



# Canadian Demographic Update

---

## And Census Wrap-Up

**Dr. Doug Norris**

February 16, 2023

With the assistance of Gillian Cross and Olivia Lalonde



**ENVIRONICS**  
ANALYTICS

# Outline of Presentation

- Population Growth
- Aging Population
- Immigration
- Racialized groups
- Indigenous Population
- Education and Labour Force
- Income and expenditures
- Summary



# Population Growth

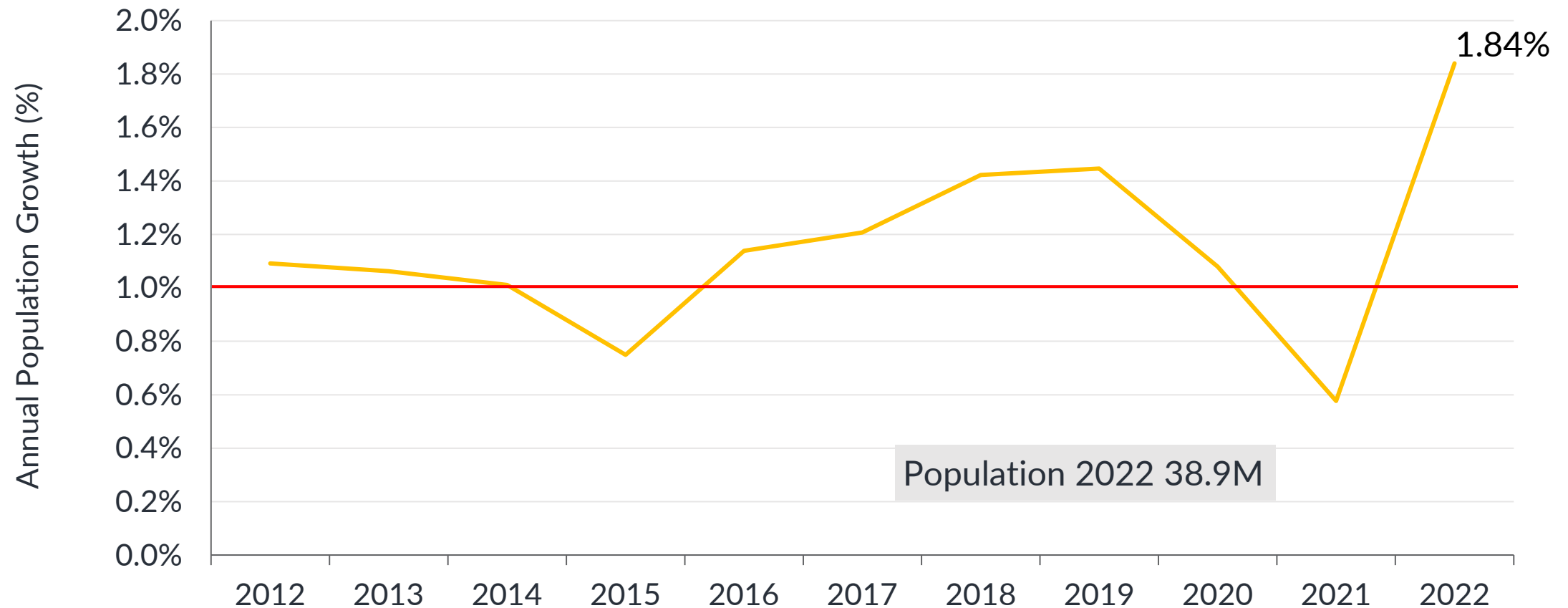
---





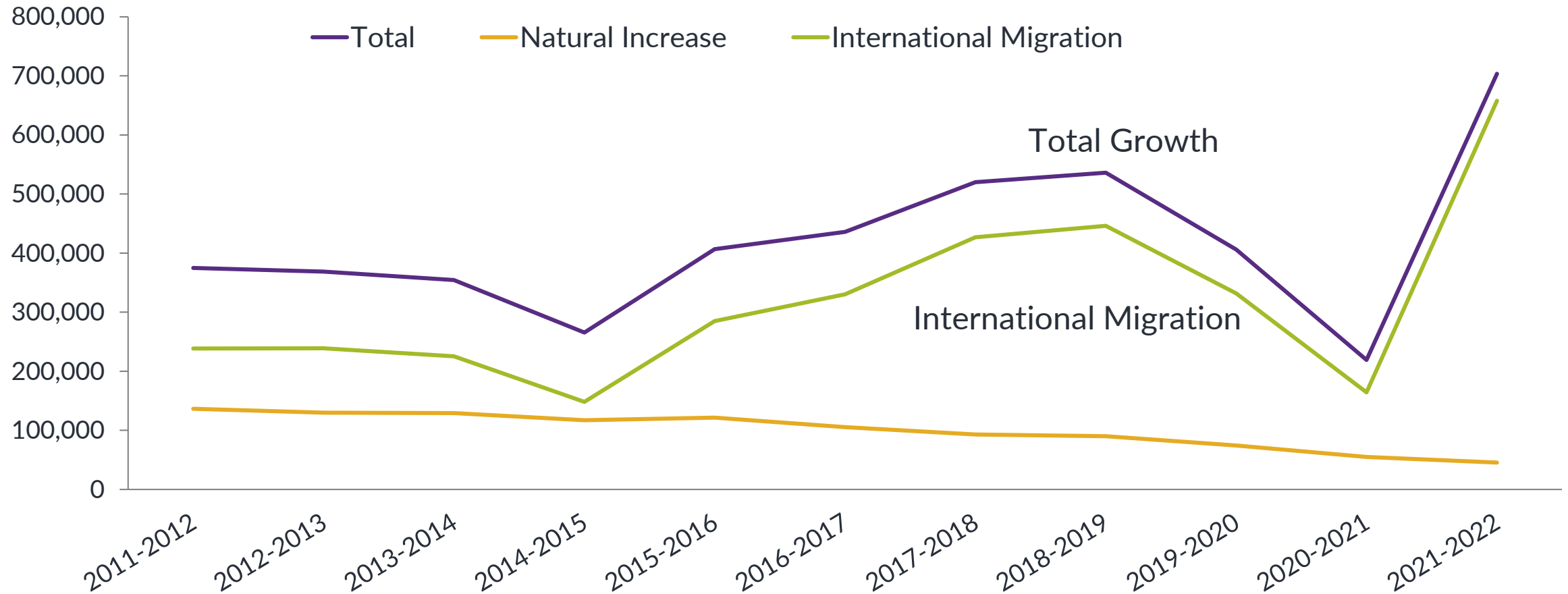
# Canada Leads G7 in Growth by Wide Margin; Growth Rebounds Back in 2021-2022

## Annual population growth in Canada from 2002-2022



# Immigration Now Accounts for Nearly All of Population Growth; Record Levels in 2021-22

## Components of Annual Population Growth in Canada, 2011 to 2021



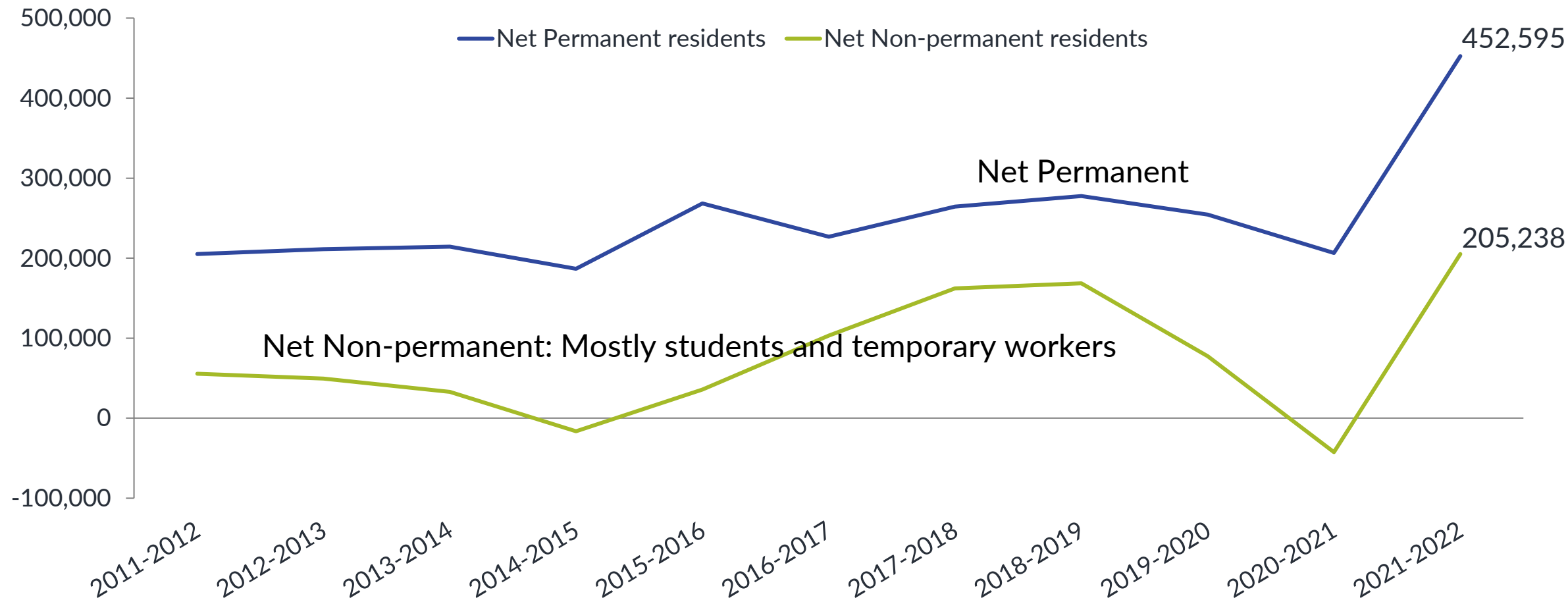
# Main Trends Shaping Growth since Census 2016

---

- Immigration started to rise around 2015, dropped during the pandemic and bounced back to an all-time high in 2021-2022
- Interprovincial migration to Alberta dropped with the downturn in the resource sector but started to increase in 2021-22
- Interprovincial migration to the Maritimes started to increase around 2015 with high increases in last two years
- In Ontario high immigration has been balanced against increasing out internal migration
- Population churn in the Toronto CMA with increasing out-migration since 2015

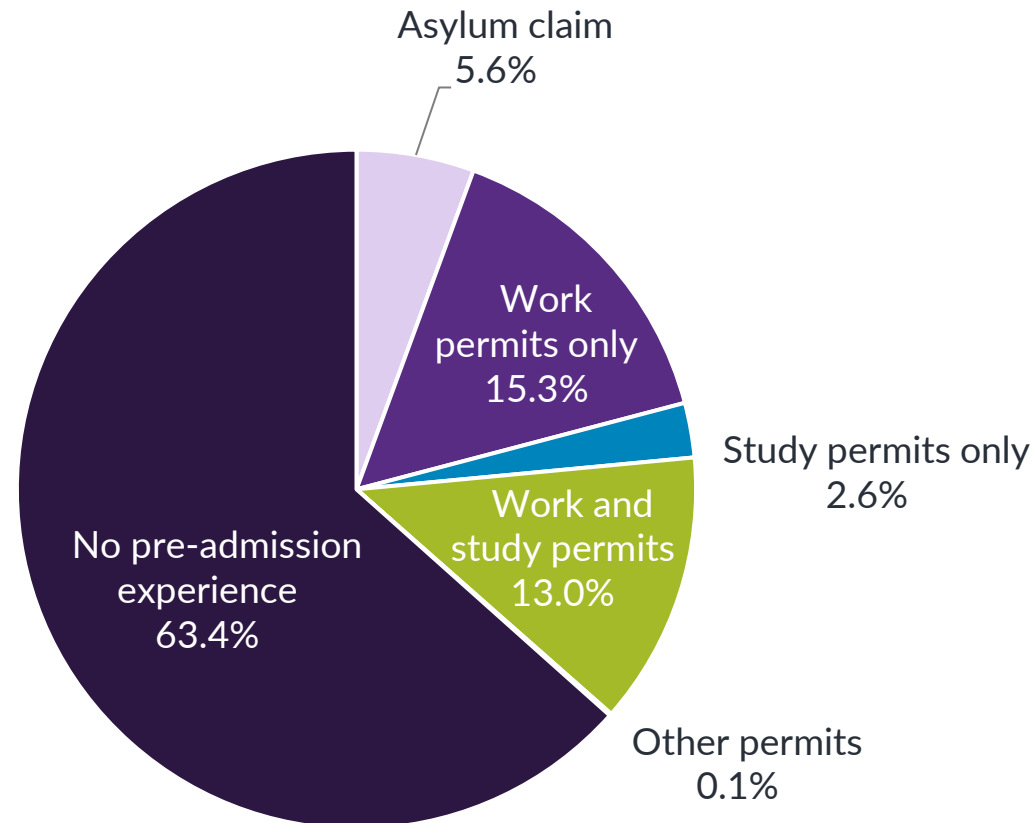
# Two Streams of Immigration to Canada: Permanent and Non-Permanent

Components of Annual Immigration to Canada, 2011 to 2022



# Over a Third of Recent Permanent Resident Immigrants Had Canadian Experience Before Getting Landed Status

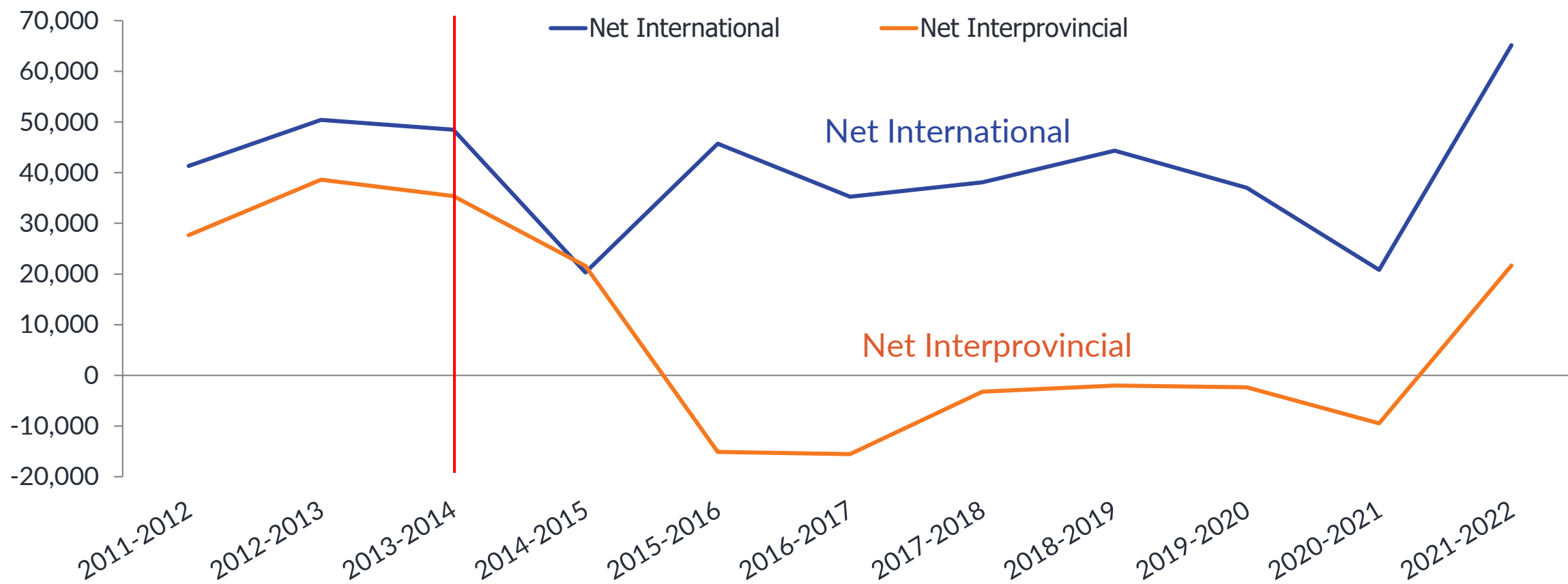
## Canadian experience pre-landing immigrant status, 2016-2021





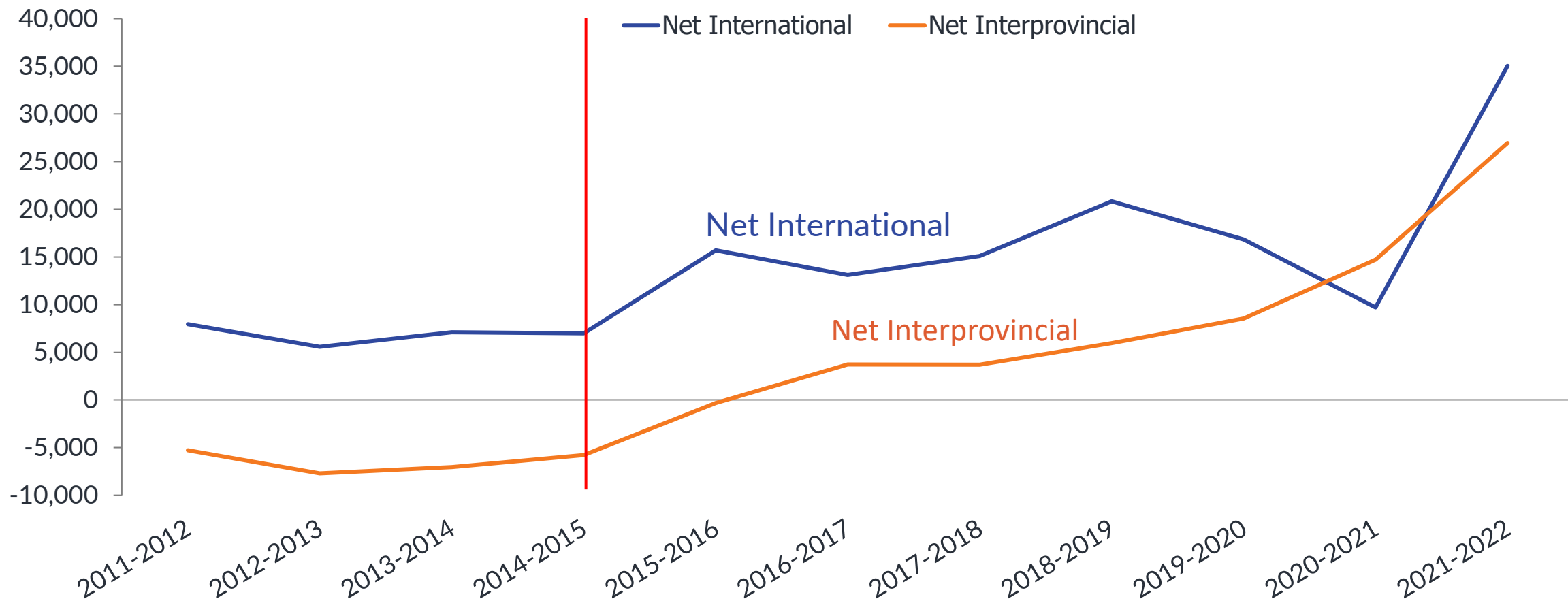
# Migration to Alberta Picked Up in 2021-2022

## Components of Annual Net Migration for Ontario, 2011 to 2022



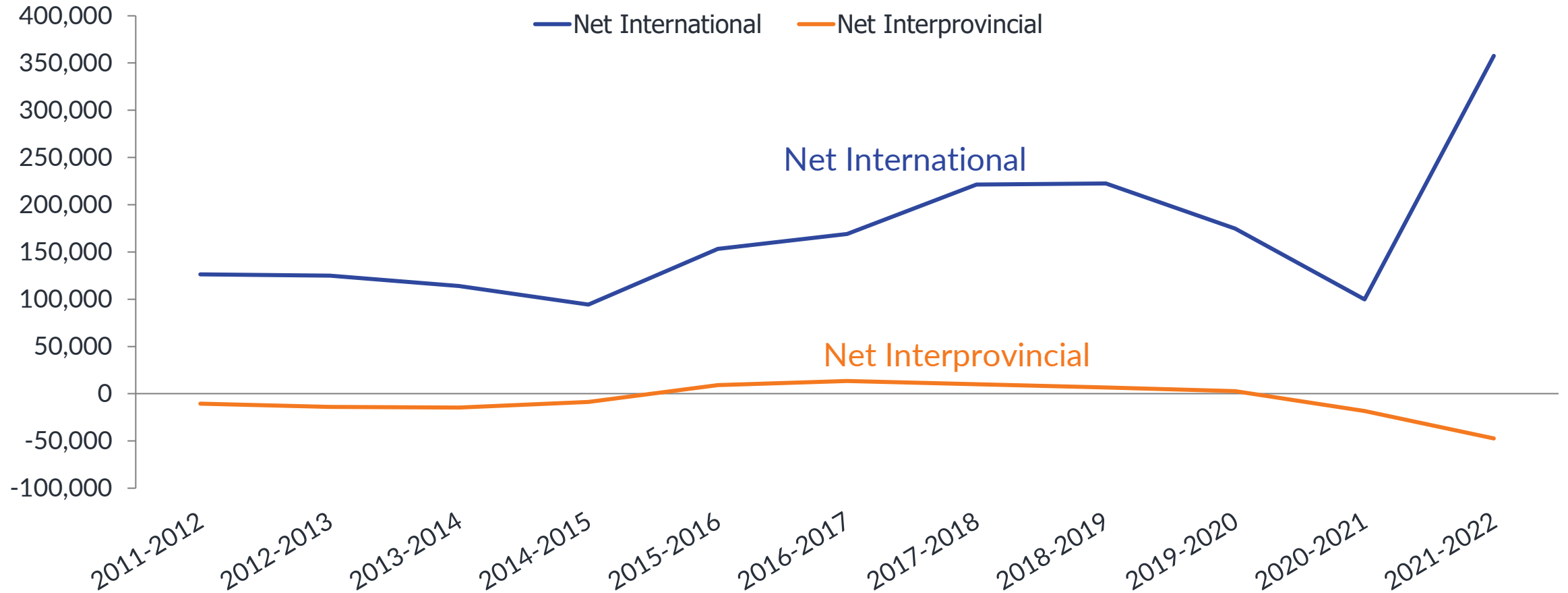
# Migration to the Maritime Provinces Picked Up Around 2015

## Components of Annual Net Migration to the Maritime provinces, 2011 to 2022



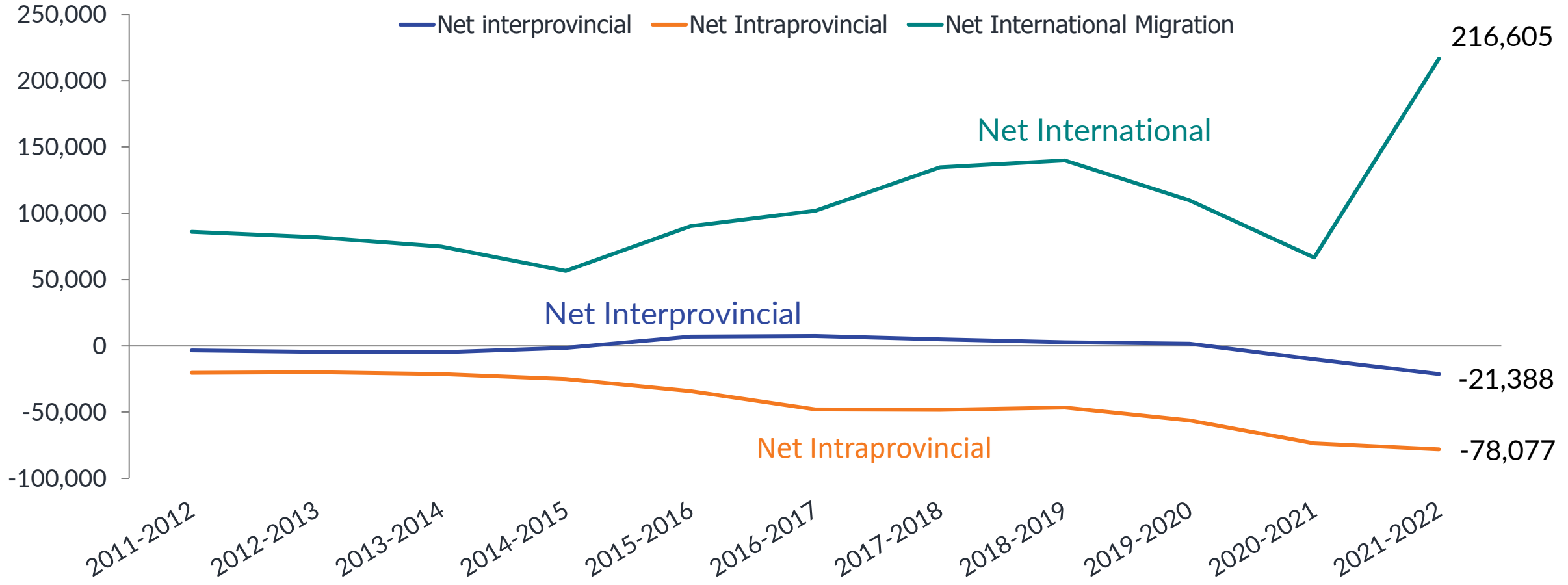
# Out Migration from Ontario Picked Up 2020-2022

## Components of Annual Net Migration for Ontario, 2011 to 2021



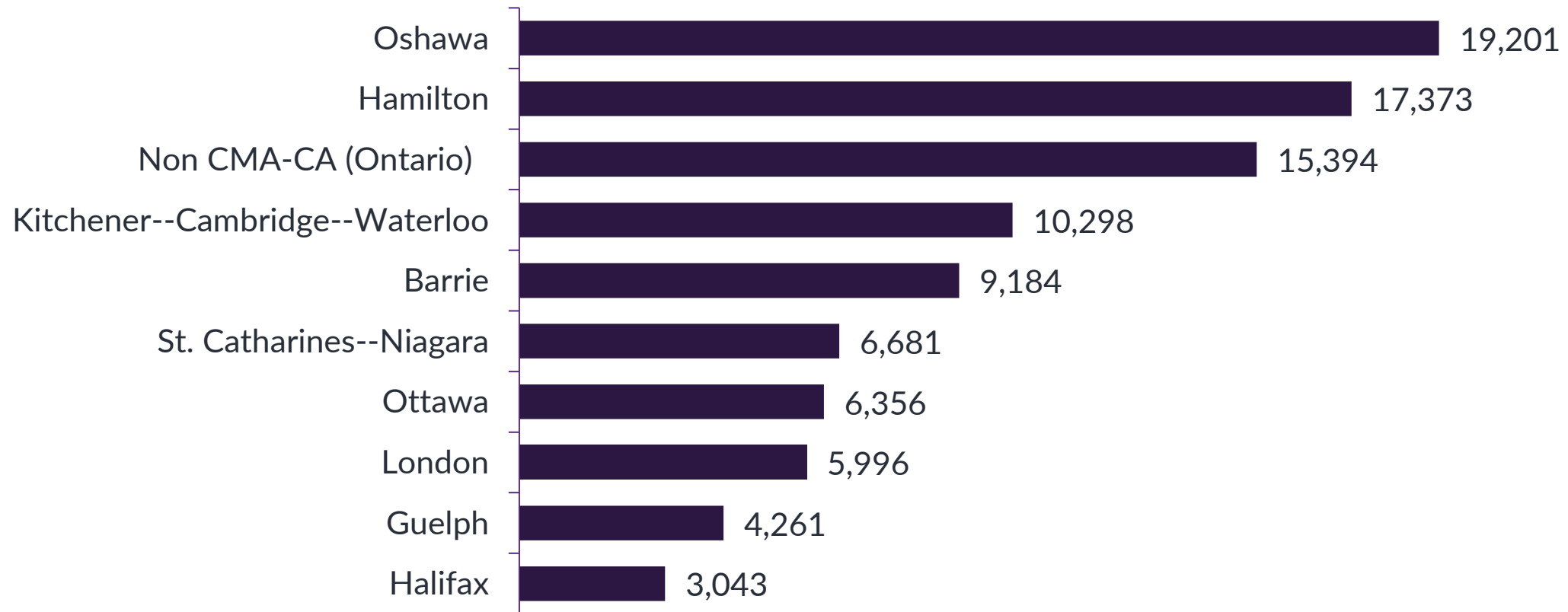
# Toronto CMA Experiences High Immigration but Also High Internal Out Migration

## Components of Annual Migration to Toronto CMA, 2011 to 2022



# Most Leaving the Toronto CMA go to Close-By CMAs; Some Move Beyond the Fringe of CMA

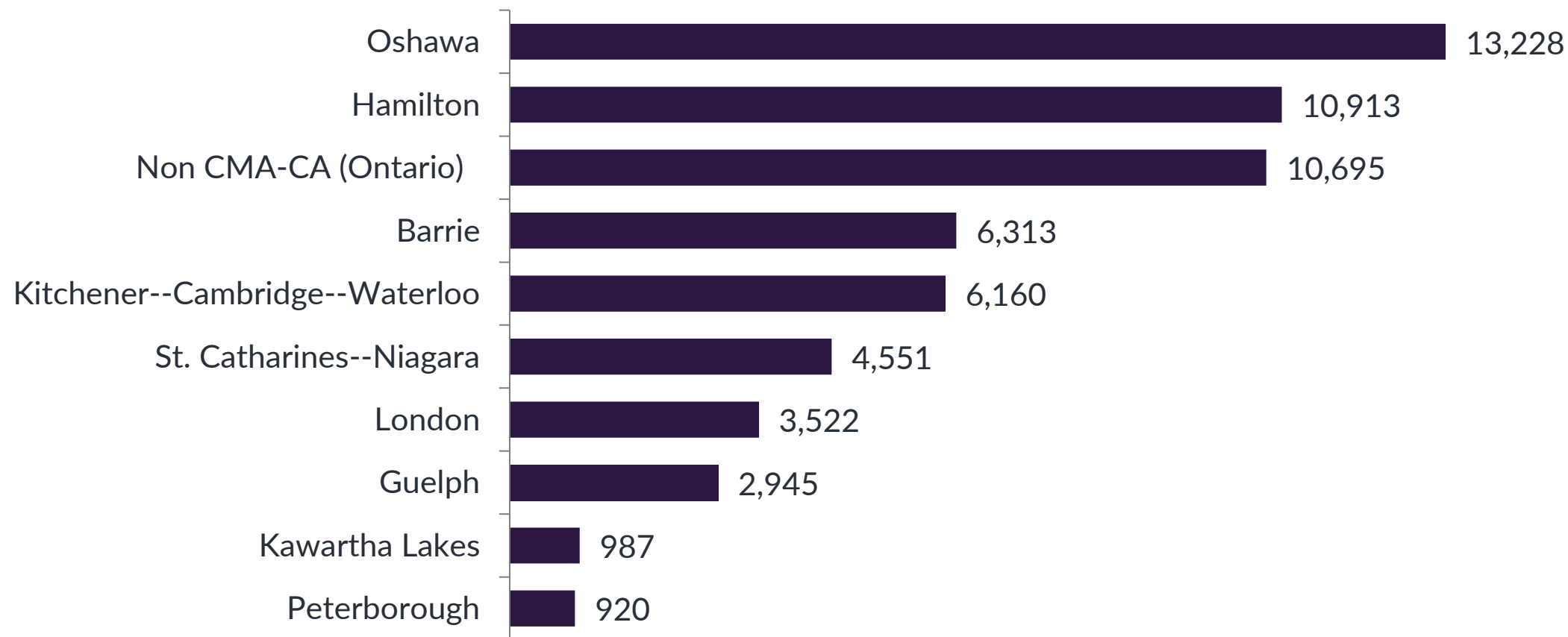
## Destination CMA of out-migration from Toronto CMA, 2021-2022





# But There is Also Movement Into the Toronto CMA

## Origin CMA of In-migration to Toronto CMA 2021-2022



# MoverStats: Top PRIZM Clusters for Moving to Toronto CMA

## 14 – Kick Back Country

Upper/Middle Income Family in Rural Areas

## 47 – Social Networkers

Younger Culturally Diverse City Singles

## 52 – Friends & Roomies

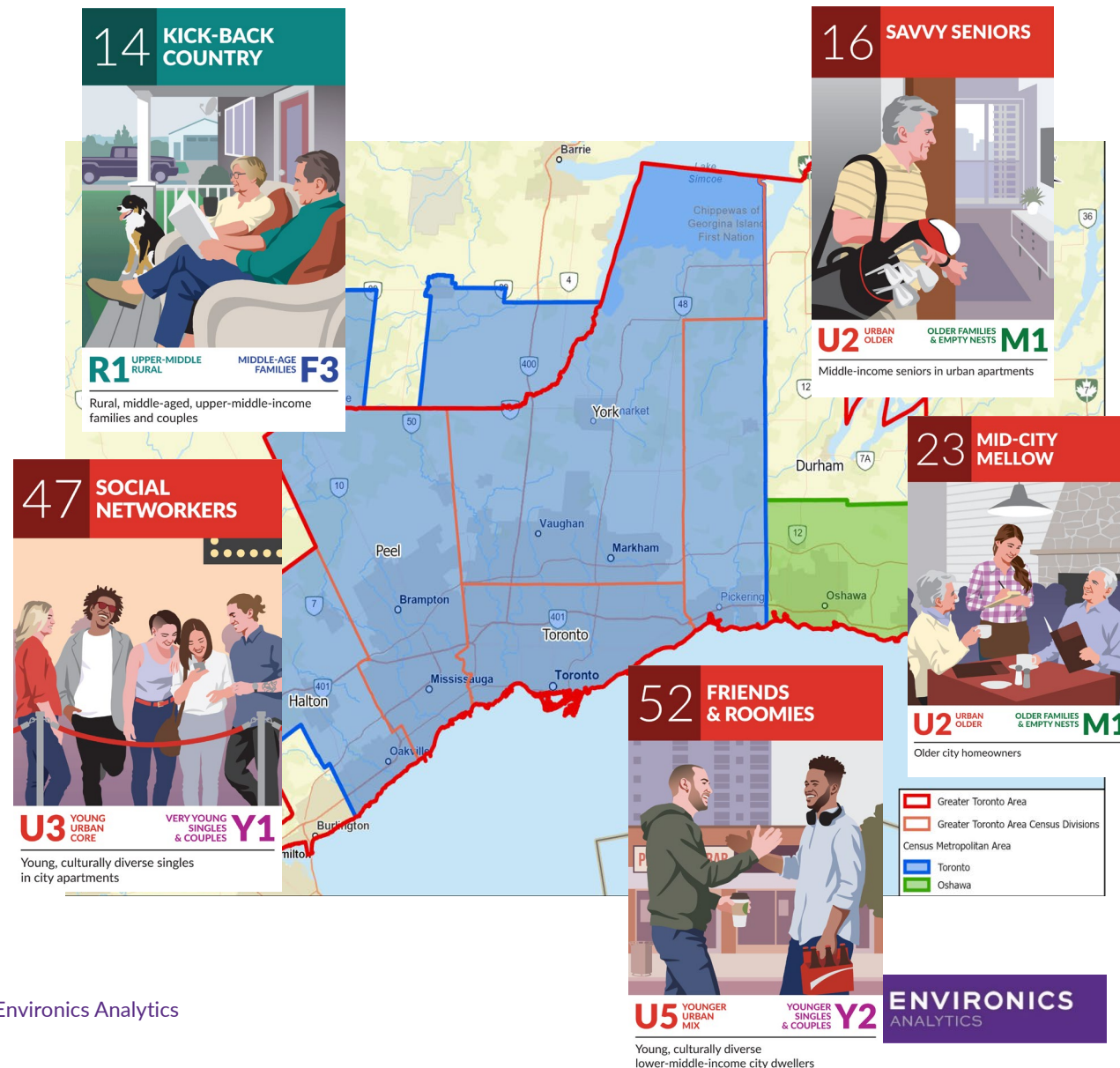
Younger Culturally Diverse City Dwellers

## 16 – Savvy Seniors

Urban Seniors in Multi-Residence Buildings

## 23 – Mid-City Mellow

Older City Homeowners



# Yonge & Bloor: Young Singles with Higher Incomes Moving In

## MoverStats| Moving In - Demographic Highlights

ENVIRONICS  
ANALYTICS

Catchment Area:

### HOUSEHOLD CHARACTERISTICS

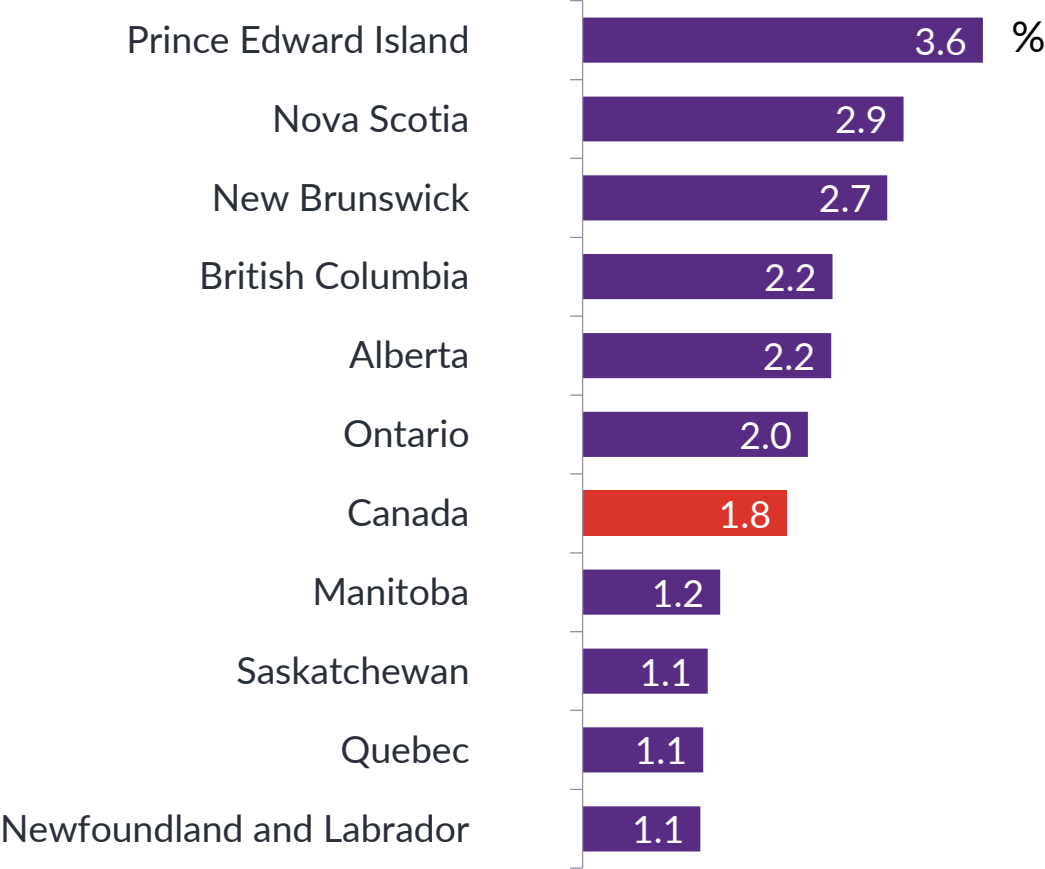
	Moving In		Trade Area		% Pen	Index
	Count	%	Count	%		
<b>Basics</b>						
Total Household Population	476	1.82	--	--	--	--
Total Households	265	1.27	--	--	--	--
<b>Age of Household Maintainer</b>						
15 To 24	28	10.57	102	1.34	27.45	787
25 To 34	74	27.82	784	10.32	9.44	270
35 To 44	49	18.31	915	12.04	5.36	152
45 To 54	34	12.85	1,155	15.20	2.94	85
55 To 64	32	12.19	1,714	22.56	1.87	54
65 To 74	27	10.31	1,650	21.72	1.64	47
75 Or Older	21	7.95	1,277	16.81	1.64	47
<b>Size of Household</b>						
1 Person	135	50.92	2,063	27.16	6.54	187
2 Persons	88	33.02	3,076	40.49	2.86	82
3 Persons	23	8.74	1,136	14.95	2.02	58
4 Persons	13	5.04	926	12.19	1.40	41
5 Or More Persons	6	2.28	396	5.21	1.52	44
<b>Household Type</b>						
Total Family Households	102	38.52	5,341	70.30	1.91	55
One-Family Households	101	38.02	5,246	69.05	1.93	55
Multiple-Family Households	1	0.51	95	1.25	1.05	40
Non-Family Households	163	61.48	2,256	29.70	7.23	207
One-Person Households	135	50.73	2,070	27.25	6.52	186
Two-Or-More-Person Households	29	10.75	186	2.45	15.59	439
<b>Marital Status</b>						
Married Or Living With A Common-Law Partner	189	42.87	9,111	60.12	2.07	71
Single (Never Legally Married)	200	45.37	3,328	21.96	6.01	207
Separated	11	2.40	604	3.99	1.82	60
Divorced	27	6.02	1,020	6.73	2.65	89
Widowed	15	3.35	1,092	7.21	1.37	46

### INCOME, EDUCATION & EMPLOYMENT

	Moving In		Trade Area		% Pen	Index
	Count	%	Count	%		
<b>Household Income</b>						
Household Income (Current Year \$)	41,333,892	155,847.69	806,858,543	106,207.52	5.12	147
<b>Education</b>						
No Certificate, Diploma Or Degree	23	5.28	2,128	14.04	1.08	38
High School Certificate Or Equivalent	83	18.79	4,714	31.11	1.76	60
Apprenticeship Or Trades Certificate	10	2.30	1,213	8.00	0.82	29
College, CEGEP Or Other Non-						
University Certificate Or Diploma	50	11.29	4,032	26.61	1.24	42
University Certificate Or Diploma Belc	9	1.97	212	1.40	4.25	141
University Degree	266	60.38	2,856	18.84	9.31	320
<b>Labour Force</b>						
In The Labour Force (15+)	310	70.37	9,275	61.20	3.34	115
<b>Labour Force by Occupation</b>						
Management	42	9.55	894	5.90	4.70	162
Business Finance Administration	60	13.69	1,181	7.79	5.08	176
Sciences	32	7.26	432	2.85	7.41	255
Health	20	4.51	643	4.24	3.11	106
Social, Education, Gov't, Religion	53	12.02	1,141	7.53	4.65	160
Art, Culture, Recreation, Sport	24	5.36	279	1.84	8.60	291
Sales And Service	58	13.14	2,113	13.94	2.74	94
Trades And Transport	10	2.18	1,596	10.53	0.63	21
Natural Resources And Agriculture	1	0.22	233	1.54	0.43	14
Manufacturing And Utilities	3	0.79	604	3.99	0.50	20
<b>Commuting</b>						
Car (As Driver)	58	13.15	6,144	40.54	0.94	32
Car (As Passenger)	5	1.09	476	3.14	1.05	35
Public Transit	88	19.85	212	1.40	41.51	1,419
Walk	65	14.66	509	3.36	12.77	436
Bicycle	10	2.36	33	0.22	30.30	1,082

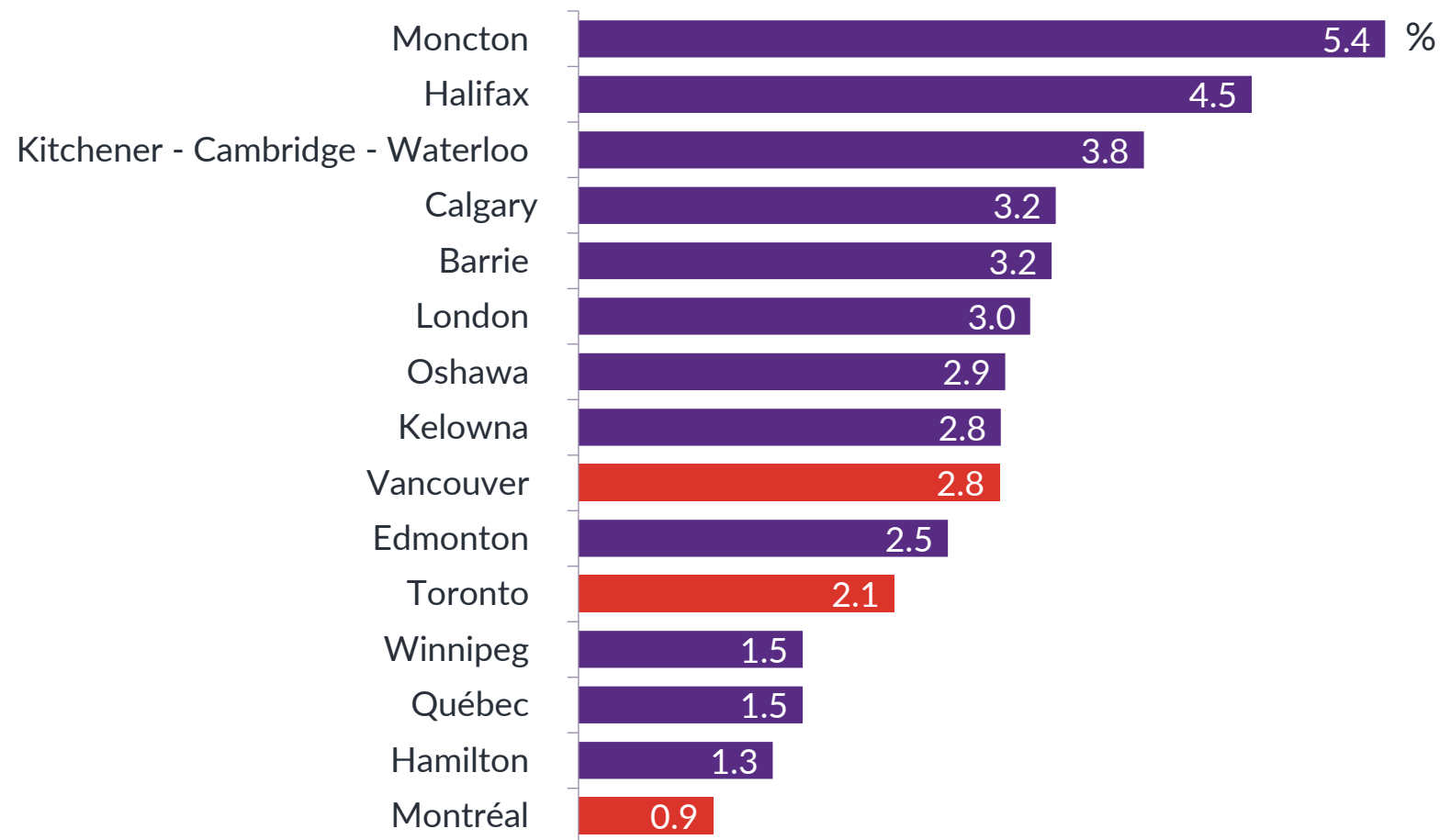
# 2021-22 Showed the Highest Growth in 50 Years; Strong Growth in Maritimes; Growth in Alberta Picks Up

## Percent Population Growth 2021-2022



# Mid-Sized CMAs Had Highest Growth in 2021-22

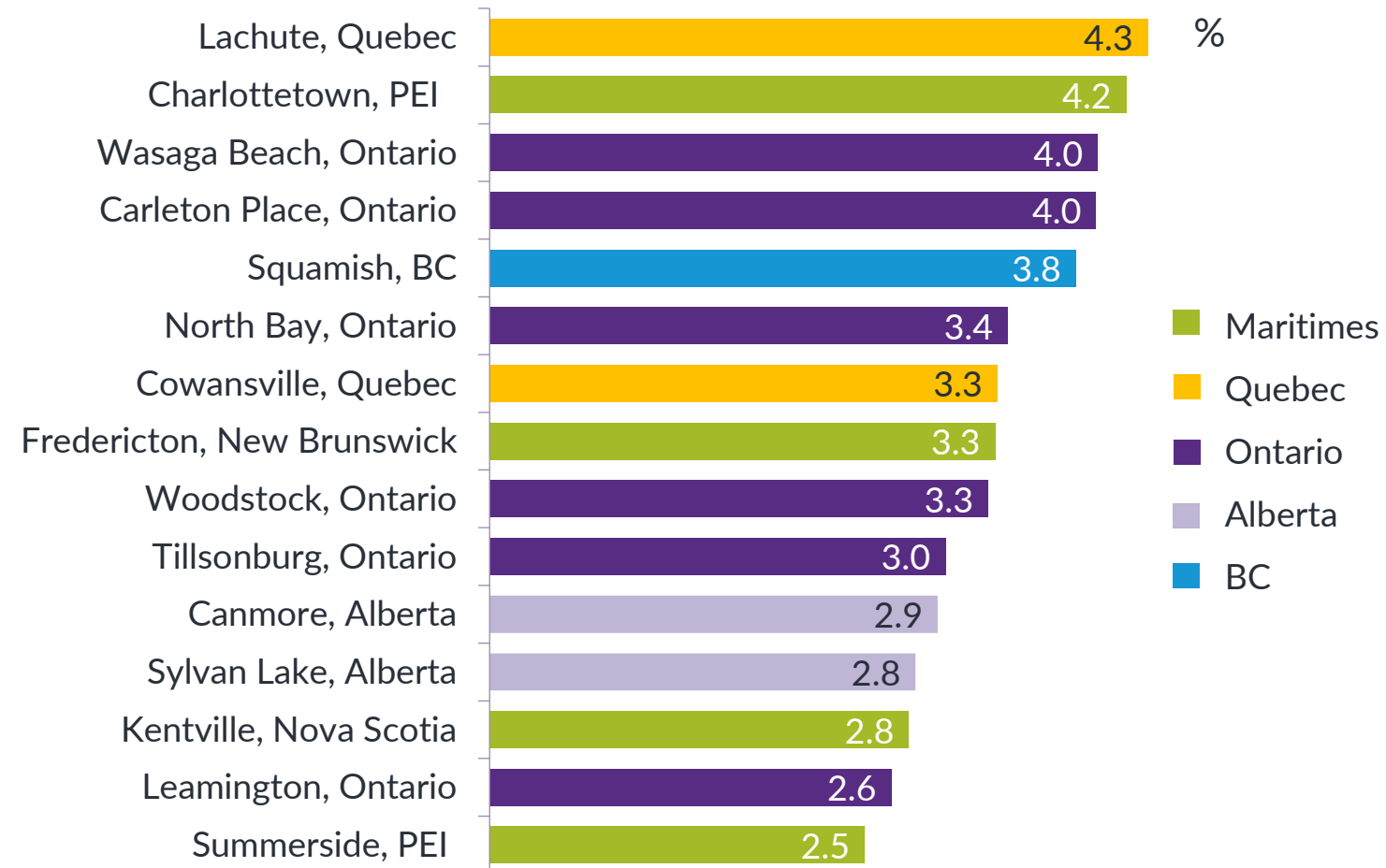
## Annual Population Growth 2021-2022, Ten Fastest Growing Census Metropolitan Areas and other Large CMAs





# Fastest Growing Smaller (under 100,000) Urban Areas; Many in Resort Areas or in Cottage Country

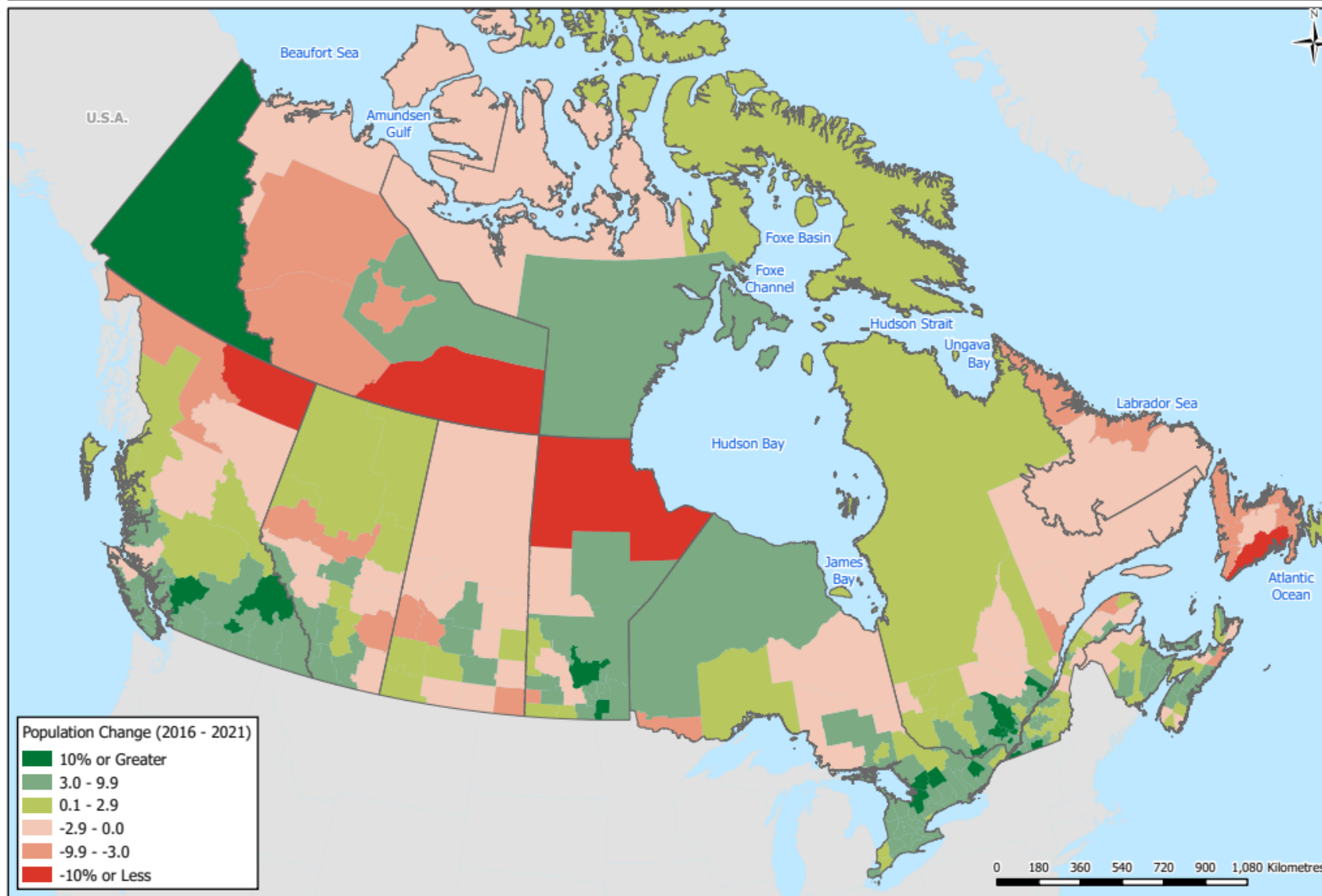
## Annual Percent Population Growth 2021-2022





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

ENVIRONICS  
ANALYTICS



Source: 2021 Census. Boundary Files, 2021 Census. Statistics Canada Catalogue no. 92-160-X.  
Copyright ©2022 Environics Analytics. Environics Analytics acquires and distributes Statistics Canada files in accordance with the Government of Canada's Open Data Policy.  
No information on any individual or household was made available to Environics Analytics by Statistics Canada. PRIZM and selected PRIZM nicknames are registered trademarks of The Nielsen Company (U.S.) and are used with permission.

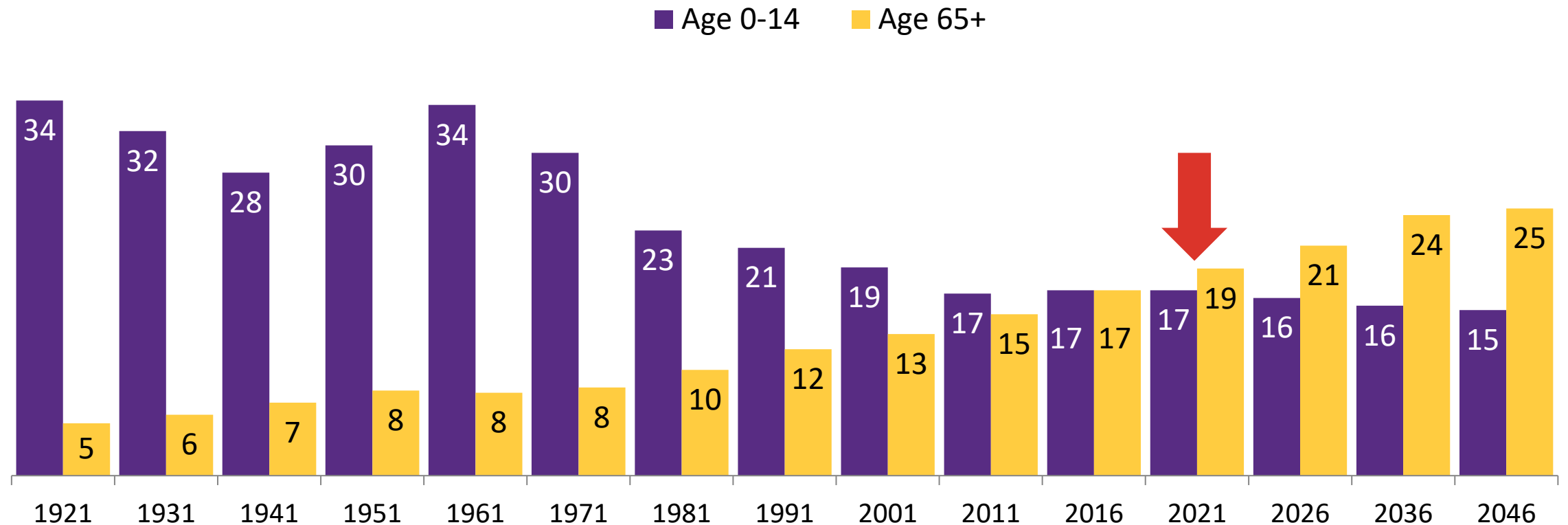
# An Older Population

---



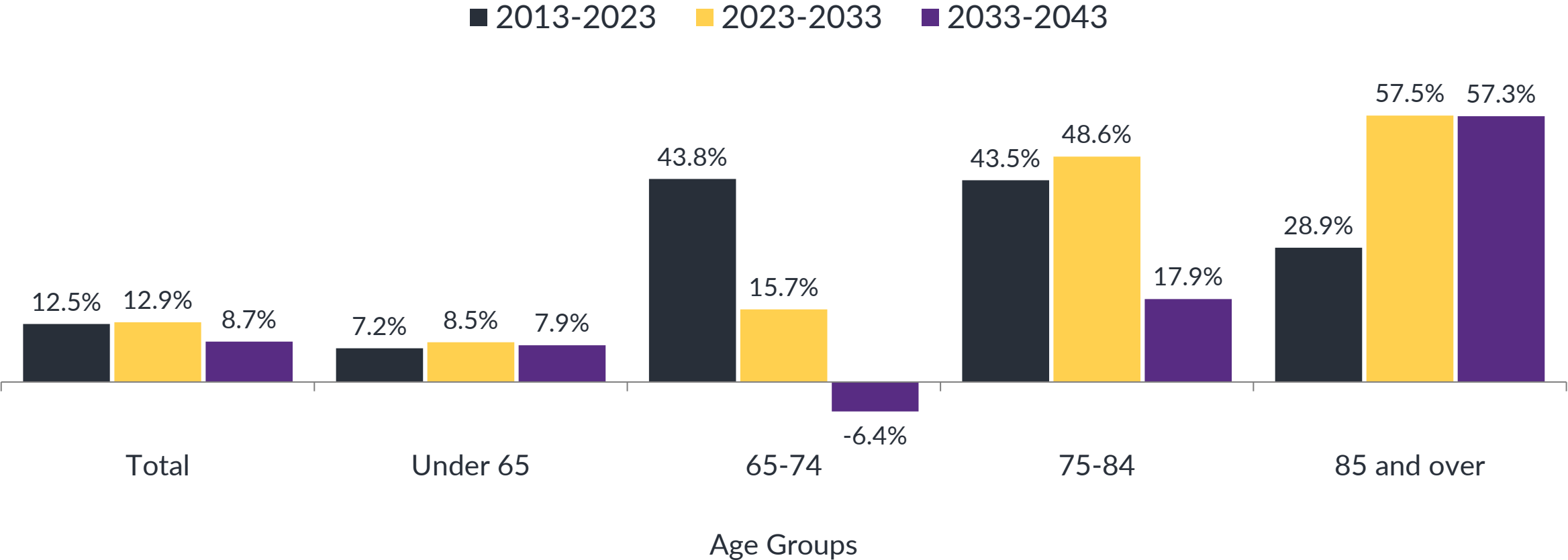
# By 2036 Close to One In Four Canadians will be 65 Years or Older

## Percent of population



# Highest Growth Projected to be at Oldest Ages

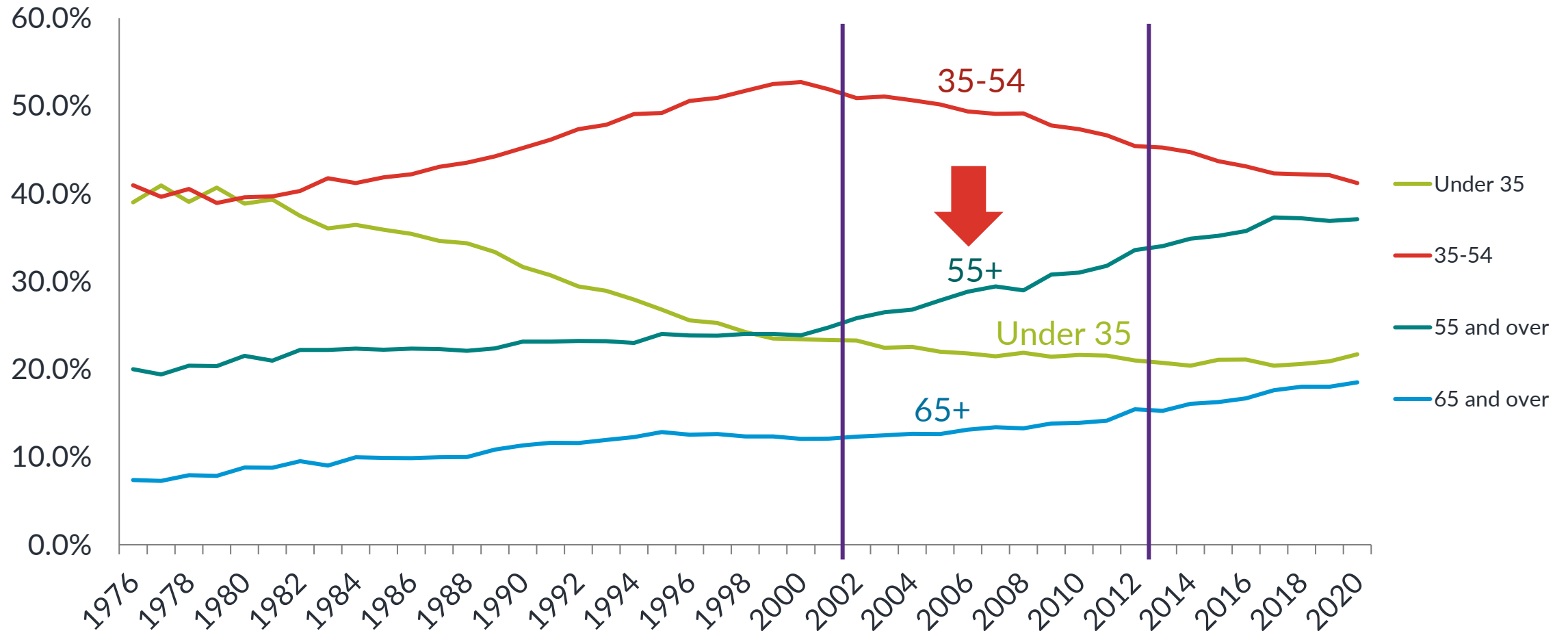
## Projected population growth, Canada





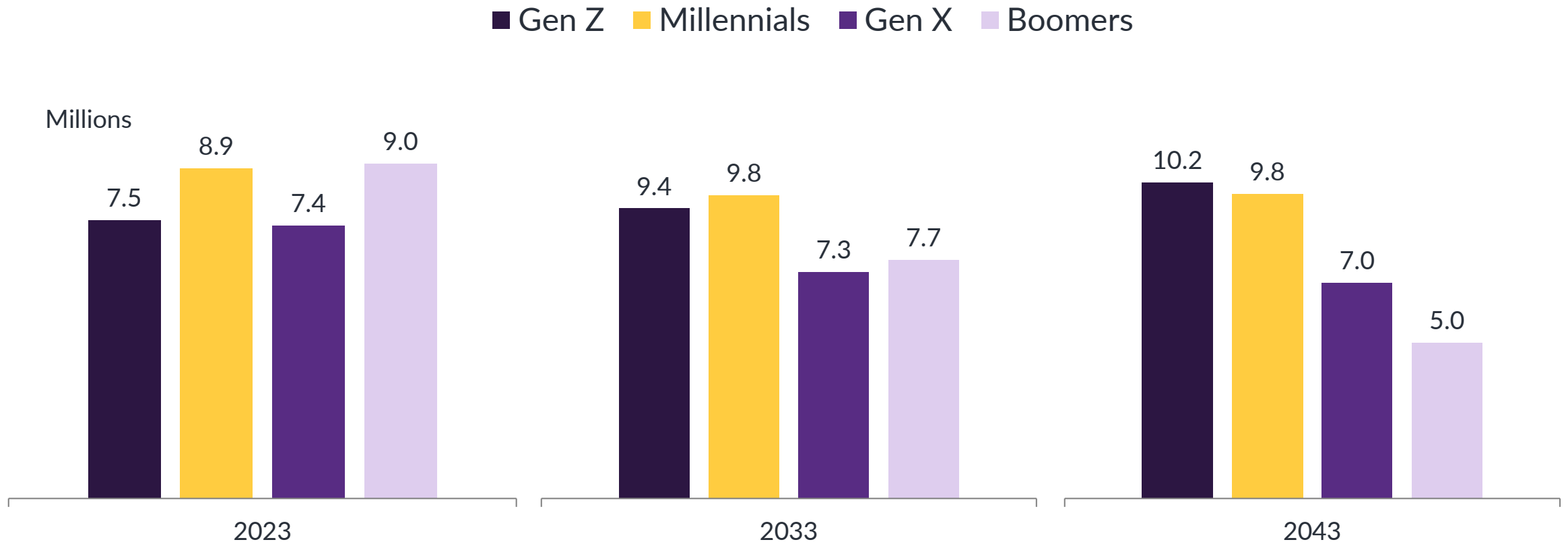
# The Older Population Accounts for an Increasing Share of Income and Expenditures

## Share of total aggregate income of total population 1976-2020



# Today Boomers are Largest Generation but Not by Much

## Projected Population by Generation, Canada

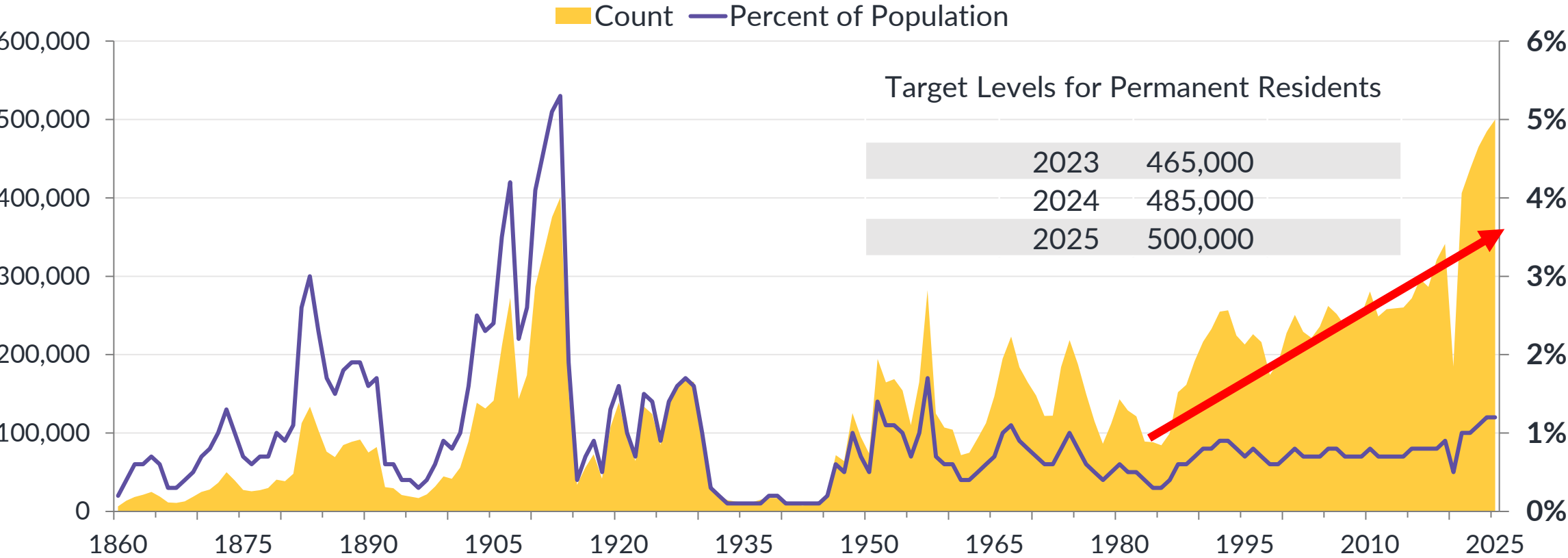


# Immigration



# Immigration to Canada Has Trended Upward Since 1990

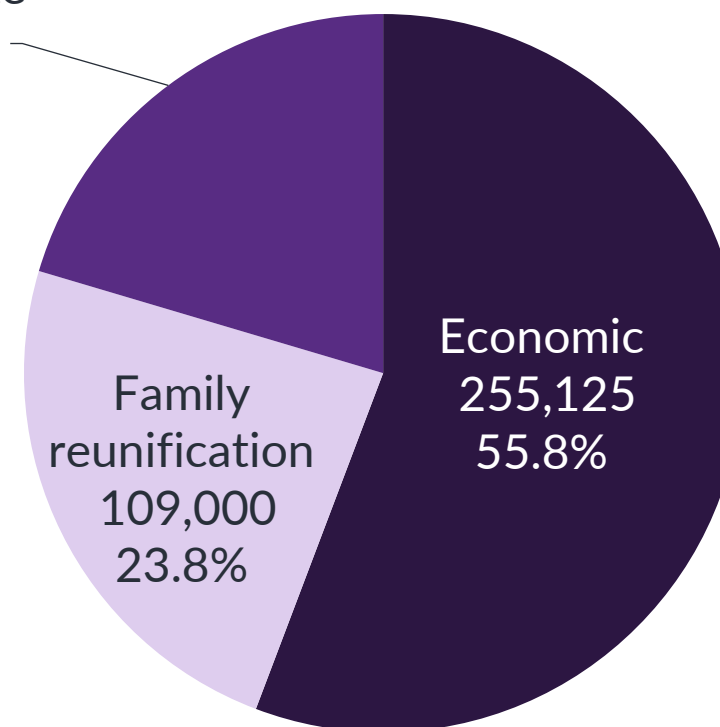
Number and percent of population 2023-25 are targets



# A Diversity of Immigrants by Category of Admission

## Targets for Immigrants by Type, Canada, 2023

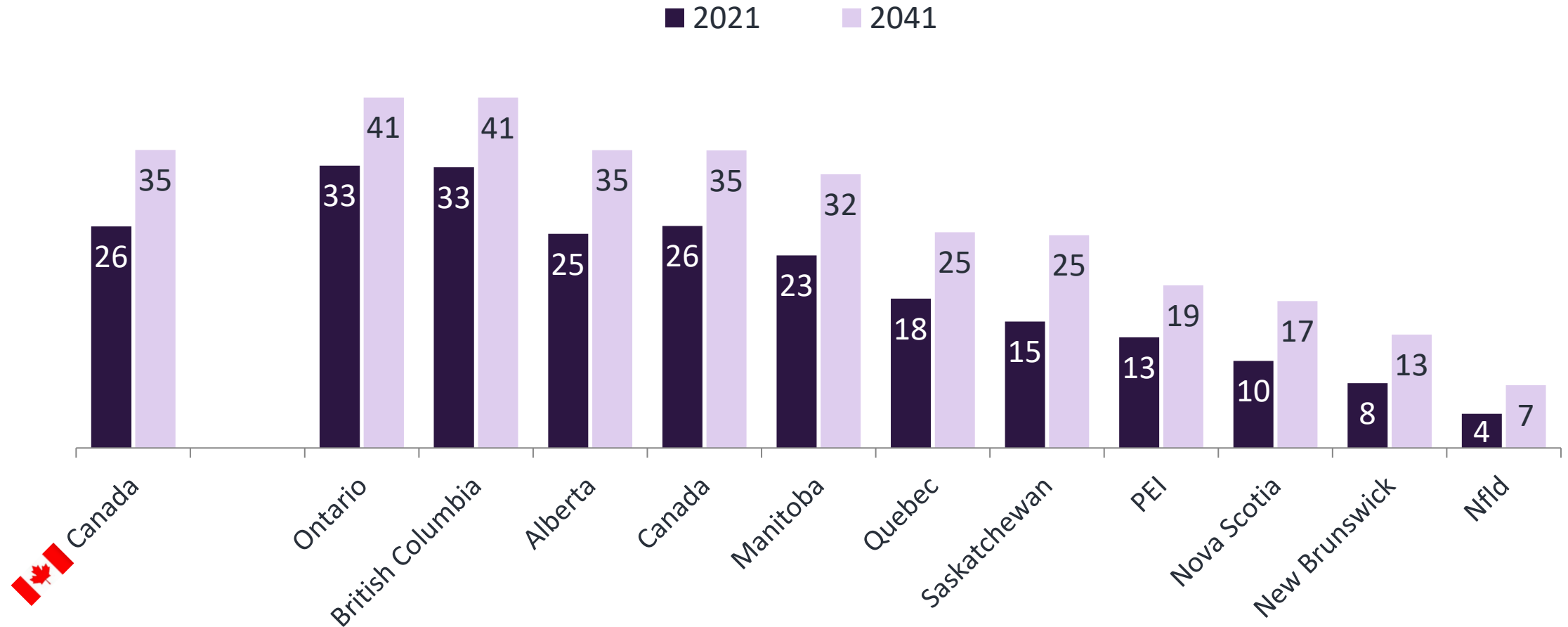
Refugees, protected persons,  
humanitarian and compassionate  
and other  
93,375  
20.4%





# Reference Projection Indicates that by 2041 Over One Third of the Population May be Immigrants

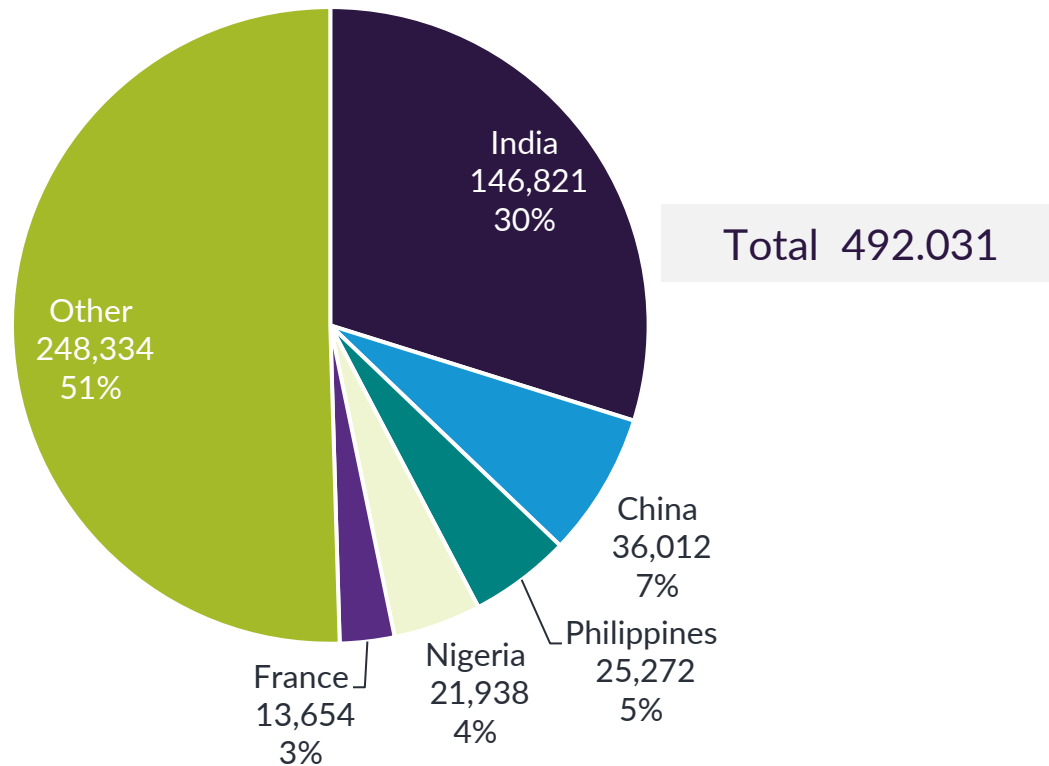
Projected percent permanent and non-permanent residents, Canada



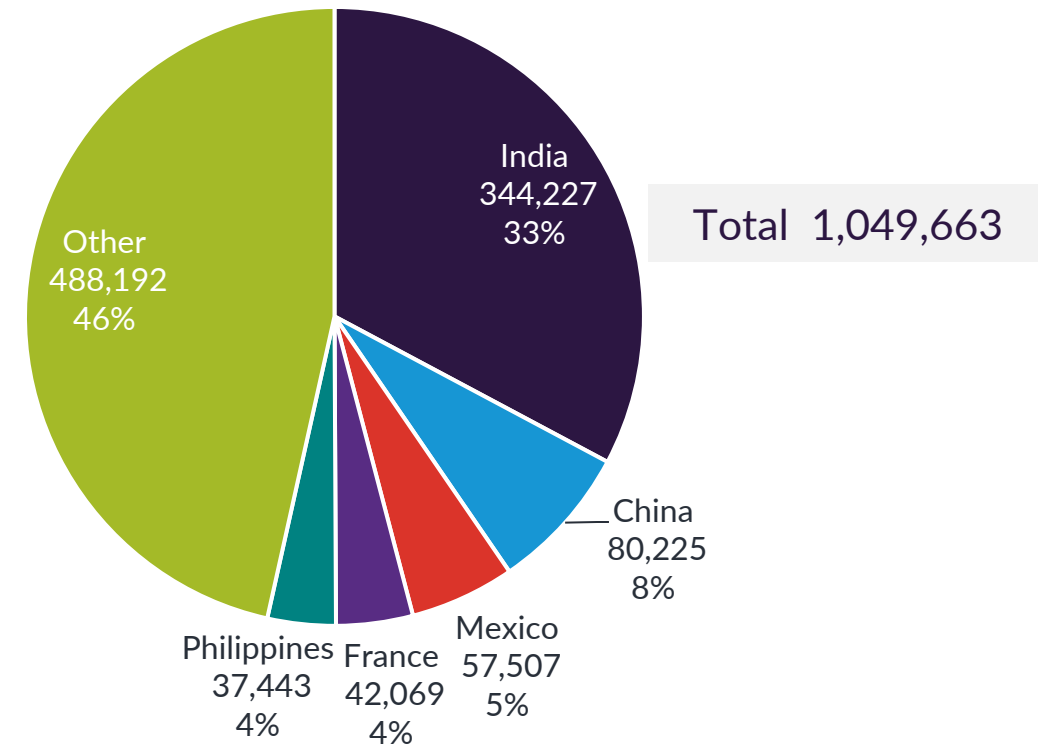
# NewtoCanada Shows About a Third of Permanent and Temporary Immigrants to Canada Q3 2021-Q3 2022 Were From India

## Immigrants Canada Q3 2021-Q3 2022

Permanent Resident

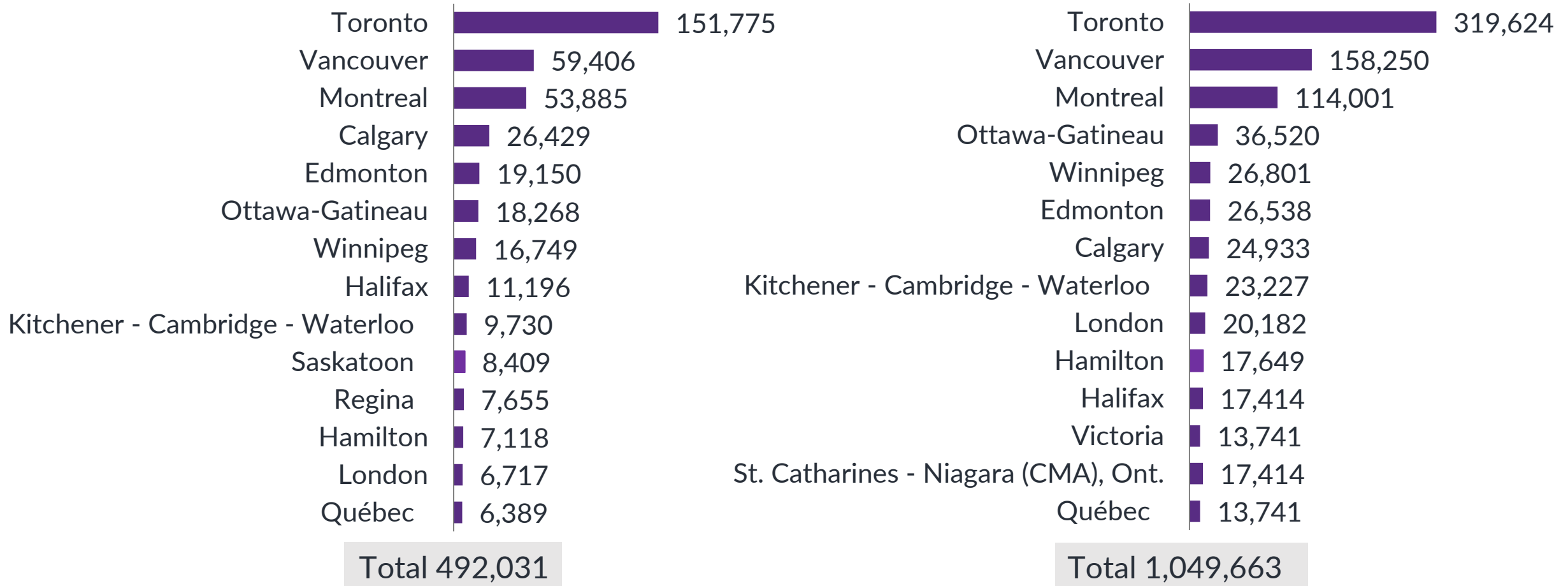


Approved Temporary Resident Permits



# Toronto, Vancouver and Montreal Account for Over Half of All Permanent Admissions and Temporary Approvals

## Permanent admissions and Non-permanent approvals Q3 2021-Q3 2022



# Top Segments of Immigration Q3 2021- Q3 2022

## Permanent resident immigration

### 11 – Modern Suburbia

Multi-ethnic younger and middle-aged suburbanites

### 15 – South Asian Enterprise

Upper-middle-income families in urban areas

### 61 – Came From Away

Multi-ethnic, middle-aged urban renters

### 12 – Eat, Play, Love

Younger, university-educated, urban singles

### 31 – Metro Melting Pot

Culturally diverse, middle-income city dwellers



## Non-permanent resident immigration

### 12 – Eat, Play, Love

Younger, university-educated, urban singles

### 47 – Social Networkers

Young, culturally diverse singles in city apartments

### 20 – New Asian Heights

Younger, culturally diverse, singles and couples

### 61 – Came From Away

Multi-ethnic, middle-aged urban renters

### 52 – Friends & Roomies

Young, culturally diverse lower-middle-income city dwellers



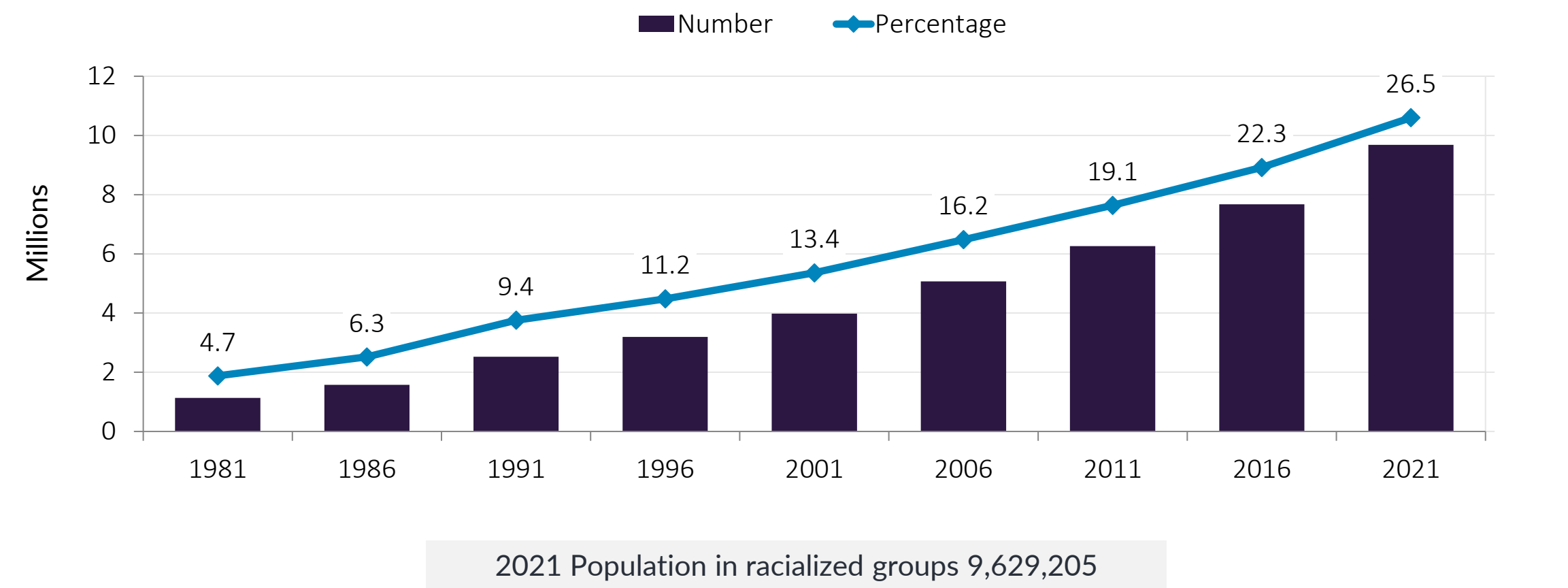
# Racialized Population Groups

---



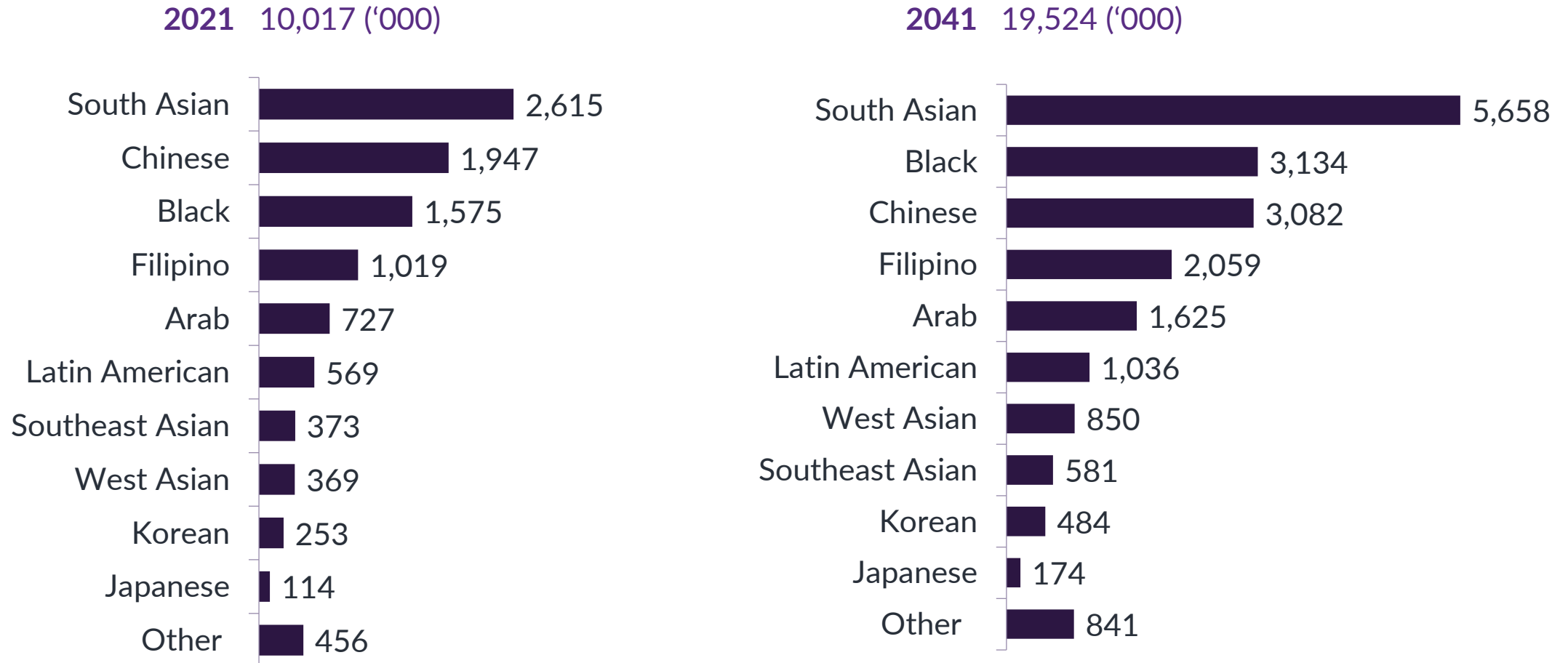
# Over One in Four Canadians are Members of a Racialized Population Group

Number and percentage of population in racialized groups, Canada



# Racialized Population Groups May Double to 20M by 2041

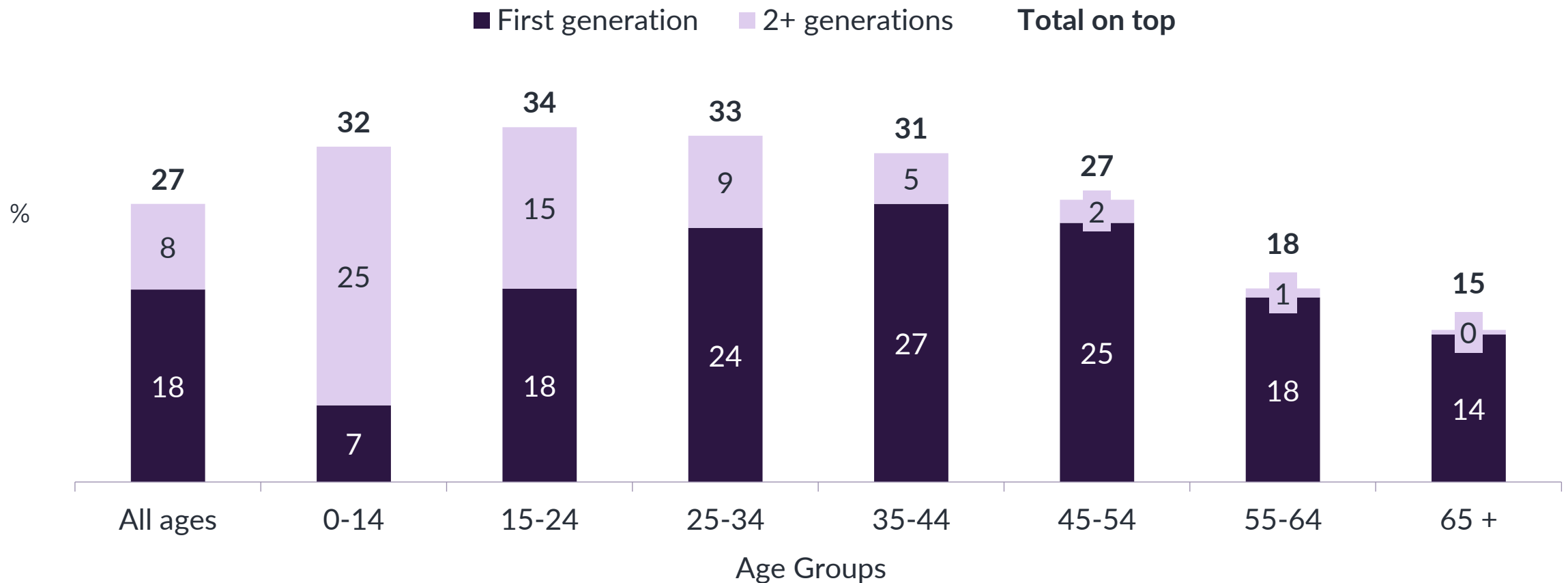
## Projected total population of racialized population groups





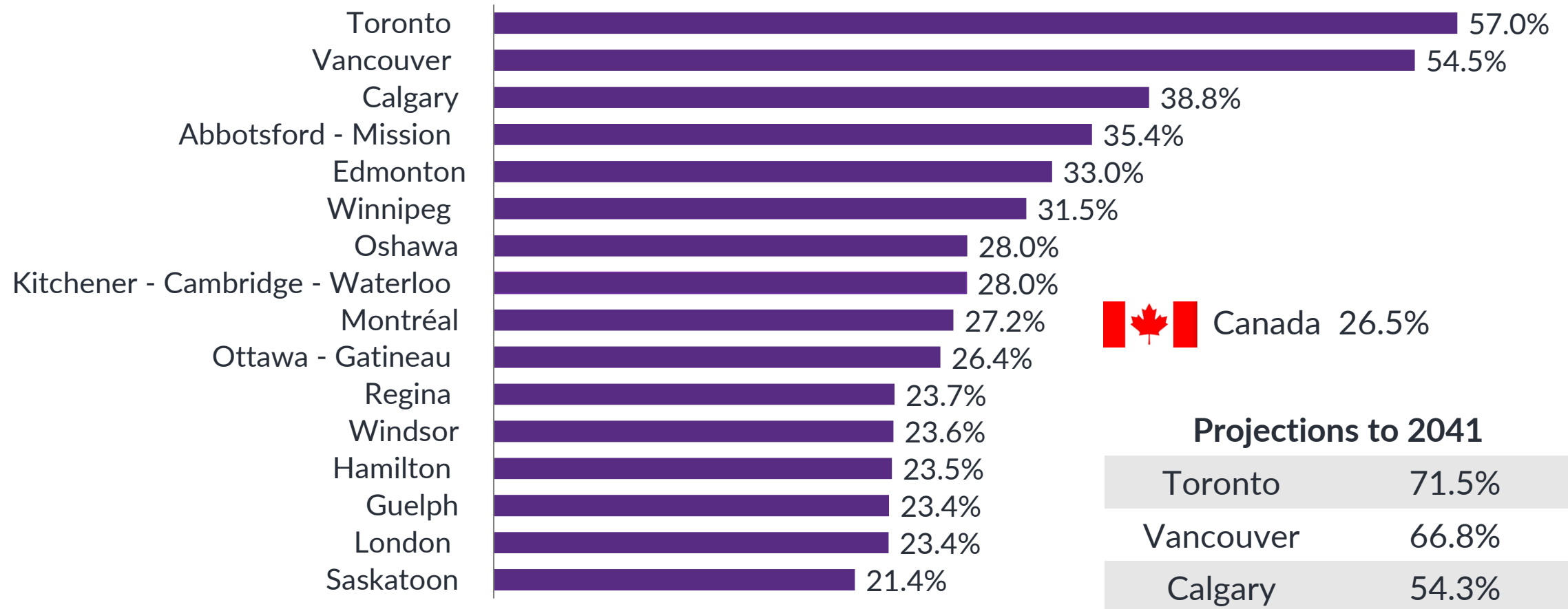
# More Second Generation at Younger Ages

Population in racialized groups as a percent of total population, 2021, Canada



# In 2021, The Population in Racialized Groups Made Up Over 20 Percent of the Population in 16 CMAs

## Percent of population in racialized groups by CMA, 2021



# Indigenous Population

---

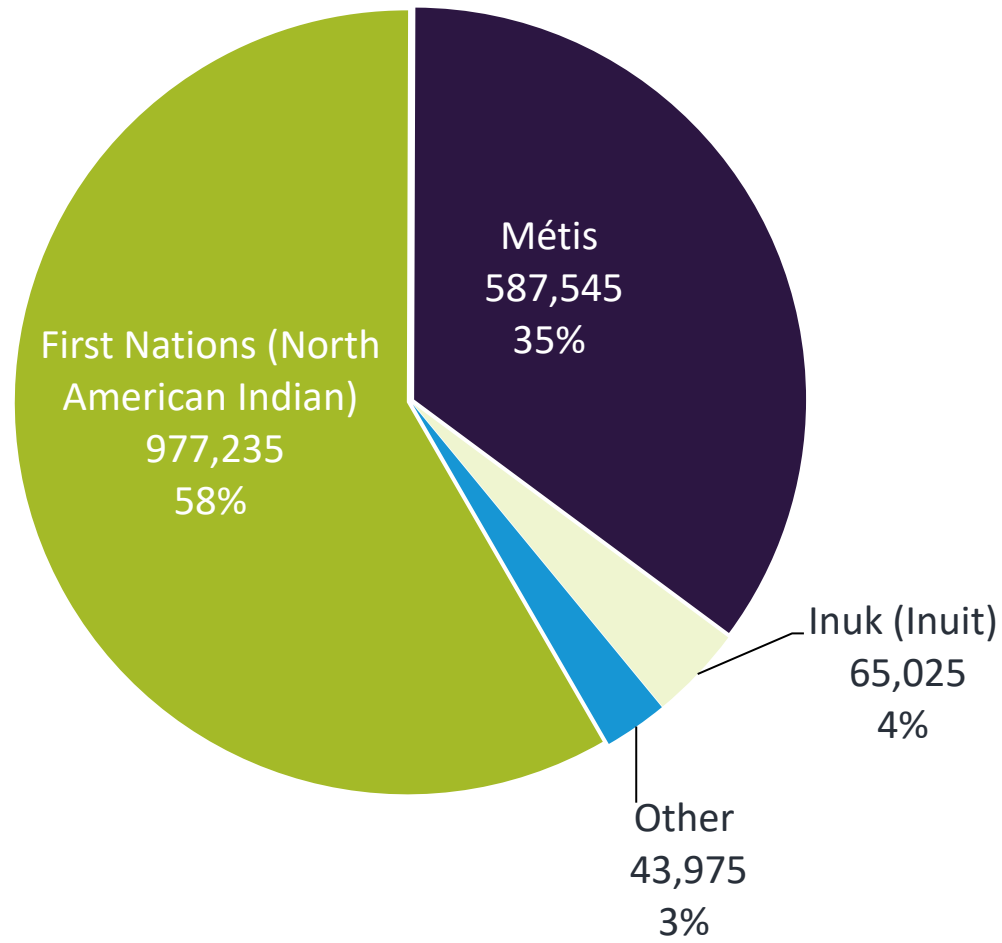


# The Pandemic Had a Major Impact on Census Collection on Reserves

---

- 787 Reserves or settlements enumerated in 2021
- 63 Reserves or settlements not enumerated in 2021
  - 14 Reserves not enumerated in 2016
  - 31 Reserves not enumerated in 2011
- Also, higher non-response rates on participating reserves and more generally in northern communities

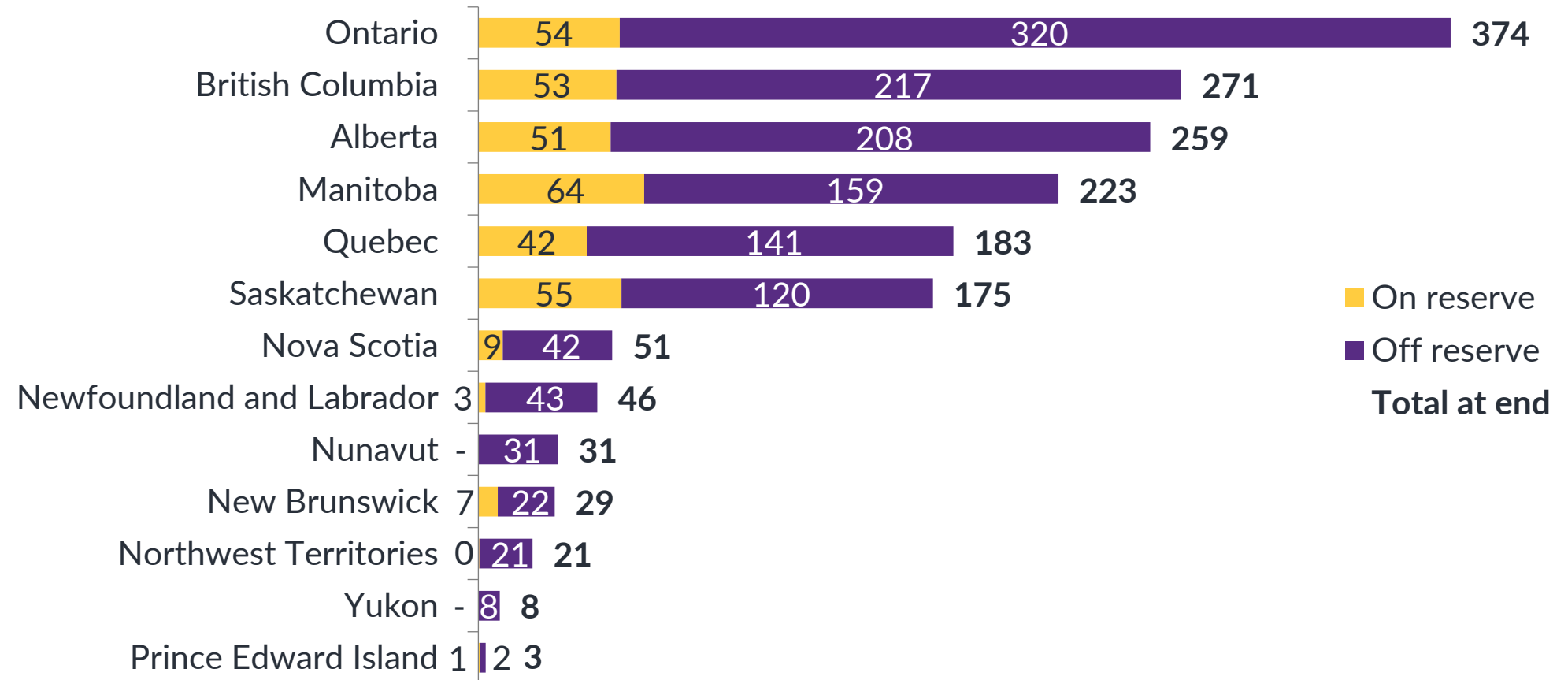
# Census Counted 1.7 Million Indigenous People but Estimated Population is 2.1 Million



Total Indigenous Identity Population  
**1,673,780**

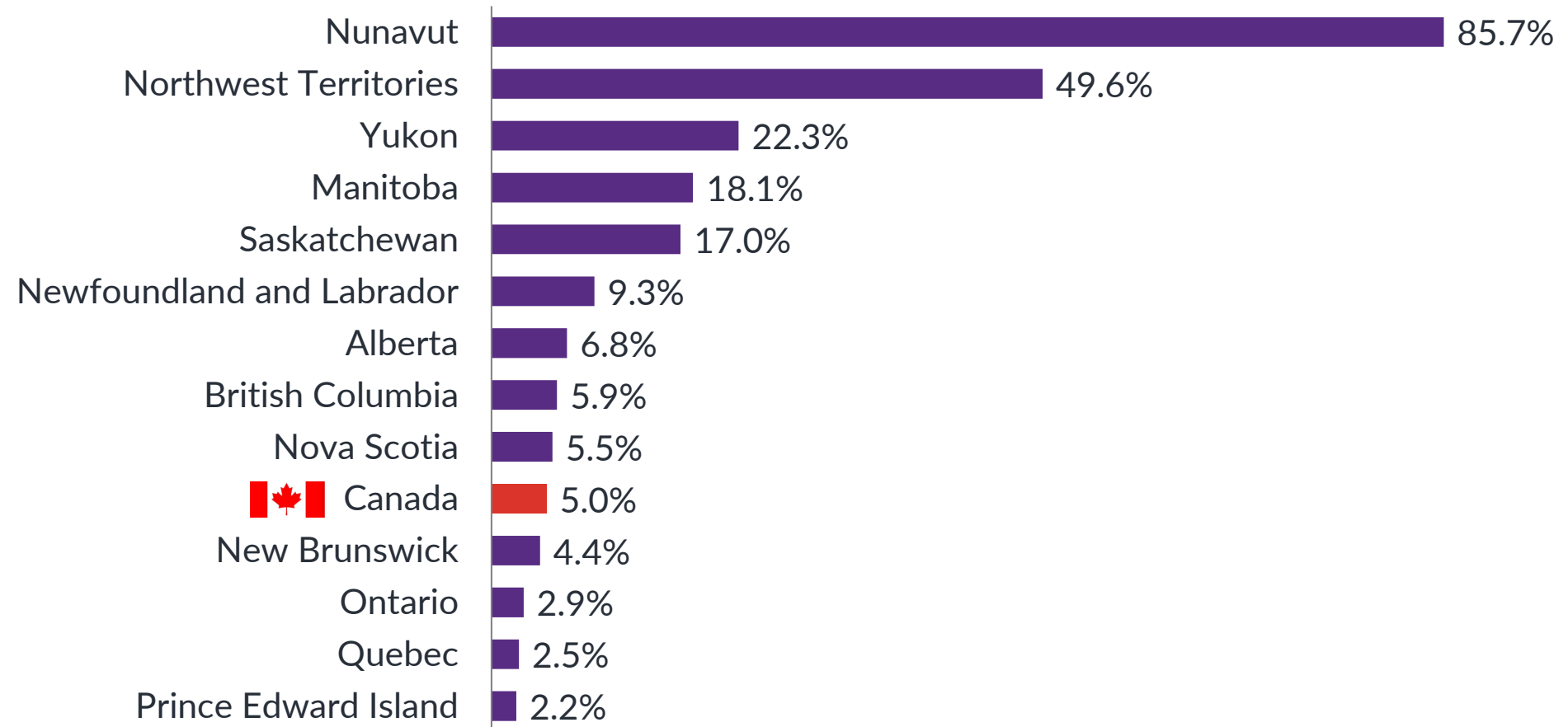
# Largest Indigenous Population is in Ontario

## Indigenous Population, 2021 (thousands)



# Indigenous Populations Make Up 15% to 20% of Population in Manitoba and Saskatchewan

## Indigenous Population as percent of total population 2021





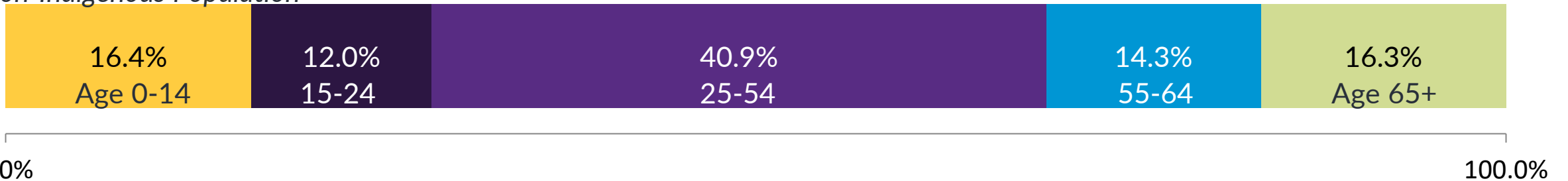
# A Much Younger Indigenous Population

## Age Distribution, Canada, 2021

### Indigenous Population



### Non-Indigenous Population



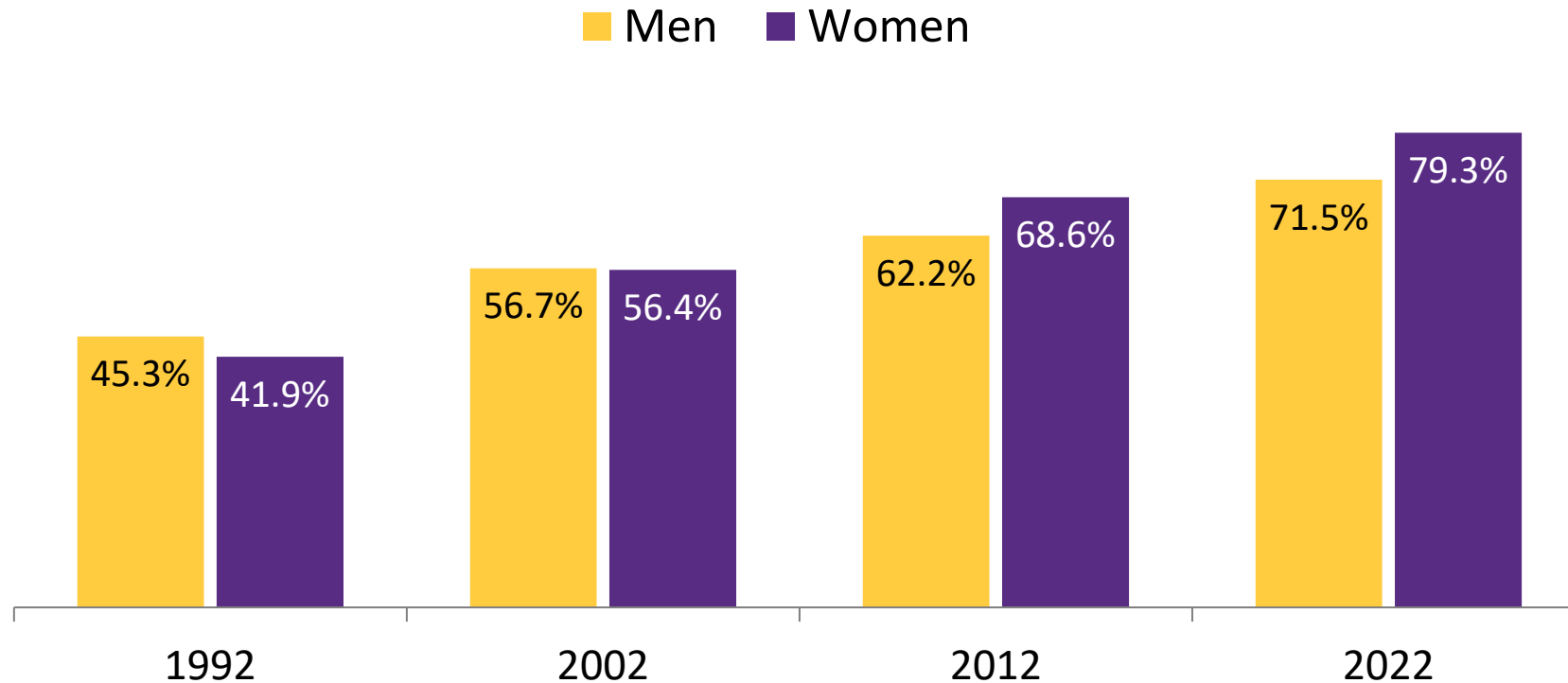
# Education and Labour Force

---



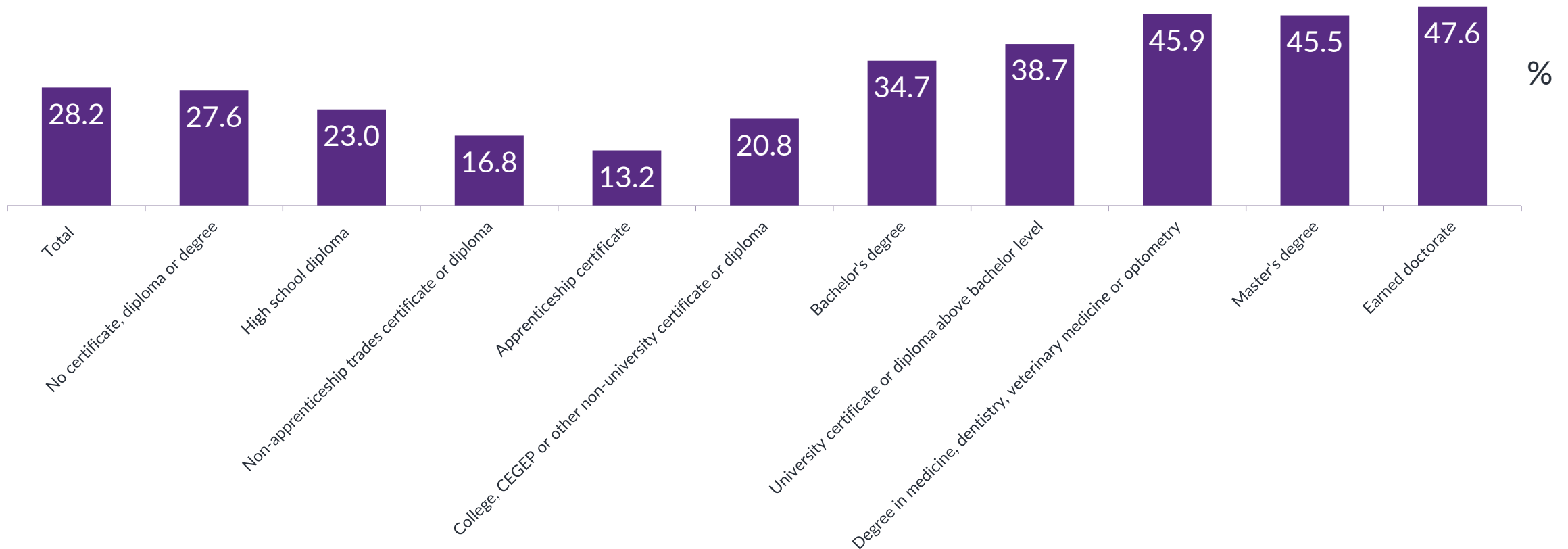
# Increases in Level of Education; Women are Now More Highly Educated

Percent of persons with post-secondary degree or diploma, age 25-54, Canada



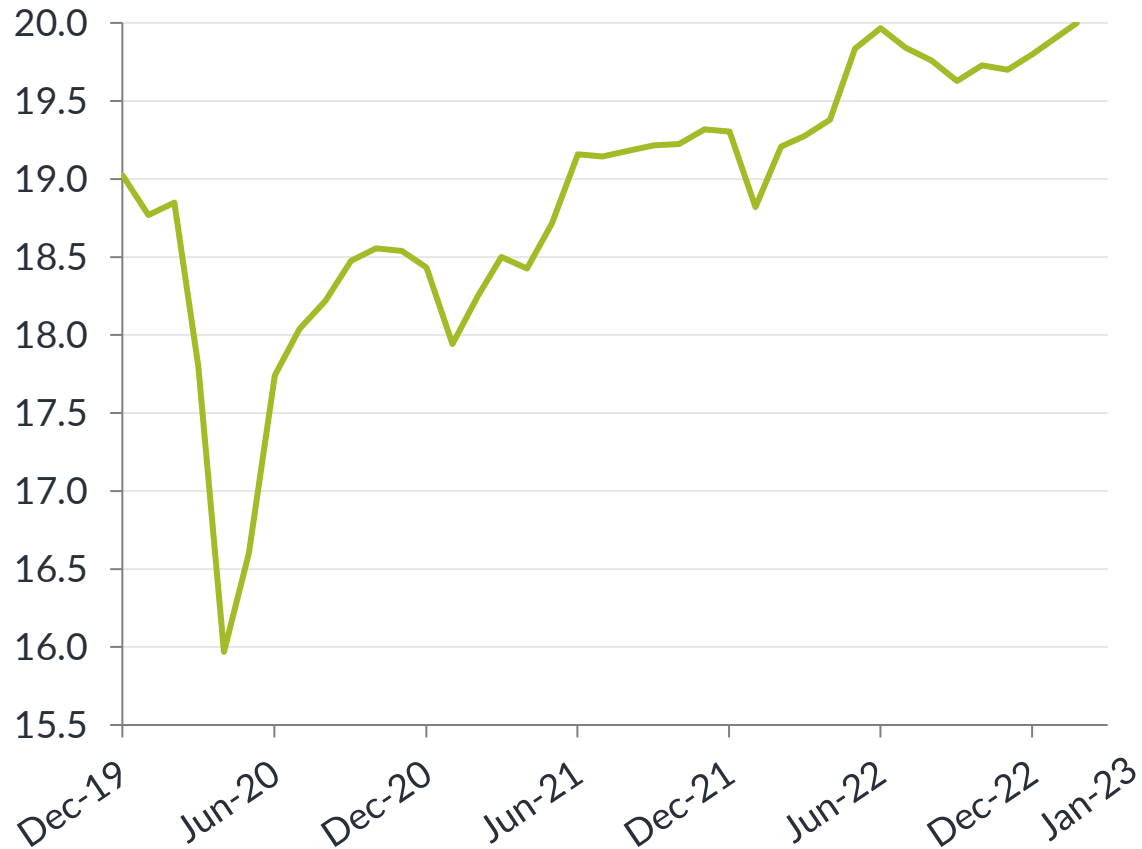
# Immigrants Make Up High Percent of Highly Educated

Immigrants as percent of population, aged 25-54, Canada 2021



# Total Employment Back to Pre-Pandemic Levels and Unemployment at Near Record Low Level

## Total Employment Canada (Millions)

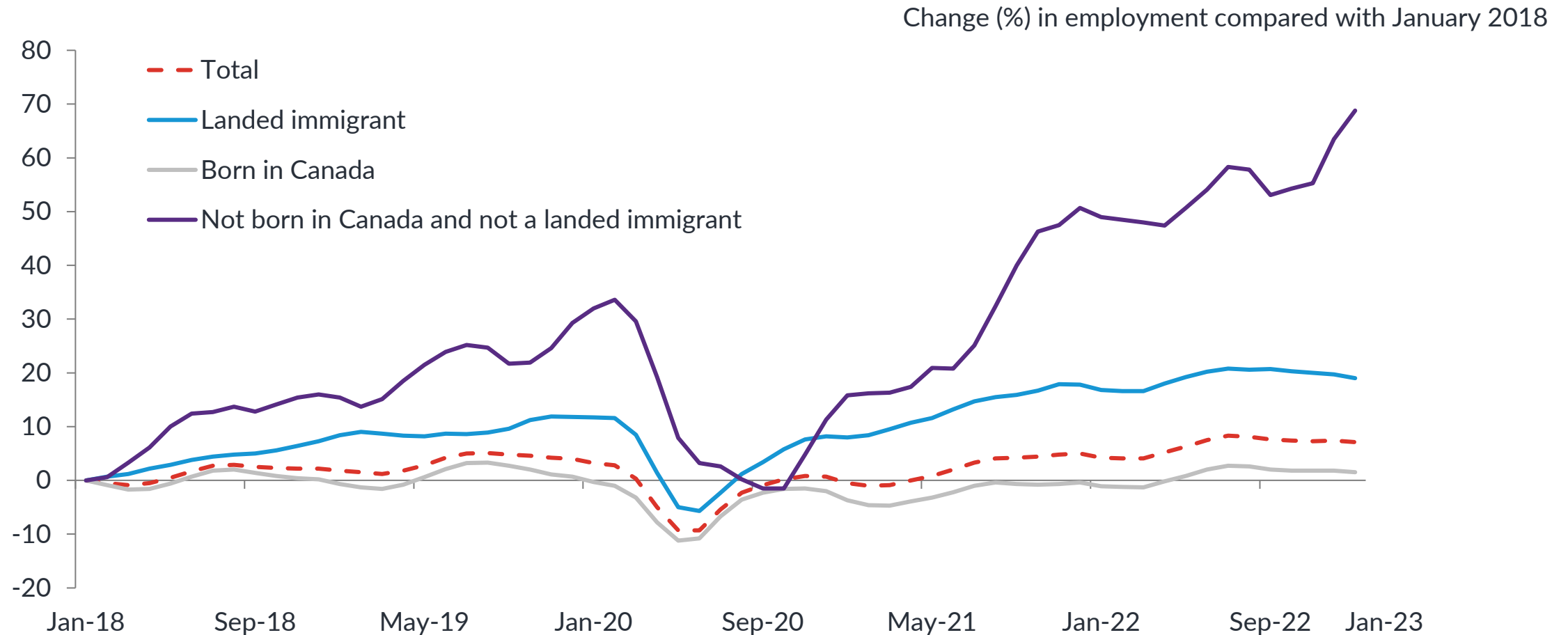


## Unemployment Rate (%)



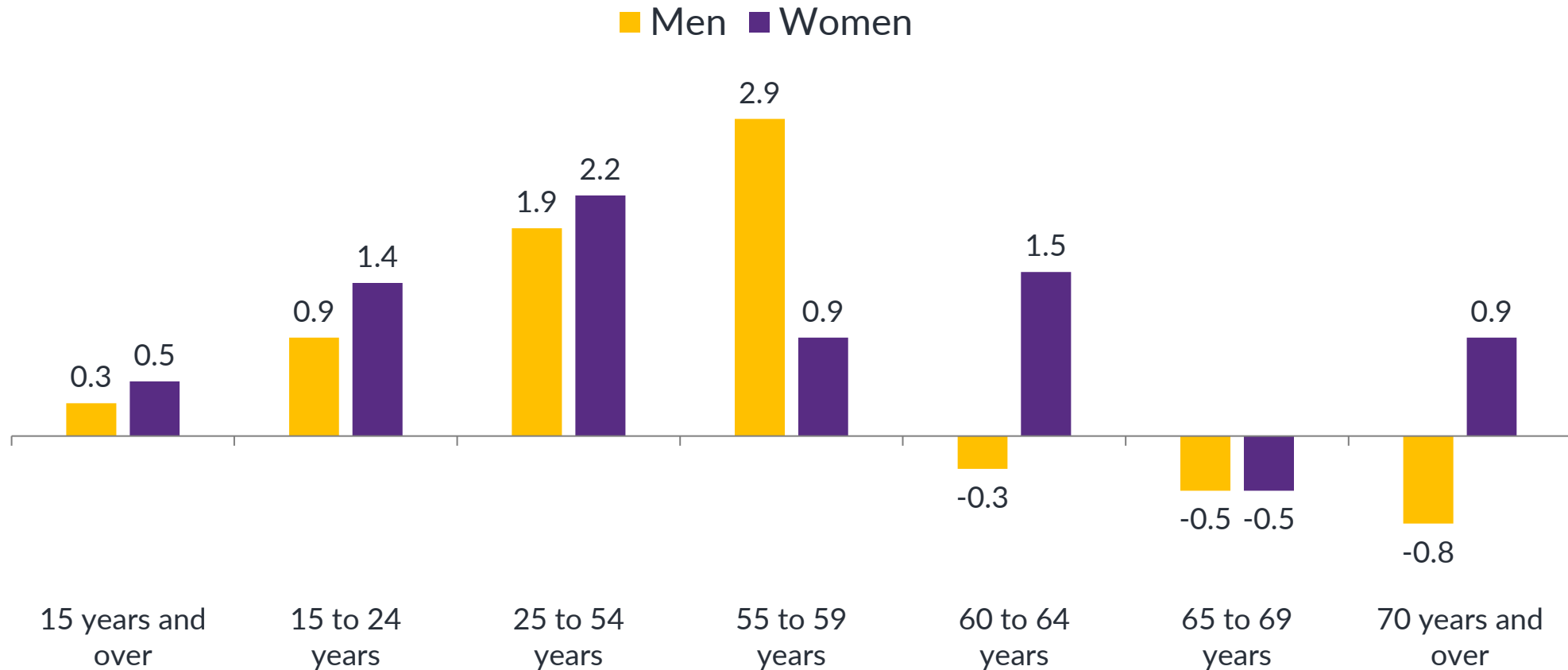
# High Growth in Employment of Non-Permanent Residents

Employment rising fastest in group that includes non-permanent residents



# Slight Decline in Employment Rate of Older Men

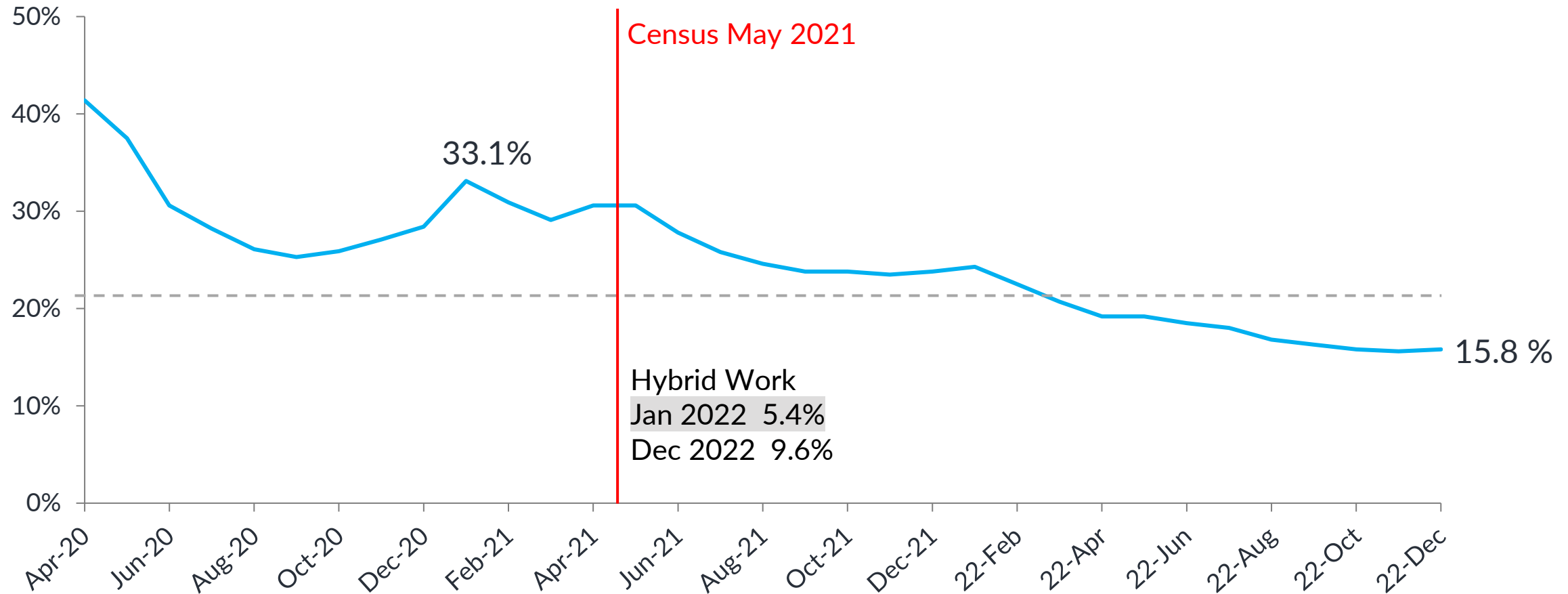
Absolute change in employment rate January 2020 to January 2023





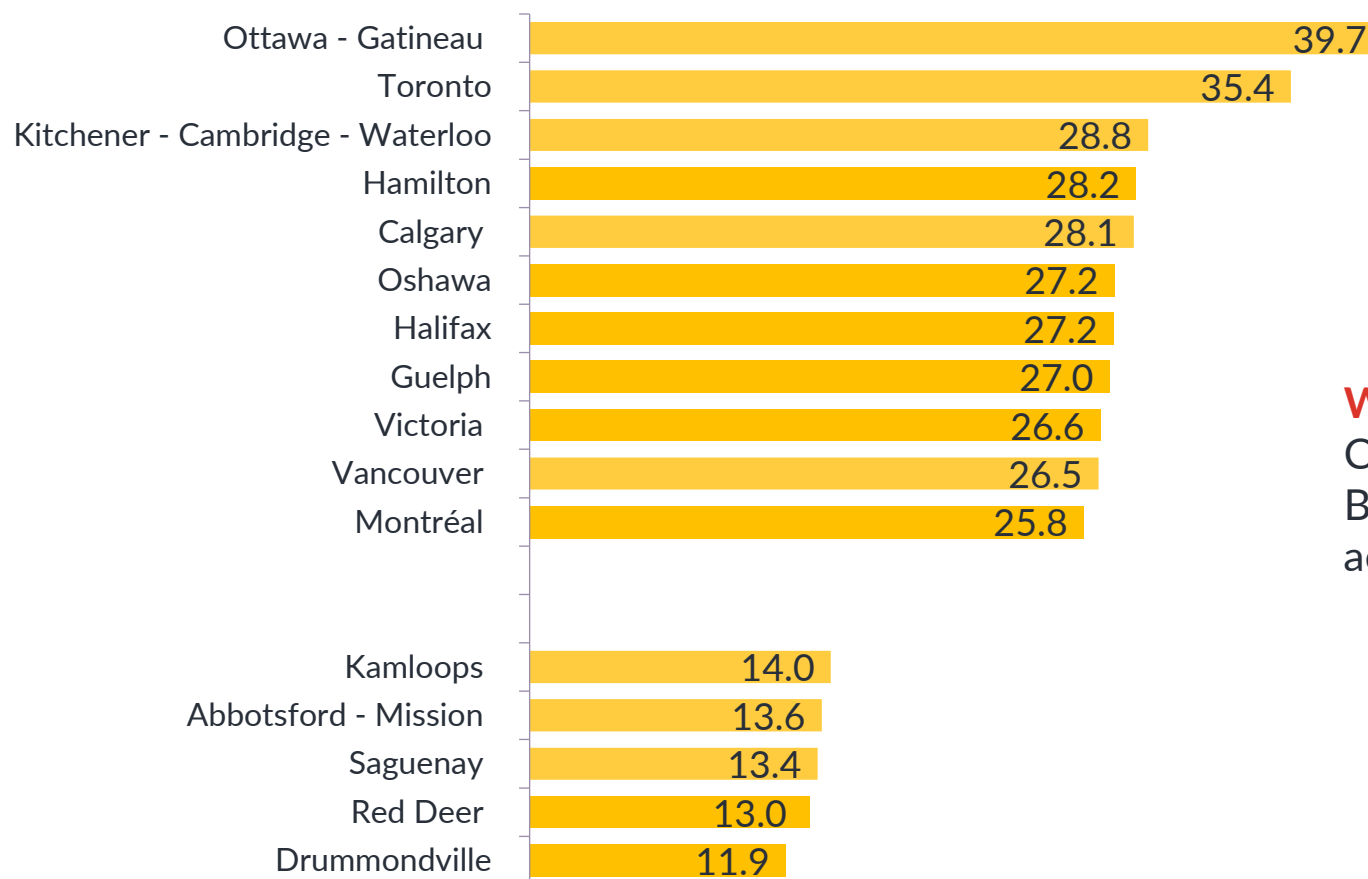
# Exclusively Working from Home Slowly Declining and Close to One in Ten Reported Hybrid Work in December 2022

Proportion (%) of Non-Absent Workers 15-69 who usually work exclusively from home



# Working From Home Highest in Ottawa-Gatineau and Toronto

## Percent of employed population working from home (highest and lowest CMAs)



**Workplace Now** tracker  
Can be used to compare  
Back-to work patterns  
across various geographic areas

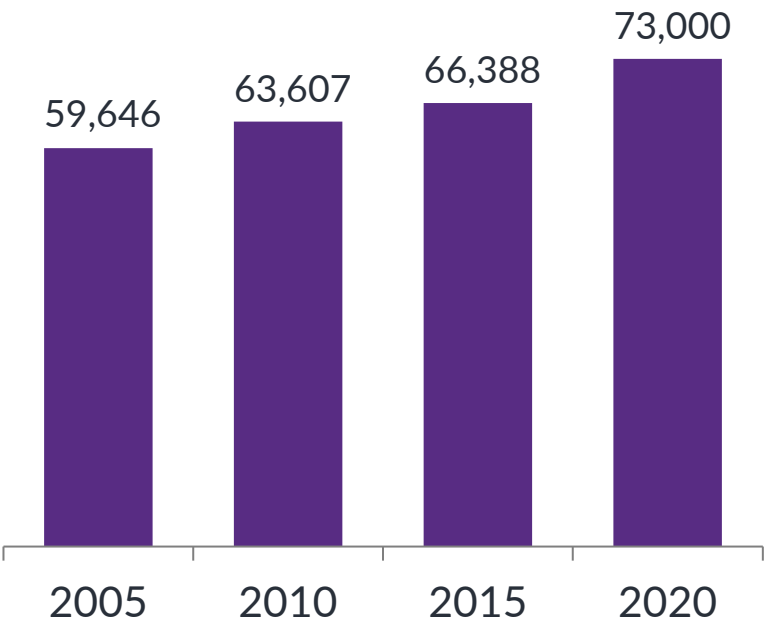
# Income and Expenditures

---

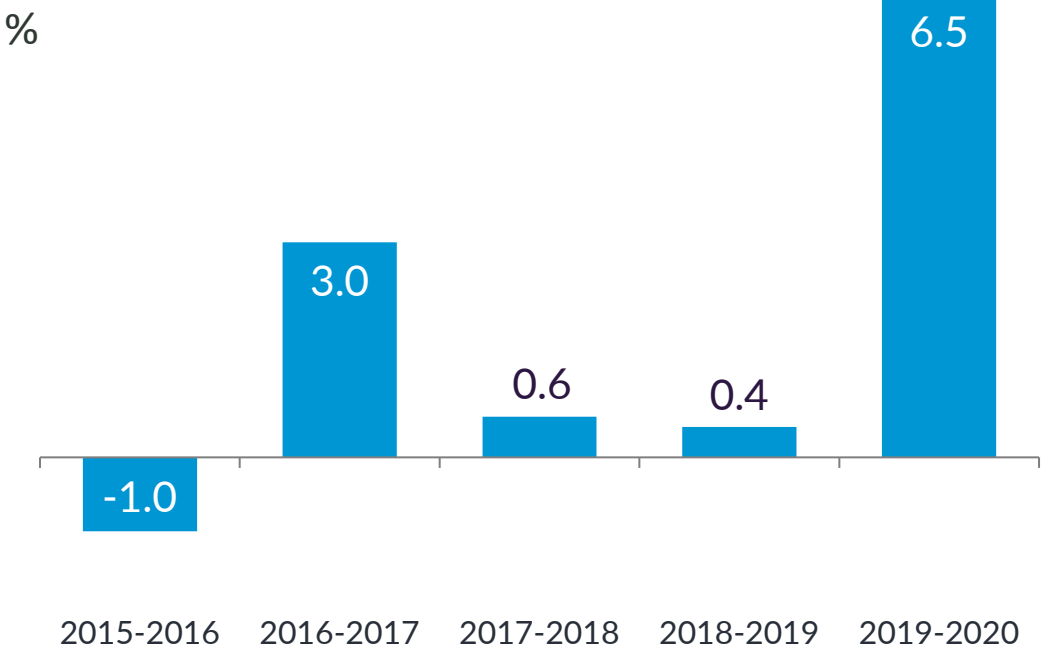


# Large Increase in After-Tax Income, Partly Due to Pandemic Payments

Median After-Tax Household Income (2020\$)

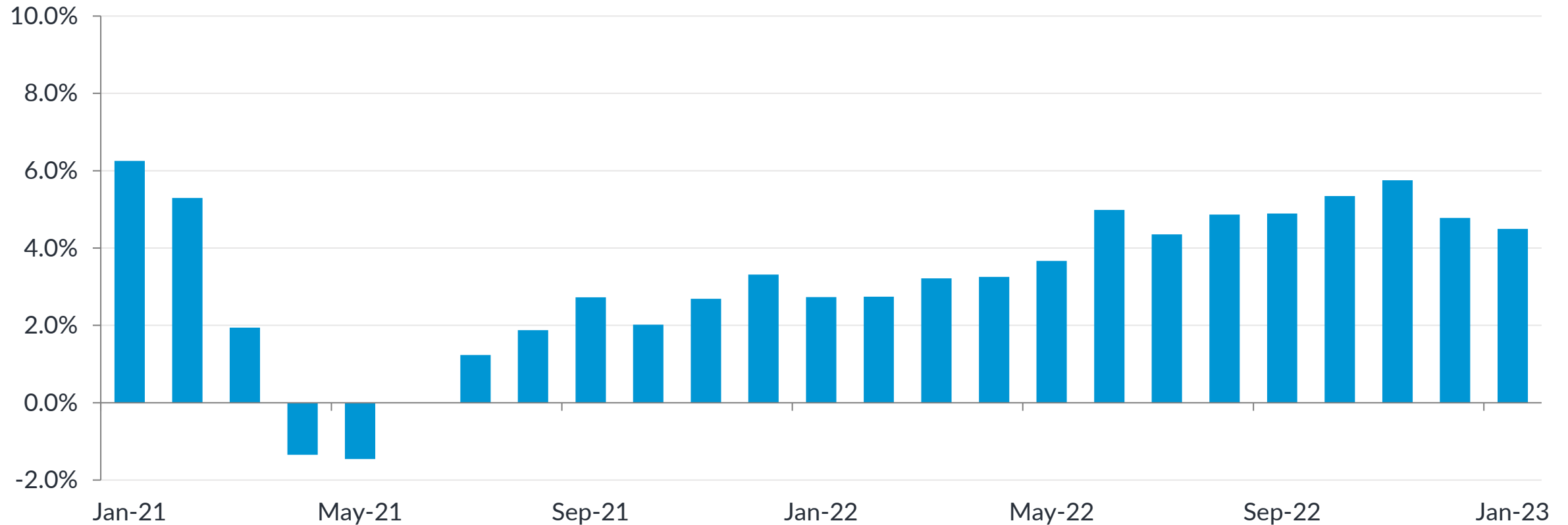


Annual Percentage Change



# Average Wages Have Been Increasing. But...

## 12 month increase in average wages, Canada



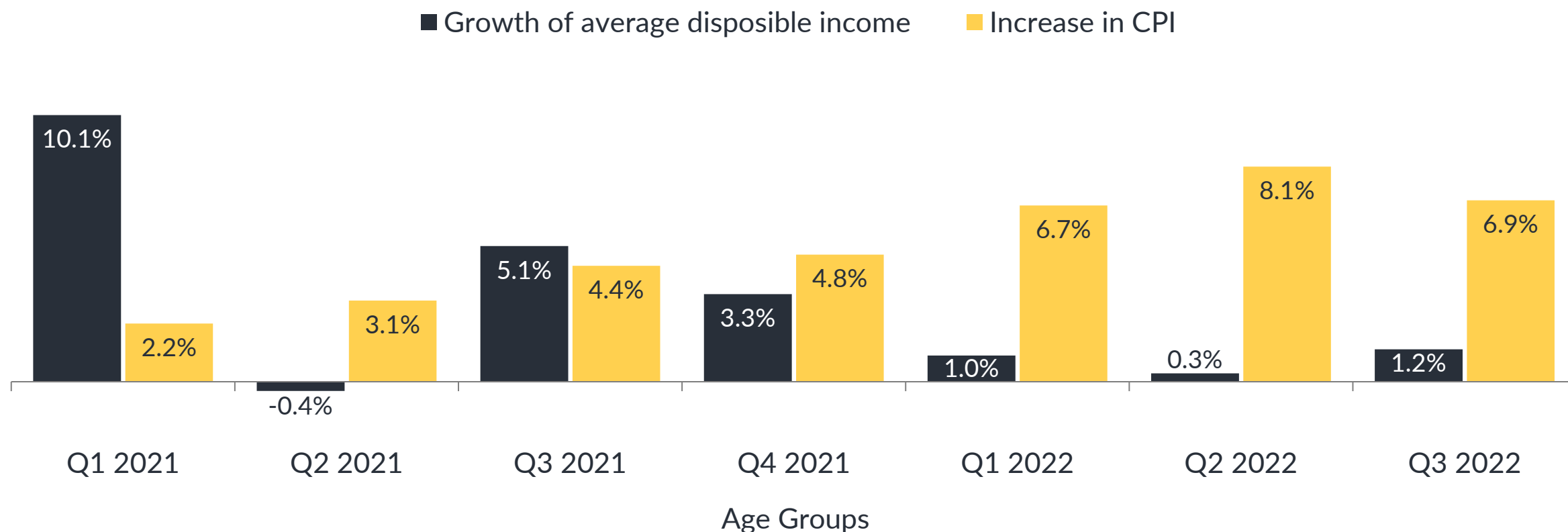
# Wage Increases Have Not Kept Up With Inflation

## 12 Month CPI increase and average wage increase, Canada



# Little Increase in Income in 2022; Gap with Inflation Widens

## Year over year change in average household disposable income and CPI





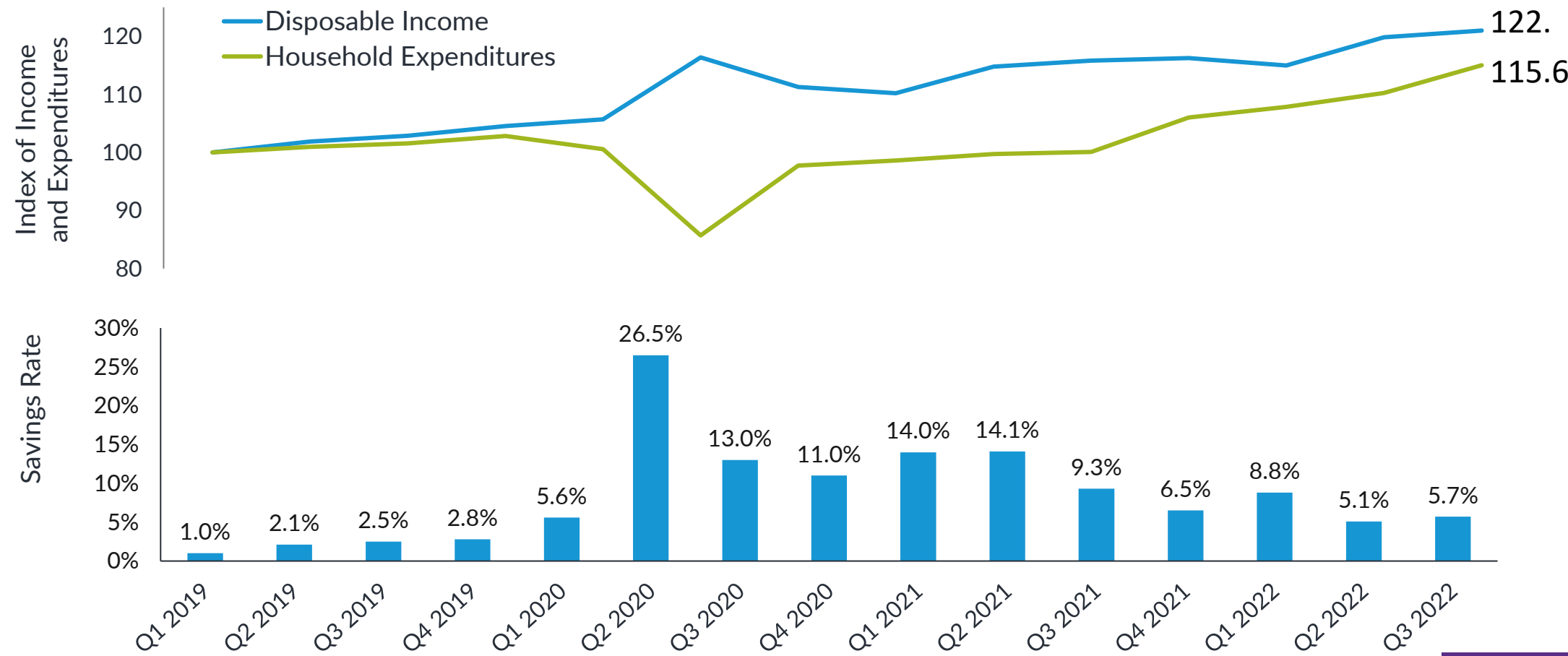
# Expenditures

---



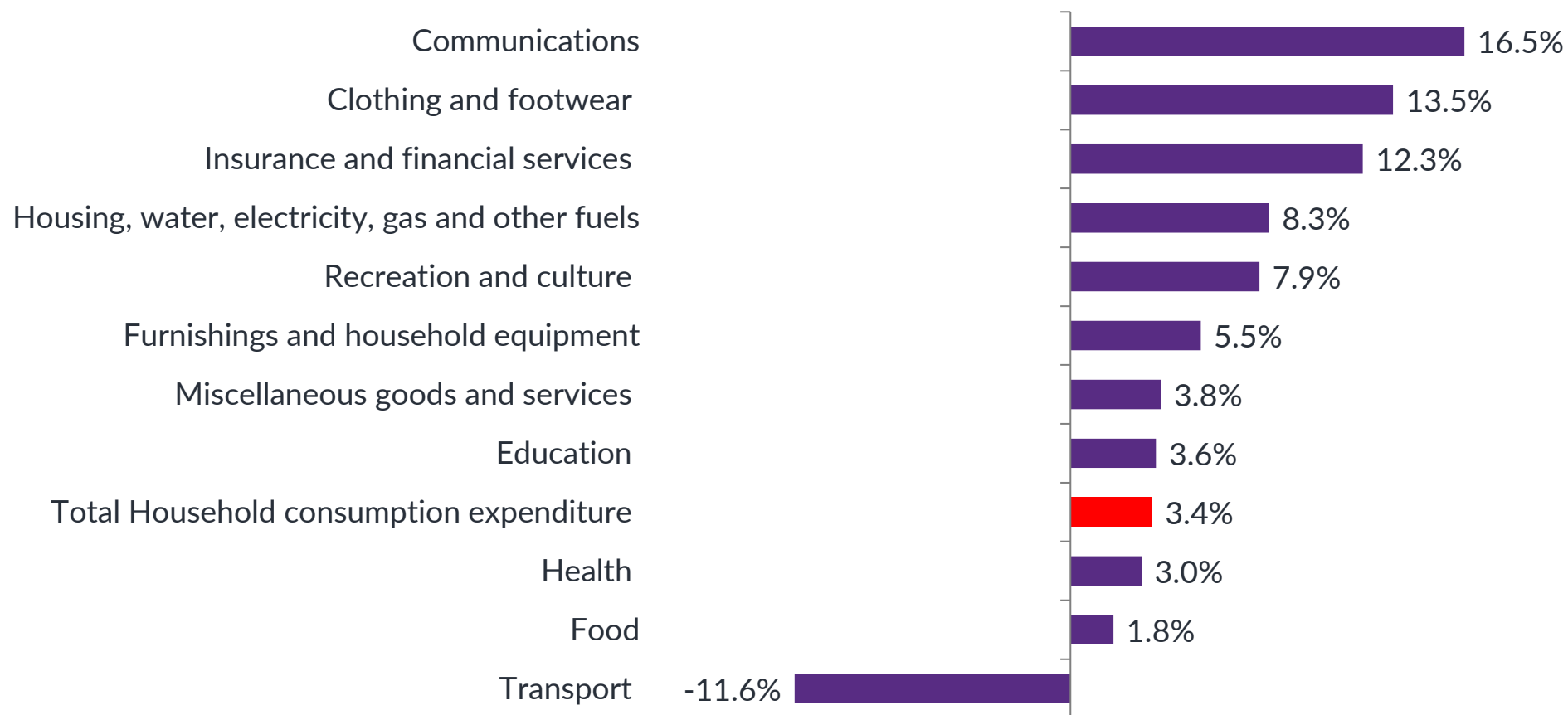
# Savings Rate Continues to be Higher than in Pre-Pandemic Years

Index of income and expenditures, seasonally adjusted (Q1 2019 = 100)



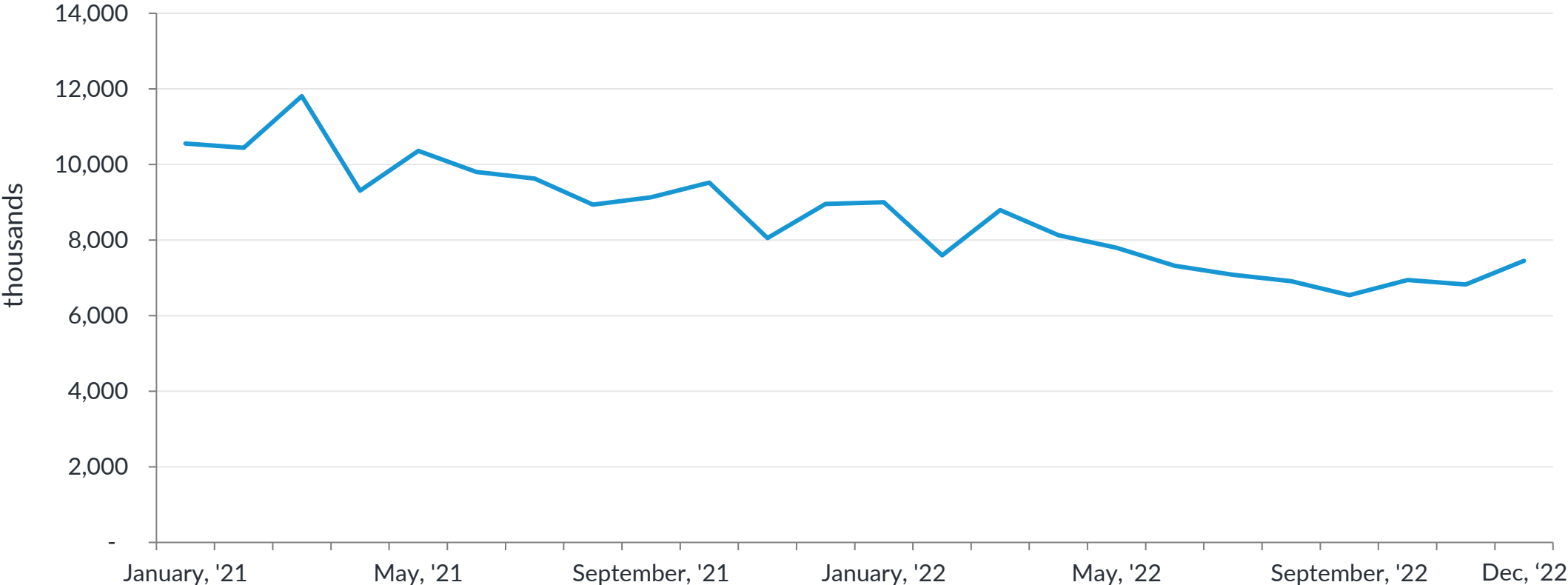
# Expenditures Up Except in Transport

## Change in Expenditures (constant dollars) Q3 2019 to Q3 2022



# EA ClickScapes Shows a Decline to Visits to Food Delivery Websites

Total visit days to food delivery websites, Canada



# Summary of Main Trends

---

- High Population Growth
  - Growth spreading out to mid-sized and smaller urban areas
  - All growth accounted for by immigrants and their children
- An Aging Population
  - Particularly high growth for population 75 and older
- Continuing high permanent resident immigration; uncertainty about non-permanent residents
- An increasingly racially diverse population
- Uncertainty about income and wealth trends

# Thank you



**Dr. Doug Norris**

Doug.Norris@environicsanalytics.ca

613-592-3402



**ENVIRONICS**  
ANALYTICS