Appendix C
Review of Demographic, Socio-Economic, and Economic Trends and Population Forecast to 2031
Recreation & Parks Rates and Fees Strategy

Town of Halton Hills

Review of Demographic, Socio-Economic, and Economic Trends and Population Forecast to 2031
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Report
Chapter 1
Review of Demographic, Socio-Economic and Economic Trends
1. Review of Demographic, Socio-Economic and Economic Trends

1.1 Town of Halton Hills - Historical Population Trends


Figure 1 summarizes historical population trends for the Town of Halton Hills over the 25-years from 1991 to 2016. Key observations include:

- Between 1991 and 2016, the Town of Halton Hills grew by 25,000 people, or approximately 2% annually;¹
- The rate of annual population growth has slowed in the Town of Halton Hills over the past 10 years, relative to the 1991 to 2006 period;
- Comparatively, the population base for the Halton Region grew at a slightly faster rate (2.3% annually) during the same historical time period; and
- It is noted that the population base for the Province as a whole grew at a slower rate than both Halton Region and Halton Hills over the historical 25-year period reviewed, with an annual growth rate of approximately 1.2%.

¹ Population includes a net Census undercount of roughly 3%. 
1.1.2 Historical Population Comparison

Figure 2 summarizes historical population trends for the Town of Halton Hills over the past 25 years from 1991 to 2016 relative to the City of Burlington, the Town of Oakville, the Town of Milton, and the Regional Municipality of Halton. Key observations include:

- Between 1991 and 2016, Halton Region’s population increased by 235,300 people, or 2.3% annually;
- During the historical 25-year period analyzed, the 2001 to 2006 Census period represented the fastest growth period within the Region at approximately 3.2% annual growth;
- The Town of Milton has experienced the fastest rate of growth in the Region between 2001 and 2016; and
- Between 1991 to 2001, the Town of Halton Hills experienced the fastest rate of growth in Halton Region; however, over the past 15 years this trend has reversed.

Note: Population includes a net Census undercount of roughly 3%.
1.1.3 Town of Halton Hills Components of Permanent Population Growth, 1991 to 2016

Figure 3 summarizes historical trends in population structure by major age group over the 1991 to 2016 period by major age group for the Town of Halton Hills. Key observations include:

- The share of population in the 55+ age cohort has steadily increased from 17% in 1991 to 25% in 2016. Relative to Halton Region (19% in 1991 and 27% in 2016), the Town of Halton Hills had a slightly smaller percentage share of 55+ population;
- In contrast to the 55+ population age group, the population share of the 0 to 19 age group and declined from 28% in 1991 to 26% in 2016;
- Most notably, the share of the young adult population age group (20 to 34) steadily declined from 25% in 1991 to 17% in 2016; and
- Lastly, the population share of the 35 to 54 moderately increased from 16% in 1991 to 14% in 2016.
There are two primary components of population growth: natural increase (i.e. births less deaths), and net migration. Figure 4 summarizes historical trends regarding natural increase and net migration for the Town of Halton Hills. Key observations include:

- During the 1991 to 2006 period, net migration as a percentage of population growth steadily increased from 64% to 76%. Between 2006 and 2016, net migration levels decreased in the Town, largely associated with the buildout of serviced land supply within the Town’s existing urban settlements. As such, the share of net migration relative to total population growth declined from 76% to 35%;
- Due to the aging of the Town’s population base, natural increase as a percentage of total population growth has been steady declining; and
- As the Town’s population continues to age, Halton Hills will be increasingly reliant on net migration as a source of population growth.
1.2 Trends in Household Income

1.2.1 Household Income

Household income is a key component to determining relative quality of life and cost of living in a community. Average household income and prevalence of low-income households in the Town of Halton Hills is reviewed herein.

1.2.2 Average Household Income

Figure 5 summarizes average household income in the Town of Halton Hills in 2016 compared to Halton Region and the provincial average. Key observations include:

- Halton Hills had an average household income of $128,500 which is slightly lower (roughly 8%) than the $139,300 average household income in Halton Region; and
• The average household income for the Town of Halton Hills is significantly higher than the provincial average of $97,900.

**Figure 5**


![Average Household Income Chart](image)


### 1.2.3 Household Income Growth Trends

Figure 6 summarizes average household income trends in the Town of Halton Hills, Halton Region, and the provincial average over the 2001 to 2016 period. The following trends can be observed:

- Average household income in Halton Hills increased from $85,300 in 2001 to $128,500 in 2016, an annual average increase of 2.8% which was above the consumer price index increase in Ontario for shelter costs during the same period.¹
- Comparably, average household income for the Town of Halton Hills increased at the same rate as in Halton Region (2.8%); and

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¹ The consumer price index increase over the 2001 to 2016 period was 2% annually.
• Both Halton Region and the Town of Halton Hills outpaced the Province’s annual growth rate of 2.6%.

Figure 6
Town of Halton Hills, Region of Halton, and Province of Ontario
Average Household Income, 2006 to 2016

1.2.4 Prevalence of Low-Income Households

The prevalence of low-income households is an indicator of the demand for affordable housing.1

Figure 7 presents the proportionate share of households in the Town of Halton Hills, Halton Region, and the Province which earned less than $30,000 per year.

- Within Halton Hills, only 8% of households earned less than $30,000 per year. This is slightly lower than Halton Region at 9%; and
- On a percentage basis, the Province of Ontario has over double the number of households which earn less than $30,000 according to the 2016 Census compared to Halton Hills.

---

1 Prevalence of low-income defined by Statistics Canada as the proportion of persons in private households with incomes below the Statistics Canada low-income measure, after tax (L.I.M.A.T.) or the low-income cut-off (LICO). The low-income measure, after tax, refers to a fixed percentage (50%) of median-adjusted after-tax income of private households. The household after-tax income is adjusted by an equivalence scale to take economies of scale into account. This adjustment for different household sizes reflects the fact that a household's needs increase, but at a decreasing rate, as the number of members increases.
Figure 7
Town of Halton Hills, Region of Halton, and Province of Ontario
Percentage of Households Earning Less than $30,000, 2016


Figure 8 summarizes the prevalence of low-income private households in the Town of Halton Hills in comparison to regional and provincial averages over the 2001 to 2016 period. Key observations include:

- Of the private households in Halton Hills as of 2016, only 5% were defined as low-income which is slightly lower than the share of 8% for Halton Region;
- Both Halton Hills and Halton Region have significantly lesser low-income rates in 2016 than the provincial average of 14%; and
- Between 2001 and 2016, Halton Hills experienced a slight increase in the prevalence of low-income households from 4% to 5%.
1.3 Halton Hills Employment Profile

**1.3.1 Employment Growth Trends by Major Sector**

The total employment base for the Town of Halton Hills has grown by nearly 45% over the 2001 to 2016 period, increasing from approximately 15,800 to 22,800, as illustrated in Figure 9. Since 2001, employment growth has averaged 2.5% annually in Halton Hills, slightly higher than the growth rate in Halton Region.\(^1\) Over the same period, the Town’s employment activity rate has slightly increased from 33% in 2001 to 37% 2016, indicating that the local employment base is increasing at a faster rate than the local population base.\(^2\) As of 2016, the Town’s employment activity rate was below that of the Halton Region average.\(^3\)

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\(^1\) Based on Watson’s estimate, 2001 to 2016 employment growth in Halton Region has averaged 2.2% annually.

\(^2\) An employment activity rate is defined as the number of local jobs in a municipality divided by the resident population.

\(^3\) Halton Region’s employment activity rate was 48% in 2016, derived from Statistics Canada Labour Force data and custom order Statistics Canada Place of Work data.
Figure 10 summarizes the Halton Hills employment base by sector for 2016. The largest sector in Halton Hills is retail trade which accounts for 22% of the total employment base. Other key sectors in Halton Hills include manufacturing, health care and social assistance, and educational services, which comprise 17%, 9% and 8%, respectively, of the total employment base.
Figure 11 summarizes the historical change in the Town of Halton Hills’s employment base by usual place of work during the 2001 to 2016 period. Employment represents the number of jobs located within the Town of Halton Hills. This includes the live/work labour force, including work at home employees, as well as in-commuters. Key observations include:

- The Town of Halton Hills serves as a source of labour to the surrounding communities within the G.T.H.A. and beyond. With an estimated total labour force base of 33,900 in 2016, the Town’s job base is approximately 11,100 lower (approximately 33%) than its employed labour force base;
- Of the Town’s 2016 employment base, approximately 79% of employees are reported as having a usual place of work. The remaining 21% work from home or are reported as having no fixed place of work (N.F.P.O.W.). Over the past 15
years, the share of Halton Hills’s total employment base to the employed labour force has steadily increased from 59% to 67%; and

- Within the Town of Halton Hills, the number of work at home and N.F.P.O.W. employees has increased at a faster rate than employees with a usual place of work.

Figure 11  
Town of Halton Hills  
Employment by Place of Work, 2001 to 2016

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2001</td>
<td>26,800</td>
<td>12,500</td>
<td>2,100</td>
<td>1,200</td>
<td>15,800</td>
<td>11,000</td>
<td>0.59</td>
</tr>
<tr>
<td>2006</td>
<td>30,700</td>
<td>15,200</td>
<td>2,300</td>
<td>1,700</td>
<td>19,200</td>
<td>11,500</td>
<td>0.63</td>
</tr>
<tr>
<td>2011</td>
<td>32,000</td>
<td>15,600</td>
<td>2,400</td>
<td>2,000</td>
<td>20,000</td>
<td>12,000</td>
<td>0.63</td>
</tr>
<tr>
<td>2016</td>
<td>33,900</td>
<td>17,900</td>
<td>2,600</td>
<td>2,400</td>
<td>22,800</td>
<td>11,100</td>
<td>0.67</td>
</tr>
</tbody>
</table>

Source: Derived from 2001 to 2016 Statistics Canada Place of Work data by Watson & Associates Economists Ltd.  
2011 Labour Force Survey has a sample size of 30% and 2016 Labour Force Survey has a sample size of 25%.

Similar to the Province, the structure of Halton Hills’s economy has steadily shifted away from traditional good-producing sectors to the retail sector and knowledge-based economy. As Figure 12 displays, the retail/accommodation and food sector comprises approximately 27% of the Town’s employment base, up from 21% in 2001, and the service sector currently comprises approximately 60% of the Town’s employment base, up from 55% in 2001.
1.3.2 Labour Force Trends

Figure 13 and Figure 14 provide additional details with respect to historical labour force growth trends for the Town of Halton Hills between 2001 and 2016. Labour force data represents the number of Halton Hills residents who live in the Town of Halton Hills and are within the labour force, regardless of where they work. This includes residents who live and work within the Town of Halton Hills, including those who work from home, and those who commute outside the Town for work. Key observations include:

- Over the 2001 to 2016 period, the Town’s total labour force expanded from 27,700 to 35,700, an increase of 1.7% annually (or 30%) compared to a 44% increase in the total employment base;
- As of 2016, the Town of Halton Hills’ total labour force is estimated at approximately 35,700, which represents approximately 12% of the total Halton Region labour force base. Between 2001 and 2016, the Town’s share of the Halton Region labour force base has declined slightly from 13% to 12%;
• The unemployment rate within the Town of Halton Hills was recorded at approximately 5.2% in 2016.¹ Comparatively, the Ontario unemployment rate was estimated at 5.4%.² Currently, as of June 2019, the Province of Ontario unemployment rate is estimated at 5.4%;³

• The Town’s live-work ratio has declined slightly, from 28% in 2001 to 26% in 2016. From an economic perspective, a higher live-work ratio would be desirable to ensure that the local labour force (i.e. residents of Halton Hills) is better served by the opportunities available in the local employment market (i.e. jobs in Halton Hills); and

• As of 2016, approximately 55% of the Town’s labour force base commutes outside the Town for work, while approximately 45% lives and works within the Town, works from home, or is defined as having no fixed place of work.

Figure 13
Town of Halton Hills
Historical Labour Force, 2001-2016

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Labour Force</th>
<th>Employed Labour Force</th>
<th>Unemployment Rate (%)</th>
<th>Participation Rate (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001</td>
<td>27,700</td>
<td>26,800</td>
<td>3.1%</td>
<td>74.9%</td>
</tr>
<tr>
<td>2006</td>
<td>32,100</td>
<td>30,700</td>
<td>4.1%</td>
<td>75.1%</td>
</tr>
<tr>
<td>2011</td>
<td>34,200</td>
<td>32,000</td>
<td>6.6%</td>
<td>74.6%</td>
</tr>
<tr>
<td>2016</td>
<td>35,700</td>
<td>33,900</td>
<td>5.2%</td>
<td>73.3%</td>
</tr>
</tbody>
</table>

Source: Derived from 2001 to 2016 Statistics Canada Census, and Place of Work data by Watson & Associates Economists Ltd.

¹ Unemployment rate based on Statistics Canada 2016 Census.
² Ibid.
1.3.3 Commuting Trends

Figure 15 summarizes where Halton Hills residents commute to for employment, while Figure 16 identifies from where those employed in Halton Hills commute. Residents in the Town of Halton Hills primarily work in the Town of Halton Hills (32%), the Town of Mississauga (23%), the Town of Brampton (13%), and the Town of Toronto (11%). Of the total Halton Hills employment base by usual place of work, 50% of jobs are held by Halton Hills residents,\(^1\) while the majority of the remaining employees commute from other municipalities in the Western G.T.A. including Brampton, Mississauga, and Milton.

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\(^1\) 8,900 live/work; 17,900 total employment by usual place of work.
Figure 15
Town of Halton Hills
Where Town of Halton Hills Residents Go to Work, 2016

Figure 16
Town of Halton Hills
Where Town of Halton Hills Employees Commute From, 2016
Chapter 2
Population Forecast by Single-year of Age and Major Age Group, 2019-2031
2. Population Forecast by Single-year of Age and Major Age Group, 2019-2031

This chapter provides an assessment of the long-term population growth potential for the Town of Halton Hills to the year 2031 in five-year increments, building on the analysis summarized in Chapter 1.

In many respects, the long-term economic and population growth potential of the Town of Halton Hills is largely tied to the success of Halton Region and the Greater Toronto Hamilton Area (G.T.H.A.) as a whole. Many of the largest and fastest growing employment sectors across the G.T.H.A. have also experienced strong growth and expansion over the past several decades in Halton Region. With a robust economy and diverse mix of export-based employment sectors, the G.T.H.A. is highly attractive on an international level to new businesses and investors. In turn, this continues to support steady population and housing growth within the City of Toronto and the G.T.H.A. “905” municipalities, including the Town of Halton Hills, largely driven by international and inter-provincial net migration.

In accordance with relevant provincial, Regional and local planning documents, including the Growth Plan, 2019, and the Region of Halton Official Plan and the Town of Halton Hills Official Plan, the long-term economic outlook for Halton Region and the Town of Halton Hills is very positive. Recent economic and demographic trends across the broader regional economy further support the relatively strong population and employment growth anticipated for Halton Region and Halton Hills over the next decade and beyond.

2.1 The Town of Halton Hills Population Forecast

Figure 17 summarizes the Town of Halton Hills population forecast in five-year increments from 2016 to 2031 relative to historical population between 1991 and 2016. The following trends have been identified:

- In accordance with the June 2011 Halton Region *Best Planning Estimates (B.P.E)*, the Town of Halton Hills is forecast to reach a population of approximately 85,900 in 2029 and 91,900 by 2031;
• This represents an average annual population growth rate of 2.7% between 2016 and 2031;
• This forecast growth rate is significantly higher than the latest 15-year historical period; and
• The majority of population growth is expected to occur during the 10-year period between 2021 and 2031 once additional urban lands in Georgetown are available for development. During this 10-year period, the forecast annual population growth rate is 3.7%.

**Figure 17**
**Town of Halton Hills**
**Population Growth Forecast, 1991 to 2031**

<table>
<thead>
<tr>
<th>Year</th>
<th>Population (Including Census Undercount)¹</th>
<th>Population (Excluding Census Undercount)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Historical</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mid-1991</td>
<td>37,900</td>
<td>36,800</td>
</tr>
<tr>
<td>Mid-1996</td>
<td>43,700</td>
<td>42,400</td>
</tr>
<tr>
<td>Mid-2001</td>
<td>50,100</td>
<td>48,200</td>
</tr>
<tr>
<td>Mid-2006</td>
<td>57,600</td>
<td>55,300</td>
</tr>
<tr>
<td>Mid-2011</td>
<td>60,800</td>
<td>59,000</td>
</tr>
<tr>
<td>Mid-2016</td>
<td>63,000</td>
<td>61,200</td>
</tr>
<tr>
<td><strong>Forecast</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mid-2019</td>
<td>64,800</td>
<td>62,900</td>
</tr>
<tr>
<td>Mid-2021</td>
<td>65,800</td>
<td>63,900</td>
</tr>
<tr>
<td>Mid-2026</td>
<td>79,300</td>
<td>77,000</td>
</tr>
<tr>
<td>Mid-2029</td>
<td>88,500</td>
<td>85,900</td>
</tr>
<tr>
<td>Mid-2031</td>
<td>94,600</td>
<td>91,900</td>
</tr>
<tr>
<td><strong>Incremental</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mid-1991 to Mid-1996</td>
<td>5,800</td>
<td>5,600</td>
</tr>
<tr>
<td>Mid-1996 to Mid-2001</td>
<td>6,400</td>
<td>5,800</td>
</tr>
<tr>
<td>Mid-2001 to Mid-2006</td>
<td>7,500</td>
<td>7,100</td>
</tr>
<tr>
<td>Mid-2006 to Mid-2011</td>
<td>3,200</td>
<td>3,700</td>
</tr>
<tr>
<td>Mid-2011 to Mid-2016</td>
<td>2,200</td>
<td>2,200</td>
</tr>
<tr>
<td>Mid-2016 to Mid-2019</td>
<td>1,800</td>
<td>1,700</td>
</tr>
<tr>
<td>Mid-2019 to Mid-2021</td>
<td>1,000</td>
<td>1,000</td>
</tr>
<tr>
<td>Mid-2019 to Mid-2026</td>
<td>14,500</td>
<td>14,100</td>
</tr>
<tr>
<td>Mid-2019 to Mid-2029</td>
<td>23,700</td>
<td>23,000</td>
</tr>
<tr>
<td>Mid-2019 to Mid-2031</td>
<td>29,800</td>
<td>29,000</td>
</tr>
</tbody>
</table>


Note: Population figures have been rounded.

¹ Undercount estimated at 3%.

¹ The Watson population forecast includes a net Census undercount of roughly 3%. The Best Planning Estimate does not include the Census undercount. The Census undercount represents the net number of permanent residents who are missed (i.e. over-
2.1.1 Halton Region Best Planning Estimates Population Comparison

Figure 18 provides a comparison of annual population growth rates between the City of Burlington, the Town of Oakville, the Town of Milton, and the Regional Municipality of Halton as per the June 2011 Halton Region B.P.E. The following trends can be observed:

- Between 2021 and 2031, the Town of Halton Hills is forecast to grow at a faster rate than all surrounding municipalities in Halton Region. This increased growth rate is largely attributable to the Vision Georgetown study area, where 19,000 new residents and 1,700 new jobs are anticipated to be accommodated starting in 2021; and

- Population growth within Halton Region as a whole is anticipated to slow moderately over the forecast period.

Figure 18
Town of Halton Hills
Forecast Population Comparison, 2001 to 2031


2.2 Town of Halton Hills Components of Population Growth, 2016 to 2031

Figure 19 summarizes the permanent population growth forecast by major age group over the 2016 to 2031 period for the Town of Halton Hills. Key observations include:

- The percentage of population in the 0 to 19 age group (youth population) is forecast to gradually decline from 26% in 2016 to 25% in 2031;
- The Town’s population between 20 and 64 years of age is forecast to decrease from 61% in 2016 to 58% in 2031;
- The percentage of the population in the 65+ age group (seniors) is forecast to steadily increase over the next 15 years, from 12% in 2016 to 18% in 2031; and
- Comparatively, Halton Region’s population age structure was slightly older in 2016, but is expected to age at a slightly slower rate than Halton Hills across the 15-year forecast period.1

![Figure 19](image)


Note: Figure may not add due to rounding

Figure 20 also summarizes forecast population growth in five-year increments relative to historical trends over the past 25 years. The following trends can be observed:

- Relative to historical trends over the past 25 years, the Town’s population is anticipated to grow at a relatively slower rate over the near-term forecast period (2016 to 2021); and
- By 2021, the annual rate of population growth within the Town of Halton Hills is expected to significantly increase, largely associated with approval of Vision Georgetown.

Figure 20
Town of Halton Hills
Historical and Forecast Permanent Population Growth, 1991 to 2031

Figure 21 and Figure 22 summarize the two key components of population growth in the Town of Halton Hills, net migration and natural increase (births less deaths), over the 2016 to 2031 forecast period. Key observations include:

- As the population base continues to age, the Town will be increasingly dependent on net migration as a source of population growth. Over the 2016 to 2031 period, approximately 89% of population growth within Halton Hills is anticipated to be driven from net migration;
• As previously mentioned, future net migration in the Town of Halton Hills is anticipated to be largely driven by the long-term economic growth prospects in the regional economy and surrounding commuter-shed. Local housing growth opportunities across a broad range of demographic groups (i.e. first-time homebuyers, families, empty-nesters and seniors) and the Town’s attractiveness as a place to work and live are also identified as key drivers of net future migration;

• The Town is forecast to accommodate just under 1,900 new net migrants per year. Relative to historical trends, this represents a significant increase in the average historical levels of net migration (660 new migrants annually) experienced between 1991 and 2016;

• Halton Hills is projected to experience relatively strong net migration across all major age groups, most notably the 0 to 19 and 35 to 44 age groups. Relative to historical trends, an increased share of net migration is also anticipated to be driven from the 45 to 54 age group;

• As previously discussed, population growth associated with natural increase steadily declined between 1991 and 2016 as a result of the Town’s aging population; and

• Over the forecast period, population change associated with natural increase is anticipated to trend positive, yet, will still remain below the historical average.
Figure 21
Town of Halton Hills
Historical and Forecast Net Migration, 1991 to 2031

Note: Includes Census undercount of approximately 3.1%.

Figure 22
Town of Halton Hills
Historical and Forecast Natural Increase, 1991 to 2031

Note: Includes Census undercount of approximately 3.1%.
2.3 Observations

Over the past 25 years, the population of the Town of Halton Hills has grown by roughly 24,400 people. Much of this growth occurred between 1991 to 2006, as growth has slowed in the most recent 10-year historical period. Similar to recent trends, the rate of annual population growth for the Town of Halton Hills is expected to remain relatively slow over the 2016 to 2021 forecast period (i.e. below 1.0% annual growth per year). Between 2021 to 2031, the annual rate of population growth is expected to rise significantly in the Town, largely driven by development within the Vision Georgetown study area.

In accordance with the June 2011 Halton Region B.P.E, the Town of Halton Hills is forecast to reach a population of approximately 85,900 in 2029 and 91,900 by 2031\(^1\). Between 2016 and 2031, this represents an average annual population growth rate of 2.7%. Much of this growth if forecast to occur between the 2021 to 2031 period, where the anticipated annual population growth rate is 3.7%. While natural increase (births less deaths) is anticipated to increase over the forecast period, net migration will drive population growth in the Town of Halton Hills. Net migration is expected to be primarily concentrated in the 0 to 44 age group. Overall, the growth outlook for Halton Hills is strong, with the rate of annual population expected to outpace the Regional Municipality of Halton between 2016 and 2031.

The Town of Halton Hills population is aging. As previously mentioned in section 2.2, the share of the Town’s population within 65+ age group is forecast to increase from 13% in 2016 to 18% in 2031. The aging of the Town’s baby boom population (persons born between 1946 and 1964) will continue to drive relative higher population growth rates in the 65+ age group over the next decade. This will continue to influence demand on housing requirements by structure type (i.e. high density and seniors’ housing) as well as community facilities/programs which cater to seniors. Most notable is the 75+ age group, which is anticipated to represent the fastest growing population age segment over the next decade and beyond.

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\(^1\) Population figures exclude the net Census undercount which is estimated at approximately 3.0%.