

Whitchurch-Stouffville Community Profile

Population – Current and Projected

2008	32,343 (39.1% growth between 2003 and 2008 or 7.8%/year)
2013	42,343 (39.1% growth between 2008 and 2013 or 7.8%/year)
2021	53,321 (25.9% growth between 2013 and 2021 or 3.2%/year)
2026	62,321 (16.9% growth between 2021 and 2026 or 3.4%/year)

Most of the new growth will be in the Stouffville urban area. This will produce a significant shift in population distribution. In 1991 and 2001, the population was evenly distributed between the Stouffville urban area and the rest of the Municipality. By 2003, 52.2% of the population was located in urban Stouffville. **By 2013, approximately two thirds of the population is expected to be in the Stouffville urban area.**

Stouffville’s total population is projected to increase by 93% by 2026.

Population Projections by Age to 2026

		2011	2026	% Increase since 2006
0 – 4	Pre-School	1,737	4,530	Increase of 135%
5 – 14	Elementary School	4,002	6,881	Increase of 69.4%
15 – 18	Secondary School	1,961	2,458	Increase of 55.8%
19 – 34	Young Adults	7,566	13,388	Increase of 195.1%
35 – 54	Mid-Life Adults	9,832	15,455	Increase of 52.0%
55 – 64	Empty Nesters	4,188	7,114	Increase of 138.5%
65+	Senior Citizens	4,482	10,374	Increase of 154.0%

Families and Households

Some family characteristics in Whitchurch-Stouffville are somewhat different than for Ontario as a whole. Family size is a little larger in Whitchurch-Stouffville.

In 2006:

- the average number of persons in married families was 3.2 (3.1 for Ontario)
- the average number of persons in common-law families 2.7 (2.7 for Ontario)
- the % of lone parent families was much lower than Ontario at 10.25% of 7,125 families (15.8% for Ontario) As with Ontario, most lone parent families are female-led.
- the % of one-person households was lower at 17% of all households (1,460) compared to 23.5% for Ontario.
- Home ownership is strong in Whitchurch-Stouffville with the percentage of rented dwellings being half that of the Ontario average (14.6% compared to 28.8% for Ontario in 2006).

Education

In Whitchurch-Stouffville, **education levels are generally higher for all age groups than the Ontario average.**

Income

Income levels in Whitchurch-Stouffville are well above the Ontario averages.

- In 2005 the median income for all persons who worked full-time the Whitchurch-Stouffville average was \$54,304, compared to the Ontario average of \$47,299.
- % of population receiving Government transfers was lower at 6.2% compared to Ontario (9.8%)
- Median household income for all households in Whitchurch Stouffville was \$86,364 compared to the Ontario average of \$60,455.
- The incidence of low income for individuals in Whitchurch-Stouffville was well below the Ontario average (5.6% compared to 14.7% for Ontario average)

Employment and Travel to Work

In 2006, employment by industry sector was quite well balanced as follows:
The figures in brackets represent 2001 levels.

Business services	21.7% (21.3%)
Manufacturing and construction industries	20.5% (19.2%)
Wholesale and retail trade	15.1% (18.1%)
Other services	16.9% (16.6%)
Health and education	13.7% (14.8%)
Finance and real estate	9.0% (7.2%)
Agriculture and other resource-based industries	3.0% (3.1%)

In 2006, occupations were concentrated in the business, management, business, sales and trades sectors. The figures in brackets were the 2001 occupation levels.

Sales and service occupations	21.1% (18.2%)
Business, finance and administration occupations	20.6% (22.6%)
Management occupations	16.4% (17.0%)
Trades, transport and equipment operators	13.3% (14.8%)
Social science, education, government service & religion	7.7% (7.8%)
Natural and applied sciences and related occupations	6.5% (5.5%)
Occupations unique to primary industry	4.8% (4.4%)
Health occupations	3.7% (4.1%)
Art, culture, recreation and sport	3.3% (3.2%)
Occupations unique to processing, manufacturing and utilities	2.5% (2.5%)

In 2006, most (84.3%) Whitchurch-Stouffville residents drove to work (71% for Ontario), or were a passenger in a vehicle (7.6% compared to 8.3% for Ontario). A small percentage (4.0%) used public transit (12.9% for Ontario) while 3.6% walked or bicycled to work (6.8%, 6.6% for Ontario)

In 2006, 19% of the labour force worked within the Municipality, while 29.3% traveled to work within the Region of York, and 27.3% traveled outside of the Region.

Diversity and Ethnicity

Although the visible minority population is relatively small, it has been growing steadily.

Between 1996 and 2001	% of visible minorities increased from 3.85% to 4.53%
Between 2001 and 2006	% of visible minorities increased from 4.53% to 7.4%

In 2006, the largest visible minority population group was Chinese at 730 people (2.85%, up from 1.6% of the population in 2001)

The second largest visible minority group was South Asian (1.6%, up from 0.9% in 2001)

The third largest group was Black at 260 people or 1.0%

In 2006 the percentage of Canadian-born residents in Whitchurch-Stouffville was 81.4%.

Based on more recent observations, it appears that the visible minority population in Whitchurch-Stouffville is continuing to increase in absolute number and proportion of the population.

Data taken from the following sources:

1. Town of Whitchurch-Stouffville Economic Development Strategy (Final Report) (2009-2014)
2. Leisure Facilities Strategy (Final Report) Town of Whitchurch-Stouffville 2008

Observations from the Town of Whitchurch-Stouffville, Leisure Facilities Strategy, 2008

Likely Future Demand for Leisure Services

- The Whitchurch-Stouffville population has become increasingly younger than the provincial average.
- The large Echo generation (the children of the Baby Boom generation) is aging out of the child and youth markets and into the young adult market. However, due to above average population growth in W-S, demand for facilities and programs from the child and youth market will continue to increase by about two-thirds by 2026.
- The increase in young families brought about by rapid growth in W-S and the aging Echo generation will dramatically increase the number and proportion of young adults.
- The influence of the values and interest of the big Baby Boom generation and the smaller, but still quite large Echo generation will dominate demand for leisure, no matter how many new and relatively young residents move into W-S in the next decade or two.

Other trends are combining with the gradual aging of the population to influence choices and participation in leisure. Chief among them are:

- Shifting personal and societal values, attitudes and issues;
- Economic factors and trends;
- Gender;
- Increased understanding of the personal social economic and environmental benefits of parks and recreation;
- An increasingly time-stressed society;
- Increasing disparity between rich and poor;
- More aggressive public user pay policies;
- Increasing ethnic diversity and the increasing proportion of the population that is foreign born;
- Increased inclusion and integration of those with special needs;
- An increasingly better educated population;
- Changing work and workplace patterns;
- Greatly increasing energy costs;
- Social malaise and the prevention paradigm
- The decline of institutions; and
- The crisis in traditional leadership

Gradual Shifts in interest are taking place along the following lines.

Interest will gradually become less and may even decline for:

- Many team sports and large group activities (although much less so in W-S);
- Some rugged, strenuous activities (although much less so in W-S)
- Activities with a fitness-only focus (as opposed to holistic wellness);
- Formal, highly structured or directed pursuits (e.g. highly organized and scheduled programs);
- Consumptive activities (e.g., hockey in summer);
- Expensive activities;
- Indoor pursuits (other than home); and
- Activities that provide a limited range of benefits (personal, social, economic, and environmental).

At the same time, interest will gradually increase for the following:

- Gentler, more passive activities;
- Individualistic, self-directed, self-scheduled pursuits;
- Activities that support flexibility and convenience
- Experiences that provide for learning and personal enrichment;
- Pursuits that provide a cultural experience;
- Casual, informal pursuits and activities that take less time;
- Team and personal sports for women and girls;
- Home-oriented pursuits,
- Higher quality, higher levels of service and more comfort;
- Outdoor activities;
- Environmentally-friendly facilities and programs;
- Pursuits that are self-fulfilling and provide a wide range of benefits, particularly to individuals and families;
- Pursuits that are more economical and provide good value.