



Social Research &  
Planning Council



Operated by:

**United Way**

Perth-Huron

A photograph of two women hugging warmly by a pond. The woman on the left has freckles and is wearing a light blue shirt and blue shorts. The woman on the right has curly hair and is wearing a dark blue tank top and dark pants. They are both smiling. The background shows a pond with lily pads and green trees.

# QUALITY OF LIFE: WHO WE ARE

## **Quality of Life Subcommittee**

Dariel Bateman

Beth Blowes

Jeneane Fast

Kehlar Hillyer

Leah Kennedy

Joelle Lamport-Lewis

Barb Leavitt

Robin Spence Haffner

Jennifer Rojas

Nancy Summers

Kathy Vassilakos

## **Special thanks given to advisors from Huron Perth Public Health:**

Erica Clark, PhD

Angela Willert



Social Research &  
Planning Council

## **The Social Research & Planning Council is funded by:**

City of Stratford, Town of St. Marys,  
County of Perth, through the Department of Social Services,  
the County of Huron, and United Way Perth-Huron.

**Thank you to all the community partners who  
contributed to this project. We value your contribution.**

## **Social Research & Planning Council**

United Centre, 32 Erie St., Stratford, ON N5A 2M4

Tel: 519-271-7730

Email: [srpc@perthhuron.unitedway.ca](mailto:srpc@perthhuron.unitedway.ca)

[www.perthhuron.unitedway.ca/social-research-planning-council](http://www.perthhuron.unitedway.ca/social-research-planning-council)



# Who We Are

In this section, you will find demographic statistics from the most recent Census of Canada (2021) and a few estimators from Environics Analytics. Understanding the demographics of a community is like having a roadmap to meet unique needs. *Who We Are* provides crucial information about the people who make up the Perth-Huron region. Knowledge and understanding of details such as age, gender, family composition and geography help tailor programs and services that resonate with the community's specific needs.



## Perth & Huron Counties

The counties of Perth and Huron are located in southwestern Ontario. Huron County borders the southeast shore of Lake Huron and Perth County is located to the east of Huron. Together with Bruce and Grey Counties, they make up the Stratford-Bruce Peninsula Economic Region. Perth County is on the traditional territory of the Mississauga, Anishinaabe, Haudenosaunee (Iroquois) and Attiwandaronk (Neutral) peoples. Huron County is on the traditional territory of the Haudenosaunee (Iroquois), Ojibway/Chippewa, Attiwandaronk (Neutral) and Anishinaabe peoples. The territory of Perth and Huron is covered by the Huron Tract registered as Treaty 29 in the Upper Canada Treaties of 1827 and by the Saugeen Tract registered as Treaty 45 ½ in 1836.

Identified as a rural area, Perth-Huron is a rich agricultural region with more than 4,850 farms and around 811,637 farm area-acres; two-thirds of which are in Huron County.<sup>1</sup>

As significant population centres, the City of Stratford and the Town of St. Marys are within the Perth County census division. However, they have their own single-tier municipal governments. Goderich is identified as Huron County's largest community.



Land Area & Dwellings Characteristics	Perth	Huron	Stratford
<b>Total private dwellings*</b>	34,062	29,455	15,388
<b>Population density per square kilometre</b>	36.8	18.1	1,107.0
<b>Land area in square kilometers</b>	2,218	3,398	30.02
<b>Private dwellings occupied by usual residents**</b>	32,772	25,334	14,743

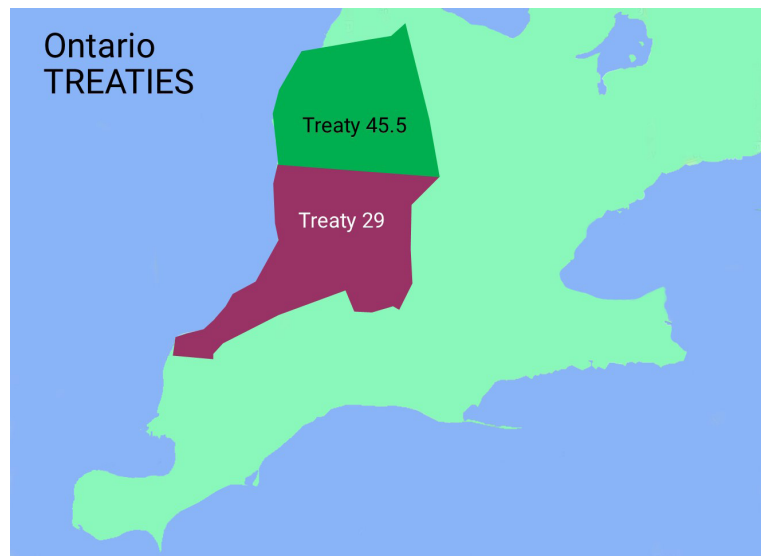
**Table 1**

*Source: Statistics Canada, Census 2021. Population and dwellings section.*

\* Private dwelling refers to a separate set of living places with a private entrance either from outside the building or from a common hall, lobby, vestibule or stairway inside the building.

\*\* A private dwelling occupied by usual residents refers to a private dwelling in which a person or a group of persons is permanently residing.





**Diagram 1: Borders of Southwestern Ontario**

Source: <sup>2 3 4</sup>

Map features are an approximate representation and are not intended to provide a high level of accuracy

## Population Size and Growth

According to the last three censuses, Canada is maintaining a consistent rate of growth. Overall, the population changed by 5.2%. However, Ontario has a more rapid increase of 5.8%.<sup>5</sup>

Canada			Ontario		
Census	Population	Population Change	Census	Population	Population Change
2011	33,476,688	5%	2011	12,851,821	4.60%
2016	35,151,728	5.20%	2016	13,448,495	5.80%
2021	36,991,981		2021	14,223,942	

**Table 2: Population Change, Canada-Ontario**

Source: Statistics Canada, Census 2011, 2016 and 2021. Population and dwellings section.

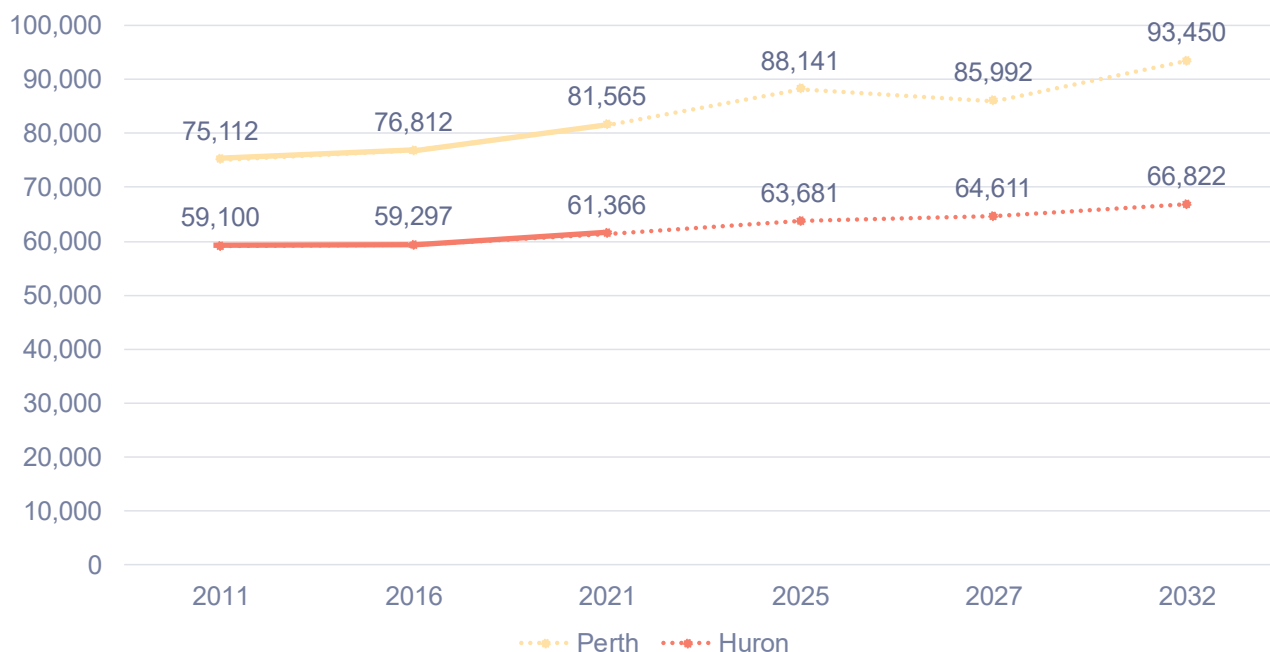
## Perth Expected to Have a Greater Population Increase Than Huron by 2032

According to the most recent census (2021), 81,565 and 61,366 people live in Perth and Huron respectively. The population has increased by 6,822 new people and Huron had a smaller increase than Perth. Some municipalities have declined in population over the last few years. Based on some estimates, the total population in Perth-Huron will change by 11% in 2032.<sup>6</sup>

Perth-Huron  
population  
increased by  
**6,822**  
in five years

**Graph 1: Total Population, 2011–2021, Perth-Huron**

Source: Statistics Canada, Census 2011, 2016 and 2021. Population and dwellings section.



Central Population	2016	2021	% Change
<b>PERTH</b>	<b>76,812</b>	<b>81,565</b>	<b>6.20%</b>
North Perth	13,130	15,538	18.30%
Perth East	12,277	12,595	2.60%
Perth South	3,805	3,776	-0.80%
St. Marys	7,265	7,386	1.70%
Stratford	31,470	33,232	5.60%
West Perth	8,865	9,038	2.00%
<b>HURON</b>	<b>59,297</b>	<b>61,366</b>	<b>3.50%</b>
Ashfield-Colborne-Wawanosh	5,422	5,884	8.50%
South Huron	10,096	10,063	-0.30%
North Huron	4,932	5,052	2.40%
Morris-Turnberry	3,496	3,590	2.70%
Huron East	9,138	9,512	4.10%
Howick	3,873	4,045	4.40%
Goderich	7,628	7,881	3.30%
Central Huron	7,576	7,799	2.90%
Bluewater	7,136	7,540	5.70%

**Table 3: Population Growth by Central Populations, 2016–2021**

Source: Statistics Canada, Census 2016 and 2021. Census subdivision. Population and dwellings section.



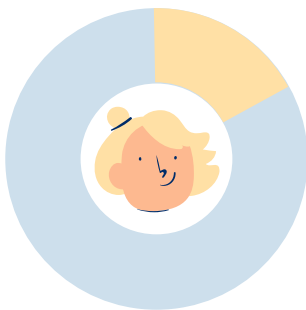


## The Median Age in Perth and Huron is Higher Than the Province

The current median age is 42.4 in Perth and 46.8 in Huron; both higher than the provincial median of 41.6. The median age in the area hasn't changed over the last five years. The distribution of population across broad age categories has not changed significantly. The proportion of the population aged 65 and older is projected to increase by 2032. Individuals aged 60–64 are the largest percentage of the population.<sup>7</sup>

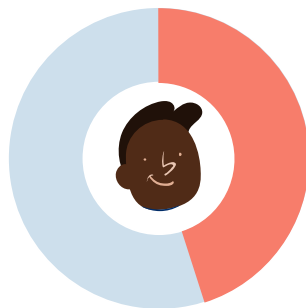
**Diagram 2: Age of Population, Perth-Huron 2021**

*Source: Statistics Canada, Census 2021. Age characteristics.*



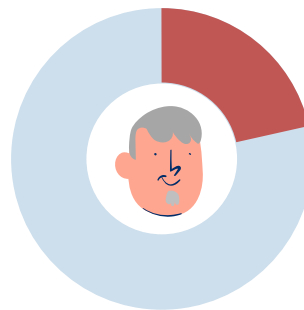
17%

0-14 Years



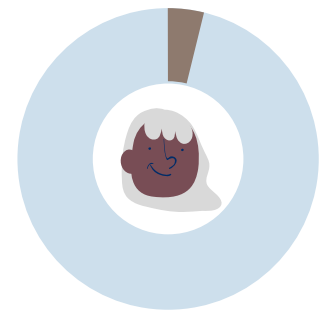
59%

15-64 years



21%

65 to 84 years



3%

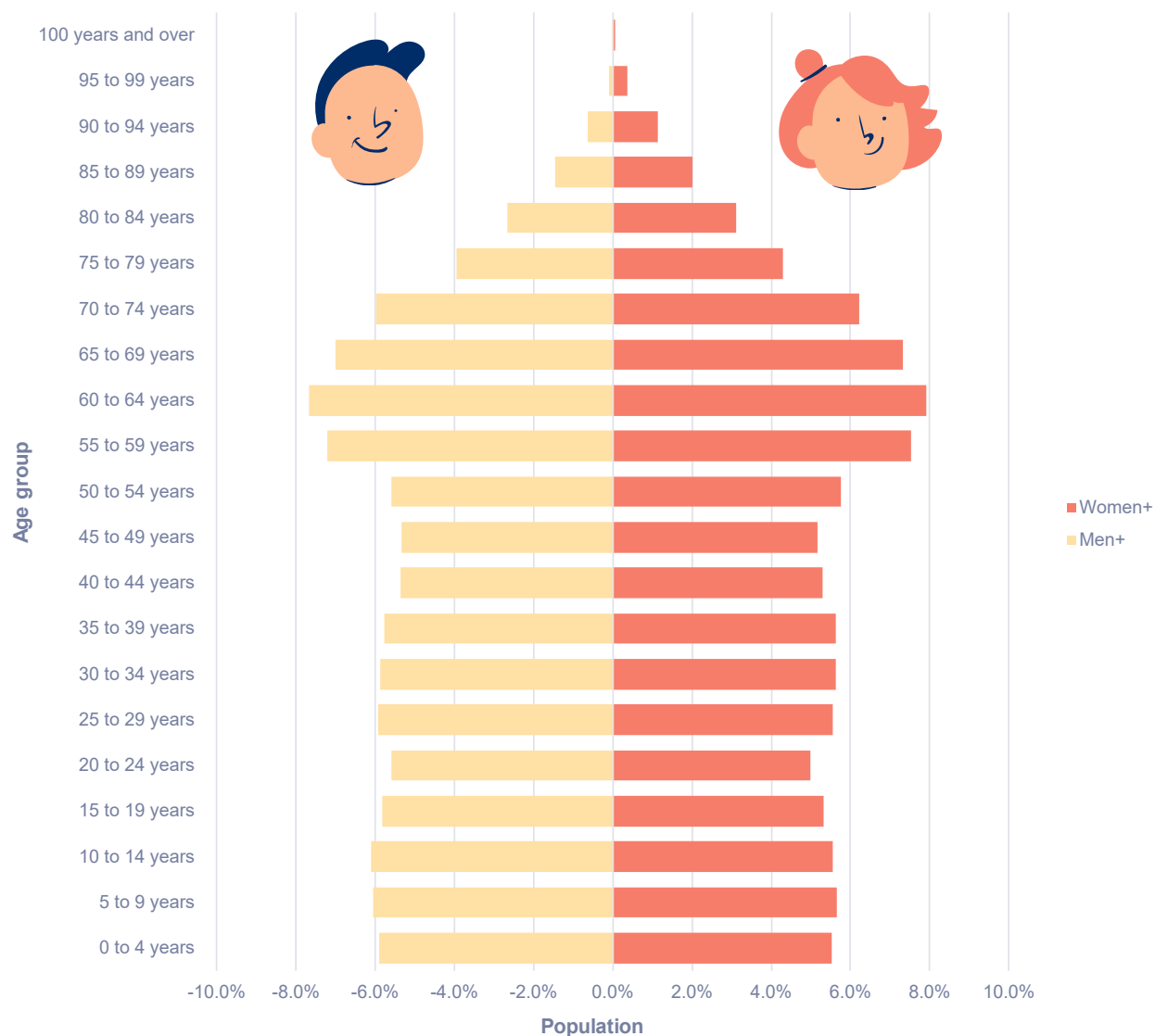
85 years+





## Graph 2: Population by Age and Gender\* distribution, Perth-Huron, 2021

Source: Statistics Canada, Census 2021. Age characteristics.



**\*Gender** refers to an individual's personal and social identity as a man, woman or non-binary person (a person who is not exclusively a man or a woman). Some people may not identify with a specific gender. Beginning in 2021, the variable "gender" is expected to be used by default in most social statistics. However, the "+" sign covers other identities that may not be disaggregate due to the sampling. Men+ includes men, boys and some non-binary persons. Women+ includes women, girls and some non-binary persons. (Statistics Canada: Dictionary, Census Population, 2021)

## Birth Rate Has Remained Relatively Stable

The birth rate in Perth–Huron has remained stable since 2011 and higher than the provincial average since 2018. The average age at which a mother has her first infant is 27 years, lower than the provincial average (29.3). 41,870 children were recorded in the last census, 12% of whom live in a one-parent family.<sup>8</sup>



## Families and Households

The following pages describe the main features of family composition in Perth and Huron Counties based on Census 2021 findings.

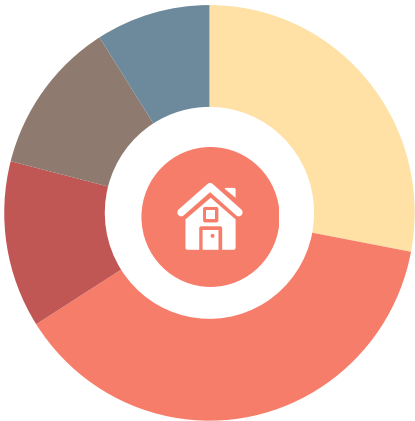


Diagram 3: PERTH, Household Feature<sup>9</sup>



**32,770** Total private households

Private Households



1 person



4 persons



2 persons



5 or more persons



3 persons



2

Average number of children in private household

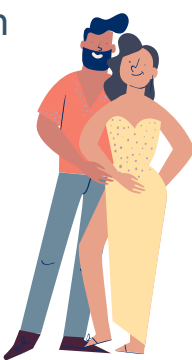
Married Couple



with children  
48%

without  
52%

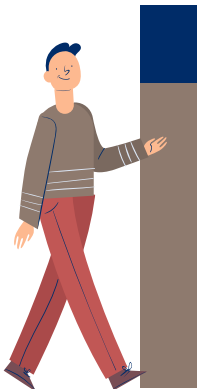
Common-law couple



with children  
39%

without  
61%

One-parent families

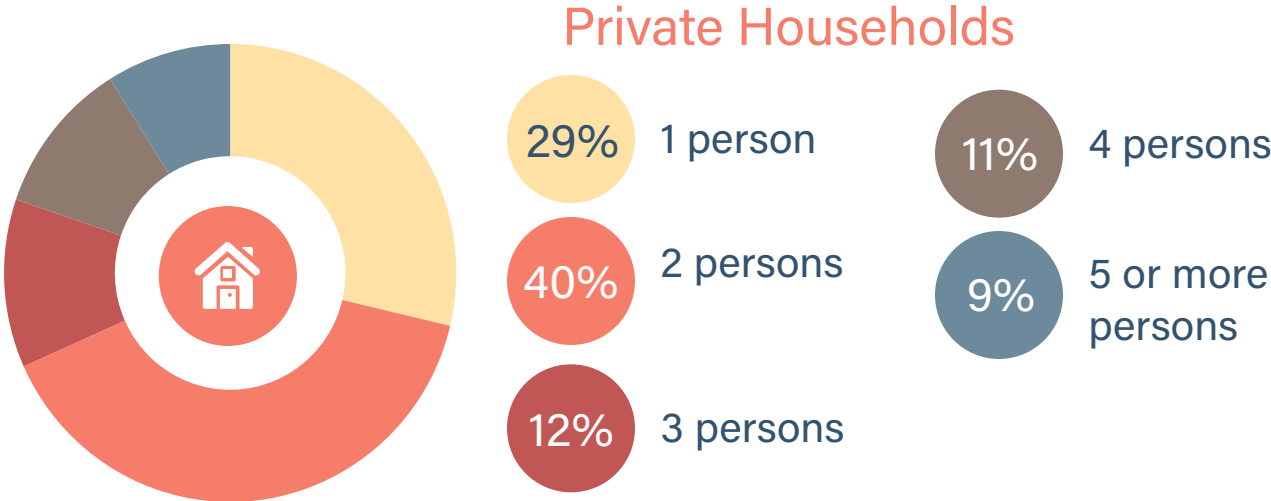


parent is man+  
23%

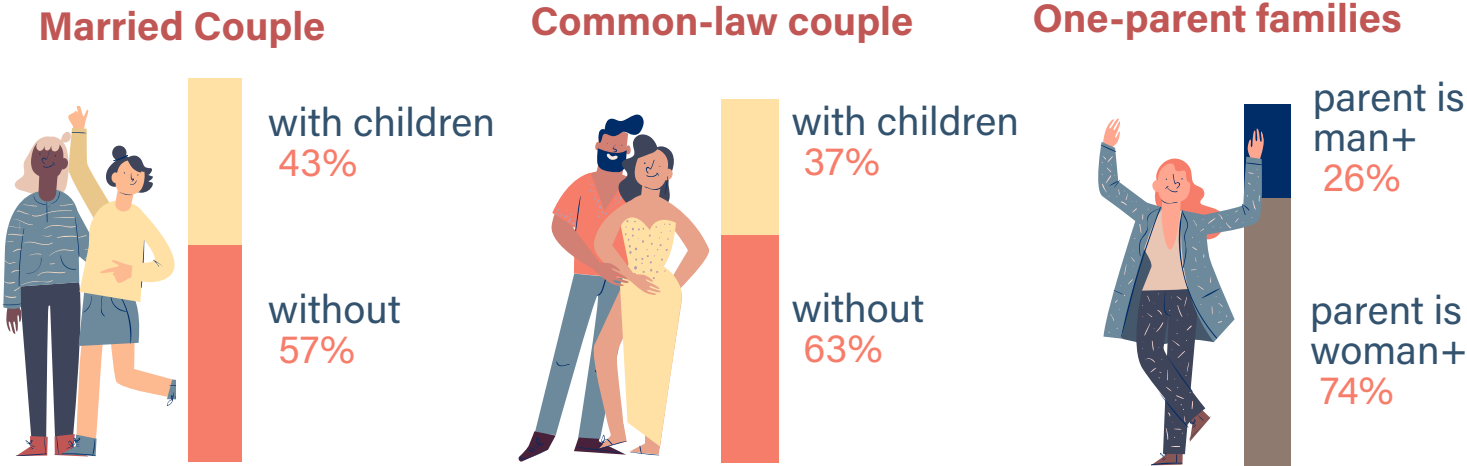
parent is woman+  
77%

Diagram 4: HURON, Household Feature<sup>10</sup>

# 25,335 Total private households



2 Average number of children in private household



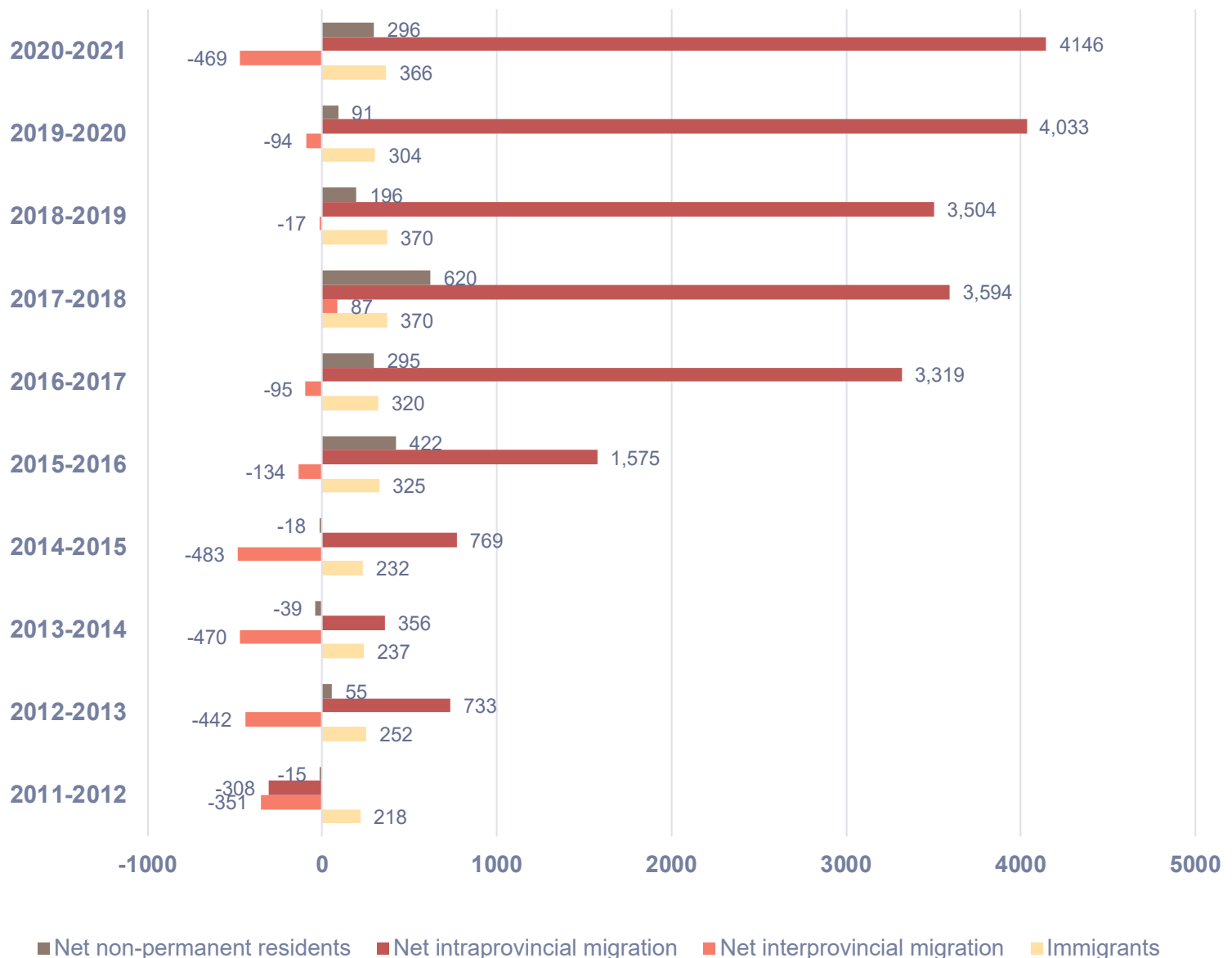


## Ontarians Relocating is Main Contributor to Population Growth

The main factor contributing to population growth in the Stratford-Bruce Peninsula is the net intraprovincial migration of individuals moving from elsewhere in Ontario, with rates increasing significantly over the last five years. In the last year's period (2020 to 2021) **the net interprovincial loss (individuals moving out of province) of 469 people was the most significant loss over the last five years.** The number of net non-permanent residents (also referred to as temporary residents) decreased drastically in 2019-2020 as a result of the COVID-19 pandemic and restrictions, rebounding in 2020-2021. Overall migration numbers have remained comparable from 2016 to 2021.<sup>11</sup>

### Graph 3: Population Mobility

Source: Statistics Canada, Annual Demographic Estimates: Sub-provincial Areas. Population estimates and growth.



## More Than 90% of the Population Has Remained in the Same Residence

Less than 10% of the population has changed their place of residence (“mover”) over the last year. Of those who did, most moved intraprovincially (from elsewhere within Ontario). The proportion of intraprovincial migrants in Perth and Huron Counties is higher than the provincial average. The proportion of external migrants (those who come from outside Canada) is very low in Perth-Huron, as is the proportion of interprovincial migrants (people who have moved from other provinces). Five years ago, the proportion of people who moved residences was higher across all categories.<sup>12</sup>

**Net interprovincial** represents the difference between in-migrants and out-migrants for a given province or territory involving a change in the usual place of residence.

**Net intraprovincial** represents the difference between in-migrants and out-migrants in a given region. A region can be defined as an economic region.

**Non-mover** refers to a person who lived in the same residence one and five years earlier

**Non-migrants** refers to people who move within their same census subdivision.<sup>8</sup>

**Non-permanent residents** are persons lawfully in Canada on a temporary basis under the authority of a temporary resident permit, along with members of their family living with them. This includes foreign workers, foreign students, the humanitarian population and other temporary residents. The humanitarian population includes refugee claimants and temporary residents allowed to remain in Canada on humanitarian grounds and are not categorized as either foreign workers or foreign students.

## Immigration in Perth-Huron is Lower Than the Province

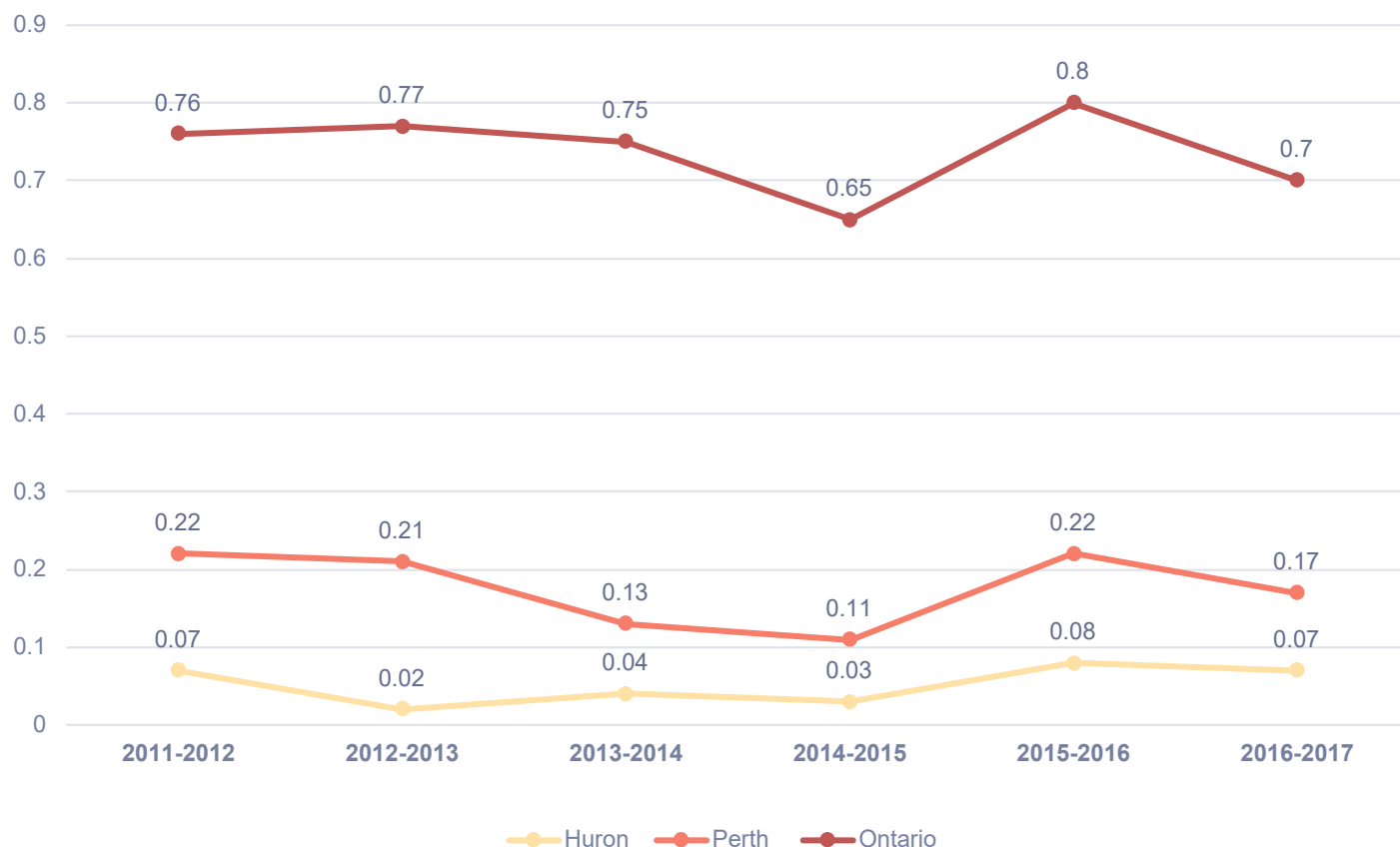
The 2021 Census of Canada reported that 9.1% of the total population are immigrants in Perth and 6.9% in Huron. These rates are lower than the provincial rate of 29.97%. Representation by gender is similar in both counties.<sup>13</sup>

The percentage of immigrants in Perth-Huron is significantly lower than the Ontario average



#### Graph 4: Immigrant arrival as a percentage of total population, Perth, Huron & Ontario, 2011 to 2017

Source: Rural Ontario Institute, Trend in annual immigrant arrivals to census divisions in Ontario, 1997 to 2017.



**6.9%** of  
Huron population  
are immigrants

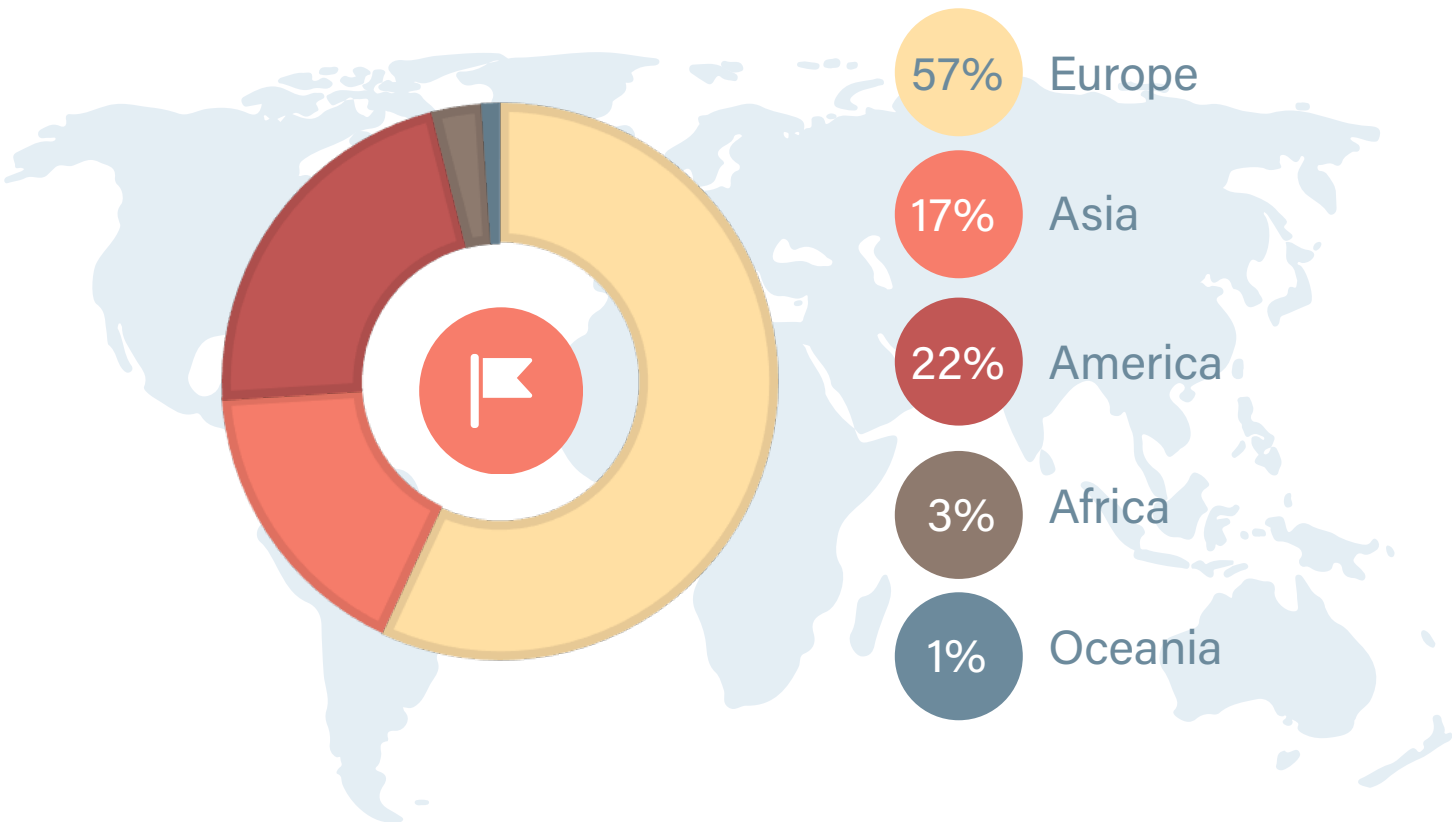
**9.1%** of Perth  
population are  
immigrants



The highest level of immigrant arrival documented in Perth was in 2011-2012 and 2015-2016. Huron shows a lower percentage of immigrant arrival in general and its most significant increase was in 2015-2016 when immigration numbers in Canada spiked as a response to the war in Syria and the Government of Canada's response. According to Immigration, Refugees and Citizenship Canada (IRCC) data, over 25,000 Syrian refugees landed in Canada between December 1, 2015 and the end of February, 2016.

**Graph 5: Immigrants by place of birth, Perth & Huron, 2021 Census, Canada**

Source: Statistics Canada, Census of Population, 2021.





## References

- 1 Ontario Ministry of Agriculture, Food and Rural Affairs Statistics. County Profile: Agriculture. Food and Business. Western Ontario. Data from Agriculture Census Canada 2021. Retrieved from [https:// data.ontario.ca/dataset/ontario-farm-data-by-county](https://data.ontario.ca/dataset/ontario-farm-data-by-county)
- 2 Burrell, M. (n.d.) Ontario County Map. Retrieved from <https://www.google.com/maps/d/u/0/embed?mid=1kKPz6L-BMydiGF0UHmJYfjgBuoY&ll=43.97243203622612%2C-81.86231472408687&z=8>
- 3 Map of Ontario treaties and reserves. Retrieved from <https://www.ontario.ca/page/map-ontario-treaties-and-reserves>
- 4 Native Land Map. Retrieved from <https://native-land.ca/>
- 5 Statistics Canada. 2022. (table). Census Profile. 2021 Census of Population. Statistics Canada Catalogue no. 98-316-X2021001. Ottawa. Released October 26, 2022. Retrieved from [www12.statcan.gc.ca/census-recensement/2021/dp-pd/prof/index.cfm?Lang=E](http://www12.statcan.gc.ca/census-recensement/2021/dp-pd/prof/index.cfm?Lang=E)
- 6 Statistics Canada. 2022. (table). Census Profile. 2021 Census of Population. Statistics Canada Catalogue no. 98-316-X2021001. Ottawa. Released October 26, 2022. Retrieved from [www12.statcan.gc.ca/census-recensement/2021/dp-pd/prof/index.cfm?Lang=E](http://www12.statcan.gc.ca/census-recensement/2021/dp-pd/prof/index.cfm?Lang=E)
- 7 Statistics Canada. 2022. (table). Census Profile. 2021 Census of Population. Statistics Canada Catalogue no. 98-316-X2021001. Ottawa. Released October 26, 2022. Retrieved from [www12.statcan.gc.ca/census-recensement/2021/dp-pd/prof/index.cfm?Lang=E](http://www12.statcan.gc.ca/census-recensement/2021/dp-pd/prof/index.cfm?Lang=E)
- 8 Statistics Canada. 2022. (table). Census Profile. 2021 Census of Population. Statistics Canada Catalogue no. 98-316-X2021001. Ottawa. Released October 26, 2022. Retrieved from [www12.statcan.gc.ca/census-recensement/2021/dp-pd/prof/index.cfm?Lang=E](http://www12.statcan.gc.ca/census-recensement/2021/dp-pd/prof/index.cfm?Lang=E)
- 9 Statistics Canada. 2022. (table). Census Profile. 2021 Census of Population. Statistics Canada Catalogue no. 98-316-X2021001. Ottawa. Released October 26, 2022. Retrieved from [www12.statcan.gc.ca/census-recensement/2021/dp-pd/prof/index.cfm?Lang=E](http://www12.statcan.gc.ca/census-recensement/2021/dp-pd/prof/index.cfm?Lang=E)
- 10 Statistics Canada. 2022. (table). Census Profile. 2021 Census of Population. Statistics Canada Catalogue no. 98-316-X2021001. Ottawa. Released October 26, 2022. Retrieved from [www12.statcan.gc.ca/census-recensement/2021/dp-pd/prof/index.cfm?Lang=E](http://www12.statcan.gc.ca/census-recensement/2021/dp-pd/prof/index.cfm?Lang=E)
- 11 Statistics Canada. 2022. (table). Census Profile. 2021 Census of Population. Statistics Canada Catalogue no. 98-316-X2021001. Ottawa. Released October 26, 2022. Retrieved from [www12.statcan.gc.ca/census-recensement/2021/dp-pd/prof/index.cfm?Lang=E](http://www12.statcan.gc.ca/census-recensement/2021/dp-pd/prof/index.cfm?Lang=E)
- 12 Statistics Canada. 2022. (table). Census Profile. 2021 Census of Population. Statistics Canada Catalogue no. 98-316-X2021001. Ottawa. Released October 26, 2022. Retrieved from [www12.statcan.gc.ca/census-recensement/2021/dp-pd/prof/index.cfm?Lang=E](http://www12.statcan.gc.ca/census-recensement/2021/dp-pd/prof/index.cfm?Lang=E)
- 13 Statistics Canada. 2021. Dictionary, Census of population. Census year 2021. Released November 7, 2021. Retrieved from <https://www12.statcan.gc.ca/census-recensement/2021/ref/dict/az/index-eng.cfm>

## About the SRPC

The Social Research & Planning Council (SRPC), operated by United Way Perth-Huron, is comprised of community representatives who are dedicated to the collection, analysis and distribution of information relating to social trends and issues in Perth and Huron Counties. The SRPC approaches its work in two ways:

1. Commissioning research into specific social issues.
2. Developing recommendations for community improvement based on local findings and working collaboratively with community members to implement change.





**United Way**  
Perth-Huron



**Social Research &  
Planning Council**

## **WRITING**

Areeba Ahmad  
Kristin Crane  
Will Wellington

## **EDITING**

Chad Alberico

## **DESIGN**

Sonya Heyen

*Copyright ©The Social Research & Planning Council 2023. This work is copyrighted. It may be reproduced in whole or in part for educational use subject to the inclusion of an acknowledgement of the source.  
Icons made by SlidesToGo.*