

# **Baby Boomers in the North Bay Parry Sound District Health Unit: A Demographic Profile**

**October 2015**

# BABY BOOMERS DEMOGRAPHIC PROFILE

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This report profiles the baby boomer population in the North Bay Parry Sound District Health Unit (NBPSDHU). Key demographic indicators for this population cohort are detailed, including gender, ethnicity, language, family and household characteristics, education, employment, and income. Baby boomers is the term used to describe the cohort born between 1946 and 1964. The population aged 45-64 was used as an estimate of the baby boomer population.

**Data Sources:** Canada Census 2011, Canadian Community Health Survey (CCHS) 2011/12, National Household Survey (NHS) 2011.

## **Methodology & Data Limitations:**

The NBPSDHU region includes all of the census division (CD) of Parry Sound District and most of the Nipissing District CD. The census subdivisions (CSD) in the Nipissing District that are not served by the NBPSDHU are South Algonquin Township, Town of Temagami, Bear Island First Nation, and the majority of Nipissing, Unorganized, South Part. These areas have been excluded from the population indicators presented in this report, unless otherwise stated, creating the “Adjusted Nipissing District”. In addition, the NBPSDHU only serves part of Nipissing, Unorganized, North Part however, since the majority of this area is served, it has been included in its entirety.

The Canadian short-form census is a mandatory survey administered every five years, which collects population and demography data including size and composition of household, and language ability for the entire Canadian population. The National Household Survey (NHS) is a voluntary survey used in 2011 in place of the mandatory long-form census to collect data about sociocultural characteristics, education, labour market activities and income. Due to the voluntary nature of the survey, there is a risk of bias due to non-response, and therefore estimates may not represent the entire population. The global non-response (GNR) rate is a measure used to estimate the quality of the data, which combines the household non-response and item non-response. Statistics Canada established that a GNR of 50% or higher presents too much bias and cannot be considered reliable. The (unadjusted) Nipissing District had a GNR of 30.7%, while the Parry Sound District had a GNR of 40.6%. The potential bias should be considered when using data from the NHS. For more information about the Canadian Census please visit

<http://www23.statcan.gc.ca/imdb/p2SV.pl?Function=getSurvey&SDDS=3901>. For more information about the NHS please visit <http://www23.statcan.gc.ca/imdb/p2SV.pl?Function=getSurvey&SDDS=5178>.

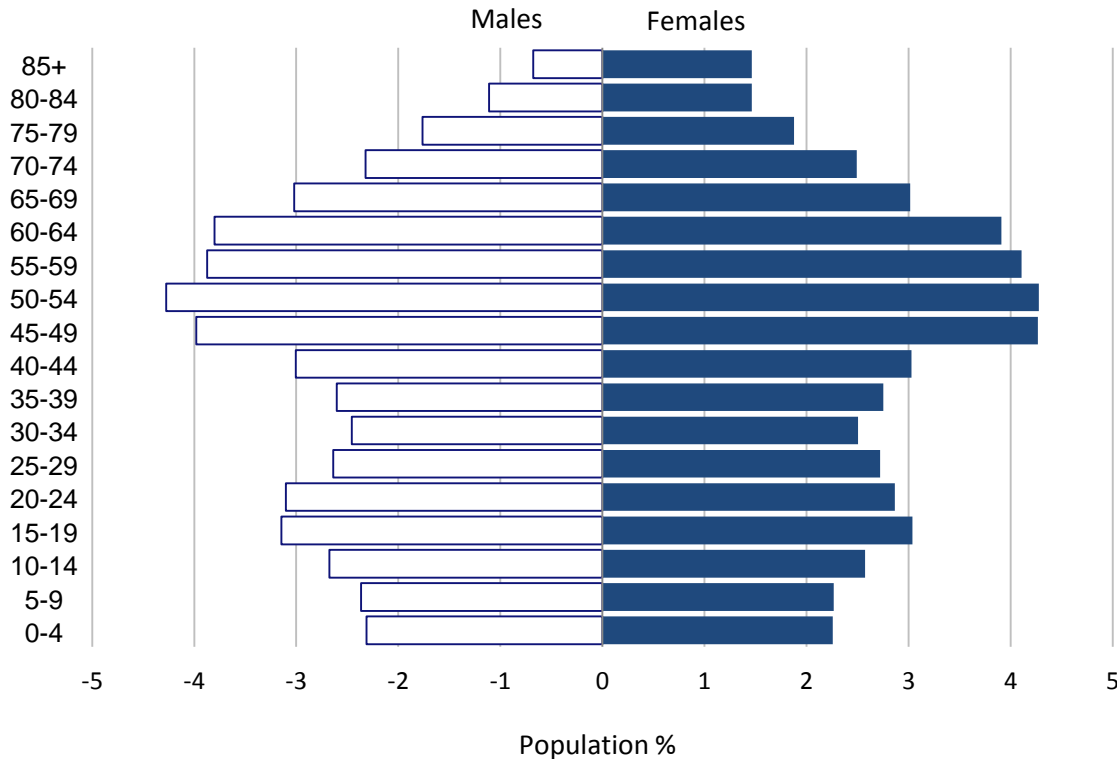
The Canadian Community Health Survey (CCHS) is a national cross-sectional survey that collects health-related data about the Canadian population. It is a voluntary survey that is administered every two years using computer assisted interviewing. This survey excludes those who live in institutions, on First Nations reserves and full time members of the Canadian Forces. Estimates in this report were calculated using the bootstrapping method. For more information about the CCHS please visit <http://www23.statcan.gc.ca/imdb/p2SV.pl?Function=getSurvey&SDDS=3226>.

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## Individual Characteristics

The median age of North Bay Parry Sound District Health Unit (NBPSDHU) region residents is 46.2 years, with the baby boomer population making up approximately one third (32.5%) of the total population, totaling 40,545 individuals (Figure 1; Table 1). Males account for 49.0% of this age cohort, while females account for 51.0%.

Figure 1. Distribution of population by age and sex, NBPSDHU region, 2011



Source: Canada Census, 2011

Table 1. Population counts for individuals aged 45 to 64 years, NBPSDHU region, by district and planning area, 2011.

Area	Males	Females	Total
NBPSDHU region	19,910	20,665	40,545
Parry Sound District	7,275	7,505	14,780
North East Parry Sound	2,015	2,050	4,065
South East Parry Sound	1,785	1,855	3,630
West Parry Sound	3,440	3,600	7,030
Adjusted Nipissing District	12,610	13,170	25,780
North Bay	7,555	8,100	15,655
East Nipissing	2,090	2,085	4,185
West Nipissing	2,945	2,980	5,935

Source: Canada Census, 2011

Note: Values may not add up to total due to random rounding

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## Cultural Characteristics

### Ethnicity

A large proportion of residents aged 45-64 in private households in the NBPSDHU region report their ethnicity as Canadian (38.6%); of these 58.1% also reported at least one additional ethnicity. Ethnicities other than Canadian that were reported by residents of NBPSDHU region aged 45-64 include English (32.6%), French (27.8%), Irish (21.7%), Scottish (20.7%), German (10.9%), First Nations (6.7%), and Metis (3.3%).

Source: NHS, 2011

### Visible Minority

Less than 1% (0.9%) of baby boomers in the NBPSDHU region are visible minorities. Visible minorities living in the NBPSDHU region include Chinese, Black, South Asian, Filipino, and Latin American.

Source: NHS, 2011

### Language

Almost everyone aged 45-64 in the NBPSDHU region has knowledge of English and/or French, with <0.1% having knowledge of neither English nor French. Three quarters (75.1%) of baby boomers have knowledge of English only, one quarter (24.4%) have knowledge of both English and French, and 0.5% have knowledge of French only.

English is the mother tongue of 70.3% of baby boomers in the NBPSDHU region. French was reported as the mother tongue for this population by 24.2% of residents, and 1% reported both English and French as their mother tongue. A non-official language was reported as the mother tongue by 4.1% of residents; the most common non-official languages reported include German (0.8%), Italian (0.7%), Polish (0.3%), Algonquian Languages (0.3%), and Dutch (0.3%).

Source: Canada Census, 2011

### Immigration

The majority of NBPSDHU region residents aged 45-64 were born in Ontario (84.2%), with a further 10.0% of residents born in other provinces in Canada. Of those who immigrated to Canada (5.7%), most are from Europe (66.2%) and the Americas (21.9%). The majority (51.6%) of immigrants in the NBPSDHU region aged 45-64 arrived prior to 1971, with 18.1% arriving in 1971-1980, 14.2% arriving in 1981-1990, and the remaining 16.3% arriving in 1991 or later.

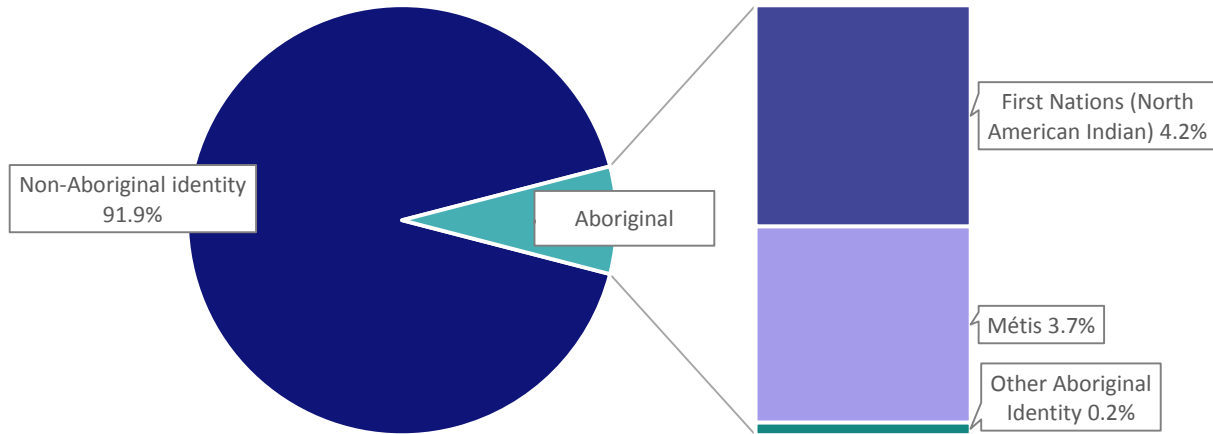
Source: NHS, 2011

### Aboriginal Identity

Those who identify as Aboriginal make up 8.1% of NBPSDHU residents aged 45-64 years, with approximately half of them (51.1%) identifying as First Nations, and 45.3% identifying as Metis (Figure 2). Other Aboriginal identities include Inuk (Inuit), multiple Aboriginal identities, and Aboriginal Identities not included elsewhere. While the NHS aims to collect information from all Canadians, data from First Nations reserves may have been suppressed due to data quality, confidentiality, or incomplete enumeration.

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Figure 2. Aboriginal Identity of NBPSDHU residents aged 45-64 years, 2011



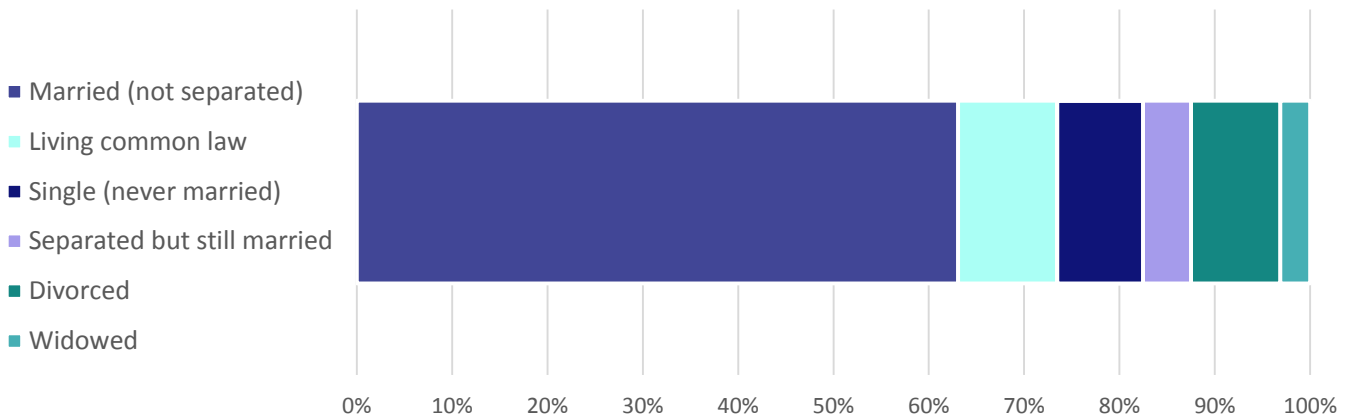
Source: NHS, 2011

## Family and Household Characteristics

### Marital Status

Three quarters (73.5%) of NBPSDHU region residents aged 45-64 year are married (63.1%) or living with a common law partner (10.4%). The remaining quarter (26.5%) of residents aged 45-64 years are single (9.0%), separated (5.0%), divorced (9.4%), or widowed (3.1%) (Figure 3).

Figure 3. Marital status of NBPSDHU residents ages 45-64, 2011



Source: Canada Census, 2011

### Living Arrangements

The majority (80.8%) of baby boomers in the NBPSDHU region are living in a census family. A census family refers to a “married couple (with or without children), a common law couple (with or without children) or a lone parent family” (Statistics Canada). Approximately three-quarters (73.5%) of baby boomers are living with a married spouse or common law partner with no children at home, 5.1% are lone parents with no children at home, and 2.1% have children at home. Baby boomers not living in a census family include those living with relatives (1.8%), non-relatives (3.5%), and alone (13.9%).

Source: Canada Census, 2011

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## Dwelling

About 4 in 5 (79.5%) baby boomers who live in a private dwelling in the NBPSDHU region live in a single detached home, 12.3% live in an apartment, 4.4% live in a semi-detached house, and 2.7% live in a row house, with the remaining 1.1% living in another type of dwelling. This only includes residents who live in private dwellings, excluding anyone who is in a collective dwelling, such as an institution or retirement residence.

Source: Canada Census, 2011

## Mobility

In the NBPSDHU region, the majority of residents aged 45-64 (91.9%) did not move between May 2010 and May 2011. Of those that did move (8.1%), over half (55.9%) moved within the same town/city. Three quarters (72.7%) of baby boomers in the NBPSDHU region did not move between May 2006 and May 2011. A similar proportion of baby boomers that did move moved within the same city/town (12.9%) as from out of town (14.4%). Of those that moved from a different town, 90.1% were from Ontario.

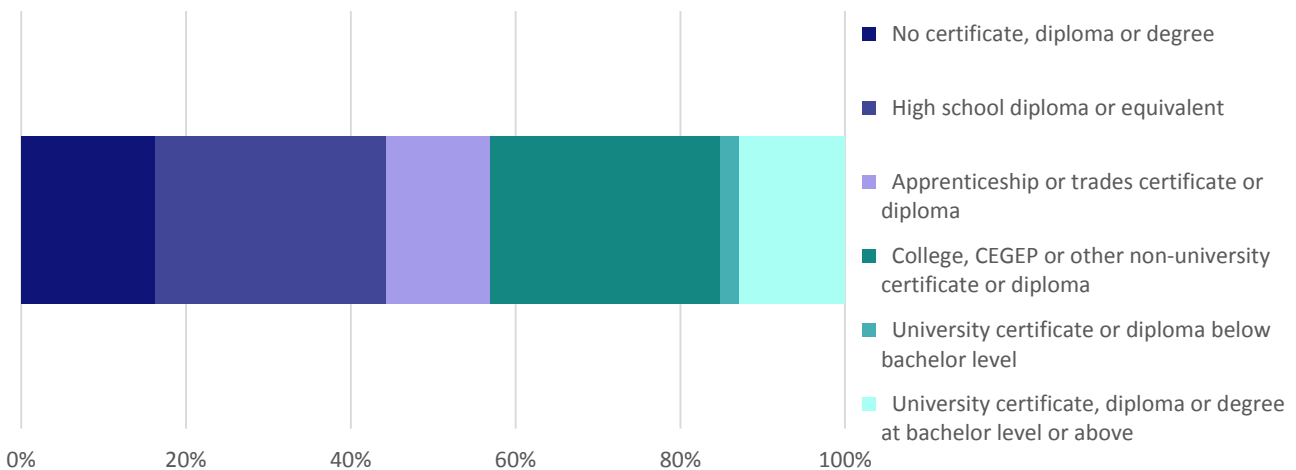
Source: NHS, 2011

## Education and Employment Characteristics

### Highest education

The majority of baby boomers in the NBPSDHU region have at least a high school diploma or equivalent (83.7%). Additionally, more than half (55.8%) have achieved a certificate, diploma, or degree beyond high school, including apprenticeship or trades certificate or diploma (12.8%), college, CEGEP, or other non-university certificate or diploma (27.8%), university certificate or diploma below bachelor level (2.3%), and university certificate, diploma or degree at or above bachelor level (12.9%) (Figure 4).

Figure 4. Highest educational achievement of NBPSDHU region residents, aged 45-64, 2011



Source: NHS, 2011

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## Employment

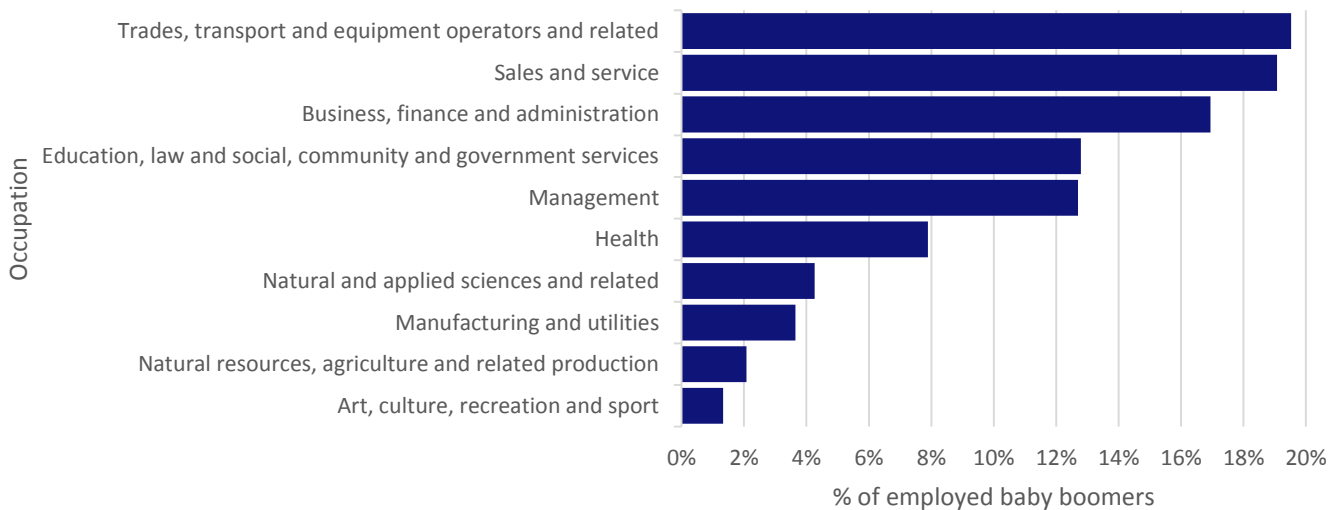
Baby boomers make up almost half (46.4%) of all employed workers over the age of 15 in the NBPSDHU region. Approximately two-thirds (68.7%) of NBPSDHU region residents aged 45-64 are in the labour force. Within this group, there is a 64.4% employment rate and a 6.2% unemployment rate. Almost two-thirds (60.3%) of baby boomers in the work force worked 49-52 weeks mostly full time (30+ hours/week). Of the employed NBPSDHU region residents aged 45-64, 13.2% are self-employed, 23.6% of which are incorporated and 75.6% unincorporated.

Source: NHS, 2011

## Occupation

Baby boomers in the NBPSDHU region are employed in a variety of occupations (Figure 5). About one fifth (19.5%) have trades, transport and equipment operators and related occupations, while another fifth (19.1%) are in sales and services. Business, finance and administration accounts for 16.9% of occupations, while 1 in 8 work in management (12.7%) and 1 in 8 work in education, law and social, community and government services (12.8%).

Figure 5. Occupations of employed NBPSDHU residents aged 45-64, 2011



Source: NHS, 2011

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## Place of work

Almost half (46.2%) of employed NBPSDHU region residents aged 45-64 live and work in the same census subdivision (CSD). A further 19.7% live and work within the same census division (CD), but a different CSD. A small proportion (12.9%) of baby boomers work in a different CD and/or province than their residence. Approximately 1 in 15 (6.5%) employed baby boomers work at home (Table 2).

Table 2. Employed baby boomers' place of work in relation to residence, NBPSDHU region and district, 2011.

Area	Work in CSD of residence	Work in CD of residence	Work in province of residence	Work outside province of residence	Work at home	No fixed workplace address	Total employed population
NBPSDHU region	12,040	5,130	3,140	235	1,695	3,815	26,060
Parry Sound District	1,945	2,630	2,265	20	780	1,595	9,230
Adjusted Nipissing District	10,095	2,500	875	215	915	2,220	16,830

Source: NHS, 2011

Note: Values may not add to total due to random rounding

## Transportation to work

Driving in a car, truck, or van either as a driver (85.7%) or a passenger (4.9%) is the most common way for employed baby boomers in the NBPSDHU region to get to work. Baby boomers also walk (5.6%), use public transit (1.4%), bicycle (0.9%), and use other methods not listed (1.6%).

Source: NHS, 2011

## Income Characteristics

In 2010, almost one-third (29.0%) of NBPSDHU region residents aged 45-64 years had a total income less than \$20,000, 36.9% had a total income between \$20,000 and \$50,000, with the remaining population in this age cohort (31.9%) reporting a total income of \$50,000 or more. NBPSDHU region residents aged 45-64 years reporting a total income of \$100,000 and over make up 5.1% of the baby boomer population. The median and average total incomes of baby boomers in 2010 was \$37,750 and \$45,410 in the (unadjusted) Nipissing District, and \$34,030 and \$40,770 in the Parry Sound District, respectively.

Source NHS, 2011



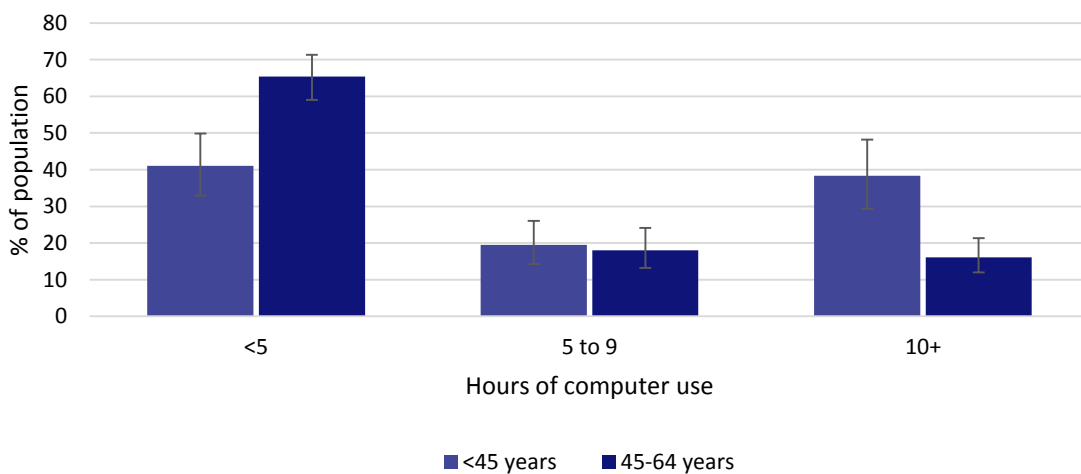
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## Daily Activities

### Computer Use

Baby boomers in the NBPSDHU region spend an average of 4.50 hours (95% CI 3.8-5.2) on a computer each week, ranging from 0 to 49 hours a week. About two-thirds (65.4%; 95% CI 59.0-71.4%) of baby boomers reported using a computer less than five hours in a typical week, and 24.0% (95% CI 16.9-32.9%) reported no use of a computer. In contrast, NBPSDHU residents 44 years of age and younger spend an average of 10.17 hours (95% CI 7.9-12.4) on the computer in a typical week, with only 41.0% (95% CI 32.8-49.9%) reporting using the computer for less than five hours in a typical week (Figure 6).

Figure 6. Hours of computer use in a typical week by NBPSDHU residents less than 45 years of age and 45-64 years of age, 2011/12.



Source: CCHS 2011/12