



# Demographic Update – Millennials in the Greater Golden Horseshoe in Mid 2015

July 6, 2016

**Ryerson  
University**

**Centre for Urban Research  
& Land Development**  
Faculty of Community Services

# Demographic Update – Millennials in the Greater Golden Horseshoe in Mid 2015

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## SUMMARY

- While the city of Toronto is home to the single largest group of millennials, the majority of millennials live elsewhere in the Greater Golden Horseshoe (two-thirds of the total); even within just the Greater Toronto Area, 55% of millennials reside outside the city of Toronto;
- Surprisingly, the Statistics Canada estimates indicate that the growth in millennials (population aged 15-34) in both Peel region and York region exceeded that in the city of Toronto in the 12 months ending July 1, 2015 – 5,300 and 3,900 persons, respectively, compared to just 2,200 person in Toronto.
- It is too early to say what caused this marked slowdown in the growth of Toronto’s millennials. Possible explanation could include a decline in millennial-aged immigrants to Toronto, an out-migration of millennials to the 905 area in search of more affordable single-detached and other types of ground-related homes, or a product of errors in the Statistics Canada estimates. The estimates are subject to revision once the population counts from the 2016 Census of Canada are released.
- Millennial growth is centred in the 25-34 age cohort with slower growth in the 20-24s and a significant decline in the late teens population.

## 1. BACKGROUND<sup>1</sup>

This paper is an update of a research report by the Centre for Urban Research and Land Development (CUR) released late last year.<sup>2</sup> It reviews the Statistics Canada population estimates as at July 1, 2015 and growth during the twelve months ending July 1 2015 for upper tier and single tier municipalities situated within the Greater Golden Horseshoe (GGH).

The thrust is on the importance and the growth in the numbers of millennials by location within the GGH. A cautionary note: the Statistics Canada post-2011 population counts are preliminary and subject to change once the results of the 2016 Census of Canada become available in mid 2017.

Millennials in this paper are approximated by the numbers of persons aged 15 to 34 as of July 1, 2014 and July 1, 2015. Thus, the estimated numbers of millennials are not exactly comparable to the estimates contained in the previous research report. In that report, millennials were defined as persons born between 1981 and 1997 – these people would have been aged 18 to 34 in 2015.

Three tables at the end of this paper contain estimates of millennial population for each upper tier and single tier municipality in the GGH.

### 1.1 Total Millennials in the GGH and Their Distribution

Figure 1 presents the numbers of GGH millennials by broad location.

#### Highlights:

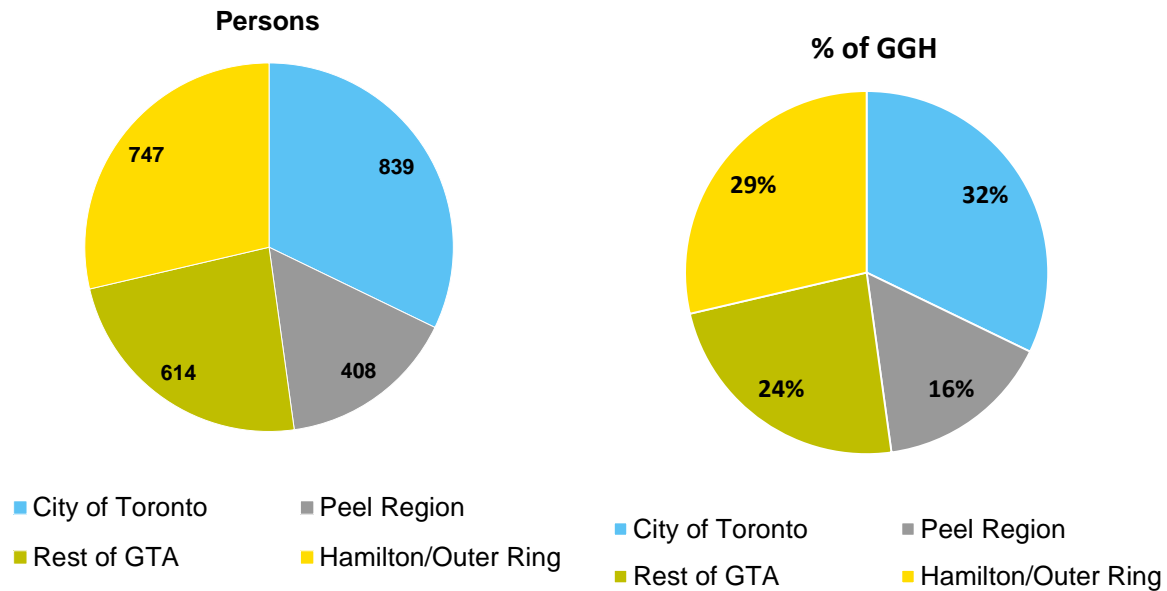
- In mid 2015, there were an estimated 2.6 million millennials in the GGH representing just over a quarter of the region's total population;
- While the city of Toronto had the largest number of millennials (839,000) followed by Peel region (408,000) and York region (298,000), the majority of GGH millennials do not live in Toronto (only a third do);
- Even in the GTA alone, the majority of millennials (55%) live beyond the city of Toronto in the 905 regions.

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<sup>1</sup> This paper was authored by Dr. Frank A. Clayton, Senior Research Fellow, CUR with research assistance from Cameron Macdonald.

<sup>2</sup> Frank A. Clayton, "Population Dynamics in the Greater Golden Horseshoe – Millennials vs. Baby Boomers," November 19, 2015. This research can be downloaded from CUR's website.

**Figure 1:**  
**Total Millennials in the Greater Golden Horseshoe (GGH), 2015\***



\*Millennials approximate by persons aged 15-34 at July 1, 2015  
 Source: Tables 1 and 2.

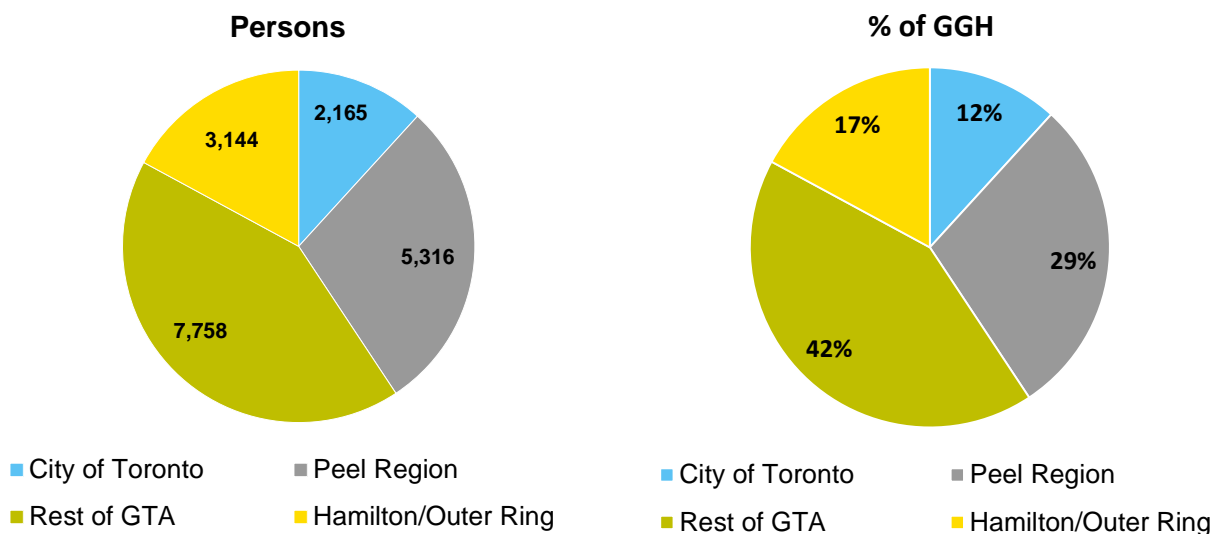
## 1.2 Growth in Millennials in the 12 Months Ending July 1, 2015

Figure 2 shows the growth in the number of millennials by broad location within the GGH.

### Highlights:

- The number of GGH millennials climbed by about 18,400 persons in the twelve months with nearly all of the growth in the GTA (83%).
- Within the GTA, all regions except Durham recorded more millennial growth than the city of Toronto with Peel and York regions having the largest growth (about 5,300 and 3,900 persons vs. Toronto’s 2,200 and Halton’s 2,500).

**Figure 2:**  
**Growth in Millennials in the Greater Golden Horseshoe (GGH) in 12 Months Ending July 1, 2015**



Source: Table 3

### 1.3 Growth in Millennials by Age Group

Figure 3 presents the annual growth in GGH millennials by broad location for the four age cohorts that make up the estimated numbers of millennials in mid 2015.

#### Highlights:

- The fastest growth in the twelve months ending July 1, 2015 was in the 25-29 and 30-34 age cohorts – about 10,000 - 12,000 persons – followed by the 20-24 cohort at about 6,000 persons.
- Population in the youngest age cohort (15-19 age) actually declined by about 9,400 persons in the GGH with the decline spread throughout the region.

**Figure 3:**  
**Growth in Millennials in the Greater Golden Horseshoe (GGH) by Age Group, 2015**

	15-19	20-24	25-29	30-34	Total Millennials
City of Toronto	(2,378)	2,412	(1,321)	3,452	2,165
Peel Region	(698)	1,832	2,756	1,426	5,316
Rest of GTA	(2,027)	2,226	5,603	1,956	7,758
Hamilton/Outer Ring	(4,278)	(507)	4,712	3,220	3,147
<b>GGH</b>	<b>(9,381)</b>	<b>5,963</b>	<b>11,750</b>	<b>10,054</b>	<b>18,386</b>

**Table 1:**  
**Total Population in the GGH, Millennials vs. All Other Age Groups, 2015**

	15-19	20-24	25-29	30-34	Millennials	All Others	Total
	Persons (000s)						
<b>GTA</b>							
Toronto	154	208	233	245	839	1,987	2,826
Peel	100	108	101	100	408	1,030	1,439
Halton	37	35	33	34	139	420	559
York	76	80	74	68	298	842	1,140
Durham	45	48	42	41	176	485	661
Subtotal	412	480	482	487	1,861	4,765	6,626
<b>GTA &amp; Hamilton</b>							
GTA	412	480	482	487	1,861	4,765	6,626
Hamilton	34	42	40	37	153	403	556
Subtotal	446	522	523	525	2,015	5,167	7,182
<b>Outer Ring - West</b>							
Waterloo	34	40	40	39	154	389	543
Wellington	14	16	16	14	61	162	223
Brant	9	10	9	9	37	107	144
Subtotal	58	66	65	62	252	658	910
<b>Outer Ring - North</b>							
Dufferin	5	4	4	3	16	46	62
Simcoe	31	33	29	29	122	364	486
Subtotal	35	38	33	33	138	410	548
<b>Outer Ring - South</b>							
Haldimond-Norfolk	7	7	6	6	26	86	112
Niagara	27	30	27	25	109	340	449
Subtotal	34	38	33	30	135	426	561
<b>Outer Ring - East</b>							
Kawartha Lakes	4	4	4	4	16	60	76
Peterborough	7	10	10	8	35	105	140
Northumberland	5	5	4	4	18	69	86
Subtotal	16	19	17	16	68	234	302
<b>Subtotal - Outer Ring</b>	143	161	149	141	593	1,727	2,320
<b>Grand Total - GGH</b>	597	683	671	666	2,608	6,895	9,502

Source: Statistics Canada. 051-0062 Estimates of population by census division, sex and age group for July 1, based on the standard geographical classification (SGC) 2011. <http://www5.statcan.gc.ca/cansim/a26?id=510062&retrLang=eng&lang=eng#customizeTab>



**Table 2:**  
**Population Distribution in the GGH, Millennials vs. All other Age Groups, 2015**

	15-19	20-24	25-29	30-34	Millennials	All Others	Total
	Distribution %						
<b>GTA</b>							
Toronto	5.4%	7.3%	8.2%	8.7%	29.7%	70.3%	100.0%
Peel	6.9%	7.5%	7.0%	6.9%	28.4%	71.6%	100.0%
Halton	6.6%	6.3%	5.9%	6.0%	24.9%	75.1%	100.0%
York	6.7%	7.0%	6.5%	6.0%	26.1%	73.9%	100.0%
Durham	6.8%	7.3%	6.4%	6.2%	26.7%	73.3%	100.0%
Subtotal	6.2%	7.2%	7.3%	7.4%	28.1%	71.9%	100.0%
<b>GTA &amp; Hamilton</b>							
GTA	6.2%	7.2%	7.3%	7.4%	28.1%	71.9%	100.0%
Hamilton	6.0%	7.6%	7.2%	6.7%	27.6%	72.4%	100.0%
Subtotal	6.2%	7.3%	7.3%	7.3%	28.1%	71.9%	100.0%
<b>Outer Ring - West</b>							
Waterloo	6.3%	7.4%	7.4%	7.2%	28.4%	71.6%	100.0%
Wellington	6.4%	7.2%	7.2%	6.5%	27.2%	72.8%	100.0%
Brant	6.4%	6.8%	6.3%	6.3%	25.7%	74.3%	100.0%
Subtotal	6.3%	7.3%	7.2%	6.9%	27.7%	72.3%	100.0%
<b>Outer Ring - North</b>							
Dufferin	7.4%	7.2%	6.0%	5.6%	26.1%	73.9%	100.0%
Simcoe	6.3%	6.9%	6.0%	6.0%	25.2%	74.8%	100.0%
Subtotal	6.4%	6.9%	6.0%	6.0%	25.3%	74.7%	100.0%
<b>Outer Ring - South</b>							
Haldimond-Norfolk	6.3%	6.5%	5.4%	5.0%	23.2%	76.8%	100.0%
Niagara	5.9%	6.8%	6.1%	5.5%	24.3%	75.7%	100.0%
Subtotal	6.0%	6.7%	5.9%	5.4%	24.1%	75.9%	100.0%
<b>Outer Ring - East</b>							
Kawartha Lakes	5.6%	5.8%	4.7%	4.8%	20.8%	79.2%	100.0%
Peterborough	5.3%	6.9%	6.9%	5.8%	25.0%	75.0%	100.0%
Northumberland	5.5%	5.7%	4.7%	4.5%	20.4%	79.6%	100.0%
Subtotal	5.5%	6.3%	5.7%	5.2%	22.6%	77.4%	100.0%
<b>Subtotal - Outer Ring</b>	6.2%	6.9%	6.4%	6.1%	25.6%	74.4%	100.0%
<b>Grand Total - GGH</b>	6.2%	7.2%	7.1%	7.0%	27.4%	72.6%	100.0%

Source: Statistics Canada. 051-0062 *Estimates of population by census division, sex and age group for July 1, based on the standard geographical classification (SGC) 2011*. <http://www5.statcan.gc.ca/cansim/a26?id=510062&retrLang=eng&lang=eng#customizeTab>

**Table 3:**  
**Population Growth in the GGH, Millennials vs. All Other Age Groups, 2015**

	15-19	20-24	25-29	30-34 Persons	Millennials	All Others	Total
<b>GTA</b>							
Toronto	(2,378)	2,412	(1,321)	3,452	2,165	19,729	21,894
Peel	(698)	1,832	2,756	1,426	5,316	16,849	22,165
Halton	186	603	1,385	283	2,457	6,987	9,444
York	(1,082)	1,267	2,559	1,129	3,873	13,062	16,935
Durham	(1,131)	356	1,659	544	1,428	6,542	7,970
Subtotal	(5,103)	6,470	7,038	6,834	15,239	63,169	78,408
<b>GTA &amp; Hamilton</b>							
GTA	(5,103)	6,470	7,038	6,834	15,239	63,169	78,408
Hamilton	(872)	2	1,019	1,056	1,205	3,495	4,700
Subtotal	(5,975)	6,472	8,057	7,890	16,444	66,664	83,108
<b>Outer Ring - West</b>							
Waterloo	(556)	(438)	573	202	(219)	4,257	4,038
Wellington	(183)	(231)	597	283	466	1,456	1,922
Brant	(156)	113	93	152	202	778	980
Subtotal	(895)	(556)	1,263	637	449	6,491	6,940
<b>Outer Ring - North</b>							
Dufferin	(87)	169	198	127	407	888	1,295
Simcoe	(700)	421	1,097	712	1,530	5,227	6,757
Subtotal	(787)	590	1,295	839	1,937	6,115	8,052
<b>Outer Ring - South</b>							
Haldimond-Norfolk	-264	33	94	33	-104	215	111
Niagara	-803	-185	650	297	-41	1759	1718
Subtotal	-1067	-152	744	330	-145	1974	1829
<b>Outer Ring - East</b>							
Kawartha Lakes	-169	-25	18	68	-108	198	90
Peterborough	-321	-386	302	239	-166	426	260
Northumberland	-167	20	71	51	-25	515	490
Subtotal	-657	-391	391	358	-299	1139	840
<b>Subtotal - Outer Ring</b>	<b>-3406</b>	<b>-509</b>	<b>3693</b>	<b>2164</b>	<b>1942</b>	<b>15,719</b>	<b>17,661</b>
<b>Grand Total - GGH</b>	<b>-9381</b>	<b>5963</b>	<b>11750</b>	<b>10054</b>	<b>18,386</b>	<b>82,383</b>	<b>100,769</b>

Source: Statistics Canada. 051-0062 Estimates of population by census division, sex and age group for July 1, based on the standard geographical classification (SGC) 2011. <http://www5.statcan.gc.ca/cansim/a26?id=510062&retrLang=eng&lang=eng#customizeTab>