

# 2021 CENSUS ANALYSIS SHIFTING DEMOGRAPHICS

Based on Statistics Canada 2021 Census Data

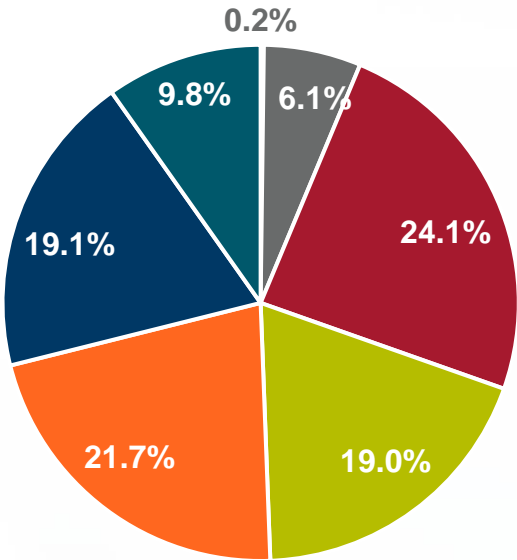
APRIL 2022

# 2021 Canadian Population Breakout

## Defining Generations

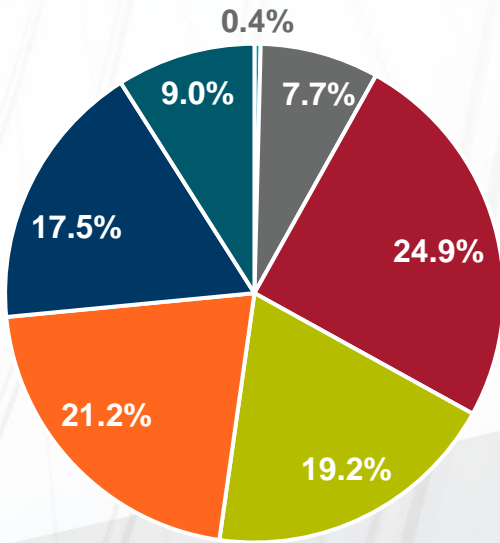
- Greatest Generation: People Aged 94 or Older
- Interwar Generation: People Aged 76 to 93
- Baby Boomer Generation: People Aged 56 to 75
- Generation X: People Aged 41 to 55
- Generation Y (Millennials): People Aged 25 to 40
- Generation Z: People Aged 9 to 24
- Generation Alpha: People Aged 8 or Younger

### Male



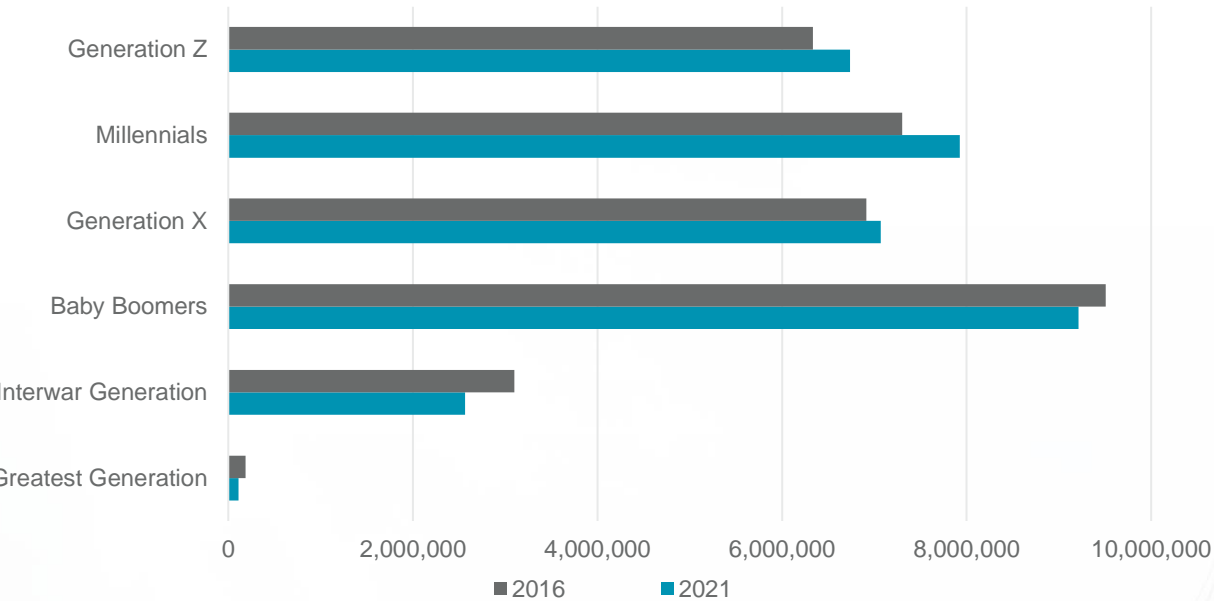
- Greatest Generation
- Interwar Generation
- Baby Boomers
- Generation X
- Millennials
- Generation Z
- Generation Alpha

### Female

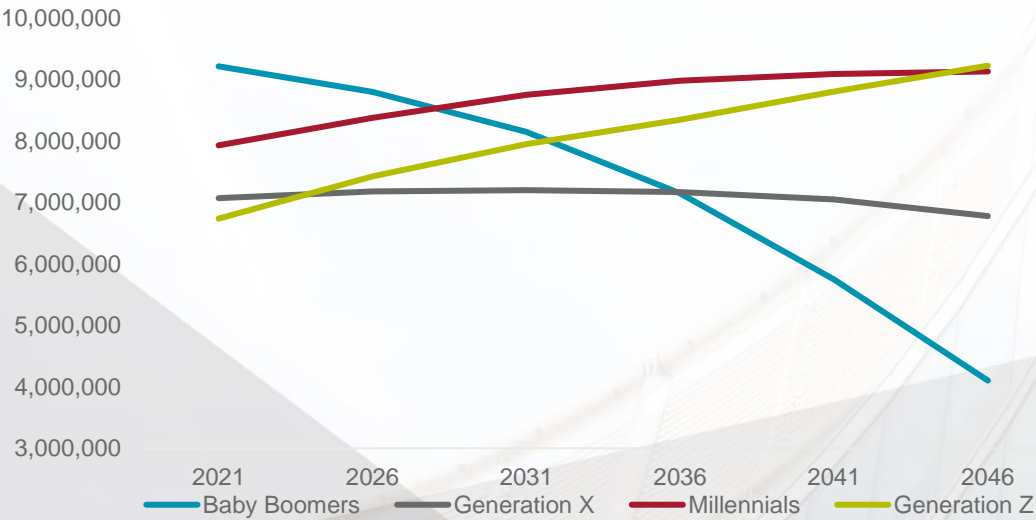


- Greatest Generation
- Interwar Generation
- Baby Boomers
- Generation X
- Millennials
- Generation Z
- Generation Alpha

Canadian Population Growth by Generation 2016 to 2021



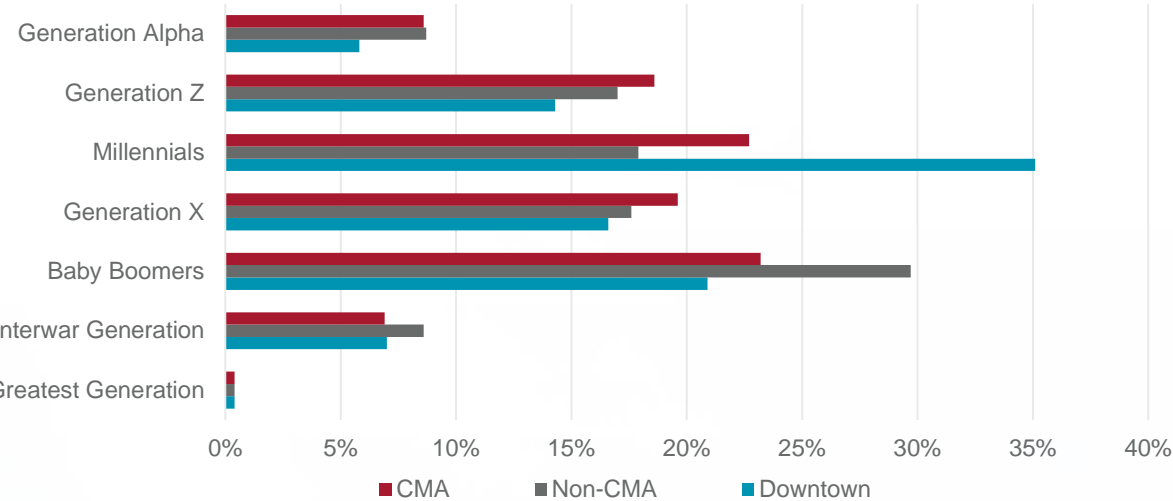
Forecasted Canadian Population Growth by Generation 2021-2046



Key Takeaways

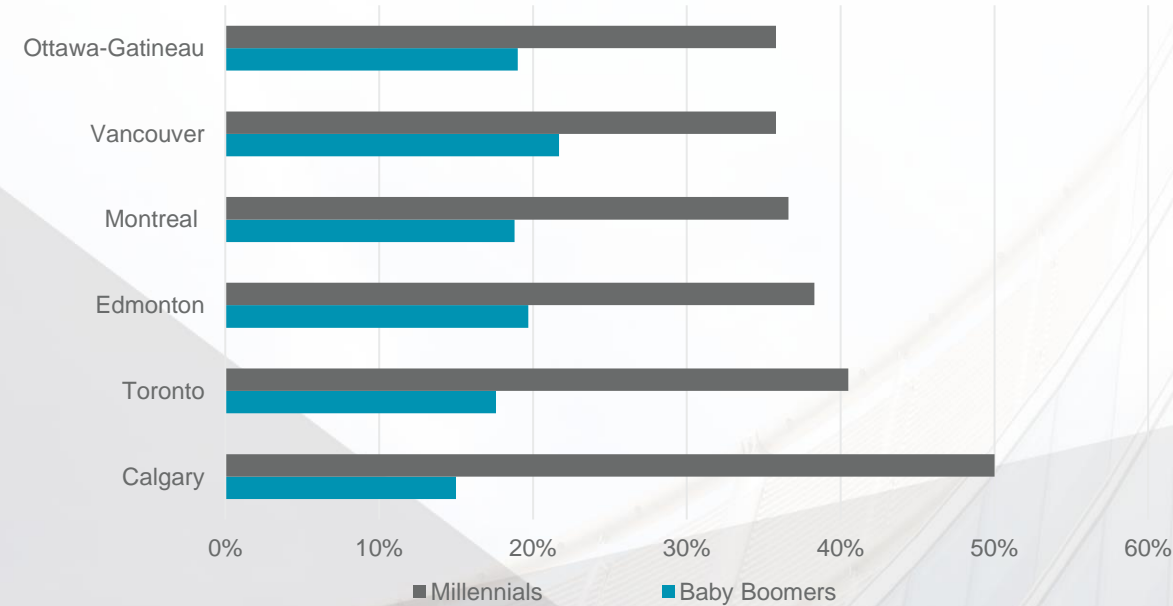
- The baby boomer generation continues to be the largest in Canada; however, for the first-time baby boomers make up less than a quarter of the Canadian population.
- Millennials represented the fastest growing population from 2016 to 2021, in large part due to higher rates of immigration among this generation compared to others.
- Millennials represent the generation with the largest number of people in the working-age population (15-64). One in three working-age persons are millennials and therefore can have a notable impact on the labour market – such as work-life balance, employee retention and flexibility required for work schedules.
- Population projections suggest that millennials, perhaps as soon as 2029, will become the largest generation in the country.
- These forecasted changes are primarily due to the aging of the baby boomer generation and to immigration, which for many years should continue to drive the number of millennials and Generation Z members upwards.
- The fertility of the Canadian population has been declining since 2016 and reached a historic low of 1.4 children per woman in 2020. A further decline will likely be seen in 2021 in large part due to the pandemic. This trend could impact the future growth of Generation Alpha – those born between 2013 and 2021.

## Generational Breakout in Canada's Urban Centres



A CMA is defined as a large urban centre with a population of at least 100,000 persons

## Millennials vs. Baby Boomers in Major Downtown Canadian Markets



## Key Takeaways

- Millennials account for the largest share of the population among the downtowns of large urban centres, accounting for more than one-third of the downtown populations. By comparison, baby boomers make up only one in five people living downtown, although they are the largest generation in the country.
- This is likely a result of post-secondary education institutions often being located in the downtown areas, and the attractiveness to millennials of an urban lifestyle.
- Half of the population of downtown Calgary is part of the millennial generation, the highest in the country. Downtown Calgary is also one of the downtowns that saw the fastest population growth between 2016 and 2021.
- In downtown Toronto more than two in five people are millennials.
- In comparison the Interwar Generation is more strongly represented outside large urban centres (8.6%) than in downtowns (7.0%).



**For More Information, Contact Us Today.**

**Kristina Bowman**

Senior Manager of Research, Canadian Markets

Direct: +1 (416) 359-2419

[kristina.bowman@cushwake.com](mailto:kristina.bowman@cushwake.com)

