

# Waterloo Region & County of Wellington – Fact Sheet

## November 2009

### Community Overview

#### **Waterloo Region**

- Population of 478,121 residents with a land area of 1368.64km<sup>2</sup>.<sup>1</sup>
- The region has grown by 9% since 2001.<sup>2</sup>
- Waterloo Region consists of seven municipalities including:
  - City of Cambridge (Population 120,371)
  - City of Kitchener (Population 204,660)
  - North Dumfries (Population 9,063)
  - City of Waterloo (Population 97,475)
  - Wellesley (Population 9,789)
  - Wilmot (Population 17,097)
  - Woolwich (Population 19,658)
- The population density of the region is 349.3 people per square kilometre.<sup>3</sup>
- The average annual income in the region is \$38,474.<sup>4</sup>

#### **Wellington County**

- Population of 200,425 residents with a land area of 2656.66km<sup>2</sup>.<sup>5</sup>
- The county has grown by 7% since 2001.<sup>6</sup>
- Wellington County consists of seven municipalities and a separate single-tier municipality:
  - Centre Wellington (Population 26,049)
  - Erin (Population 11,148)
  - City of Guelph (Population 114,943)
  - Guelph/Eramosa (Population 12,066)
  - Mapleton (Population 9,851)
  - Minto (Population 8,504)
  - Puslinch (Population 6,689)
  - Wellington North (Population 11,175)
- The population density of the county is 75.4 people per square kilometre.<sup>7</sup>
- The average income in the county is currently \$38,941.<sup>8</sup>

### Economic Development and Industries

#### **Waterloo Region**

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<sup>1</sup> Statistics Canada. 2007. *Regional Municipality of Waterloo, Ontario* (table). *2006 Community Profiles*. 2006 Census. Statistics Canada Catalogue no. 92-591-XWE. Ottawa. Released March 13, 2007.

<sup>2</sup> Ibid.

<sup>3</sup> Ibid.

<sup>4</sup> Ibid.

<sup>5</sup> Statistics Canada. 2007. *Wellington, Ontario (County)* (table). *2006 Community Profiles*. 2006 Census. Statistics Canada Catalogue no. 92-591-XWE. Ottawa. Released March 13, 2007.

<sup>6</sup> Ibid.

<sup>7</sup> Ibid.

<sup>8</sup> Ibid.

- The region currently has an unemployment rate of 5.5%, up slightly from 2001 when it was 5.3%.<sup>9</sup>
- The total number of self-employed is 8085.<sup>10</sup>
- The following is a breakdown comparing the labour force in the region's top five industries (1996-2006):
  - Manufacturing – 56,870 (1996); 60,370 (2006)
  - Retail trade – 25,565 (1996); 29,450 (2006)
  - Health care – 17,135 (1996); 21,845 (2006)
  - Education services – 16,410 (1996); 20,515 (2006)
  - Construction – 11,185 (1996); 16,600 (2006)
  - The comparison shows that the top industries have all increased in employment numbers through the 10 year period.
- For the second year in a row, Waterloo Region registered the highest reading among Canadian metropolitan areas in the CIBC World Market's 'Metropolitan Economic Activity Index' which is based on nine key economic variables.<sup>11</sup>
- From 2000-2005 Waterloo Regions' product exports grew 43.8% to 12 billion, totalling 16% of Ontario's exports.<sup>12</sup>
- The local economies of Waterloo Region have grappled with the surge of the Canadian dollar, a drop in US demand, and record energy prices.<sup>13</sup>
- Rising competition with China has had impacts on the Region's manufacturing base.<sup>14</sup>
- The manufacturing sector has also been hit by weakening US demand resulting in plant closures.<sup>15</sup>
- Research in Motion (RIM) will continue to be a huge source of employment for the region as it now employs over 5000 in Waterloo Region.<sup>16</sup>
- A joint economic development initiative between the cities of Cambridge, Kitchener, Waterloo and the rest of the region has resulted in the proposal for a GO Transit extension by 2011.<sup>17</sup>
- Waterloo Region is also the largest employer for Budd Canada, SunLife Financial, Manulife Financial, and Wilfred Laurier University.<sup>18</sup>
- The major industries in Waterloo Region have remained relatively stable:
  - Manufacturing has both risen and fallen by between 27.5 and 34% from 1996-2006.
  - Retail trade has dropped significantly from about 16.4% of the labour force in 1996, to just over 6% of the labour force in 2006.<sup>19</sup>

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<sup>9</sup> *Wellington, Ontario (County)*

<sup>10</sup> *Ibid.*

<sup>11</sup> "Waterloo Region Economy" Canada's Technology Triangle Inc. (2009).

[http://www.techtriangle.com/waterloo\\_region\\_economy](http://www.techtriangle.com/waterloo_region_economy), (Accessed: Oct.17, 2009)

<sup>12</sup> *Ibid.*

<sup>13</sup> "Waterloo Region and Guelph: Economic update July 2008" BMO Capital Markets. (2009).

<http://www.bmonesbittburns.com/economics/reports/20080722/Sr20080722.pdf>, (Accessed: Oct.17, 2009)

<sup>14</sup> *Ibid.*

<sup>15</sup> *Ibid.*

<sup>16</sup> *Ibid.*

<sup>17</sup> "GO service and rapid transit plan to come today" The Record Staff. (2009).

<http://news.therecord.com/article/533877>, (Accessed: Oct.16, 2009)

<sup>18</sup> "Waterloo Region Economy"

<sup>19</sup> *Regional Municipality of Waterloo.*

- While the region has one of the strongest labour markets in the province, the bulk of employment requires highly skilled workers putting the unskilled labour force in a difficult position.<sup>20</sup>
- Waterloo Region has developed a region-wide economic strategy promoting:
  - A 'Regional Tourism Initiative'.
  - A land budget for economic development.
  - Support for partnerships that foster innovation and economic development.<sup>21</sup>
- Waterloo Region has been named one of Canada's most cost effective locations for business.<sup>22</sup>

### **Wellington County**

- The unemployment rate in remained stable at 4.5% for both the 2001 and 2006 censuses.<sup>23</sup>
- The county currently has 4440 self-employed people.
- The following represents a breakdown comparing the labour force in the county's top five industries (1996-2006):
  - Manufacturing – 22,185 (1996); 25,405 (2006)
  - Retail trade – 9,785 (1996); 10,515 (2006)
  - Education services – 8,710 (1996); 10,256 (2006)
  - Health care – 7,665 (1996); 9,675 (2006)
  - Agriculture and resources – 3400 (1996); 4460 (2006)<sup>24</sup>
  - The comparisons show that there was an increase in each sector over the 10 year period, with the most notable rise in the manufacturing sector.
- The population outside the city of Guelph has grown by about 13% since 1996, with the majority coming in Centre Wellington, while Guelph/Eramosa, Puslinch and Mapleton also seeing some growth.<sup>25</sup>
- In comparison with Ontario, Wellington County has more people under 20, fewer people between 20 and 24, and more people between 45 and 64 (as a %). Mapleton has the youngest population in Wellington County (30.4 years) and Puslinch has the oldest (44.2 years).<sup>26</sup>
- The municipality of Minto has developed an economic development strategy focusing on attracting new families and promoting tourism and agriculture.<sup>27</sup> A "branding" program entitled "Minto: Where your family belongs" has been completed.
- Centre Wellington has also released an economic action plan focused on managing and channelling inevitable growth, providing infrastructure necessary for growth, retention and expansion of existing industry as opposed to attracting new industry.<sup>28</sup>
- In 2006 the Township of Mapleton launched their Downtown Revitalization Pilot Project in partnership with the Ministry of Agriculture, Food and Rural Affairs' rural development division

<sup>20</sup> "Waterloo Region Economy"

<sup>21</sup> "Focus Area 2: Growth Management" Waterloo Region. (2009).

<http://www.region.waterloo.on.ca/strategicfocus/focusarea2.html>, (Accessed: Oct.17, 2009)

<sup>22</sup> Ibid.

<sup>23</sup> *Wellington, Ontario (County)*

<sup>24</sup> Ibid.

<sup>25</sup> "Connecting Citizens with County News" County of Wellington, February 15<sup>th</sup>, 2008.

<sup>26</sup> Ibid.

<sup>27</sup> "Town of Minto Strategic Plan" Town of Minto, [http://www.town.minto.on.ca/documents/content\\_148.pdf](http://www.town.minto.on.ca/documents/content_148.pdf), (Accessed: Oct.19, 2009)

<sup>28</sup> "Centre Wellington's Economic Development Strategic Action Plan" TCI Management Consultants. (2009). [http://www.consulttci.com/Centre\\_Wellington\\_case\\_study.html](http://www.consulttci.com/Centre_Wellington_case_study.html), (Accessed: Oct.15, 2009)

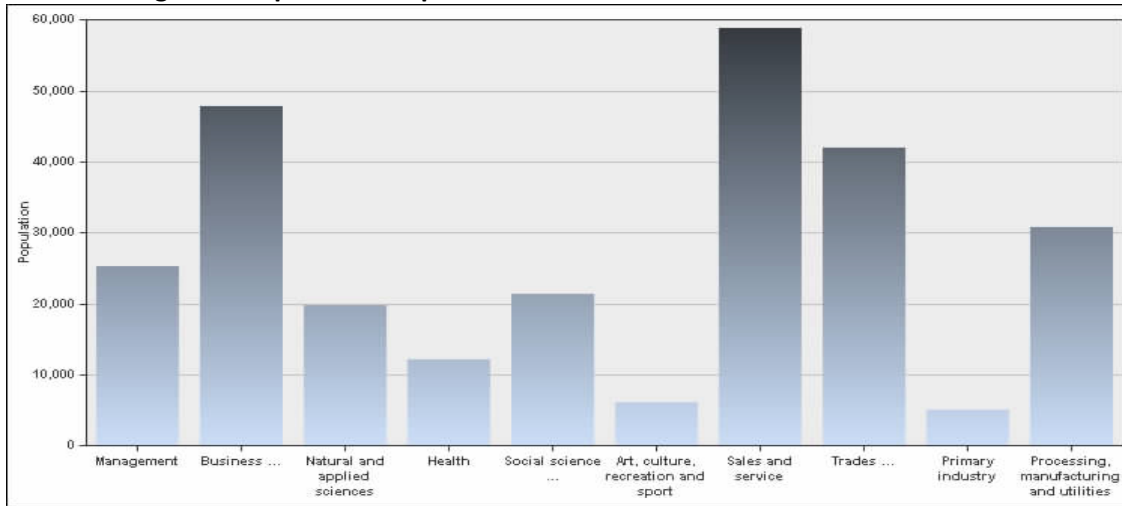
and the Wellington-Waterloo Community Futures Development Corporation. The aim is to research and determine the retail service needs, shopping behaviour and perception of main streets.<sup>29</sup>

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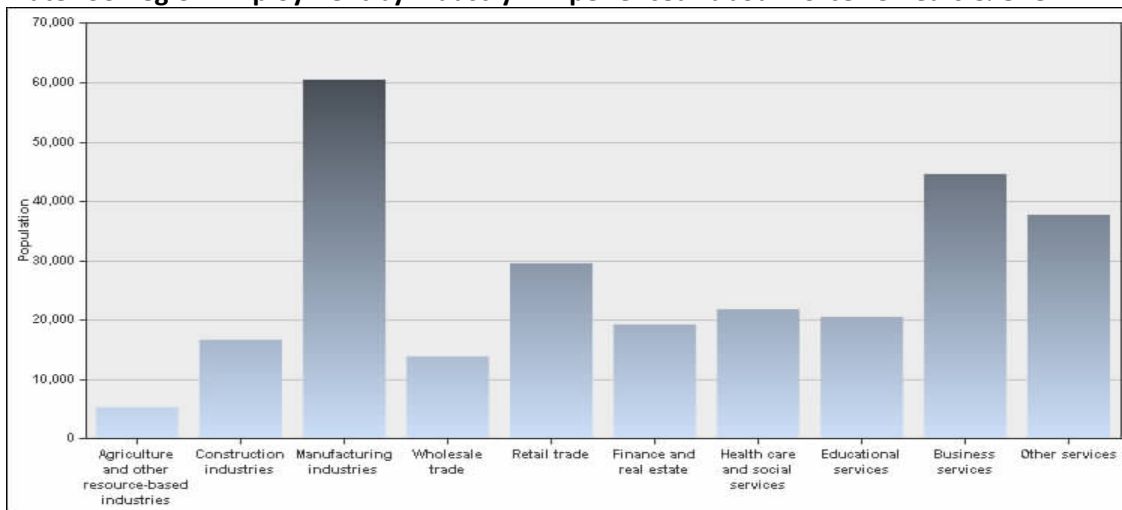
<sup>29</sup> "Downtown Revitalization Project Moving Forward" Mapleton Township. (2007). <http://www.mapleton.ca/mapleton/detail.aspx?app=121&cat1=464&tp=2&lk=no&title=Economic+Development>, (Accessed: Oct.17, 2009)

## Waterloo Region Demographics<sup>30</sup>

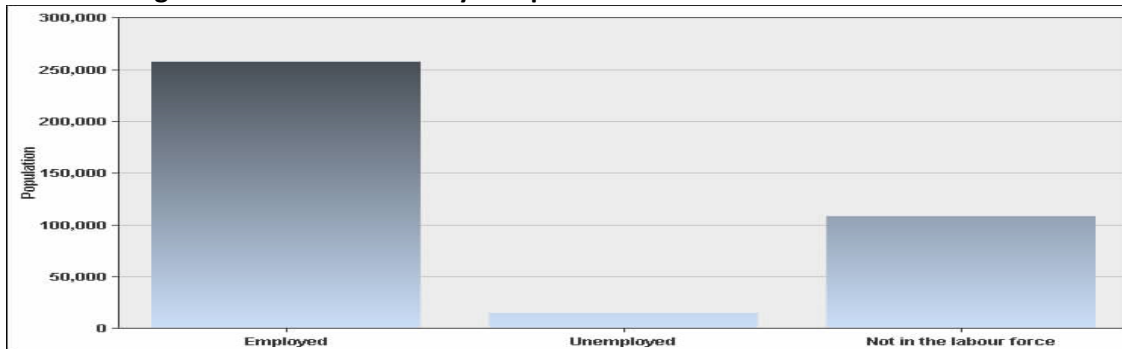
**Waterloo Region Occupations – Experienced Labour Force 15 Years & Over**



**Waterloo Region Employment by Industry – Experienced Labour Force 15 Years & Over**



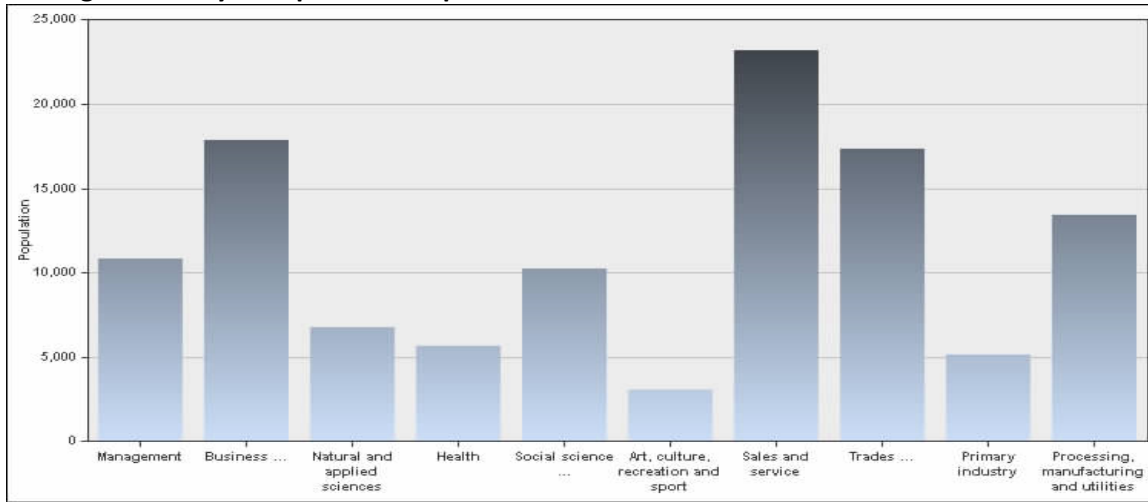
**Waterloo Region Labour Force Activity – Population 15 Years & Over**



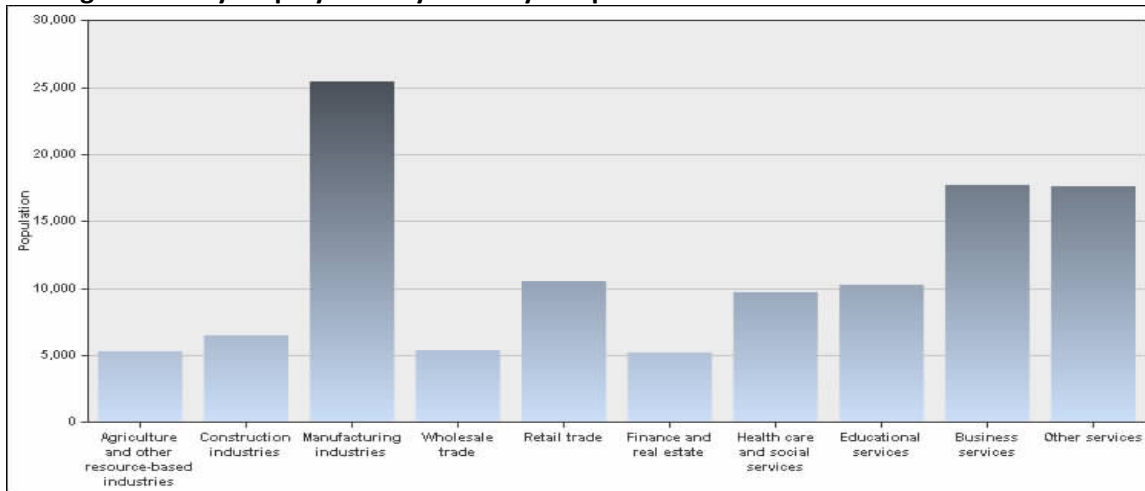
<sup>30</sup> Regional Municipality of Waterloo, Ontario.

## Wellington County Demographics<sup>31</sup>

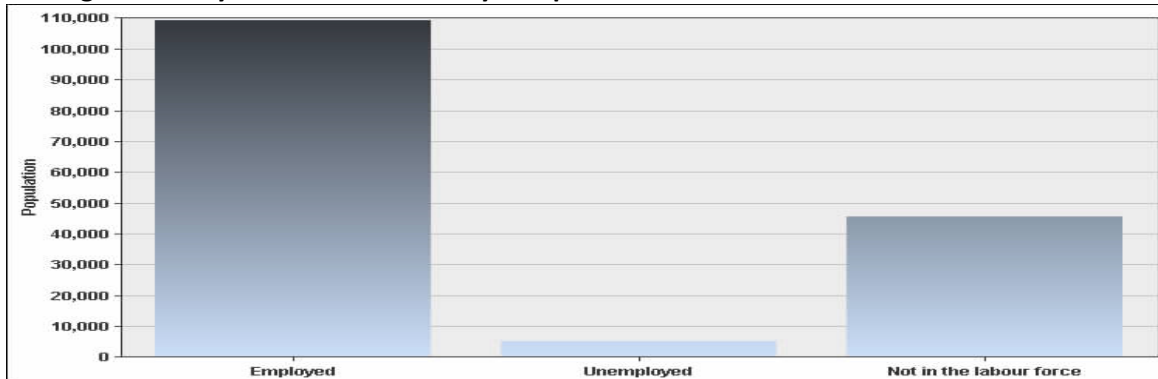
### Wellington County Occupations – Experienced Labour Force 15 Years & Over



### Wellington County Employment by Industry – Experienced Labour Force 15 Years & Over



### Wellington County Labour Force Activity – Population 15 Years & Over



<sup>31</sup> Wellington, Ontario (County).