



# PEOPLE AND PLANNING

---

Presented by:  
Darrell Bricker, Ph.D.

© 2026 Darrell Bricker. All rights reserved. Contains Proprietary information and insights may not be disclosed or reproduced without the prior written consent of the presenter.



# Why Demographics?

It's about **us**

Getting better at **measuring**

Decisions **already made**

**Projectable**

**Facts** – we can disagree about speed and levels, but trends undeniable



## Why Public Opinion?

Reflects **demand** - who wants what.

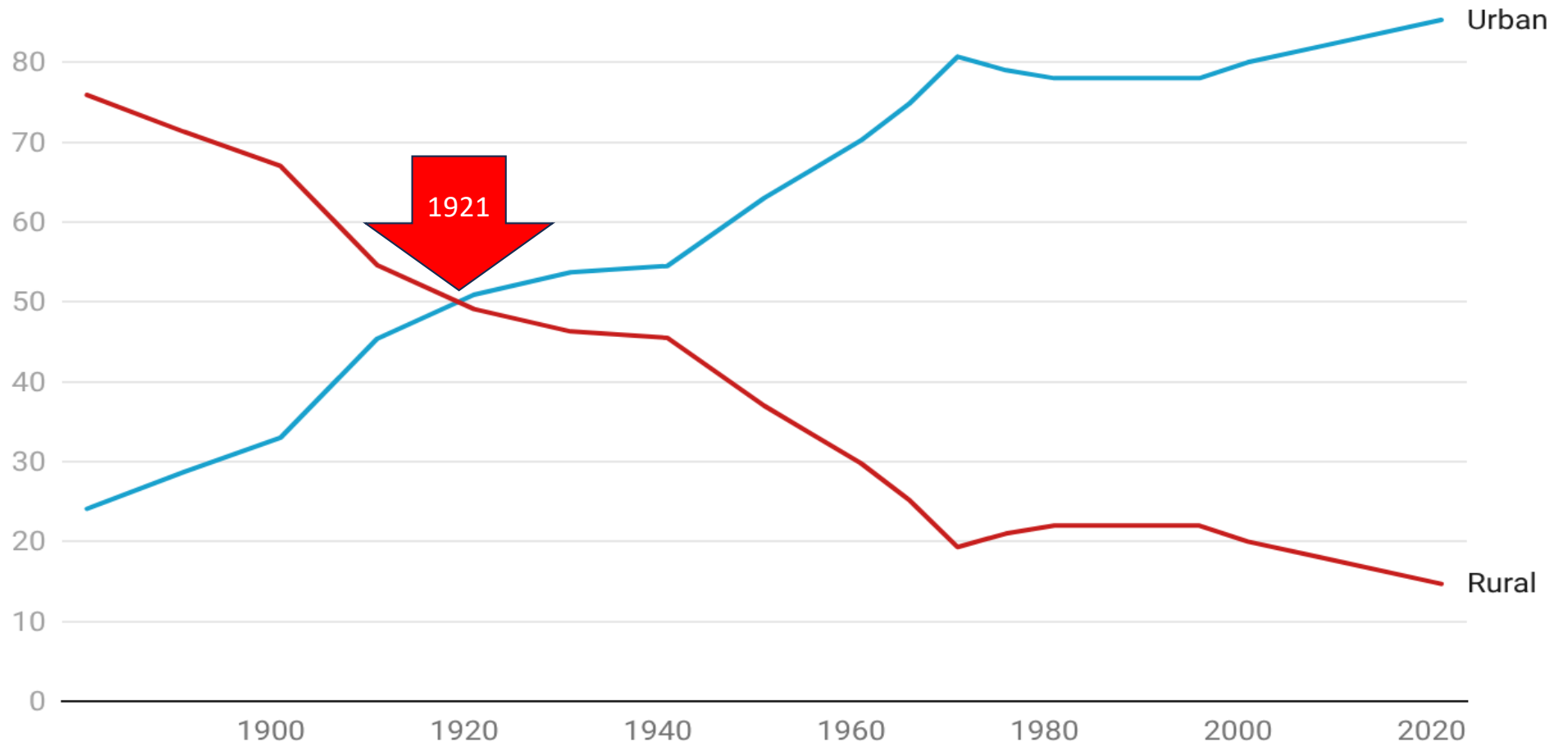
**Not just rational** – emotions, expectations, information levels, trust.

**Malleable** – changes given conditions.

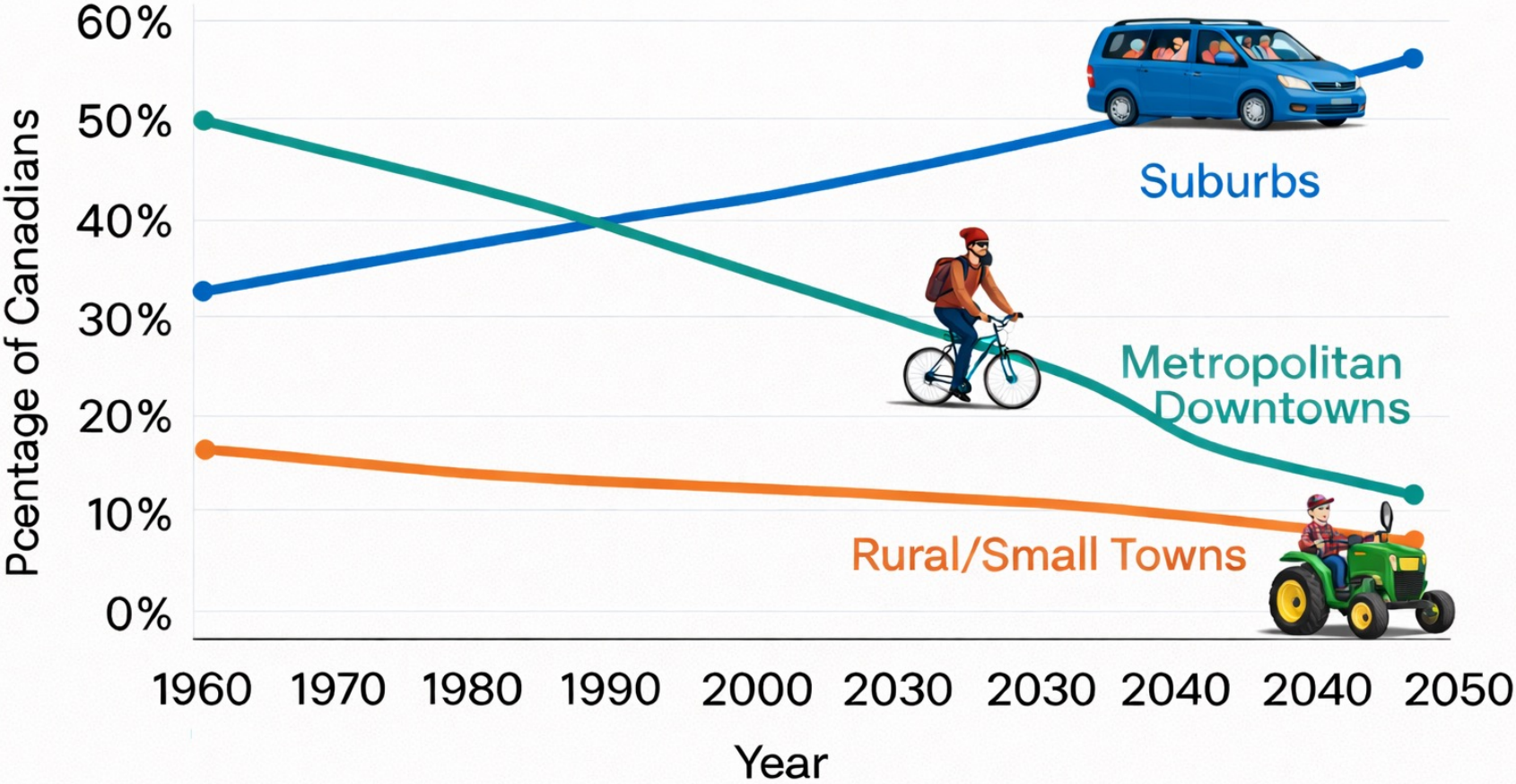
**Demography** a big driver.



# Urban/Rural Canada by Decade



# We Are Suburban



# Fastest Growing Communities 2001-2021

1. Milton +322%
2. Bradford West Gwillimbury +121%
3. Brampton +102%
4. New Tecumseth +87%
5. Vaughan +78%
6. Ajax +72%
7. Markham +62%
8. Richmond Hill +53%
9. Barrie +43%
10. Guelph +25%

**Downtown Toronto - +9%**

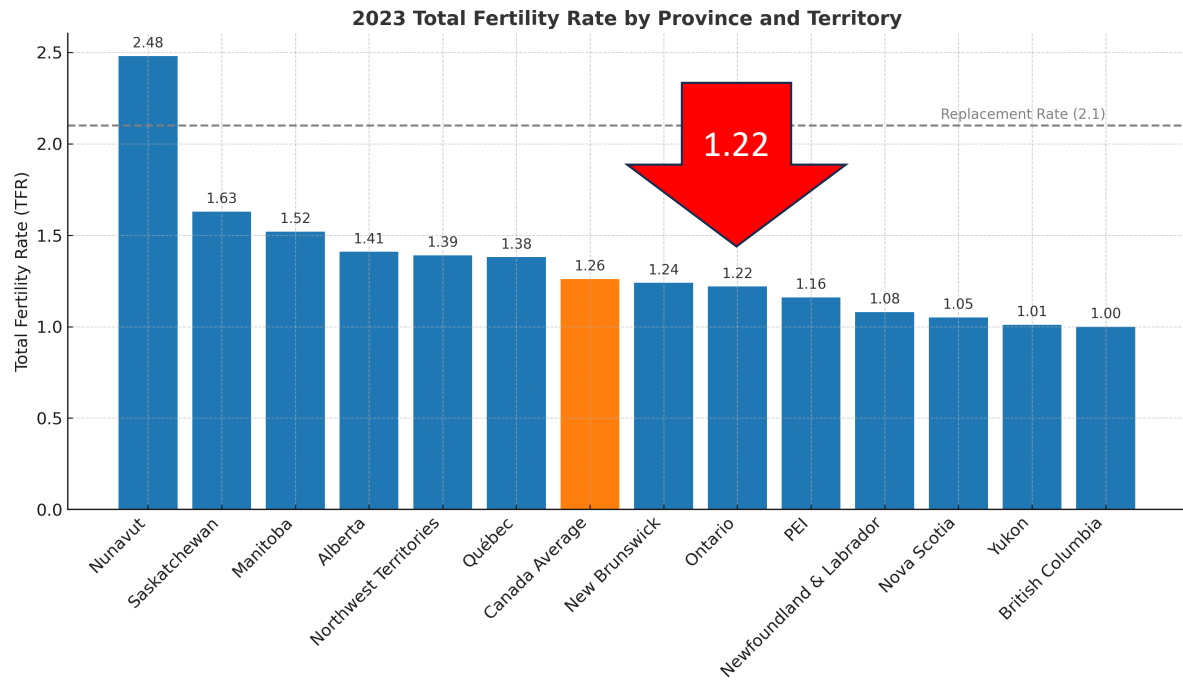
# Replacement Rate

**2.1**

# Lowest Fertility Rate in Canadian History

1.3

All provinces below replacement rate...



# Canada's Population **Fell Below** Natural Replacement in 2022

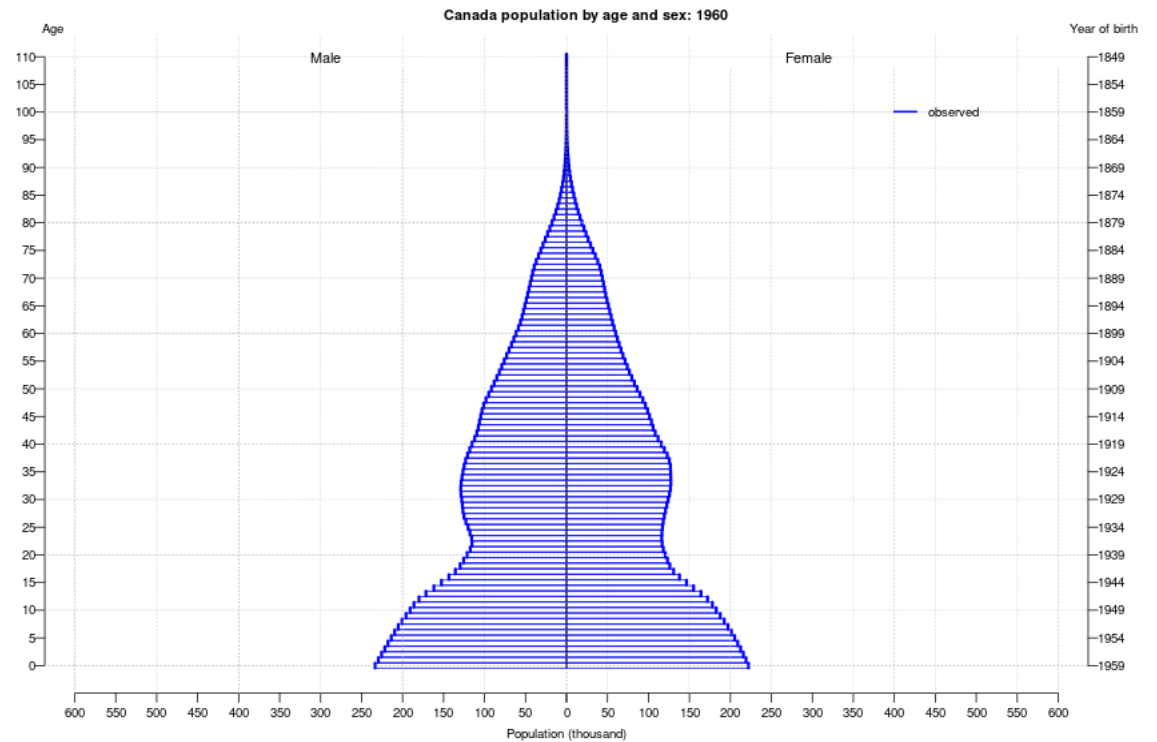


## CANADA POPULATION BY AGE AND SEX: 1960

---

Median Age	<b>26</b>
Longevity	<b>71</b>
Percentage 65+	<b>8%</b>
Fertility Rate	<b>3.91</b>
Peak Fertility	<b>3.93 (1959)</b>
Below Replacement	<b>NA</b>

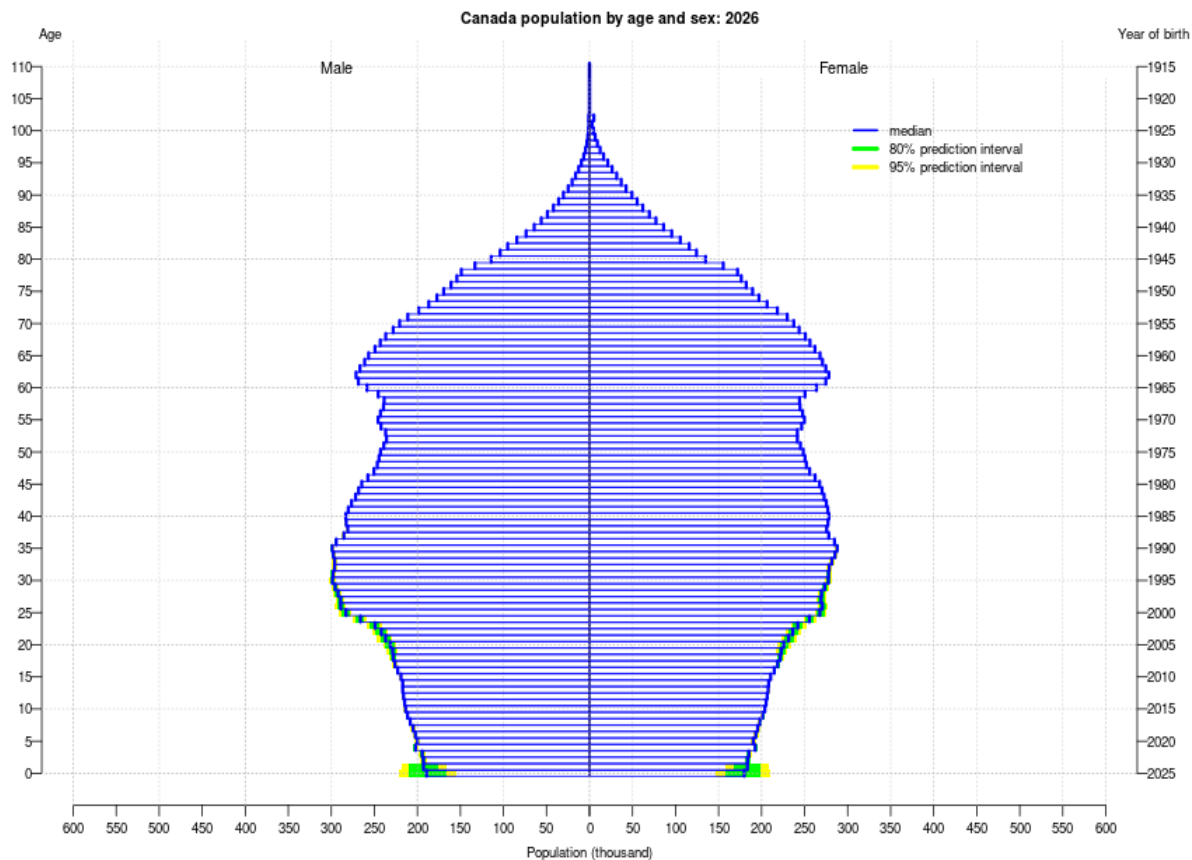
---



© 2024 United Nations, DESA, Population Division. Licensed under Creative Commons license CC BY 3.0 IGO.  
United Nations, DESA, Population Division. *World Population Prospects 2024*. <http://population.un.org/wpp/>

# CANADA POPULATION BY AGE AND SEX: 2026

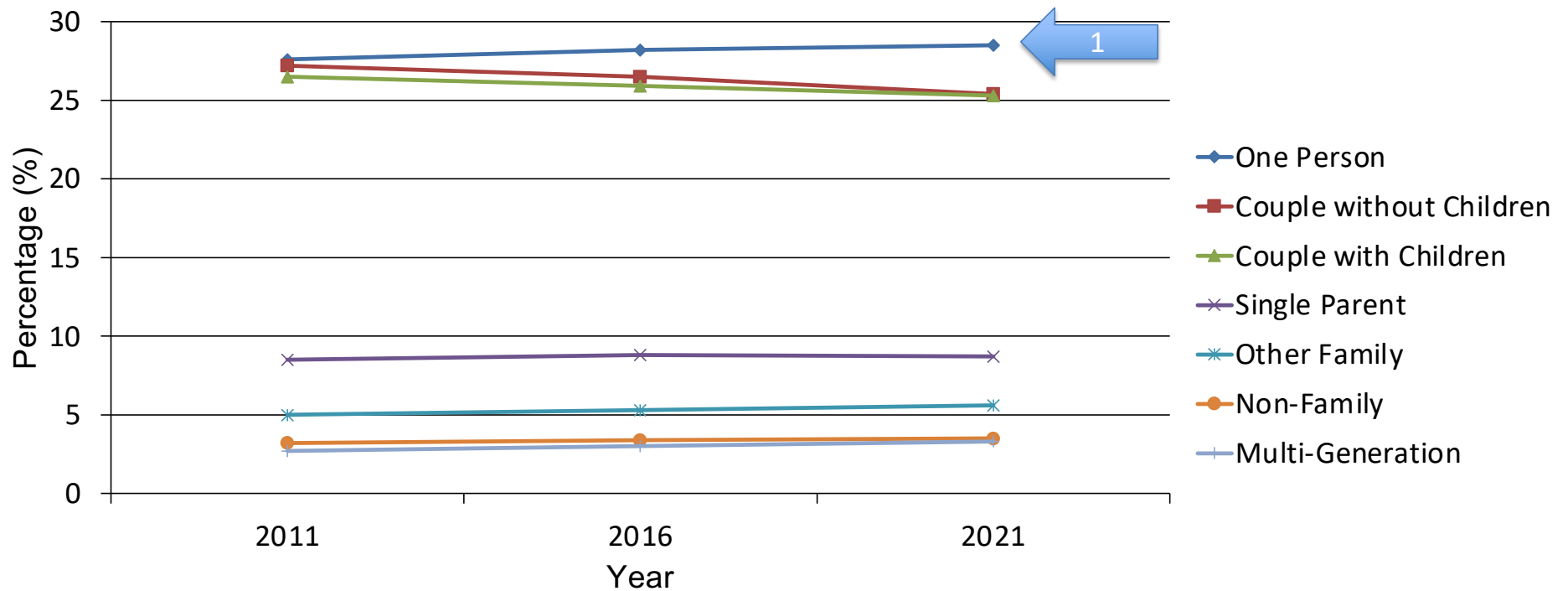
Median Age	<b>41</b>
Longevity	<b>83</b>
Percentage 65+	<b>20%</b>
Fertility Rate	<b>1.3</b>
Peak Fertility	<b>3.93 (1959)</b>
Below Replacement	<b>1972</b>



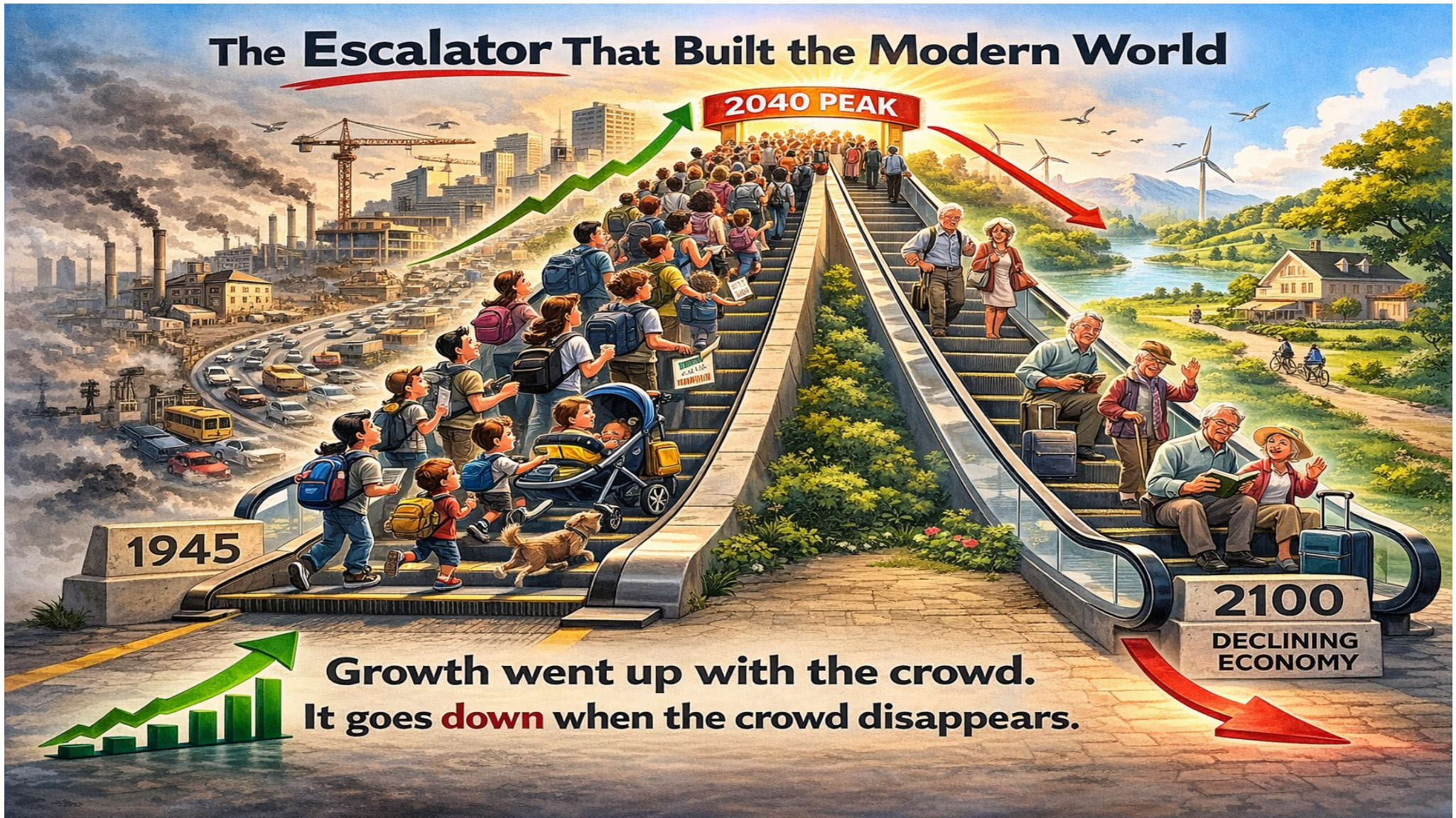
# Flipping the Pyramid...



# What does a Canadian household look like now? Hint: It's not two parents and two kids...



# The Escalator That Built the Modern World



2040 PEAK

1945

2100  
DECLINING  
ECONOMY

Growth went up with the crowd.  
It goes **down** when the crowd disappears.

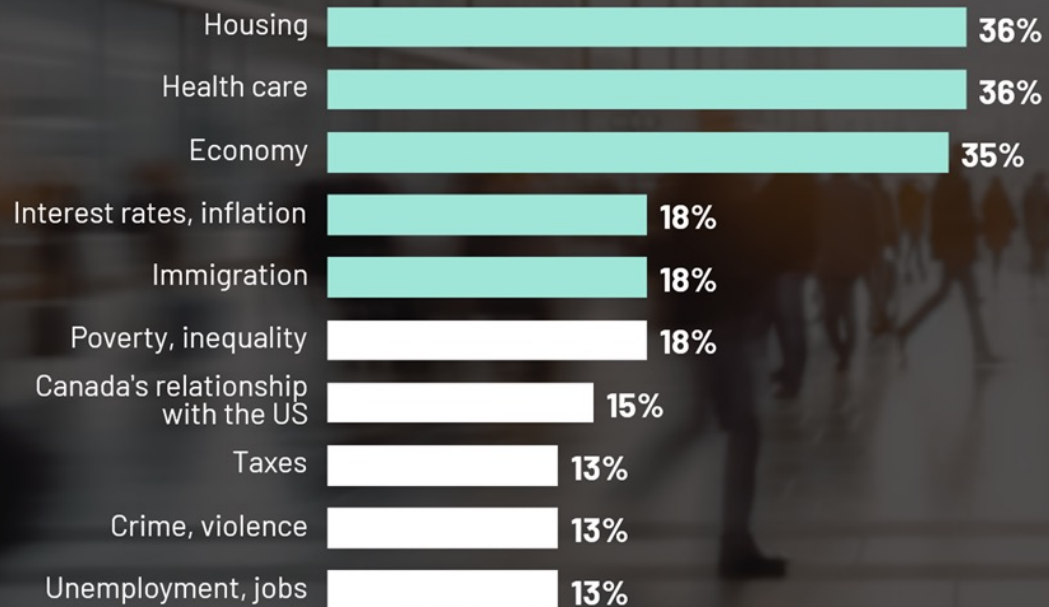


# Ipsos Issue Watch - Canada




## Most Important Issues Facing Canada (Mentioned In Top 3)

■ TOP 5

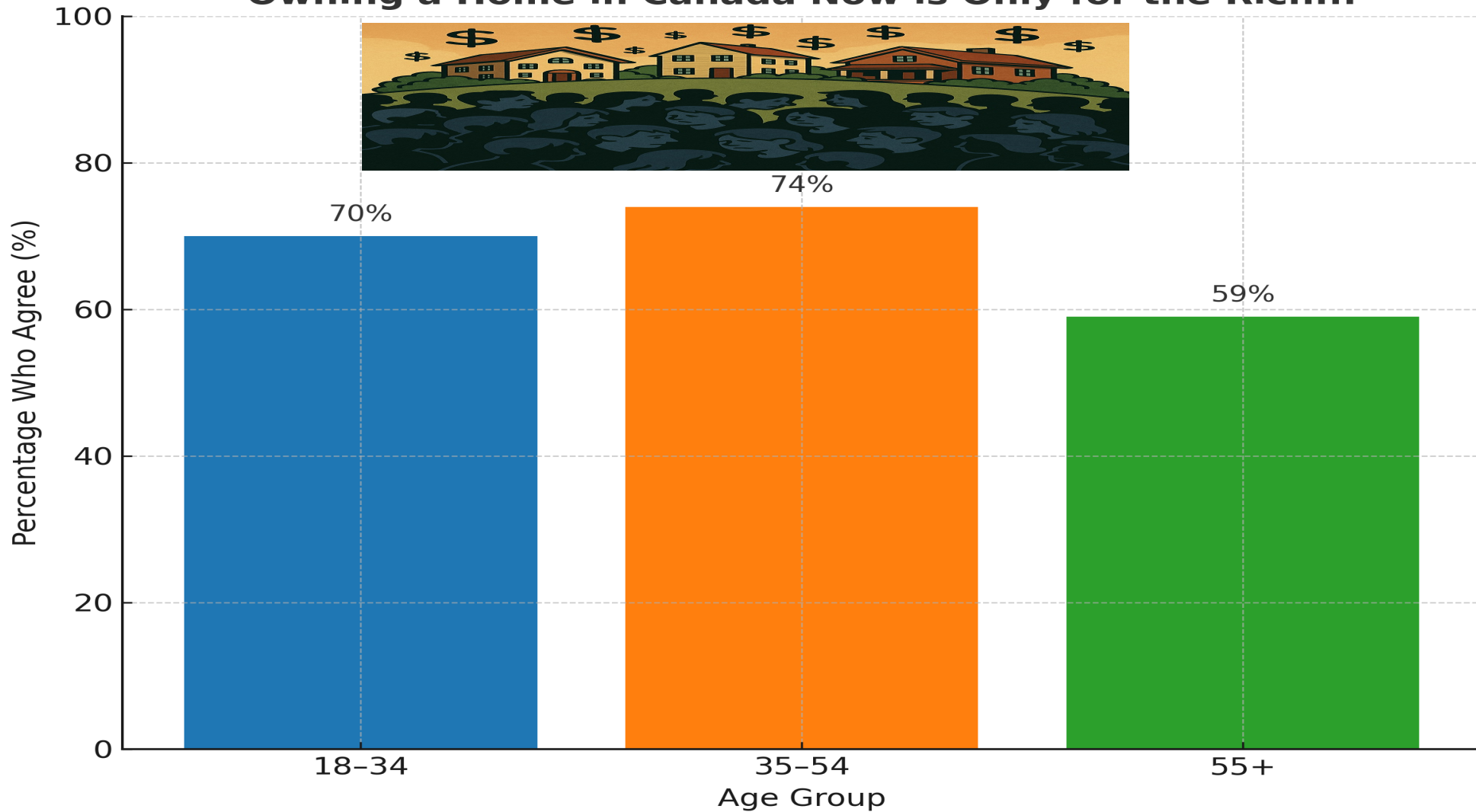


# Generational Division

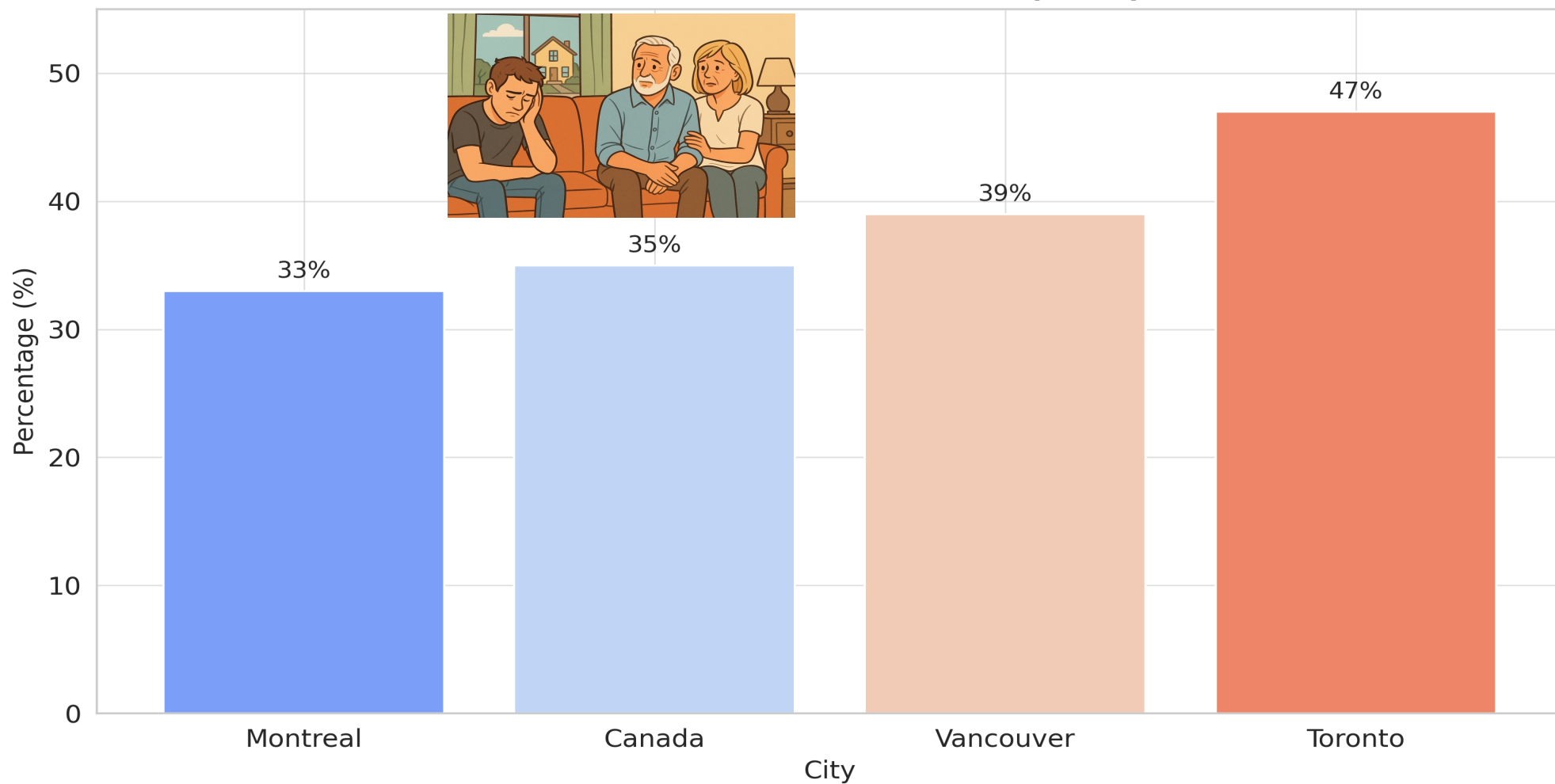
- **First time** young people **poorer** than their parents.
- Inflation + stagnation = **declining real incomes**.
- **Housing** affordability new national crisis.
- Young Canadians **locked out** of ownership, upward mobility.
- **Politicians** talk about future. Young people 
- Intergenerational **resentment** rising.



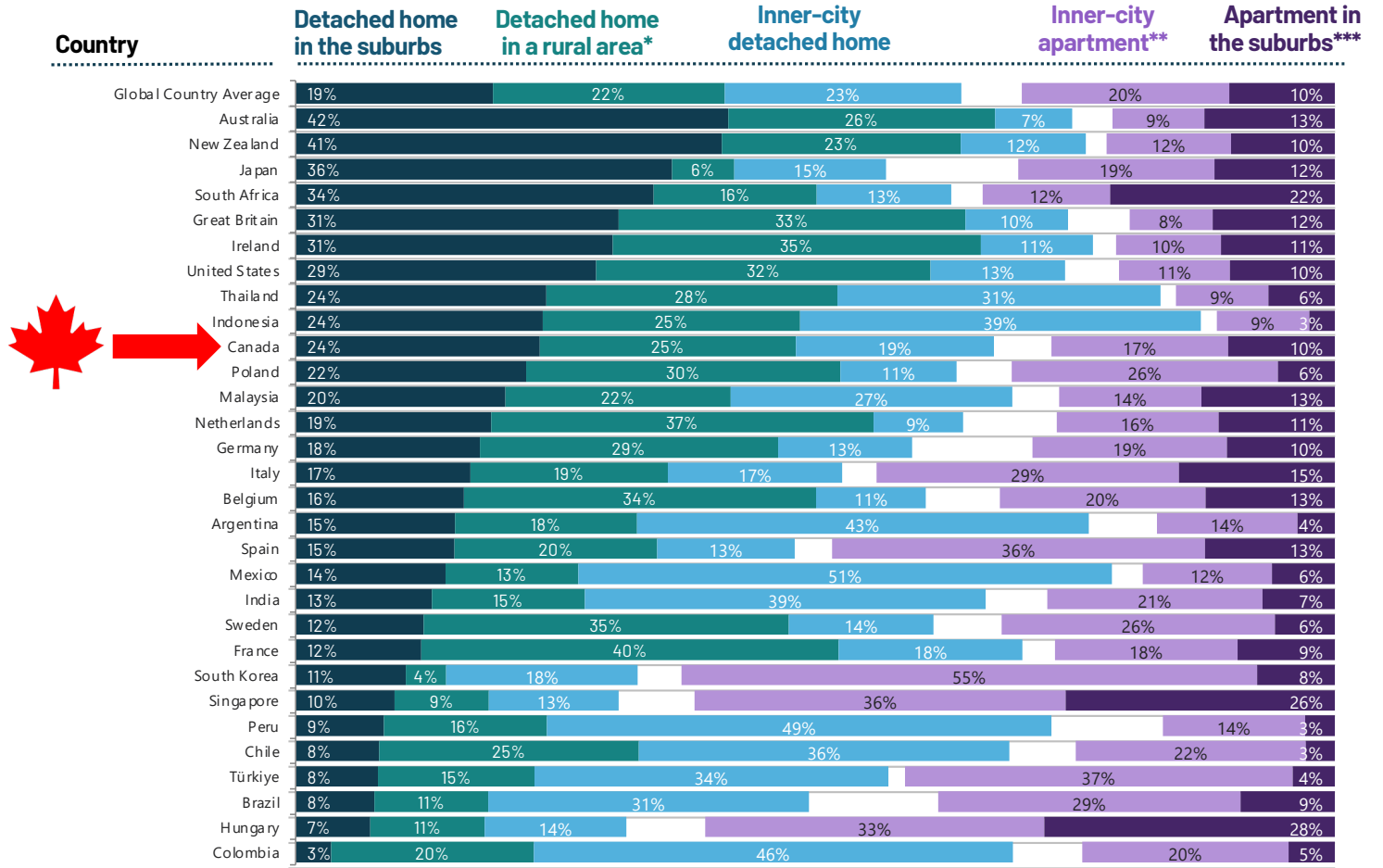
## Owning a Home in Canada Now is Only for the Rich...



## Percentage of Canadians 20-34 in Selected Cities Who Live With Their Parents (2021)



Of the following options, which one is **your most preferred living situation?**



Base: 22,279 online adults under the age of 75 between 22 November and 6 December 2024 in 29 countries and between 20 December 2024 and 3 January 2025 in New Zealand.

\*Detached home outside of the city or suburbs (such as in a rural area)

\*\*Townhouse/apartment/condo in the city

\*\*\*Townhouse/apartment/condo in the suburbs

## Preferred Style of Home in Canada

Detached Suburban 24%

Detached Rural 25%

Detached City 19%

City Apartment 17%

Suburban Apartment 10%

No Preference 5%

**DETACHED = 68%**

**APARTMENT = 27%**

# Thought Starters

Planners managing **transition** we have never dealt with before.

We built **communities for population of the past** (younger, larger families, moving up the ladder). That population is declining.

Growth hasn't disappeared. **Moved outward**, to places not designed to absorb it at this speed or scale.

Demand is for right space, right place, right price - **Housing to aspire to**, not just to endure.

Market increasingly driven by **older Canadians** with assets, expectations, and different needs.

How do we heal growing **generational divide**?

It's about **alignment**, not just supply. Does what is being built match who is coming?

Future needs **precision** not just volume.

# PEOPLE AND PLANNING

Presented by:  
Darrell Bricker, Ph.D.

© 2026 Darrell Bricker. All rights reserved. Contains Proprietary information and insights may not be disclosed or reproduced without the prior written consent of the presenter.

