

January 24, 2014

Regional Councillor John Taylor, Co-Chair  
Susan LaRosa, Co-Chair  
Human Services Planning Board  
The Regional Municipality of York  
17250 Yonge Street  
Newmarket, ON L3Y 6Z1

Dear Co-Chairs:

**Re: 2011 National Household Survey – Issues and Demographic Highlights**

Regional Council, at its meeting held on January 23, 2014, adopted the following recommendation of Committee of the Whole regarding the report entitled '2011 National Household Survey - Issues and Demographic Highlights':

1. The Regional Clerk circulate this report to local municipalities, the Human Services Planning Board of York Region, the Community Partnership Council and York Region Data Consortium for information.

A copy of Clause No. 9 of Committee of the Whole Report No. 1 is enclosed for your information.

Please contact Lisa Gonsalves, Director, Strategies and Partnerships at Ext. 72090 if you have any questions with respect to this matter

Sincerely,



Denis Kelly  
Regional Clerk

/C. Martin  
Attachments - 2

Clause No. 9 in Report No. 1 of Committee of the Whole was adopted, without amendment, by the Council of The Regional Municipality of York at its meeting held on January 23, 2014.

**9**

**2011 NATIONAL HOUSEHOLD SURVEY –  
ISSUES AND DEMOGRAPHIC HIGHLIGHTS**

**Committee of the Whole recommends:**

- 1. Receipt of the presentation by Monica Bryce, Manager, Analysis and Data Services and Community Investments and Paul Bottomley, Manager, Growth Management, Economy and Information Research.**
- 2. Adoption of the following recommendations contained in the report dated December 16, 2013 from the Commissioner of Community and Health Services:**

**1. RECOMMENDATION**

1. It is recommended that the Regional Clerk circulate this report to local municipalities, the Human Services Planning Board of York Region, the Community Partnership Council and York Region Data Consortium for information.

**2. PURPOSE**

This report provides Council with information on the recent Statistics Canada National Household Survey and key demographic findings for York Region. This report also highlights the limitations of using 2011 National Household Survey data, particularly in comparing data with previous Census long form survey.

### **3. BACKGROUND**

#### **The National Household Survey is a new voluntary survey designed to replace the mandatory Census long form**

Between May and August 2011, Statistics Canada administered the National Household Survey for the first time. This voluntary, self-administered survey was introduced as a replacement for the mandatory Census long form. The National Household Survey is designed to collect demographic, social and economic data about the Canadian population and the dwellings in which they live. The National Household Survey collected data on subjects such as immigration and place of birth, education, labour, ethnic diversity, religion, income and household shelter costs. The objective is to provide data for small geographic areas and population groups.

The National Household Survey was sent to a sample of 4.5 million Canadian households. In total, the response rate was 69%, reflecting about 21% of the Canadian population. Although this response rate is comparable to other voluntary surveys conducted by Statistics Canada, the response rate to the mandatory 2006 Census long form was 94%.

The National Household Survey complements the 2011 Census, which is a mandatory short form questionnaire sent to all households to collect data on population, age structure, household characteristics and language. An overview of the 2011 Census findings was provided to Council in December 2012.

#### **Statistics Canada has taken steps to mitigate data quality issues in the National Household Survey**

Until 2010, the Census long form collected detailed social and economic information for all levels of geography. It was a mandatory survey with a high level of data quality that was used by municipalities, business, community groups and researchers to support detailed service planning and analysis of socio-economic trends.

The Federal Government's decision in 2010 to replace the mandatory Census long form with the voluntary National Household Survey raised concerns among a range of stakeholders across Canada, including York Region, about the quality of the data.

The major issue is whether the National Household Survey data reflects a representative sample of the population, particularly at lower levels of geography and for smaller population groups. Voluntary surveys are more prone than mandatory surveys to people not responding (non-response bias), particularly among certain populations like low income groups or recent immigrants. This makes it difficult to compare the results between a voluntary survey such as the National Household Survey and a mandatory survey such as the 2006 Census long form.

While Statistics Canada has taken steps to mitigate data quality issues, they are still cautioning data users about comparing the National Household Survey data to previous Census long form data. In addition, they are recommending data users consult with Statistics Canada's main data quality indicator, called the global non-response rate, to help assess the risk of non-response for the National Household Survey for specific geographic areas. The higher the rate of non-response, the greater the risk there is of having inaccurate estimates of the population. In York Region, the global non-response rate for the National Household Survey is 22.5%, compared to 27.1% for Ontario and 26.1% for Canada overall. The rates for the nine local municipalities range from 20.5% for the Town of Whitchurch-Stouffville to 37.3% for The Township of King. Statistics Canada has generally suppressed releasing standard data products from the National Household Survey for geographies with a global non-response rate of 50% or more.

#### **4. ANALYSIS AND OPTIONS**

##### **National Household Survey provides useful point-in-time data on York Region residents, but historical trend analysis is still problematic**

Based on a staff review of Statistics Canada's global non-response rates, York Region's National Household Survey data is generally of sufficient quality to provide useful point-in-time analysis of the demographic and social-economic characteristics of York Region residents at the Regional and local municipal level. Analysis below these geographies is also possible, although the data quality is more uneven. For example, there are three Census Tracts in The Township of King and the Town of Georgina where Statistics Canada has suppressed data in their release of community profiles for the National Household Survey due to quality concerns. Staff recommend data users review Statistics Canada's global non-response rate for each geographic area of interest before conducting any analysis.

However, based on the caution raised by Statistics Canada, staff will refrain from conducting historical trend analysis using National Household Survey data until final technical documentation is released by Statistics Canada. Other municipalities are taking similar approaches to using National Household Survey data.

Since Census methodology remains the same in 2011 as in previous censuses, staff will continue to provide trend analysis for basic population and household characteristics included in the short form questionnaire.

## **2011 NATIONAL HOUSEHOLD SURVEY AND CENSUS HIGHLIGHTS**

The following section provides demographic and socio-economic highlights of the National Household Survey and the 2011 Census which are of particular interest to Community and Health Services programs.

A companion report to the Planning and Economic Development section of this Committee of the Whole is also being presented using National Household Survey data to highlight labour force, commuting and other economic related information impacting on Regional planning.

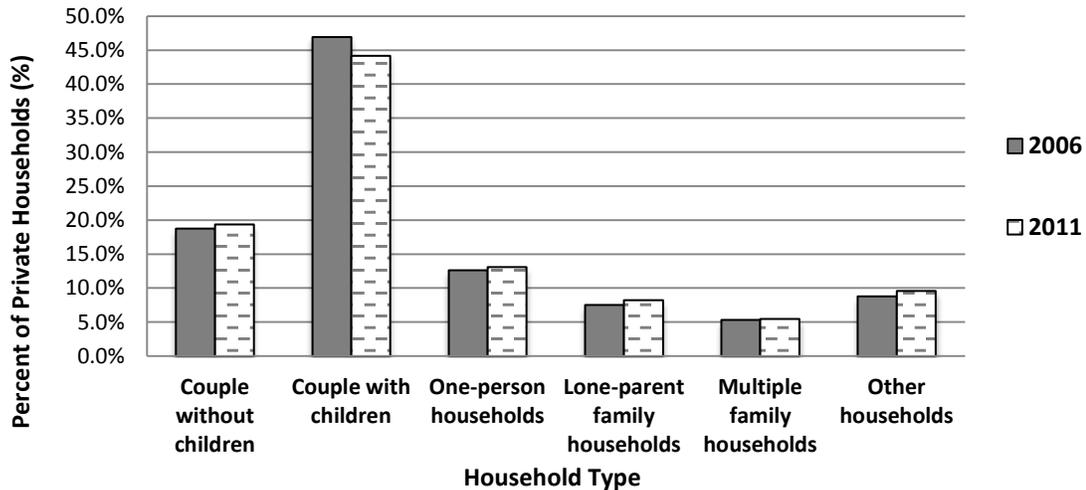
### **A balanced approach is important to meeting the human services needs of a growing population across all age groups and family types**

York Region is growing across all age groups and family types which is requiring a balance of investments and strategic thinking on how best to sustain services for clients throughout their lives. The relative need for some services may change between age groups and local municipalities, and will require flexibility in adjusting service priorities over time. For example, with an aging population, it will be important to maintain a strong focus on investing in children, youth and working age residents to support economic productivity and meet labour force needs as more residents retire.

Key findings from the 2011 Census include:

- York Region continues to grow faster than Ontario (5.7%) and Canada (5.9%) with a 15.7% growth rate between 2006 and 2011. This is the highest within the Greater Toronto Area. Within York Region, the City of Markham, the City of Vaughan and the Town of Richmond Hill are home to 75% of York Region residents and continue to drive growth. However, the pace of growth is beginning to shift to other local municipalities, with Whitchurch-Stouffville growing the fastest within York Region between 2006 and 2011 (54.5%).
- York Region experienced growth across all age groups between 2006 and 2011, but older residents are increasing at a faster rate, with residents aged 60-64, 80-84 and 85 and over outpacing all age groups.
- As *Figure 1* shows, couples with children remain the predominant household type in York Region. However, York Region is experiencing greater diversity, with all other household types increasing as a proportion of the total. This reflects a growing complexity of potential needs among residents – for example, how to prevent social isolation among people living alone, particularly as they age.

**Figure 1**  
Proportion of Private Households by Household Type,  
York Region, 2006 to 2011



Note: Other households includes one-census family households with additional persons or two or more person households who do not constitute a census family.

Sources: Statistics Canada: 2006 and 2011 Censuses.

## York Region residents reflect a global and ethno-culturally diverse community

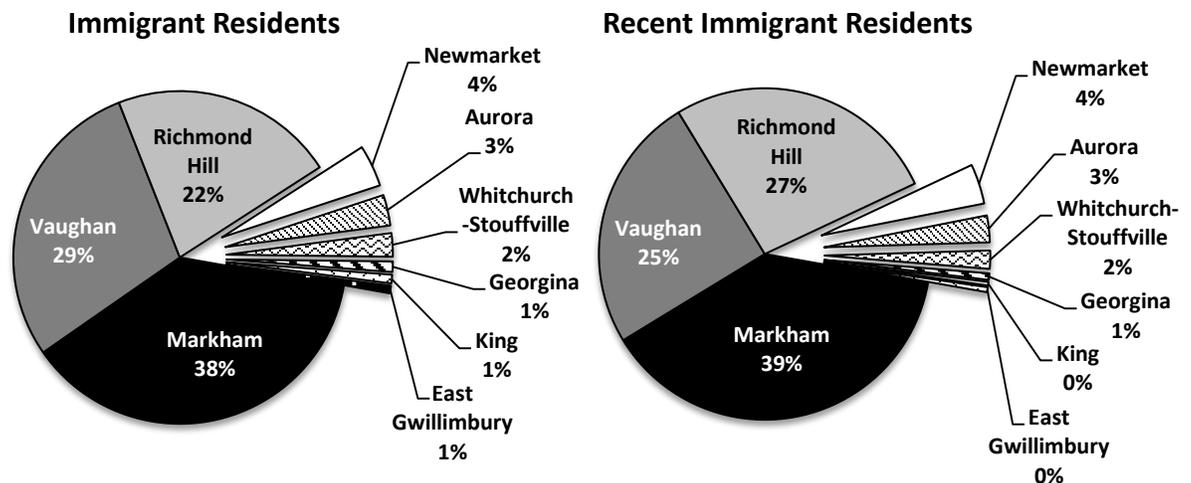
York Region's diversity is creating socially, economically, culturally, politically and civically inclusive communities. Initiatives such as the *York Region Immigration Settlement Strategy* will continue to support all human services in helping to integrate newcomers and support their success.

Key findings of the 2011 National Household Survey and Census include:

- York Region was home to about 463,000 immigrants in 2011, making up 45% of all residents. Of these, about 48,000 had arrived in Canada between 2006 and 2011 with the largest share (28% or about 13,295 individuals) arriving from China, followed by Iran (9% or 4,475), India (6% or 2,985) and Philippines (6% or 2,970). *Figure 2* provides the breakdown of York Region immigrants and recent immigrants by the nine local municipalities.
- Between 2006 and 2011, more than 90% of York Region's recent immigrants settled in Markham, Vaughan and Richmond Hill.

- Diversity is also reflected in languages and religious affiliation. About 47% of York Region residents had mother tongue languages (first language learned at home in childhood and still understood) other than English and French; and about 29% spoke languages other than English and French most often at home. About 5% (or 48,500) of all residents reported having no knowledge of English or French – residents of the age of 60 and over make up the majority of this group.
- About 77% of York Region residents reported having a religious affiliation, with the highest being Christian followed by Jewish, Muslim and Hindu.
- York Region residents also reported over 200 distinct ethnic origins.

**Figure 2**  
Distribution of York Region Residents Who Are Immigrants and Recent Immigrants by Local Municipality, 2011



Source: Statistics Canada, 2011 National Household Survey

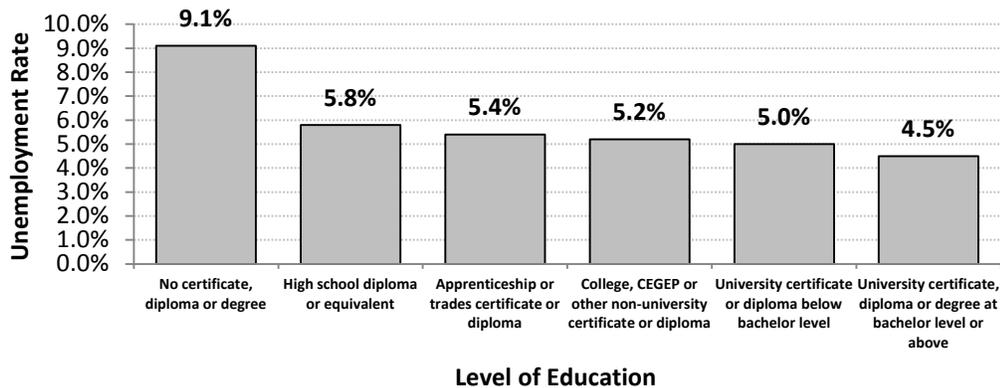
### **Helping residents upgrade their skills where needed is important to meeting current and emerging labour market needs**

Educational attainment is an important indicator of the skill level of York Region's labour force. With an aging population, helping younger adults and people with less education maximize and/or upgrade skills is an important workforce strategy for the employment programs provided by Community and Health Services.

The key findings from the 2011 National Household Survey include:

- Almost 21% (or 119,815) of York Region working age residents reported having a high school certificate or equivalent as their highest degree, diploma or certificate and 9% (or 51,420) had not completed a high school certificate, diploma or degree.
- As *Figure 3* shows, generally the unemployment rate decreases with education level.
- In addition, youth struggle more than others to get a foothold in the labour market. For the working-age population (25 to 64 years) in York Region the unemployment rate was about 5%. However, the unemployment rate faced by younger residents between the ages 15 and 24 was much higher, at 20%.

**Figure 3**  
Unemployment Rate for Working Age Residents (25 to 64)  
by Highest Level of Education, York Region



Source: Statistics Canada, 2011 National Household Survey

### York Region has a high median income

York Region is a comparatively affluent community. Community and Health Services provides many services to residents at all income levels. For those with lower or moderate incomes, the department also has more targeted supports that help with access to basic needs, affordable housing and employment opportunities.

Key highlights from the 2011 National Household Survey include:

- At \$89,100, York Region's median household income is second highest within the Greater Toronto Area well above the median for Ontario (\$66,358) and Canada (\$61,072). However, the median varies between local municipalities – from almost \$70,000 in Georgina to almost \$102,000 in the Town of Aurora.

- However, almost 32% (or 103,295) households had incomes below \$60,000 – a level which could make living in York Region difficult to afford depending on the number of people in the household.
- Family types also face different circumstances – the median income is \$112,971 for couple families with children, \$80,063 for couples without children, \$57,222 for lone parent families and \$32,645 for people not in families.
- The large majority of York Region residents (88.5%) are homeowners, the highest in the Greater Toronto Area. However, both homeowners (26%) and tenants (44.5%) are paying 30% or more of their household income on housing - exceeding the affordability threshold set by the Canada Mortgage and Housing Corporation. This is the third highest level for homeowners in Ontario and the highest for tenants in the Greater Toronto Area.

### **Staff will explore more detailed information on the income of York Region residents**

Income data is particularly susceptible to error in a voluntary survey and Statistics Canada is discouraging data users from comparing estimates from the National Household Survey to the 2006 and earlier censuses, particularly for low income trends. However, it may be possible to combine multiple sources of income and wealth data, including the National Household Survey, to better understand the income levels of York Region residents, including those who may face income vulnerability. Staff will explore this approach going forward.

### **Community and Health Services will use National Household Survey data to support service planning and program development**

Access to comprehensive social and economic data of residents is a cornerstone for evidence-based decision-making. The 2011 data shows that many of the pressures faced over the last ten years – greater diversity, growth in all age groups but especially an aging population and income and housing affordability issues - continue to impact on the department's services. Community and Health Services will integrate key findings from the National Household Survey and will undertake more targeted analysis to inform strategies, service planning and program development to meet the current and expected future human service needs of residents. As in the past, different documents highlighting the data will be developed for use by staff and the community. One example is the *What if York Region were a Village of just 100 People?*, which provides a general overview of population characteristics of York Region residents (see *Attachment 1*).

Staff will also work through the York Region Data Consortium and other collaboratives such as the Community Partnership Council to access other data sources and disseminate data findings that complement the National Household Survey.

The York Region Data Consortium consists of members from the United Way of York Region, York Catholic District School Board, York Regional Police, York Region District School Board, Institute for Social Research – York University and The Regional Municipality of York as the lead. The Consortium purchases socio-economic data through the Canadian Council on Social Development. The goals of the Consortium are to facilitate access to social data, analyze community data and use it for better decision making, and share socio-economic data with community agencies that could not otherwise afford this type of data.

The Community Partnership Council is a multi-sectoral collaborative planning table that is working in partnership with the Region to implement the *York Region Immigration Settlement Strategy*. It is comprised of key stakeholders such as settlement and language training providers, school boards, employer planning tables, local municipalities, police services and all three levels of government.

### **Link to key Council-approved plans**

Assessing and using community data supports evidence –based decisions that directly contribute to Regional strategic goals to:

- Foster social inclusion and economic opportunities by addressing the needs of a growing and diverse community (*2011 to 2015 Strategic Plan*)
- Embracing the complete diversity of our population including ethno-cultural, religious, spiritual, ages, abilities and incomes (*Vision 2051*)
- Delivering a more integrated human services system that supports effective community planning and quality services (*Community and Health Services Multi-Year Plan*)

## **5. FINANCIAL IMPLICATIONS**

The 2014 Regional Operating Budget includes \$100,000 to support additional data purchases to expand the sources of data available to understand the socio-demographic changes underway. Any new data purchased will be used to complement the National Household Survey.

## **6. LOCAL MUNICIPAL IMPACT**

The pattern of growth and demographic change varies between local municipalities. The 2011 National Household Survey provides useful information to understand the socio-economic characteristics of residents and to help identify local human service needs, inform program development and support community development. Community and Health Services will need to plan for these local needs within the department's own programs and services, as well as in collaboration with local municipalities on shared priorities (e.g. access to recreation for lower income groups, social integration for newcomers and seniors).

## **7. CONCLUSION**

Quality community data allows York Region to plan for the human service needs of residents in an efficient and reliable way. The recently released 2011 National Household Survey provides a useful snapshot of York Region residents to support service innovation and program development by the Community and Health Services Department, particularly in responding to continued population growth across all ages, diversity and households who face housing affordability and income challenges.

For more information on this report, please contact Lisa Gonsalves, Director, Strategies and Partnerships at Ext. 2090.

The Senior Management Group has reviewed this report.

*Attachment (1)*



# What if York Region were a **VILLAGE OF** just **100 PEOPLE?**



York Region is a diverse global village, made up of many different types of people of various backgrounds and languages. York Region is also fast-growing. From 2006 to 2011, York Region recorded a population growth of about 140,000 residents.

This population growth was the greatest among all census divisions in Ontario<sup>1</sup> and the third greatest in Canada<sup>2</sup>. In 2011, York Region had a population of 1,032,524 residents, ranked seventh in Canada.

Working with the members of the York Region Data Consortium, The Region shares socio-economic and demographic data with residents and community organizations to facilitate local planning. To help understand York Region residents, this publication uses 2011 Census and National Household Survey<sup>3</sup> data to illustrate what York Region would look like if it were a village of only 100 people<sup>4</sup>. This is an updated version of previous publications based on 2001 and 2006 Census data.

Commun

York Region  
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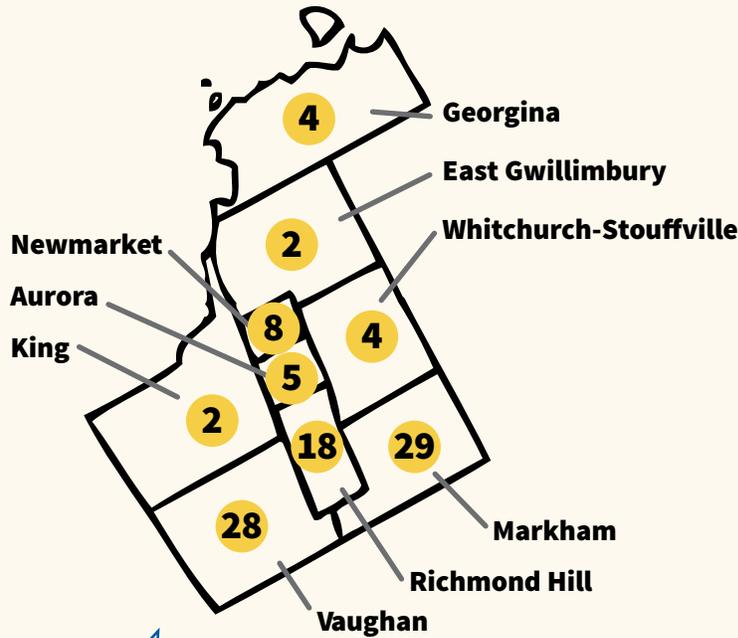
[www.york.ca](http://www.york.ca)

 [facebook.com/YorkRegion](https://facebook.com/YorkRegion)

 [@YorkRegionGovt](https://twitter.com/YorkRegionGovt)

What if York Region  
were a **VILLAGE OF** just  
**100 PEOPLE?**

**POPULATION BY  
LOCAL MUNICIPALITY**



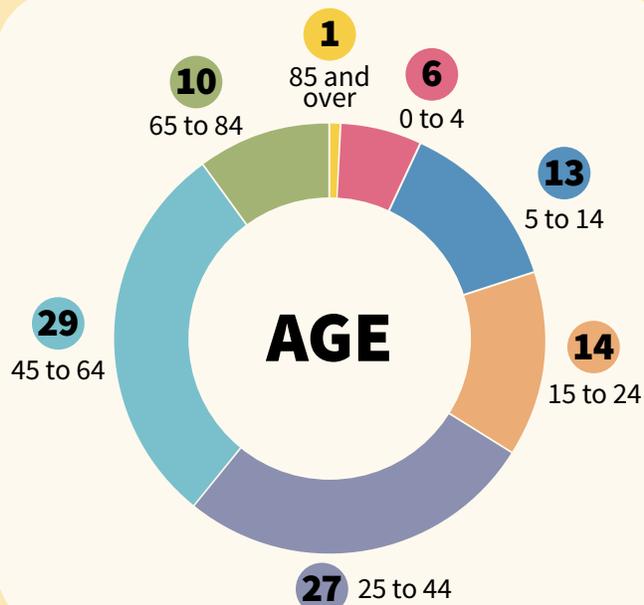
**DID YOU KNOW?**

During 2006 to 2011, Whitchurch-Stouffville was the fastest growing local municipality in York Region, with a growth rate of 54%, followed by Vaughan at 21% and Markham at 15%.

**DID YOU KNOW?**

From 2006 to 2011, York Region's population grew by 15.7%, much higher than the overall population growth rates for Canada (5.9%), Ontario (5.7%) and the Greater Toronto Area (9.0%).

**GENDER**



**MARITAL STATUS**

Among the 81 villagers aged 15 and over:

- 47** would be married
- 24** would be single
- 6** would be separated or divorced
- 4** would be widowed

## RELIGION

77 villagers would have a religious affiliation, while 23 would not. Of the 77 villagers with a religion:

 **56** would be Christian

 **5** would be Hindu

 **6** would be Jewish

 **3** would be Buddhist

 **6** would be Muslim

 **1** would be Sikh

### DID YOU KNOW?

Compared to Canada and Ontario, York Region has higher proportions of residents who identify themselves as Hindu (5%), Jewish (6%) and Muslim (6%).

### DID YOU KNOW? ETHNIC ORIGIN<sup>5</sup>

The top five ethnic origins in York Region, in order of highest to lowest population, are: Chinese, Italian, Canadian, English and Scottish.

## CITIZENSHIP

**92** villagers, regardless of country of birth, would be Canadian citizens and **8** villagers would not.



## VISIBLE MINORITY

Among the 43 villagers reported as visible minorities:

**18** would be Chinese

**11** would be South Asian (e.g. East Indian)

**3** would be West Asian (e.g. Iranian)

**3** would be Black

**2** would be Filipino

**2** would be Southeast Asian (e.g. Vietnamese)

**1** would be Latin American

**1** would be Arab

**1** would be Korean

**1** would be of another visible minority group

**1** would be of more than one visible minority

### DID YOU KNOW?

Of the 18 villagers in York Region who would be Chinese, 11 of them would live in Markham.





# What if York Region were a **VILLAGE OF** just **100 PEOPLE?**

## LABOUR FORCE OCCUPATIONS

Of the 44 employed working-age (25 to 64) villagers, these are the occupations in which they would work:

- 9 business, finance or administration
- 8 sales or services
- 7 management
- 5 education, law, or social, community and government services
- 5 natural or applied sciences
- 5 trades, transport or as equipment operators
- 2 health
- 2 manufacturing and utilities
- 1 art, culture, recreation and sport



## HIGHEST LEVEL OF EDUCATION

56 villagers would be of working-age (25 to 64)

Of these 56 villagers:

- 5 would not have graduated from high school
- 12 would have a high school diploma
- 3 would have an apprenticeship or trades certificate or diploma
- 11 would have a college diploma or certificate
- 4 would have a university certificate below bachelor level
- 13 would have a bachelor's degree
- 3 would have a university certificate or diploma above bachelor level
- 5 would have a specialized degree<sup>6</sup>, master's degree, or have earned a doctorate



## DID YOU KNOW?

Three per cent of the employed residents in York Region are seniors aged 65 and over. Among employed seniors, 31% are self-employed, compared to only 14% for the entire employed population aged 15 and over.

## EMPLOYMENT

Of the 56 working-age (25 to 64) villagers, 46 of them would be in the labour force. Of these villagers:

- 44 would be employed
- 2 would be unemployed

Of the 44 employed working-age (25 to 64) villagers:

- 38 would work for someone else
- 6 would be self-employed

## PLACE OF WORK

Of the 44 employed working-age (25 to 64) villagers:

- 35 villagers would work at a fixed address<sup>7</sup>
- 5 would have no fixed work address
- 4 would work from home

## DID YOU KNOW?

For all employed York Region residents aged 15 and over who commute to work:

- 52% would commute within York Region
- 47% would commute within the Greater Toronto Area
- 1% would commute to somewhere outside of the Greater Toronto Area

## COMMUTING TIME

Of the 40 working-age (25 to 64) villagers who travel to work:



- 6 would be less than 15 minutes
- 11 would be 15 to 29 minutes
- 11 would be 30 to 44 minutes
- 5 would be 45 to 59 minutes
- 7 would be 60 minutes or more

## TRANSPORTATION

Of the 40 working-age (25 to 64) villagers who commute to work:

- 33 villagers would drive to work



- 4 would take public transit to work



- 2 would catch a ride with someone else to work



- 1 would walk to work



## DID YOU KNOW?

In York Region, only 14% of seniors (aged 65 and over) live alone, compared to 24% of seniors in Ontario and 27% in Canada.

## LIVING ARRANGEMENT

- 91 villagers would live with family
- 4 would be living alone
- 3 would be living with relatives
- 2 would be living with non-relatives

## HOUSING

York Region has the highest rate of home ownership in the Greater Toronto Area, with **88%** households being owned and **12%** being rented.



## SPENDING ON HOUSING

**26%** of York Region homeowners spend 30% or more of their gross household income on shelter costs, the Canadian Mortgage and Housing Corporation's "housing affordability threshold". This makes York Region the third highest in Ontario and fifth highest in Canada.

**45%** of renters in York Region exceeded the housing affordability threshold, the highest proportion in the Greater Toronto Area and higher than those of Ontario (42%) and Canada (40%).



## INDIVIDUAL INCOME

The median individual income for residents in York Region (aged 15 years and over) was **\$31,341** in 2010 compared with \$29,878 for the Canadian population and \$30,526 for the Ontario population.



## FAMILY INCOME<sup>8</sup>

At **\$97,374**, York Region had the second highest median family income in the Greater Toronto Area. Halton was highest at \$107,159.

Among the different family types, couples with children in York Region had the highest median family income of **\$112,971**, followed by couple-only families (**\$80,063**) and lone-parent families (**\$57,222**). Unattached individuals had the lowest median family income at **\$32,645**.

# YORK REGION IS A GLOBAL VILLAGE

This document provides an overview of York Region's socio-economic makeup and encourages a deeper understanding of our community. Generally, York Region continues to be a home to two-parent families, people who are homeowners, people from different cultures and highly educated people. We are a relatively young, vibrant, bright and stable labour force made up of high-income earners.

However, our rapid growth, increasing diversity, aging baby boomer population and the high rental and housing prices in York Region are all indicators of how York Region is changing. As the region becomes more culturally and racially diverse, there

is a need for our services, businesses and communities to be flexible enough to accommodate changing needs and expectations.

Knowing this, we can use the knowledge and perspectives that our residents bring from across Canada and the world to grow economically and socially. It is important to understand who we are to better plan for our residents who have been here for generations and for those who are newer to York Region. Planning together will allow us all to continue to enjoy a high quality of life and gain the benefits of living in this global village.

To view the 2001 and 2006 Census versions of this document, or for more details and socio-economic information about York Region's residents, please visit The Regional Municipality of York website: [www.york.ca](http://www.york.ca)  
For information regarding the comparability and data quality of the 2011 National Household Survey, please visit Statistics Canada: [www.statcan.gc.ca](http://www.statcan.gc.ca)

The document is produced by The Regional Municipality of York, Community and Health Services Department. If you have any questions, please contact [CHS-info@york.ca](mailto:CHS-info@york.ca).

## ENDNOTES:

<sup>1</sup> In this document, "Ontario" refers specifically to all census divisions in Ontario.

<sup>2</sup> In this document, "Canada" refers specifically to all census divisions in Canada.

<sup>3</sup> It should be noted that the 2011 National Household Survey estimates were derived from a voluntary survey and are therefore subject to potentially higher non-response error than those derived from the mandatory 2006 Census Long Form. Thus, data from 2011 National Household Survey may not be comparable with those from the 2006 Census Long Form.

<sup>4</sup> The number of villagers is determined by the percentage distribution of the population. In the calculation process, percentages are rounded up or down to add up to 100.

<sup>5</sup> In the 2011 National Household Survey (NHS), respondents were able to select more than one ethnic origin. As the data were not separated for single- and multiple-responses, so proportion of the population that reported for a particular ethnic origin could not be calculated.

<sup>6</sup> Specialized degree refers to a degree in medicine, dentistry, veterinary medicine or optometry.

<sup>7</sup> Fixed address refers to a location other than place of residence.

<sup>8</sup> Family income was calculated based on income for economic families. An economic family is defined as two or more persons who live in the same house and are related to each other by blood, marriage, common-law or adoption.

