

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.

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**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.

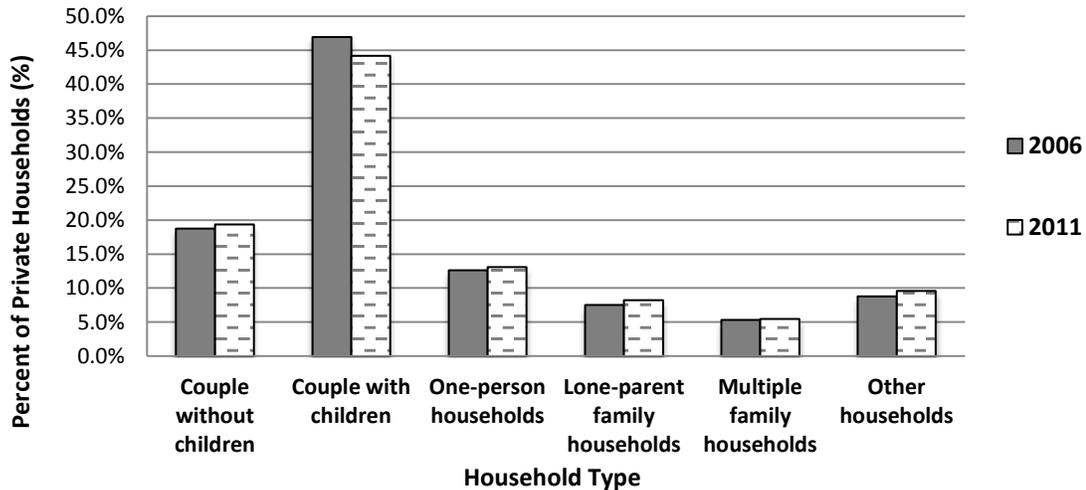
A balanced approach is important to meeting the human services needs of a growing population across all age groups and family types

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

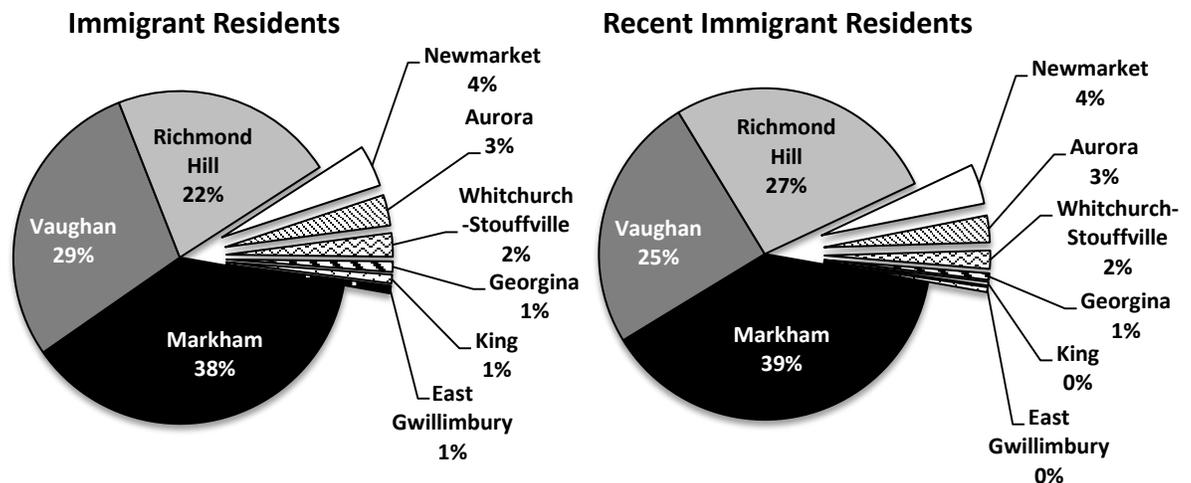
York Region's diversity is creating socially, economically, culturally, politically and civically inclusive communities. Initiatives such as the *York Region Immigration Settlement Strategy* will continue to support all human services in helping to integrate newcomers and support their success.

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

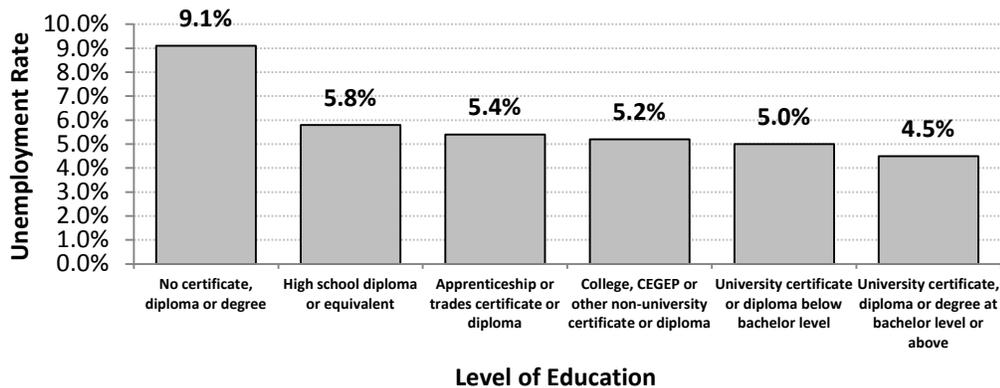
Helping residents upgrade their skills where needed is important to meeting current and emerging labour market needs

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)