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*MISSISSAUGA -
CHANGING DEMOGRAPHICS*

Presented by

Henson Consulting Ltd.

October 8, 1998

INTRODUCTION

- New Forecasts Recently Completed for Mississauga
 - Forecasts Prepared for Many Reasons
 - to take advantage of recently released Census Data
 - to provide input for a new development charges study
 - to provide municipal and other agencies with new input for decision making
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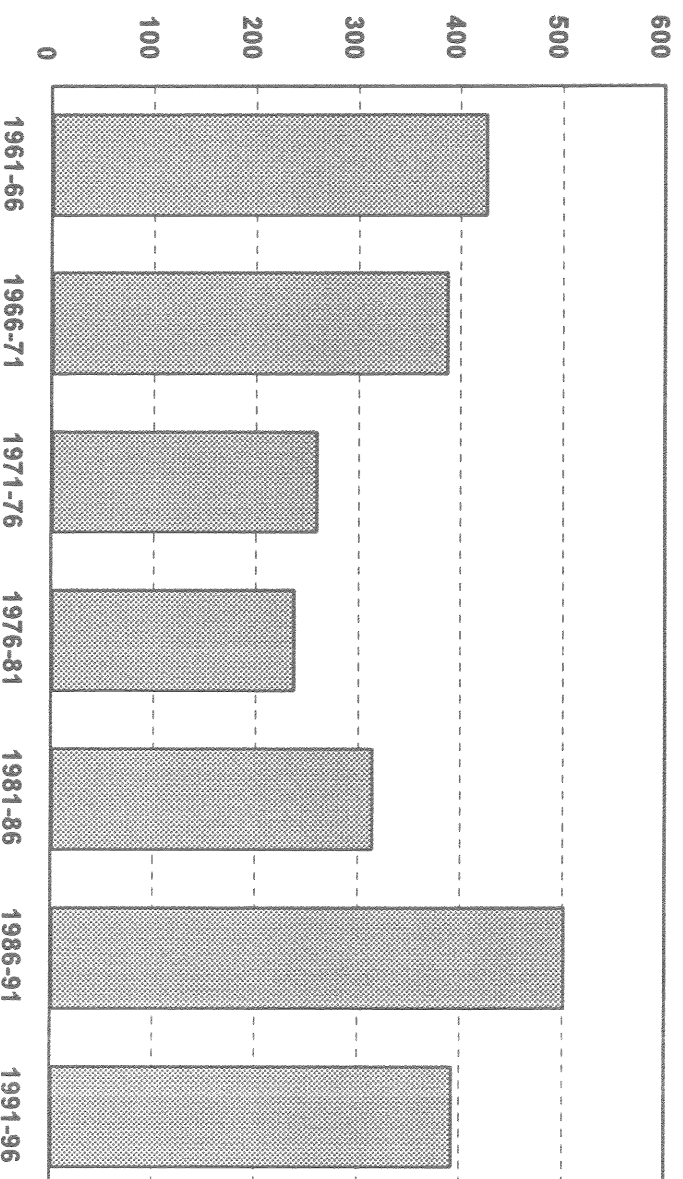
PURPOSE OF THIS MORNING IS TO:

- I Review the Context of the Forecasts**
- II Present the Forecasts**
- III Discuss How Forecasts Can be Used**

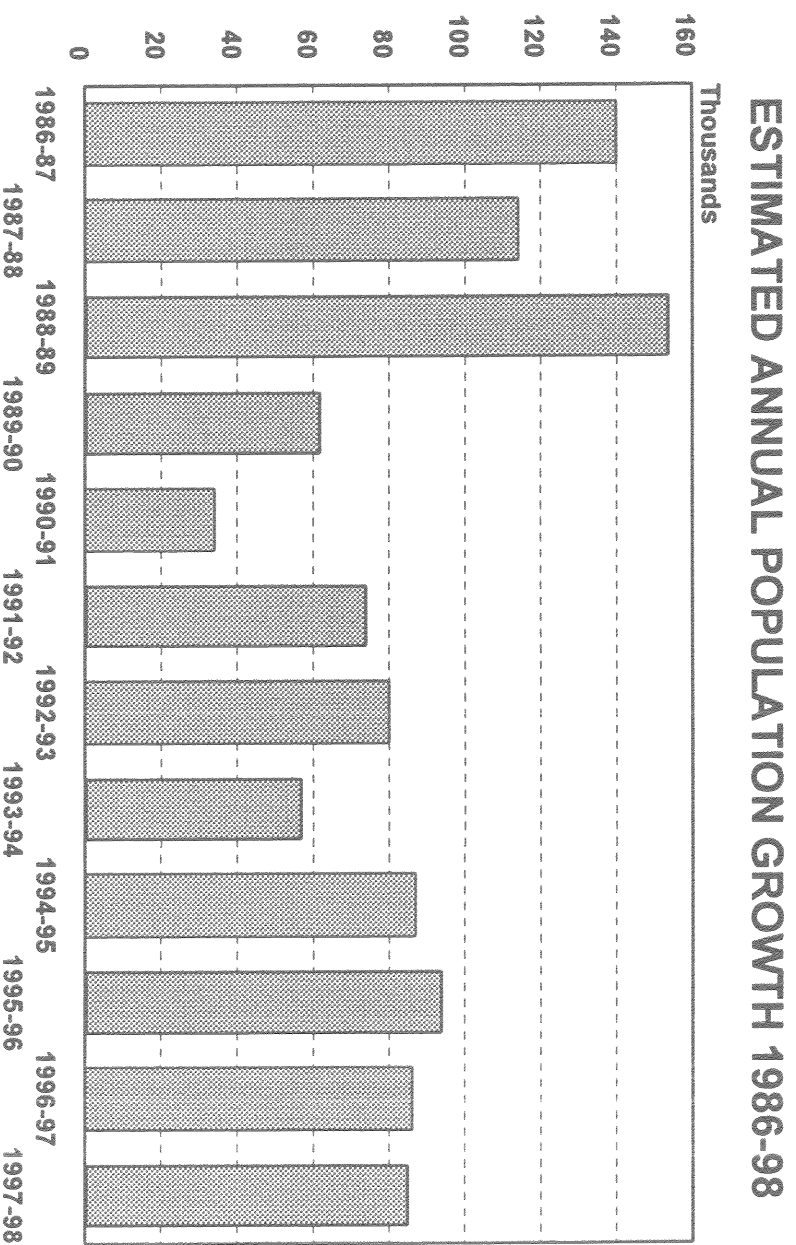
I CONTEXT OF THE FORECAST

- Despite Economic Difficulties of the 90s, GTA Continued to Grow Rapidly

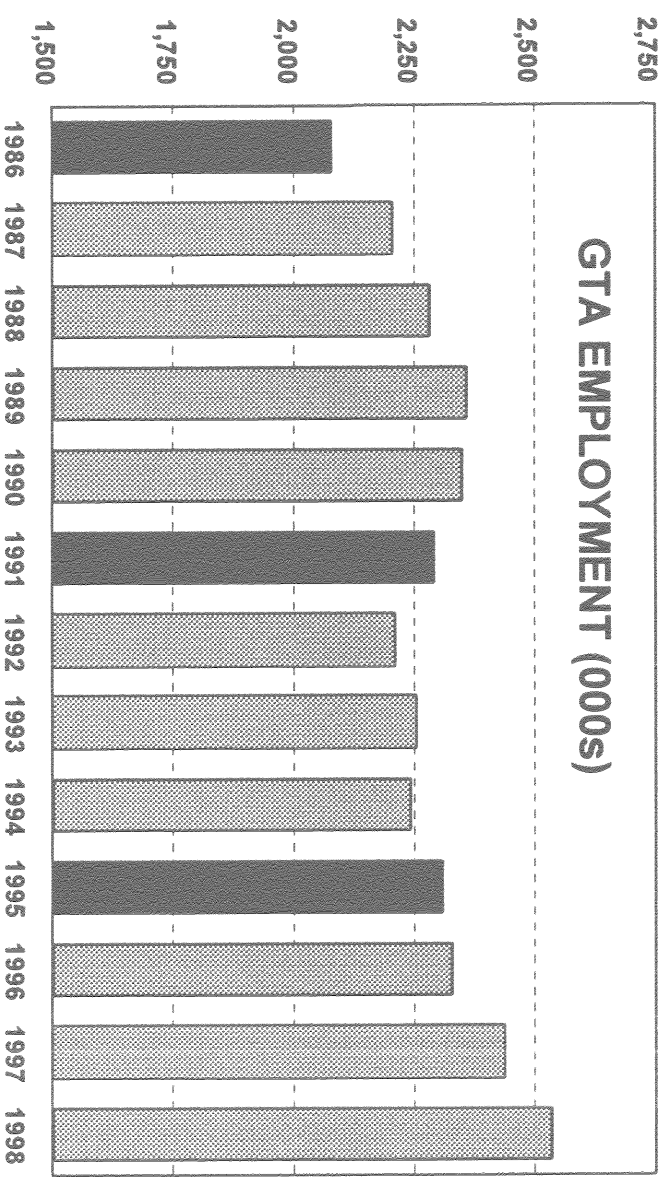
1961-1996 POPULATION GROWTH - GTA



- Indicators Suggest that Population Growth Has Rebounded since Depths of Recession



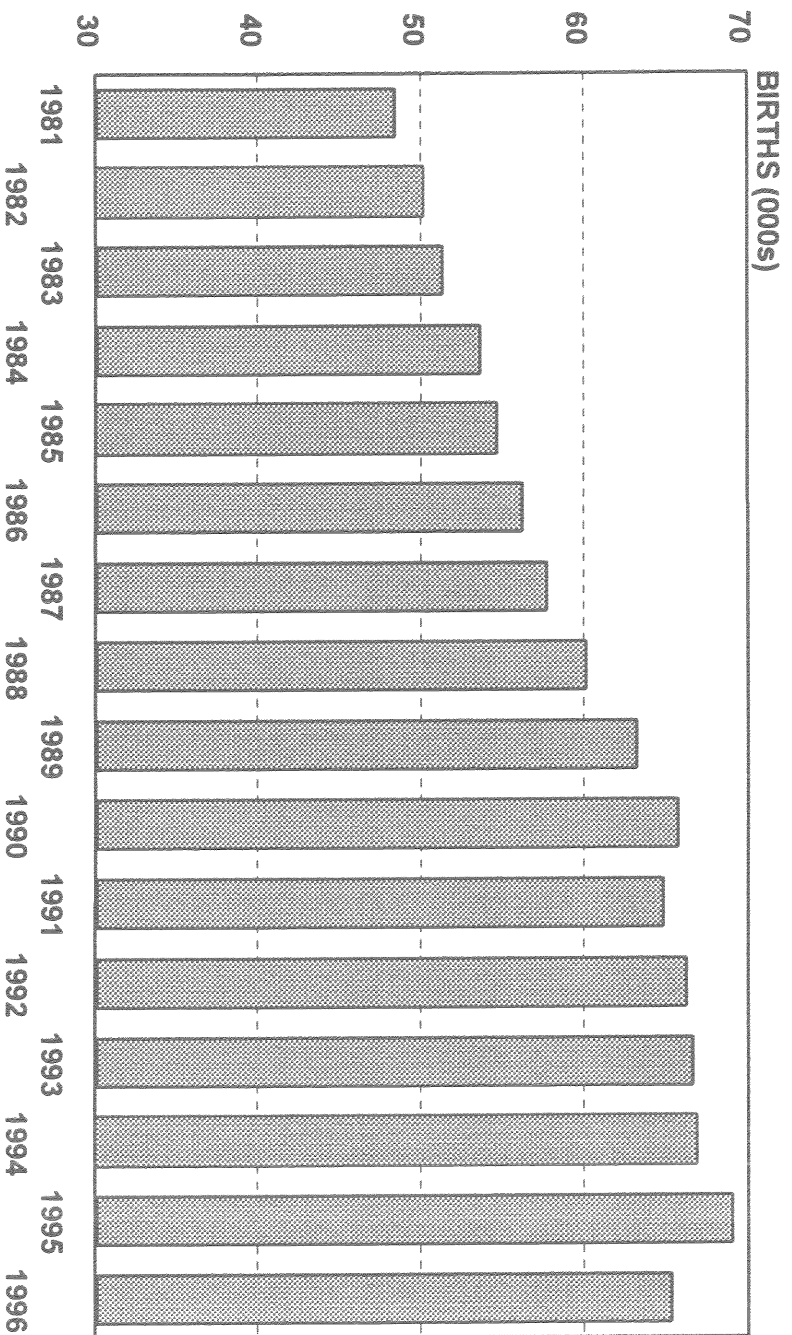
- Growth was Very Strong Considering Poor Employment Growth
- Employment growth of 40,000 in 1991-96 reflects severity of recession
- About 200,000 jobs added since 1996



So, Why the High Levels of Population Growth?

- Growth Increasingly Result of International Migration
 - GTA Currently Attracting About 40% of Canada's Net Migration
 - International Migration Not Very Sensitive to Local Employment Conditions
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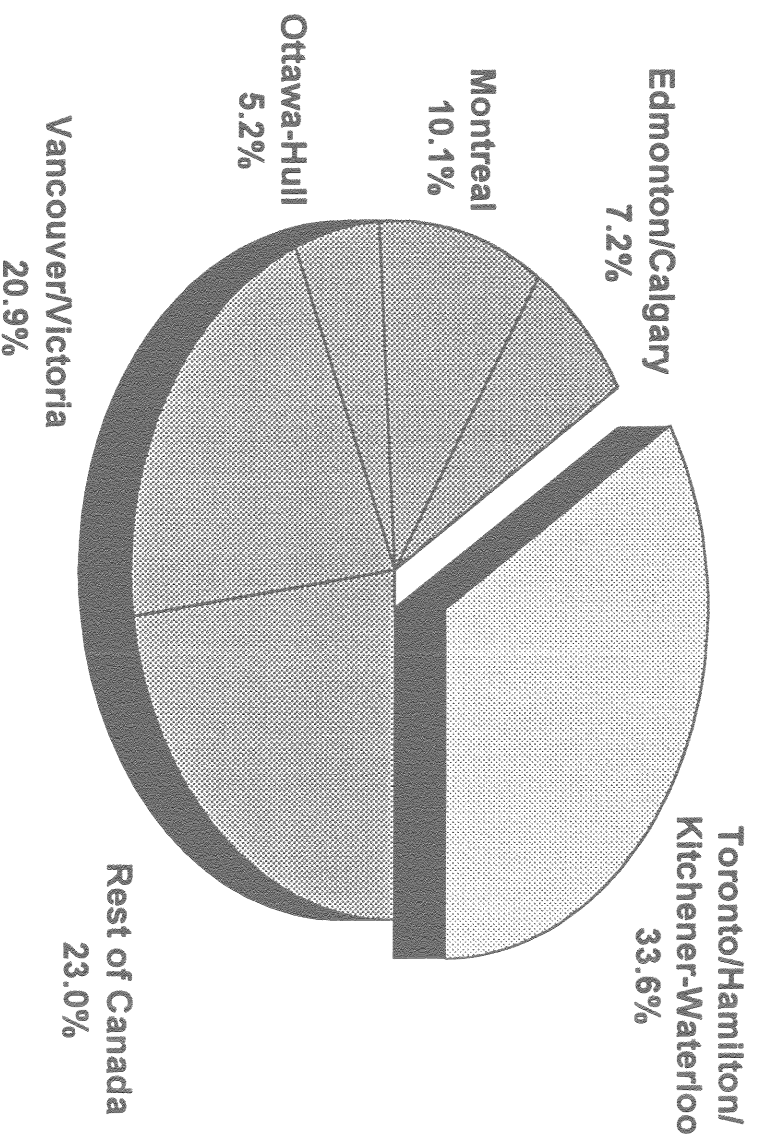
- Number of Births Also High



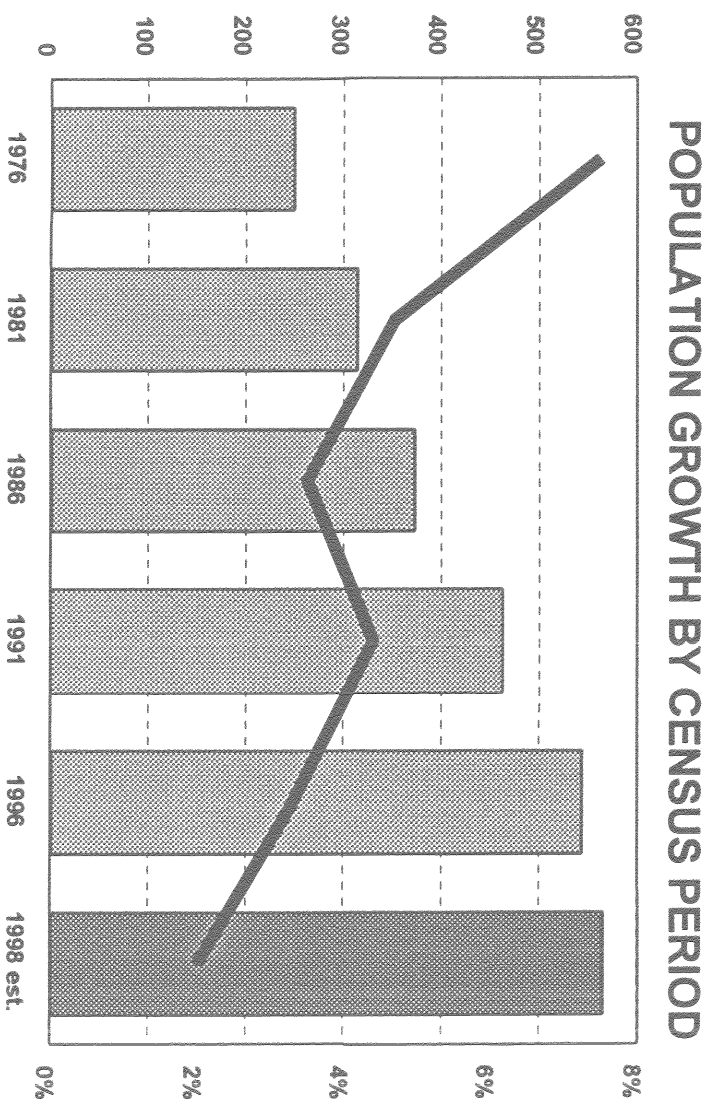
- Results from age structure of population and growing population base, not from high levels of fertility

- Growth Increasingly Concentrated in Urban Regions

1991-1996 SHARE OF POPULATION



- Mississauga Continues to Experience High Levels of Population Growth



- Compared to Other GTA Municipalities Mississauga Had Largest Increase in Population, 1991-96

- Growth Continues to Reflect Mississauga's Strong Role in GTA Housing Market

<u>SHARE OF GTA MARKET</u>	
1986-91	15.4 %
1991-96	17.7 %
1996-98	15.2 %

II WHAT IS THE OUTLOOK FOR MISSISSAUGA?

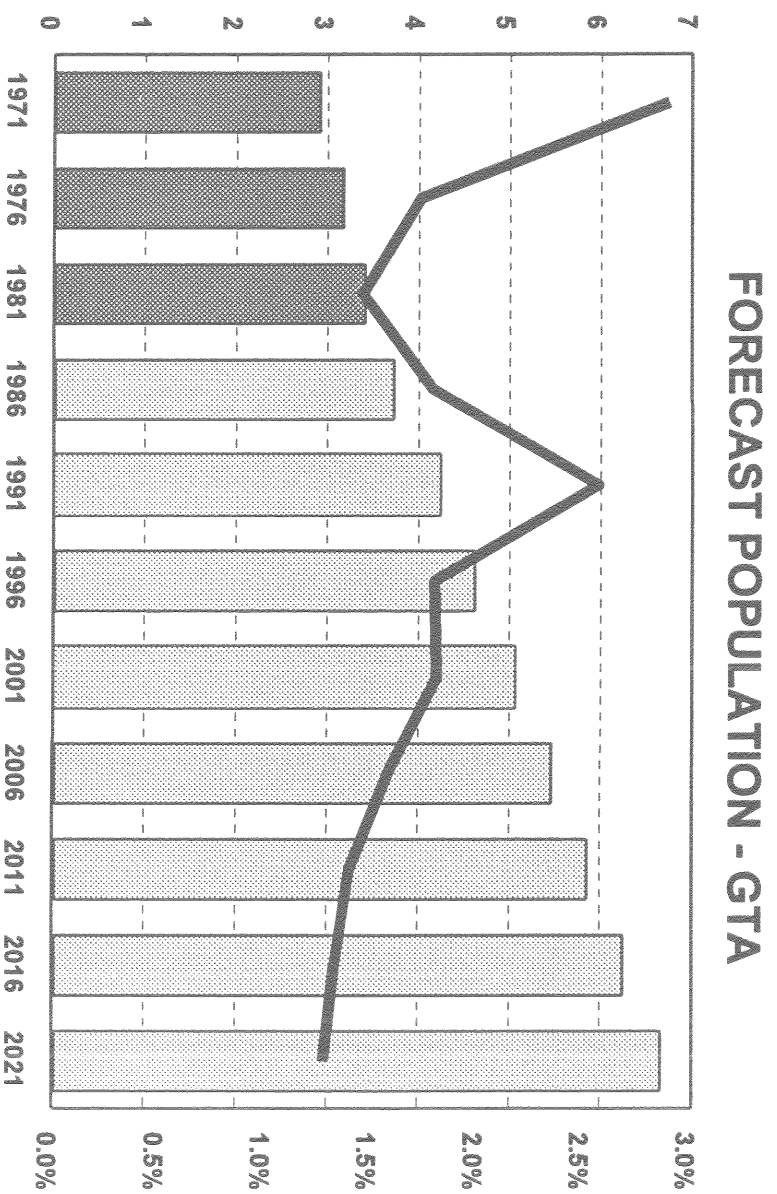
- To Forecast the Changing Demographic Nature of Mississauga Many Factors Need to be Considered
 - Outlook for natural increase
 - Growth levels of the GTA
 - Mississauga's role in accommodating GTA growth

Outlook for Natural Increase

- Fertility Levels to Remain Stable, Below Replacement
 - Mortality Rates to Continue Long Term Decline
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Growth Outlook for the GTA

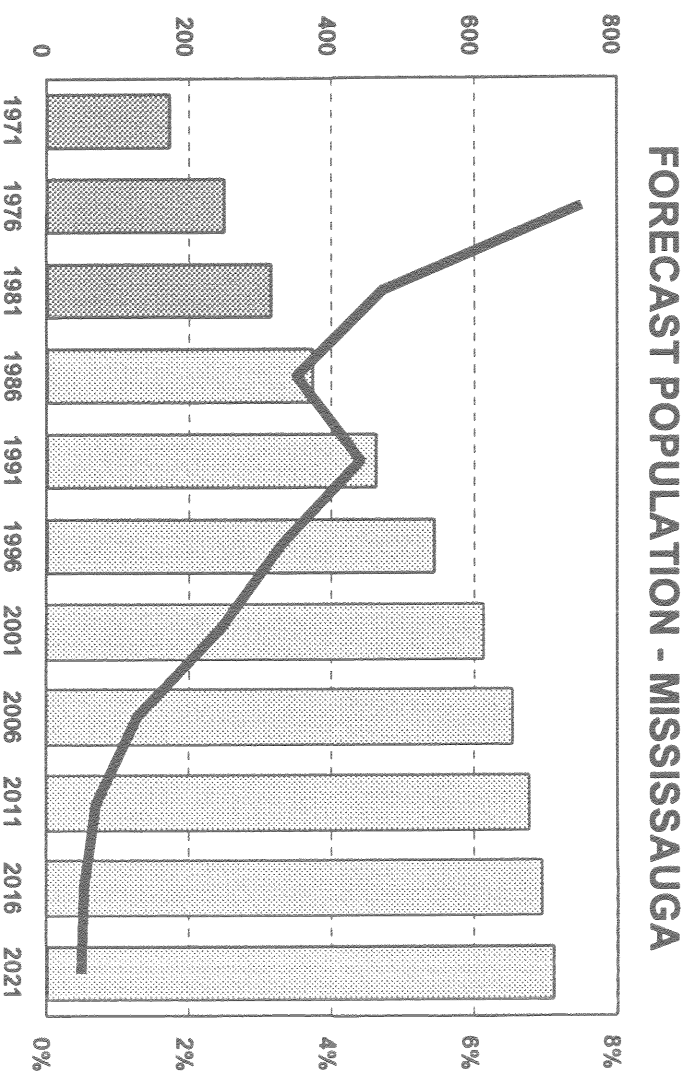
- Anticipate a Population of 6.7 million by 2021



This Forecast Assumes:

- Relatively Healthy Economy in Short and Long Term
 - Canada Remains Relatively Open to Immigration
 - Quality of Life is Maintained
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- Mississauga will Continue to Experience Strong Growth for Another 10 Years



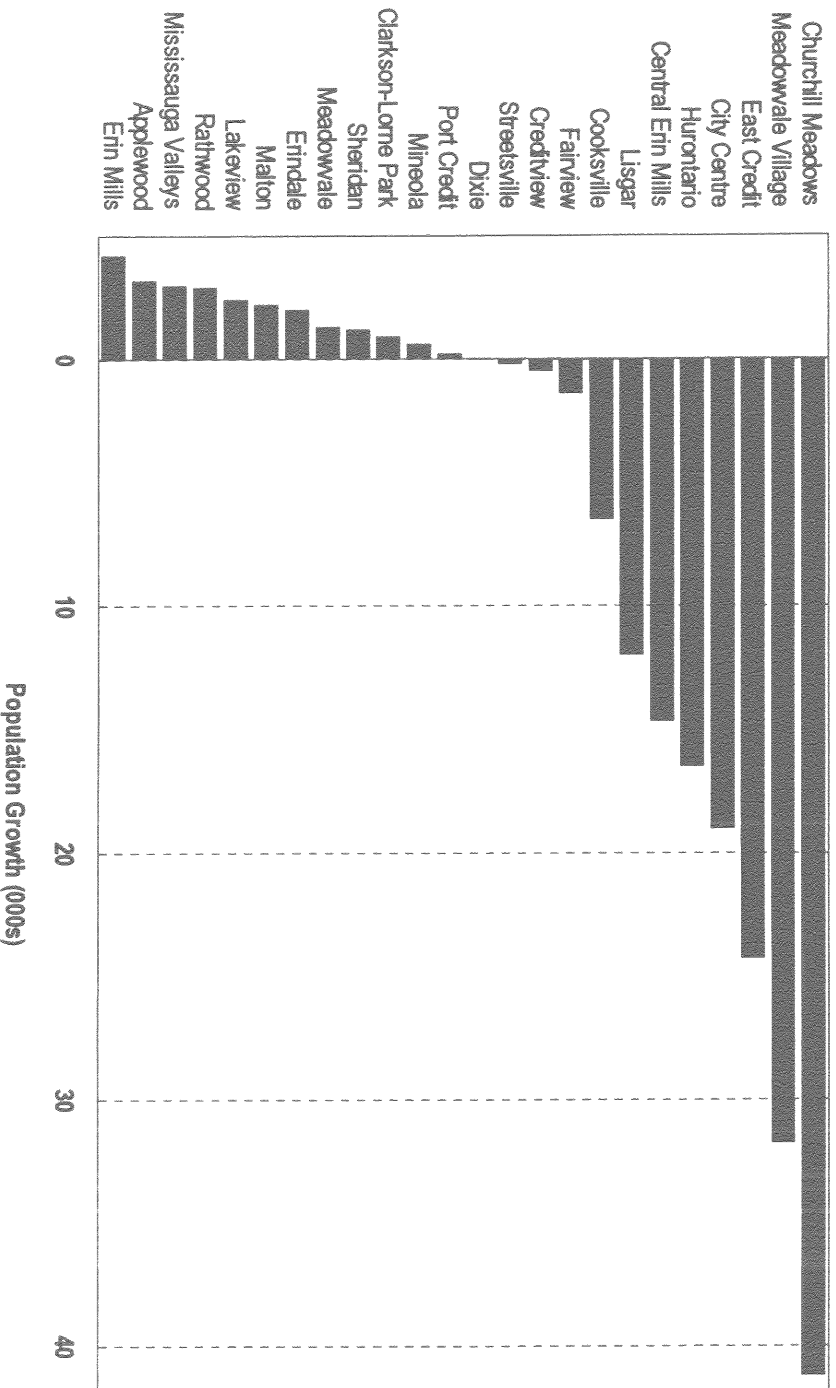
- In Long Term Population will be About 700,000

Growth will Slow As Mississauga Becomes Built Out

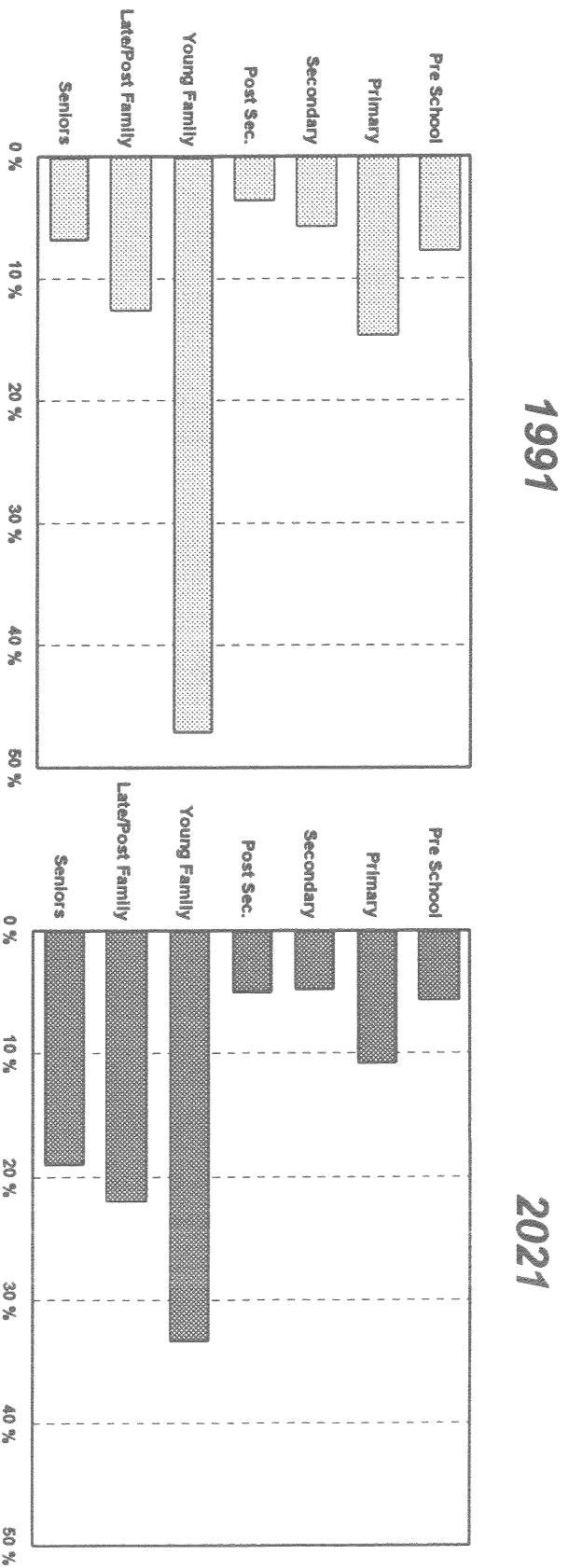
- Rapid Growth Has Been Fuelled by City's Large Role in GTA Housing Market
 - Lack of New Development Land will Slow Housing Role Over Next Ten Years
 - Higher Density Housing Market in GTA is more Competitive
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- Growth will Occur in Planning Districts with Vacant Development Land

**POPULATION GROWTH BY PLANNING DISTRICT
1998 to 2021**

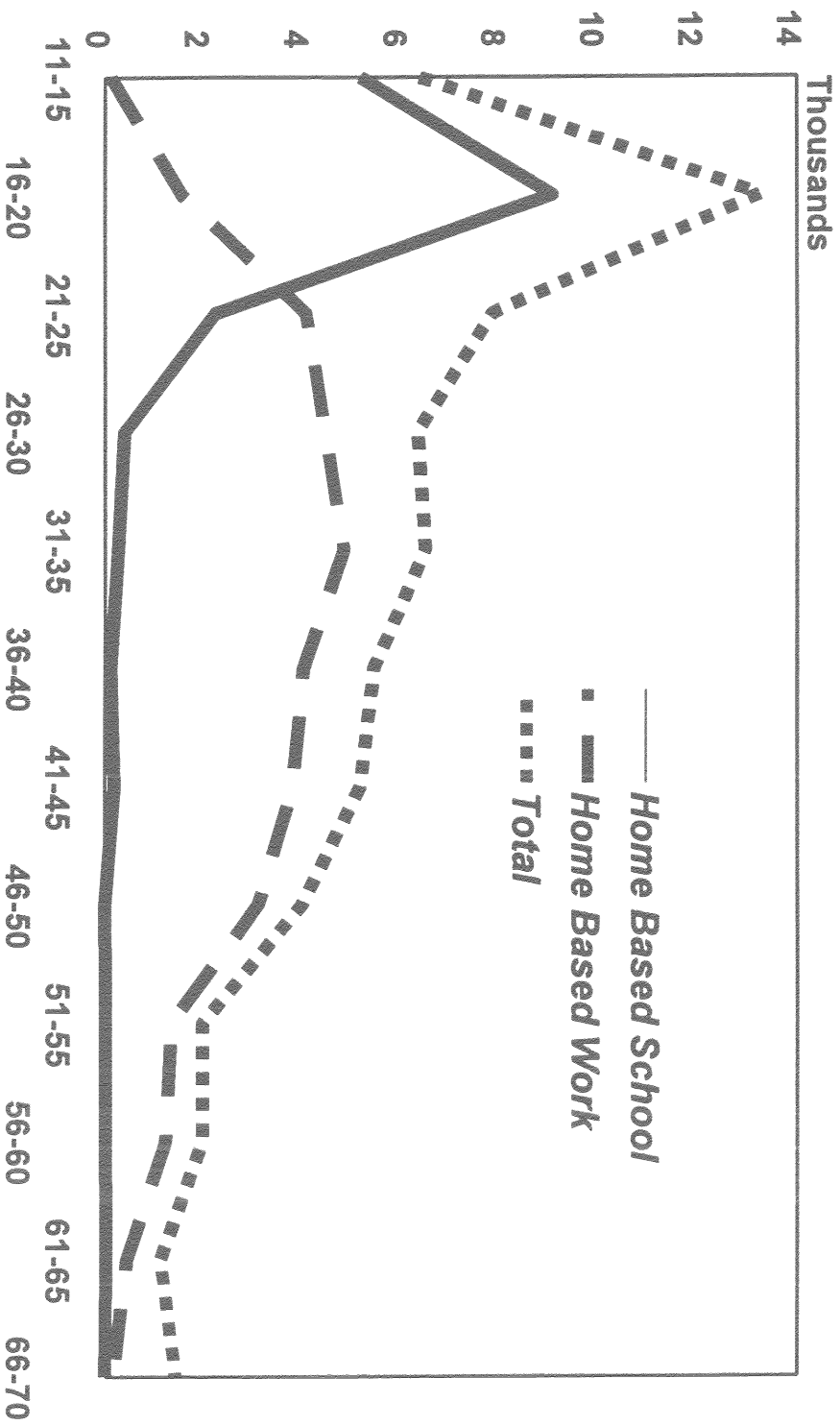


- Significant Change Will Occur in Mississauga's Age Structure

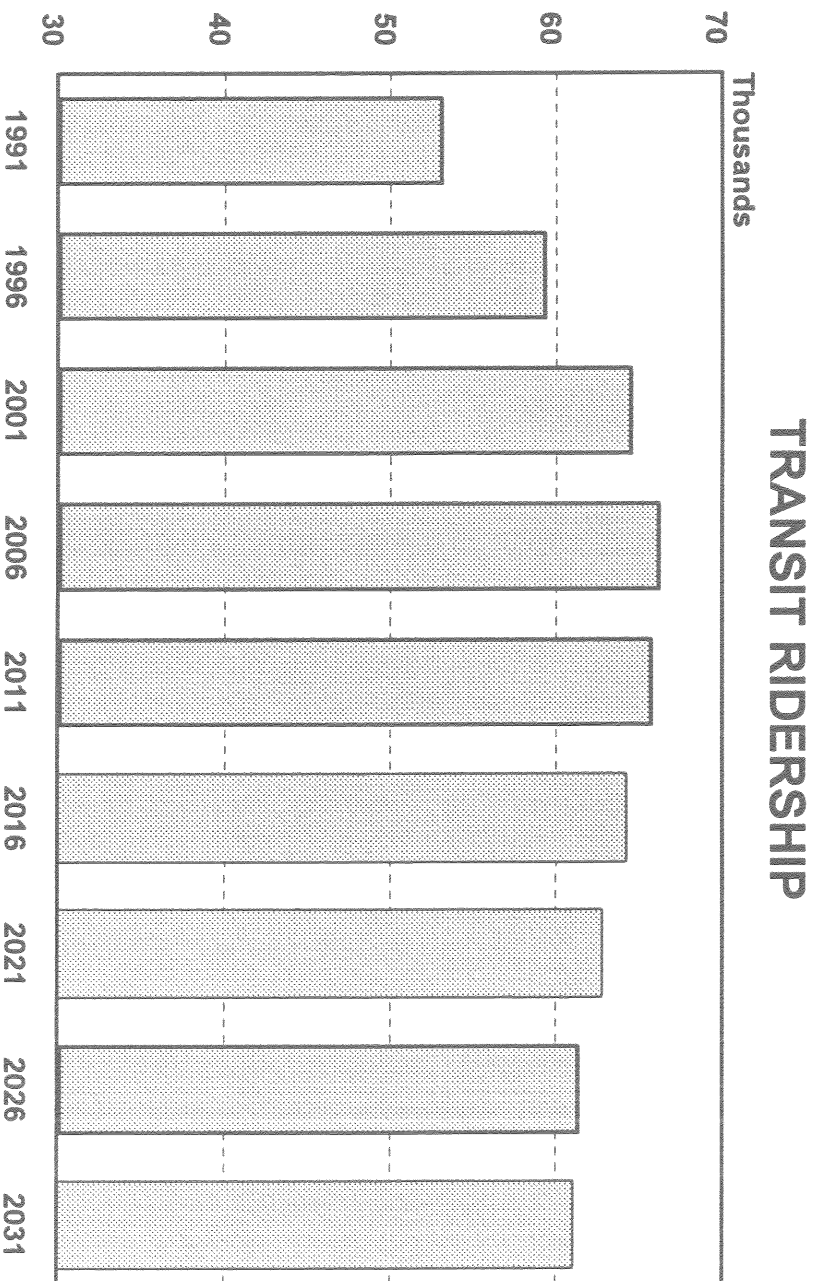


- Community will Become More Mature

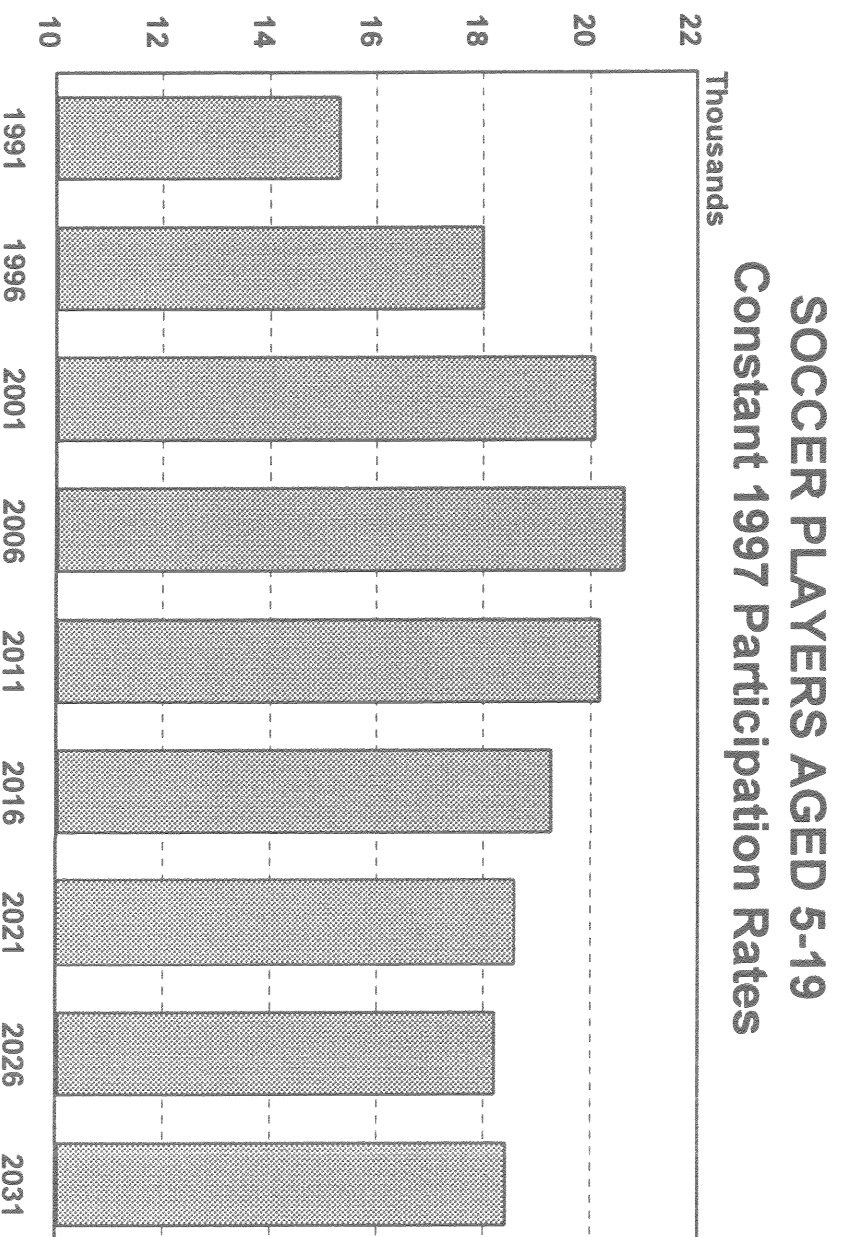
MISSISSAUGA TRANSIT RIDERSHIP 1996



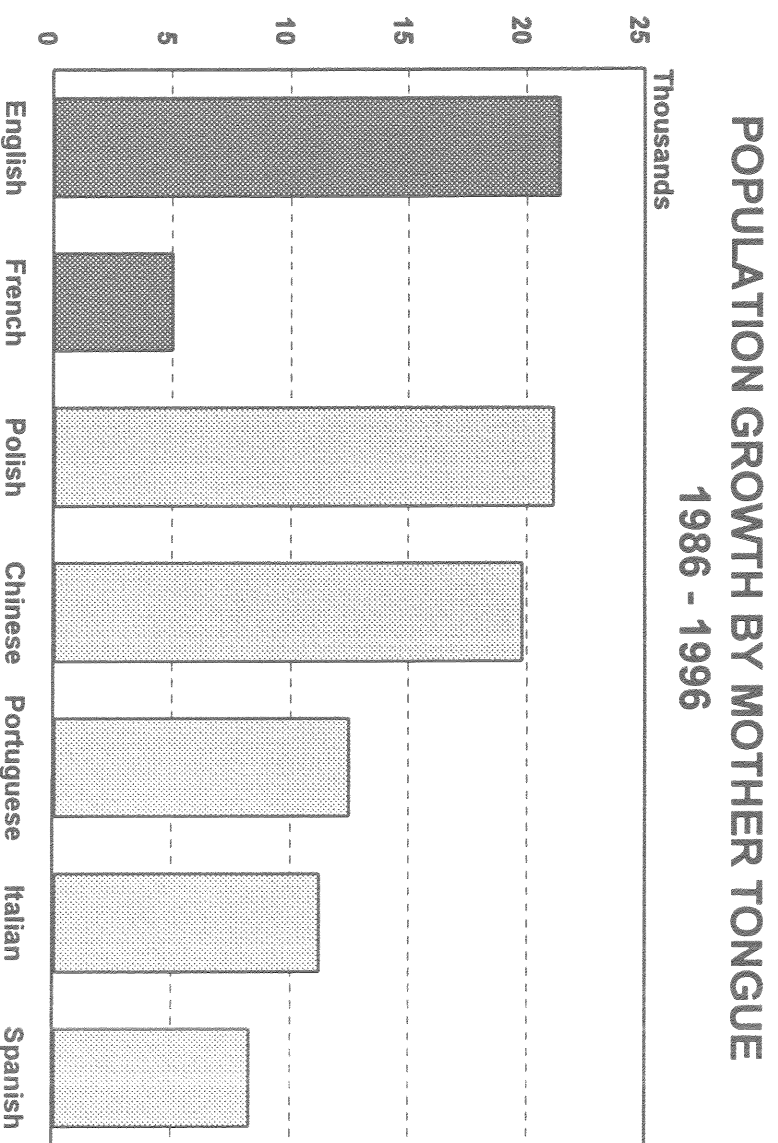
- **By 2006 Ridership Could Peak**



- Youth Soccer Participation will Decline After 2006



- Changing Immigration Patterns Will Have Implications for Service Providers



III USING THE FORECASTS

- Uncertainty in the Forecast Results Increases as:
 - The time period becomes longer
 - The more detailed the statistics
 - The smaller the geographic area

- Population is More Predictable than Employment
 - Land Extensive Development more Predictable than Development that can Locate Anywhere
 - Employment land and land for low density housing in Mississauga will be fully developed
 - Apartment and office development could locate anywhere in the GTA
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What do the Sensitivities Mean for Decision Making?

- *Forecast Results Add Information, They cannot Substitute for Sound Judgement*
 - *Short term numbers are sound, long term should be used with greater caution*
 - *Decisions made on the basis of the forecast should be made with the most certain information possible*
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CONCLUSION

- City of Mississauga Is About to Reach Maturity
 - Rapid Growth Will Stop
 - Many Communities Will Experience Stable or Declining Population
 - Employment Growth will Continue to be Strong for a longer period
 - Mississauga Will Become More Like the City of Toronto
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