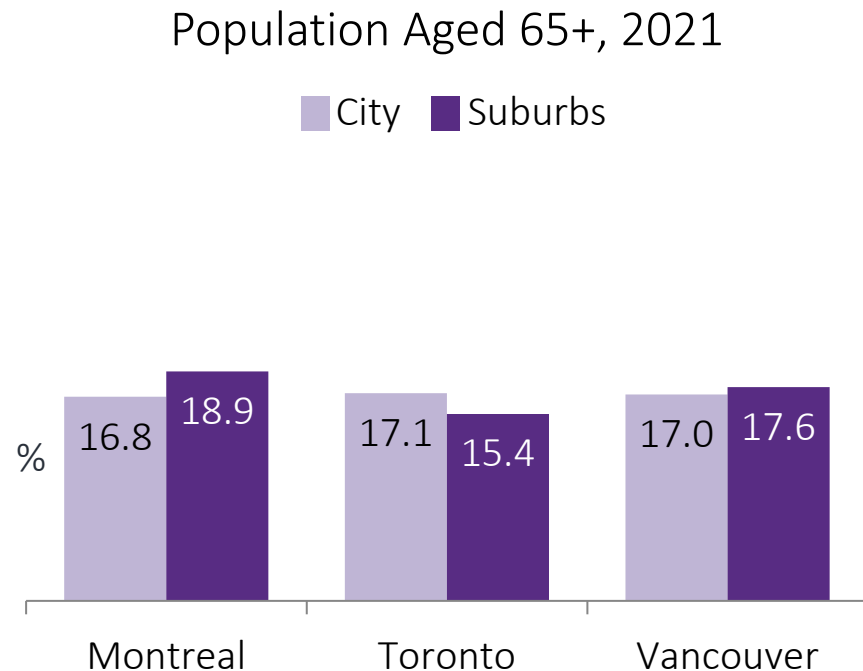
Much Older Population in Some Smaller Urban Areas

Medium-Sized Urban Areas with 30% and Over Population 65+



Source: Statistics Canada, 2021 Census

Suburban Populations Similar in Proportion of Seniors but Higher Growth of Seniors' Population



Note: Suburbs defined as CMA population outside main city

A Generational View

Generations Defined

Population Age by Generation			
Generation		Born in	Age in 2021
Greatest Generation		Before 1928	94+
Interwar Generation		1928-1945	76-93
Baby Boomers		1946-1965	56-75
Generation X		1966-1980	41-55
Millennials (Generation Y)		1981-1996	25-40
Generation Z		1997-2012	9-24
Generation Alpha		2013-2021	8 or younger

Canada's Population by Generation

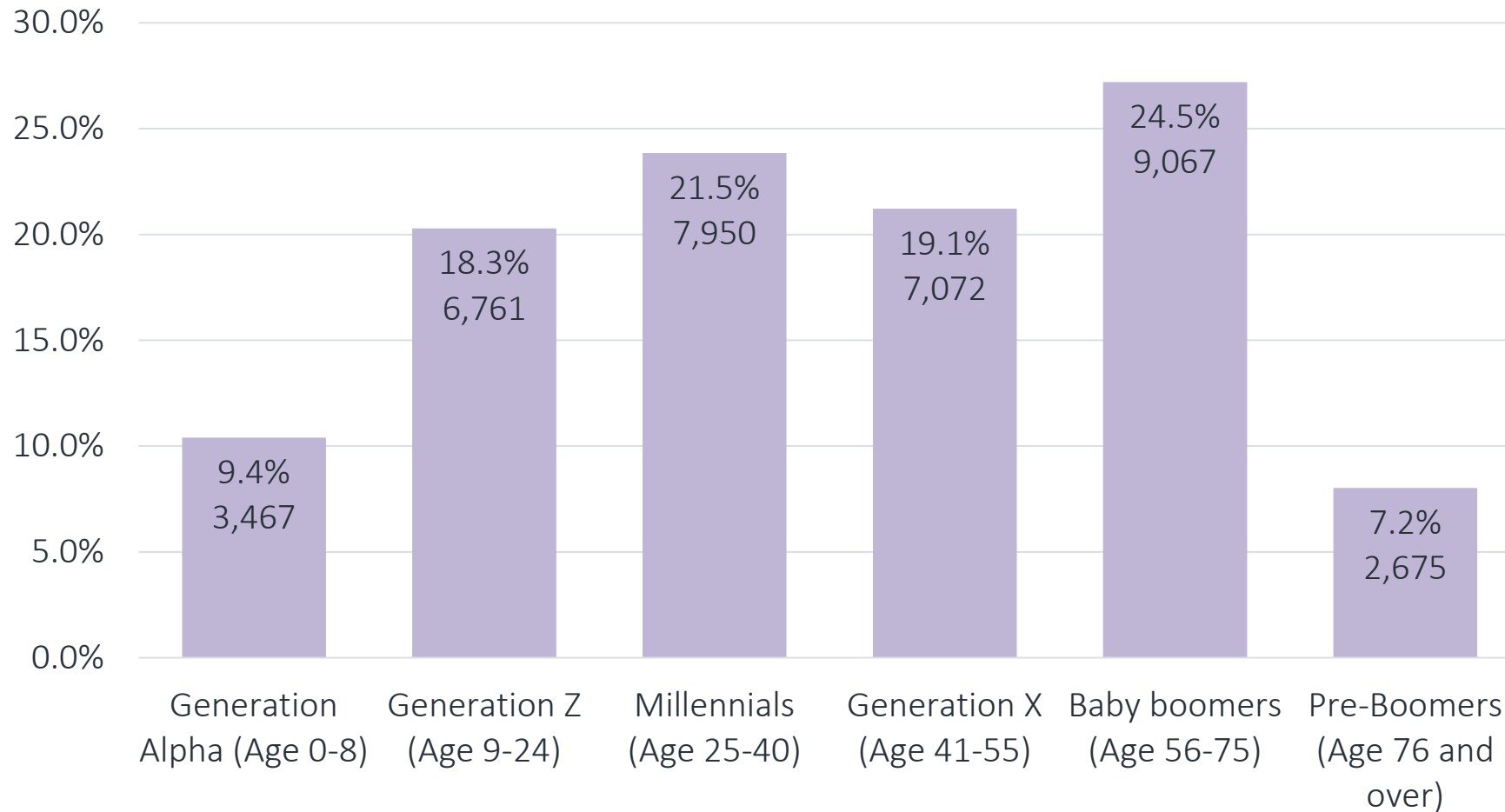
Census Population, Canada, 2021

Total Census Population – 36,991,981



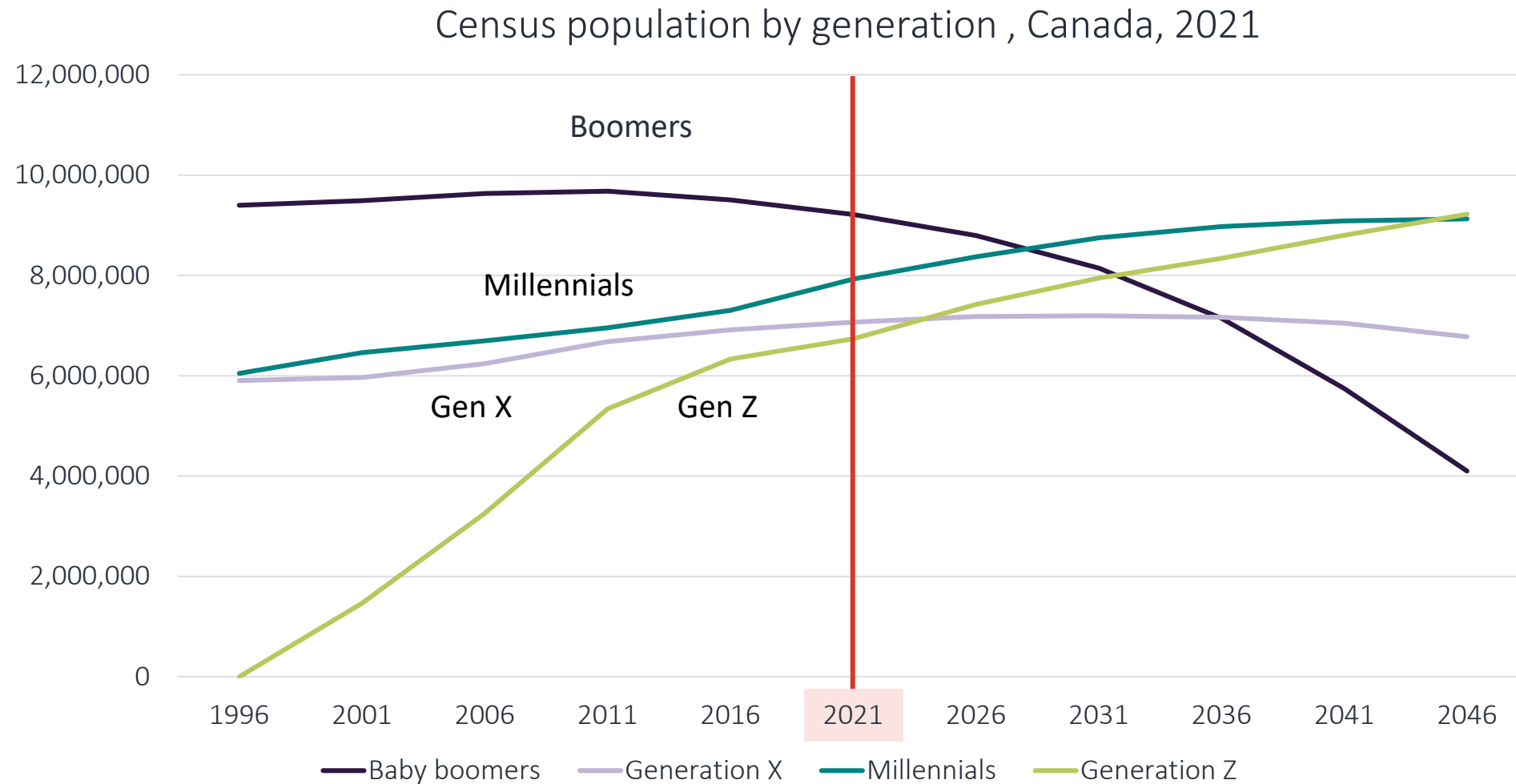
Source: Statistics Canada, 2021 Census

Percent of Population by Generation



Source: Statistics Canada, 2021 Census

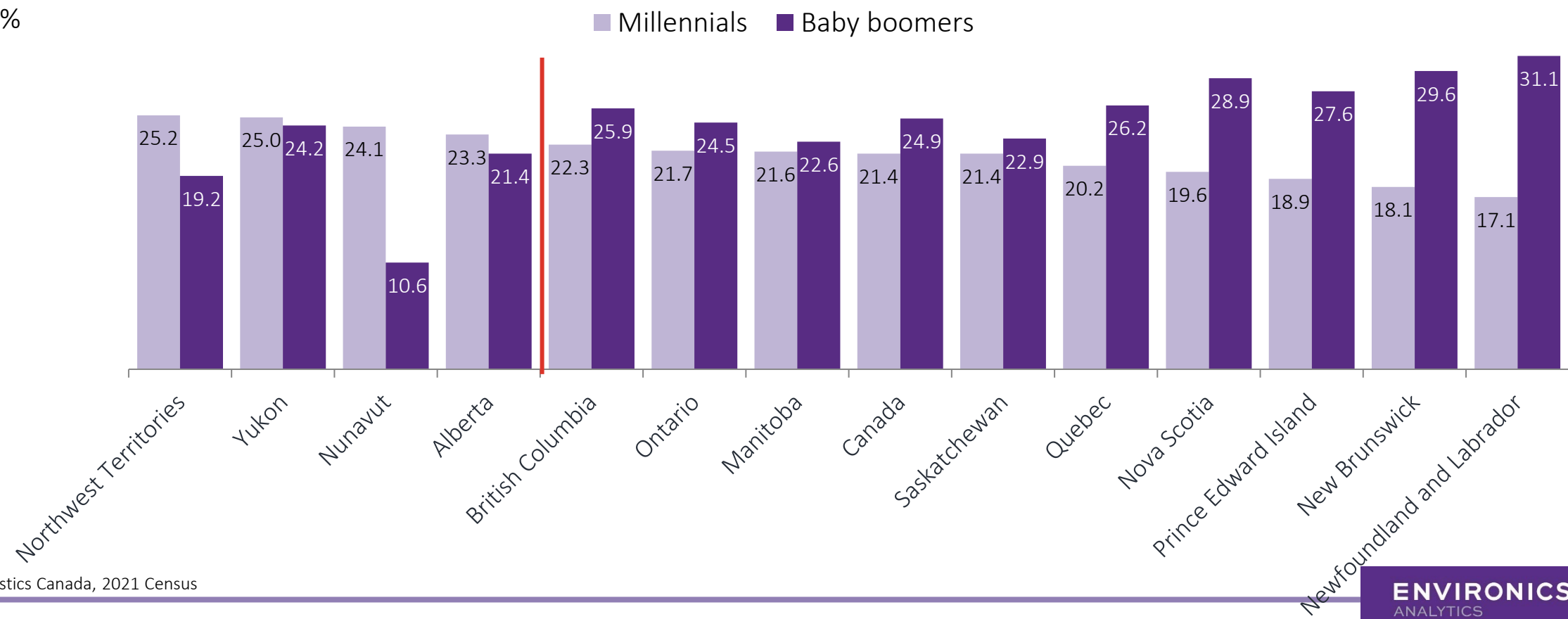
Boomers Still the Largest Generation but Not for Much Longer



Source: Statistics Canada, 2021 Census

Millennials Outnumber Boomers in Alberta and the North

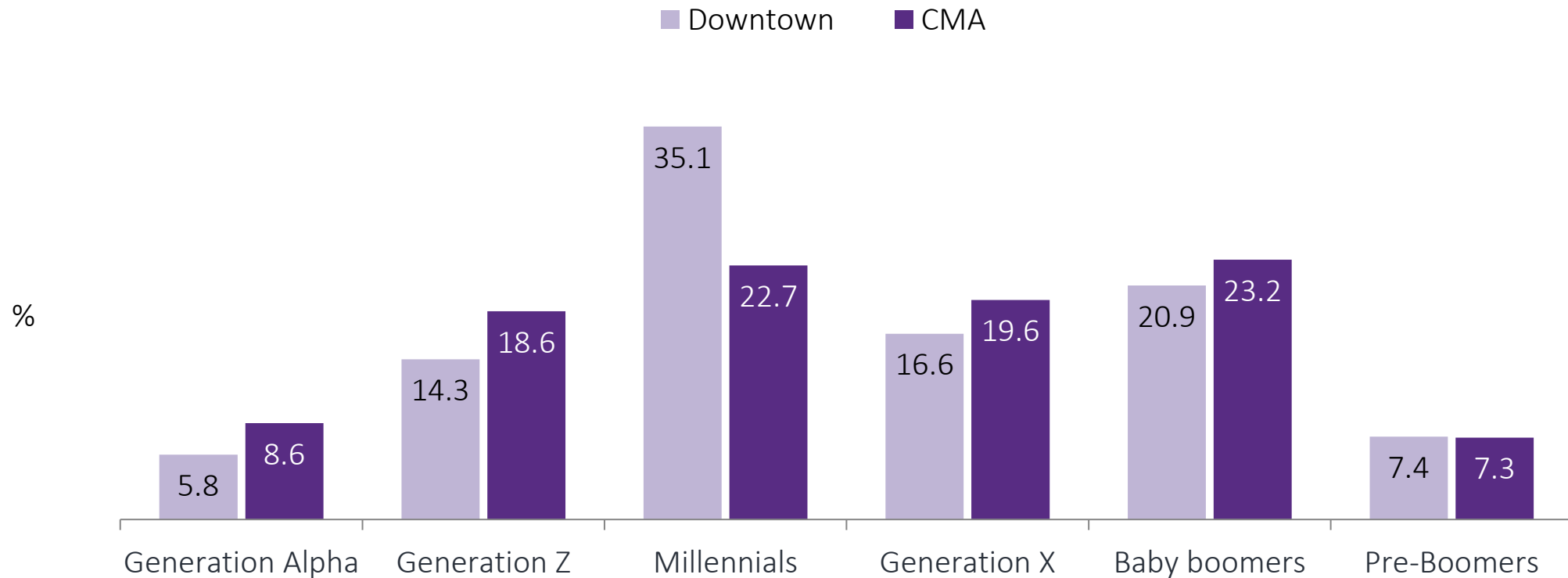
Millennials and Boomers as percent of total population



Source: Statistics Canada, 2021 Census

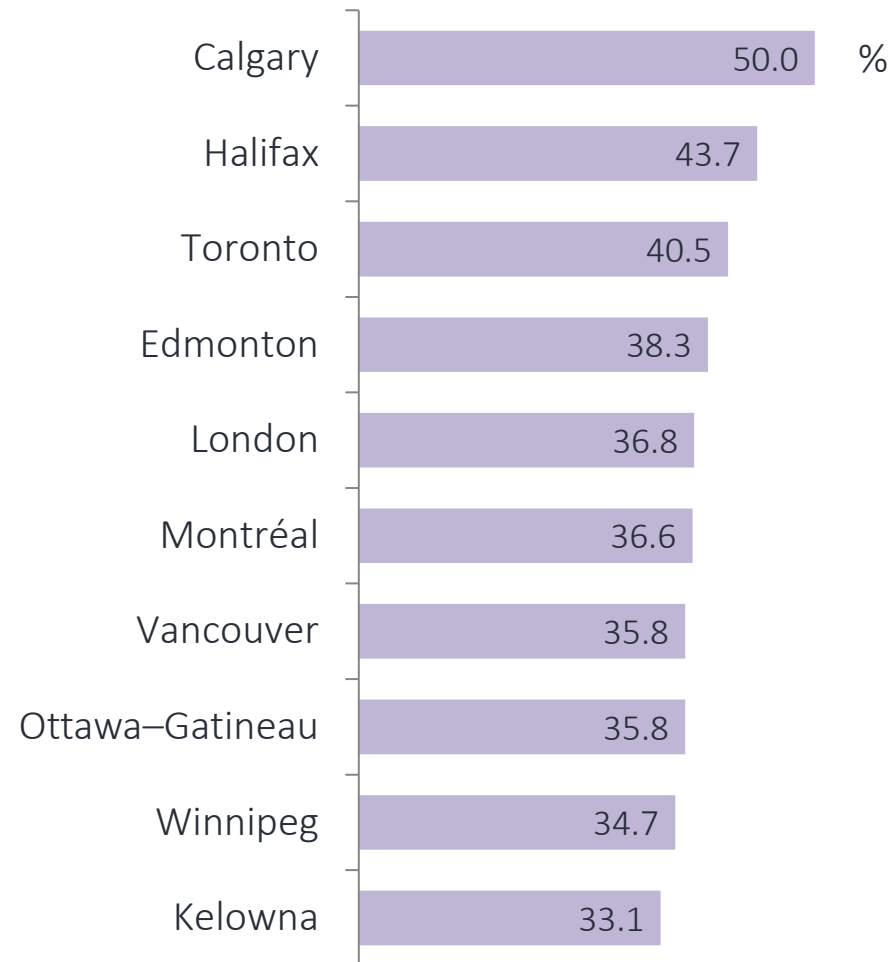
Millennials Make-up over a Third of Downtown Population

Percent of population living in CMA and Downtown of CMA



High Concentration of Millennials in Downtown Areas

Millennials as percent of total downtown population

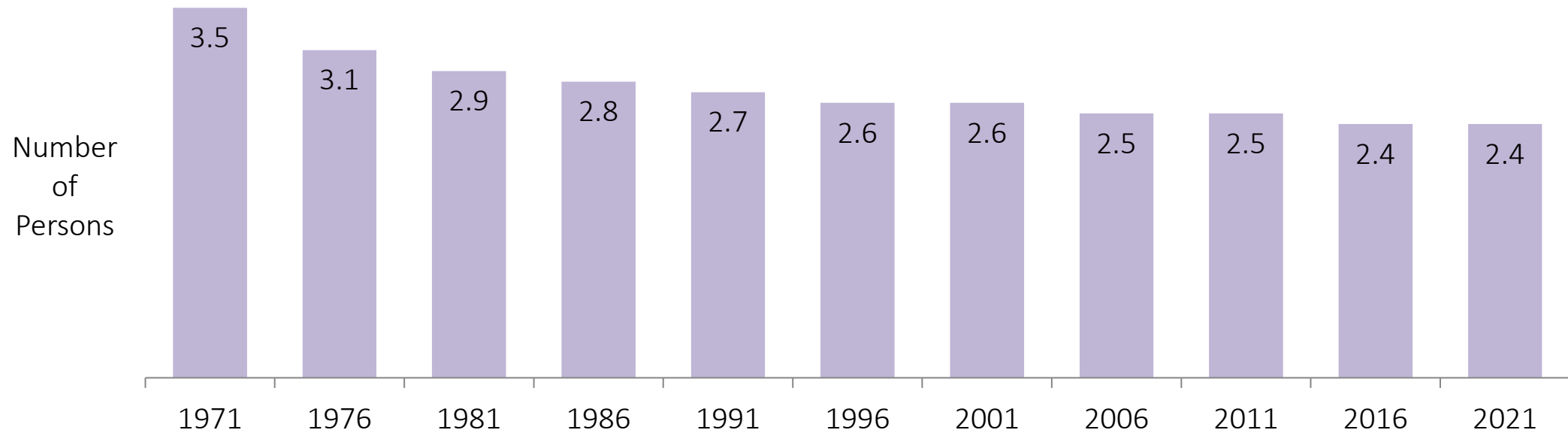


Source: Statistics Canada, 2021 Census

Dwelling Types

Average Household Size Remains Constant

Average Household Size, Canada



Nearly Two-Thirds of the Population Live in One or Two-Person Households

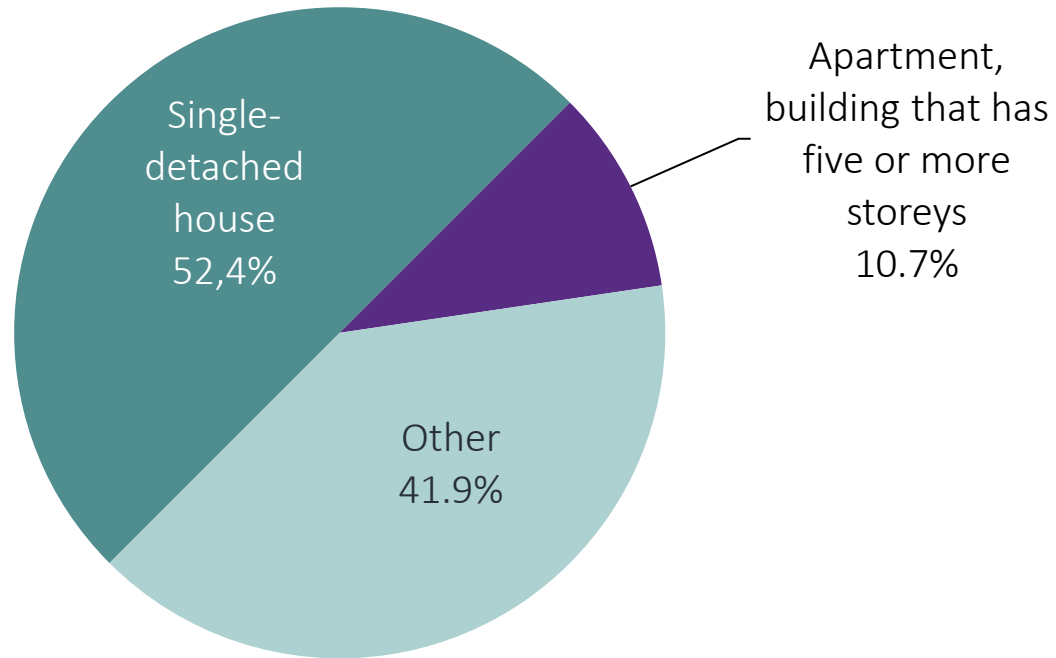
Households by Size, 2021, Canada



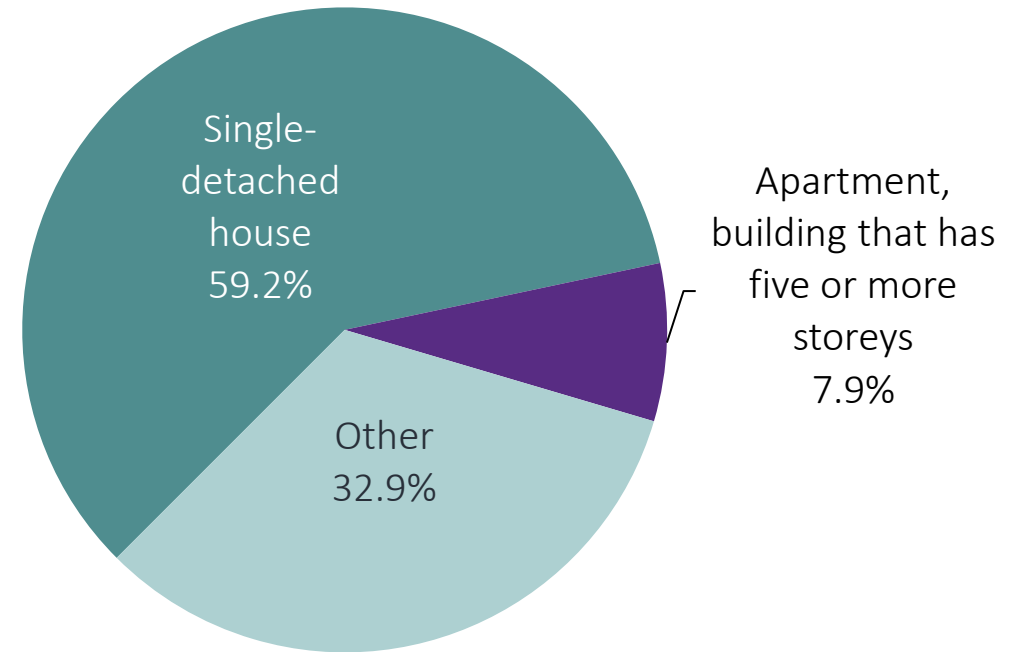
Source: Statistics Canada, Analytical Report on Release of Age and Sex Data, 2016 Census

Over Half of All Dwellings are Single-Detached

Number of Dwellings, 2021
14,149,789

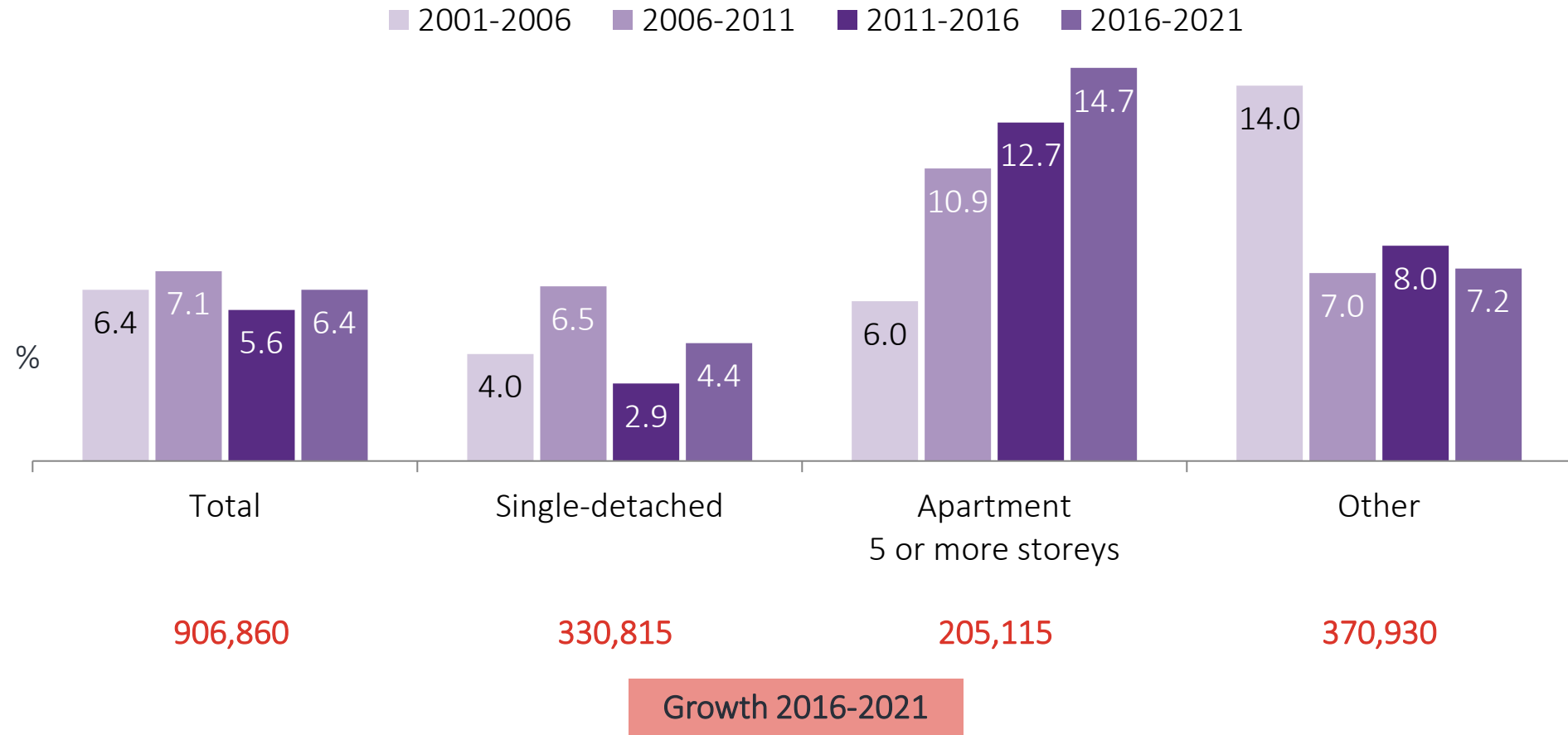


Population in Private Dwellings, 2021
36,328,475



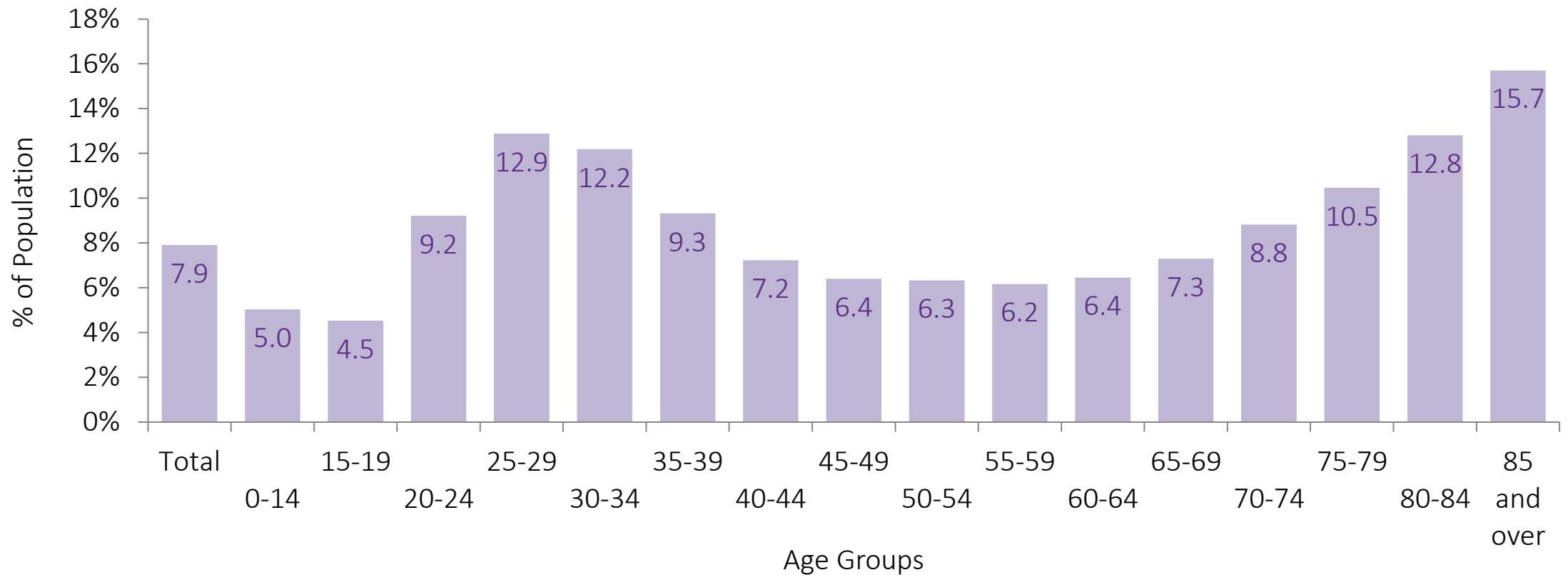
Much Higher Growth for High-Rise Apartments

Growth in Number of Dwellings by Type, Canada



Seniors More Likely to Live in High-Rise Apartments

Percent of Population Living in Apartments 5 or More Storeys, Canada, 2021



Types of Collective Dwellings

- General and specialty hospitals
- Nursing homes
- Residences for senior citizens
- Shelters
- Correctional/custodial facility
- Lodging and rooming houses
- Hotels, motels and other establishments with temporary accommodation services
- Religious establishments
- Hutterite colonies
- Other

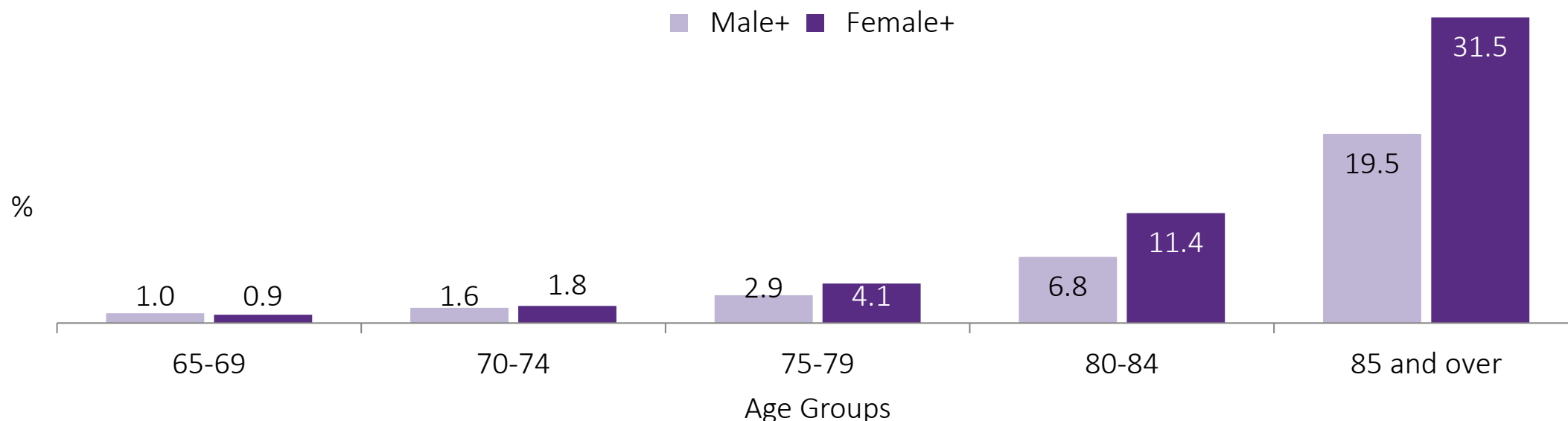
Collective Dwellings	
Population	657,920
Number	24,140

Twice as Many Women Live in Health Care Facilities

Seniors Population in Health Care and Related Facilities, Canada, 2021				
	Total		Male+	Female+
Health care and related facilities	408,495		129,500	278,995
Nursing homes	172,235		54,020	118,215
Residences for senior citizens	151,155		46,250	104,905
Facilities that are a mix of both a nursing home and a residence for senior citizens	64,515		19,570	44,945
Residential care facilities such as group homes for persons with disabilities and addictions	13,010		6,695	6,320
Hospitals	7,575		2,965	4,610

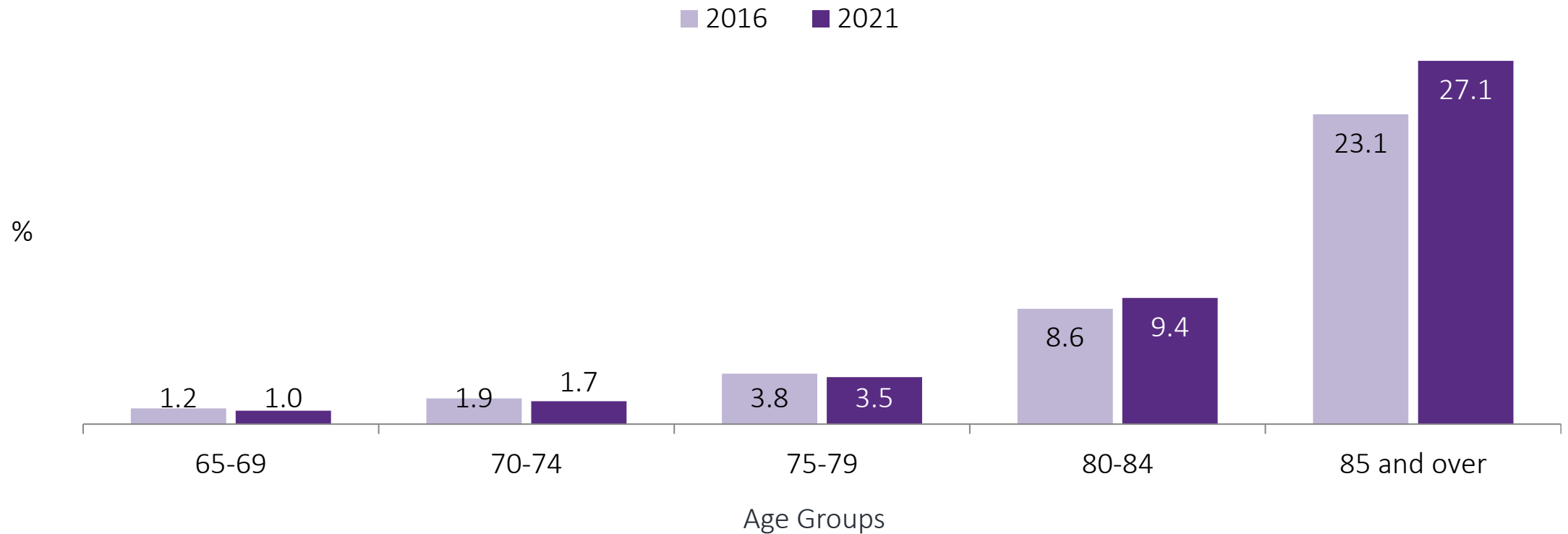
Nearly One Third of Women Over the Age of 85 Live in a Health Care or Related Institution

Percent of Population in Health Care and Related Facilities, Canada, 2021



Increase in Older Seniors in Health Care or Related Facilities

Percent of Population in Health Care and Related Facilities, Canada

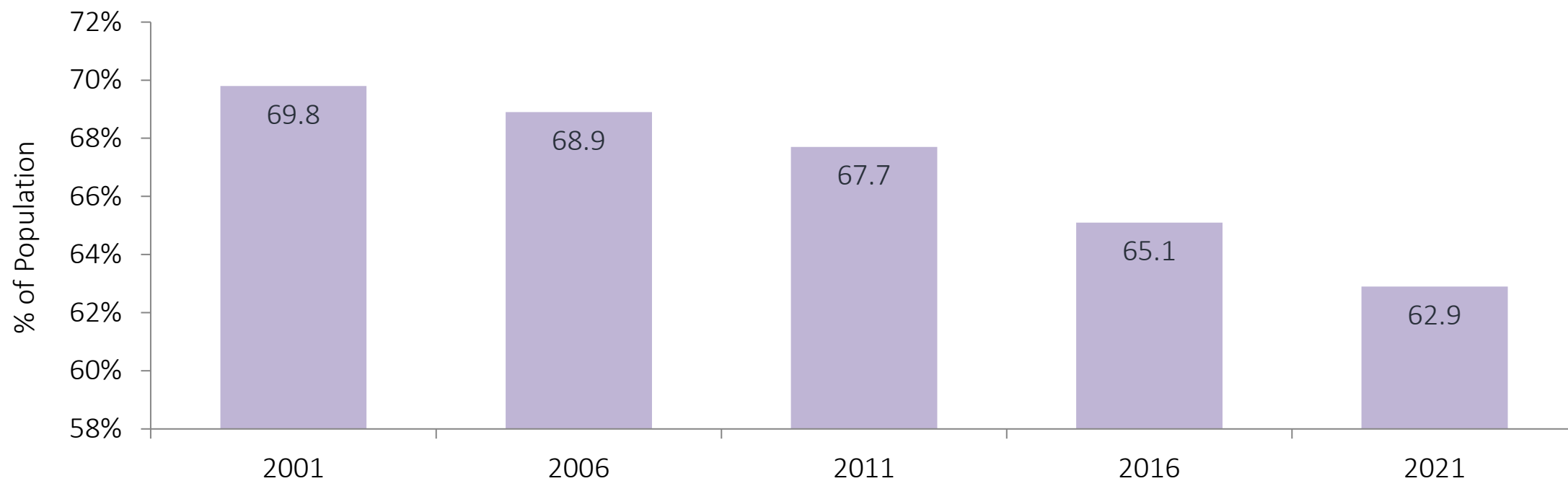


Source: Statistics Canada, 2021 Census

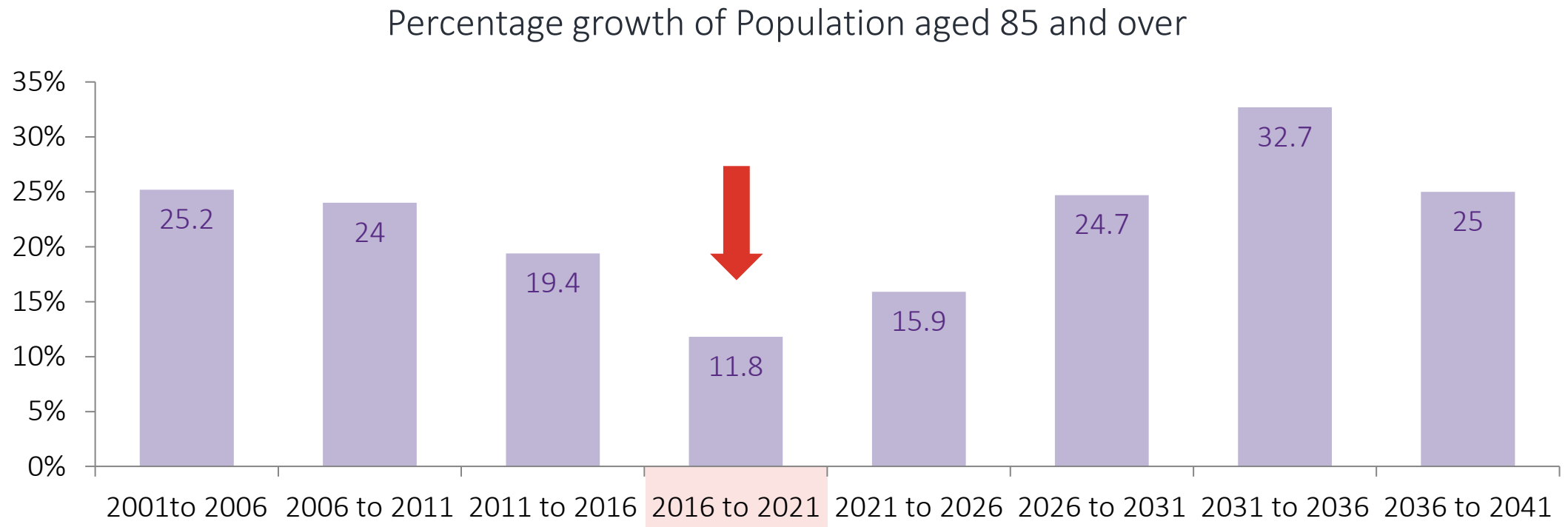
Seniors Aged 85 and Over

Women Make Up Decreasing Share of Population Aged 85+

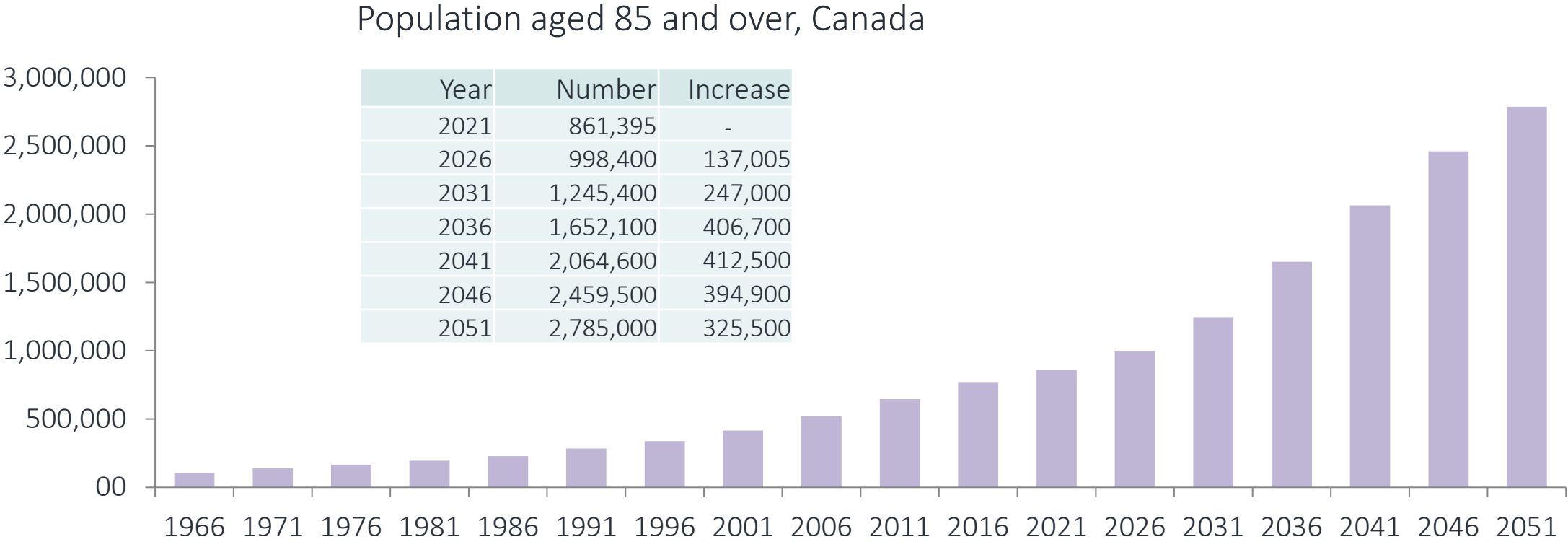
Women as percent of population aged 85 and over



Oldest Seniors' Population to Grow More Rapidly in the Future



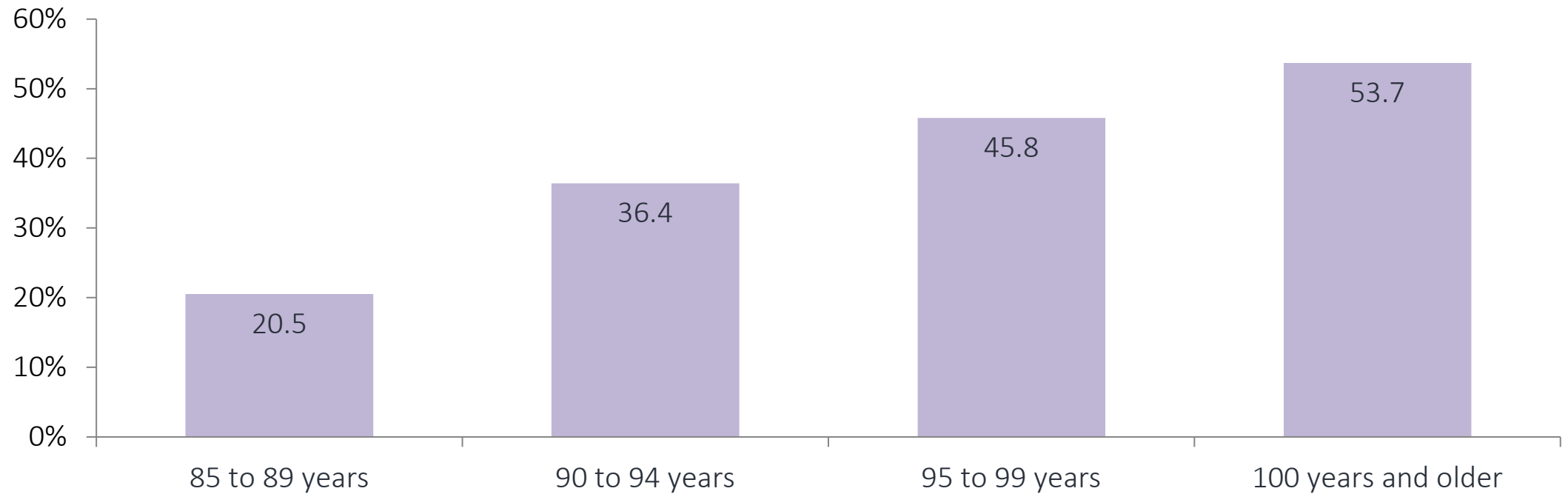
Number of Oldest Seniors Will Nearly Triple in 25 Years



Source: Statistics Canada, 2021 Census

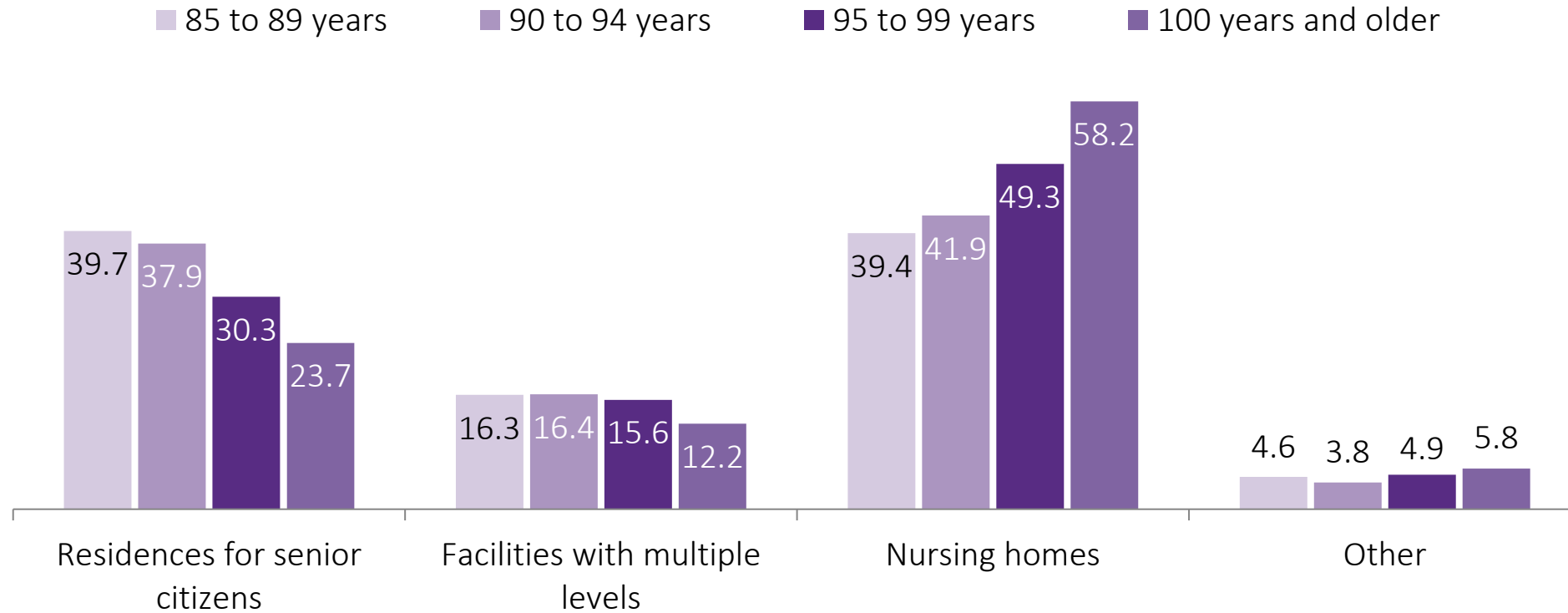
Living in a Health Care or Related Facility Increases with Age

Percentage of population living in a collective dwelling, Canada, 2021



Shift from Senior's Residences to Nursing Homes with Age

Percentage of population living in a collective



Summary: What to Watch For



Summary: New Data on Gender

- New data on gender provides organizations with information on population segments that might be of interest for marketing products or delivering services.
- Provides valuable baseline data to allow organizations to better measure the diversity of their workforce.

Aging of Population

- High growth of seniors' population means they will account for an increased share of household expenditures and this suggests more marketing efforts should be directed at seniors
- Provides businesses and industries offering products and services designed for seniors, especially the health care, travel and financial services industries.
- Businesses may want to consider modifying their stores and products to better serve an older population
- Increased demand for homecare services to allow seniors to remain in their homes
- Municipalities need to focus on making communities more age-friendly

Housing

- As population ages and downsizes there may be increased demand for apartments, particularly rental apartments
- May be increased demand for housing renovations to make homes more accessible for older population
- Pressures for alternatives to traditional nursing homes as status quo mean an increasing demand for nursing home care- close to doubling in next 15 years

What's Ahead?

Future Census Releases



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 just released
- 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 under coverage
- DemoStats will be based on 2021 Census-based estimates adjusted for 2021 coverage

Questions?



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