RICHMOND HILL

2015 Socio-Economic Study

Richmond Hill, where people come together to build our community.

Richmond Hill

The 2015 Socio-Economic Study was received by Richmond Hill Council on November 9, 2015.

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Executive Summary

Chapter 1: Introduction

The Richmond Hill 2015 Socio-Economic Study builds upon the original Socio-Economic Study completed in 2008. The 2015 study primarily uses statistics from the 2011 Census and National Household Survey. The study aims to answer three questions: who is Richmond Hill, where does Richmond Hill fit in York Region and the Greater Toronto Area, and what trends are likely to affect Richmond Hill in the future. Data is grouped according to five themes: demographics, economics, transportation, housing, and affordability.

Richmond Hill is one of the 29 municipalities located within the Greater Toronto Area (GTA), one of the most important political and economic regions for both Ontario and Canada. It is located in the geographic centre of the GTA, and is well connected to its neighbours through major transportation corridors including Yonge Street and Highways 7, 404, and 407. Many of the challenges and opportunities that exist within the larger GTA are also being experienced by Richmond Hill, including rapid population growth, higher levels of urbanization, increasing levels of ethnic diversity, and traffic congestion.

Chapter 2: Demographic Profile

The population of Richmond Hill continues to grow at a rapid rate, outpacing the rate of population growth for the overall GTA, but slowing somewhat from previous years. This population is comprised largely of Generation X, baby boomers, and teenagers, and is beginning to grow older. Typical households in Richmond Hill are comprised of 2-4 individuals, most often occupied by a married couple with children. A growing number of households also contain additional people outside the main family, such as grandparents or other relatives. People from many countries, ethnicities, and cultures have chosen to settle in Richmond Hill in recent years, helping create a community with a rich mosaic of cultures, languages, and faiths.

Richmond Hill has a workforce with a diverse set of skills that are well-matched to the types of jobs that exist within the Town. There is also a low rate of unemployment alongside relatively normal rates of labour force participation. Residents of Richmond Hill are some of the most highly educated in the GTA, and have higher than average household incomes.

Chapter 3: Economic Characteristics

Richmond Hill has the third highest amount of jobs in York Region, and the local economy continues to expand with the number of jobs increasing by 12% between 2006 and 2011. While small businesses find Richmond Hill an attractive place to work, many major companies also set up corporate headquarters in a variety of fields. Some of the greatest employment opportunities in the Town include the Retail Trade, Health Care & Social Assistance, and Professional, Scientific & Technical Services industries.

Chapter 4: Transportation, Commuting and Travel Patterns

The automobile is the primary mode of transportation for commuting and recreational travel within Richmond Hill. Most commuting into Richmond Hill for work is also done by car. Richmond Hill residents are embracing alternate modes of transportation, including public transit, carpooling, and cycling, which have increased in the last 10 years.

Chapter 5 and 6: Housing Profile and Housing Affordability

Most residents of Richmond Hill continue to be homeowners living in a single-detached house. Dwellings in Richmond Hill are relatively newer and well-maintained. A shift towards higher density forms of development is occurring, with townhomes and high-rise apartments expected to comprise a larger amount of the housing supply in future years.

Housing prices in Richmond Hill continue to increase in value, with an average single-detached house now selling for just under $1 million, reflecting a desirable community to live in. However, housing costs may be contributing to affordability issues amongst residents, as average incomes of residents have typically risen at a lower rate than housing prices. While rental properties can be considered a more affordable option for some residents, consistently low vacancy rates suggest that demand is stronger than the available supply.

1.0 Introduction

In 2008, the first Richmond Hill Socio-Economic Study was completed using the data from the 2006 Census as the primary source of information. The findings of the study helped inform a number of related policy documents for the Town of Richmond Hill, including the new 2009 Strategic Plan and new Official Plan, amongst others.

The 2015 Socio-Economic Study builds on the 2008 Socio-Economic Study, exploring new data and helping us to understand what has changed in Richmond Hill over the past 7 years. The 2011 Census is the primary data source, although new sources were added. The 2015 Socio-Economic Study helps us to understand Richmond Hill as a community and will inform future Town policy documents, including the next phase of the Town's Strategic Plan.

1.1 Study Context

The release of the 2011 Census and National Household Survey (NHS) data by Statistics Canada was completed at the end of 2013. The 2015 Richmond Hill Socio-Economic Study uses the new Census and NHS information to provide up-to-date data on many important areas. Similar to the previous Study, the key findings and conclusions from this Study will be utilized to inform our next steps in implementing the Strategic Plan, as well as to help inform and assess the objectives and strategies of other major policy documents.

This study follows a similar format to the previous study, while adding new sources of data as well as making some minor modifications. The data gathered has been grouped into five sections:

a) Demographic Profile;

b) Economic Characteristics;

c) Transportation, Commuting, and Travel Patterns;

d) Housing Profile; and

e) Housing Affordability and Poverty.

Analysis and key findings are presented and discussed in the final chapter of the document.

1.2 Study Goals and Objectives

The goal of the study is to better understand the people, communities, businesses and context of Richmond Hill and speak to who the Town is compared to other local municipalities, York Region, the Greater Toronto Area (GTA), and Ontario as a whole. There are three main questions that the Study aims to answer:

a) Who is Richmond Hill?

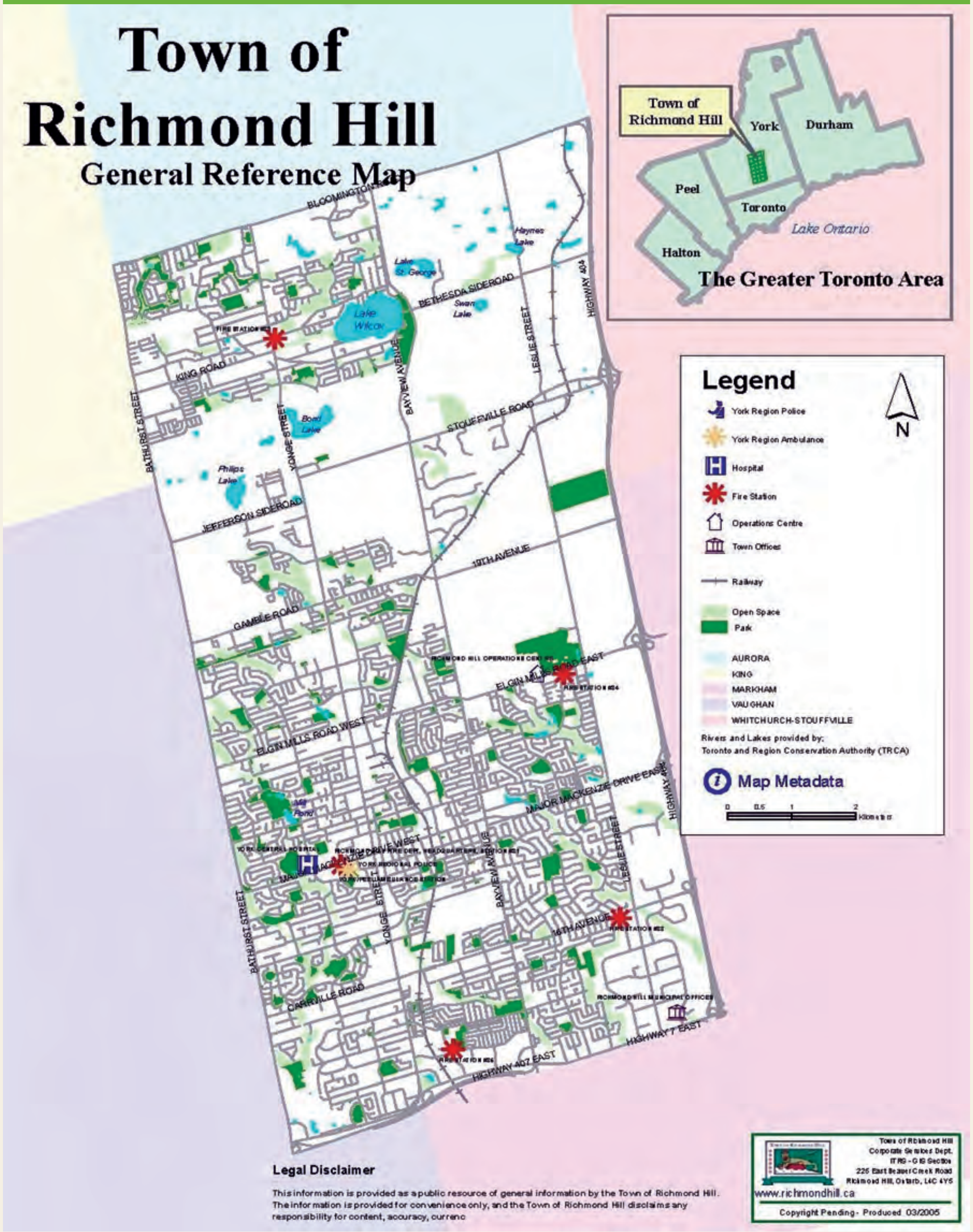
b) Where does Richmond Hill fit in York Region and the Greater Toronto Area?

c) What trends are likely to affect Richmond Hill in the future?

1.3 Study Area

Overall, most of the data and trends are presented for the Town as a whole.

Map of Richmond Hill



Source: Town of Richmond Hill

A number of key data points within the study also compare Richmond Hill to a number of other municipalities or regions. This is done primarily to see where Richmond Hill fits into its surrounding area. Comparisons are frequently made to York Region and its eight other municipalities, including the Town of Aurora, Town of East Gwillimbury, Town of Georgina, Township of King, City of Markham, Town of Newmarket, City of Vaughan, and Town of Whitchurch-Stouffville. Other municipalities within the Greater Toronto Area (GTA) which are often included in data comparisons include the City of Burlington, Town of Oakville, and City of Oshawa, as they have historically had a similar population and demographic characteristics to Richmond Hill.

Statistics Canada does not provide data specifically for the GTA, which comprises the City of Toronto and the Regions of Durham, Halton, Peel, and York. In its place, the Census Metropolitan Area (CMA) of Toronto is used wherever census or NHS data is used in the Study. The Toronto CMA includes: the Regions of Halton (except Burlington), Peel, York, and the City of Toronto, as well as the municipalities of New Tecumseth, Bradford West Gwillimbury, Uxbridge, Pickering and Ajax. The Toronto CMA, therefore, does not include Whitby, Oshawa, Clarington, Scugog, Brock or Burlington (which are included in the GTA) but does include Bradford West Gwillimbury, Mono, New Tecumseth and Orangeville (which are not included in the GTA).

Map of Greater Toronto Area

Source: Town of Richmond Hill

1.4 Sources of Information

This Study uses a large number of research sources in order to obtain high-quality data for the Study. The resources that were used include the following:

Statistics Canada
- 1991, 1996, 2001, 2006, 2011 Census
- 2011 National Household Survey

York Region
- 2011 Employment Survey

Town of Richmond Hill
- Planning and Regulatory Services Department
- Economic Development Office
- Custom tabulations

Municipal Property Assessment Corporation
- Property values & Assessment growth

Canadian Mortgage and Housing Corporation
- Starts and Completions Survey, 2014
- Rental Market Survey, 2014

The resources that have been added for the 2015 Socio-Economic Study include the following:

Canada Revenue Agency
- Tax Filer Data, 2011

Toronto Real Estate Board
- Housing sales/prices, 2014

DTZ Bernicke
- Industry and office vacancy rates and rents, 2011

Transportation for Tomorrow Survey
- 2001, 2006, 2011 Transportation for Tomorrow Surveys

1.5 Data Caveats using the 2011 National Household Survey

Versions of the Census conducted by Statistics Canada from 2006 and earlier were comprised of two parts: a short-form sent to all households, and a long-form questionnaire sent to a sample of households (every 1 in 5 households received the long-form in addition to the short-form). Both parts of the census were mandatory to complete.

The procedure for the 2011 Census differs from previous versions. While the short-form Census remained the same as before, the mandatory long-form questionnaire was replaced by a voluntary National Household Survey, which was distributed to 4.5 million households (slightly less than one-third of all Canadian households). The global non- response rate, or the number of households which did not complete the NHS, was 22% for Richmond Hill.

As a result of the changes and the new voluntary format of the NHS, caution has been exercised when comparing the results of the NHS to past Censuses, as there may be an inherent non-response bias (for example, certain demographic groups may be more or less likely to respond to the NHS than other groups). This Study will analyzes and interprets the results of the NHS as reported, but uses caution in drawing conclusions or inferences about the data, particularly with regards to language and income data.

2.0 Demographic Profile

To understand "Who is Richmond Hill", this chapter examines the Town's population, language, cultures, immigration patterns, households and other key characteristics including education levels, labour force activity and income of Richmond Hill residents. A review of these key areas help in the understanding of Richmond Hill as a community and informs us about the people of Richmond Hill. The demographic analysis also makes comparisons to other local municipalities, York Region, the Greater Toronto Area and in some cases, Ontario, to better understand how Richmond Hill fits within our geographic context.

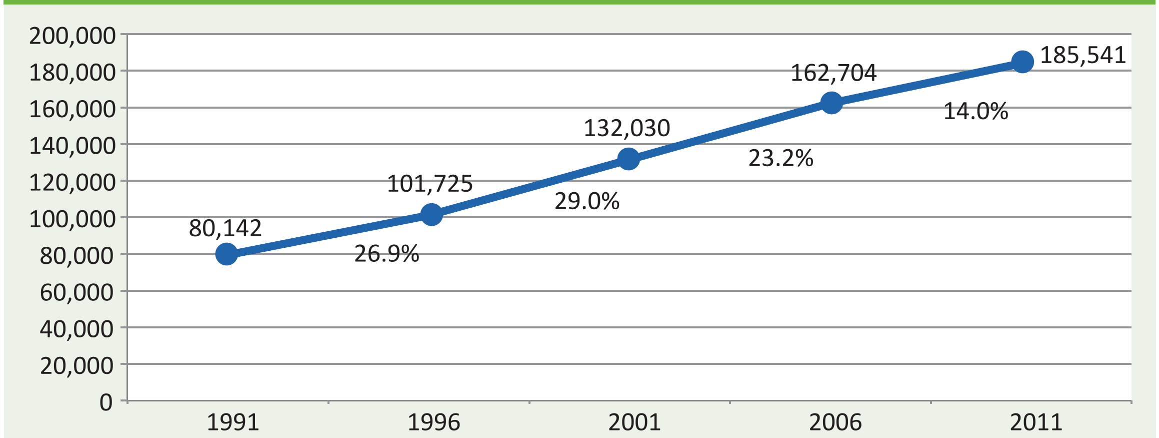
2.1 Population Characteristics

Trends in population growth are analyzed on the basis of overall growth, by the age and gender of the population, and by population change as driven by immigration and migration.

2.1.1 Population

As of the 2011 Census, the population of Richmond Hill has reached 185,541 inhabitants (Figure 1). This represents an increase of 22,837 people, or 14.0% population growth since the 2006 Census. Relatively speaking, population growth has slowed for the Town over the last 20 years. The 2006 to 2011 period is the first time since 1991 that the population growth rate has dropped below a 20% increase.

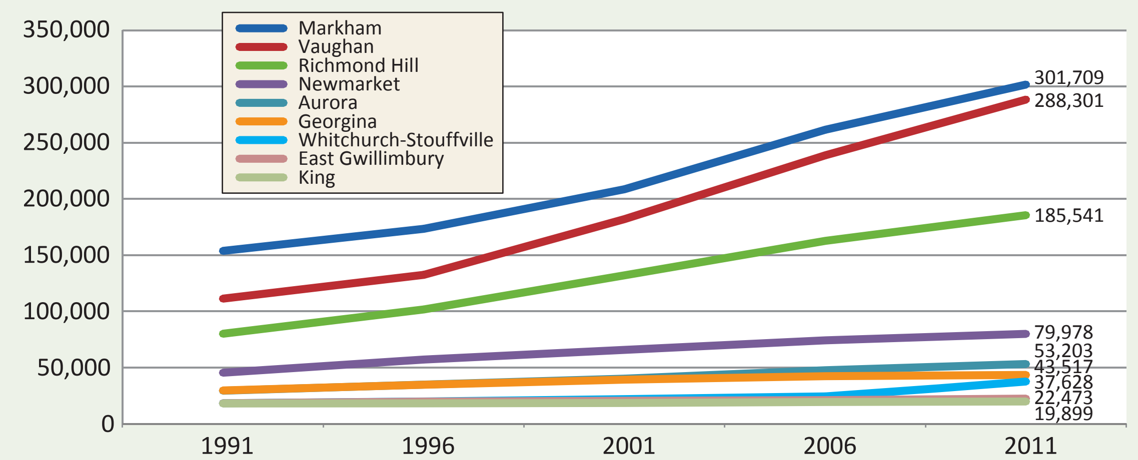
Figure 1: Population growth in Richmond Hill (1991-2011)



Source: Statistics Canada: 1991, 1996, 2001, 2006 and 2011 Census

In comparison to other York Region municipalities, Richmond Hill continues to have the third largest population in the Region (Figure 2). This is a distinction that the Town has held over the last 20 years. Richmond Hill had the fourth highest population growth rate in the region at 14.0%, behind Whitchurch-Stouffville (54.3%), Vaughan (20.7%) and Markham (15.3%).

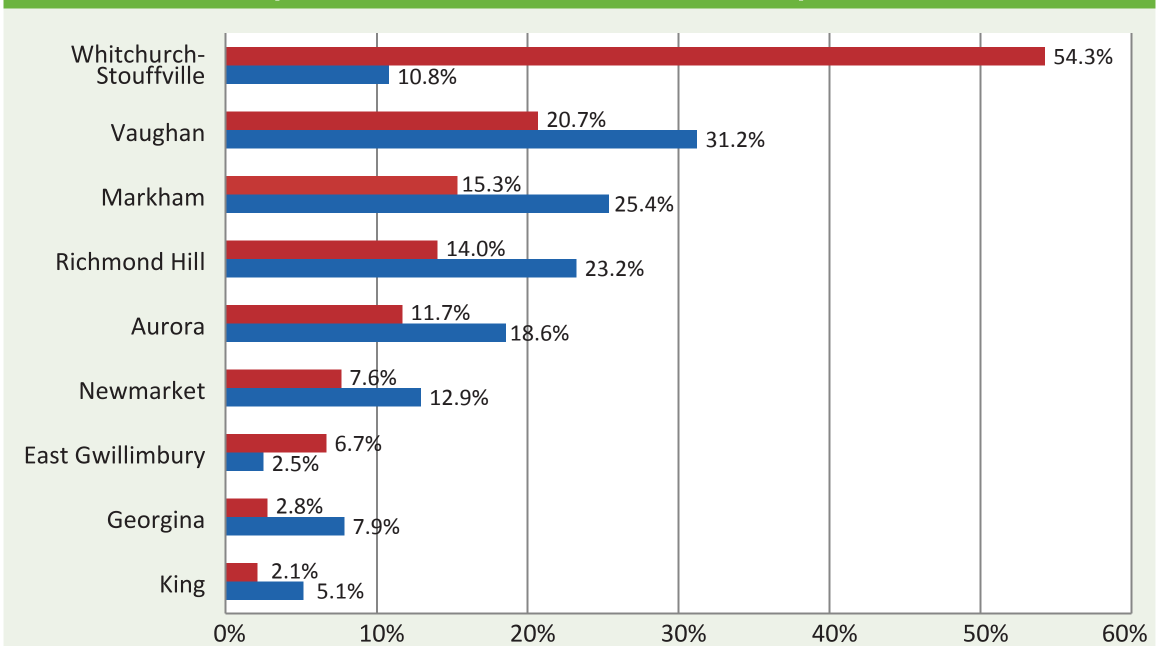
Figure 2: Population of York Region municipalities (1991-2011)



Source: Statistics Canada: 1991, 1996, 2001, 2006 and 2011 Census

Other York Region municipalities have also experienced an overall population increase, but at a slower growth rate compared to the previous three Census periods (Figure 3). The only exception to this is Whitchurch-Stouffville and East Gwillimbury whose growth rates increased from 2006 to 2011.

Figure 3: Population growth rates in York Region municipalities (2001-2011)

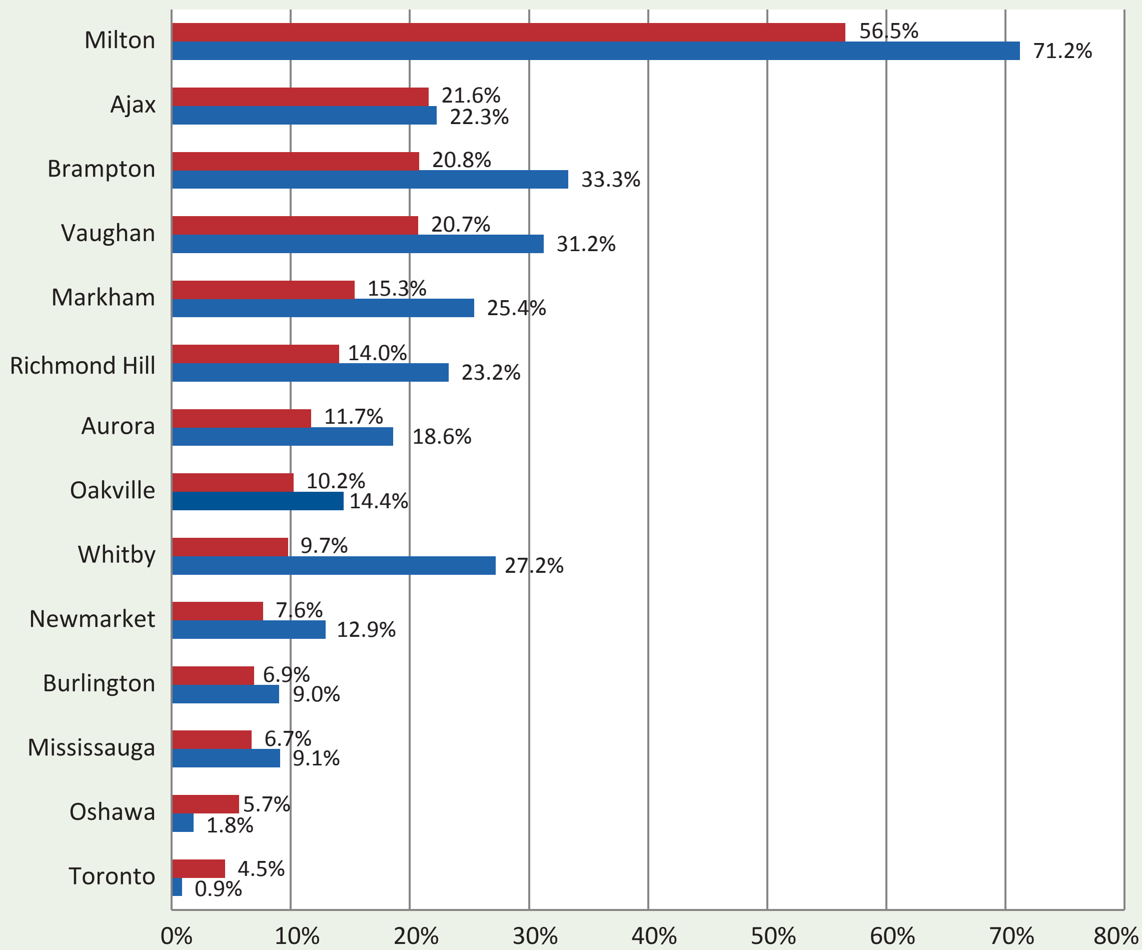


	King	Georgina	East Gwillimbury	Newmarket	Aurora	Richmond Hill	Markham	Vaughan	Whitchurch-Stouffville
2006-2011	2.1%	2.8%	6.7%	7.6%	11.7%	14.0%	15.3%	20.7%	54.3%
2001-2006	5.1%	7.9%	2.5%	12.9%	18.6%	23.2%	25.4%	31.2%	10.8%

Source: Statistics Canada: 2001, 2006 and 2011 Census

Looking at some of the other municipalities in the GTA, Richmond Hill continues to have one of the strongest growth rates (Figure 4), only being outpaced by Milton (56.5%), Ajax (21.6%), and Brampton (20.8%). Aside from the City of Toronto and Oshawa, whose rate of population growth increased, these municipalities have experienced a decline in the rate of population growth from the 2006 Census, similar to Richmond Hill.

Figure 4: Population growth rates of selected GTA municipalities (2001-2011)



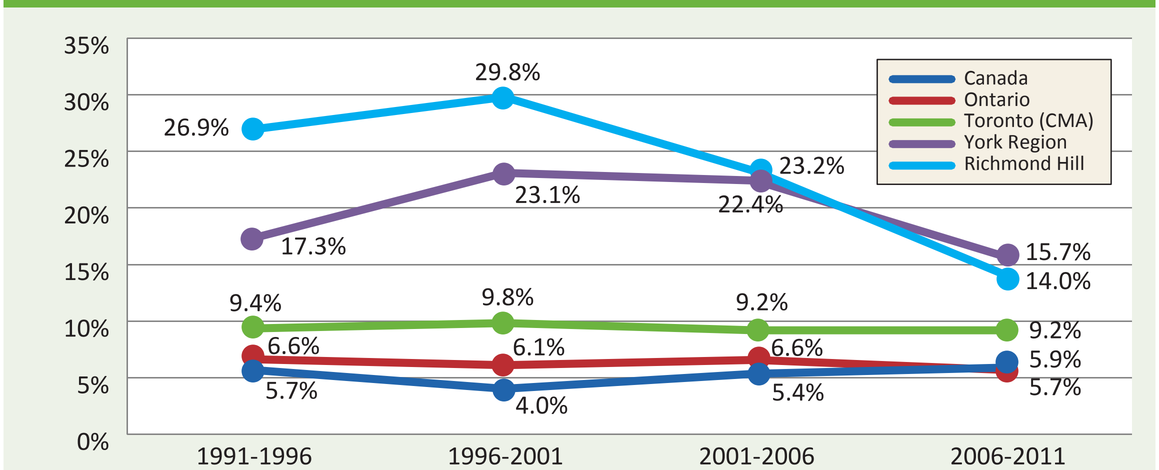
	Toronto	Oshawa	Mississauga	Burlington	Newmarket	Whitby	Oakville	Aurora	Richmond Hill	Markham	Vaughan	Brampton	Ajax	Milton
2006-2011	4.5%	5.7%	6.7%	6.9%	7.6%	9.7%	10.2%	11.7%	14.0%	15.3%	20.7%	20.8%	21.6%	56.5%
2001-2006	0.9%	1.8%	9.1%	9.0%	12.9%	27.2%	14.4%	18.6%	23.2%	25.4%	31.2%	33.3%	22.3%	71.2%

Source: Statistics Canada: 2001, 2006 and 2011 Census

York Region as a whole grew to a population of 1,032,524 according to the 2011 Census, which is a 15.7% increase from 2006; but much like the trend we were seeing at the lower-tier level, the population growth rate has declined in comparison to the 1991-1996, 1996-2001, and the 2001-2006 Census periods.

Looking at a broader context, we can see that population growth rates of the Toronto CMA, the province, and even the country have remained relatively stable in contrast to the slowing growth rates occurring in York Region and its municipalities (Figure 5). The growth rates in Richmond Hill, and York Region as a whole, are trending closer to those of the Toronto CMA, Ontario and Canada.

Figure 5: Geographical comparison of change in population growth rates (1991-2011)



Source: Statistics Canada: 1991, 1996, 2001, 2006 and 2011 Census

2.1.2 Population by Age and Gender

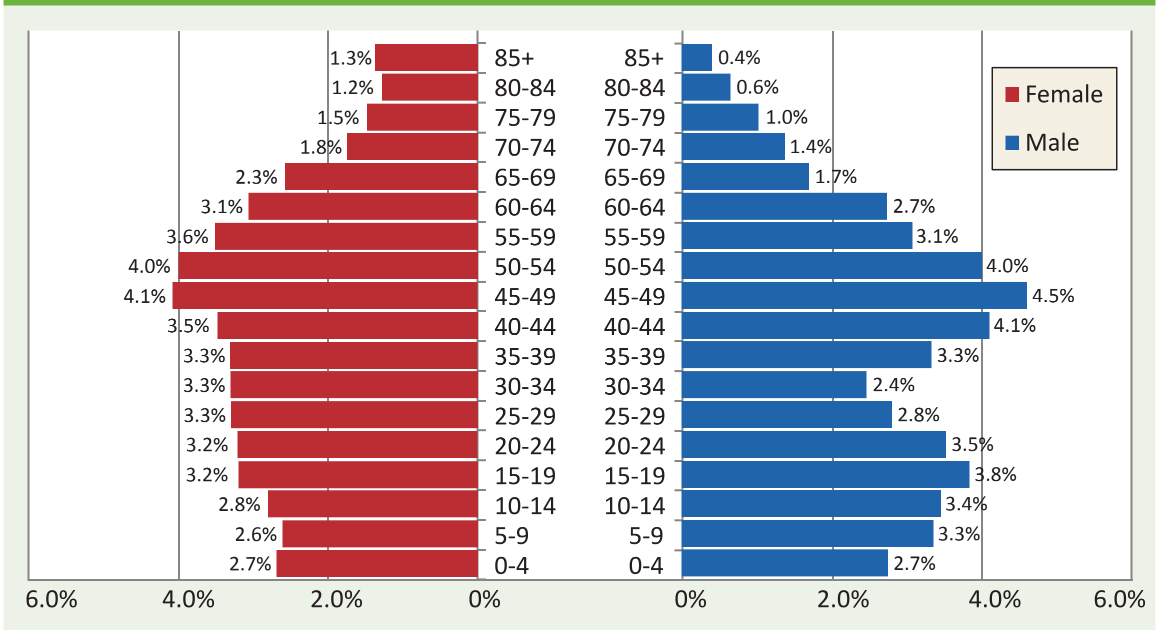
Looking at the population by age (Figure 6), the population of Richmond Hill can best be described as an "hourglass"; the largest age categories of the population, for both genders, fall within the ages of 40-44, 45-49, and 50-54 years old and 15-19 and 20-24 years old.

In terms of gender, Richmond Hill's population is made up of more females, at 51.3% of the total population, than males, at 48.7%. The age cohort that contains the greatest proportion of both males and females is the 45-49 years old cohort, which contains 4.5% of the male population, and 4.8% of the female population. The next largest cohorts in both the male and female population are the 40-44 years old cohort (4.1% males and 4.8% females), 50-54 years old cohort (4.0% males and 4.3% females), and the 15-19 years old cohort (3.8% males and 3.5% females).

In general, there tends to be more males in the younger age cohorts and more females in the older age cohorts. In all the age cohorts up to 29 years old, there are a greater proportion of males to females. In every age cohort after the 30 year old threshold, the proportion of females is consistently greater than the proportion of males.

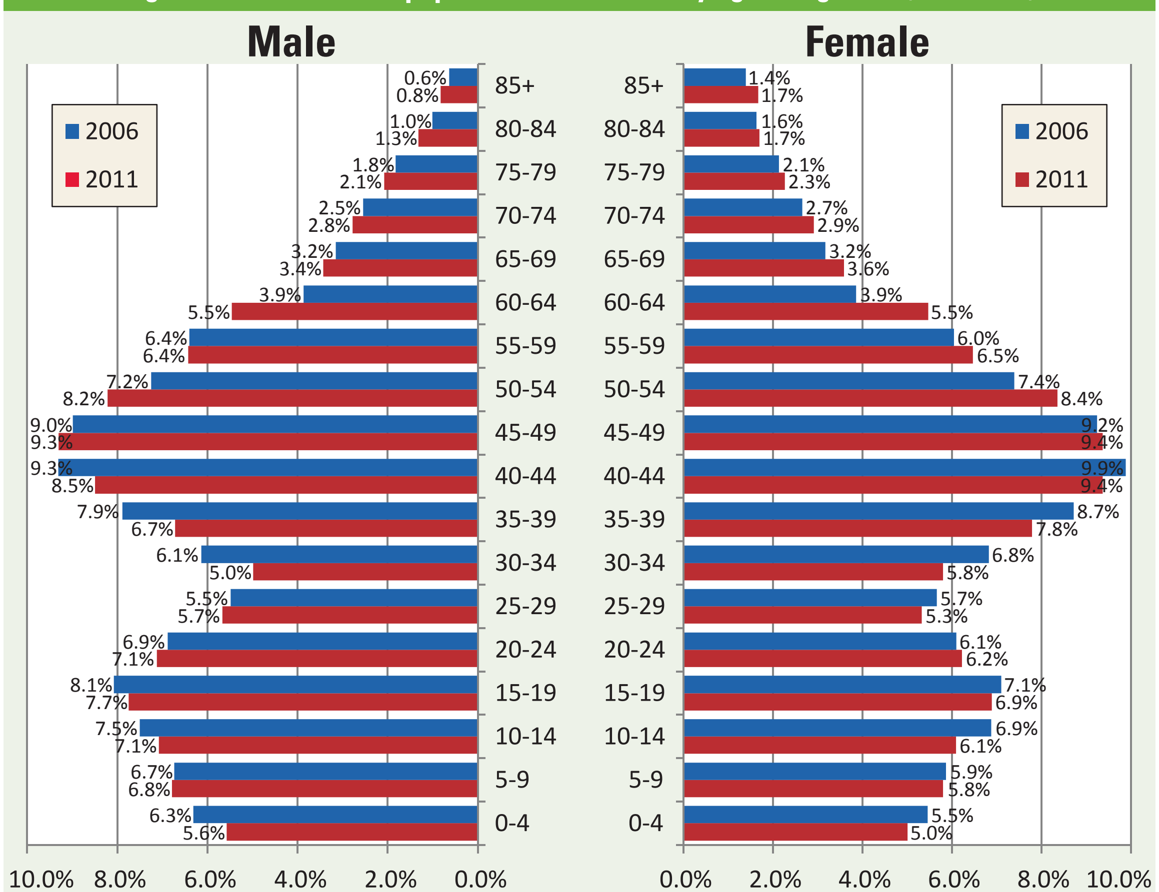
Compared to the 2006 Census data, it is clear that the population of Richmond Hill is aging (Figure 7). The most populous age cohorts during the 2006 Census period were the 40-44 years old cohort (4.5% male and 5.1% females), the 45-49 years old cohorts (4.4% males and 4.7% females), and the 35-39 years old cohort (3.9% males and 4.5% females), representing a shift in age of the population.

Figure 6: Richmond Hill population distribution by age and gender (2011)



Source: Statistics Canada: 2011 Census

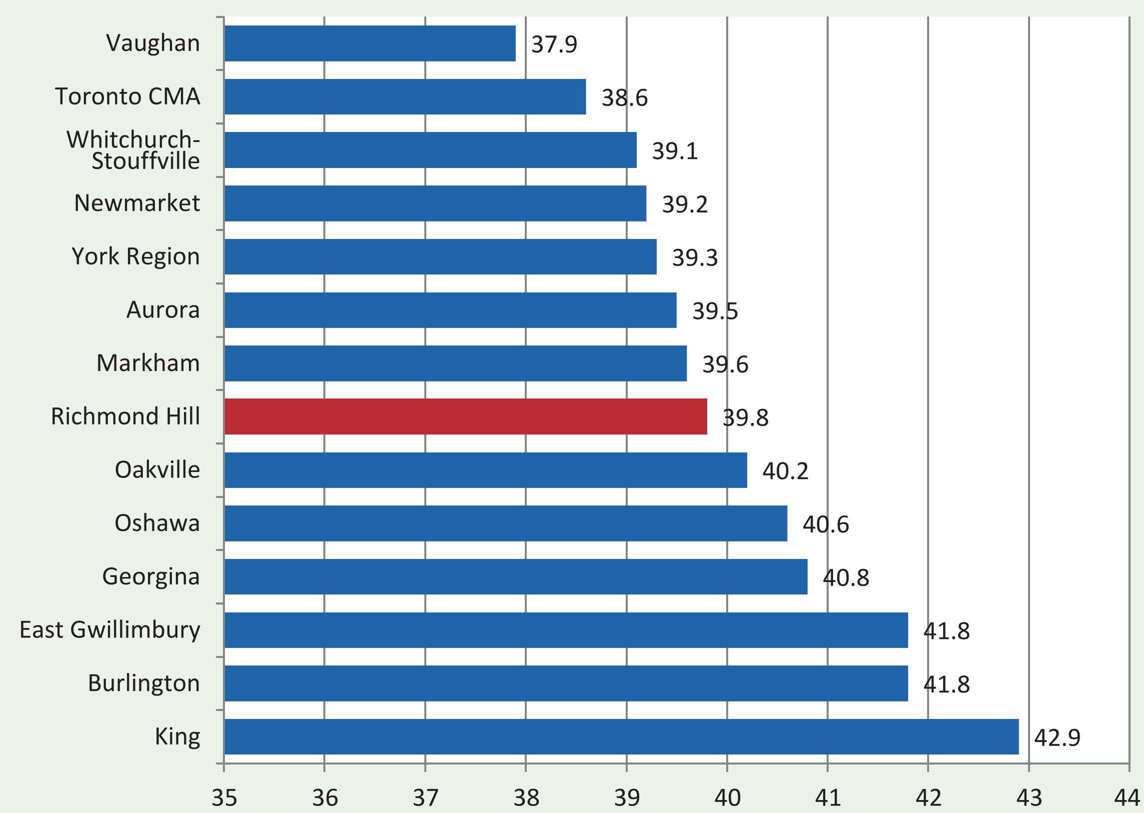
Figure 7: Richmond Hill population distribution by age and gender (2006-2011)



Source: Statistics Canada: 2006 and 2011 Census

The median age of the population in Richmond Hill is 39.8 years (Figure 8). This is slightly higher than the York Region average (39.3 years), but within the normal range of the comparable municipalities. The median age of males in Richmond Hill is 38.8 years, while the median age of females is older at 40.6 years.

Figure 8: Median age of population of selected GTA municipalities (2011)



Source: Statistics Canada: 2011 Census

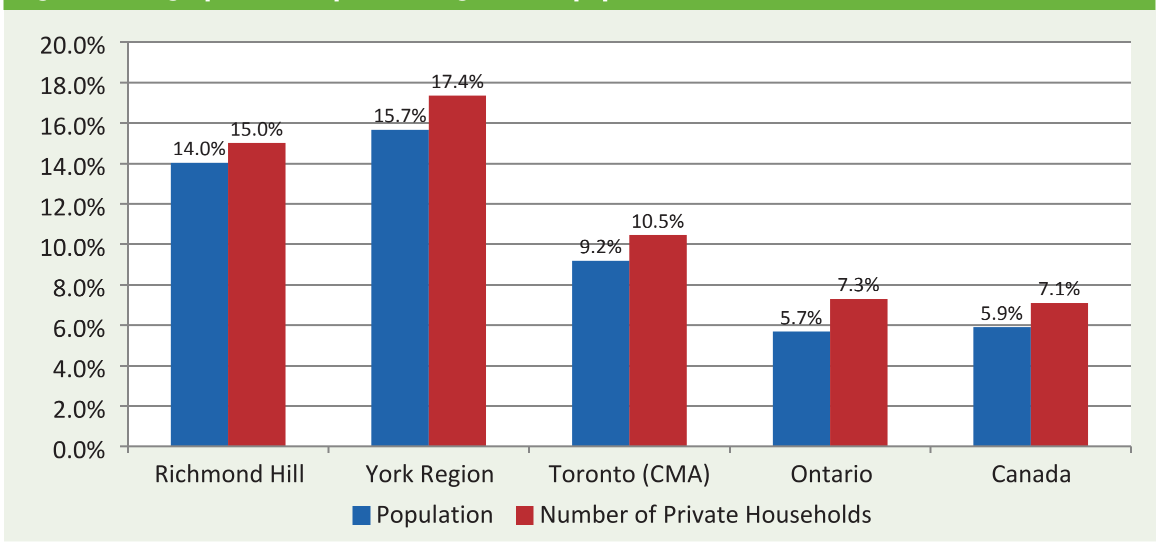
2.2 Household Characteristics

Statistics Canada defines a household as a group of one or more persons who occupy the same dwelling as their primary residence. The occupants of a household may or may not be related to one another. Trends in household characteristics are determined through the analysis of the growth in number of households, as well as the change in household size (persons per household) and household type (family or non-family). While *Section 2.2* will detail information on the characteristics of the people living inside households in Richmond Hill, information on the physical housing stock is provided in *Chapter 5.0 Housing Profile*.

2.2.1 Household Growth

Richmond Hill added 7,655 new households between 2006 and 2011 to reach 58,655 households, an increase of 15.0% (Figure 9). This is slightly lower than the average increase for York Region of 17.4%, but higher than the Toronto CMA (10.5%), Ontario (7.3%), and Canada (7.1%). Within York Region, only Markham, Vaughan, and Whitchurch-Stouffville had larger increases. When compared to the growth in population from 2006-2011 (14.0%), Richmond Hill added comparatively more households than residents. This can indicate that households are getting smaller. This trend is also occurring in York Region, the Toronto CMA, Ontario, and Canada.

Figure 9: Geographical comparison of growth in population and number of households (2006-2011)



Source: Statistics Canada: 2006 and 2011 Census

2.2.2 Household Size

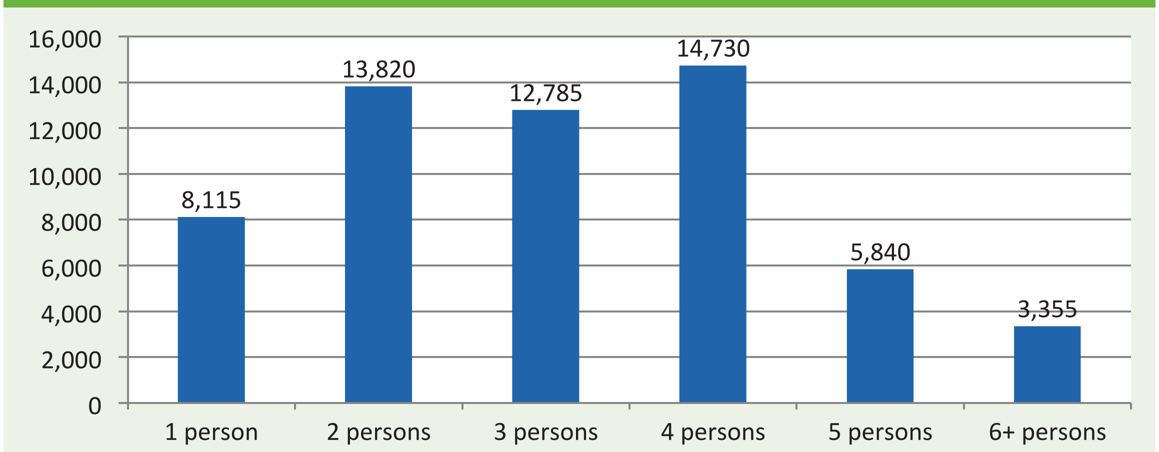
The average household size for Richmond Hill decreased slightly, from 3.2 persons per household in 2006 to 3.1 persons in 2011. This is quite stable, as an average of 3.2 persons was recorded in 2006, 2001, and 1996, and 3.1 persons in 1991. This average is the third highest in York Region, next to Markham and Vaughan (both 3.3 persons per household). It is slightly lower than the York Region average (3.2 persons), but higher than the Toronto CMA (2.8 persons), Ontario (2.6 persons), and national (2.5 persons) averages.

Four-person households remain the most common household type in Richmond Hill (Figure 10), with one-quarter (25.1%) of all households containing four members. Two-person (23.6%) and three-person (21.8%) households are also common. Over time, the amount of two-person and four-to-five-person households has decreased, while three-person households have increased (Figure 11).

RESEARCH NOTE:

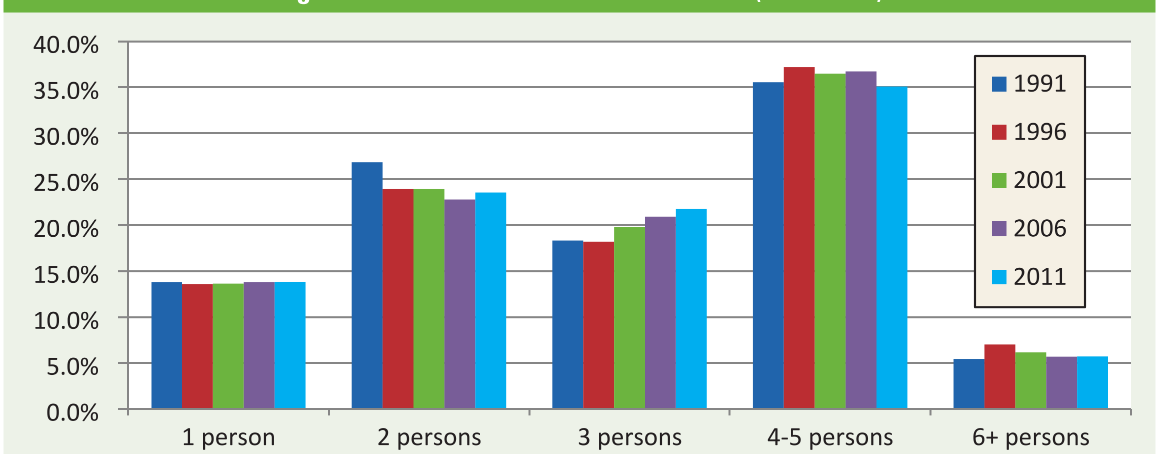
Census periods from before 2011 had one combined statistic for four- and five-person households; for comparison purposes only, the four-person and five-person household statistics in the 2011 Census were combined when comparing to earlier census periods.

Figure 10: Richmond Hill household size (2011)



Source: Statistics Canada: 2011 National Household Survey

Figure 11: Richmond Hill household size (1991-2011)

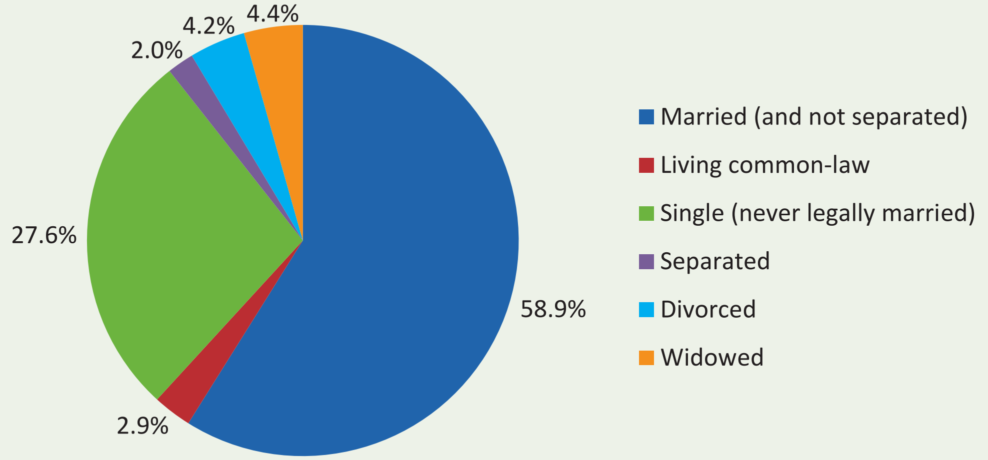


Source: Statistics Canada: 1991, 1996, 2001, 2006 and 2011 Census

2.2.3 Marital Status

A review of the marital status of Richmond Hill residents (Figure 12) shows that the largest portion of Richmond Hill residents are married (58.9%), followed by single residents (27.6%). The remaining marital statuses, widowed, divorced, separated and common-law represent a smaller proportion of the population.

Figure 12: Marital status of Richmond Hill residents (2011)

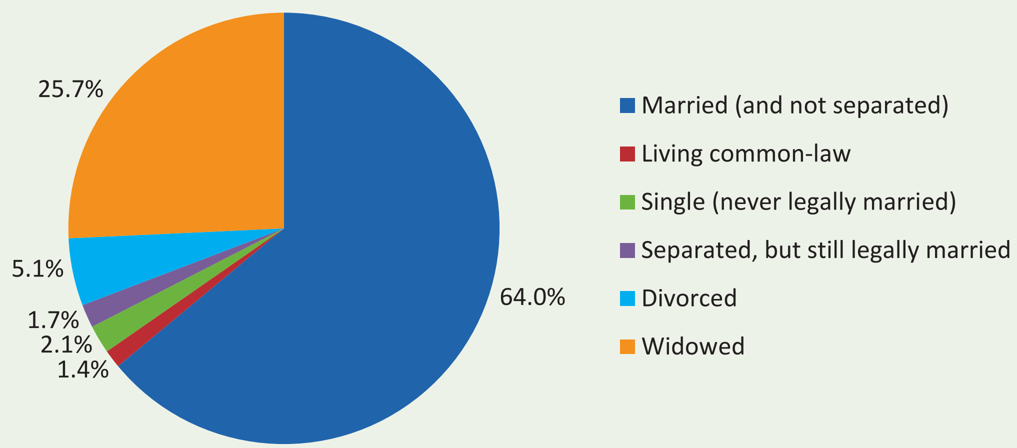


Source: Statistics Canada: 2011 Census

Marital Status of Seniors

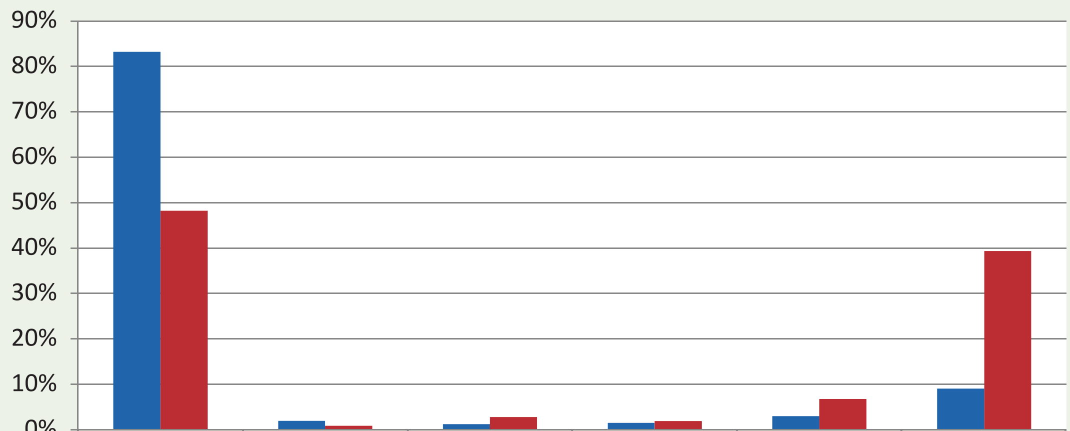
Marital status for the population of Richmond Hill aged 65 years and older show a lower proportion of singles (2.1%) and a higher proportion of widowed (25.7%) than the population as a whole (Figure 13). 83.2% of males in this age group were married compared to 48.2% females (Figure 14). In contrast, 39.4% of females were widowed compared to 9.1% of males.

Figure 13: Population 65+ by marital status (2011)



Source: Statistics Canada: 2011 National Household Survey

Figure 14: Population 65+ by marital status and gender (2011)



	Married (and not separated)	Living common law	Single (never legally married)	Separated, but still legally married	Divorced	Widowed
Males	83.2%	2.0%	1.2%	1.5%	3.0%	9.1%
Females	48.2%	0.9%	2.8%	1.9%	6.8%	39.4%

Source: Statistics Canada: 2011 National Household Survey

2.2.4 Household Type

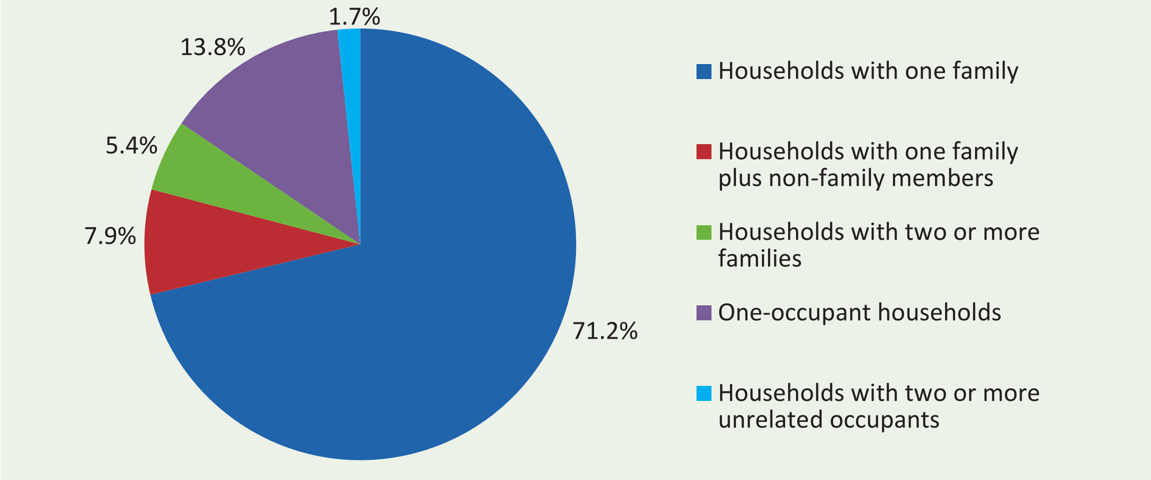
The most common type of census-family households are one-family households (Figure 15). These are households that contain one married couple with or without children, or a couple living together in a common-law relationship with or without children, or a lone parent living with one or more children. One-family households comprise 71.2% of all households in Richmond Hill. An additional 7.9% of households are one-family households, but contain at least one additional person who is not part of the primary family. Such additional persons may consist of a relative to the family, such as a grandparent.

5.4% of households in Richmond Hill contain two or more individual families living together. Single-occupant households comprise approximately 13.8% of all households in Richmond Hill, while a further 1.7% of households contain two or more unrelated occupants, such as roommates sharing an apartment.

RESEARCH NOTE:

Categories for Household Type have been modified for the 2011 Census. As such, it is not possible to accurately compare data from previous census periods.

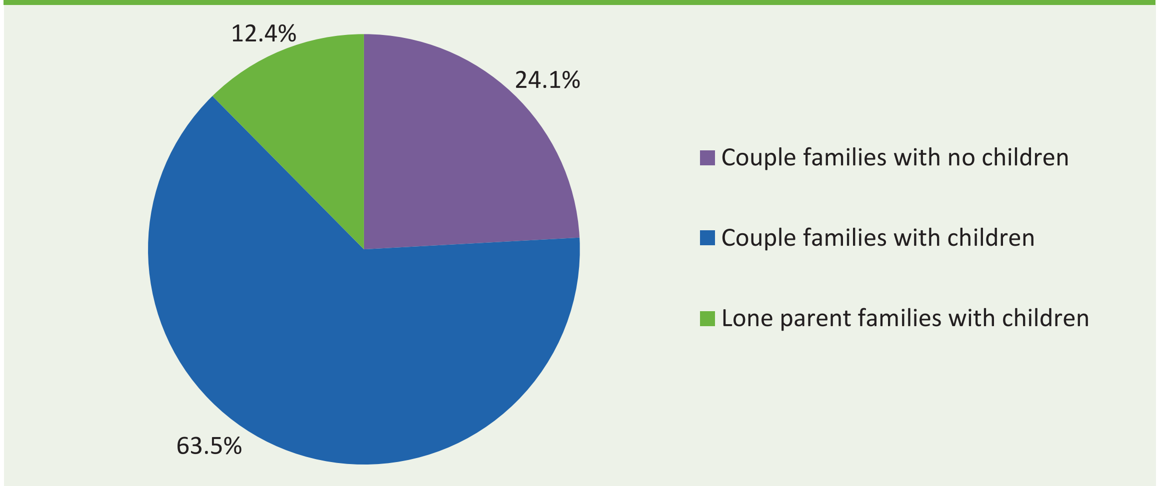
Figure 15: Type of households in Richmond Hill (2011)



Source: Statistics Canada: 2011 Census

Further breaking down the large one-family category (Figure 16), the majority of one-family households (63.5%) are comprised of couples (married or common-law) that have children. 24.1% of one-family households are couples without children, while the remaining 12.7% of one-family households are single parents with children.

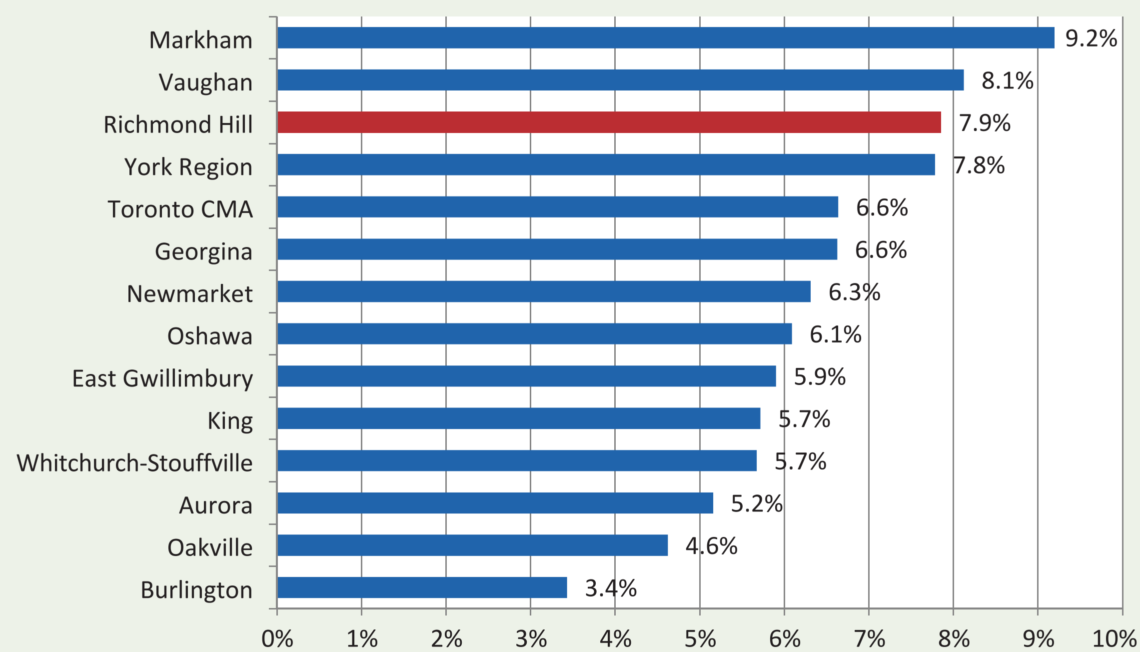
Figure 16: Breakdown of single-family households in Richmond Hill (2011)



Source: Statistics Canada: 2011 Census

With 7.9% of all households consisting of a single family with one or more non-family members, Richmond Hill is right around the York Region average (Figure 17). Compared to other GTA municipalities, Richmond Hill has a significantly higher proportion of these families. Markham and Vaughan also have higher proportions of single family households with one or more non-family members, which inflate the York Region average.

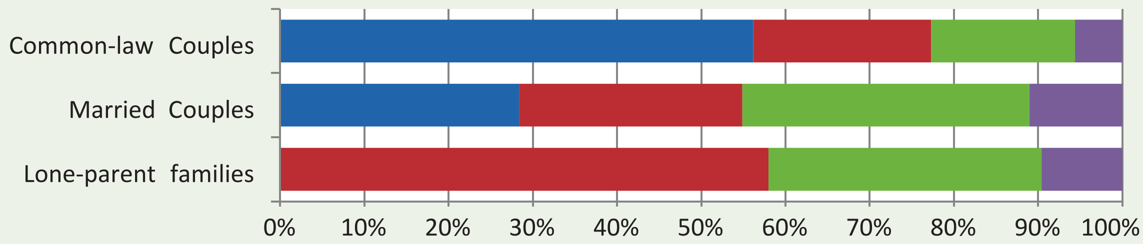
Figure 17: Percentage of single-family households with one or more non-family members in selected GTA municipalities (2011)



Source: Statistics Canada: 2011 Census

Figure 18 illustrates further the composition of families in Richmond Hill. 71.7% of married couples have children, compared to 43.8% of common-law couples. Lone-parent households tend to have fewer children, with 58.0% of lone-parent households having only one child. Of the families that have children, the largest segment for married couples is the two-child segment, while common-law and lone-parent households have one child as the largest segment.

Figure 18: Richmond Hill families by number of children (2011)

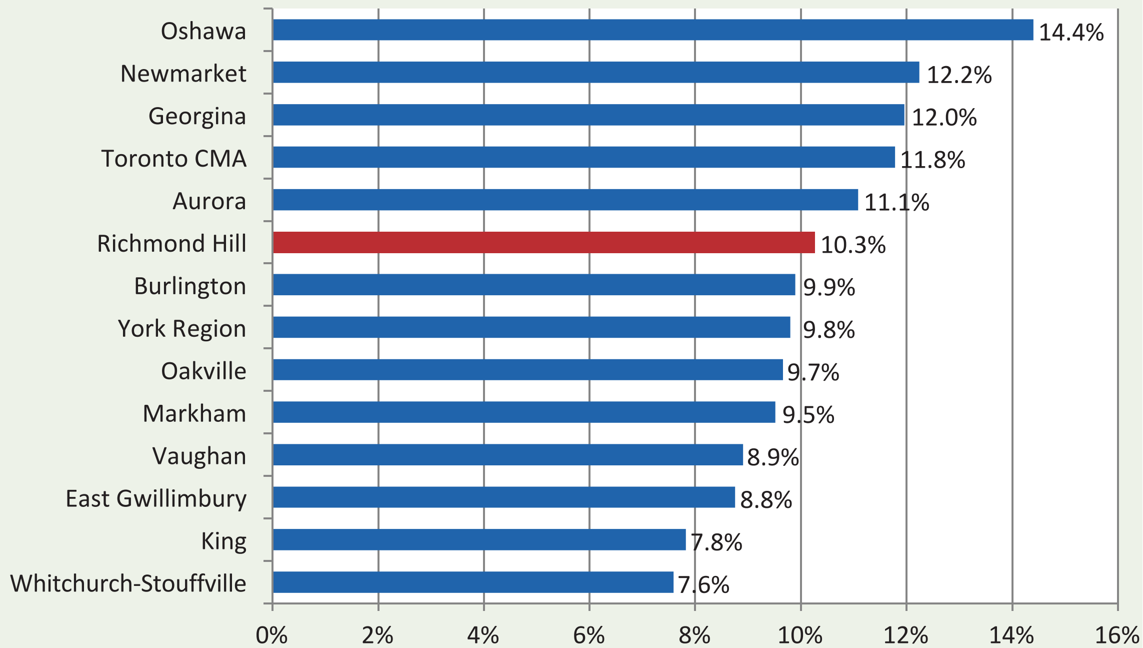


	Lone-parent families	Married Couples	Common-law Couples
0 children	N/A	28.3%	56.2%
1 child	58.0%	26.5%	21.1%
2 children	32.4%	34.0%	17.1%
3+ children	9.6%	11.1%	5.6%

Source: Statistics Canada: 2011 Census

In 2011, there were 6,020 lone-parent households in Richmond Hill, accounting for slightly more than 10% of all households in Richmond Hill. This is slightly higher than the York Region average, but lower than the average for the Toronto CMA (Figure 19).

Figure 19: Percentage of lone-parent households in selected GTA municipalities (2011)

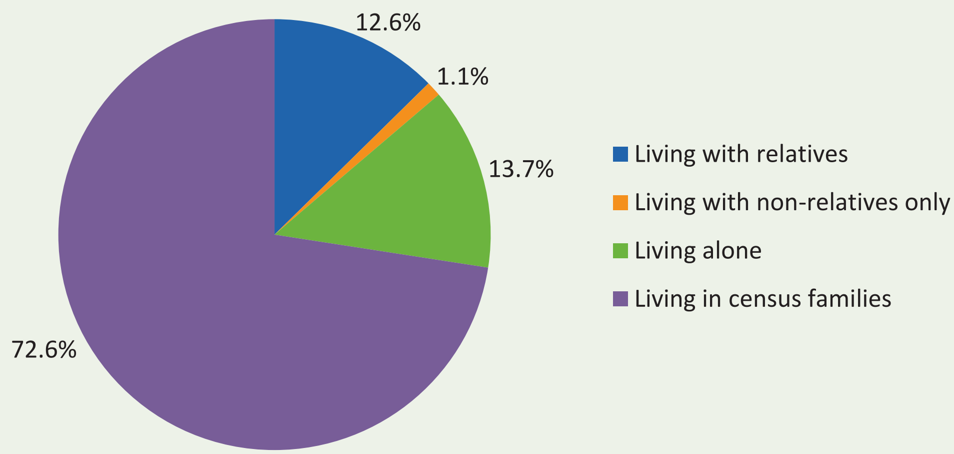


Source: Statistics Canada: 2011 Census

Household Characteristics of Seniors

Household types for persons aged 65 years and over in Richmond Hill (Figure 20) show that 13.7% of the 65+ population is living alone, while 72.6% is living in census family households, 12.6% is living with relatives and 1.1% is living with non-relatives.

Figure 20: Population 65+ by household type (2011)



Source: Statistics Canada: 2011 National Household Survey

2.3 Cultural and Faith Characteristics

The Cultural and Faith Characteristics section will analyze a number of cultural characteristics that look at where people come from, and how this informs their identity. Topics include migration, ethnic origins, visible minorities, languages, religion, and place of birth.

2.3.1 Migration & Immigration

Mobility

Statistics Canada defines a migrant as a person who had their main place of residence at a different location from their current address within the last 5 years. Close to two-thirds (63.4%) of Richmond Hill residents have lived at their current address for the past 5 years (2006 to 2011). Of the one-third that have moved, 41.8% have stayed within Richmond Hill, 38.1% have moved from elsewhere in Ontario, 2.6% have moved from another province or territory in Canada, and 17.5% have moved from outside of Canada (Table 1). In absolute terms, mobility has remained at similar levels across the last three census periods, with relatively similar percentages for all migration levels. However, increases to the overall population level during this period indicate that the relative level of migration into Richmond Hill is decreasing, and a greater proportion of residents are staying at their current residences for longer than 5 years.

RESEARCH NOTE:

Prior to 2006, data for migrants within Richmond Hill and intra-provincial migrants were combined into one category; this is reflected in Table 1.

Table 1: Richmond Hill migrant population (2001-2011)

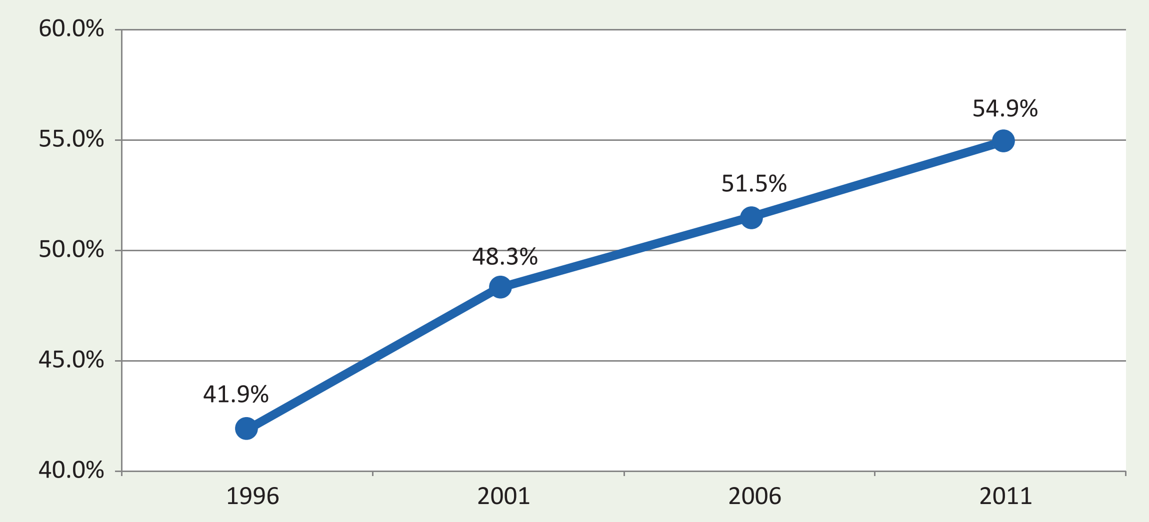
	2011		2006		2001	
Mobility Status	#	%	#	%	#	%
Migrants within Richmond Hill	26,705	41.8%	28,090	40.1%	49,015	78.9%
Intraprovincial migrants	24,305	38.1%	28,945	41.3%		
Interprovincial migrants	1,660	2.6%	1,515	2.2%	1,595	2.6%
International migrants	11,150	17.5%	11,540	16.5%	11,480	18.5%
Total	**63,820**	**100.0%**	**70,090**	**100.0%**	**62,090**	**100.0%**

Source: Statistics Canada: 2001, 2006 and 2011 Census

Immigration

Statistics Canada defines an immigrant as a person who is or has ever been a landed immigrant/permanent resident, and has been granted the right to live in Canada permanently by immigration authorities. Over half of Richmond Hill's population is composed of immigrants (54.9%), which is the second highest of all Toronto CMA municipalities (Markham at 57.9% is higher). This rate is higher than the York Region (45.2%) and Toronto CMA (46.0%) proportions, and significantly higher than the provincial (28.5%) and national (20.6%) proportions. This rate is also growing steadily, from 41.9% in 1996, 48.3% in 2001, and 51.5% in 2006 to 54.9% in 2011 (Figure 21).

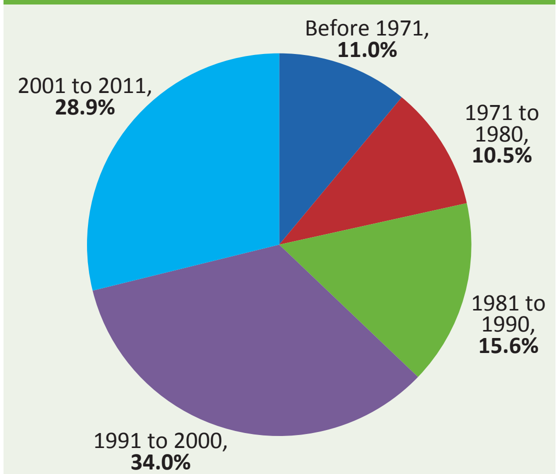
Figure 21: Percentage of Richmond Hill population who self-identify as immigrants (1996-2011)



Source: Statistics Canada: 1991, 1996, 2001, 2006 and 2011 Census

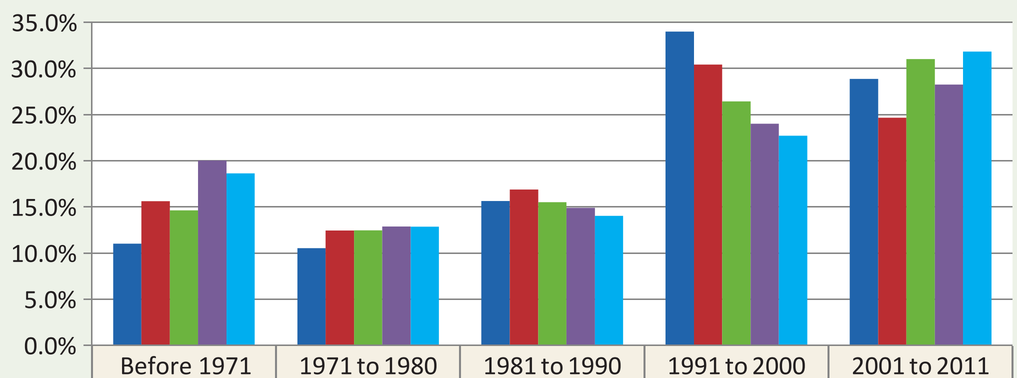
Richmond Hill has a comparatively higher portion of recent immigrants (Figure 22), with 62.5% of the immigrants living in Richmond Hill having arrived in the past 20 years (from 1991 to 2011); this is the highest percentage out of all Toronto CMA municipalities, and is higher than the provincial and national proportions (Figure 23).

Figure 22: Immigrants in Richmond Hill by period of immigration (2011)



Source: Statistics Canada: 2011 Census

Figure 23: Geographical comparison of immigrants by period of immigration (2011)



	Before 1971	1971 to 1980	1981 to 1990	1991 to 2000	2001 to 2011
Richmond Hill	11.0%	10.5%	15.6%	34.0%	28.9%
York Region	15.6%	12.4%	16.9%	30.4%	24.7%
Toronto CMA	14.6%	12.4%	15.5%	26.4%	31.0%
Ontario	20.0%	12.9%	14.9%	24.0%	28.2%
Canada	18.6%	12.9%	14.0%	22.7%	31.8%

Source: Statistics Canada: 2011 Census

2.3.2 Ethnic Origins

Ethnic origins measure a person's ancestral roots. Ethnic origins are collected by Statistics Canada, most recently in the 2011 National Household Survey, at both country and sub-region levels. Sub-regions measure larger, macro-geographical regions, such as continents. These sub-regions are used for statistical purposes and do not imply political or other affiliations.

By country, Richmond Hill's top three ethnic origins are Chinese (24.5%), Italian (11.7%), and Iranian (9.4%). Richmond Hill is home to individuals from 162 different ethnicities, with 39 of these ethnic groups representing 1.0% or more of the population (Figure 24). In 2011, Richmond Hill held the distinction of having the highest percentage of people self-identifying Iranian as their ethnic origin (9.4%) than any other municipality in the Toronto CMA.

Across the Toronto CMA, Richmond Hill's ethnic composition is most comparable to York Region and neighbouring municipality Markham. Richmond Hill, Markham, and York Region indicate Chinese as their most dominant ethnic group, with Markham holding the highest proportion at 39.6%. Vaughan holds a larger Italian population with 33.2%. In addition, Richmond Hill has the largest populations of Korean (2.9%) individuals and the second-highest population of Greek (2.8%) individuals. Of the comparator municipalities, York Region has the closest similarities to Richmond Hill with its Chinese (18.7%) and Italian (15.6%) populations.

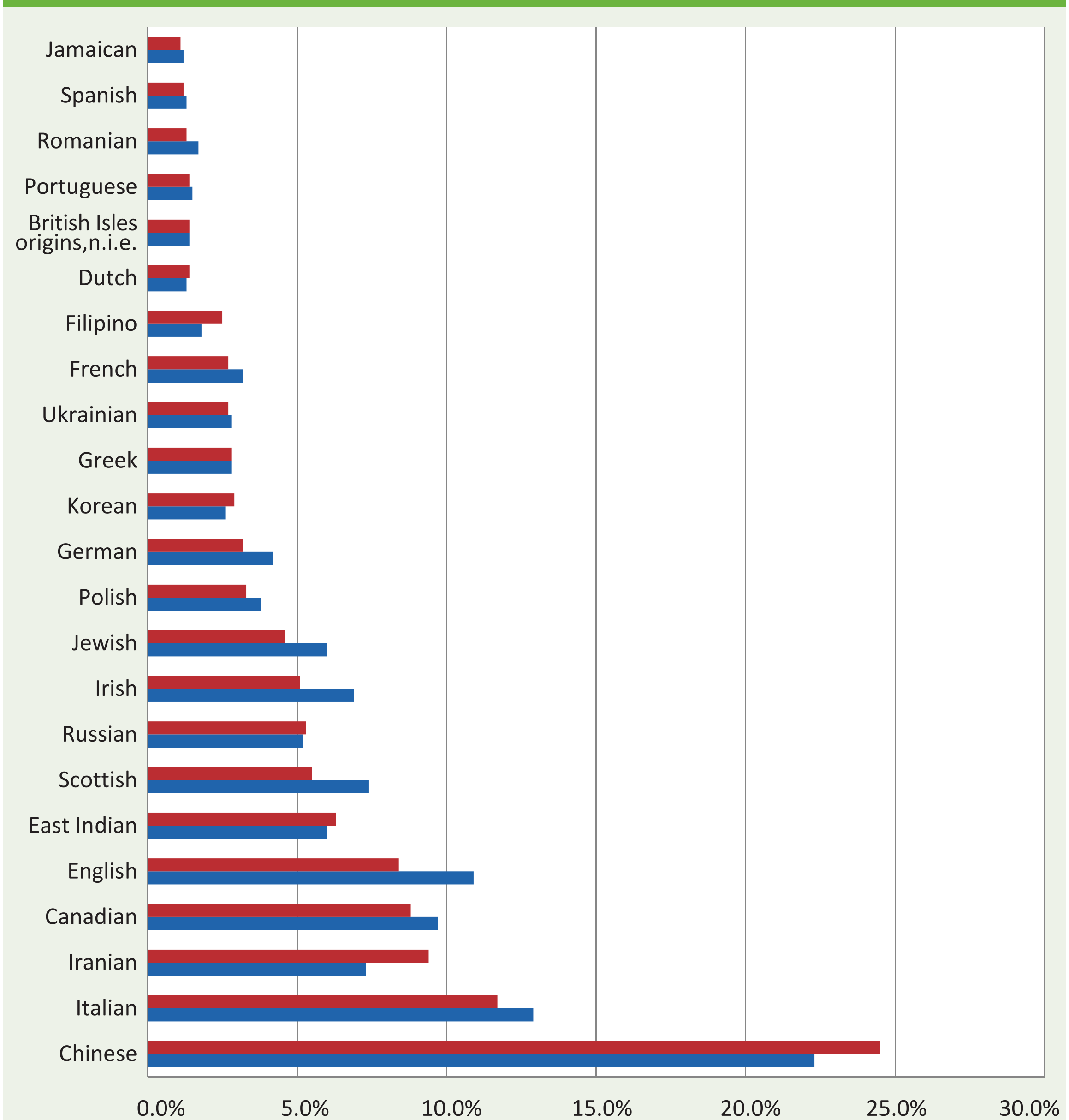
Despite some similarities with York Region, Richmond Hill has a different mix of ethnicities than most other comparator municipalities in the GTA. The East Indian population dominates in Brampton (30.6%), Peel Region (20.9%), and Mississauga (15.1%). For municipalities in Halton Region, English (28.8%), Canadian (23.7%), Scottish (20.0%), Irish (18.9%) and German (9.1%) descents are most common. Similarly in Durham Region, English (44.0%), Canadian (40.4%), Scottish (30.5%), and Irish (29.3%) descents are most common.

At the sub-region level, 2011 data shows a prevalence of Asian, European, and North American origins across the Toronto CMA, as well as in Ontario (Figure 25). Richmond Hill follows this trend with its top three ethnic groups: Asian (52.1%), European (44.8%), and North American (9.2%). Richmond Hill's population of Asian origin is higher than that of York Region (40.6%) and the Toronto CMA (37.6%). In addition, Richmond Hill's top two ethnic origins (Asian and European) make up 96.9% of the ethnic origins of the population. Both the Toronto CMA and York Region have a greater distribution of ethnic origins, with their top two ethnicities comprising 88.6% and 93.9% respectively.

RESEARCH NOTE:

Richmond Hill has seen and continues to see trends and changes in the ethnic origins of residents over the past 20 years. Due to inconsistency in census-to-census tracking and reporting of ethnic origins, it is difficult to compare ethnic origins. Despite this, it appears as though Richmond Hill has also seen growth in its Iranian population between 2006 and 2011, with a larger proportion of respondents reporting Iranian ethnicity than in years prior.

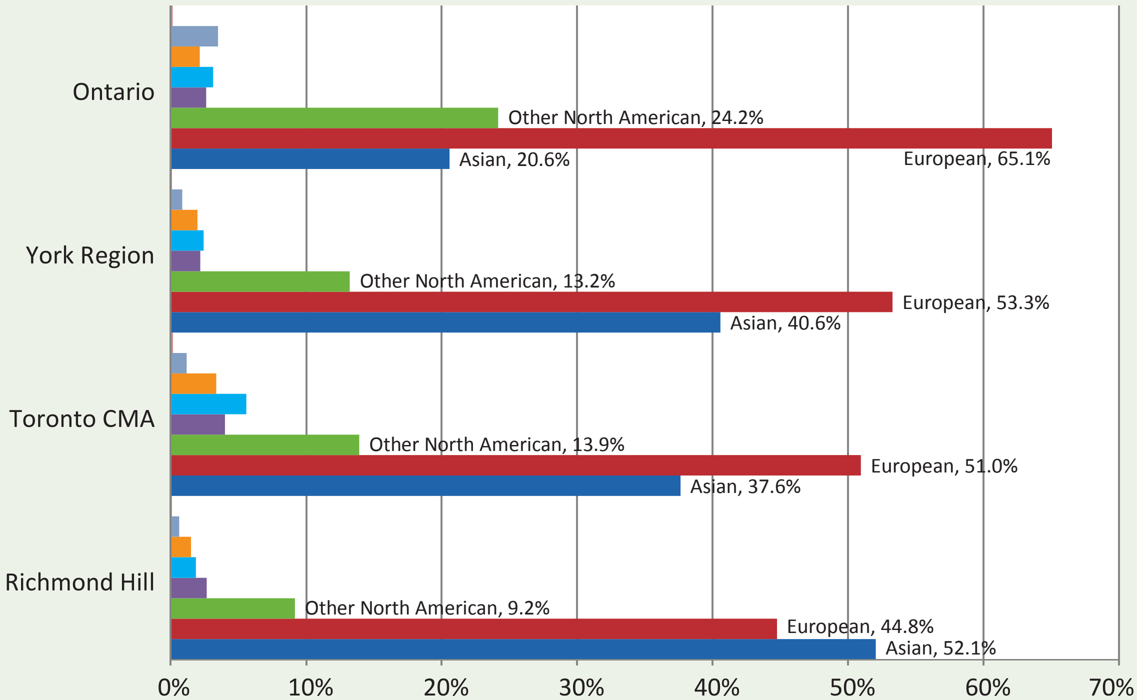
Figure 24: Ethnic origins of Richmond Hill residents representing 1% or more of population (2006-2011)



	Chinese	Italian	Iranian	Canadian	English	East Indian	Scottish	Russian	Irish	Jewish	Polish	German	Korean	Greek	Ukrainian	French	Filipino	Dutch	British Isles origins,n.i.e.	Portuguese	Romanian	Spanish	Jamaican
2011	24.5%	11.7%	9.4%	8.8%	8.4%	6.3%	5.5%	5.3%	5.1%	4.6%	3.3%	3.2%	2.9%	2.8%	2.7%	2.7%	2.5%	1.4%	1.4%	1.4%	1.3%	1.2%	1.1%
2006	22.3%	12.9%	7.3%	9.7%	10.9%	6.0%	7.4%	5.2%	6.9%	6.0%	3.8%	4.2%	2.6%	2.8%	2.8%	3.2%	1.8%	1.3%	1.4%	1.5%	1.7%	1.3%	1.2%

Source: Statistics Canada: 2006, 2011 National Household Survey

Figure 25: Geographical comparison of ethnic origin by sub-regions (2011)



	Richmond Hill	Toronto CMA	York Region	Ontario
Oceania	0.1%	0.2%	0.1%	0.2%
North America Aboriginal	0.6%	1.2%	0.9%	3.5%
Latin, Central and South American	1.5%	3.4%	2.0%	2.1%
Caribbean	1.8%	5.6%	2.4%	3.1%
African	2.7%	4.0%	2.2%	2.6%
Other North American	9.2%	13.9%	13.2%	24.2%
European	44.8%	51.0%	53.3%	65.1%
Asian	52.1%	37.6%	40.6%	20.6%

Source: Statistics Canada: 2011 National Household Survey

RESEARCH NOTE:

In order to make the data easier to understand, Statistics Canada provides a reference guide to using and interpreting their ethnic origin data. The reference guide suggests that ethnic origins are based on perception, and are not the same as citizenship, nationality, language, or place of birth. They suggest that social environments shape ethnicity, where understanding or views on the topic of ethnicity can affect the outcome. As a result, ethnic origin is a fluid or dynamic attribute that is determined and affected by many characteristics: "a person who has Canadian citizenship, speaks Panjabi (Punjabi) and was born in the United States may report Guyanese ethnic origin." In order to gain a broader understanding of ethnic origin characteristics, Statistics Canada recommends this data not be considered in isolation, but combined to obtain a broader understanding.

Why Richmond Hill has a different mix of ethnic origins than its comparator municipalities is difficult to determine. In particular, this ethnic origin data does not reveal why initial members of an ethnic community settled in a particular area. However, it is known that once an ethnic community is established, it is more likely for others of the same ethnicity to settle in that area due to family ties and a sense of social community.

2.3.3 Visible Minorities

Statistics Canada defines visible minorities as individuals who are non-Caucasian in race or non-white in colour, other than Aboriginal peoples. As Statistics Canada defines it, the visible minority population consists of individuals who are South Asian, Chinese, Black, Filipino, Latin American, Arab, Southeast Asian, West Asian, Korean, or Japanese.

Richmond Hill's largest visible minority groups (Figure 26) are Chinese (23.6%), West Asian (8.6%), and South Asian (8.1%). Richmond Hill features the highest West Asian population across the Toronto CMA, as well as the largest populations of Korean (2.7%) and Japanese (0.5%) individuals. The Chinese population total is second highest behind Markham at 38.3% and Brampton holds the highest South Asian population with 38.4%.

Richmond Hill has a larger proportion of visible minorities than in both the Toronto CMA and Ontario. In 2011, 40.1% of residents in Ontario and 47.0% of Toronto CMA residents were visible minorities. In Richmond Hill, visible minorities make up 52.9% of the population (Figure 27). Of the Toronto CMA municipalities, four have higher visible minority populations than Richmond Hill: Markham (72.3%), Brampton (66.4%), Region of Peel (56.8%), and Mississauga (53.7%).

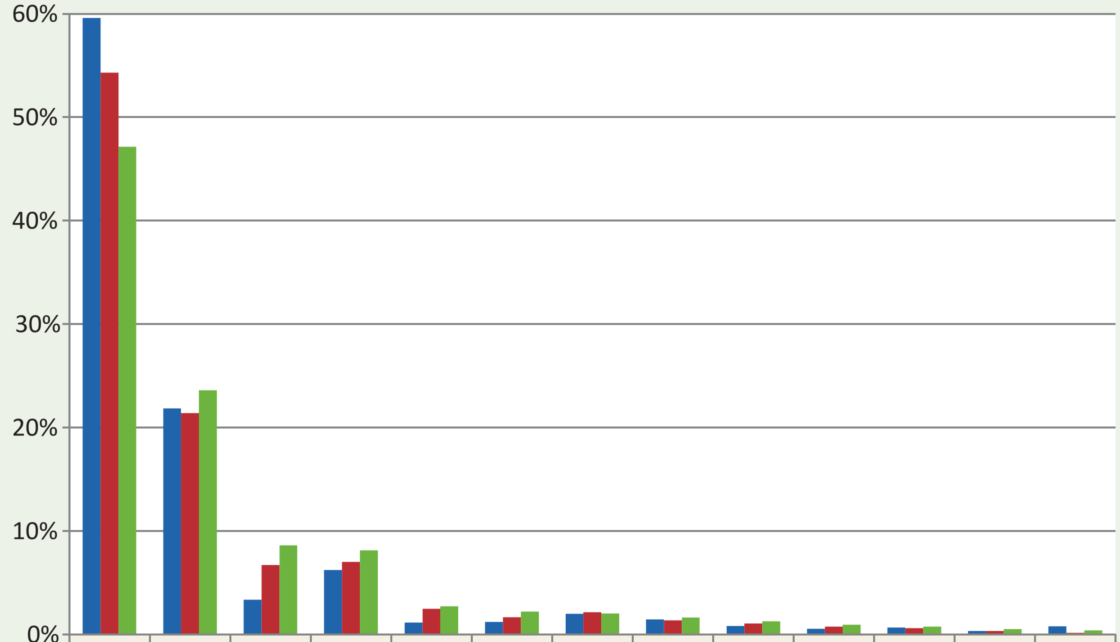
Richmond Hill's visible minority population has increased between census periods. Between 1996 and 2001, the visible minority population increased from 32.6% to 40.4%. Between 2001 and 2006, the visible minority population increased from 40.4% to 45.7%. Between 2006 and 2011, the visible minority population increased from 45.7% to 52.9%.

Areas around Richmond Hill continue to experience an increase in visible minority populations, with similar patterns being seen at the regional level. York Region, Durham Region, Peel Region, and Halton Region have all shown a marked growth in their visible minority populations between 2001 and 2011 (Figure 28). York Region had 29.8% visible minority composition in 2001, with that number growing to 37.2% in 2006 and 43.2% in 2011. Durham Region had 12.4% visible minority composition in 2001, with that number growing to 16.8% in 2006 and 20.7% in 2011. Peel Region had 38.5% visible minority composition in 2001, with that number growing to 50.0% in 2006 and 56.8% in 2011. Finally, Halton Region had 8.7% visible minority composition in 2001, with that number growing to 13.2% in 2006 and 18.1% in 2011.

The composition of the visible minority population continues to change and diversify as the community grows. Between 2001 and 2011, Richmond Hill's West Asian population has more than doubled, growing from 3.4% in 2001 to 6.7% in 2006, and 8.6% by 2011. Similarly, there has been growth in the Korean population, growing from 1.1% in 2001 to 2.5% in 2006, and representing 2.7% of the population in 2011. While making up a small portion of the total population, Richmond Hill's Filipino population has increased significantly throughout this period as well. In 2001, the Filipino population represented 1.2% of the population. By 2006, the Filipino population had increased to 1.7%, and has subsequently increased to 2.2% in 2011.

Looking at the composition of the visible minority community (that is the 52.9% of the population that are visible minorities), some interesting trends emerge (Figure 29). There is a significant increase in the West Asian population, representing 8.3% of the visible minority community in 2001 and 16.3% in 2011. The South Asian population remains a stable proportion of the visible minority community between 15.3-15.4% between 2001 and 2011. Interestingly, the Chinese population represents a smaller share of the visible minority community in 2011 (44.7%) than in 2001 (51.1%).

Figure 26: Visible minorities as a percentage of the Richmond Hill population (2011)



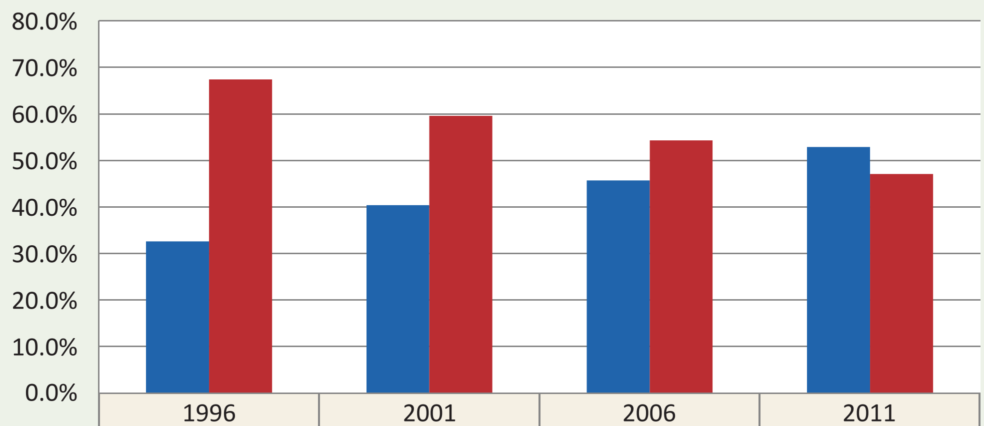
	Not a Visible Minority	Chinese	West Asian	South Asian	Korean	Filipino	Black	Arab	Multiple Visible Minorities	Latin American	Southeast Asian	Japanese	Visible Minority, n.i.e.
2001	59.6%	21.9%	3.4%	6.2%	1.1%	1.2%	2.0%	1.5%	0.8%	0.6%	0.7%	0.3%	0.8%
2006	54.3%	21.4%	6.7%	7.0%	2.5%	1.7%	2.1%	1.4%	1.1%	0.8%	0.6%	0.3%	0.1%
2011	47.1%	23.6%	8.6%	8.1%	2.7%	2.2%	2.0%	1.7%	1.3%	0.9%	0.8%	0.5%	0.4%

Source: Statistics Canada: 2011 National Household Survey

RESEARCH NOTE:

Respondents to the NHS can choose one or more of the visible minority groups; for the purposes of analysis in the Socio-Economic Study, only single responses were used. Some visible minority groups were included in a broader category. These include West Asian (Iranian, Afghan); South Asian (East Indian, Pakistani, Sri Lankan); and Southeast Asian (Vietnamese, Cambodian, Malaysian, Laotian).

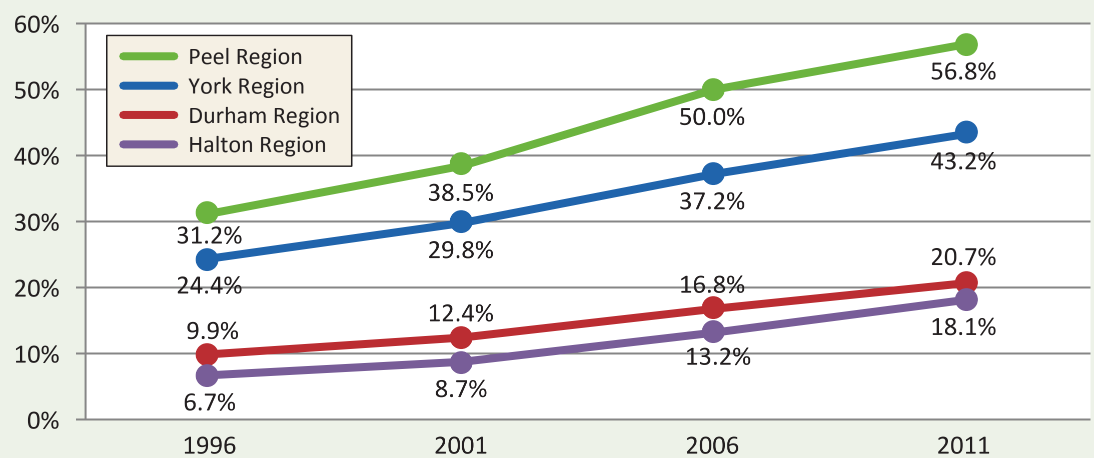
Figure 27: Richmond Hill visible minority population (1996-2011)



	1996	2001	2006	2011
Visible Minority	32.6%	40.4%	45.7%	52.9%
Not Visible Minority	67.4%	59.6%	54.3%	47.1%

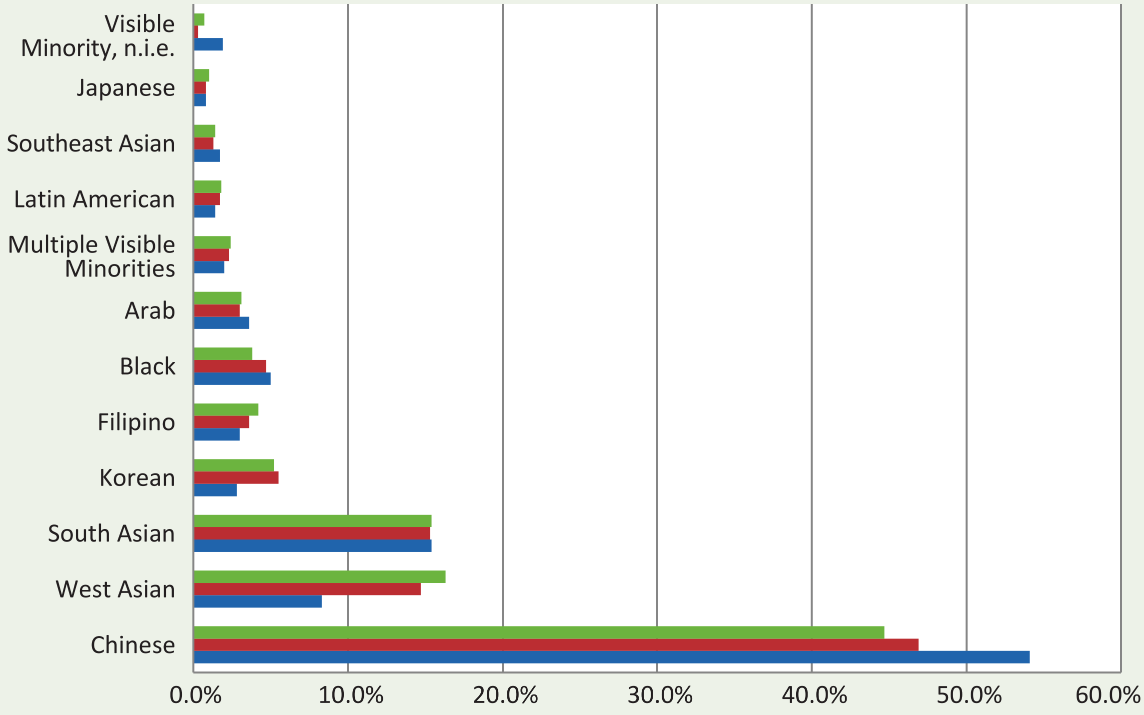
Source: Statistics Canada: 1996, 2001 and 2006 Census and 2011 National Household Survey

Figure 28: Change in visible minority population at a regional level (1996-2011)



Source: Statistics Canada: 1996, 2001 and 2006 Census and 2011 National Household Survey

Figure 29: Visible minority population composition (2001-2011)



	Chinese	West Asian	South Asian	Korean	Filipino	Black	Arab	Multiple Visible Minorities	Latin American	Southeast Asian	Japanese	Visible Minority, n.i.e.
2011	44.7%	16.3%	15.4%	5.2%	4.2%	3.8%	3.1%	2.4%	1.8%	1.4%	1.0%	0.7%
2006	46.9%	14.7%	15.3%	5.5%	3.6%	4.7%	3.0%	2.3%	1.7%	1.3%	0.8%	0.3%
2001	54.1%	8.3%	15.4%	2.8%	3.0%	5.0%	3.6%	2.0%	1.4%	1.7%	0.8%	1.9%

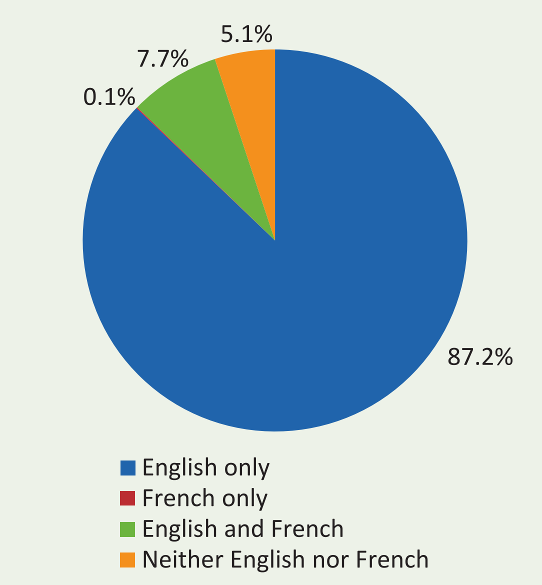
Source: Statistics Canada: 2001 and 2006 Census and 2011 National Household Survey

2.3.4 Native Languages

Official Languages

There are two official languages of Canada: English and French. The Census calculates the number of residents who identify as having a basic understanding of one, both, or neither of the two official languages. English remains the dominant official language in Richmond Hill, with 87.2% of residents having an understanding of English (Figure 30). This is a similar proportion to 2006 (87.1%) and 2001 (87.5%). Residents who understand both English and French decreased to 7.7% in 2011, down from 8.6% in 2006 and 8.4% in 2001. Meanwhile, the proportion of Richmond Hill residents who do not understand either English or French is now at 5.1%, an increase from 2006 (4.2%) and 2001 (4.0%). The proportion of Richmond Hill residents who do not understand English or French is higher than both the York Region and Toronto CMA proportions, with Markham (8.3%) and City of Toronto (5.3%) being the only municipalities in the Toronto CMA which have a higher proportion than Richmond Hill (5.1%).

Figure 30: Knowledge of official languages in Richmond Hill (2011)



Source: Statistics Canada: 2011 Census

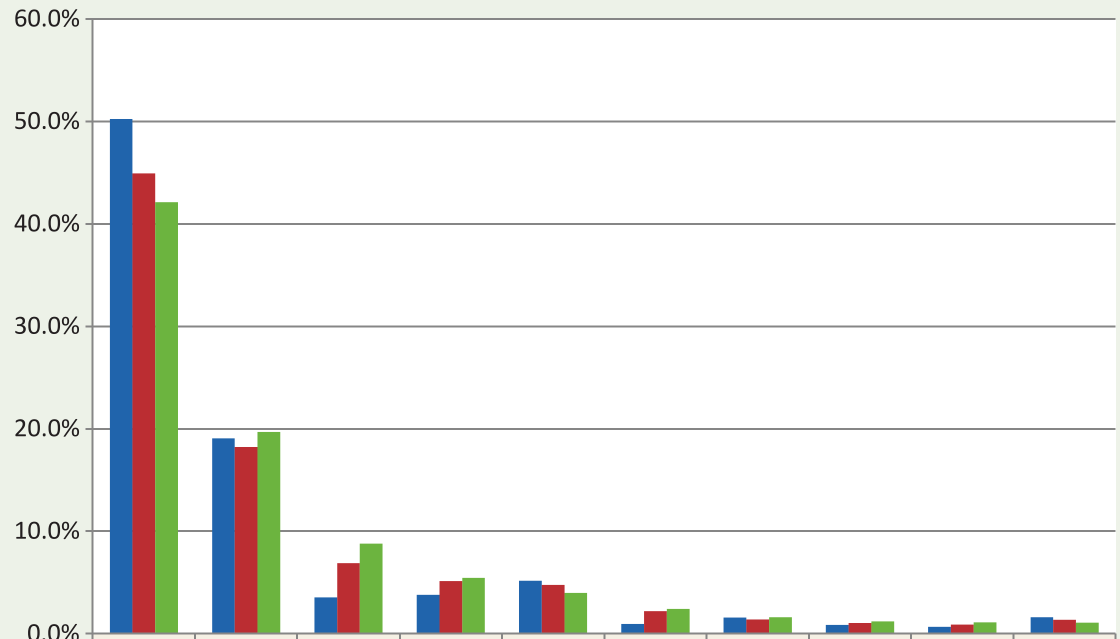
Official Languages: Seniors and Visible Minorities

While knowledge of official languages is high in Richmond Hill as a whole, with 94.9% having knowledge of at least one official language, there are some groups that are lower. With visible minorities, the proportion having knowledge of an official language is 92.3%. With people over 65, the proportion falls to 77.2%, with almost one in four having no knowledge of an official language.

Mother Tongue

According to Statistics Canada, mother tongue is the language that is first learned at home by the respondent, and is still spoken by the respondent at home. English continues to be the predominant mother tongue spoken in Richmond Hill, with 42.1% of residents identifying their mother tongue as English (Figure 31). This has been declining, from 44.9% in 2006 and 50.2% in 2001. Chinese (including Cantonese, Mandarin, Taiwanese, and Chinese not otherwise specified) is the next most common mother tongue with nearly 1 in 5 residents. Persian/Farsi is one of the fastest growing mother tongues in Richmond Hill, growing to 8.8% in 2011, from 6.9% in 2006 and 3.5% in 2001. Other mother tongues comprising a significant proportion of the Richmond Hill population include Russian, Italian, Korean, Arabic, Spanish, Tagalog, and Greek.

Figure 31: Ten most common mother tongues in Richmond Hill (2001-2011)



	English	Chinese	Persian (Farsi)	Russian	Italian	Korean	Arabic	Spanish	Tagalog (Pilipino, Filipino)	Greek
2001	50.2%	19.1%	3.5%	3.8%	5.2%	1.0%	1.6%	0.8%	0.6%	1.6%
2006	44.9%	18.2%	6.9%	5.1%	4.7%	2.2%	1.4%	1.0%	0.9%	1.3%
2011	42.1%	19.7%	8.8%	5.4%	4.0%	2.4%	1.6%	1.2%	1.1%	1.1%

Source: Statistics Canada: 2001 Census and 2011 National Household Survey

There are a number of mother tongues that Richmond Hill has the highest proportion of in the Toronto CMA, including Persian/Farsi (8.8%) and Korean (2.4%). Other mother tongues with high proportions include Chinese, where only Markham (32.2%) tops Richmond Hill; Russian, where only Vaughan (6.8%) tops Richmond Hill (5.4%); Arabic, where only Mississauga (3.4%) tops Richmond Hill (1.6%), and Italian, topped by Vaughan (14.6%) and King (10.3%) compared to Richmond Hill (4.0%).

RESEARCH NOTE:

It is sometimes difficult to compare census data from mother tongue between different years, due to language categories being modified between census years. This is particularly an issue with Chinese, which is widely identified as a mother tongue by Richmond Hill residents. In censuses from 1996 and earlier, Chinese was identified as one mother tongue, while it was broken into Cantonese, Mandarin, Taiwanese, and Chinese n.o.s. for the 2001, 2006, and 2011 censuses. As a result, mother tongue comparisons will only be made with census data from the 2001, 2006, and 2011 censuses. Also, the order in which the questions were presented on the Census changed in 2011, so that Mother Tongue appears before the question related to language spoken at home. This may have affected the response rates.

2.3.5 Religion

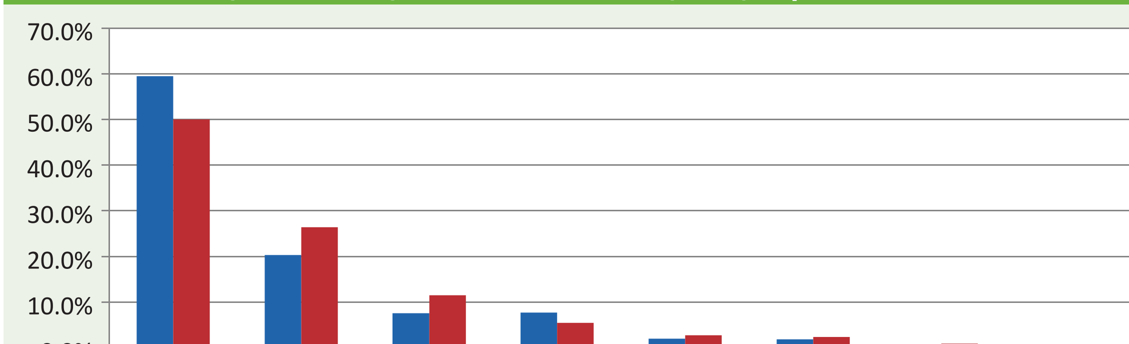
Statistics Canada defines religion as a self-identification of a connection or affiliation with any religious group, community, or system of belief. Statistics Canada specifies that religion is not confined to formal membership in organized religious communities.

As of 2011, half of Richmond Hill's population (Figure 32) identifies themselves as Christian (50.0%). The next largest group, making up over a quarter of the population with 26.4%, is those individuals who have no religious affiliation. The third largest religious group is Muslim, with 11.5%. Of the Christian group, representing 50.0% of the Richmond Hill population, just over half of those individuals are Catholic (Figure 33).

Richmond Hill's religious composition is most comparable with York Region. Christianity is less prevalent in Richmond Hill than every municipality in the Toronto CMA, with the exception of Markham (44.1% in 2011). Persons of Muslim faith are growing across the Toronto CMA, with large populations found primarily in Mississauga (11.9%), Richmond Hill (11.5%), and Peel Region (9.4%). When compared with Ontario and Canada, Richmond Hill has a wider distribution of religions.

Over the 2001 to 2011 period, the proportion of people identifying themselves as Christian declined from 59.5% in 2001 to 50.0% in 2011 (Figure 34). Similarly, Richmond Hill also saw a decrease in the Jewish religion, from 7.7% in 2001 to 5.5% in 2011. In contrast, those individuals with no religious affiliation increased in the 2001-2011 period, from 20.3% to 26.4%. There has been an increase of respondents in Richmond Hill identifying themselves as Muslim, from 7.6% to 11.5%. Some additional trends include increases in the Hindu population, from 1.9% to 2.4% and changes in the Buddhist population from 2.0% in 2001 to 2.8% in 2011. Despite these increases, Richmond Hill's Hindu population is still below the Hindu populations of nearby Markham (9.8%), as well as Brampton (12.2%).

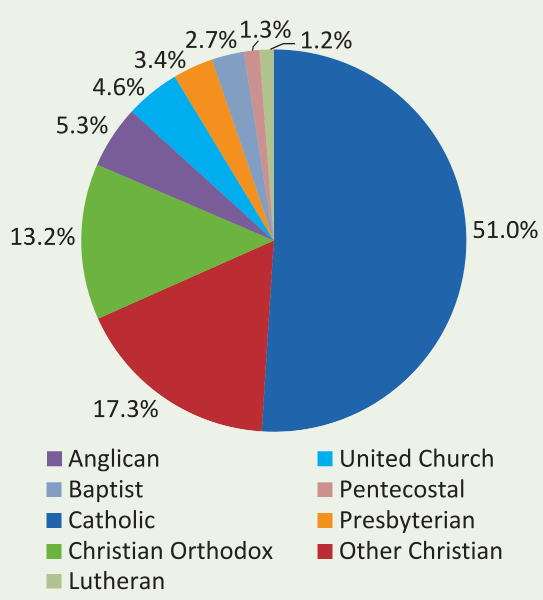
Figure 32: Change in Richmond Hill religious groups (2001-2011)



	Christian	No Religious Affiliation	Muslim	Jewish	Buddhist	Hindu	Other Religions	Sikh
2001	59.4%	20.3%	7.6%	7.7%	2.0%	1.9%	0.7%	0.4%
2011	50.0%	26.4%	11.5%	5.5%	2.8%	2.4%	0.9%	0.5%

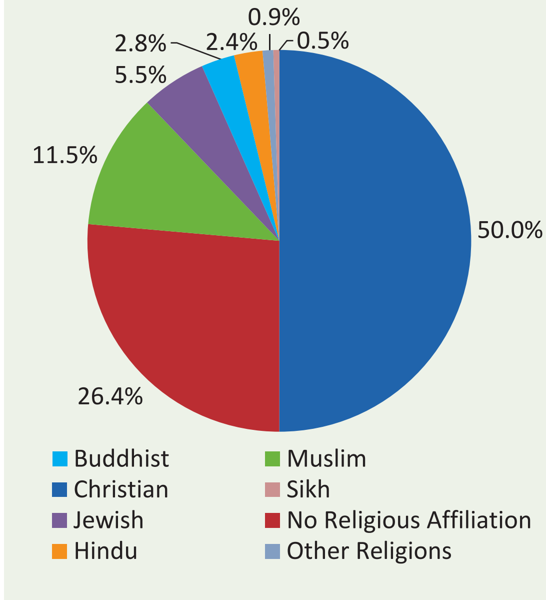
Source: Statistics Canada: 2001 Census and 2011 National Household Survey

Figure 33: Distribution of Christian religion in Richmond Hill (2011)



Source: Statistics Canada: 2011 National Household Survey

Figure 34: Distribution of population in Richmond Hill by religion (2011)



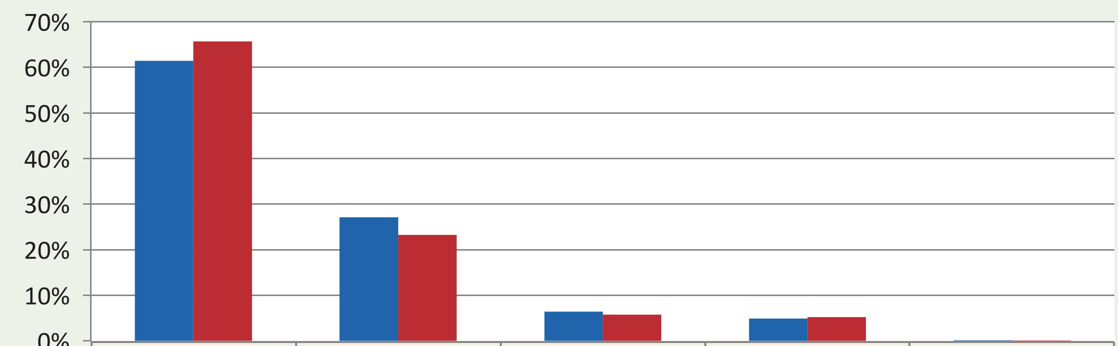
Source: Statistics Canada: 2011 National Household Survey

2.3.6 Recent Immigrants

Place of Birth

The country of origin for recent immigrants to Richmond Hill is available by identifying their place of birth. Nearly two thirds (65.7%) of all immigrants to Richmond Hill come from Asia (Figure 35). Europe (23.3%) was the next most common region of origin, followed by the Americas (5.8%). The proportion of immigrants from Asia increased from 2006 to 2011, while European immigrants decreased during the same time period.

Figure 35: Immigrants to Richmond Hill by region of birth (2006-2011)

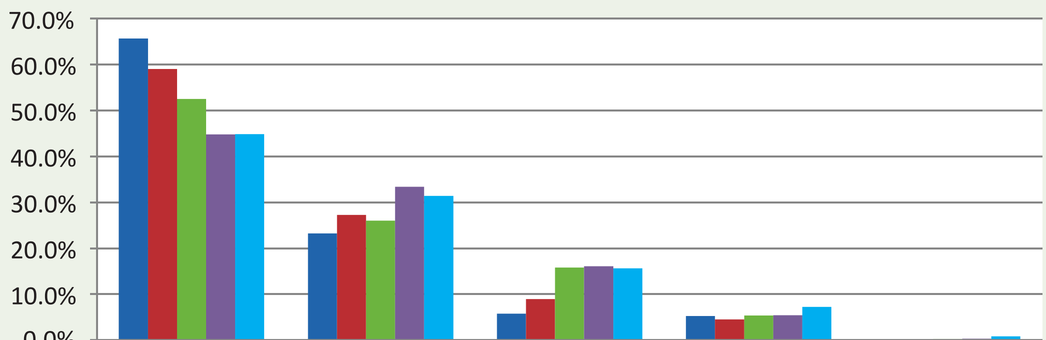


	Asia	Europe	Americas	Africa	Oceania and other
2006	61.4%	27.1%	6.4%	4.9%	0.1%
2011	65.7%	23.3%	5.8%	5.2%	0.1%

Source: Statistics Canada: 2006 Census and 2011 National Household Survey

Compared to other geographic regions, the proportion of immigrants from Asia in Richmond Hill is much higher than the York Region, Toronto CMA, provincial, and national proportions, while the proportion of immigrants from Europe and the Americas are lower in Richmond Hill (Figure 36).

Figure 36: Geographical comparison of immigrants by region of birth (2011)



	Asia	Europe	Americas	Africa	Oceania and other
Richmond Hill	65.7%	23.3%	5.8%	5.2%	0.1%
York Region	59.1%	27.3%	8.9%	4.5%	0.2%
Toronto CMA	52.5%	26.0%	15.8%	5.4%	0.3%
Ontario	44.8%	33.4%	16.1%	5.4%	0.3%
Canada	44.9%	31.4%	15.7%	7.3%	0.8%

Source: Statistics Canada: 2011 National Household Survey

The top 3 countries of birth for immigrants residing in Richmond Hill in 2011 (Table 2) were China (14.9%), Iran (14.3%), and Hong Kong (12.5%), with no other countries gathering more than 5%. Richmond Hill is the municipality of choice in the Toronto CMA for immigrants born in Iran; Aurora (6.5%) is the only other municipality in the Toronto CMA which has a significant percentage of immigrants from Iran. Only Markham exceeds Richmond Hill in the Toronto CMA for immigrants born in China (24.3%) and Hong Kong (17.8%).

Table 2: Top 10 countries of birth for immigrants to Richmond Hill

1. China	14.9%
2. Iran	14.2%
3. Hong Kong	12.5%
4. Italy	4.3%
5. Russia	4.2%
6. South Korea	3.9%
7. India	3.6%
8. Philippines	3.1%
9. United Kingdom	2.7%
10. Ukraine	2.6%

The percentage of immigrants living in Richmond Hill having been born in Italy has continued to decline: Italy was the second most common country of birth for immigrants in 1996 (11.1%), and third most common in 2001 (7.5%) and 2006 (5.4%). It is now the fourth most common country of birth, with 4.3% of all immigrants living in Richmond Hill having been born in Italy.

2.4 Resident Labour Force Activity and Education

Statistics Canada defines "labour force" as the employed, which are persons having a job or business, and the unemployed, which are persons without work, are available for work, and are actively seeking work. Together, the unemployed and the employed constitute the labour force. A review of resident labour force activity includes the analysis of labour force participation and unemployment rates, labour force by industry and occupation, as well as education and wage rates. Information on labour force mobility is provided in *Chapter 4 Traffic and Commuting Patterns.*

2.4.1 Resident Labour Force Participation

Labour force participation looks at the proportion of the working age population who are employed or actively seeking employment. In 2011, 67.7% of the Richmond Hill population was actively participating in the work force (Figure 37).

Richmond Hill has a higher participation rate at 67.7% than neighbouring municipality Markham (64.7%), as well as the provincial average (65.5%). However, the participation rate is lower than all other municipalities in York Region, including Vaughan (69.8%). Five of the northern six municipalities in York Region – East Gwillimbury, Aurora, Newmarket, Georgina, and Whitchurch-Stouffville – all report labour force participation rates over 70.0%. Of the comparator municipalities, Oshawa continues to have the lowest participation rate with 63.8%.

In 2006, Richmond Hill retained a similar position amongst the comparator municipalities (Table 3). Richmond Hill's participation rate was at 69.4%, above neighbouring municipality Markham (67.9%), but still below Vaughan (71.1%). Again, five of the northern six municipalities in York Region – Aurora, Newmarket, East Gwillimbury, King, and Georgina – had participation rates over 70.0%, with Whitchurch-Stouffville falling just below 70.0% with 69.6%. In 2006, Oshawa represented the lowest participation rate amongst the comparator municipalities with 66.5%.

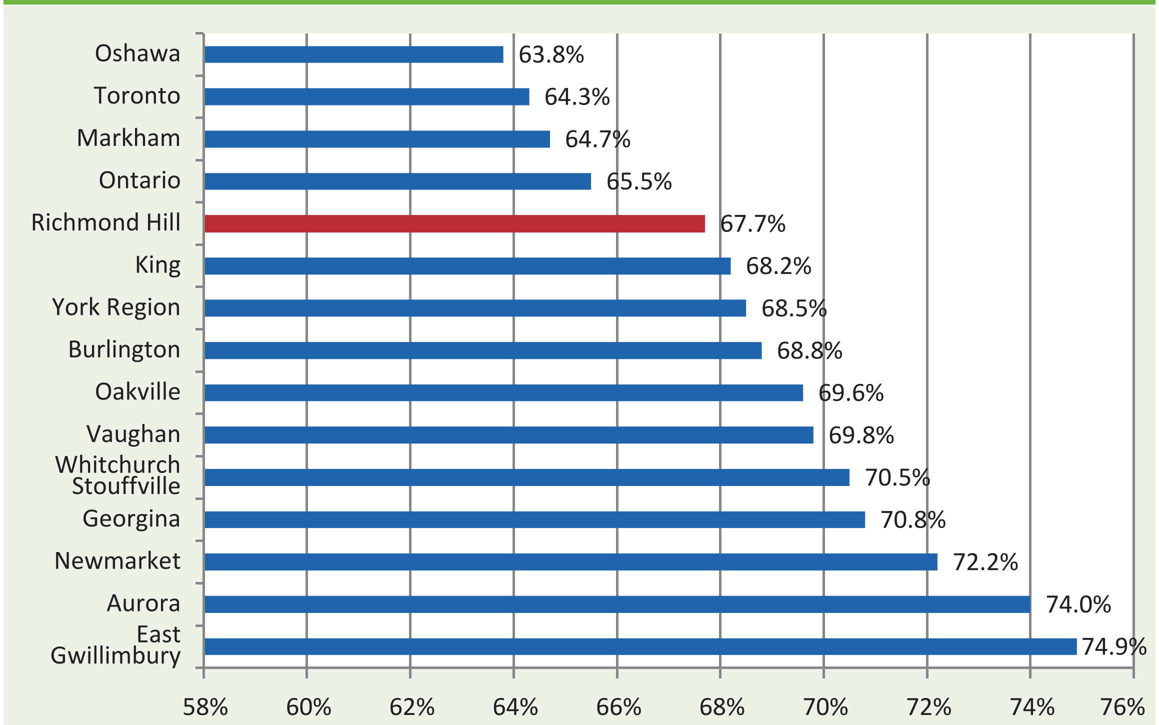
In 2011, Richmond Hill's labour force participation rate matched its 1996 rate. After seeing a decline from 75.1% in 1991 to 67.7% in 1996, the participation rate increased to 69.9% in 2001. By 2006, the rate had remained relatively stable at 69.4%, before returning back down to 67.7% in 2011.

Table 3: Labour force participation rates for Richmond Hill and selected GTA municipalities (1996-2011)

	Oshawa	Vaughan	Markham	Richmond Hill	Whitchurch -Stouffville	Aurora	Newmarket	King	East Gwillimbury	Georgina	Oakville	Burlington
2011	63.8%	69.8%	64.7%	67.7%	70.5%	74.0%	72.2%	68.2%	74.9%	70.8%	69.6%	68.8%
2006	66.5%	71.1%	67.9%	69.4%	69.6%	75.7%	75.0%	72.9%	74.8%	71.3%	70.9%	69.8%
2001	67.9%	72.2%	68.2%	69.9%	72.9%	76.5%	75.9%	72.4%	77.8%	71.2%	72.0%	70.7%
1996	65.6%	71.2%	67.9%	67.7%	73.7%	75.4%	74.7%	73.5%	76.7%	67.3%	72.3%	71.1%

Source: Statistics Canada: 1996, 2001 and 2006 Census and 2011 National Household Survey

Figure 37: Labour force participation in selected GTA municipalities (2011)



Source: Statistics Canada, 2011 National Household Survey

2.4.2 Unemployment Rate

Unemployment rates capture the prevalence of unemployment across the labour force. In 2011, Richmond Hill's unemployment rate was 6.9% (Figure 38). While Richmond Hill's unemployment rate falls below the provincial average of 8.3%, Burlington reports the lowest unemployment rate across the comparator municipalities at 5.8%. In York Region, one of the lower unemployment rates is found in East Gwillimbury with 6.1%. Neighbouring municipalities, Vaughan and Markham provide varied unemployment rates with 6.7% and 8.1%, respectively. Overall in 2011, Oshawa holds the highest unemployment rate across the comparable municipalities with 10.8% and Georgina holds York Region's highest unemployment rate at 8.4%.

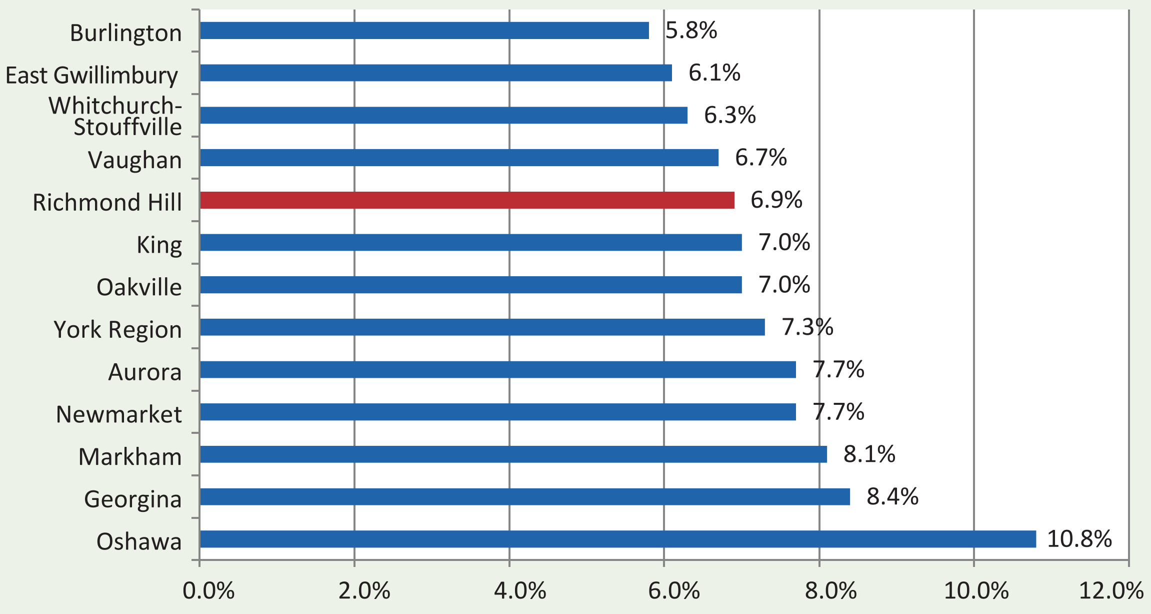
Similar to the pattern with labour participation rates in 1991-2006, Richmond Hill reports the highest unemployment rate (prior to 2011) in 1996 at 6.6% (Table 4). Unemployment rates in Richmond Hill are quite low when assessed against the comparator municipalities, but show some volatility between census periods. For example, in 1991, Richmond Hill reported a 6.1% unemployment rate. By 1996, this number had increased to 6.6%, before dropping again to 5.0% in 2001. Since 2001, the unemployment rate has increased, from 5.0% in 2001 to 5.4% in 2006, and finally, to 6.9% in 2011.

Table 4: Unemployment rates for Richmond Hill and selected GTA municipalities (1996-2011)

	Oshawa	Vaughan	Markham	Richmond Hill	Whitchurch -Stouffville	Aurora	Newmarket	King	East Gwillimbury	Georgina	Oakville	Burlington
2011	10.8%	6.7%	8.1%	6.9%	6.3%	7.7%	7.7%	7.0%	6.1%	8.4%	7.0%	5.8%
2006	7.6%	4.7%	6.7%	5.4%	4.4%	5.0%	4.7%	4.5%	4.4%	5.3%	5.3%	4.6%
2001	7.2%	4.0%	5.4%	5.0%	3.1%	4.0%	3.3%	3.6%	3.5%	4.5%	4.5%	3.8%
1996	11.0%	7.4%	7.4%	6.6%	4.0%	6.0%	5.9%	4.8%	4.7%	8.7%	5.6%	5.4%

Source: Statistics Canada: 1996, 2001 and 2006 Census and 2011 National Household Survey

Figure 38: Unemployment rates in selected GTA municipalities (2011)



Source: Statistics Canada: 2011 National Household Survey

2.4.3 Resident Labour Force by Industry

Resident Labour Force by Industry examines the population based on the industries they are employed in. When examined on a municipality-by-municipality basis, resident labour force by industry can explain how competitive a municipality is, based on the industries its residents are employed in.

In 2011, professional, scientific, and technical services employed the most residents in Richmond Hill (13.0%). Retail trade provided residents the second largest proportion of jobs (11.5%), followed by finance and insurance, employing 9.5% of the resident labour force.

Richmond Hill has the highest proportion of residents in the professional, scientific, and technical services industries (13.0%) when compared to 24 surrounding municipalities including Toronto. Oakville is the municipality with the next highest proportion of residents employed in this industry with 12%. Richmond Hill surpasses its comparator municipalities in York Region, with Markham coming in second in York Region with 11.6%. Surprisingly, notwithstanding the small proportion of the residents employed in real estate, rental and leasing, Richmond Hill also holds the largest proportion with 3.1% in comparison with the 24 surrounding municipalities.

Despite being such a common industry amongst the Richmond Hill labour force, several municipalities have a larger proportion of residents employed in retail trade, such as Uxbridge (13.6%), Brock (13.1%), Oshawa (12.3%), and Newmarket (12.9%). 11.5% of Richmond Hill residents are employed in this industry.

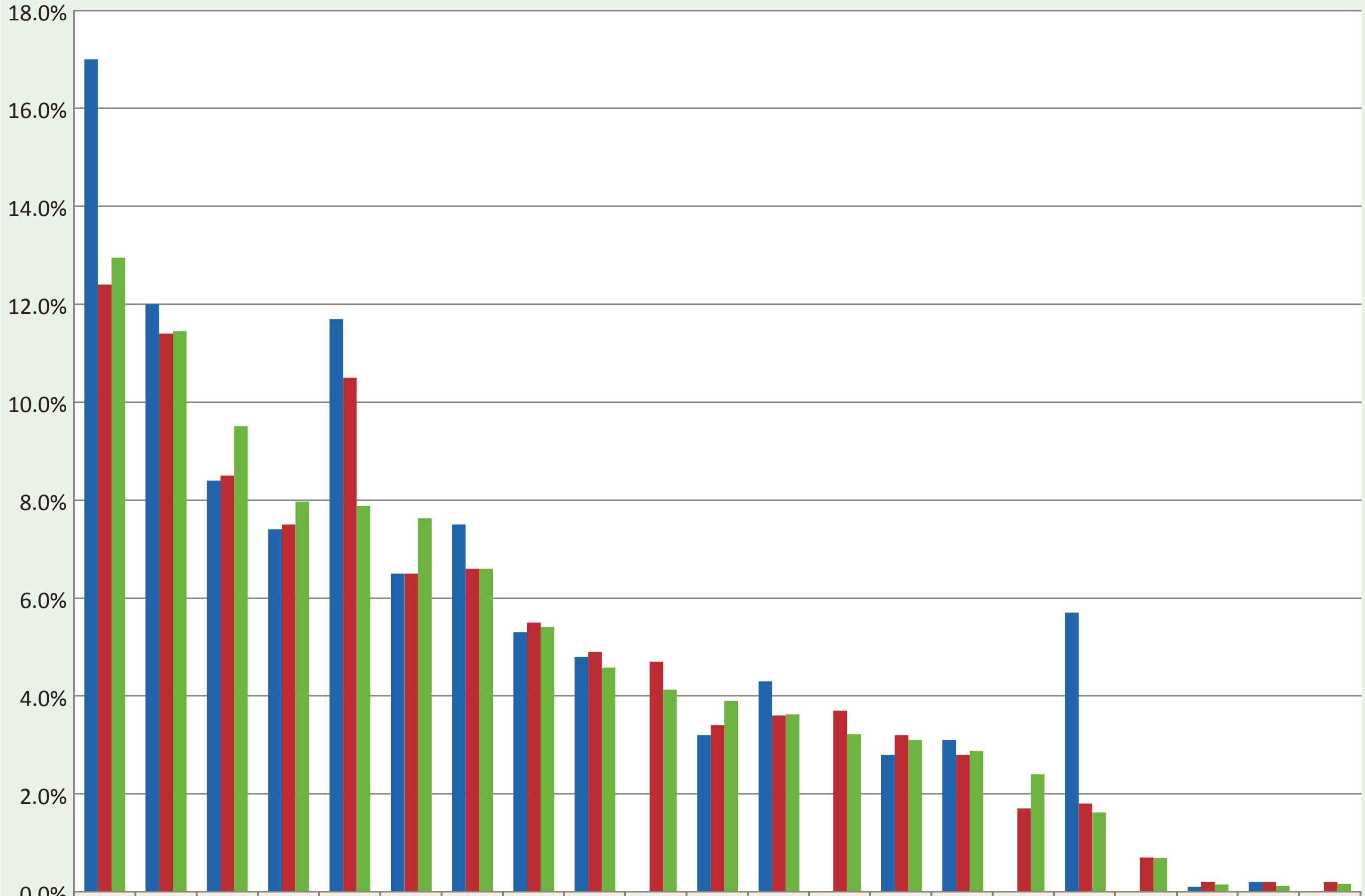
Richmond Hill has a proportion of 9.5% of residents employed in the finance and insurance sector, the third largest category, following behind Markham (10.0%), Oakville (9.9%), Ajax (9.9%) and Pickering (9.7%). Richmond Hill also has a high proportion of residents employed in the health care and social assistance sector with 8.0%, the fourth largest industry residents are employed in.

Since 2001, residents have seen change in the industries they are employed in. Between 2001 and 2011, Richmond Hill residents experienced an increase in employment in finance and insurance from 8.4% in 2001 to 9.5% by 2011. Similarly, educational services have seen an increase between 2001 and 2011, from 6.5% to 7.6%.

Conversely, employment in professional, scientific and technical services, manufacturing and arts, entertainment and recreation amongst residents has declined between 2001 and 2011. The largest decline was residents in the professional, scientific and technical services industry, with a decline from 17% in 2001 to 13% in 2011. In 2001, manufacturing made up 11.7% of the labour force but by 2011, that number had fallen to 7.9%. Arts, entertainment, and recreation made up 5.7% of the labour force in 2001 but by 2011, this industry employed only 1.6% of the labour force.

A comparison of the Richmond Hill resident labour force to the industries in Richmond Hill illustrates the fit between the jobs held by Richmond Hill residents and the job availability in Richmond Hill.

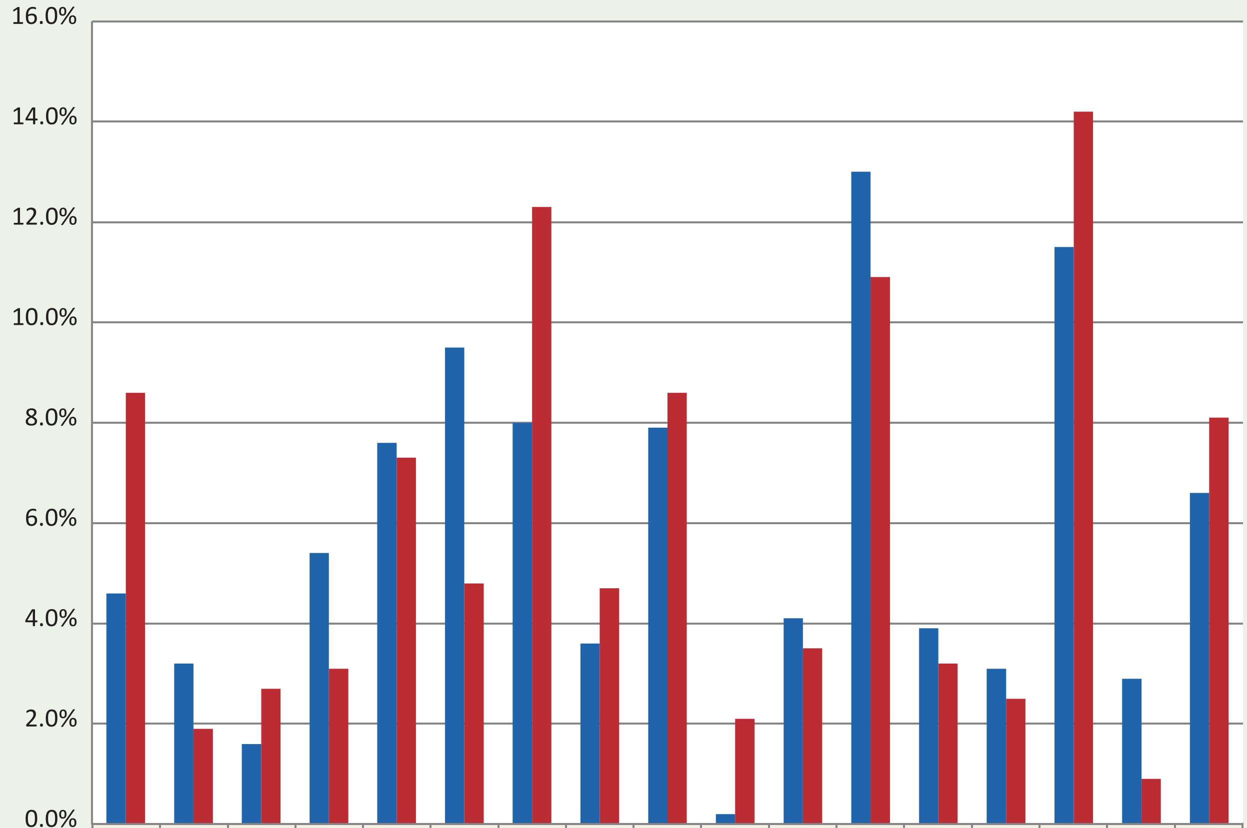
Figure 39: Richmond Hill resident labour force by industry (2001-2011)



Industry	2001	2006	2011
Professional, scientific and technical services	17.0%	12.4%	13.0%
Retail trade	12.0%	11.4%	11.5%
Finance and insurance	8.4%	8.5%	9.5%
Health care and social assistance	7.4%	7.5%	8.0%
Manufacturing	11.7%	10.5%	7.9%
Educational services	6.5%	6.5%	7.6%
Wholesale trade	7.5%	6.6%	6.6%
Construction	5.3%	5.5%	5.4%
Accommodation and food services	4.8%	4.9%	4.6%
Other services (except public administration)	0.0%	4.7%	4.1%
Public administration	3.2%	3.4%	3.9%
Information and cultural industries	4.3%	3.6%	3.6%
Administrative and support, waste management and remediation services	0.0%	3.7%	3.2%
Real estate and rental and leasing	2.8%	3.2%	3.1%
Transportation and warehousing	3.1%	2.8%	2.9%
Industry - N/A	0.0%	1.7%	2.4%
Arts, entertainment and recreation	5.7%	1.8%	1.6%
Utilities	0.0%	0.7%	0.7%
Mining, quarrying, and oil and gas extraction	0.1%	0.2%	0.2%
Agriculture, forestry, fishing and hunting	0.2%	0.2%	0.1%
Management of companies and enterprise		0.2%	0.2%

Source: Statistics Canada, 2001, 2006 and 2011 National Household Survey

Figure 40: Richmond Hill resident labour force compared to job availability in Richmond Hill industries (2011)



	Accommodation & Food Services	Administrative & Support Services (including Waste Management)	Arts, Entertainment & Recreation	Construction	Educational Services	Finance & Insurance	Health Care & Social Assistance	Information & Cultural Industries	Manufacturing	Management of Companies & Enterprises	Other Services (except Public Administration)	Professional, Scientific & Technical Services	Public Administration	Real Estate & Rental & Leasing	Retail Trade	Transportation & Warehousing	Wholesale Trade
Residents by Industry Jobs	4.6%	3.2%	1.6%	5.4%	7.6%	9.5%	8.0%	3.6%	7.9%	0.2%	4.1%	13.0%	3.9%	3.1%	11.5%	2.9%	6.6%
Industries in Richmond Hill	8.6%	1.9%	2.7%	3.1%	7.3%	4.8%	12.3%	4.7%	8.6%	2.1%	3.5%	10.9%	3.2%	2.5%	14.2%	0.9%	8.1%

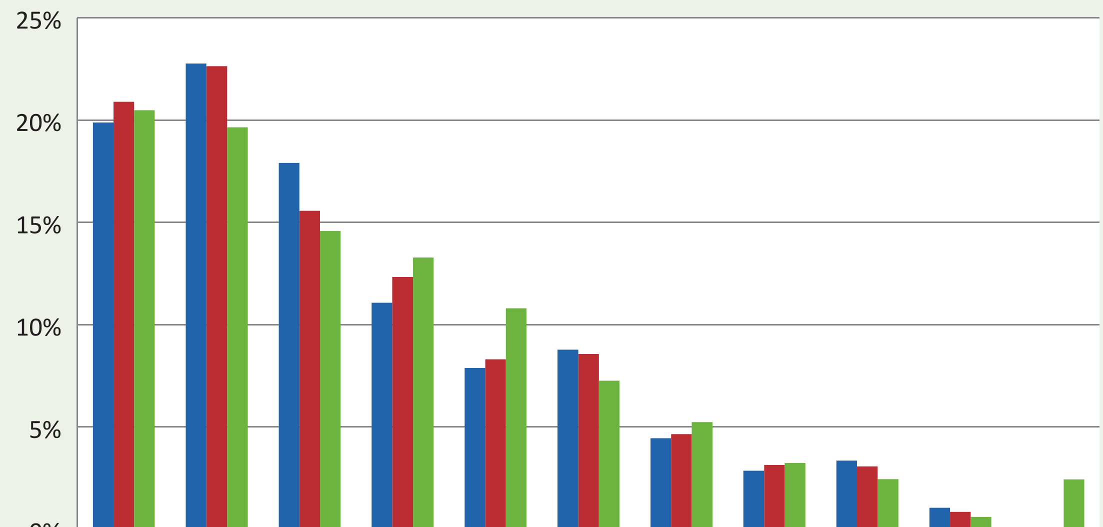
Source: Statistics Canada, 2011 National Household Survey and 2011 York Region Employment Survey

2.4.4 Resident Labour Force by Occupation

Occupation refers to a specific profession or job. The largest numbers of residents in Richmond Hill in 2011 are working in sales and service occupations (20.5%), followed by business, finance, and administrative (19.6%), management (14.6%), and natural and applied sciences (13.3%) (Figue 41).

In 2011, all of the sales and service occupations across the Greater Toronto Area represent more than 19.5% of the population in each individual municipality, with the exception of King (14.5%). Oshawa holds the highest concentration of sales and service occupations with 25.1% of their population. Business, finance, and administration occupations are the second most common across the Greater Toronto Area, representing between 13.0% and 20.6% of each population. Neighbouring municipality Markham has the highest percentage of business, finance, and administrative occupations with 20.6%, while Richmond Hill has the largest percentage of natural and applied science occupations with 13.3%.

Figure 41: Richmond Hill resident labour force by occupation (2001-2011)



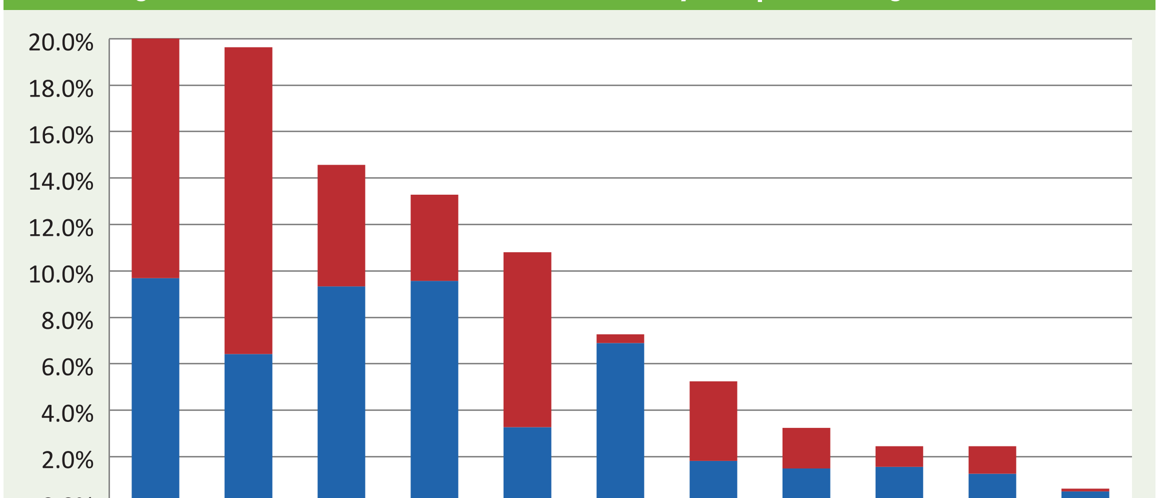
	Sales and Service	Business, Finance and Administration	Management	Natural and Applied Sciences	Education, Law and Social, Community and Gov't Services	Trades, Transport, and Equipment Operators	Health	Art, Culture, Recreation, Sport	Manufacturing and Utilities	Natural Resources, and Agriculture	Other Occupations
2001	19.9%	22.8%	17.9%	11.1%	7.9%	8.8%	4.4%	2.9%	3.4%	1.0%	0.0%
2006	20.9%	22.6%	15.6%	12.3%	8.3%	8.6%	4.6%	3.1%	3.1%	0.8%	0.0%
2011	20.5%	19.6%	14.6%	13.3%	10.8%	7.3%	5.2%	3.2%	2.4%	0.6%	2.4%

Source: Statistics Canada, 2001, 2006 Census and 2011 National Household Survey

Richmond Hill's most common occupations for 2011 have been fairly stable since 2001. In 2001, the largest numbers of residents were working in business, finance and administrative occupations (22.8%), followed by sales and service (19.9%), and management occupations (17.9%). By 2011, there was a slight decrease in the number of Richmond Hill residents in management occupations and business, finance and administrative occupations. The largest increase was occupations in the education, law and social, community and government industry, from 7.9% in 2001 to 10.8% in 2011.

Many occupations continue to be dominated by one gender group (Figure 42). In particular, the trades, transportation, and equipment operator occupations and primary industry occupations (which include farming, fishing, oil and gas production and forestry and logging), are dominated by males. For trades, transport, and equipment, 6.9% are males employed in these occupations versus 0.4% females. In contrast, females make up the largest proportion of residents working in health, education, and business, finance and administrative occupations. For health, females represent 3.4% and males 1.8%; in education 7.5% female and 3.3% male; and in business, finance, and administration, 13.2% female and 6.2% male.

Figure 42: Richmond Hill resident labour force by occupation and gender (2011)



	Sales and Service	Business, Finance and Administration	Management	Natural and Applied Sciences	Education, Law and Social, Community and Gov't Services	Trades, Transport, and Equipment Operators	Health	Art, Culture, Recreation, Sport	Manufacturing and Utilities	Not Applicable	Natural Resources, and Agriculture
Females	10.8%	13.2%	5.2%	3.7%	7.5%	0.4%	3.4%	1.8%	0.9%	1.2%	0.1%
Males	9.7%	6.4%	9.3%	9.6%	3.3%	6.9%	1.8%	1.5%	1.6%	1.3%	0.5%

Source: Statistics Canada, 2011 National Household Survey

2.4.5 Education

The Education section examines the primary field of study and highest level of education obtained by residents. This data is useful for understanding the community's strengths in targeting employment to the area that suits the needs and interests of our educated workforce.

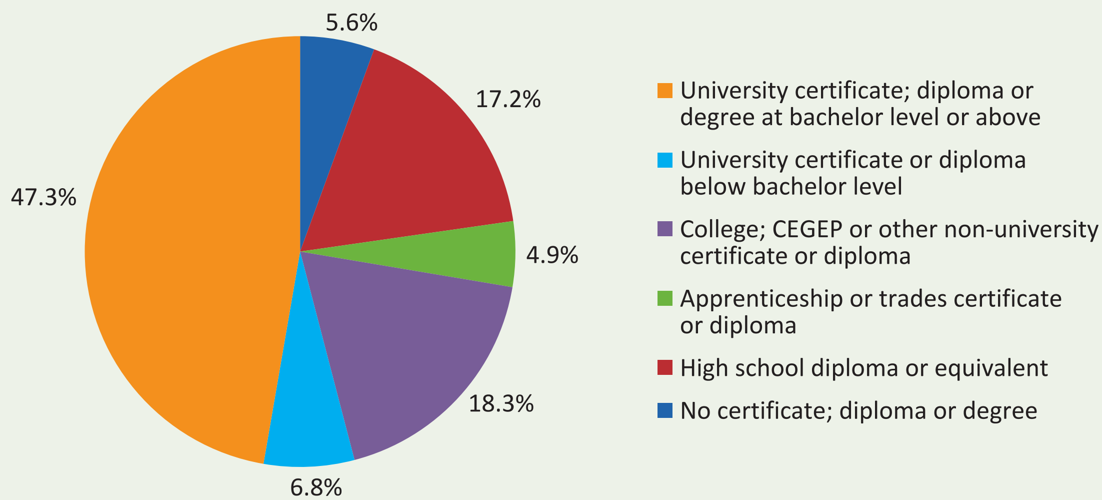
Richmond Hill has a highly educated population with 77.3% of individuals between 25 and 64 having completed some form of post-secondary education and 61.2% of those individuals obtaining their post-secondary education at a bachelor's degree or higher (Figure 43).

Richmond Hill has the most educated population amongst municipalities in York Region. It is the second most educated population (77.3%) amongst the comparator GTA municipalities, just behind Oakville (78.5%). Only two municipalities in York Region besides Richmond Hill report post-secondary educated populations over 70.0%: Whitchurch-Stouffville (70.3%) and Aurora (74.8%). Neighbouring municipalities Vaughan and Markham report their proportions of post-secondary educated populations just below 70.0% with 69.1% and 69.5%, respectively. Amongst the comparator municipalities, Georgina (53.8%), and Oshawa (55.6%) report the lowest completion of some form of post-secondary education.

Over time, Richmond Hill has seen an increase in the education levels of its population (Figure 44). In 2006, 92.8% of the population aged 25 to 64 had completed their high school education and by 2011, this number had increased to 94.4%. Similarly, the proportion of this group that has completed their post-secondary education has increased from 73.9% in 2006 to 77.3% in 2011. Of this group, the proportion of the population obtaining certificates at the bachelor level or above has increased from 42% to 47.3%, while the proportion of the population obtaining the following accreditations has declined: apprenticeship or trades certificates or diplomas; college, CEGEP or other non-university certificates or diplomas; and university certificates or diplomas below the bachelor level.

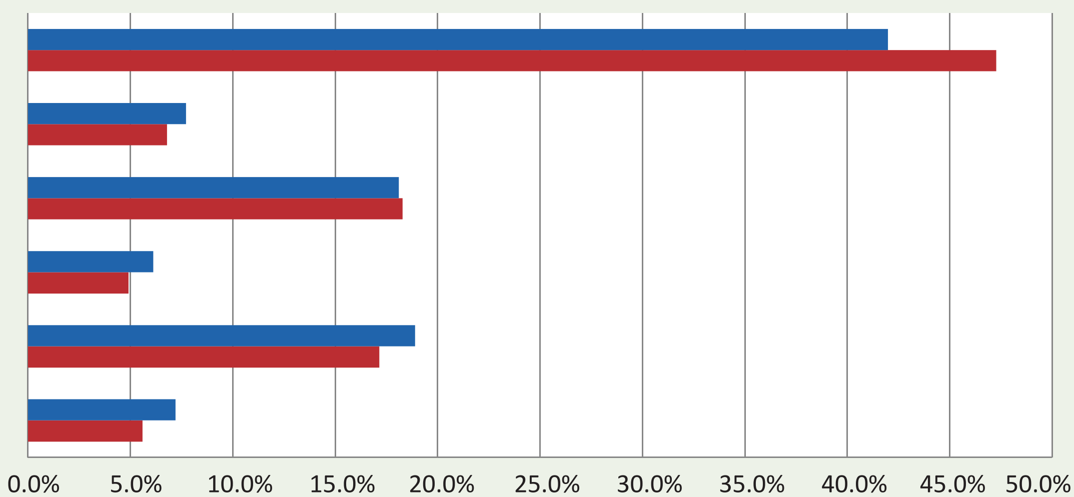
Richmond Hill residents have very diversified educational backgrounds (Figure 45). The most common fields of study are business, management and public administration (15.8%), architecture, engineering and related technologies (13.4%), and social and behavioural sciences and law (7.2%). Despite not representing some of Richmond Hill's most common fields of study, residents having studied physical and life sciences and technologies (3.5%), and mathematics, computer and information sciences (5.1%) each represent the largest groups across York Region and other comparator municipalities in the GTA.

Figure 43: Highest level of education attained by Richmond Hill residents age 25-64 (2011)



Source: Statistics Canada: 2011 National Household Survey

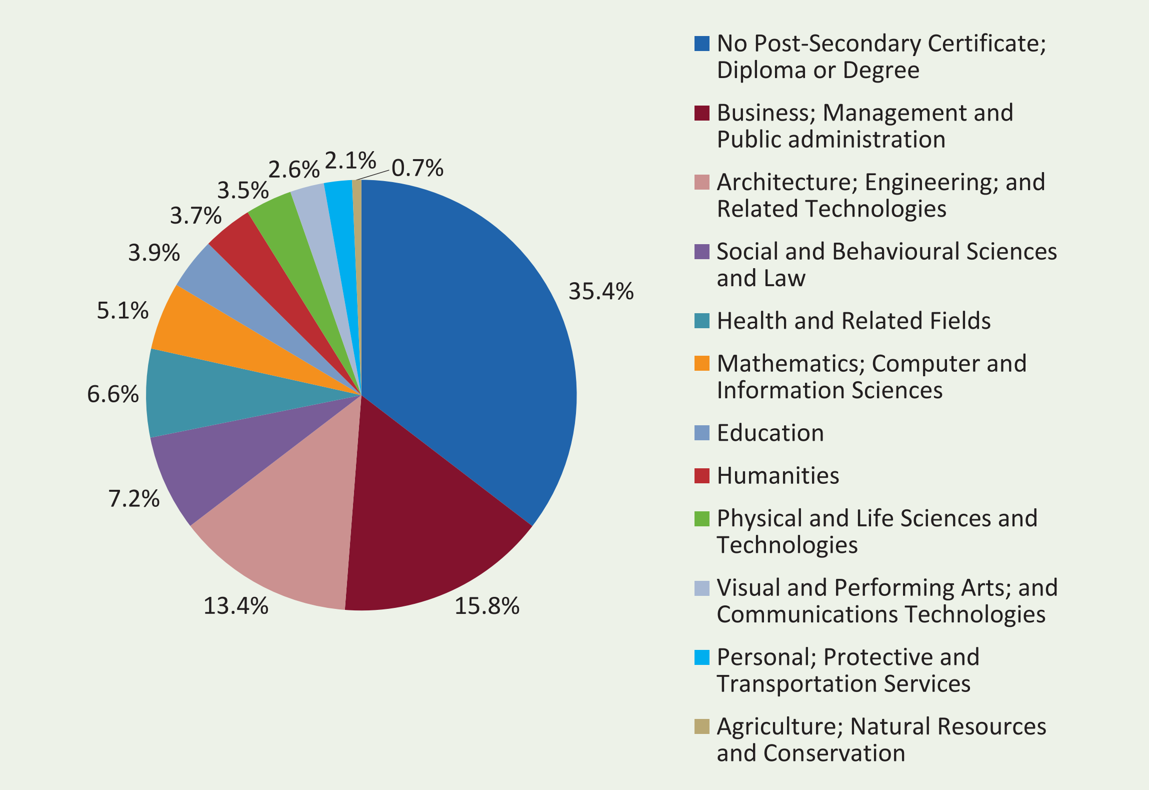
Figure 44: Highest level of education attained by Richmond Hill residents age 25-64 (2006-2011)



	No certificate; diploma or degree	High school diploma or equivalent	Apprenticeship or trades certificate or diploma	College; CEGEP or other non-university certificate or diploma	University certificate or diploma below bachelor level	University certificate; diploma or degree at bachelor level or above
2006	7.2%	18.9%	6.1%	18.1%	7.7%	42.0%
2011	5.6%	17.2%	4.9%	18.3%	6.8%	47.3%

Source: Statistics Canada: 2006 Census and 2011 National Household Survey

Figure 45: Field of study of Richmond Hill residents age 15 and older (2011)



Source: Statistics Canada: 2011 National Household Survey

2.5 Income Analysis

The Income Analysis section reports on a series of income data from the 2011 National Household Survey and 2011 Tax Filer data in order to develop an understanding of household income and composition within the Town.

2.5.1 Household Income

Average, also known as mean, household income is a measure of the middle income, and is calculated by combining the incomes of all households and dividing by the total number of households. The median household income is another measure for the middle income, but it is the midpoint of all the household incomes, where half of the incomes fall above the median and half below the median.

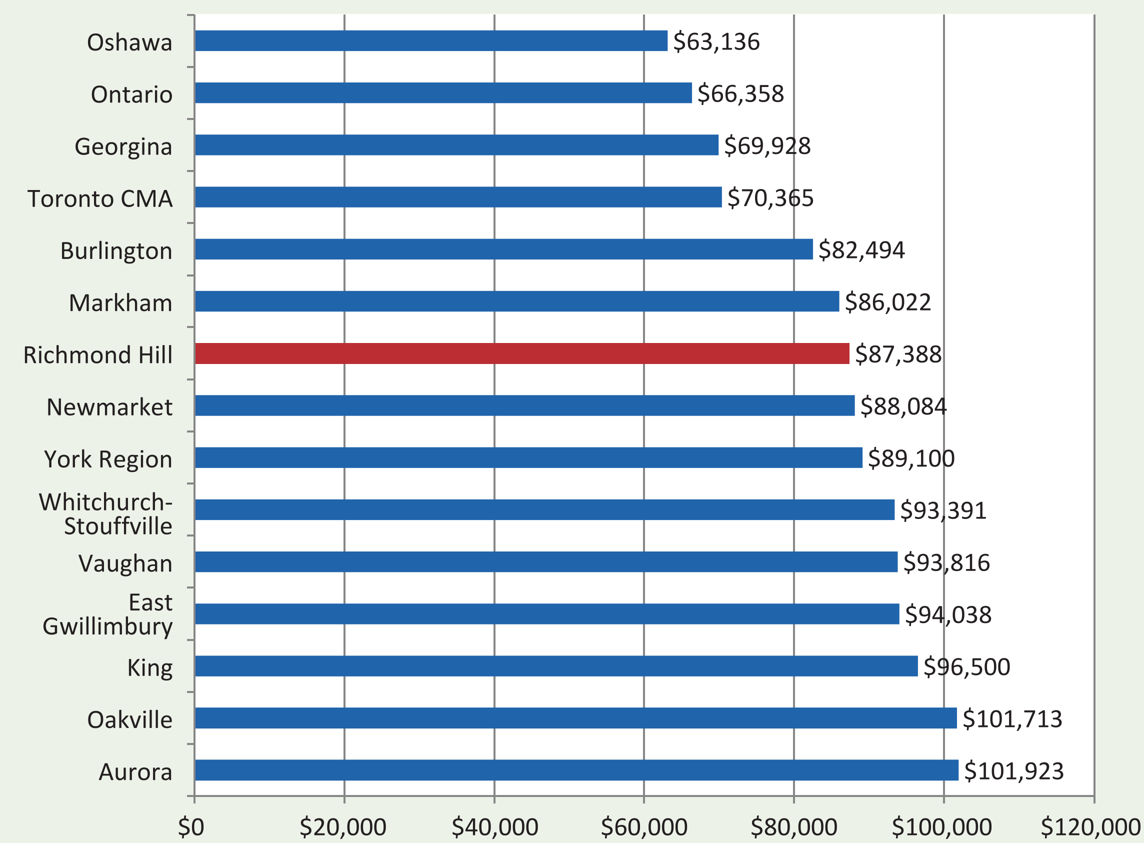
RESEARCH NOTE:

Section 2.5 reports data for both the average household income and the median household income where available to better represent the data. The average household income uses all the data and is the statistical measure of middle that people are most familiar with. However, it tends to be skewed upwards by households with very large incomes. The median household income is less affected by a few households with very large incomes and is arguably a better measure of the middle of all household incomes in Richmond Hill.

Richmond Hill falls in the middle of the comparator municipalities with a 2011 median household income of $87,388 (Figure 46) and an average household income of $108,979 (Figure 47). The average and median household income is similar to neighbouring Markham, with a median household income of $86,022 and an average household income of $108,520. In contrast, the population of neighbouring municipality Vaughan reports higher family income with a median household income of $93,816 and an average household income of $113,988.

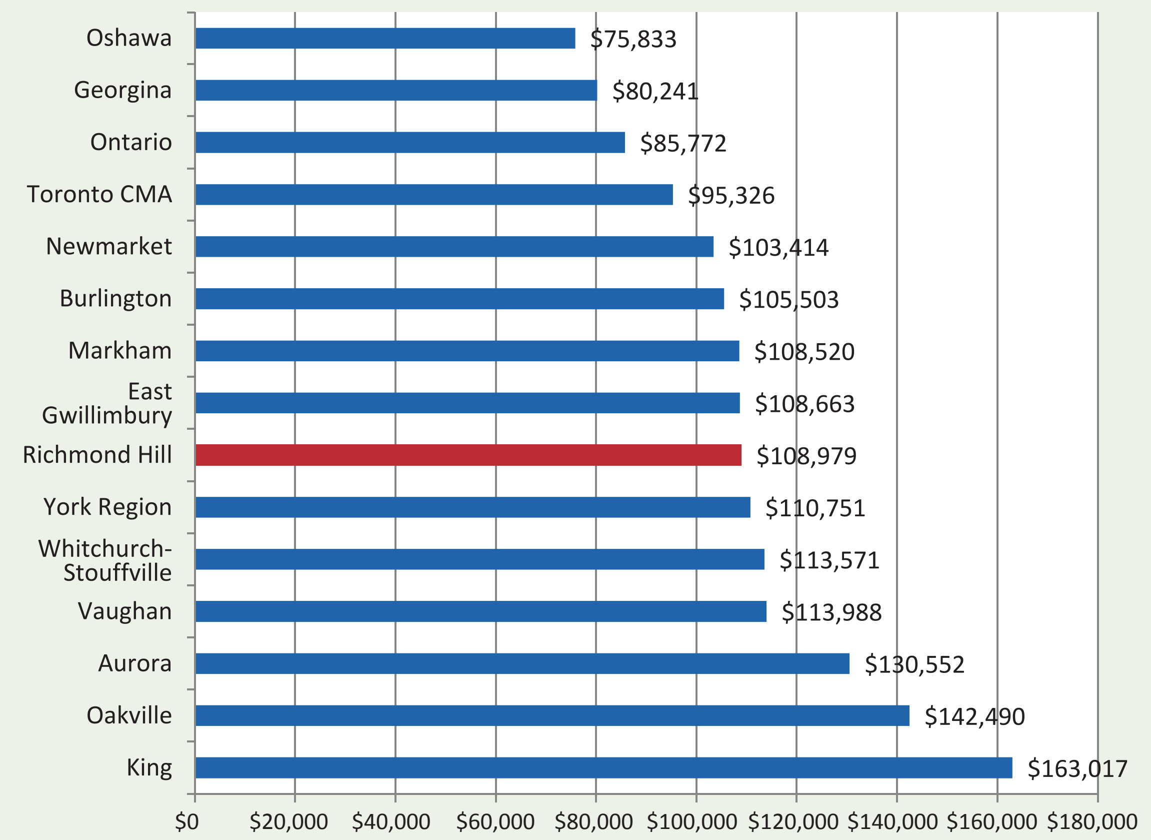
Within the Greater Toronto Area, Aurora holds the highest median household income of $101,923 and Oshawa holds the lowest median household income with $63,136. Oshawa also holds the lowest average household income with $75,833, contrasted with King, holding with highest household average income with $163,017. When compared against the province, Richmond Hill surpasses the overall average household income of $85,772 as well as the median household income of $66,358.

Figure 46: Median household incomes for selected GTA municipalities (2011)



Source: Statistics Canada, 2011 National Household Survey

Figure 47: Average household incomes for selected GTA municipalities (2011)



Source: Statistics Canada, 2011 National Household Survey

Table 5 reports the percentage changes of household incomes for comparator municipalities between 2006 and 2011, measuring both the percentage change in the average household income and the median household income. The municipalities showing the largest increase in average household income are Oakville (12.4%), Georgina (12.1%), Richmond Hill (11.7%), Burlington (10.0%) and Ontario as a whole (10.0%). The municipalities showing the largest increase in the median household income are Aurora (14.3%), Whitchurch-Stouffville (10.9%), Richmond Hill 10.7%), Oakville (10.1%), Burlington (10.0%) and Ontario (9.8%).

RESEARCH NOTE:

The Tax Filer 2011 from Canada Revenue Agency provides another look at household income, based on the different family types reported through tax filer data. As a result, it is not directly comparable to the National Household Survey data, although it is considered more accurate. The National Household Survey is voluntarily and is self-reported, whereas the Tax Filer data is derived from income tax filing data, such as employment T4 slips and income based on single-earner and double-earner income families.

Table 5: Comparator municipalities by growth in average and median household income (2006-2011)

Municipality	% Average Change 2006-2011	% Median Change 2006-2011
Oakville	12.4%	10.1%
Georgina	12.1%	6.5%
Richmond Hill	11.7%	10.7%
Burlington	10.0%	10.0%
Ontario	10.0%	9.8%
Toronto CMA	8.5%	9.7%
Aurora	8.3%	14.3%
York Region	7.1%	8.8%
Markham	7.1%	7.6%
Newmarket	7.0%	7.9%
Oshawa	6.9%	2.6%
Vaughan	4.6%	8.3%
East Gwillimbury	3.2%	7.0%
King	1.3%	5.2%
Whitchurch-Stouffville	-0.8%	10.9%

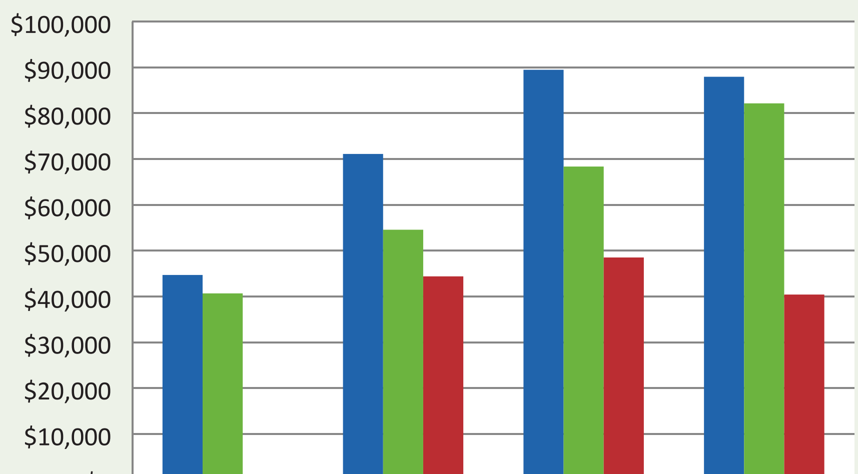
Source: Statistics Canada, 2006 and 2011 National Household Survey

Additional Insight into Household Incomes from Taxfiler Data

The 2011 Tax Filer data provides more detail on the earnings of different household types (Figure 48).

- The average income of couple families, as dual-earners with children, is $81,572.
- The average income of couple families, as single-earners with children, is $68,366.
- The average income of couple families without children, is $44,693.
- The total average income of lone-parent families, as a single-earner and with children, is $45,404.

Figure 48: Average income of Richmond Hill household types (2011)



	With 0 children	With 1 child	With 2 children	With 3+ children
Average Household Income per Couple Family, Dual-earners	$44,693	$71,097	$89,514	$87,940
Average Household Income per Couple Family, Single-earners	$40,688	$54,564	$68,385	$82,149
Average Household Income per Lone Parent Family	N/A	$44,416	$48,513	$40,419

Source: Canada Revenue Agency, Tax Filer Data 2011

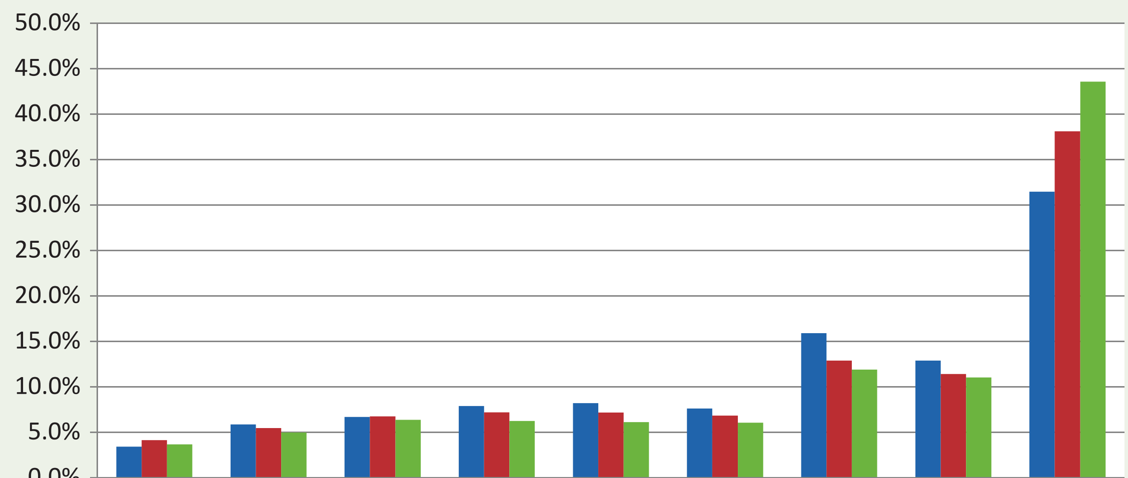
2.5.2 Income Distribution

Income distribution examines where households are distributed amongst income ranges. In 2011, 43.6% of households in Richmond Hill reported an income of $100,000 or more, with the highest income range ($150,000 and over) representing 22.6% of households (Figure 49). 66.5% of households had an income range of $60,000 and over and 8.7% of the households earned less than $20,000.

While Richmond Hill has a large proportion (22.6%) of households earning more than $150,000, there are six comparator municipalities with higher percentages of households in this earning category: Oakville (30.7%), Aurora (27.5%), Caledon (25.6%), King (25.3%), Uxbridge (25.24%), and Halton (23.8%). Overall, fifteen of the twenty-nine municipalities in York, Peel, Durham, and Halton report more than 20.0% of their households having earned more than $150,000. All twenty-nine municipalities in York, Peel, Durham, and Halton and the City of Toronto have higher proportions of their households earning more than $150,000 than the provincial average of 12.5%.

The number of households in Richmond Hill earning more than $100,000 continues to increase from 31.5% in 2001 to 38.1% in 2006 and 43.6% in 2011.

Figure 49: Distribution of income in Richmond Hill (2001-2011)



	Under $10,000	$10,000 to $19,999	$20,000 to $29,999	$30,000 to $39,999	$40,000 to $49,999	$50,000 to $59,999	$60,000 to $69,999	$80,000 to $99,999	$100,000 and over
2001	3.4%	5.9%	6.7%	7.9%	8.2%	7.6%	15.9%	12.9%	31.5%
2006	4.1%	5.5%	6.8%	7.2%	7.2%	6.8%	12.9%	11.4%	38.1%
2011	3.7%	5.0%	6.4%	6.2%	6.1%	6.1%	11.9%	11.0%	43.6%

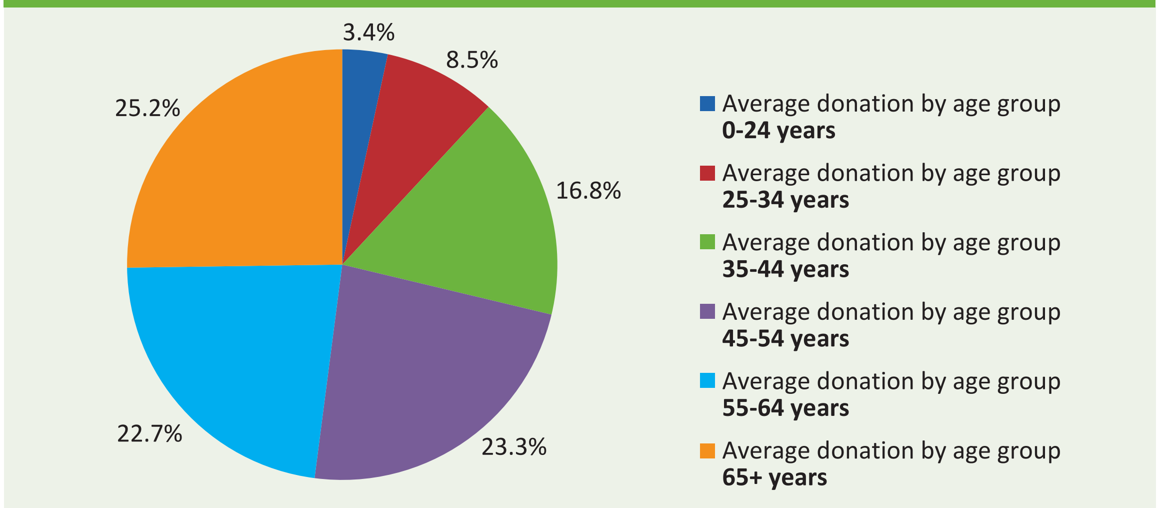
Source: Statistics Canada, 2001, 2006 Census and 2011 National Household Survey

Charitable Giving in Richmond Hill

Canada Revenue Agency Tax Filer data for 2011 reports that 31.6% of tax filers reported charitable giving. The value of all charitable donations which were reported was $63.2 million. The average charitable donation was $1,562.

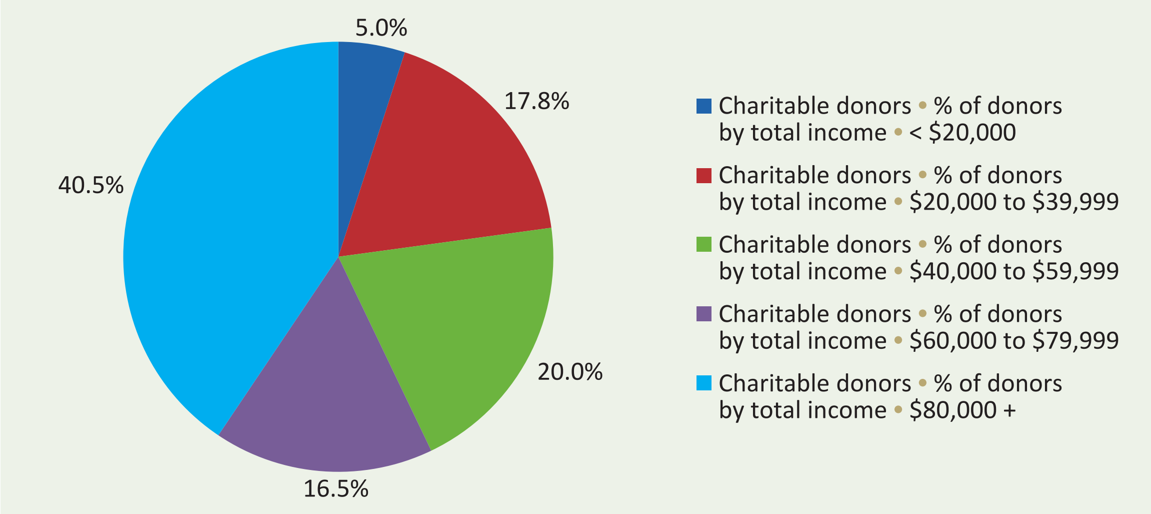
- All age groups were involved in giving although with the greatest numbers of donors falling in the 65+ age group followed by those from 45-54 and 55-64 years old (Figure 50).
- Residents from all income levels were involved in giving, with the largest proportion being those with an income greater than $80,000 (Figure 51).
- The average donation varied depending on the income of Richmond Hill donors (Figure 52). The highest average donation for Richmond Hill residents was with an income of $80,000+ ($3,432.76). Interestingly, givers in the lowest income levels <$20,000) were still making substantial donations, with an average donation size of $631.

Figure 50: Charitable donors by age (2011)



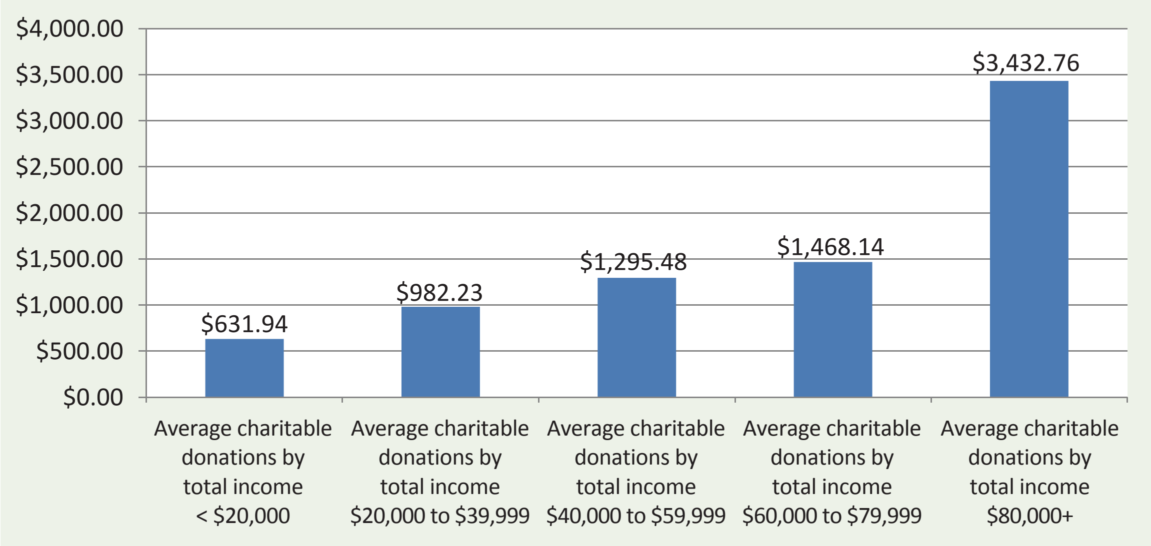
Source: Canada Revenue Agency, Tax Filer Data 2011

Figure 51: Charitable donors by income levels (2011)



Source: Canada Revenue Agency, Tax Filer Data 2011

Figure 52: Average donations based on income (2011)



Source: Canada Revenue Agency, Tax Filer Data 2011

3.0 Economic Characteristics

Located in the heart of the Greater Toronto Area, Richmond Hill provides businesses excellent access to amenities to help them succeed, including customers, suppliers and employees. To provide a greater understanding of the economic status of Richmond Hill, this chapter will review the employment environment and economic trends in Richmond Hill, including business growth and trends in construction and assessment values over the past few years. This review of Richmond Hill's business community provides relevant information that illustrates the opportunity for business growth in Richmond Hill.

3.1 Business and Retail Profiles

3.1.1 Employment by Industry

Employment by Industry looks at employment opportunities that are available in Richmond Hill. These statistics are separate from labour market statistics that express trends in the population of Richmond Hill and the industries they are employed in, either inside or outside of Richmond Hill. Data for employment is drawn from the 2011 National Household Survey and York Region's annual Employment and Industry Report.

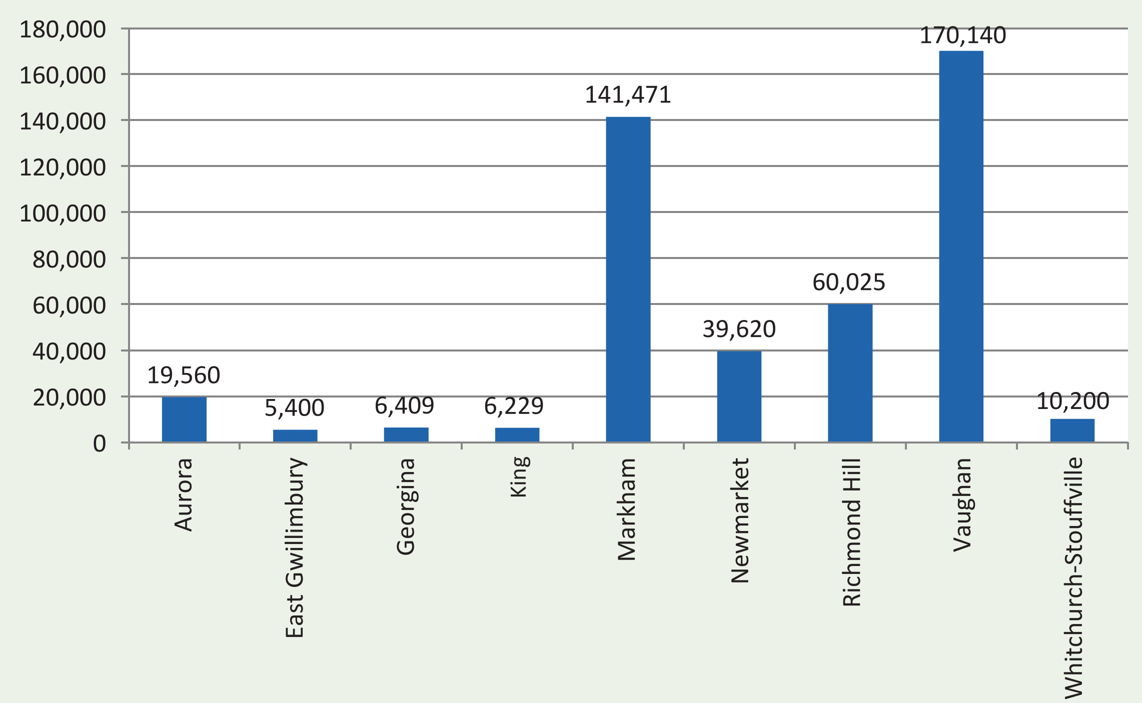
According to the Employment and Industry Report for 2011, Richmond Hill is home to 60,025 jobs and 4,037 businesses. In 2006, the Employment and Industry Report reported 53,582 jobs and 4,095 firms which represents an increase in 6,443 jobs and a decrease in the number of businesses. In contrast, the 2011 National Household Survey employment estimate for Richmond Hill is lower, at 53,310 jobs.

RESEARCH NOTE:

Discrepancies in data between the National Household Survey and York Region's Employment and Industry Report may be accounted for in the differences in methodology for data collection. York Region collects their data directly from employers. In contrast, the National Household Survey is conducted voluntarily and uses a random sample of households to derive its numbers.

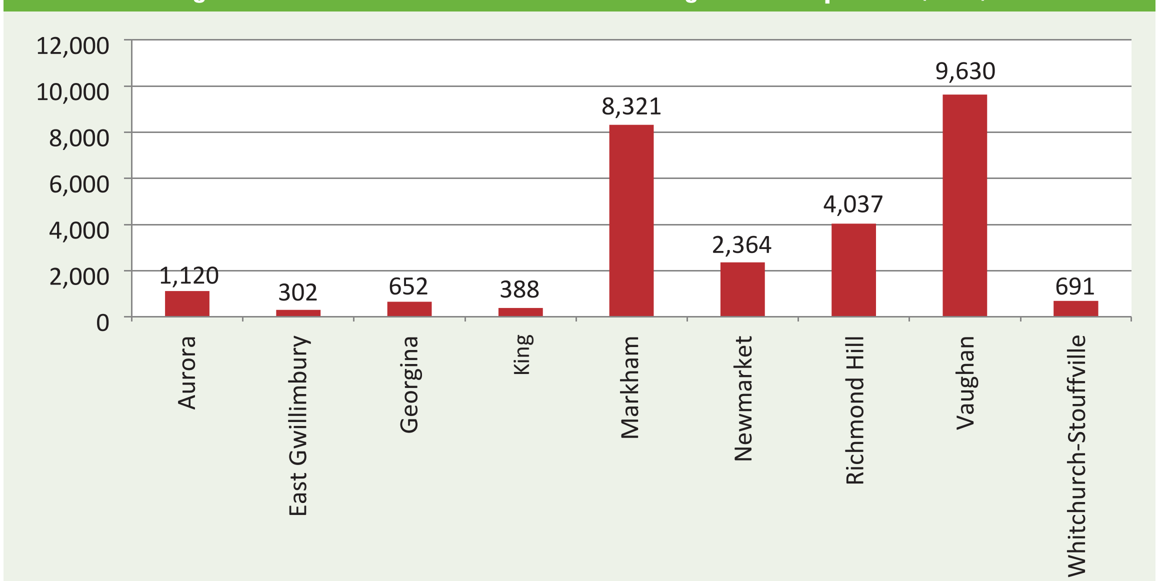
When examined on a municipality-by-municipality basis, employment by industry can explain how competitive a municipality is, as well as its prospects for competitiveness based on the prevalence of one industry or particular up-and-coming industries. Richmond Hill has the third highest number of jobs (Figure 53) and businesses (Figure 54) in York Region behind Vaughan and Markham.

Figure 53: Number of jobs in York Region municipalities (2011)



Source: York Region Employment Survey, 2011

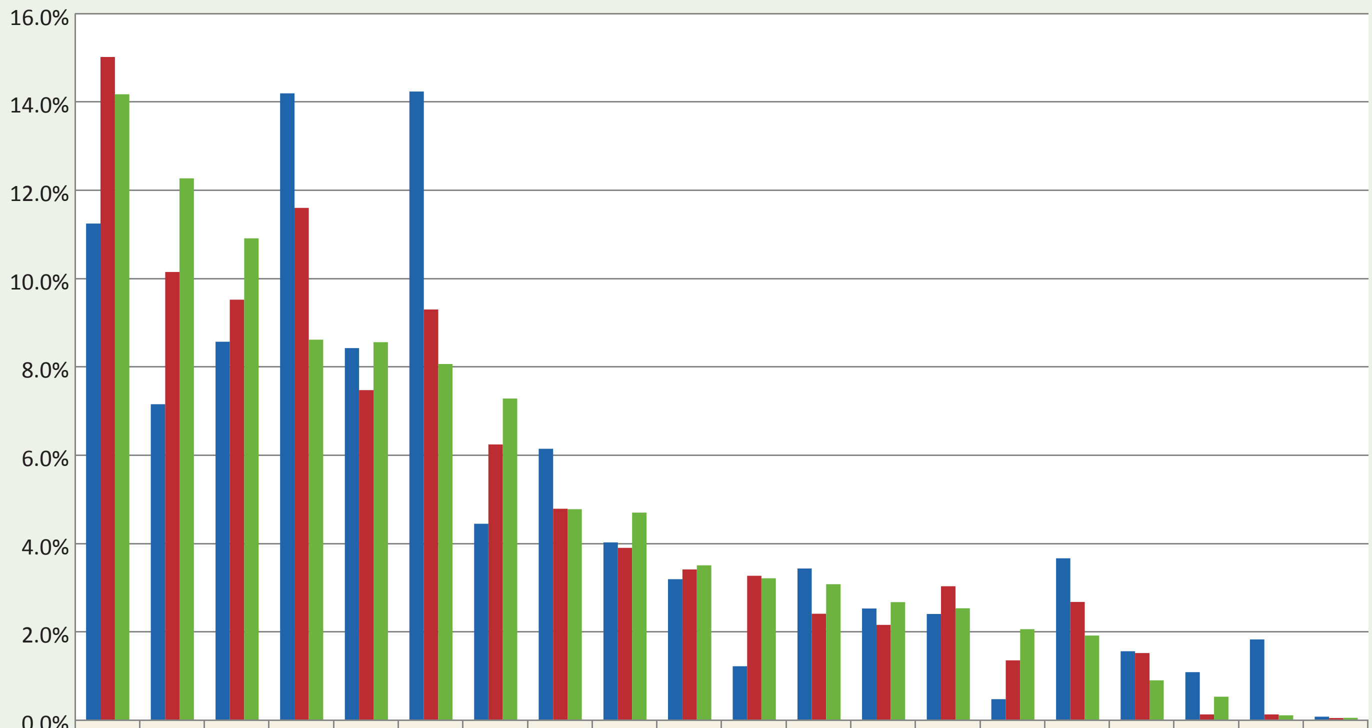
Figure 54: Number of businesses in York Region municipalities (2011)



Source: York Region Employment Survey, 2011

Since 2001, retail trade has provided the greatest percentage of employment opportunities to the local Richmond Hill workforce at 14.8% (Figure 55). Health care & social assistance has provided the second largest percentage of opportunity to the local workforce at 12%, followed by the professional, scientific & technical services industry with 10.9%.

Figure 55: Employment by industry in Richmond Hill (2001-2011)



	Retail Trade	Health Care & Social Assistance	Professional, Scientific & Technical Services	Manufacturing	Accommodation & Food Services	Wholesale Trade	Educational Services	Finance & Insurance	Information & Cultural Industries	Other Services (except Public Administration)	Public Administration	Construction	Arts, Entertainment & Recreation	Real Estate & Rental & Leasing	Management of Companies & Enterprises	Administrative & Support Services (including Waste Management)	Transportation & Warehousing	Utilities	Mining & Oil and Gas Extraction	Agriculture, Forestry, Fishing & Hunting
2001	11.3%	7.2%	8.6%	14.2%	8.4%	14.2%	4.5%	6.2%	4.0%	3.2%	1.2%	3.4%	2.5%	2.4%	0.5%	3.7%	1.6%	1.1%	1.8%	0.1%
2006	15.0%	10.2%	9.5%	11.6%	7.5%	9.3%	6.2%	4.8%	3.9%	3.4%	3.3%	2.4%	2.2%	3.0%	1.4%	2.7%	1.5%	0.1%	0.1%	0.1%
2011	14.2%	12.3%	10.9%	8.6%	8.6%	8.1%	7.3%	4.8%	4.7%	3.5%	3.2%	3.1%	2.7%	2.5%	2.1%	1.9%	0.9%	0.5%	0.1%	0.1%

Source: York Region Employment Survey, 2011

Industries such as manufacturing and wholesale trade have declined between 2001 and 2011, as other industries have begun to occupy larger proportions of employment opportunities. In addition, over time Richmond Hill has seen industries such as public administration increase from 1.2% in 2001 to 3.2% in 2011, and growth in education from 4.5% to 7.3%.

Of the workforce, 70.4% of available jobs are full-time, with full-time work seeing a decline by 4.6% since 2001. Richmond Hill holds 13.0% of the total employment share for York Region's nine municipalities.

3.1.2 Major Employers and Corporate Headquarters

Table 6 lists Richmond Hill's largest employers. Each of these businesses provide employment to more than 250 people, at either a full-time, part-time or seasonal basis, and are ranked from top to bottom based on the amount of employment they provide in Richmond Hill. These employers represent a wide variety of services and goods to people, both inside and outside of the Richmond Hill community.

Table 6: Largest companies in Richmond Hill (2015)

Largest Employers	Service Industry
Mackenzie Health Hospital	Hospital
Apotex	Pharmaceutical Manufacturing
Town of Richmond Hill – Municipal Offices	Municipal Government
Acklands-Grainger Inc.	Distributor of Industrial, Safety and Fastener Products
Walmart Canada	Department Store
Sheraton Parkway Toronto North	Hotel and Convention Centre
Staples Business Depot Head Office	Office Supply Retail Chain
Regional Municipality of York – South Services Centre	Municipal Government
Rogers Communications	Communications and Media
Victaulic Company of Canada Ltd.	Commercial Mechanical Pipe Applications
Ash City Worldwide Inc.	Wholesaler-Distributors of Promotional Clothing
Compugen Inc.	IT Service Provider
Multimatic Inmet	Metal Products and Stamping for Automotive Industry
Johnson Inc.	Insurance Company
Open Text Corporation	Software Company
Amico Corporation	Health Care Product Development and Manufacturing
Hibar Systems Limited	Manufacturer
BMW	Automotive

Source: Town of Richmond Hill Economic Development, 2015

In addition to those companies providing a large employment base to the community, a number of companies call Richmond Hill home to their corporate headquarters. Table 7 lists a list of national and international firms that lead their businesses from within Richmond Hill.

Table 7: Corporate headquarters in Richmond Hill (2015)

Corporate Headquarters	Service Industry
Acklands-Grainger Inc.	Distributor of Industrial, Safety and Fastener Products
Amico	Health Care Product Development and Manufacturing
Arcon Metal Processing Inc.	Manufacturing and Supply
Ash City Inc.	Wholesaler-Distributors of Promotional Clothing
BFS Entertainment and Multimedia	Video Cassette Wholesalers
BMW Canada	Automotive
Compugen Inc.	IT Service Provider
Comuware Corp. of Canada	IT Service Provider
Cosmo Music	Musical Instrument and Supplies Store
Country Style	Food and Restaurant
Decision One Corporation	Computer Systems Design
Desrosiers Automotive Consultants	Automotive Consultant Firm
Draeger Medical Canada Inc.	Wholesale Distributor of Machinery, Equipment and Supplies
Firefly Books	Book, Periodical and Newspaper Wholesaler
GarDel Metal Products Inc.	Metalworking Machinery Manufacturing
GeneNews Limited	Research and Development
Global Financial	Business and Banking
Illumiti	Computer Systems Design
Irpinia Kitchens	Manufacturing
iServe Inc.	Computer Systems Design
LaRocca Creative Cakes	Food Specialty Retail
LEGO Canada	Toy Manufacturer
Lexmark Canada	Computer and Software Wholesale Distributor
Johnson	Financial Services
MASS Electronics	Automotive Retail
Maxium Financial	Financial Services
Mazda Canada	Automotive
O'Hara Technologies	Industrial Machinery Manufacturer
Paris Kitchens	Manufacturing
Plasticap	Plastic Product Manufacturing
Protenergy Natural Foods Corporation	Food Manufacturer
Rubicon – Shana Foods	Food Manufacturer
Senes Consultants Limited	Environmental Consulting Services
Seroyal International	Pharmaceuticals Wholesale Distributor
Staples Business Depot	Office Supply Retail Chain
Storage Appliance Corporation	Software Publishers
Suzuki Canada Inc.	Automotive
Swiss Naturals	Health and Food Retail
TigerDirect.ca	Wholesale Distributor
Toy Galaxy	Toy Wholesale Distributor
Trimark	Retail Wholesale Distributor
Volvo	Automotive

Source: Town of Richmond Hill Economic Development, 2015

3.1.3 Size of Business

Size of business relates to the number of workers a firm employs. Measurement of business sizes and numbers across the region can provide some insight on economic development and activity of businesses in the area. Business size is defined through the York Region Employment Survey based on the amount of workers employed by a firm: small (1-19), medium (20-99), large (100-499), and very large (500+). Industry Canada measures size of businesses on a different scale, and accounts for slightly different categories of business: micro (1-4), small (5-99), medium (100-499), and large (500+).

In 2011, 3425 (84.2%) businesses in Richmond Hill employed 1-19 employees (small) and an additional 519 (12.9%) were considered medium size and employed 20-499 employees (Table 8 and 9). The predominance of small and medium businesses in the area is consistent with Industry Canada statistics, which report that small and medium-sized businesses dominate the workplace environment across Canada.

Richmond Hill has seen a minor decrease in the proportion of small businesses over the past ten years. In 2001, small businesses represented 85.7% of the total businesses in Richmond Hill. By 2011, that had fallen to 84.2%. The peak was in 2006, when small businesses represented 87.2% of total businesses. In contrast, medium business has seen steady growth over the past ten years with 382 businesses in 2001 (11.3%) rising to 519 (12.9%) by 2011.

Large business patterns report overall growth over the ten-year period, up from 74 businesses in 2001 to 87 businesses in 2011. Overall, large businesses represent a stable proportion of the overall business community at 2.2% in both 2001 and 2011. Similarly, Richmond Hill has seen slight growth in the number of very large businesses. In 2001, 5 businesses employed more than 500 employees in Richmond Hill. The peak for very large business was in 2005, with 7. As of 2011, 6 businesses in Richmond Hill were classified in the very large category.

Across York Region, small business remains dominant, with all municipalities reporting over 80% small business between 2001 and 2011. Smaller municipalities, such as Georgina report a larger proportion of small business (89.1%) than larger municipalities, such as Markham (84.7% in 2011) and Vaughan (81.5% in 2011). This trend was continued through the 2001-2011 period. Four of York Region's municipalities report having no "very large" businesses: Whitchurch-Stouffville, King, Georgina, and East Gwillimbury. In contrast, Markham and Vaughan report the highest amount of "very large" businesses in York Region. In 2011, Markham reported 15 "very large" firms (0.1%), down from 20 in 2001 (0.3%) and from a peak of 24 in 2003 (0.3%). A similar pattern is seen in Vaughan, with 12 "very large" firms (0.2%), down from 19 in 2001 (0.3%) and from a peak of 25 in 2008 (0.3%).

Table 8: Number of businesses in Richmond Hill by size of business (2001-2011)

Employee Range	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Small (1-19 Employees)	2908	2901	2855	2928	3330	3570	3505	3406	3342	3314	3425
Medium (20-99 Employees)	382	385	402	404	412	434	451	472	489	500	519
Large (100-499 Employees)	74	79	85	89	86	85	81	78	80	80	87
Very Large (500+ Employees)	5	5	5	4	7	6	6	6	6	6	6
Undeclared	23	76	0	160	83	0	0	0	60	82	27
Total	**3,392**	**3,446**	**3,347**	**3,585**	**3,918**	**4,095**	**4,043**	**3,962**	**3,977**	**3,982**	**4,037**

Source: York Region Employment Survey, 2011

Table 9: Proportion of businesses in Richmond Hill by size of business (2001-2011)

Employee Range	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Small (1-19 Employees)	85.7	84.2	85.3	81.7	85.0	87.2	86.7	86.0	84.0	83.2	84.2
Medium (20-99 Employees)	11.3	11.2	12.0	11.3	10.5	10.6	11.2	11.9	12.3	12.6	12.9
Large (100-499 Employees)	2.2	2.3	2.5	2.5	2.2	2.1	2.0	2.0	2.0	2.0	2.2
Very Large (500+ Employees)	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.2	0.2	0.2	0.1
Undeclared	0.7	2.2	0.0	4.5	2.1	0.0	0.0	0.0	1.5	2.1	0.7
Total	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Source: York Region Employment Survey, 2011

3.2 Recent Trends in Economic Characteristics

3.2.1 Business Attraction

Over the past few years, a number of businesses have opened locations or moved to Richmond Hill.

Notable Business Additions: 2011

- **Accolade Group Inc.** moved into the Beaver Creek Business Park. Accolade Group Inc. manufactures and supplies apparel for the private label market.
- **Canadian PMX Corp. Distribution** established their head office on Yonge Street right in the historic downtown area. Canadian PMX Corp. Distribution is a purveyor of precious metal and collector products.
- **MySpark Technologies Office** settled their headquarters on 16th Avenue. MySpark Technologies offers services in the development of mobile platforms.
- **Intertainment Media Inc.** chose West Beaver Creek Road for their head office location, amongst international offices in New York, New York; Los Angeles, California; and San Mateo, California. Intertainment Media Inc. is a leading technology incubator with a focus on technologies and companies that provide distinct solutions for brands and consumers.

Notable Business Additions: 2010

- **BMW Group Canada** was established in 1987 and relocated to Richmond Hill in 2010. BMW Group Canada is a subsidiary of BMW AG and is responsible for the distribution of BMW automobiles, motorcycles, and MINI.

Notable Business Additions: 2009

- **Holiday Inn Express** established a location on East Pearce Street. Holiday Inn Express provides support to tourism and businesses across Richmond Hill.
- **Compugen Industrial** built a 120,000 square-foot facility in Barker Business Park. Compugen Industrial is well-known for being one of Canada's largest IT service providers.

Notable Business Additions: 2008

- **Cosmo Music** opened its doors in Barker Business Park. Cosmo Music is considered to be one of the biggest and best musical instrument retail stores in the world.

3.2.2 Building Permits and Construction Value

A visible sign of local investment is ongoing construction and development of buildings. As a result, building permit activity is often interpreted as a measure of economic vitality within a municipality. Since 2006, Richmond Hill has issued an average of 2,166 permits per year inclusive of all issued construction permits, such as renovations and upgrades to existing buildings. In 2014, Richmond Hill issued a total of 2,265 building permits: 1,302 residential permits, 911 commercial permits, 16 industrial permits, and 36 institutional permits (Table 10). The total value of these permits was $258 million: $198 million residential, $49 million commercial, $1.7 million industrial, and $8.4 million institutional (Table 11).

Between 2001 and 2014, peak numbers for both number of permits issued and value of construction fluctuate for all building types. Institutional permit numbers were highest in 2001 and 2010, with 62 permits issued each year, and commercial permit numbers were highest in 2010, with 989 permits issued. When examining the number of residential permits issued, there is a decline in the number of residential buildings constructed after 2005, with permits dropping to an average of 1,289 per year between 2006 and 2014 from an average of 2,539 between 2001 and 2005. Other permit types show some volatility throughout the 2001 to 2014 time period with less obvious patterns of increase or decrease in permit numbers.

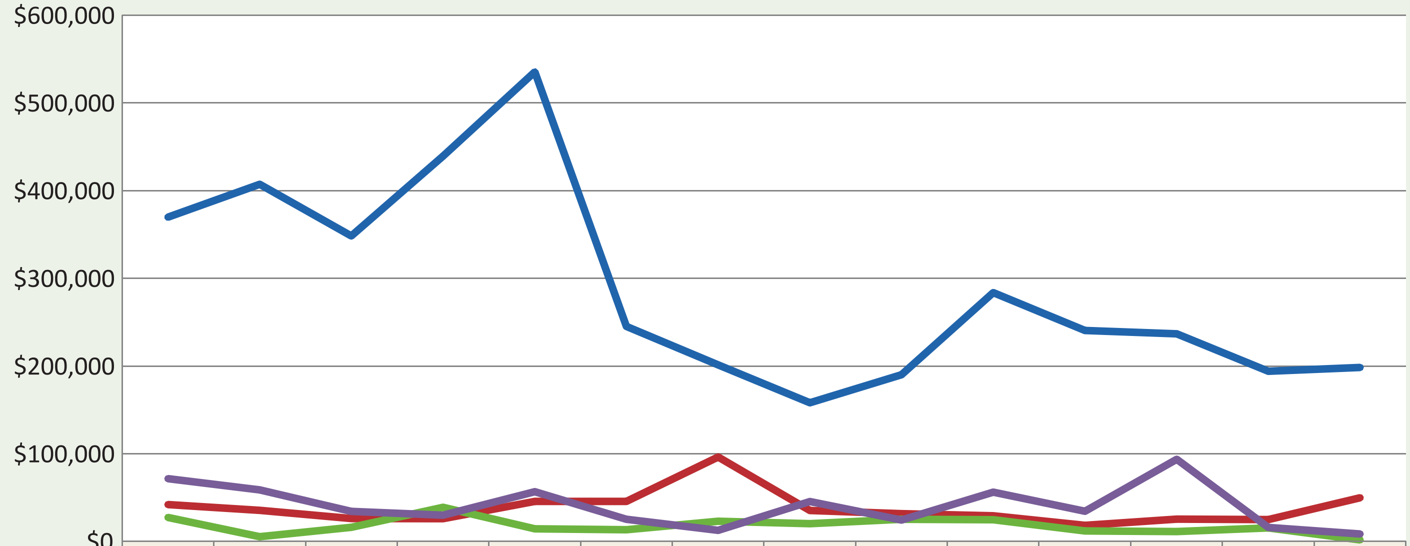
The most recent 2014 figures show that there have been fluctuations in value for the different types of building permits issued. For example, the value of residential building permits has dropped between 2011 and 2014, from $240 million to $198 million as where the value of commercial building permits has increased between 2011 and 2014, from $18 million to $49 million. The highest number of residential permits contributed to the total highest value of construction permits totaling $652 million in 2005 (Figure 56). A drop in construction values of all building types in the recent years may indicate potentially less investment in large development projects – as permit numbers remain relatively consistent, while construction values decrease. This may be the result of more building permits being issued for upgrades and renovations to existing buildings rather than investment and development of new buildings.

Table 10: Number of building permits issued (2001-2014)

Year	Residential	Commercial	Industrial	Institutional	Total
2001	2,323	418	48	62	2,851
2002	2,574	476	41	58	3,149
2003	2,148	429	47	38	2,662
2004	2,383	455	58	38	2,934
2005	3,267	486	38	38	3,829
2006	1,560	495	38	33	2,126
2007	1,352	596	40	39	2,027
2008	747	685	39	40	1,511
2009	1,369	670	36	44	2,119
2010	1,655	989	52	62	2,758
2011	1,296	954	34	55	2,339
2012	1,088	962	28	45	2,123
2013	1,239	911	34	50	2,234
2014	1,302	911	16	36	2,265

Source: Town of Richmond Hill Building Department, 2015

Figure 56: Construction values in $1,000's (2001-2014)



	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Residential	$369,751	$407,256	$348,343	$439,325	$535,445	$245,138	$201,382	$158,155	$190,101	$283,690	$240,562	$236,695	$194,087	$198,285
Commercial	$41,948	$35,416	$26,142	$25,919	$45,565	$45,682	$96,282	$35,321	$31,577	$29,129	$18,371	$25,462	$24,834	$49,811
Industrial	$27,271	$5,280	$16,012	$38,825	$14,385	$13,271	$22,929	$20,301	$25,238	$24,725	$11,850	$11,191	$15,417	$1,790
Institutional	$71,487	$58,691	$34,242	$29,848	$56,619	$25,267	$12,683	$45,520	$24,356	$56,205	$34,433	$93,638	$15,962	$8,466

Source: Town of Richmond Hill Building Department, 2015

Table 11: Value of building permits issued (2001-2014)

Year	Residential	Commercial	Industrial	Institutional	Total
2001	$369,751,929	$41,948,605	$27,271,875	$71,487,694	$510,460,103
2002	$407,256,788	$35,416,986	$5,280,648	$58,691,460	$506,645,882
2003	$348,343,416	$26,142,854	$16,012,873	$34,242,466	$424,741,609
2004	$439,325,783	$25,919,771	$38,825,363	$29,848,456	$533,919,373
2005	$535,445,508	$45,565,722	$14,385,321	$56,619,328	$652,015,879
2006	$245,138,926	$45,682,971	$13,271,602	$25,267,752	$329,361,251
2007	$201,382,877	$96,282,991	$22,929,000	$12,683,086	$333,277,954
2008	$158,155,858	$35,321,957	$20,301,078	$45,520,600	$259,299,493
2009	$190,101,486	$31,577,735	$25,238,955	$24,356,600	$271,274,776
2010	$283,690,742	$29,129,411	$24,725,450	$56,205,969	$393,751,572
2011	$240,562,862	$18,371,503	$11,850,912	$34,433,100	$305,218,377
2012	$236,695,898	$25,462,881	$11,191,388	$93,638,000	$366,988,167
2013	$194,087,404	$24,834,118	$15,417,749	$15,962,500	$250,301,771
2014	$198,285,364	$49,811,452	$1,790,790	$8,466,500	$258,354,106

Source: Town of Richmond Hill Building Department, 2015

3.2.3 Assessment Growth

Assessment growth is defined as the value of a property (land and buildings) for taxation purposes over a period of time. According to the Municipal Property Assessment Corporation (MPAC), current value assessment of a given property type is based on a probable price a property would sell for in a competitive and open market, under the conditions of a fair sale. Some of the factors used in determining current value assessments are: location, property age, and size.

The growth in the assessment value of properties in Richmond Hill is a good measure of the continued economic health of the municipality. Property taxes, used to provide services and undertake investments, are derived from the assessment base. In 2011, Richmond Hill's total assessment value was $30.5 billion: $25.7 billion residential/farm; $2.5 billion commercial office; $1 billion exempt; $697 million shopping centres; and $572 million industrial (Table 12).

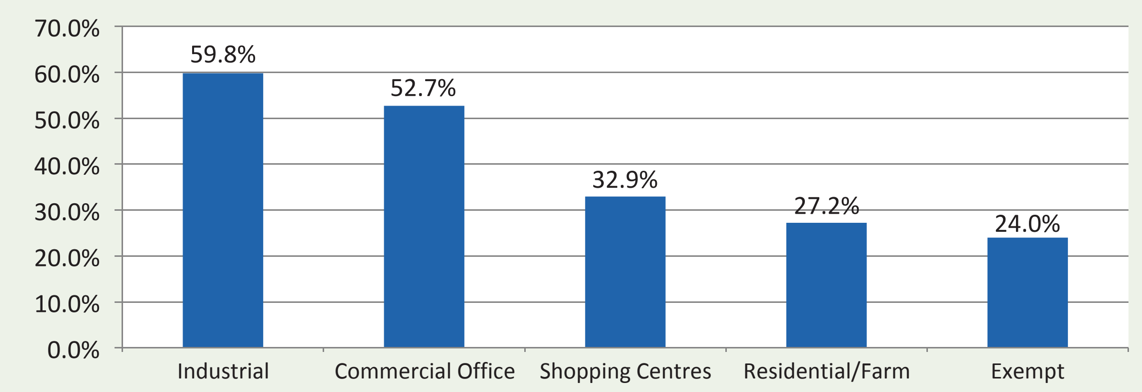
Throughout this time period, all property types have seen an increase in their assessment values. Richmond Hill experienced its largest assessment growth in commercial office and industrial property types, with 52.7% change and 59.8% change, respectively (Figure 57). In contrast, tax exempt and residential/farm property types changed at 24.0% and 27.2%, respectively, experiencing the least change during the 2006-2011 periods.

Table 12: Assessment growth (2006-2011)

Property Type	2006	2007	2008	2009	2010	2011
Residential/ Farm	$20,196,955,557	$20,801,075,789	$21,275,027,030	$22,712,646,368	$24,120,238,233	$25,699,871,772
Commercial Office	$1,654,276,989	$1,653,731,847	$1,663,018,523	$1,883,820,805	$2,214,675,621	$2,525,981,625
Exempt	$839,450,900	$854,858,973	$873,719,461	$911,306,629	$960,193,430	$1,041,007,831
Shopping Centres	$524,501,405	$539,521,955	$535,010,185	$579,310,375	$636,682,975	$697,227,134
Industrial	$358,261,349	$417,408,436	$421,025,701	$519,385,215	$566,497,541	$572,414,562
Total	**$23,573,446,200**	**$24,266,597,000**	**$24,767,800,900**	**$26,606,469,392**	**$28,498,287,800**	**$30,536,502,924**

Source: MPAC, 2011

Figure 57: Percentage of assessment growth in Richmond Hill (2006-2011)



Source: MPAC, 2011

3.2.4 Office and Industry Vacancy Rates

Office and Industrial Vacancy Rates are based on the percentage of space available for lease that is physically unoccupied or unoccupied by a tenant. Based on 2011 data from DTZ Barnicke, Richmond Hill's industrial vacancy rates averaged 7.2% and office vacancy rates averaged 7.9% (Table 13). Over the year, industrial vacancy dropped significantly from 10.4% in Q1 2011 to 5.5% in Q4 2011. Rent for industrial space remained relatively stable despite the drop in vacancy, with an average of $6.20 per square foot. In contrast, office vacancy increased throughout the year, from 6.7% in Q1 2011 to 9.4% in Q4 2011. DTZ Barnicke also indicates an increase in rent per square foot for office space from just below $14.00 per square foot for Q1-Q3 to $15.32 in Q4 with an average across Q1-Q4 of $14.13.

Fluctuations in vacancy rates were also seen from 2003 to 2007 according to data from Cushman and Wakefield (reported in the 2008 Socio-Economic Study). This data showed industrial vacancy increasing from 4.1% in 2005 to 5.0% in 2006. Since then industrial vacancy rates have grown to an average of 7.2% in 2011 although they appear to have fallen as low as 5.5% in the fourth quarter of 2011. Office vacancy rates have significantly decreased since 2003 (23.2% vacancy) to 15.5% in 2004, 12.3% in 2005 and 9.2% in 2006. Since then office vacancy rates have fallen further to 7.9% in 2011 indicating that the supply seems to have lined up better with demand. Quarter-to-quarter analysis for 2011 for both industrial and office vacancy rates show considerable fluctuation attributed to new properties coming on line or the movement of large companies.

Table 13: Richmond Hill industry and office vacancy rates and rents (2011)

	Industrial Vacancy	Industrial Rent/sq.ft	Office Vacancy	Office Rent/sq.ft
Q1	10.4%	$6.87	6.7%	$13.64
Q2	6.5%	$5.76	6.1%	$13.64
Q3	6.4%	$5.83	9.4%	$13.90
Q4	5.5%	$6.33	9.4%	$15.32
Average	7.2%	$6.20	7.9%	$14.13

Source: DTZ Barnicke, 2011

A comparison of the vacancy rates of nearby municipalities, Vaughan and Markham, show that while Richmond Hill's industrial vacancy is high with the highest industrial rent per square feet, Richmond Hill has the lowest office rent per square feet (Table 14). The office vacancy rate falls between the two comparator municipalities.

Table 14: Comparator municipality vacancy rates and rents (2011)

Municipality Average	Industrial Vacancy	Industrial Rent/sq.ft	Office Vacancy	Office Rent/sq.ft
Richmond Hill	7.2%	$6.20	7.9%	$14.13
Markham	5.5%	$5.60	10.6%	$15.19
Vaughan	6.3%	$4.73	5.8%	$15.40

Source: DTZ Barnicke, 2011

4.0 Transportation, Commuting, and Travel Patterns

Transportation in the Greater Toronto Area is essential to Richmond Hill residents and employees. Understanding how Richmond Hill residents travel in their everyday life helps to inform future Town initiatives. The chapter provides an analysis of the travel and commuting patterns of people who live in Richmond Hill. The commuting patterns of nearby residents who travel into Richmond Hill for work purposes are also assessed.

4.1 Mode of Transportation

Mode of transportation speaks to the type of transportation a person chooses as a method of getting to work. The dominant mode of transportation used by Richmond Hill residents to commute to work is the car, with 75.9% of residents driving themselves to work every day. 16.4% of residents commute using public transit, 6.3% carpool as a passenger in a car, and 1.3% use active transportation including walking and cycling.

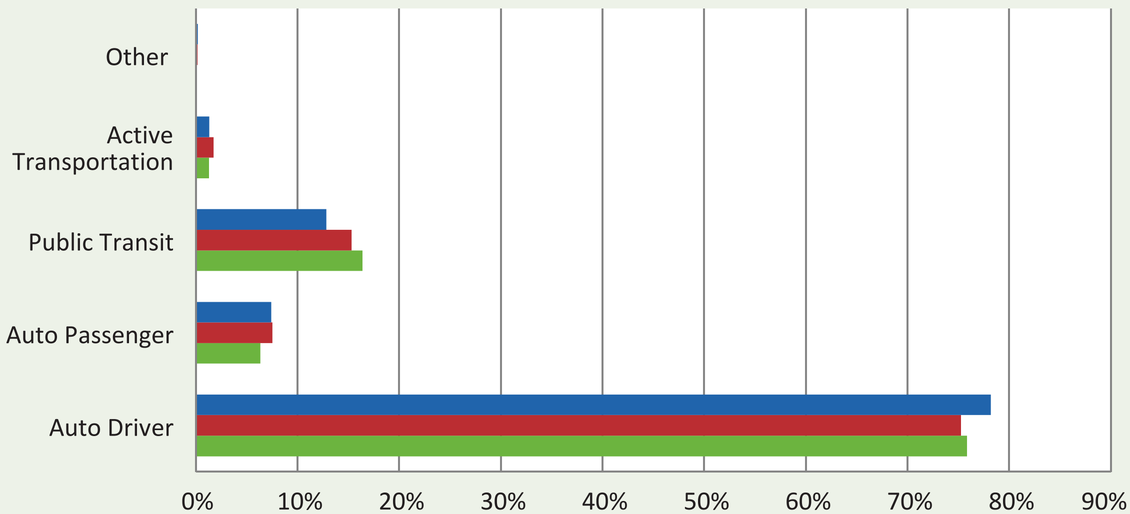
Commuting patterns have changed somewhat over the past 10 years (Figure 58). The rate of public transit users increased significantly between 2001 (12.8%) and 2011 (16.4%) although there was proportionately less change between 2006 (15.3%) and 2011 (16.4%). The proportion of those commuting via car as driver or passenger in 2011 (82.2%) is smaller than the proportion in 2001 (85.6%). Active transportation users have remained relatively stable within that time frame between 1 and 2%.

RESEARCH NOTE:

The main source of the data for this chapter will be the Transportation for Tomorrow Survey (TTS), which is a comprehensive travel survey of the Greater Toronto and Hamilton Area, and is conducted every 5 years during census years by the University of Toronto. The Transportation for Tomorrow Survey is supplemented by data from the Census and 2011 National Household Survey.

Four sections of Chapter 4 (4.1 Mode of Transportation, 4.2 Location of Work/Residence, 4.3 Availability of Parking, and 4.6.3 Median Trip Distance) contain statistics for both Richmond Hill residents and people working in Richmond Hill. For the purpose of this chapter, Richmond Hill residents are people who live permanently in Richmond Hill, but whose place of work may be located outside of the municipality. This contrasts with people working in Richmond Hill, which represents people whose main location of employment is within Richmond Hill, but may reside outside the municipality. The remaining four sections (4.4 Time Leaving for Work, 4.5 Number of Vehicles, 4.6.1 Daily Number of Trips, and 4.6.2 Purpose of Trips) only deal with Richmond Hill residents; part of this is due to data being unavailable for the people working in Richmond Hill group.

Figure 58: Modes of transportation to work for Richmond Hill residents (2001-2011)



	Auto Driver	Auto Passenger	Public Transit	Active Transportation	Other
2001	78.2%	7.4%	12.8%	1.3%	0.2%
2006	75.3%	7.5%	15.3%	1.7%	0.2%
2011	75.9%	6.3%	16.4%	1.3%	0.1%

Source: 2001, 2006 and 2011 Transportation for Tomorrow Surveys

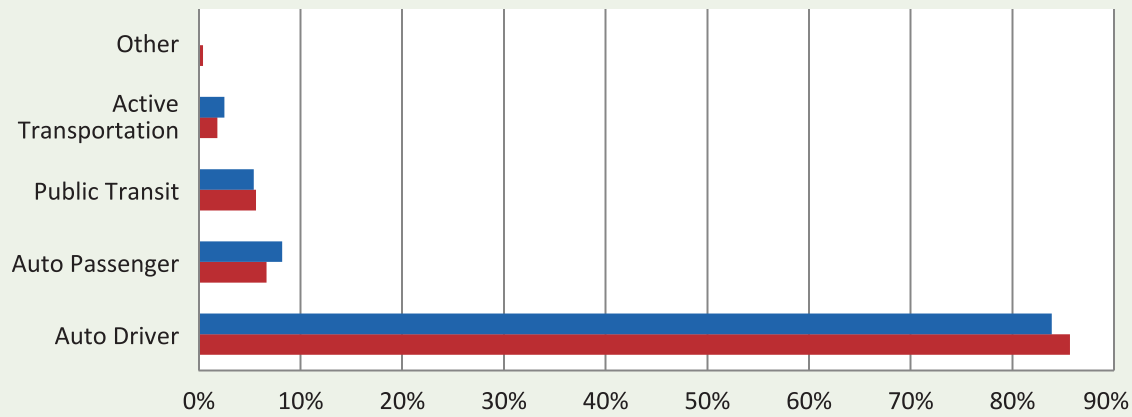
People who commute to Richmond Hill also predominately use the car, with 92.4% either driving or as a passenger in 2011 (Figure 59). Public transit users during this timeframe represent 5.6% of commuters who work in Richmond Hill followed by active transportation which accounts for 1.8%. Between 2006 and 2011, those commuting in a car increased slightly from 92.1% to 92.4%, while there were a lower percentage of passengers in the car (6.7% in 2011 compared to 8.2% in 2006). Public transit users maintained a similar proportion.

Compared to Richmond Hill residents, the proportion of car drivers is significantly greater for people who work in Richmond Hill (92.4% of people working in Richmond Hill compared to 82.2% of Richmond Hill residents), while the rate of public transit users is much lower among workers (5.6%) when compared to residents (16.4%). There are roughly similar proportions active transportation commuters

RESEARCH NOTE:

Mode of transportation data for people working in Richmond Hill was unavailable for the 2001 survey.

Figure 59: Modes of transportation to work for people working in Richmond Hill (2006-2011)



	Auto Driver	Auto Passenger	Public Transit	Active Transportation	Other
2006	83.9%	8.2%	5.4%	2.5%	0.1%
2011	85.7%	6.7%	5.6%	1.8%	0.4%

Source: 2006 and 2011 Transportation for Tomorrow Survey

When compared to other similar large, suburban municipalities such as Markham, Vaughan, Burlington, Oakville and Oshawa, the 2011 TTS indicates that residents of these comparable municipalities have fairly similar statistics to Richmond Hill, being heavily car-dominated (Table 15). Richmond Hill is in the higher range of public transit users (16.4%) with Oakville (17.5%) and Markham (16.9%) while being in the lower range of active transportation (1.3%) with Vaughan (1.3%) and Markham (1.7%)

Table 15: Comparison of modes of transportation for residents of selected GTA municipalities (2011)

	Richmond Hill	Markham	Vaughan	Burlington	Oakville	Oshawa
Car – as a driver	75.9%	73.5%	78.7%	80.5%	75.1%	78.1%
Car – as a passenger	6.3%	7.7%	7.3%	6.7%	4.9%	9.8%
Public Transit	16.4%	16.9%	12.5%	9.5%	17.5%	8.7%
Active Transportation	1.3%	1.7%	1.3%	3.0%	2.4%	3.1%
Other modes of transportation	0.1%	0.1%	0.1%	0.2%	0.1%	0.3%

Source: 2011 Transportation for Tomorrow Survey

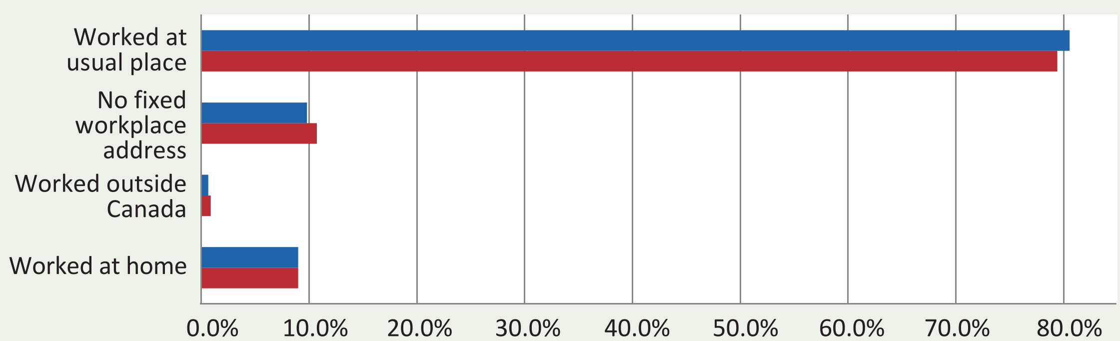
4.2 Location of Work/Residence

4.2.1 Normal Place of Work for Richmond Hill Residents

The 2011 National Household Survey looked at whether people have a fixed location of work or whether they work in a number of different locations. In this analysis, 'Worked at usual place' indicates that respondents go to work at a single fixed location every day, such as an office, while 'No fixed workplace address' indicates that the respondent does not work at the same location every day, such as a construction worker or supply teacher.

In 2011, the vast majority (79.4%) of Richmond Hill Residents have a single fixed location of work that is outside their home. 9.0% of residents work from their home, while 10.7% of residents do not have a fixed location for their work. 0.9% of residents identify as having their workplace located outside of Canada (Figure 60). These numbers are relatively similar to the numbers from the 2006 Census, with a slight decrease in fixed location workers and a corresponding increase in workers with no fixed workplace between 2006 and 2011.

Figure 60: Richmond Hill residents place of work status (2006-2011)



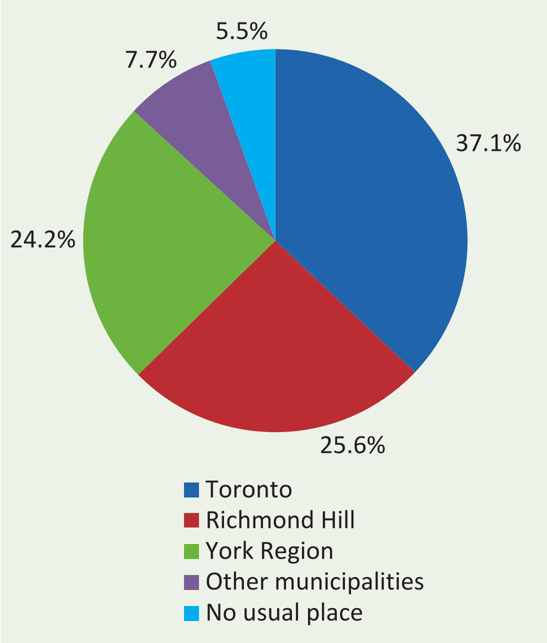
	Worked at home	Worked outside Canada	No fixed workplace address	Worked at usual place
2006	9.0%	0.7%	9.8%	80.6%
2011	9.0%	0.9%	10.7%	79.4%

Source: Statistics Canada: 2006 Census, 2011 National Household Survey

4.2.2 Location of Work for Residents of Richmond Hill

This section refers to the normal place of employment for people living in Richmond Hill. In 2011, the most common municipality of employment for residents of Richmond Hill was the City of Toronto with 37.1% commuting to different areas of Toronto (Figure 61). The next most common location is within Richmond Hill itself (25.6%), followed by the remainder of York Region (24.2%). 7.7% of Richmond Hill residents are employed outside of Toronto or York Region, and 5.5% do not have a fixed workplace. Some residents of Richmond Hill report working as far as 150km-300km away, including municipalities such as St. Catharines and Perth County.

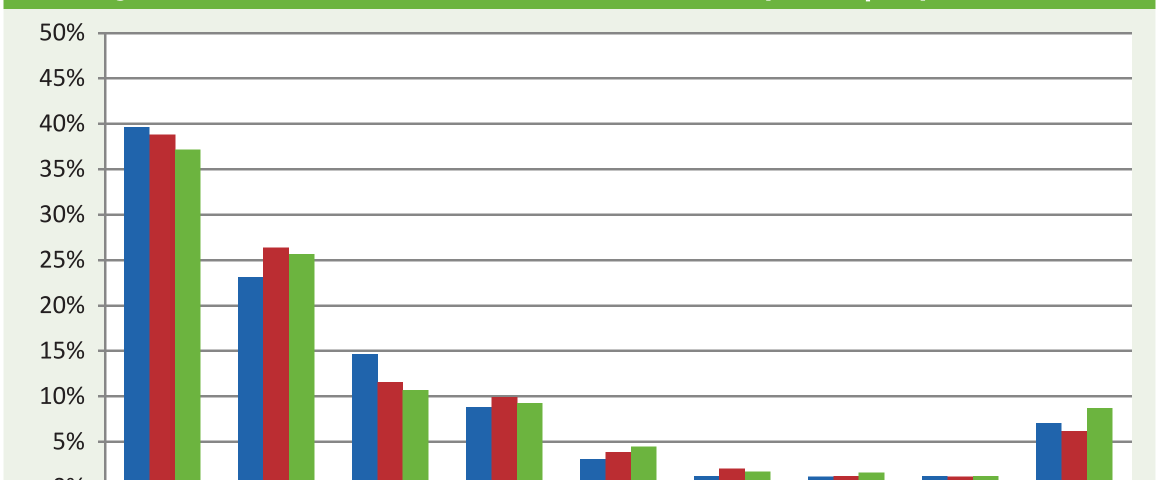
Figure 61: Richmond Hill residents location of work in GTA (2011)



Source: 2011 Transportation for Tomorrow Survey

Eight individual municipalities contain the workplaces of at least 1% of the Richmond Hill population (Figure 62). The municipalities where most Richmond Hill residents work have remained fairly consistent over the past ten years although there are relatively fewer Richmond Hill residents commuting to Toronto and Markham, and more heading to Mississauga and Aurora.

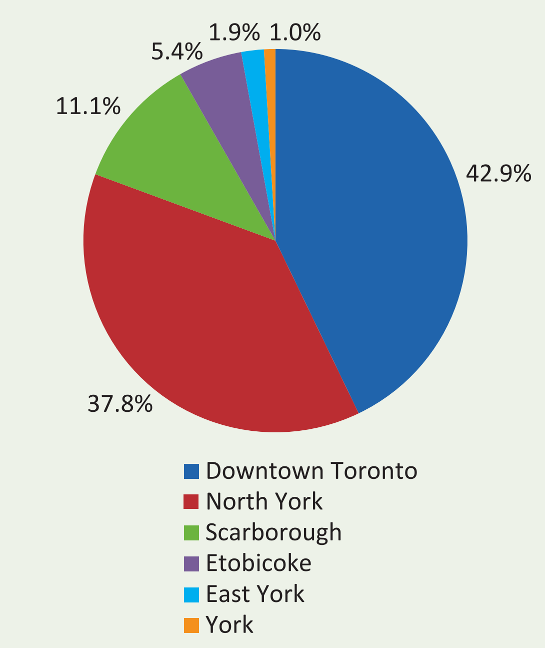
Figure 62: Location of work for Richmond Hill residents by municipality (2001-2011)



	Toronto	Richmond Hill	Markham	Vaughan	Mississauga	Newmarket	Aurora	Brampton	Other
2001	39.6%	23.1%	14.6%	8.8%	3.1%	1.3%	1.2%	1.3%	7.0%
2006	38.8%	26.3%	11.5%	9.9%	3.8%	2.0%	1.3%	1.2%	6.1%
2011	37.1%	25.6%	10.6%	9.2%	4.4%	1.7%	1.6%	1.3%	8.7%

Source: 2001, 2006 and 2011 Transportation for Tomorrow Surveys

Figure 63: Location of work in City of Toronto for Richmond Hill residents (2011)



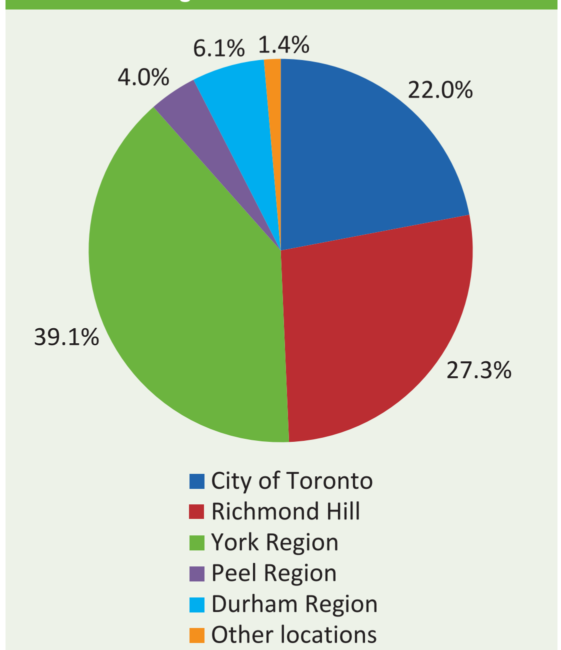
Source: 2011 Transportation for Tomorrow Survey

Breaking down the data for the City of Toronto further, it shows that of the Richmond Hill residents commuting into Toronto, the destination for 42.9% is the Downtown area, followed by North York at 37.8% and Scarborough at 11.1%. The other three former boroughs account for the remaining 8.3% of commuters (Figure 63).

4.2.3 Location of Residence for People Working in Richmond Hill

This section refers to the normal municipality of residence for people whose main location of employment is in Richmond Hill. 27.3% of people who work in Richmond Hill also live in Richmond Hill, making it the most common municipality of residence for people working in Richmond Hill (Figure 64). The City of Toronto was next most common with 22.1%, followed by York Region excluding Richmond Hill at 39.1%, Durham Region at 6.1% and Peel Region at 4.0%. Only 1.1% of people who work in Richmond Hill have their residence outside of Toronto, York Region, Durham Region and Peel Region.

Figure 64: Location of residence for people working in Richmond Hill (2011)

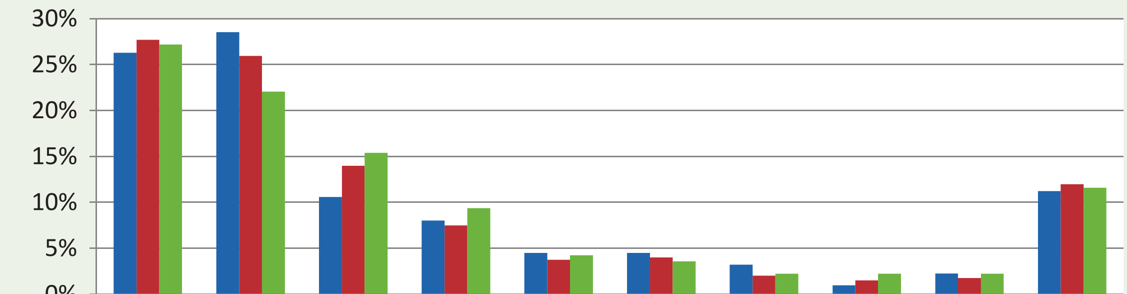


Source: 2011 Transportation for Tomorrow Survey

Since 2001, Richmond Hill has maintained relatively similar proportions of people who both live and work in Richmond Hill. Toronto residents have declined as a proportion of Richmond Hill employees, while residents of Markham, Vaughan, and Whitchurch-Stouffville have increased.

Overall, people working in Richmond Hill come from 47 different municipalities. Of these, 15 are a source of more than 1% of all employees working in Richmond Hill. Figure 65 represents the 9 municipalities which comprise more than 2% of the residences of people working in Richmond Hill. Of these nine, 7 are located within York Region; only East Gwillimbury and King are not represented.

Figure 65: Location of household for people employed in Richmond Hill by municipality (2001-2011)

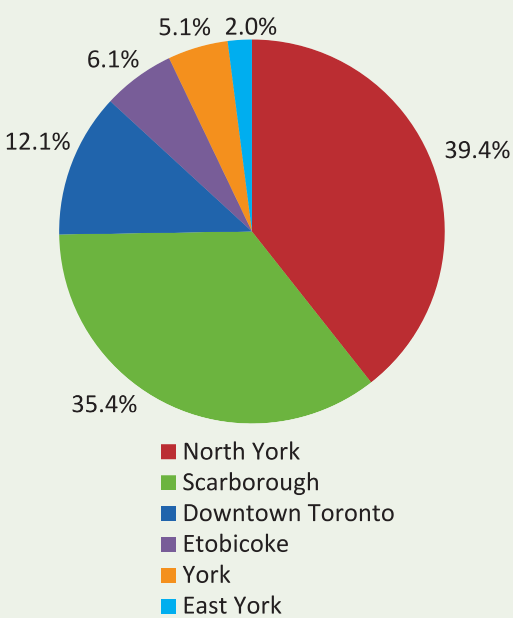


	Richmond Hill	City of Toronto	Markham	Vaughan	Newmarket	Aurora	Georgina	Whitchurch-Stouffville	Mississauga	Other
2001	26.3%	28.5%	10.6%	8.0%	4.5%	4.5%	3.2%	1.0%	2.2%	11.2%
2006	27.7%	25.9%	14.0%	7.5%	3.7%	4.0%	2.0%	1.5%	1.7%	12.0%
2011	27.2%	22.0%	15.4%	9.4%	4.2%	3.6%	2.2%	2.2%	2.2%	11.6%

Source: 2001, 2006 and 2011 Transportation for Tomorrow Surveys

Breaking down the data for the City of Toronto further (Figure 66), it shows that nearly three-quarters of people employed in Richmond Hill and living in Toronto are commuting from the boroughs of North York (39.4%) and Scarborough (35.4%). Downtown Toronto comprises 12.1%, while Etobicoke, York, and East York account for the remaining 13.2%. North York and Scarborough are geographically the closest boroughs of Toronto to Richmond Hill.

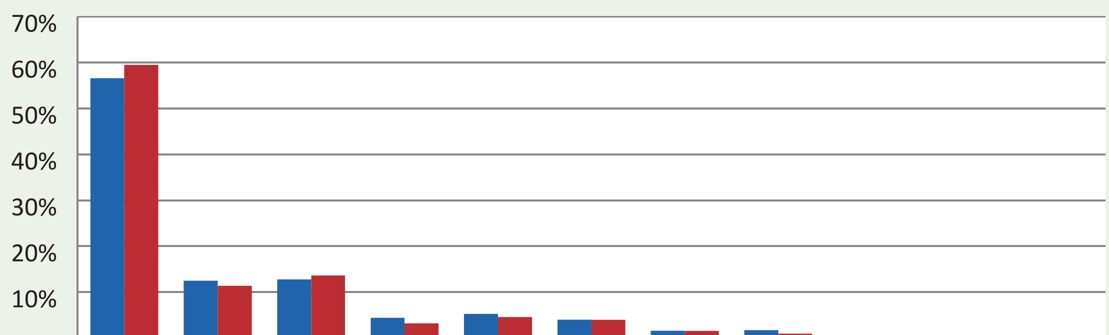
Figure 66: Location of residence in Toronto for people employed in Richmond Hill (2011)



Source: 2011 Transportation for Tomorrow Survey

Figure 67 displays the average distances (in kilometers) which people travel to Richmond Hill for work. People travelling under 10km are generally residents of Richmond Hill or of the surrounding municipalities Vaughan and Markham. People travelling between 10km and 20km are generally from surrounding municipalities including western Vaughan, eastern Markham, Aurora, King City, and several northern neighbourhoods in the City of Toronto. People travelling between 20km and 30km are generally from surrounding municipalities including Newmarket, East Gwillimbury, Whitchurch-Stouffville, and many neighbourhoods in Toronto. Distances greater than 30km would include the outer areas of Toronto, the northernmost parts of York Region, and most municipalities outside of York Region. The greatest commuting distance for an individual working in Richmond Hill is over 160km.

Figure 67: Commute distance of people working in Richmond Hill (2006-2011)



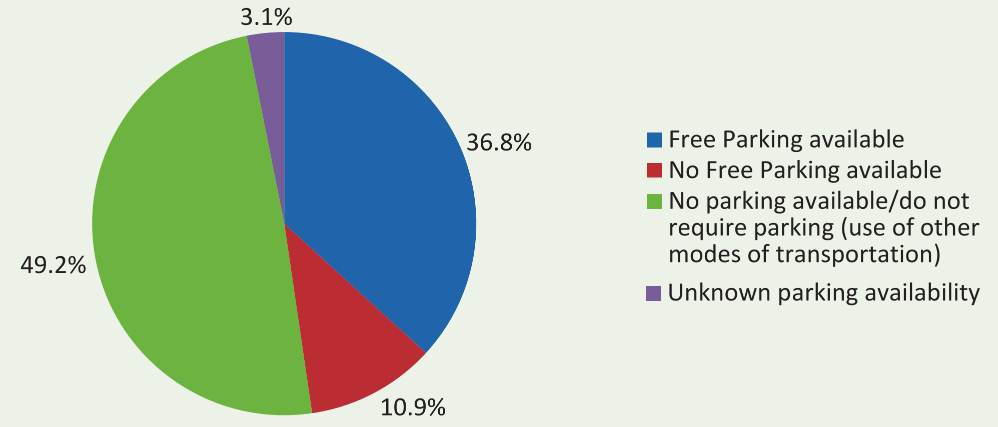
	0-10km	10-20km	20km-30km	30km-40km	40km-50km	50km-60km	60km-70km	70km-80km	80km-90km	90km-100km	100km+
2006	56.6%	12.5%	12.8%	4.4%	5.3%	4.0%	1.6%	1.7%	0.3%	0.3%	0.5%
2011	59.5%	11.4%	13.7%	3.2%	4.6%	4.0%	1.6%	1.0%	0.4%	0.3%	0.4%

Source: 2006 and 2011 Transportation for Tomorrow Surveys

4.3 Availability of Parking

The availability of free parking at one's workplace plays a significant effect on the mode of transport people choose to commute to work with. Many Richmond Hill residents benefit from free parking at their place of work, with 36.8% responding that parking is free at their place of work (Figure 68). Only 10.9% indicate that parking at their place of work is not free, while nearly half of residents (49.2%) do not have parking, or their commutes do not require parking at their place of work. There have not been any major changes to these percentages when compared to 2006 and 2001 surveys (Table 16).

Figure 68: Parking availability at work location for Richmond Hill residents (2011)



Source: 2011 Transportation for Tomorrow Survey

Table 16: Availability of parking at work location for Richmond Hill residents (2001-2011)

Availability of Parking	2001	2006	2011
Free Parking Available	39.8%	38.3%	36.8%
Paid Parking only	10.7%	10.0%	10.9%
No Parking Available/Does not require parking	49.2%	49.9%	49.2%
Unknown Availability	0.3%	1.8%	3.1%

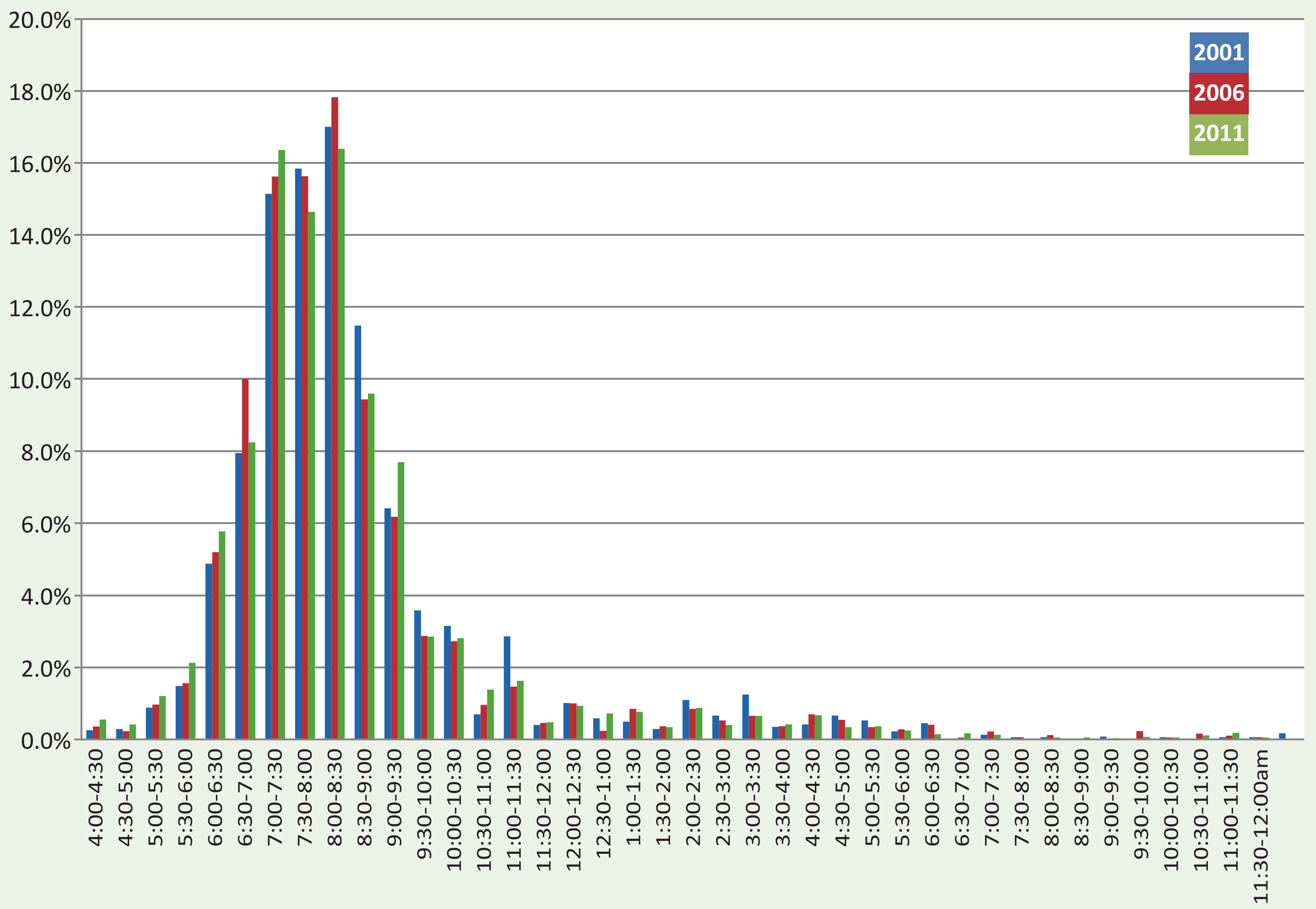
Source: 2011 Transportation for Tomorrow Survey

4.4 Time Leaving for Work

The TTS looks at the time residents of Richmond Hill leave their houses to commute to work. Respondents to the TTS identify a normal or average departure time in their response to the survey. For the purposes of displaying the data in Figure 69, these times have been grouped into 30 minute intervals, from 4:00am to midnight. The majority of residents (63.3%) leave for work during the traditional morning 'rush hour' period from 7:00am to 9:00am, while 17.3% leave before 7:00am and 19.4% leave after 9:00am.

One trend that emerges is that residents are beginning to shift their commute times out of the traditional rush hour, as there are increases in every half-hour interval before 7:30am, while decreases have been noted in the 7:30-8:00am and 8:00-8:30am intervals. The 7:30-8:00am and 8:00-8:30am intervals were the intervals with the highest proportion of residents in both 2001 and 2006. This shift may be due to residents trying to beat the morning traffic, a rise in commute times, or a movement towards earlier work hours. Large increases are also noted in intervals immediately following the morning rush hour (8:30-9:00am and 9:00-9:30am), which might indicate an increase in employees on flexible hour programs.

Figure 69: Richmond Hill residents time leaving for work (2011)

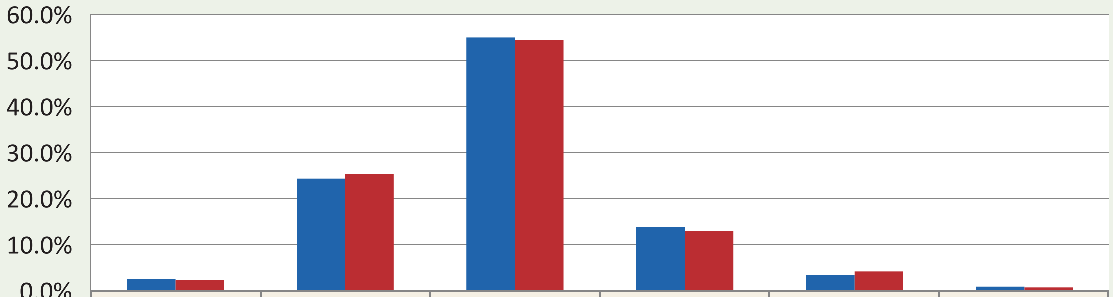


Source: 2001, 2006 and 2011 Transportation for Tomorrow Surveys

4.5 Number of Vehicles

In 2011, more than half of Richmond Hill households (54.5%) have two vehicles at their residence (Figure 70). Single-vehicle households are the next most common (25.3%), followed by 3-vehicle (13.0%). Only 2.3% of households in Richmond Hill do not have any vehicles available. These numbers are very similar to the results from 2006. No categories increased or decreased by more than a percentage point between those years, indicating that the vehicle ownership trend in Richmond Hill has been stable.

Figure 70: Number of vehicles in Richmond Hill households (2006-2011)

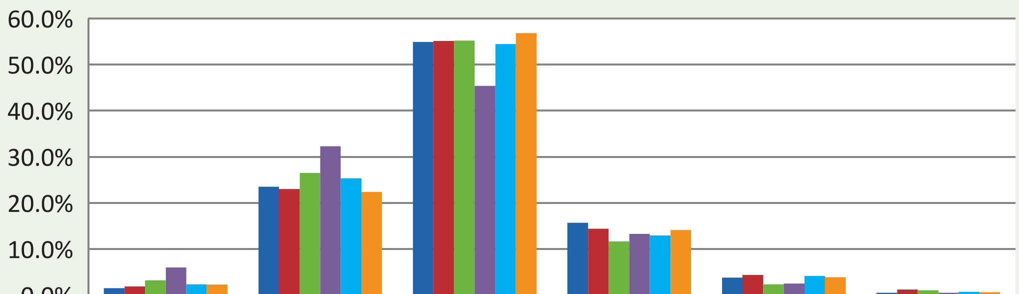


	0	1	2	3	4	5 +
2006	2.5%	24.4%	55.0%	13.8%	3.5%	0.9%
2011	2.3%	25.3%	54.5%	13.0%	4.2%	0.7%

Source: 2006 and 2011 Transportation for Tomorrow Surveys

When comparing Richmond Hill to other similar, large suburban municipalities, household vehicle ownership data is relatively consistent with Markham, Vaughan, Burlington, and Oakville (Figure 71). All municipalities consistently ranked around 55% of households having 2 vehicles, while 1-vehicle households were next most common. Only Oshawa was shown to be different from the trends, with a much lower rate of 2-vehicle households (45.4%) and a much higher rate of households with 0 (6.0%) and 1 vehicles (32.3%).

Figure 71: Number of vehicles in households in selected GTA municipalities (2011)



	0	1	2	3	4	5 +
Markham	1.5%	23.5%	54.9%	15.7%	3.8%	0.5%
Vaughan	1.9%	23.0%	55.1%	14.4%	4.4%	1.2%
Burlington	3.2%	26.5%	55.2%	11.7%	2.3%	1.1%
Oshawa	6.0%	32.3%	45.4%	13.3%	2.5%	0.5%
Richmond Hill	2.3%	25.3%	54.5%	13.0%	4.2%	0.7%
Oakville	2.30%	22.40%	56.80%	14.10%	3.90%	0.64%

Source: 2011 Transportation for Tomorrow Survey

4.6 Travel Patterns

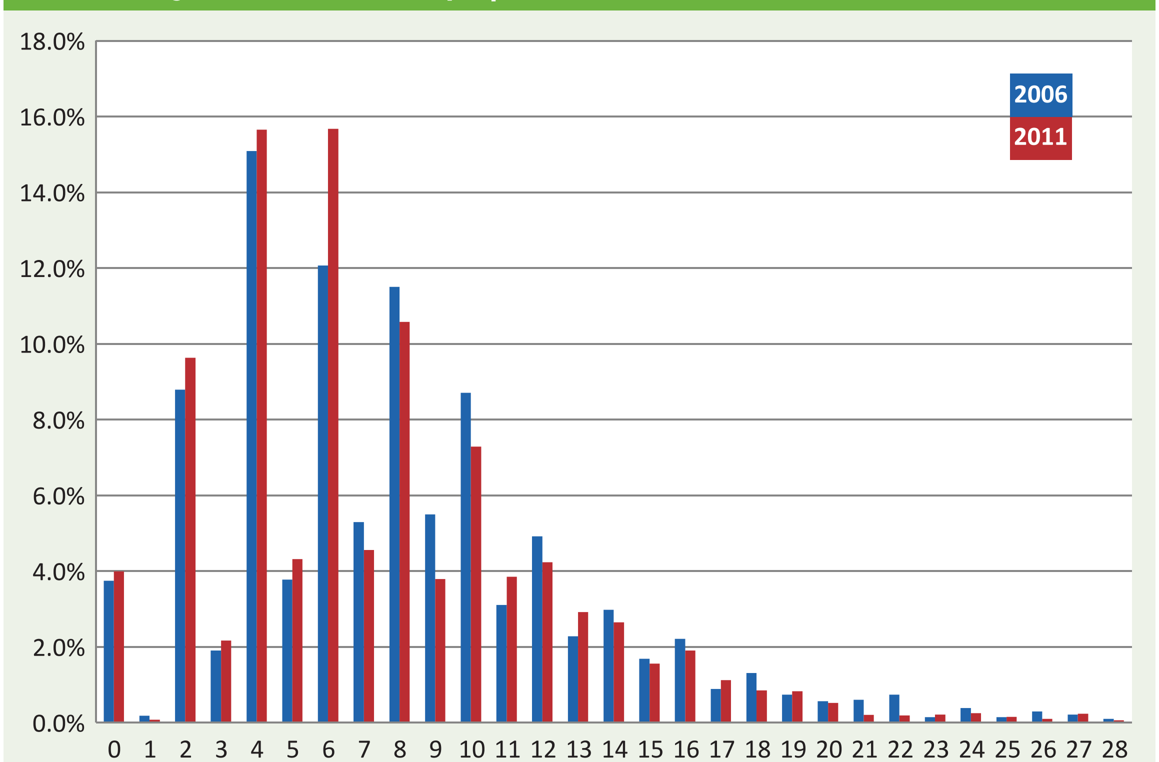
4.6.1 Daily Number of Trips

The measure for the Daily Number of Trips looks at the total number of trips made by all members of a household in Richmond Hill. A trip is defined as any travel that requires leaving the household for any given purpose. Each trip must have a separate origin and destination; therefore, a journey from home to a location and back counts as 2 trips, while a journey from home to work, and running an errand on the way home from work has a total of 3 trips (Home to Work, Work to Errand, Errand to Home).

In 2011, the most common number of trips per household (Figure 72) were 4 and 6 trips (15.7% of households each), followed by 8 trips (10.6%) and 2 trips (9.6%). These were also the four most common numbers of trips per household in 2006, although with different proportions of households.

The average daily number of trips for Richmond Hill residents in 2011 is 2.5 trips per day. The average for 2006 was also 2.5 trips per day, indicating no change.

Figure 72: Number of daily trips for Richmond Hill households (2006-2011)



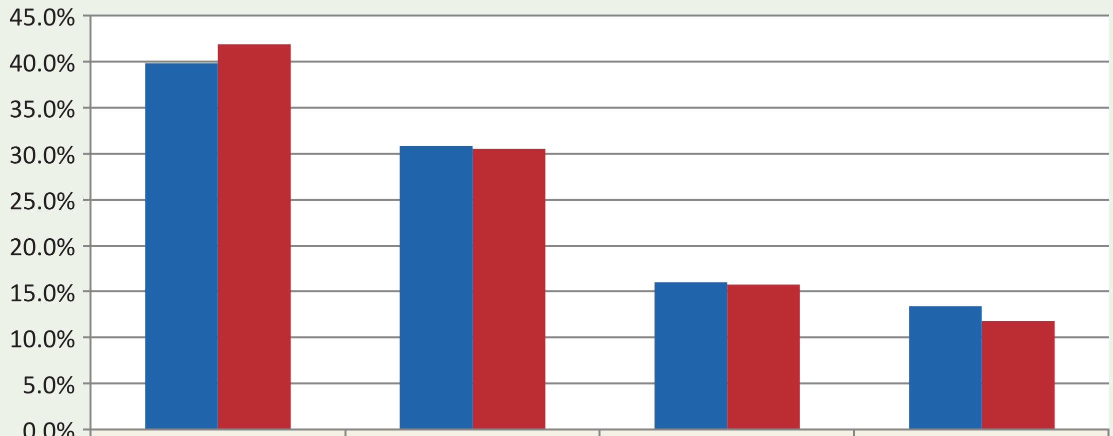
Source: 2006 and 2011 Transportation for Tomorrow Surveys

4.6.2 Purpose of Trips

Purpose of Trips examines the reasons behind the individual trips that are made during a typical day by Richmond Hill residents. For the purposes of analysis, the TTS classifies all trips into one of four categories: Home-Based Discretionary, Home-Based Work, Non Home-Based, and Home-Based School. Home-Based Work and Home-Based School trips are described as trips from home to work/school, or vice-versa. These would be considered normal 'commuting' trips. Home-Based Discretionary trips are described as trips from home to a non-work/school location, examples of which may include a grocery store or the theatre. Non Home-Based trips are ones that do not have the home as an origin or destination; such trips may include a trip from work to a restaurant for lunch, or running an errand on the way home from work.

In 2011, Home-Based Discretionary trips were the most common purpose of trips taken by Richmond Hill residents, accounting for 41.9% of all trips, and representing an increase of two percentage points over 2006 (Figure 73). 30.5% of all trips were Home-Based Work trips, while Home-Based School trips accounted for 11.8% of all trips. Non Home-Based trips accounted for 15.8% of trips, virtually unchanged from 2006.

Figure 73: Trip purpose in Richmond Hill households (2006-2011)



	Home-based Discretionary	Home-Based Work	Non Home-based	Home-based School
2006	39.8%	30.8%	16.0%	13.4%
2011	41.9%	30.5%	15.8%	11.8%

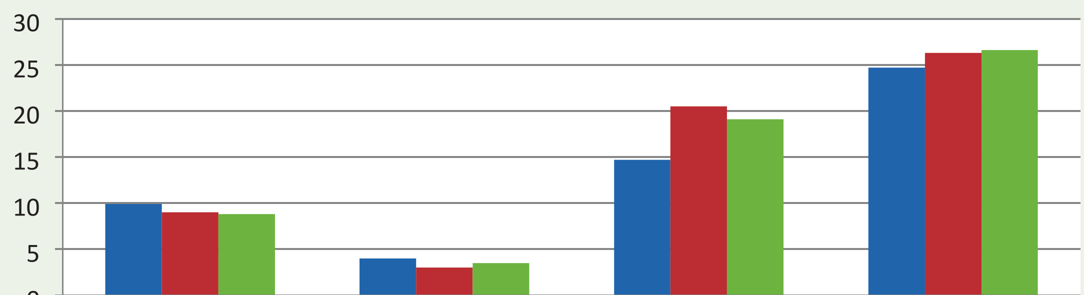
Source: 2006 and 2011 Transportation for Tomorrow Surveys

4.6.3 Median Trip Length

The median trip length gives a measure of the distance of a single trip in the middle of the spectrum of trips starting or ending in Richmond Hill. Using the median is more reliable than the average for this measure, because the average trip length may be affected by a few extremely long trips, while the median reflects a trip length closer to the 'normal' person's trip length.

For trips occurring between 6-9AM, the median trip lengths have been decreasing for car drivers, by 1.1km between 2001 and 2011 (Figure 74). This decrease may be related to an increase in traffic causing people to work closer to home. On the other hand, commuting distances have increased for transit-based users, as both Public Transit and GO Train users have a higher median trip length.

Figure 74: Median trip length (km) by Richmond Hill households between 6-9AM (2001-2011)

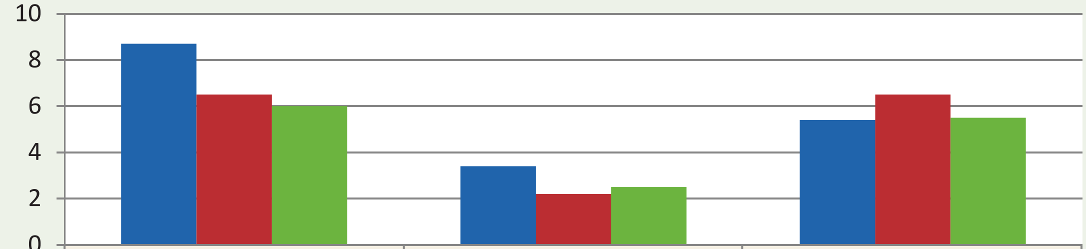


	Car Driver	Car Passenger	Public Transit	GO Train
2001	9.9	4.0	14.7	24.7
2006	9.0	3.0	20.5	26.3
2011	8.8	3.5	19.1	26.6

Source: 2001, 2006 and 2011 Transportation for Tomorrow Surveys

In terms of people commuting into Richmond Hill to work, the median trip distance has been steadily decreasing for car drivers, from a high of 8.7km in 2001 to only 6.0 km in 2011 (Figure 75). The trends for other commuting methods is less clear: commute as a passenger in a car, decreasing from 2001 to 2006 but rising slightly to 2011, while the median trip length by public transit users in 2011 is a decrease from 2006, but identical to the 2001 level.

Figure 75: Median trip length (km) by people working in Richmond Hill between 6-9AM (2001-2011)



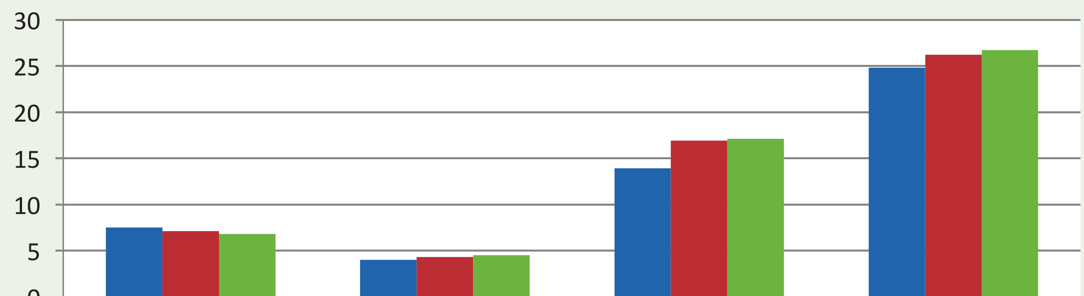
	Car Driver	Car Passenger	Public Transit
2001	8.7	3.4	5.4
2006	6.5	2.2	6.5
2011	6.0	2.5	5.5

Source: 2001, 2006 and 2011 Transportation for Tomorrow Surveys

When trips that are for any purpose and occur outside of the 6-9AM commuting hours are considered (Figure 76), the median trip lengths change in all categories: Car Drivers experience a decrease from 8.8 to 6.8km, car passengers increase from 3.5 to 4.5km, public transit users decrease from 19.1 to 17.1km, and GO Train users from 26.6 to 26.7km. Trends seen in year-to-year comparisons mostly mirror that of the trips taken between 6-9AM.

While the majority of trips taken between 6-9AM are Home-Based Work trips (commuting to work), there are many more Home-Based Discretionary trips that take place outside this time period. These tend to be shorter trips to locations close to the house, which accounts for the reduction in median trip distance for car drivers and public transit users.

Figure 76: Median trip length (km) by Richmond Hill households in all time periods (2001-2011)



	Car Driver	Car Passenger	Public Transit	GO Train
2001	7.5	4.0	13.9	24.8
2006	7.1	4.3	16.9	26.2
2011	6.8	4.5	17.1	26.7

Source: 2001, 2006 and 2011 Transportation for Tomorrow Surveys

5.0 Housing Profile

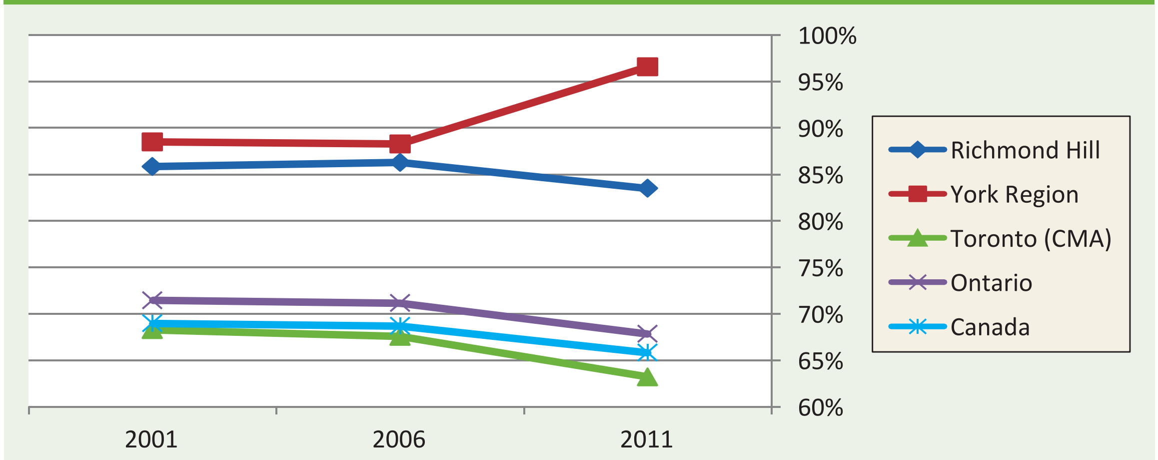
Richmond Hill remains one of the most attractive places in Canada to live. This chapter provides an understanding of Richmond Hill's housing profile by reviewing the current housing supply and market. An analysis of the current housing stock, based on ownership rates, housing structural types and other areas of focus, such as recent housing development activity, helps provide insight into the trends that affect Richmond Hill's current and future housing market trends. This review also helps us understand and prepare for the future of Richmond Hill's housing supply.

5.1 Housing by Tenure

Housing by tenure looks at the number of people living in Richmond Hill who own their homes (including those with mortgages), compared to the number of people who are renters. In 2011, Richmond Hill had a home ownership rate of 85.8%, which is one of the lowest rates in York Region, with only Aurora (also at 85.8%) and Newmarket (at 82.0%) having a lower percentage of home ownership (Figure 77). This level is lower than the York Region average, but significantly higher than the rates for Toronto CMA, Ontario, and Canada (Figure 78). Other similar municipalities located outside of York Region, such as Oakville (83.8%), Burlington (78.5%), and Oshawa (70.3%), have lower levels of home ownership than Richmond Hill (Figure 78).

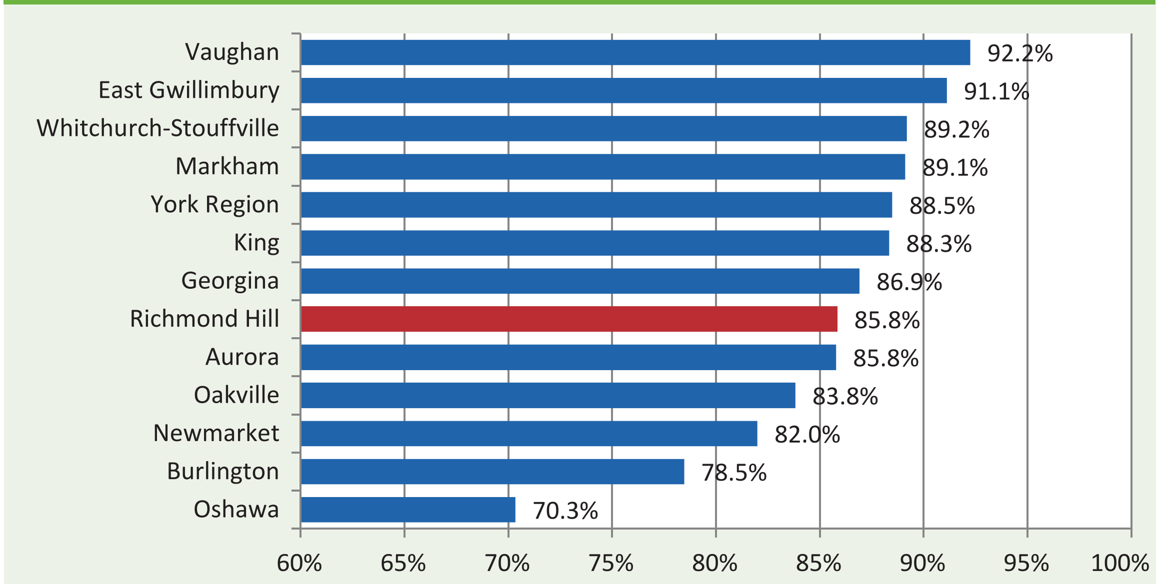
Home ownership has fluctuated somewhat in recent years, having increased from 83.5% in 2001 to 86.3% in 2006, and reduced slightly between 2006 and 2011 to 85.8%.

Figure 77: Geographical comparison of level of home ownership (2001-2011)



Source: Statistics Canada: 2001 and 2006 Census and 2011 National Household Survey

Figure 78: Level of home ownership in selected GTA municipalities (2011)

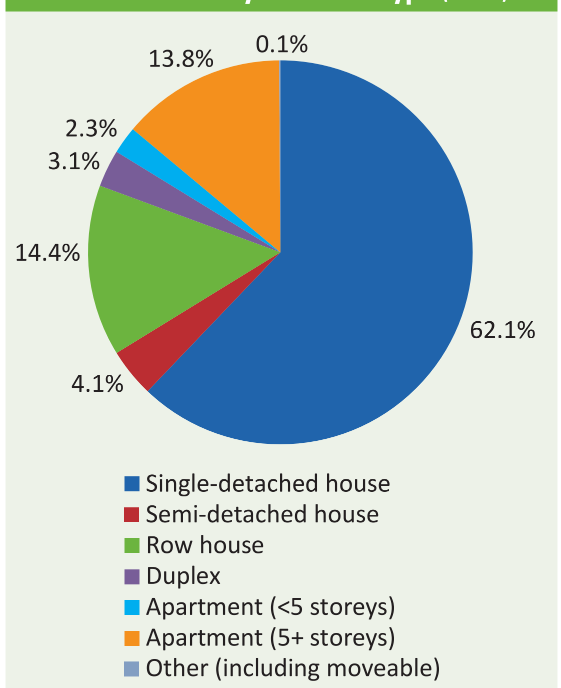


Source: Statistics Canada: 2011 National Household Survey

5.2 Housing by Structural Type

The predominant form of housing in Richmond Hill is the single-detached house, accounting for 62.1% of all dwellings (Figure 79). The next most common are row houses (townhomes) at 14.4%, followed by apartments (greater than 5 storeys) at 13.8% of dwellings. Richmond Hill has comparatively fewer single-detached dwellings than most municipalities in York Region (66.7%), but a greater amount compared to the Toronto CMA (41.3%), Ontario (55.6%), and Canadian (55.0%) averages.

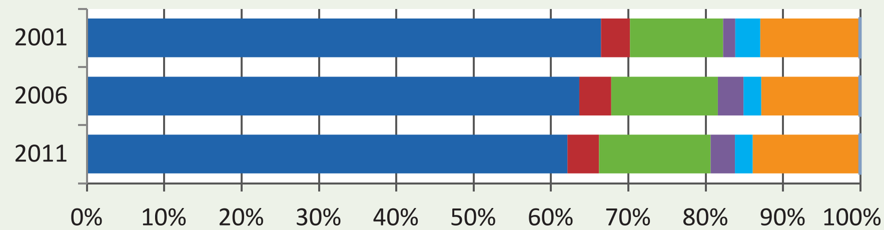
Figure 79: Number of dwellings in Richmond Hill by structural type (2011)



Source: Statistics Canada: 2011 National Household Survey

Over time, the proportion of semi-detached houses, row houses, and apartments over 5 storeys have been increasing (Figure 80). At the same time, the proportion of single-detached homes has decreased, from 66.5% in 2001 to 63.6% in 2006 and 62.1% in 2011. Row houses have also surpassed apartments over 5 storeys to be the second-most common built form in Richmond Hill.

Figure 80: Number of Richmond Hill dwellings by structural Type (2001-2011)



	2001	2006	2011
Single-detached house	66.5%	63.6%	62.1%
Semi-detached house	3.8%	4.1%	4.1%
Row house	12.0%	13.8%	14.4%
Duplex	1.6%	3.3%	3.1%
Apartment (<5 storeys)	3.2%	2.3%	2.3%
Apartment (5+ storeys)	12.9%	12.7%	13.8%
Other (including moveable)	0.1%	0.1%	0.1%

Source: Statistics Canada: 2001, 2006 and 2011 National Household Survey

5.3 Special Purpose Housing

Special purpose housing refers to housing units, typically owned by a government or not-for-profit agency, that are dedicated towards low-income individuals and families, such as social housing or senior's housing. There are 2,391 social housing units located in Richmond Hill, which accounts for approximately one-third of the 7,166 units in York Region. Within those 2,391 units are 1,427 apartments, 544 townhomes, and 420 units dedicated to seniors within Richmond Hill. Many of these (829 units) are provided by Housing York, the Region's housing company, with an additional building of 150 units being federally funded. On top of these social housing units, 4,600 low-income households in York Region received subsidized rent and rent-geared-to-income support from the Region in 2011.

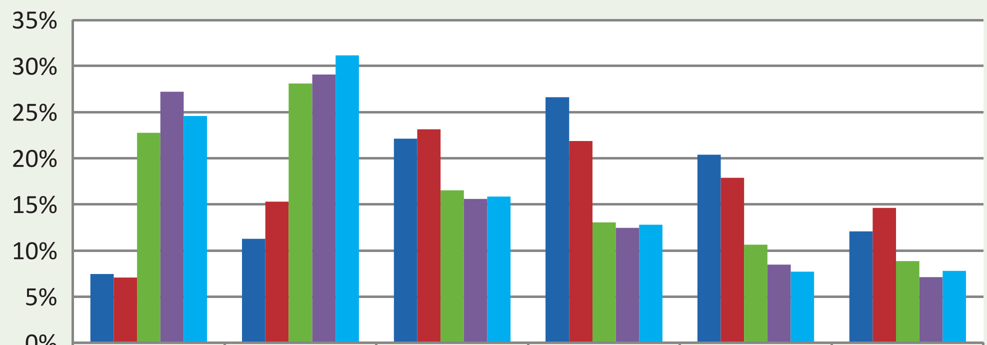
While much of the Region's stock of special purpose housing is located in northern municipalities, the majority of applications are located in the southern municipalities (including Richmond Hill). As such, there is a disparity in the location of special purpose housing compared to where it is in demand.

5.4 Age and Condition of Housing

A review of the age and condition of the housing stock is provided in order to assess the ability of the existing housing stock to continue to provide adequate and appropriate living standards to residents.

Richmond Hill has a relatively newer residential building stock, with the majority of units constructed since 1981 (Figure 81). 59.1% of dwellings have been built since 1991, and 32.5% have been built since 2001. Richmond Hill's building stock is newer than the York Region average (Figure 82) and significantly newer than the building stock for the Toronto CMA, Ontario, and Canada, all of which have over 50% of dwellings built in 1980 or earlier.

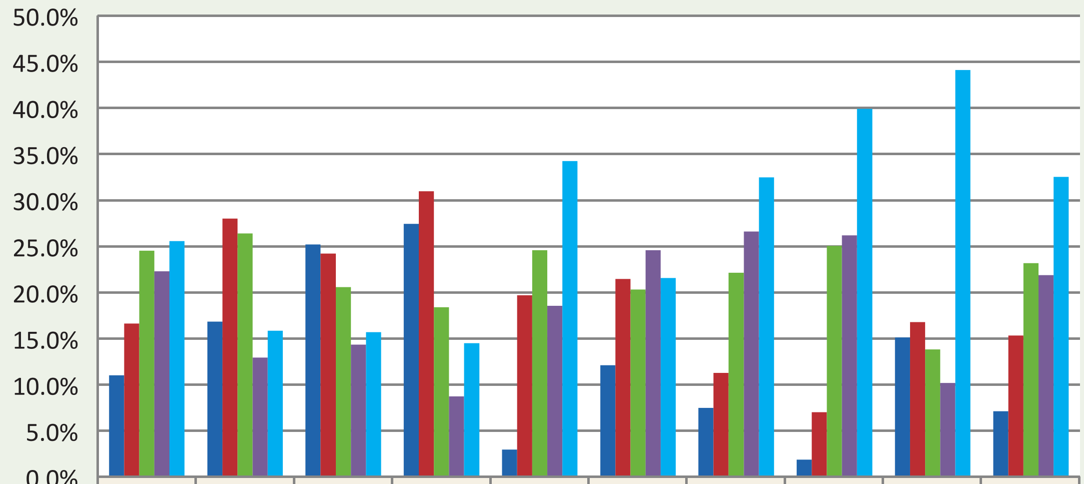
Figure 81: Geographical comparison of age of dwellings by period of construction (2011)



	Pre-1960	1961-1980	1981-1990	1991-2000	2001-2005	2006-2011
Richmond Hill	7.5%	11.3%	22.1%	26.6%	20.4%	12.1%
York Region	7.1%	15.3%	23.2%	21.9%	17.9%	14.6%
Toronto (CMA)	22.8%	28.1%	16.6%	13.1%	10.6%	8.9%
Ontario	27.2%	29.1%	15.6%	12.5%	8.5%	7.1%
Canada	24.6%	31.2%	15.9%	12.8%	7.7%	7.8%

Source: Statistics Canada: 2011 National Household Survey

Figure 82: Age of dwellings by period of construction in York Region municipalities (2011)

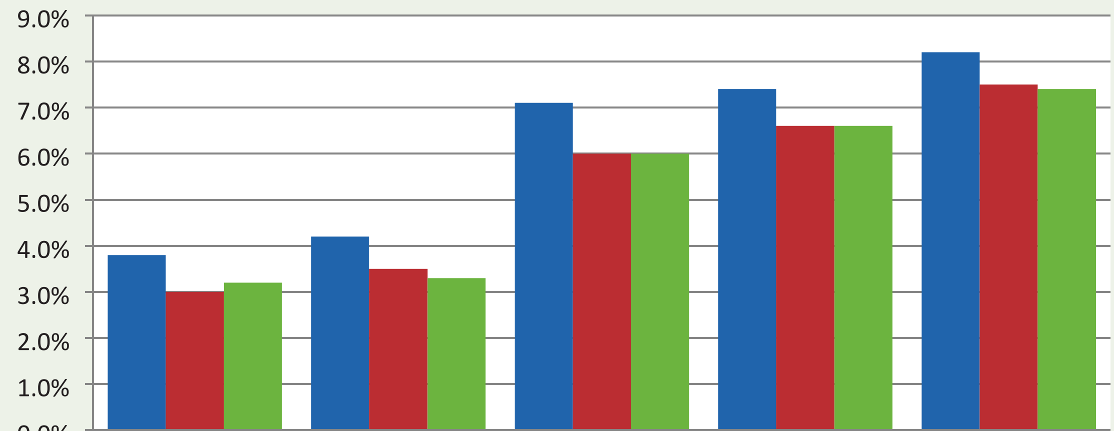


	Aurora	East Gwillimbury	Georgina	King	Markham	Newmarket	Richmond Hill	Vaughan	Whitchurch-Stouffville	York Region
Pre-1960	11.0%	16.8%	25.2%	27.4%	2.9%	12.1%	7.5%	1.9%	15.1%	7.1%
1961-1980	16.6%	28.0%	24.2%	31.0%	19.7%	21.5%	11.3%	7.0%	16.8%	15.3%
1981-1990	24.5%	26.4%	20.6%	18.4%	24.6%	20.3%	22.1%	25.0%	13.8%	23.2%
1991-2000	22.3%	12.9%	14.3%	8.7%	18.5%	24.6%	26.6%	26.2%	10.2%	21.9%
2001-2010	25.6%	15.8%	15.7%	14.5%	34.2%	21.6%	32.5%	39.9%	44.1%	32.5%

Source: Statistics Canada: 2011 National Household Survey

Richmond Hill's dwellings are also in relatively good condition (Figure 83). Only 3.2% of dwellings are in need of major repair, slightly lower than York Region (3.3%), and significantly lower than the Toronto CMA (6.0%), Ontario (6.6%), and Canada (7.4%). Richmond Hill's rate has declined from 2001 (3.8%), but has increased slightly since 2006 (3.0%). Major repairs would include defective plumbing or electrical wiring, structural repairs to walls, floors or ceilings, or other major structural defects with the dwelling.

Figure 83: Geographical comparison of dwellings requiring major repairs (2001-2011)



	Richmond Hill	York Region	Toronto (CMA)	Ontario	Canada
2001	3.8%	4.2%	7.1%	7.4%	8.2%
2006	3.0%	3.5%	6.0%	6.6%	7.5%
2011	3.2%	3.3%	6.0%	6.6%	7.4%

Source: Statistics Canada: 2001 and 2006 Census and 2011 National Household Survey

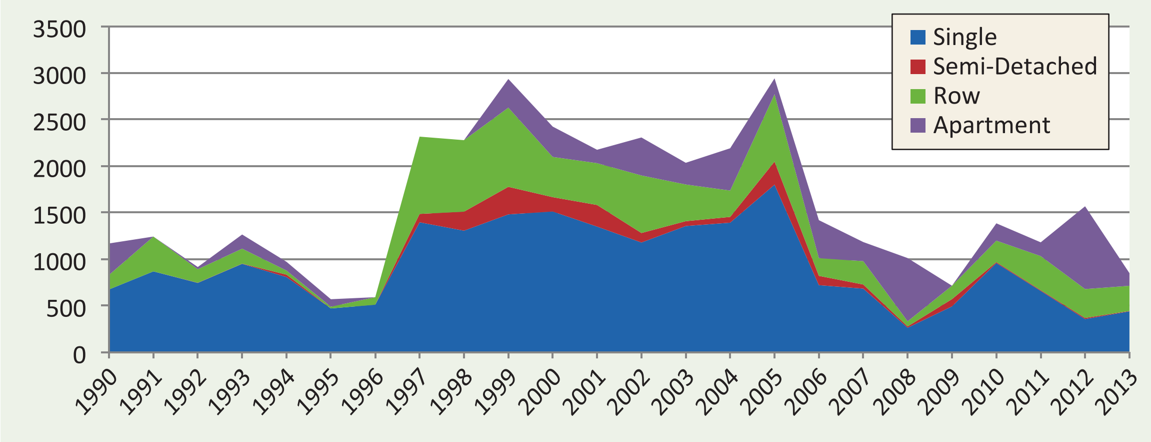
5.5 Recent Housing Activity

Changes to the composition of the housing stock in Richmond Hill have the potential to affect the characteristics of Richmond Hill, as certain housing types have different demographic trends than other housing types. This section will look at both historical development, through the number and type of housing units that were constructed in recent years, and the future of housing, through the number and type of housing units that are proposed, under application, and approved.

5.5.1 Housing Starts and Completions

In 2013, the overall number of housing starts (new dwellings beginning construction) decreased from the previous year (Figure 84). This is primarily due to a large number of new apartment units beginning construction in 2012 (from 889 in 2012 to 136 in 2013), and a decrease of townhouse units under construction (from 310 in 2012 to 270 in 2013). This causes the total number of housing starts to fall to 849, the first time it has been below 1000 units since 2009.

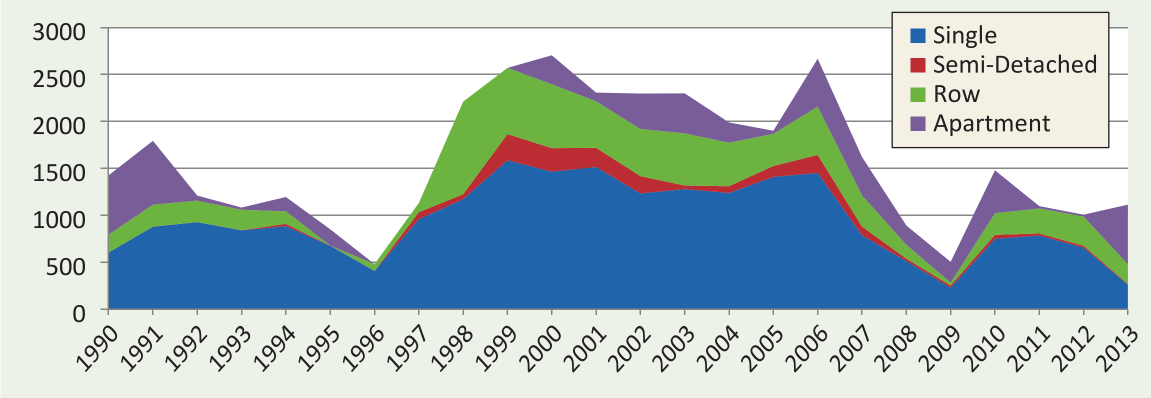
Figure 84: Richmond Hill housing starts (1990-2013)



Source: CMHC Starts and Completions Survey, 2014

In contrast, 2013 had a large amount of housing completions (Figure 85), mostly spurred by the year for apartment starts in 2012. Apartment completions account for over half of all housing completions in 2013, compared to a significant downturn in both single-detached and townhouse completions. Overall, there were 262 single-detached, 8 semi-detached, 210 townhouse, and 635 apartment units completed in 2013, for a total of 1,115 new housing units in Richmond Hill.

Figure 85: Richmond Hill housing completions (1990- 2013)



Source: CMHC Starts and Completions Survey, 2014

5.5.2 Development Potential

In order to understand the future of residential development in Richmond Hill, it is necessary to look at what is currently built and what is being proposed for construction within the Town. Table 17 constructs a snapshot of Richmond Hill's housing supply forecast as of the end of 2013.

As of the end of 2013, there are 5,599 units currently in the Registered or Draft Approved stages, the majority (57.5%) of which are apartment units. These units have been approved by Council and are awaiting construction. The Locally Designated category includes development proposals that are currently under application that meet the policies set out in the Town's Official Plan. With all of the currently proposed units constructed, the Town's housing stock is expected to be comprised of 55.3% single-detached units, 3.4% semi-detached units, 19.9% townhouse units, and 21.3% apartment units. The long-term future housing supply is expected to have a larger proportion of townhouse and apartment units compared to the existing supply, as higher density forms of development are built along the major Centres and Corridors, according to the direction in the Official Plan.

Table 17: Richmond Hill housing supply forecast (Year-end 2013)

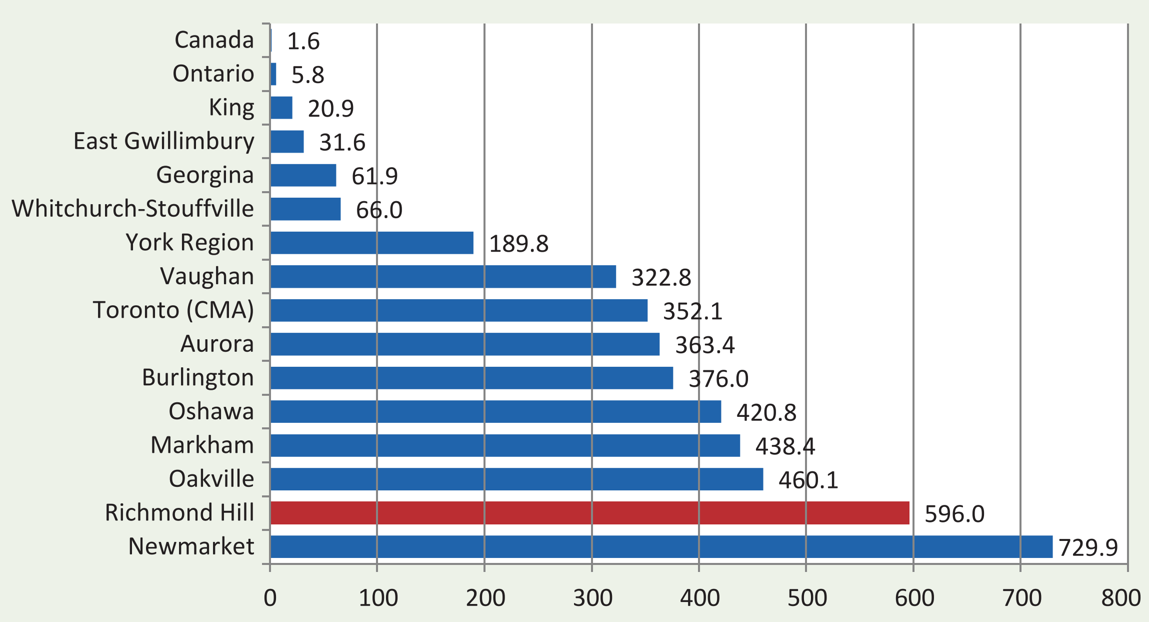
	Single	Semi	Row	Apt	Total
Existing	38,941	2,565	10,163	9,360	61,029
Committed:					
Registered	851	12	727	2,382	3,972
Draft Approved	470	48	273	836	1,627
Locally Designated:					
Under Application	3,543	102	4,600	4,291	12,536
Total	**43,805**	**2,727**	**15,763**	**16,869**	**79,164**

Source: Town of Richmond Hill Planning Department, 2013

5.6 Density of Built Form

Richmond Hill is a relatively dense municipality in terms of built form, with 596.0 housing units per square kilometre (Figure 86). In York Region, Richmond Hill has the second highest density of built form, next to Newmarket (729.9 housing units per square kilometre). Richmond Hill and Newmarket are both predominately built-out municipalities, and do not have large tracts of vacant land left to develop, compared to other York Region municipalities with significant portions of undeveloped land remaining. This would explain the comparatively high density compared to other municipalities, as well as the York Region average of 189.8 housing units per square kilometre.

Figure 86: Comparison of density of dwellings (dwellings per km²) in selected GTA municipalities (2011)



Source: Statistics Canada: 2011 Census

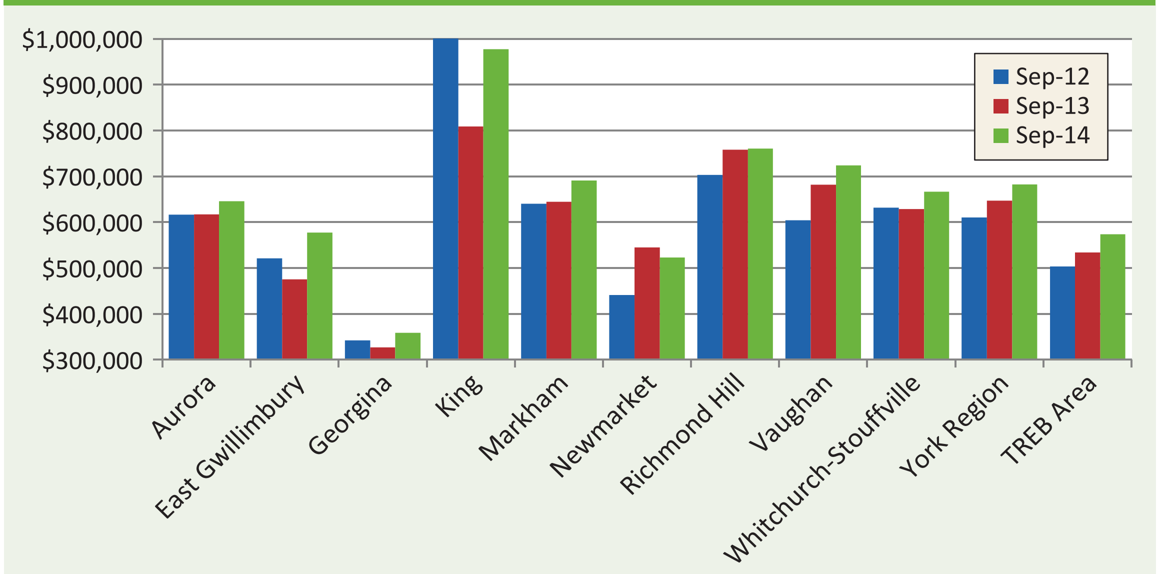
5.7 Cost of Housing

The cost of housing is one of the primary determinants in why people choose to settle in a particular location. In this section, the cost of housing will be examined, first looking at the ownership market through average housing prices, then looking at the rental market through both the vacancy rate and the average monthly rent.

5.7.1 Ownership Market

Housing prices are continuing to increase in Richmond Hill. Since 2012 the average house price has increased from $702,946 to $760,171, an increase of 8.1% over two years. These housing prices makes Richmond Hill one of the most expensive municipalities for housing in York Region (Figure 87). Only houses in the Township of King, which average nearly $1 million, have a higher average sale price than Richmond Hill. The average prices for houses in Richmond Hill are 11.4% higher than the York Region average, and 32.5% higher than the average for the Toronto Real Estate Board's catchment area, which covers most of the GTA.

Figure 87: Average resale housing prices in York Region municipalities (2014)



Source: Toronto Real Estate Board, 2014

Detached houses remain the most expensive housing form in Richmond Hill, with the average sale price at $999,562, a 6.9% increase over 2013 (Table 18). Semi-detached houses are $558,630 (increase of 2.5%), Condominium townhouses are $461,014 (increase of 11.8%), Condominium apartments are $338,714 (increase of 5.3%), Link homes are $625,290 (increase of 13.3%), and attached/row/townhouses are $571,550 (increase of 6.7%).

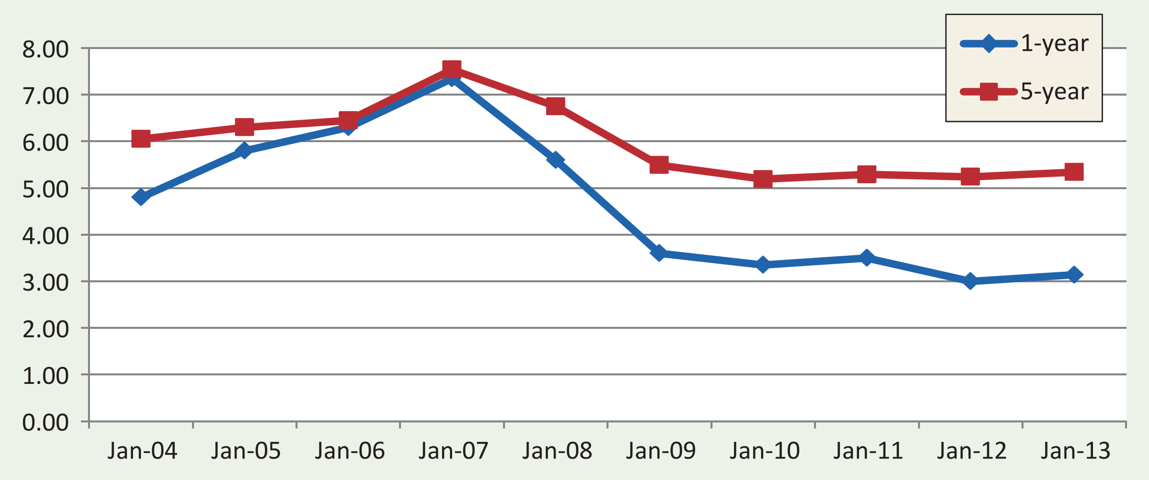
Table 18: Richmond Hill housing sales (September 2014)

Housing Type	Number of sales	Average Price
All Home Types	309	$760,171
Detached Houses	168	$999,562
Semi-Detached Houses	13	$558,630
Condominium Townhouses	7	$461,014
Condominium Apartment	57	$338,714
Link	11	$625,290
Attached/Row/Townhouse	53	$571,550

Source: Toronto Real Estate Board, 2014

The conventional mortgage rate in Canada has been relatively stable over the past few years, primarily due to the sustained downturn in the market and the low interest rates provided by the Bank of Canada (Figure 88). As of December 2013, the 1-year conventional rate is at 3.14%, while the 5-year rate is at 5.34% . The historically low interest rates make residential home purchases and commercial investments more attractive, and help attract more households from the rental market to the ownership market. Low interest rates can keep debt service costs manageable.

Figure 88: Conventional mortgage rates (2004-2013)



Source: Bank of Canada, 2013

5.7.2 Rental Market

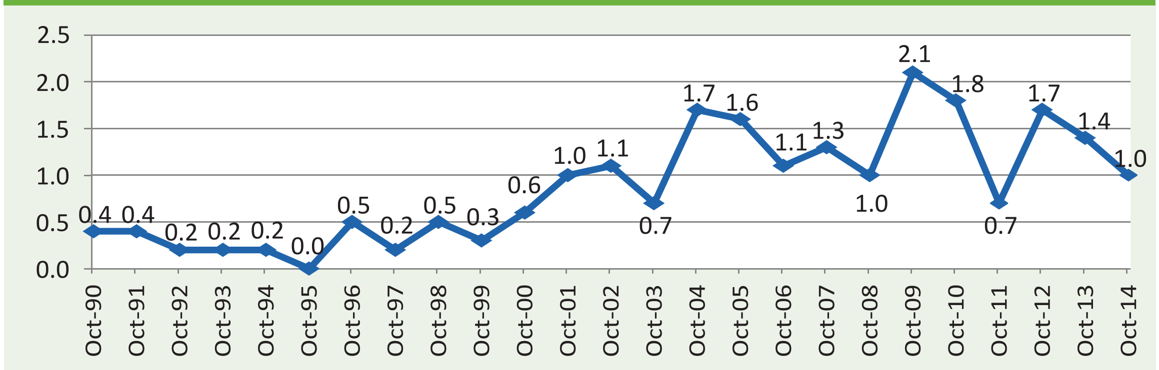
Vacancy rates are another important aspect of the rental market in Richmond Hill. Overall vacancy rates in the primary rental market (not including secondary market rentals, such as those by a private owner of a condominium apartment unit) have generally stayed between 1.0% and 2.0% in recent years (Figure 89). While an improvement from the 1990s, which had vacancy rates consistently below 0.5%, it is still well below the healthy rate of 3%.

RESEARCH NOTE:

Individual vacancy rates have large fluctuations from year-to-year due to low supply, especially in the bachelor and 3+ bedroom apartment markets, with resulting concerns for data quality. The overall vacancy is more stable and uses better quality data.

A three percent vacancy rate is typically considered a healthy or balanced vacancy rate. This rate generally typifies a reasonable choice of units in the rental market and reflects a number of households moving into the home ownership market. Of note, in the US, where there has been more research conducted on healthy vacancy rates, a healthy rate is generally considered to be 4% to 5%. During the 1990s, Richmond Hill typically had a very low (often zero) vacancy rate for rental buildings. As more compact building forms (townhouses and apartments) have been constructed in the Town through the 2000's, subsequently increasing the rental stock, the vacancy rate has been increasing. However, the continually low vacancy rate (below 2.5%) indicates there is likely an inadequate supply of rental housing to meet demand.

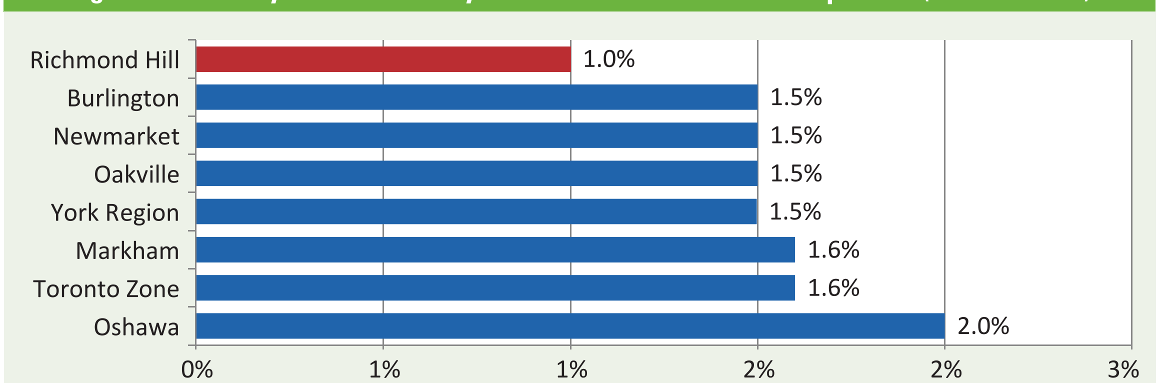
Figure 89: Richmond Hill rental vacancy rates (1990 to 2014)



Source: CMHC Rental Market Survey, 2014

Figure 90 shows the primary-market vacancy rates across available municipalities in the GTA. While Richmond Hill has a lower vacancy rate than all other comparator municipalities in the GTA, it is not significantly out of line. As well, vacancy rates tend to fluctuate, and previous vacancy rates for Richmond Hill had similar rates to the other municipalities in the graph.

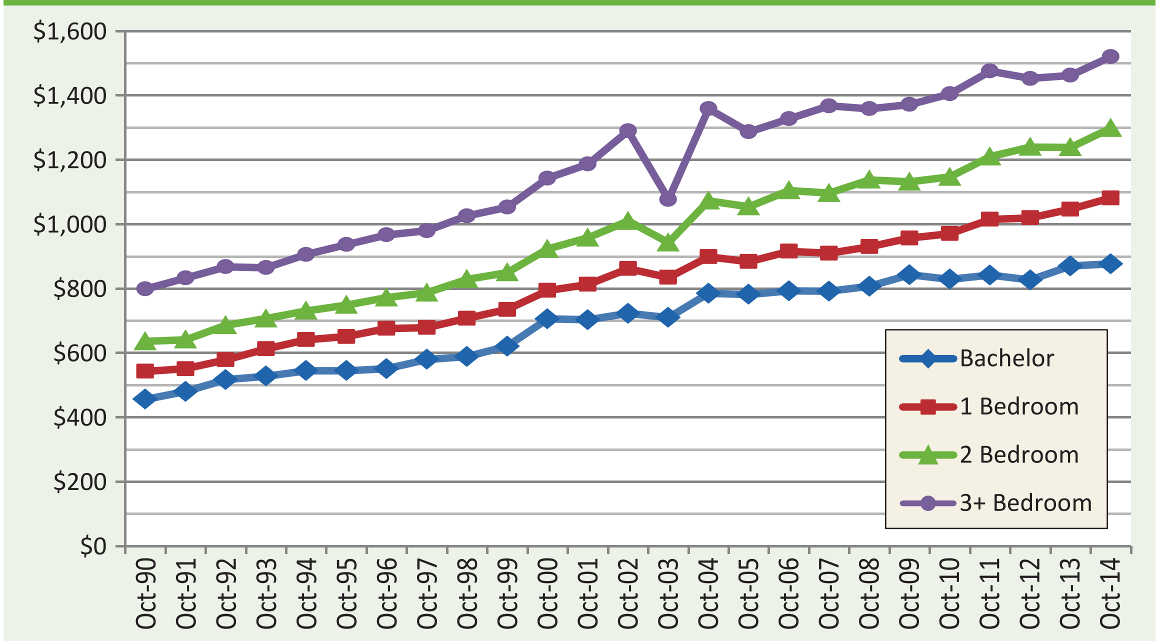
Figure 90: Primary market vacancy rates in selected GTA municipalities (October 2014)



Source: CMHC Rental Market Survey, 2014

Rental prices have been steadily increasing in Richmond Hill (Figure 91) for all four major types of units (Bachelor, 1-bedroom, 2-bedroom, and 3+ bedroom). As of October 2014, the average market rents are $877 for a Bachelor unit, $1082 for a 1-bedroom unit, $1299 for a 2-bedroom unit, $1521 for units with 3 or more bedrooms. The overall average market rent for Richmond Hill is $1207. Rents increased by 3-5% between 2013 and 2014 for all units except Bachelor units (which increased by slightly less than 1%), while the average increase was at 3.8%.

Figure 91: Average Richmond Hill rental prices by number of bedrooms (1990 to 2014)



Source: CMHC Rental Market Survey, 2014

6.0 Housing Affordability and Poverty

Building on the understanding of Richmond Hill's Housing Profile, this chapter examines the housing market from the perspective of affordability, including the types of housing available to meet the needs of Richmond Hill residents and the income spent on housing. Trends in social assistance and social housing are also discussed as part of understanding overall affordability in Richmond Hill.

RESEARCH NOTE:

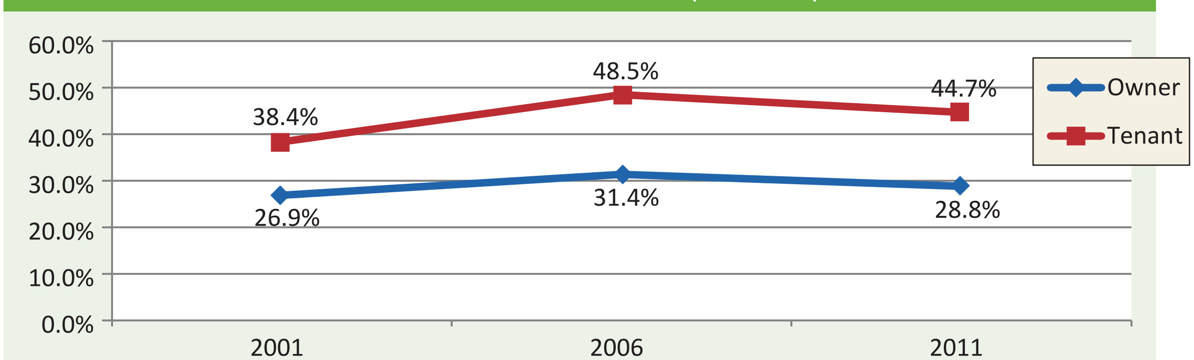
Data on food bank usage and persons served by homeless agencies are no longer available on a municipal level for Richmond Hill, and as such will not be reported on in the 2015 update of the Socio-Economic Study for Richmond Hill.

6.1 Affordability Analysis

6.1.1 Income Spent on Shelter

According to Canada Mortgage and Housing Corporation's (CMHC) measure of affordability, households spending 30% or more of their income on shelter are considered to be experiencing affordability issues. In Richmond Hill, 28.8% of households in an owned dwelling spend more than 30% of their total household income on housing costs, such as mortgage payments, while 44.7% of households living in a rented dwelling spend more than 30% of their total household income on housing costs (Figure 92).

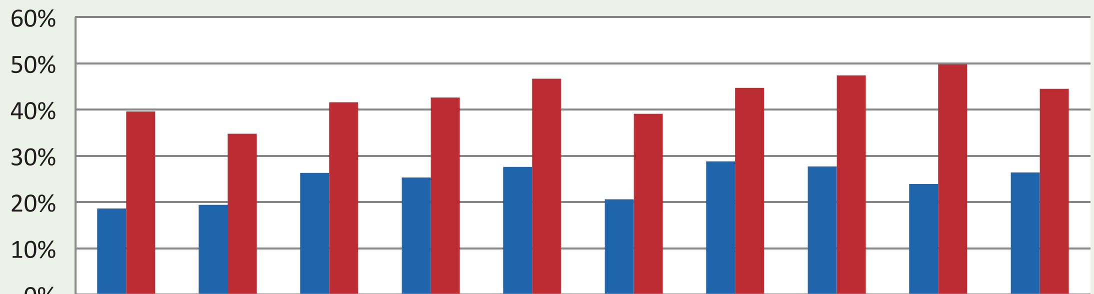
Figure 92: Percentage of Richmond Hill households spending 30% or more of household total income on shelter costs (2001-2011)



Source: Statistics Canada: 2001 and 2006 Census and 2011 National Household Survey

When compared to other municipalities in York Region, Richmond Hill has the highest proportion of owner households spending 30% or greater of their total household income on shelter costs (Figure 93), indicating that many Richmond Hill homeowners are likely experiencing affordability issues. On the other hand, the percentage of renters who are spending 30% or greater of their total household income in shelter costs is roughly level with the York Region average (44.5%).

Figure 93: Percentage of York Region households spending 30% or more of household income on shelter costs (2001-2011)



	Aurora	East Gwillimbury	Georgina	King	Markham	Newmarket	Richmond Hill	Vaughan	Whitchurch-Stouffville	York Region
Owner	18.6%	19.4%	26.3%	25.3%	27.6%	20.6%	28.8%	27.7%	23.9%	26.4%
Tenant	39.6%	34.8%	41.6%	42.6%	46.7%	39.1%	44.7%	47.4%	49.8%	44.5%

Source: Statistics Canada: 2001 and 2006 Census and 2011 National Household Survey

6.1.2 Affordability in Ownership Market

The affordable income for home ownership is determined through a calculation similar to one used by York Region in Housing Matters: A Review of the Housing Market in York Region: 2012. This calculation takes the average resale dwelling price in Richmond Hill and determines the yearly household income necessary to afford the dwelling if 30% of the household income is dedicated towards housing costs (Table 19). This equation also takes into account other carrying costs, such as mortgage rates and property taxes.

Table 19: Household income required to afford housing in Richmond Hill (2014)

Type of Dwelling Unit	Average Price	Affordable Income
Detached Houses	$958,957	$245,812
Semi-Detached Houses	$557,939	$143,018
Condominium Townhouses	$424,341	$108,773
Condominium Apartment	$325,082	$83,329
Link	$618,571	$158,560
Attached/Row/Townhouse	$583,243	$149,504

Source: Town of Richmond Hill Internal calculation, with data from Bank of Canada (historical mortgage rates) and Toronto Real Estate Board (housing prices), 2014

Figure 94 illustrates the approximate price of a house that can be afforded at various household income levels. For example, a household earning $50,000 would be able to afford a house priced at $195,059, with 30% of the household income going towards housing costs. With a single-detached dwelling averaging close to a million dollars, a household income of $245,812 is required in order to afford a single-detached dwelling, pushing them well out of the realm of affordability for the majority (over 77%) of households in Richmond Hill. However, single-detached houses account for 62.4% of the housing supply; this indicates that either residents are spending more than 30% of their income on housing costs, or most households already own their home, and purchased at a time when housing prices were lower (and more affordable). On the opposite end of the spectrum, the average apartment requires an average household income of $83,329. This still puts home ownership out of the affordability range for 45.4% of the population.

Figure 94: Affordable house prices based on income in Richmond Hill (September 2014)

Household Income	$0	$10,000	$20,000	$30,000	$40,000	$50,000	$60,000	$80,000	$100,000	$125,000	$150,000
# of Households	2,165	2,930	3,740	3,665	3,590	3,555	6,980	6,470	6,870	5,435	13,255
% of Households	3.7%	5.0%	6.4%	6.3%	6.1%	6.1%	11.9%	11.0%	11.7%	9.3%	22.6%
Affordable House Price		$39,012	$78,024	$117,035	$156,047	$195,059	$234,071	$312,094	$390,118	$487,647	$585,177

Average House Price in Richmond Hill

Condo Apt. $325,082

Condo Twn. $424,341

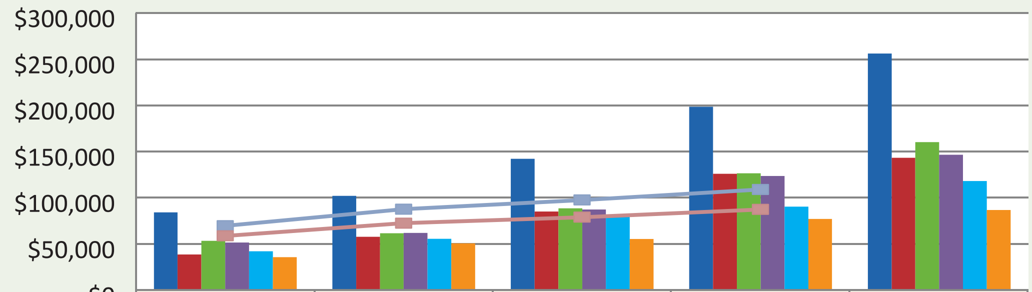
Semi $557,939

Townhouse $583,243

Source: Town of Richmond Hill Internal calculation, with data from Statistics Canada (household income), Bank of Canada (historical mortgage rates) and Toronto Real Estate Board (housing prices), 2014

The median household income for Richmond Hill is $87,388. This indicates that the only affordable ownership option for a household with the median income is an apartment. The average household income is $108,979, showing that a household right at the average income can afford to purchase a condominium townhouse. Other housing types, including detached, semi-detached, link, and freehold row/townhouses, are generally out of the affordability range of the median and average household in Richmond Hill.

Figure 95: Affordability of ownership of select housing types in Richmond Hill (1996 to 2014)



	Sept 1996	Sept 2001	Sept 2006	Sept 2011	Sept 2014
Detached	$84,280	$102,012	$142,205	$198,490	$256,221
Semi-Detach	$38,703	$57,692	$85,119	$125,928	$143,195
Link Homes	$53,368	$61,603	$88,663	$126,554	$160,283
Attach/Row	$51,604	$61,941	$87,341	$123,599	$146,507
Condo Town	$42,079	$55,504	$79,987	$90,392	$118,173
Apartments	$35,746	$50,706	$55,424	$77,060	$86,824
Average Income	$69,638	$87,636	$97,577	$108,979	
Median Income	$58,744	$72,455	$78,976	$87,388	

Source: Toronto Real Estate Board 2014 (housing prices); Statistics Canada: 2001 and 2006 Census and 2011 National Household Survey (income).

Over time, affordability in housing ownership has become a growing issue in Richmond Hill. In 1996 and 2001, households earning the average and median incomes could afford any type of dwelling unit including a detached house. In 2011, both the average and median income households are now below the level of affordability to own a detached or semi-detached house, link home, or townhouse (Figure 95). While income data is derived from the Census/National Household Survey and is not available for 2014, housing prices have been increasing at a rate greater than the average growth in income between 1996 and 2011. Similar to Richmond Hill, Vaughan and Markham are also experiencing growing challenges in housing affordability over time, although Richmond Hill has a somewhat higher gap between incomes and housing affordability.

6.1.3 Affordability in Rental Market

The affordable income amount for the rental market is determined through a calculation comparable to one used by York Region in Housing Matters: A Review of the Housing Market in York Region: 2012. This calculation takes the average monthly rental cost in Richmond Hill for each unit type, and determines the yearly household income necessary to afford the dwelling if 30% of the household income is dedicated towards housing costs.

Table 21 compares average income to affordable rents and illustrates that households earning below $34,800 cannot afford the average rent for a bachelor apartment, which is equivalent to over 15% of households in Richmond Hill (Figure 96). A one-bedroom unit with an average rent of $1,047 would require a household to earn at least $41,880 per year to be affordable.

Two-bedroom units are affordable only to households above $49,560 per year, making them unaffordable to over a quarter (27.4%) of households, while units with at least 3 bedrooms require a household income of at least $58,560, putting them out of the affordability range of nearly a third of Richmond Hill households.

Table 21: Household income required to afford rent in Richmond Hill (2014)

Type of Dwelling Unit	Average Rent	Affordable Income
Bachelor	$870	$34,800
1 Bedroom	$1,047	$41,880
2 Bedrooms	$1,239	$49,560
3+ Bedrooms	$1,464	$58,560

Source: Town of Richmond Hill Internal calculation, with data from Canadian Mortgage and Housing Corporation (rent), 2014

Figure 96: Affordable rent based on income in Richmond Hill (September 2014)

Household Income	$0	$10,000	$20,000	$30,000	$40,000	$50,000	$60,000	$80,000	$100,000	$125,000	$150,000
# of Households	2,165	2,930	3,740	3,665	3,590	3,555	6,980	6,470	6,870	5,435	13,255
% of Households	3.69%	5.0%	6.38%	6.25%	6.12%	6.06%	11.90%	11.03%	11.71%	9.27%	22.60%
Affordable Rent		$250	$500	$750	$1,000	$1,250	$1,500	$2,000	$2,500	$3,125	$3,750

Average Rents in Richmond Hill: Bachelor $870; 1- Bed $1047; 2-Bed $1239; 3+ Bed $1464

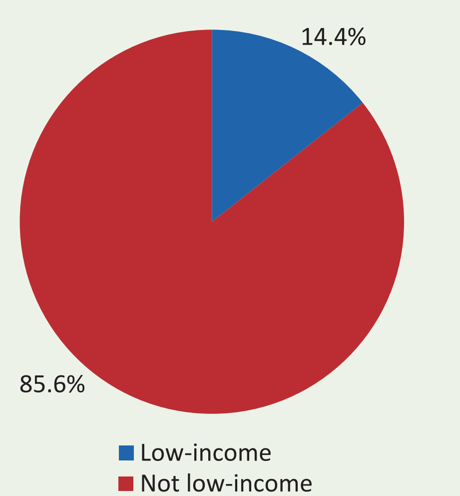
Source: Town of Richmond Hill Internal calculation, with data from Statistics Canada (household income) and Canadian Mortgage and Housing Corporation (rent)., 2014

6.2 Trends in Poverty

6.2.1 Profile of Low-Income Households

In order to understand how poverty affects Richmond Hill, it is helpful to know more about the characteristics of those who are living in poverty. This section reports on additional information on the demographics of the low-income population living in Richmond Hill. The Low Income Cut-Off (LICO) standard in Canada for determining whether a household is in poverty is a household income of $35,000 or less. In Richmond Hill, there are 26,645 individuals who reside in a household earning $35,000 or less in yearly

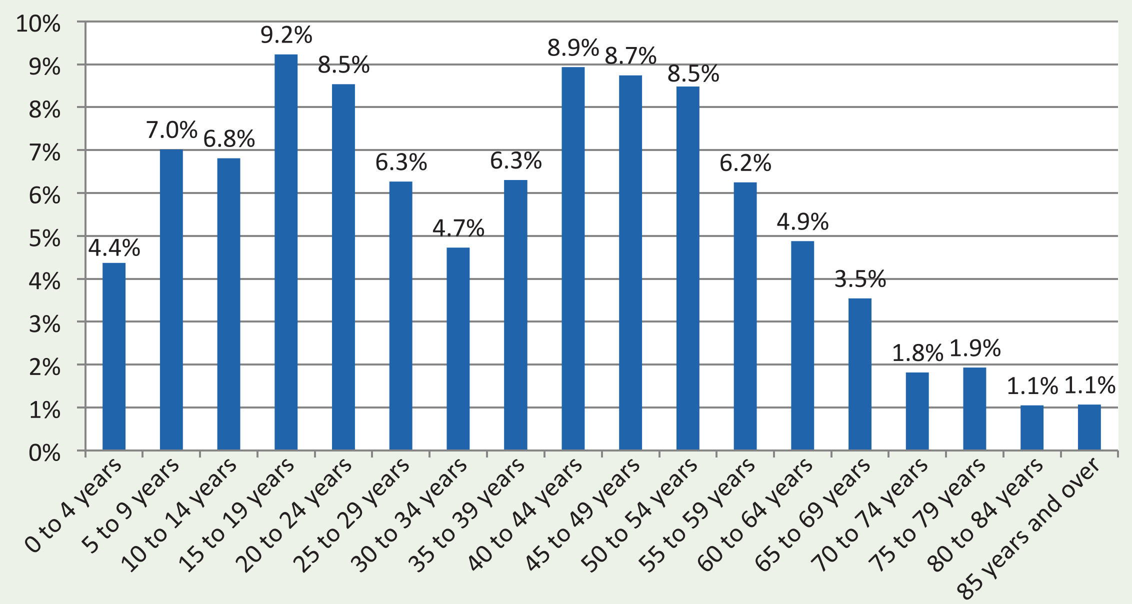
Figure 97: Number of individuals in low-income households in Richmond Hill (2011)



Source: Statistics Canada, 2011 National Household Survey

Figure 98 looks at the number of low-income individuals in each age cohort as a percentage of the total number of low-income individuals in Richmond Hill. There are two age groups that comprise larger segments of the low-income population: teenagers/young adults (ages 15-24) and middle-age adults (ages 40-54). When compared to the age structure of Richmond Hill as a whole, there are disproportionately more children and youth falling into the low-income population.

Figure 98: Age of individuals in low-income households in Richmond Hill (2011)

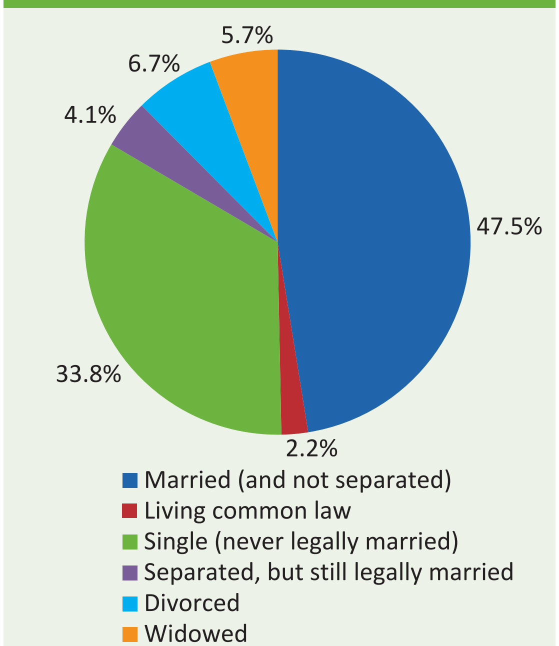


Source: Statistics Canada, 2011 National Household Survey

In terms of marital status (Figure 99), just under half of the low-income population report being married or living in a common-law relationship (47.5% and 2.2% respectively). The second highest reported marital status is single at 33.8%. The remaining marital statuses are similar in percentages of the low-income population.

A comparison to the overall marital status of Richmond Hill population as a whole shows some patterns. Low-income persons are less likely to be married (47.5%) than Richmond Hill's population as a whole (58.9%) and more likely to be single, separated, divorced or widowed.

Figure 99: Marital status of low-income individuals in Richmond Hill (2011)

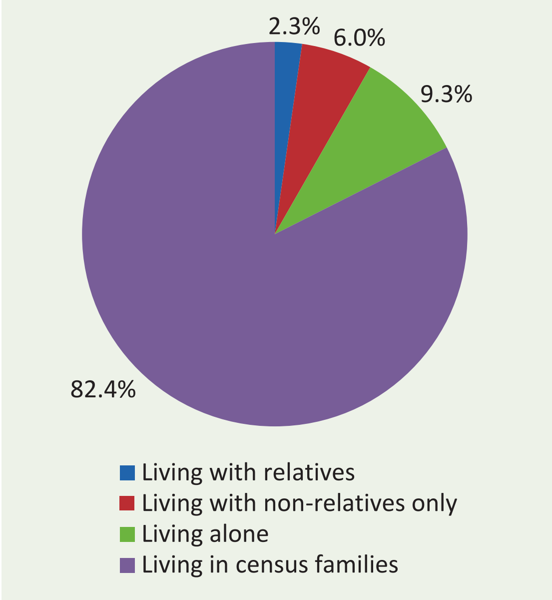


Source: Statistics Canada, 2011 National Household Survey

The majority of low-income individuals in Richmond Hill report living in a Census family (82.4%), lower than the overall Richmond Hill population (91.2%). There is a much higher percentage of low-income individuals who live alone (9.3%) or with non-relatives only (6.0%) compared to the overall population (4.4% and 1.6% respectively) (Figure 100).

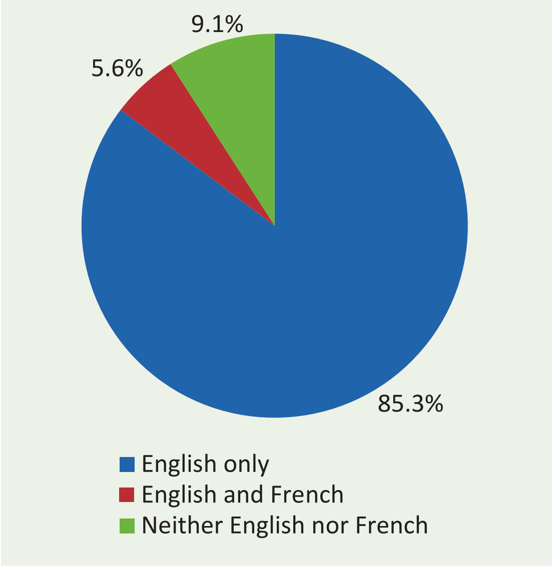
85.3% of the low-income population in Richmond Hill report having knowledge of English, while 5.6% reported knowledge of both official languages (English and French) and 9.1% reported no knowledge of either official language (Figure 101). There is a higher percentage of low-income persons who do not have knowledge of either official language (9.1%) than in Richmond Hill's population as a whole (5.1%).

Figure 100: Living arrangement of low-income individuals in Richmond Hill (2011)



Source: Statistics Canada, 2011 National Household Survey

Figure 101: Knowledge of official languages of low-income individuals in Richmond Hill (2011)



Source: Statistics Canada, 2011 National Household Survey

6.2.2 Demand for Social Housing

372 households were housed in social housing in 2013, an increase from 325 in 2012. However, the waiting list grew from 9,496 households in 2012 to 10,580 households in 2013, an increase of 1,084 households joining the waiting list. More people are joining the list for social housing than are being accommodated by it; indicating that demand for social housing is outstripping supply.

6.2.3 Demand for Social Assistance

According to the Canada Revenue Agency, 2,030 couple families (4.1% of all couple families) reported receiving social assistance from the federal government in 2011. An additional 5,780 persons not in couple families also reported receiving social assistance payments from the federal government in 2011.

7.0 Analysis and Key Findings

This chapter identifies key findings and trends related to Richmond Hill's demographics, economics, transportation, housing and affordability.

7.1 Demographics

Richmond Hill is still a growing community, but at a slower rate than in previous years.

Richmond Hill continues to add new residents to the community, but not at the same rate as in previous census periods. The population of Richmond Hill increased from 162,704 in 2006 to 185,341 in 2011. While still a substantial rate of increase, the 14% increase was lower than the previous six census periods and the first time the growth rate has dropped below 20% since the 1981 census. The rate of population increase in Richmond Hill was also lower than the York Region average for the first time since the 1991 census. Looking forward it is expected that Richmond Hill will continue to add new residents, but at a slower rate than previous years.

Richmond Hill's population is currently aging but new housing choices are expected to attract residents of all ages.

The median age of Richmond Hill's population (39.8 years) is now higher than York Region (39.3 years) and the Toronto CMA (38.6 years). The largest age cohort in 2006 was 40-44 year olds. In 2011 it was 45-49 year olds. Looking forward, with Richmond Hill transitioning from greenfield development to intensification along transit oriented corridors, the shifting housing mix is expected to attract a range of housing options for residents of all ages.

Richmond Hill's population is comprised of a mix of generations with the largest groups being the millennials, followed by the baby boomers and Gen X.

The 2008 Socio-Economic Study provided a review of age distribution in large age cohorts, ranging from 0-19, 20-39, 40-64 and 65+. The current study examines age distribution more closely by different generations which are known to have different lifestyle needs and preferences[1] (see Preferences of the different generations text box). These preferences have implications for the delivery of services in Richmond Hill. The largest generation in Richmond Hill are the millennials (15-34 years) with 25.5% of the population followed closely by the baby boomers, (50-69 years), with 24.5% of the population and Gen X, (35-49 years), with 22.8% of the population. There are smaller proportions of the post-millennials (age up to 14) with 17.5% and the older adults, 70+ years old, with 9.2% of the population.

Preferences of the different generations

Older adults have been shown to prefer print media, formal written and face-to-face communication. They tend to be more concerned about health, aging, financial and personal security. They are the largest charitable givers in Richmond Hill. Together with the baby boomers, older adults contribute more than half of the volunteer hours in Ontario[2].

The baby boomers generally value individualization, self-expression and optimism. Many are on the edge of retirement but find themselves in "active retirement" with increased discretionary time and income. Boomers like options and flexibility and health, energy and wellness are major concerns. Baby boomers value the convenience of the internet and generally have embraced mobile phone technology.

Gen X tend to be less traditional than any other generation. Often entrepreneurial in nature, they tend to be highly educated. They value family first and balancing family, work and life is a key focus. Gen X like a challenging environment and opportunities to learn, grow and improve. They are highly technically literate and respond to a wide range of communication methods including the internet, email, multi-media and word-of-mouth.

The millennials grew up in a time of fast-paced change including a technological, electronic and wireless society with transparent global boundaries. They are accustomed to an environment where anything seems possible. Millennials are able to easily grasp new concepts and want input into things in which they participate. They especially care about the experience. They can be reached through the internet, email and voicemail but prefer texting and social media sites. Interactiveness and visual communication appeal to this group, preferably with humour incorporated into the message.

[1] Williams, K., & Page, R. (2011). Marketing to the Generations. *Journal of Behavioural Studies in Business, 3,* 1-17.

[2] The Regional Municipality of York (2014). *A Profile of Baby Boomers and Seniors in York Region.* Newmarket, Ontario, 1-73.

Richmond Hill's seniors are less likely to have knowledge of an official language and many are widowed and living alone.

While the largest portion of Richmond Hill's senior population remains married, over a quarter of the population is reported to be widowed and 13.7% of the overall senior population reported to be living alone. Furthermore, 22.8% of the total senior population, almost one in four, have no knowledge of an official language – English or French. Additional findings for the baby boomers and older adults for York Region can be found in A Profile of Baby Boomers and Seniors in York Region[3].

Household sizes in Richmond Hill are decreasing due to the addition of smaller townhouse and apartment units; however, this trend will be affected by the increase of multi-generational and multi-family households.

Since 1991 average household sizes in Richmond Hill have been relatively stable. In the latest census period there was a small increase in 2-person (from 22.8 to 23.6%) and 3-person households (from 20.9 to 21.8%), offset by a decrease in 4-5 person households (36.7 to 35.1%). With Richmond Hill transitioning from greenfield development to intensification, the addition of townhouse and apartment units is expected to increase the proportion of smaller household sizes. This trend, however, is expected to be affected by the number of multi-family family and multi-generational households.

[3] The Regional Municipality of York (2014). *A Profile of Baby Boomers and Seniors in York Region.* Newmarket, Ontario, 1-73.

There is a range of household types in Richmond Hill; the most common household type is families with children, followed by singles, couple families with no children and lone-parent households.

Household structure has been shown to influence the lifestyle needs and preferences of residents with implications for the delivery of Richmond Hill's programs and services. The most prevalent type of household in Richmond Hill is one-family households (71.2%) followed by singles (13.8%). Within the one-family households, 63.5% are couple families with children, 24.1% are couple families with no children, and 12.4% are lone parent families with children. The percentage of overall lone parent households in Richmond Hill is one of the highest in comparison to comparator municipalities, ranking higher than the York Region percentage.

Household and family structures have been shown to be highly relevant in influencing other socio-economic outcomes[4], like poverty. For example, a movement into poverty is often associated with separation and divorce, especially for women. Children in single-parent families have an elevated risk of poverty. Family characteristics also influence the uptake of extended programs and services. Children from single-parent families are less likely to participate in out-of-school-hours services such as recreation, music and arts.

Richmond Hill is a diverse and changing community, in terms of cultures, languages and faiths.

For the first time, the number of people who identified as a visible minority in 2011 comprised more than half of all residents in Richmond Hill. The largest populations of visible minorities are from the Chinese (23.6%), West Asian (8.6%), and South Asian (8.1%) populations. The proportion of residents whose mother tongue is native to Asia, including Chinese, Persian/Farsi, and Korean, has generally increased in the past 10 years, while mother tongues native to Europe, such as English, Italian, and Greek, have been declining over the same period. The faith of residents in Richmond Hill has also changed over the past 10 years. Christianity and Judaism have decreased their proportion of residents, while Muslim and individuals with No Religious Affiliation have increased. Looking forward, Richmond Hill is expected to continue to be one of the most diverse communities in the GTA.

Richmond Hill's labour force participation rate is higher than the Toronto CMA and Ontario's rate, but is lower than other comparator municipalities.

Richmond Hill's labour force participation rate fell from 69.4 to 67.7% from 2006 to 2011, remaining higher than the Toronto CMA (64.3%) and Ontario (65.5%) but being at the lower end of other York Region and comparator municipalities. Looking forward, with an aging population accompanied by an influx of residents attracted to new housing types, Richmond Hill will likely continue to experience fluctuations in the labour force participation rate as has been seen in the past 20 years.

[4] OECD. (2011). The Future of Families to 2030 – A Synthesis Report. *International Futures Programme,* OECD Publications, Paris, France, 1-47.

Richmond Hill's unemployment rate is lower than the Toronto CMA and Ontario and one of the lowest of York Region and comparator GTA municipalities.

Richmond Hill's unemployment rate rose from 5.5 to 6.9% between 2006 and 2011, but Richmond Hill's rate remains one of the lowest amongst York Region and other comparator GTA municipalities as many other municipalities experienced greater increases of unemployment than Richmond Hill.

Significant proportions of Richmond Hill's labour force are employed in business service; retail trade; finance and insurance; manufacturing; and health and social service industries. There has been a decline in manufacturing and an increase in finance and insurance, and healthcare and social assistance.

The industries that Richmond Hill's labour force is employed in is shifting. Over the past five years, there has been an increase in the finance and insurance industry from 8.5 to 9.5% while the manufacturing industry has declined from 10.5 to 7.9%. Other industries seeing an increase are the educational services industry (from 6.5 to 7.6%) and the health care and social assistance industry (from 7.5 to 8.0%).

The industries that Richmond Hill's labour force are employed in align well with the jobs available in Richmond Hill.

Many of the industries located in Richmond Hill are well matched to the industries that employ Richmond Hill residents including professional, scientific and technical services; manufacturing; retail trade; wholesale trade and educational services. Industry opportunities in Richmond Hill that exceed the percentage of Richmond Hill residents employed in that industry (more job opportunities than employees) include health care and social assistance; accommodation and food services; arts, entertainment and recreation; and management of companies and enterprises. Industries that there are relatively less opportunities for Richmond Hill residents to be employed in (less job opportunities than employees) include finance and insurance; construction and transportation and warehousing. Richmond Hill's Economic Development Strategy[5] identifies opportunities to attract additional jobs to Richmond Hill in four sectors: finance and insurance, health, information and culture, and professional scientific and technical services. Looking to the future, the focus on attraction and retention of these sectors can be expected to increase the proportion of jobs in these industries compared to the number of residents working in that industry.

The five most common occupations of Richmond Hill's residents are: sales and service; business, finance and administrative; management; natural and applied science and related fields; and education, law and social, community and government.

The most common occupations of Richmond Hill's residents have shifted over the past five years. Sales and service is now the top occupation at 20.5% and education, law and social, community and government is the fastest growing occupation (10.8%) and has replaced trades, transportation, and equipment operators (7.3%) in the top five occupations. The top five occupations are consistent with the overall high level of education attained by Richmond Hill's residents.

Richmond Hill has a highly educated population.

Richmond Hill's population continues to be highly-educated, seeing an increase in the highest level of education attained between 2006 and 2011. 77.3% of Richmond Hill's population between the ages of 25 and 64 are now reported to have completed some form of post-secondary education, the most educated population in York Region and the second highest in the country.

[5] The Town of Richmond Hill. (2010). *Economic Development Strategy 2010-2020.* Richmond Hill, Ontario: Economic Development Office.

The occupations held by Richmond Hill residents generally align with their field of educational studies.

Despite some differences in how the data is categorized, overall the occupations of Richmond Hill's resident labour force are well matched to the fields of educational study of Richmond Hill residents. This can be seen in education, law and social, community and government (10.8%) where 10.2% of residents had fields of study in education or social and behavioural sciences and law and the health industry (5.2%) where 6.6% of residents had fields of study in health and related fields. Other occupations which don't align as well are business, finance and administration (19.6%), and management (14.6%) where only 15.8% of residents had fields of study in business, management and public administration and natural and applied sciences (13.3%) where 22.0% of residents had fields of study in architecture, engineering and related technologies; physical and life sciences and technologies; or mathematics, computer and information sciences.

Richmond Hill is an affluent community and overall average household incomes and median household incomes continue to increase.

Richmond Hill has seen an increase in the overall median and average reported household income between 2006 and 2011. Richmond Hill's average household income ($108,979) has increased 11.7% and the median household income ($87,388) has increased by 10.7%, larger increases than the change from 2001 to 2006. Richmond Hill's average and median household incomes are higher than the Toronto CMA and Ontario and are near the middle of other York Region and GTA municipal comparators, just lower than the York Region average. This finding needs to be understood in the context of Canada Revenue Agency Taxfiler data which show a lower average income for Richmond Hill and the change in methodology associated with introducing the National Household Survey in 2011 which has been shown to under-represent low income households.

Household incomes are affected by the household type, with dual-income earners with children having the highest average incomes, followed by single-income earners with children. Dual income earners with no children and lone parents had significantly lower household incomes.

Overall, the highest average household income was associated with dual-earner families with two children ($89,514) followed by dual-earners with 3+ children ($87,940) and single-earners with 3+ children ($82,149). Generally, household income rose for single-earners and dual-earners as the number of children in the household increased. In contrast, lone-parent incomes did not increase with more children and had significantly lower income ($40,419 to $48,513) than single- and dual-earner households with children in all categories. Households with no children, whether single ($40,688) or dual-earner ($44,693), also had significantly lower household incomes than single- or dual-earner households with children.

While high average household incomes in Richmond Hill suggest economic prosperity, some are being left behind.

The percentage of Richmond Hill households earning more than $100,000 has increased from 38.1 to 43.6% over the 2006 and 2011 period suggesting economic prosperity. However, other data suggests that some Richmond Hill residents are being left behind, including the increase in housing prices at a higher rate than incomes, the percentage of home owners who are spending more than 30% of their income on housing costs and the fact that one in seven Richmond Hill residents is identified as living in a low income household. The introduction of the 2011 National Household Survey, which has been shown to under-represent low income households has been a barrier to understanding the magnitude of those being left behind. While the National Household Survey has been useful in comparing household incomes in Richmond Hill to other municipalities, greater consideration should be given to using Tax Filer Data in future editions of the Socio-Economic Study to better understand household incomes.

The geographical distribution of households in Richmond Hill suggests that it may be useful to evaluate demographic trends at a neighbourhood level in future updates of the Socio-Economic Study.

The 2008 Socio-Economic Study identified that households are more likely to settle in particular areas within Richmond Hill, based on certain characteristics. This is likely true but there is insufficient data to draw specific findings. Richmond Hill's ward profiles point to demographic differences within Richmond Hill's six municipal wards but these political boundaries do not represent neighbourhoods. The likelihood of households to settle in neighbourhoods by income and ethnic composition has been shown in large metropolitan areas in Canada[6,7]. In the future, consideration should be given to defining meaningful neighbourhoods in Richmond Hill and analyzing data which is appropriate at this scale.

[6] Hulchanski, J.D. (2010). The Three Cities within Toronto: Income Polarization Among Toronto's Neighbourhoods, 1970-2005. *Cities Centre Press*, University of Toronto, Toronto, Ontario, 1-28.

[7] Murdie, R. (2008). Diversity and Concentration in Canadian Immigration. *Cities Centre Press,* York University, Toronto, Ontario, 1-12.

7.2 Economic Characteristics

Richmond Hill has a diverse economy with the highest proportion of jobs in retail trade; health care and social assistance; professional, scientific and technical services; manufacturing; and accommodation and food services.

Richmond Hill continues to have a diverse economy although the composition of jobs is changing. There has been a continued decline in employment opportunities in manufacturing from 11.6 to 8.6% and wholesale trade from 9.3 to 8.1%. These were the two largest industries in 2001. The fastest growing industries are health care and social assistance (from 10.2 to 12.4%), educational services (from 6.2 to 7.3%) and professional, scientific and technical services (from 9.5 to 10.9%). Richmond Hill's Economic Development Strategy[8] identifies opportunities to attract additional jobs in four sectors: finance and insurance, health, information and culture, and professional scientific and technical services. Looking to the future, the focus on attraction and retention of these sectors can be expected to have an effect on the proportion of jobs in different industries.

The number of jobs in Richmond Hill continues to grow and remains stable compared to population.

Between 2006 and 2011, the number of employment opportunities by Richmond Hill-based employers increased by 6,443 to a total of 60,025. While this increase in jobs is a measure of economic prosperity, it is still a relatively low number in comparison to Richmond Hill's population of 185,541. The activity rate (the number of jobs by industry per 1,000 residents) within Richmond Hill dropped slightly between 2006 and 2011, from 336 jobs per 1,000 residents to 323 jobs per 1,000 residents.

Richmond Hill's economy is thriving and is driven primarily by small businesses although there has been an increase in the number of medium-sized businesses over recent years.

Richmond Hill's economy continues to thrive. There has been a small decline in the number of small businesses from 3570 to 3425 between 2006 and 2011. Accompanying this was an increase in medium-sized businesses from 434 to 519, which have seen the largest increase. Richmond Hill's Economic Development Strategy[9] focuses not just on business attraction but also on retaining and growing existing businesses in Richmond Hill, which may help to explain the increase in medium-sized businesses. In addition, Richmond Hill continues to be an attractive choice for business headquarters, currently hosting over 42 business head offices. Building permits for residential, commercial, industrial and institutional have fluctuated in the past few years, with residential permits seeing periods of decline and commercial permits seeing periods of growth.

[8] The Town of Richmond Hill. (2010). *Economic Development Strategy 2010-2020.* Richmond Hill, Ontario: Economic Development Office.

[9] The Town of Richmond Hill. (2010). *Economic Development Strategy 2010-2020.* Richmond Hill, Ontario: Economic Development Office.

7.3 Transportation, Commuting and Travel Patterns

Municipal boundaries pose no barriers to workers, with many residents working in neighbouring communities, and likewise many residents of neighbouring communities working in Richmond Hill.

74.4% of Richmond Hill residents work in municipalities outside of Richmond Hill and 72.7% of the employees working in Richmond Hill are coming from other municipalities. The municipalities where most Richmond Hill residents work have remained fairly consistent over the past ten years although there are relatively fewer Richmond Hill residents commuting to Markham and Toronto and more heading to Vaughan, Mississauga, Aurora and Newmarket. The single largest destination is downtown Toronto where almost one in five Richmond Hill residents commutes to their place of employment. The municipalities of residence for people who work in Richmond Hill have also remained fairly consistent with relatively fewer employees coming from the City of Toronto and Aurora and more coming from Markham and Newmarket.

Richmond Hill residents and visitors to Richmond Hill are heavily dependent on the use of cars, although public transit usage is slowly increasing for Richmond Hill residents as more transit options become available.

97.7% of Richmond Hill households have at least one car and 72.4% have two or more. The use of automobiles to commute to work by Richmond Hill residents declined slightly over the past 5 years from 82.8 to 82.2% while the use by those who commute to work from outside of Richmond Hill rose from 92.1 to 92.4%. The use of public transit is slowly increasing for Richmond Hill residents, having risen from 12.8 to 16.4% over the past ten years. Looking to the future, as the investments in local and regional transit identified in Metrolinx's The Big Move[10] are implemented, it can be expected that public transit usage will continue to increase although the car will likely remain the dominant form of transportation in Richmond Hill for some time.

[10] Metrolinx. (2008). The Big Move – Transforming Transportation in the Greater Toronto and Hamilton Area. *Greater Toronto Transportation Authority,* Toronto, Ontario, 1-39.

Congestion is an ongoing challenge within the Town to which some residents are responding by switching to public transit or adjusting their commute times.

Congestion has been identified as a GTA wide issue[11,12] and investments in transportation networks and public transit are looking at expanding the overall capacity of the transportation network as well as providing options to commuting in a single occupancy vehicle. In response to congestion, 2011 data shows that Richmond Hill residents are increasingly switching to public transit (from 15.3 to 16.4%) and adjusting their commute times, leaving home before or after the peak travel period. Even for the majority of Richmond Hill residents who commute to work during the traditional morning 'rush hour' period from 7:00am to 9:00am, there has been a shift to earlier commuting time intervals within this period.

7.4 Housing Profile

Richmond Hill, like the rest of York Region, is largely comprised of homeowners.

Home ownership in Richmond Hill (85.8%) is well above the Ontario (71.4%) and Toronto CMA (68.3%) average, while being lower than the York Region (88.5%) average. Looking forward, the shifting housing mix is expected to create a range of housing options in addition to single detached family homes, encouraging opportunities for both rental and home ownership.

There is a clear predominance of single detached dwellings within the Town, with a shift to townhouses and high-rise apartment dwellings.

Single detached dwellings are the most common type of home in Richmond Hill, but have decreased from 63.6 to 62.1% as a share of the housing stock. Row houses and high-rise apartments are the next most common types of dwellings, and have both increased as a share of the housing stock since the previous census with row houses increasing from 13.8 to 14.4% and high-rise apartments increasing from 12.7 to 13.8%. Looking forward, single detached dwellings will likely continue to be the most common type of dwelling in Richmond Hill for some time, but there will be a continued increase in townhouses and high-rise apartment dwellings as the Town intensifies in accordance with the Official Plan[13].

[11] Metrolinx. (2008). Costs of Road Congestion in the Greater Toronto and Hamilton Area: Impact and Cost Benefit Analysis of the Metrolinx Draft Regional Transportation Plan. *Greater Toronto Transportation Authority,* Toronto, Ontario, 1-122.

[12] Urban Transportation Task Force. (2012). The High Cost of Congestion in Canadian Cities. *Council of Ministers Responsible for Transportation and Highway Safety.* Canada, 1-27.

[13] The Town of Richmond Hill. (2014). *Richmond Hill's Official Plan.* Richmond Hill, Ontario: Planning and Regulatory Services Department.

Richmond Hill's housing stock is relatively new, and is generally in good condition.

As of the 2011 census, 81.2% of Richmond Hill's housing stock was less than 30 years old and only 3.2% of dwellings were identified as requiring major repairs. In comparison, the Toronto CMA and Ontario have a significantly older housing stock and more dwellings requiring major repairs.

Richmond Hill is more densely populated than comparable communities.

Richmond Hill has the second-highest residents per square kilometre out of York Region municipalities (596 dwellings/km^2), behind Newmarket (729.9 dwellings/km^2). Richmond Hill is predominately built-out, while other municipalities in York Region still have greenfield land available for development. Looking forward, Ontario's Places to Grow Plan[14] directs significantly more growth to built-up areas in Richmond Hill and Richmond Hill's Official Plan[15] designates land for these purposes. As Richmond Hill continues to build out its remaining greenfield developable land, and intensify in accordance with the planned urban structure of the Official Plan[16], density is expected to increase and the Town will continue to be one of the most densely populated communities in York Region.

House prices have increased significantly in Richmond Hill over the past five years, and are anticipated to continue to follow a similar trend over the near future.

Housing prices in Richmond Hill have increased significantly over the past few years. The rate of increase from 2006 to 2011 was 41.7%, well above the average rate of inflation, as well as above the average increase in household income (11.7%). The rate of increase from 2012 to 2013 continues to be high (8.1% over two years). Looking forward, Richmond Hill remains a desirable location to live and housing prices will likely follow trends in the GTA real estate market which are currently predicted to rise over the next two years[17,18].

[14] Government of Ontario. (2006). *Growth Plan for the Greater Golden Horseshoe, 2006.* Toronto, Ontario: Ministry of Municipal Affairs and Housing.

[15] The Town of Richmond Hill. (2014). *Richmond Hill's Official Plan.* Richmond Hill, Ontario: Planning and Regulatory Services Department.

[16] Ibid.

[17] Canada Mortgage and Housing Corporation. (2014). *Housing Market Outlook – Greater Toronto Area.* Canada, 1-11.

[18] RE/MAX. (2015). *National - Housing Market Outlook Report.* Ontario-Atlantic Canada, 1-38.

The price of ownership housing in Richmond Hill is among the highest in York Region.

The average housing prices in Richmond Hill ($760,171) are currently the highest out of any municipality in York Region except for King, which has a significant amount of large estate homes. Looking forward, with Richmond Hill transitioning from greenfield development to intensification, the shifting housing mix is expected to attract residents looking for more housing options.

Rent prices, like ownership prices, have been rising over the past 5 years, although much more moderately than ownership prices.

While rental rates have steadily been increasing over the past number of years in Richmond Hill, housing prices have seen larger increases year over year. Therefore, the percentage increase in the cost of rental housing between 2006 and 2011 (9.9%) has been less than the percentage increase in the cost of ownership housing (41.7%) over the same period.

Rent prices in Richmond Hill are high compared to many other communities in the GTA.

For 2014, Richmond Hill had the second-highest primary market rental price for a two-bedroom unit ($1,299) out of the comparable municipalities, with only Oakville ($1,317) having a slightly higher average cost per month. Richmond Hill was also above the Toronto CMA average ($1,251) for monthly rent costs. The average monthly rent in the primary market can help measure both affordability and demand within the rental market. This high placement indicates a lack of affordability within the rental market within Richmond Hill, and likely indicates a high demand for rental units in a market with a lack of supply of available units. Looking forward, rents in Richmond Hill will likely continue to be higher than many surrounding communities in the GTA.

Vacancy rates in Richmond Hill are improving, but are still significantly below what is considered a "healthy" vacancy rate.

The vacancy rate for Richmond Hill has improved slightly in recent years to 1.0% compared to the very low rates of previous years, although there is a lot of variability in the numbers. However, the rate is still consistently below what is considered part of the "healthy" range of 4 to 5%. Having a reasonable amount of vacant space in the market is considered healthy, whereas a low rate indicates a lack of available rental units and a high demand being unmet. Looking forward, Richmond Hill's Official Plan[19] sets out provisions to allow for an expanded range of housing types, but vacancy rates are likely going to continue below a healthy rate at least into the near future.

[19] The Town of Richmond Hill. (2014). *Richmond Hill's Official Plan.* Richmond Hill, Ontario: Planning and Regulatory Services Department.

7.5 Housing Affordability and Poverty

A significant proportion of all Richmond Hill households, both owners and renters, are experiencing housing affordability issues.

High housing costs are causing affordability issues with both the ownership and rental markets in Richmond Hill. Richmond Hill has the highest proportion of ownership households paying 30% or more of their income on shelter costs (28.8%) in York Region, and is also one of the highest in York Region for rental households (44.5%). The price of housing has risen much faster than income levels in recent years, which has been straining the affordability of housing for households in Richmond Hill. Looking forward, housing prices are expected to continue to rise, and it is likely that more Richmond Hill households may experience housing affordability issues.

One in seven individuals in Richmond Hill is identified as living in a low-income household.

14.4% of Richmond Hill residents are in a low-income household and there are disproportionately more youth and children falling into the low-income population. 2,030 couple families and an additional 5,780 persons not in couple families reported receiving social assistance payment from the federal government in 2011. Low-income individuals are less likely to be living in a census family and more likely to be single, living alone or with non-relatives. They are also somewhat less likely to have knowledge of an official language. Additional findings for the low income population in York Region can be found in A Profile of York Region's Low income Population: Update[20].

[20] The Regional Municipality of York. (2011). *A Profile of York Region's Low Income Population: Update.* Newmarket, Ontario, 1-32.

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Town of Richmond Hill

225 East Beaver Creek Road
Richmond Hill, ON L4B 3P4

Tel: 905-771-8800
Email: peopleplan@richmondhill.ca
Website: RichmondHill.ca