



Demographic & Economic Profile: Stephenville, Newfoundland and Labrador

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Summary of Key Regional Economic and Demographic Characteristics

Stephenville, Newfoundland and Labrador:

Population Characteristics

Based on Statistics Canada estimates, the community's population count totaled 6,512 inhabitants in 2019, and its population level was relatively stable over the period 2006 to 2019.

63.9% of the population falls in the 15-64 age cohort (or principal working years). That share is down from the corresponding value, 68.0%, in 2006.

In addition, the median age of the population is estimated to be 48.6, compared with 45.6 and 40.7 for the province and Canada respectively.

Regional Economy & Commercial Landscape

The region's top five sectors, in terms of employment, account for approximately 67.2% of regional employment. Those sectors and their shares of the region's total employment are as follows:*

- [1] 44-45 Retail trade (17.5%)
- [2] 62 Health care and social assistance (15.7%)
- [3] 61 Educational services (12.7%)
- [4] 72 Accommodation and food services (11.3%)
- [5] 23 Construction (10.0%)

* Numbers preceding the sector names are North American Industry Classification Codes (NAICS). Percentages in parentheses are the sector's share of the local labour force.

57.8% of the area's registered businesses have no employees.

Small businesses account for 99% of the region's businesses with employees.

The area's top five sectors in terms of their shares of total business registrations are:

- [1] Retail trade (16.1%)
- [2] Real estate and rental and leasing (15.6%)
- [3] Health care and social assistance (13.8%)
- [4] Other services (except public administration) (13.4%)
- [5] Construction (7.0%)

These sectors account for 66.0% of the region's total business registrations (businesses with and without employees).

Summary of Key Regional Economic and Demographic Characteristics

Labour Force & Income

Figures pertaining to the region's current labour force status are not available. Nevertheless it is worth noting that, over the ten-year period separating the 2006 and 2016 censuses, the area's rate of unemployment increased from, 18.0% to 18.4%, and the region's rate of unemployment was higher than the national rate, 7.7%, as of Census 2016.

Approximately 40.5% of the region's working age population (15+ years of age) is employed (i.e., the region's employment rate), and roughly 67% of that segment of the population is employed in sectors that grew on par with or faster than the overall Canadian economy over the period 2014-2018. Note: The corresponding Canada-wide benchmark employment rate is 60.2%.

The share of the population by broad income bracket is as follows:

< \$40,000 = 68.4%

\$40,000 to \$100,000 = 27.2%

>\$100,000 = 4.4%

Education, Training & Occupations

The share of the population by highest level of education attained is as follows:

- [1] No certificate, diploma or degree (23.5%)
- [2] High School (25.9%)
- [3] Postsecondary (50.6%)

In addition, 5.6% of the population is bilingual in Canada's official languages, French and English.

The region's top 3 occupations account for 59.4% of its working population and they are as follows:

- [1] 6 Sales and service occupations (28.5%)
- [2] 4 Occupations in education, law and social, community and government services (15.9%)
- [3] 7 Trades, transport and equipment operators and related occupations (15.0%)

* Numbers preceding text are occupation codes employed by Statistics Canada

Summary of Key Regional Economic and Demographic Characteristics

Housing

49.9% of households have 1 or 2 occupants, while 2.7% have 5 or more occupants.

The region's most prevalent types of private occupied dwellings are the following:

- [1] Single-detached house (51.4%)
- [2] Semi-detached house (15.4%)
- [3] Row house (14.6%)

47.9% of the population resides in rented dwellings.

Commuting for Purposes of Employment

19.3% of the region's working age population commutes to destinations outside the community (census subdivision) for purposes of employment. In addition, 90.0% of commuters travel by private vehicle, either as driver or passenger, while 10.0% take public transport or commute by other means (walk, cycle or other).

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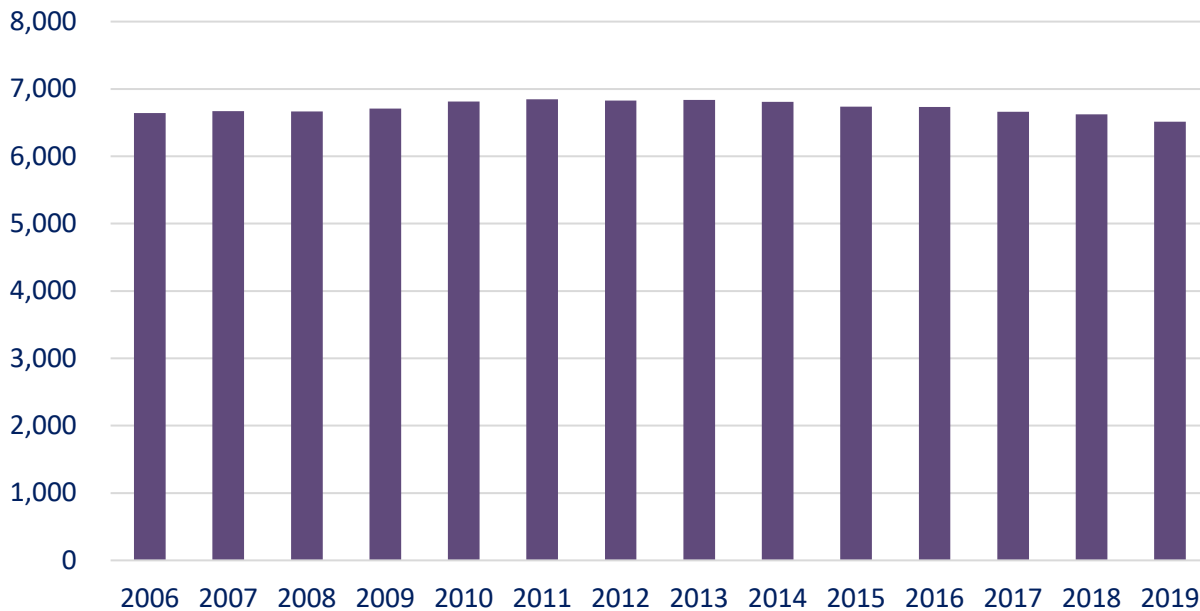
Basic Population Characteristics and Trends

Population Size and Growth

Key Figures:	
Population size, 2019 =	6,512
<u>Population growth rate, 2006-2019:</u>	
Stephenville	-0.1%
Newfoundland and Labrador	0.2%
Canada	1.1%

Based on Statistics Canada estimates, the community's population count totaled 6,512 inhabitants in 2019, and its population level was relatively stable over the period 2006 to 2019.

Population Trend: 2006 - 2019

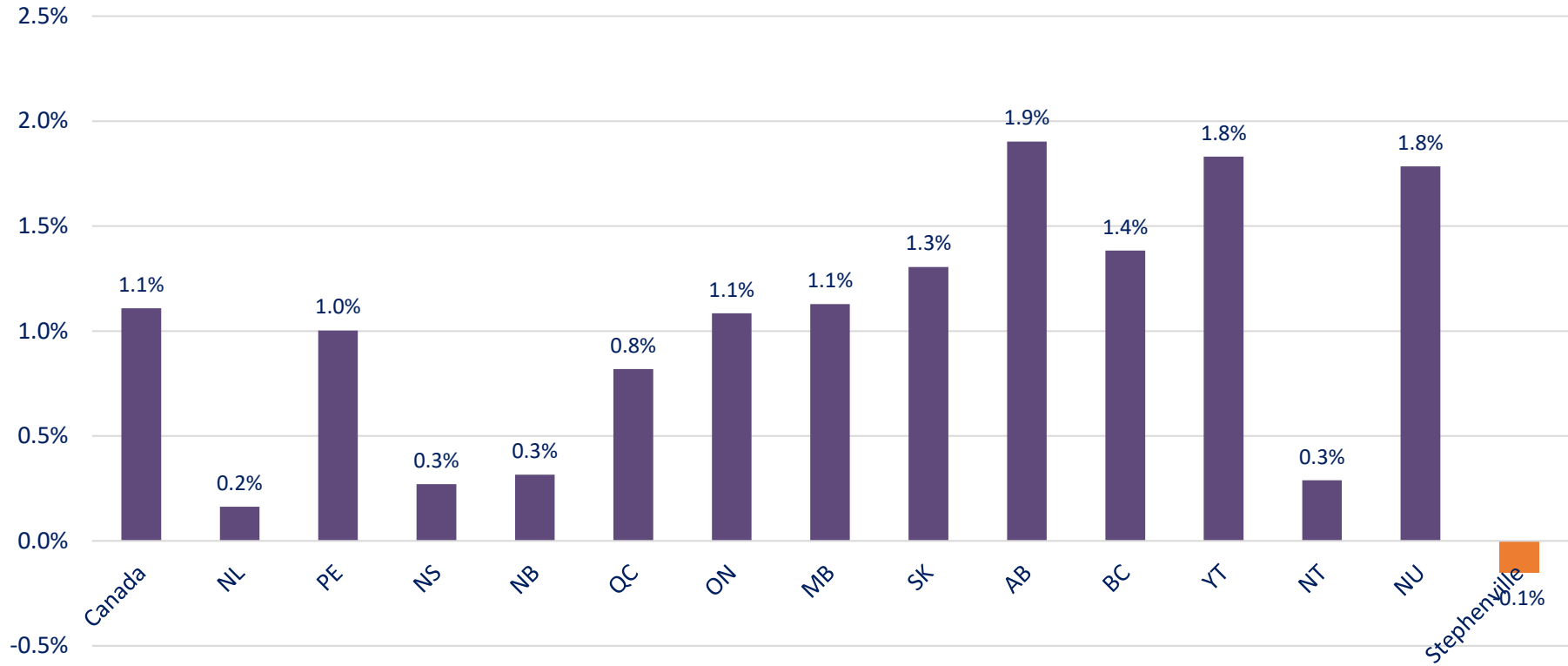


Year	Population	% chg.
2006	6,640	-
2007	6,669	0.4%
2008	6,665	-0.1%
2009	6,707	0.6%
2010	6,814	1.6%
2011	6,846	0.5%
2012	6,827	-0.3%
2013	6,836	0.1%
2014	6,807	-0.4%
2015	6,738	-1.0%
2016	6,733	-0.1%
2017	6,663	-1.0%
2018	6,622	-0.6%
2019	6,512	-1.7%

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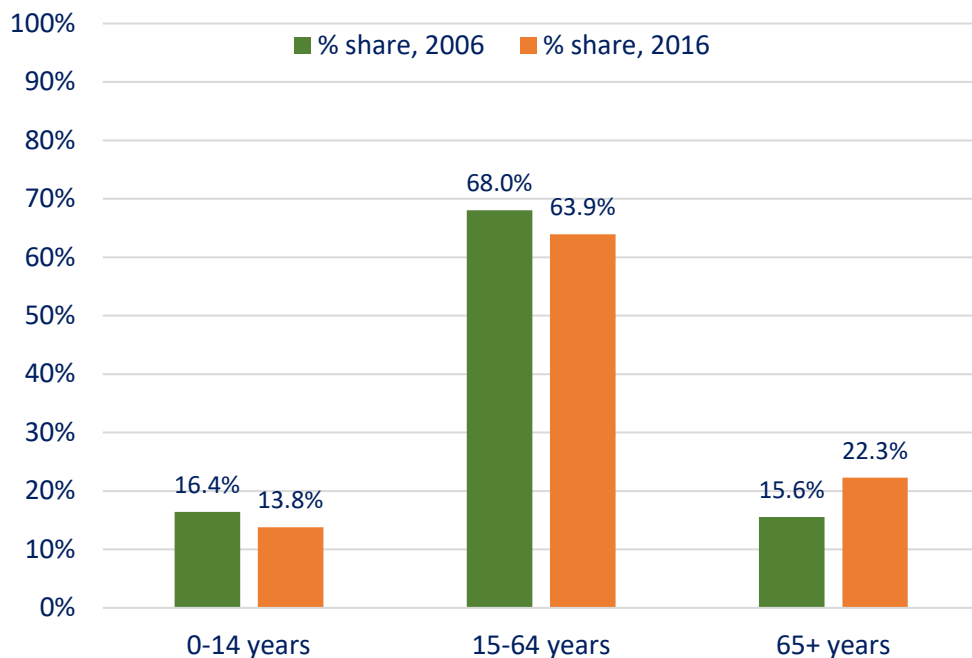
Basic Population Characteristics and Trends

Comparative Growth in Population: CAARG 2006-2019 (%)



Basic Population Characteristics and Trends

Age profile of the Population: share and growth of age cohorts



	2006	2016	% share, 2006	% share, 2016
0-14 years	1,080	915	16%	14%
15-64 years	4,480	4,235	68%	64%
65+ years	1,025	1,475	16%	22%
Total	6,585	6,625	100%	100%

Average Annual Growth of Total Population, 2006-2016 = 0.1%

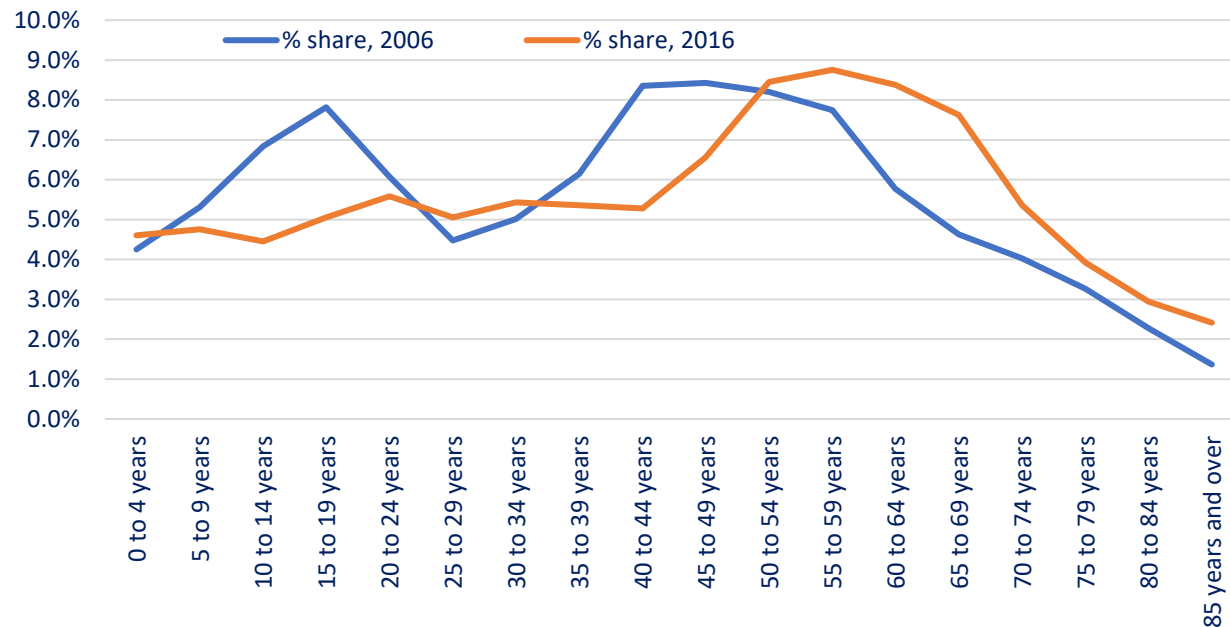
The demographic dependency ratio measures the size of the 'dependent' population - defined as the combination of the youth and senior cohorts - in relation to the 'working age' population, which theoretically provides social and economic support to the dependent population.

The share of the community's population accounted for by its working age cohort (principally 15 - 64 years) declined by 4.1% over the past three censuses. Consequently, the community's dependency ratio increased over that period of time.

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Basic Population Characteristics and Trends

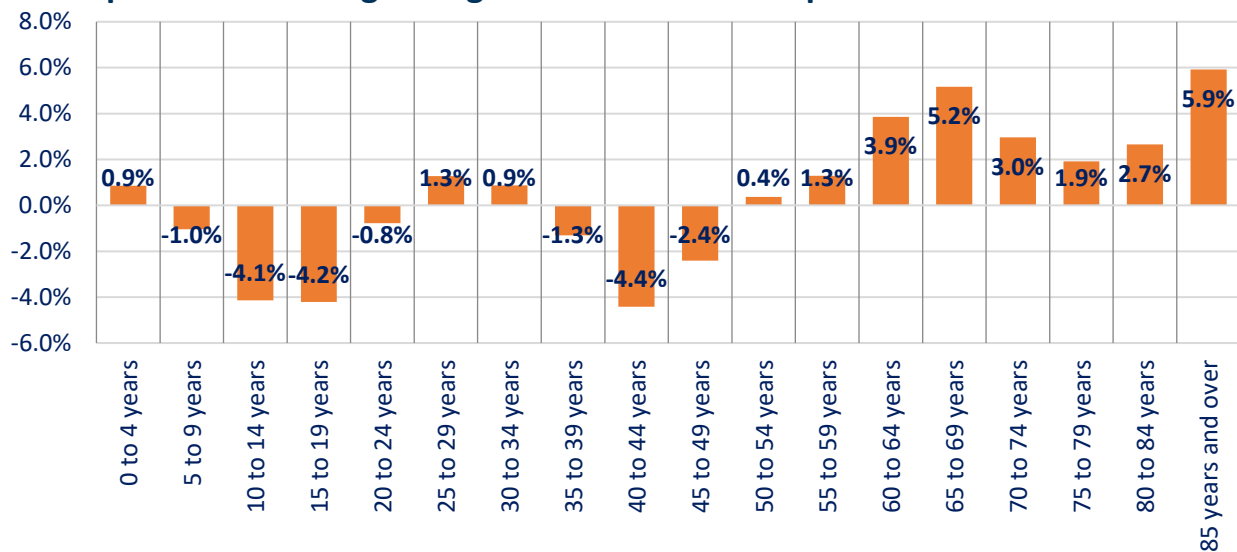
Changing Demographic Profile: shares of total population by age cohort



Change in Composition of the Population by Broad Age Cohort

Age Cohort	% Change: 2006-2016
Youth	-3%
Working Age	-4.1%
Senior	6.7%

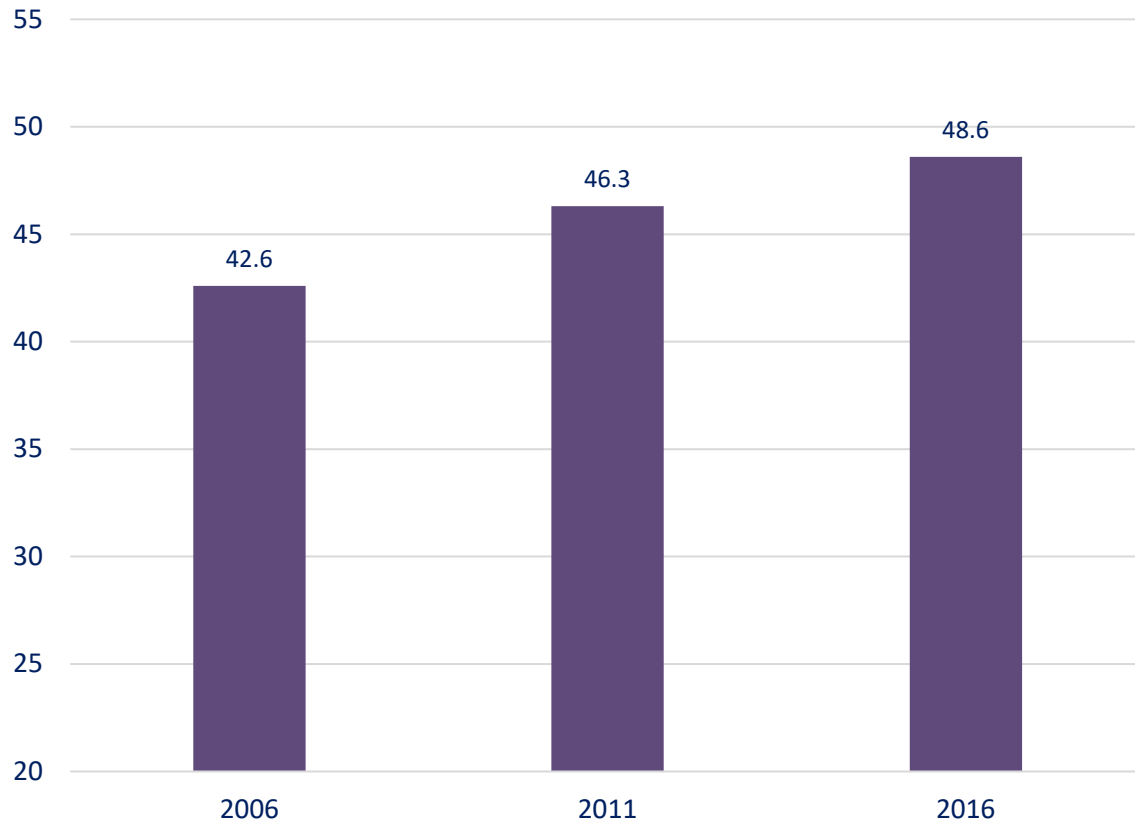
Components of Change in Age Structure of the Population



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Basic Population Characteristics and Trends

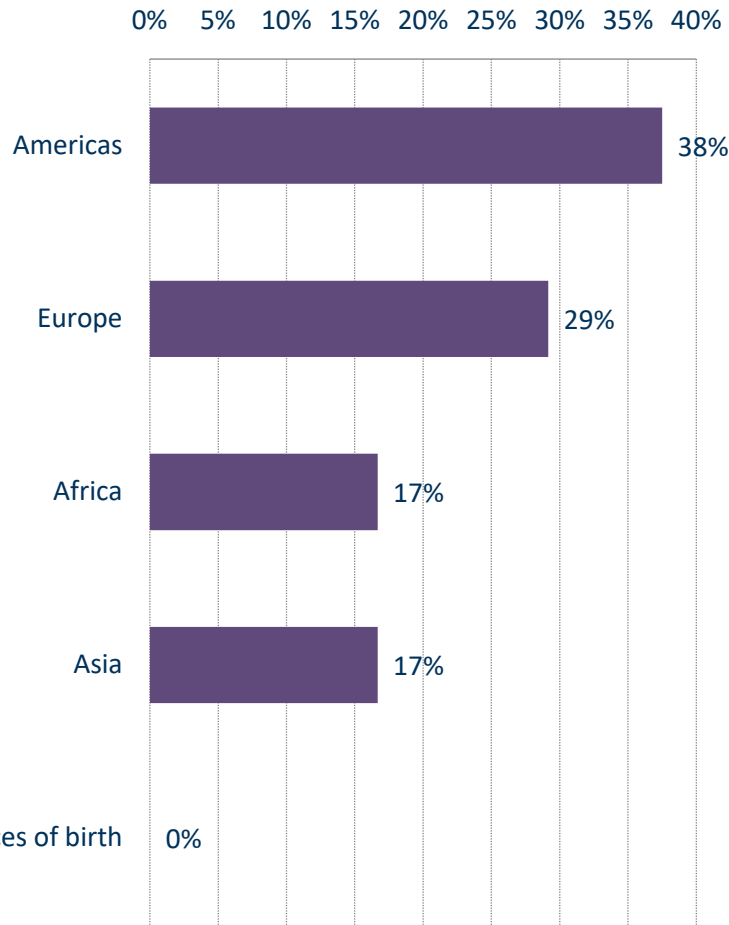
Median Age of the Population



The Median age of the population increased by 14.1% over the past three censuses. The Canada-wide median age benchmark was 40.7 in 2016.

Basic Population Characteristics and Trends

Share of Total Immigrant Population by Place of Birth



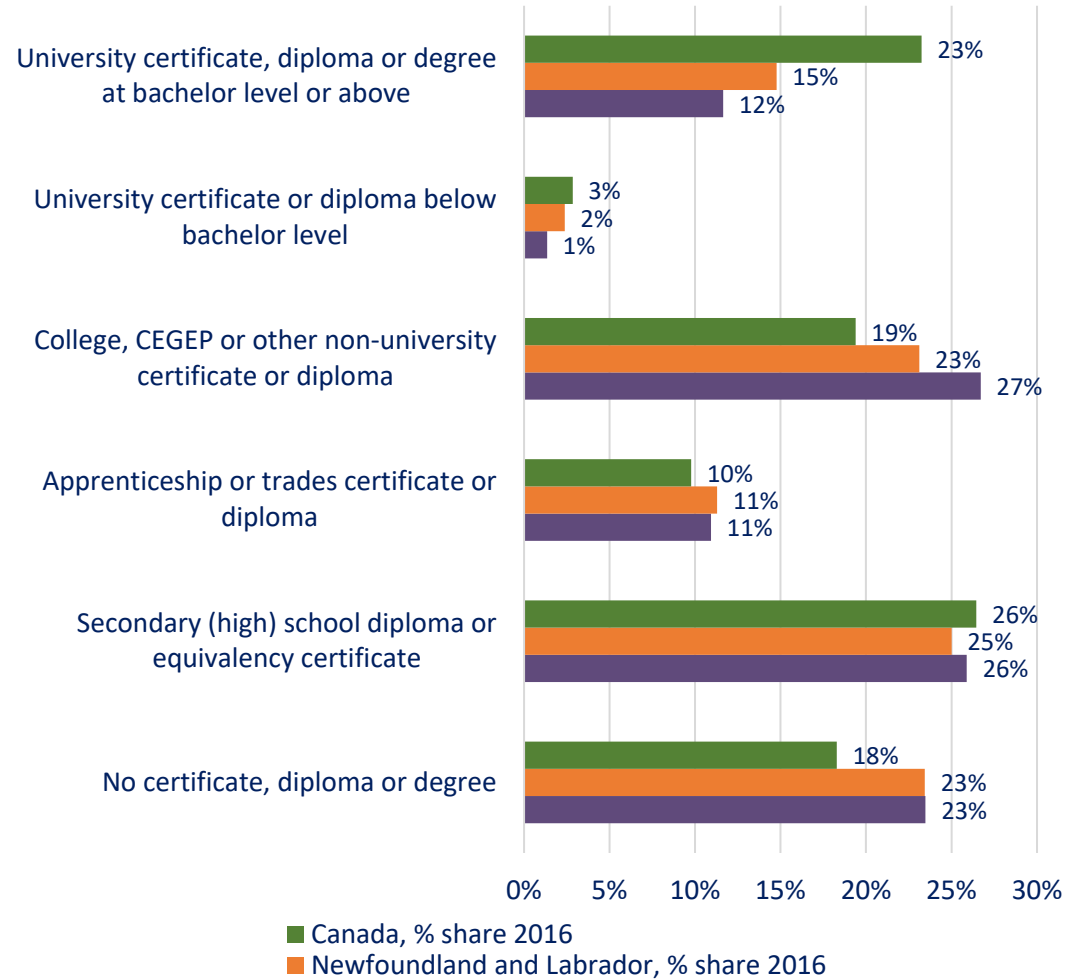
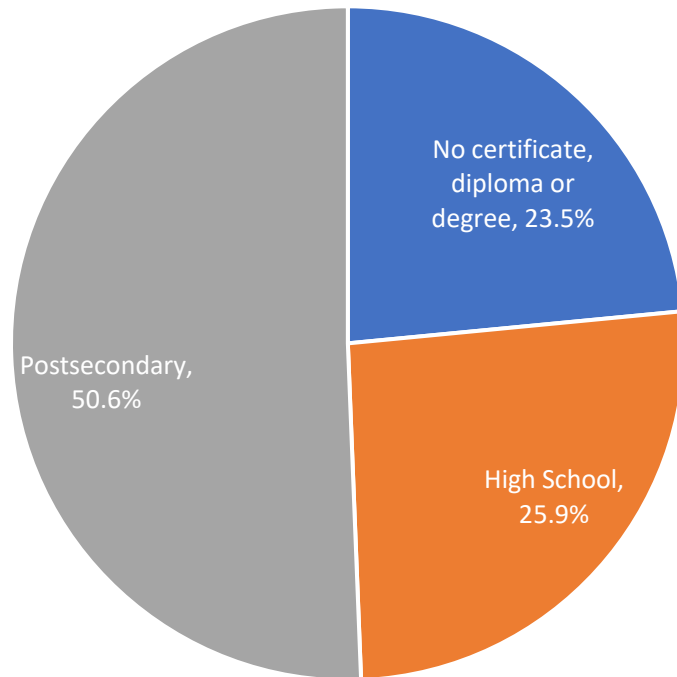
Total number of immigrants residing in the community = 120

Share of total population accounted for by immigrants = 1.8%

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Education, Training and Occupation Profile of the Population

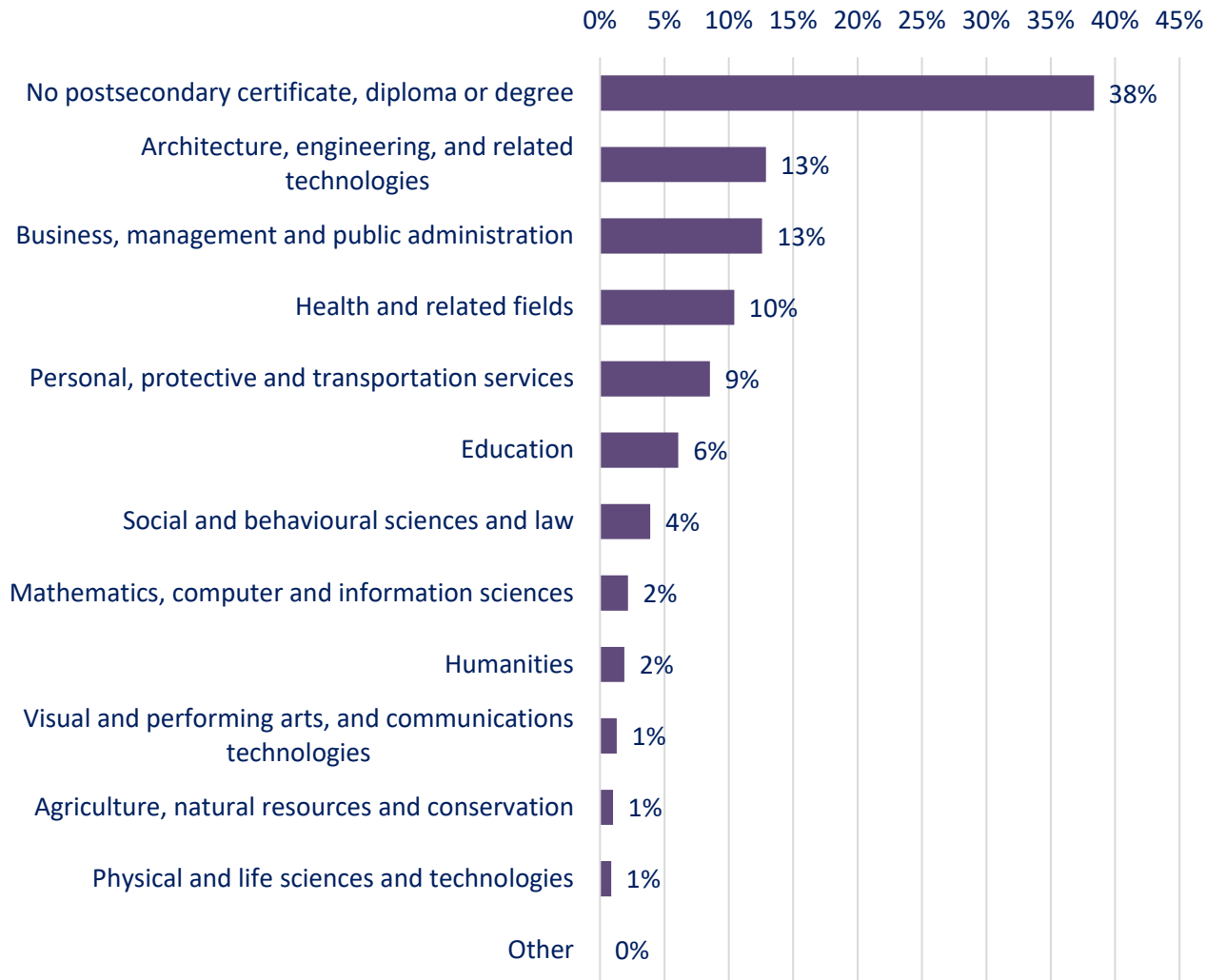
Share of the Region's Population (15+ years of age) by Highest Level of Education Attained



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Education, Training and Occupation Profile of the Population

Share of Population (25 to 64 years of age) by Field of Study

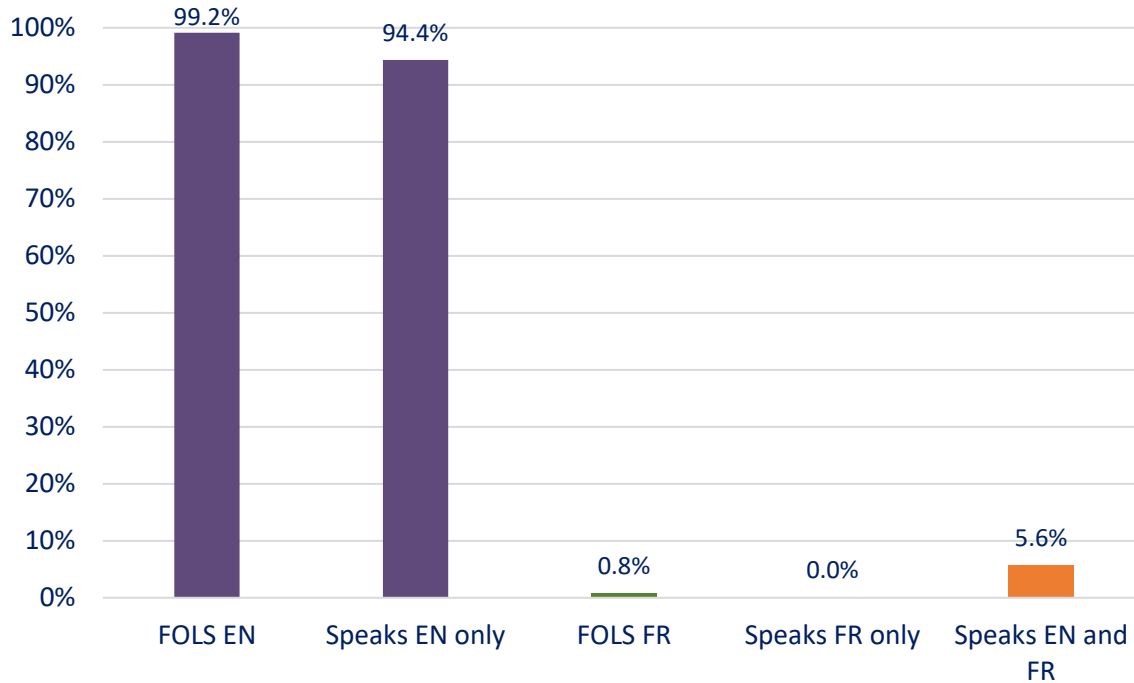


The region's top three fields of study, as shown in the accompanying chart, account for 35.9% of the '25 to 64 years of age' segment of the population.

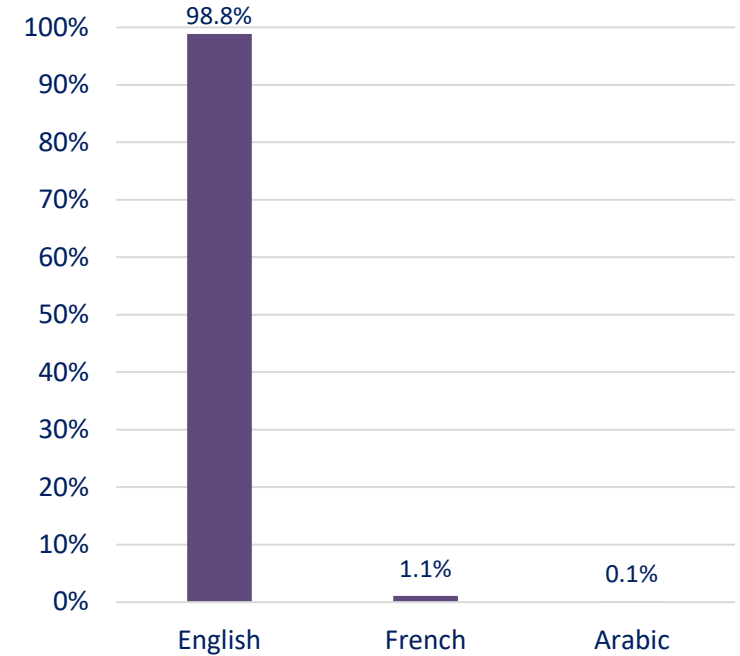
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Education, Training and Occupation Profile of the Population

Share of Population by First Official Language Spoken (FOLS) and by Knowledge of Canada's Official Languages*



Share of Population by Mother Tongue*



Notes:

(1) First Official Language Spoken (FOLS) refers to Canada's official languages, English (EN) and French (FR).

(2) Mother tongue English is a subset of FOLS English: e.g., the mother tongue of an individual who emigrated from Spain to Canada is most likely Spanish, but if he/she learned English – i.e., before learning French, if at all - then English is their FOLS within the Canadian context.

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Education, Training and Occupation Profile of the Population

Knowledge of Official Languages

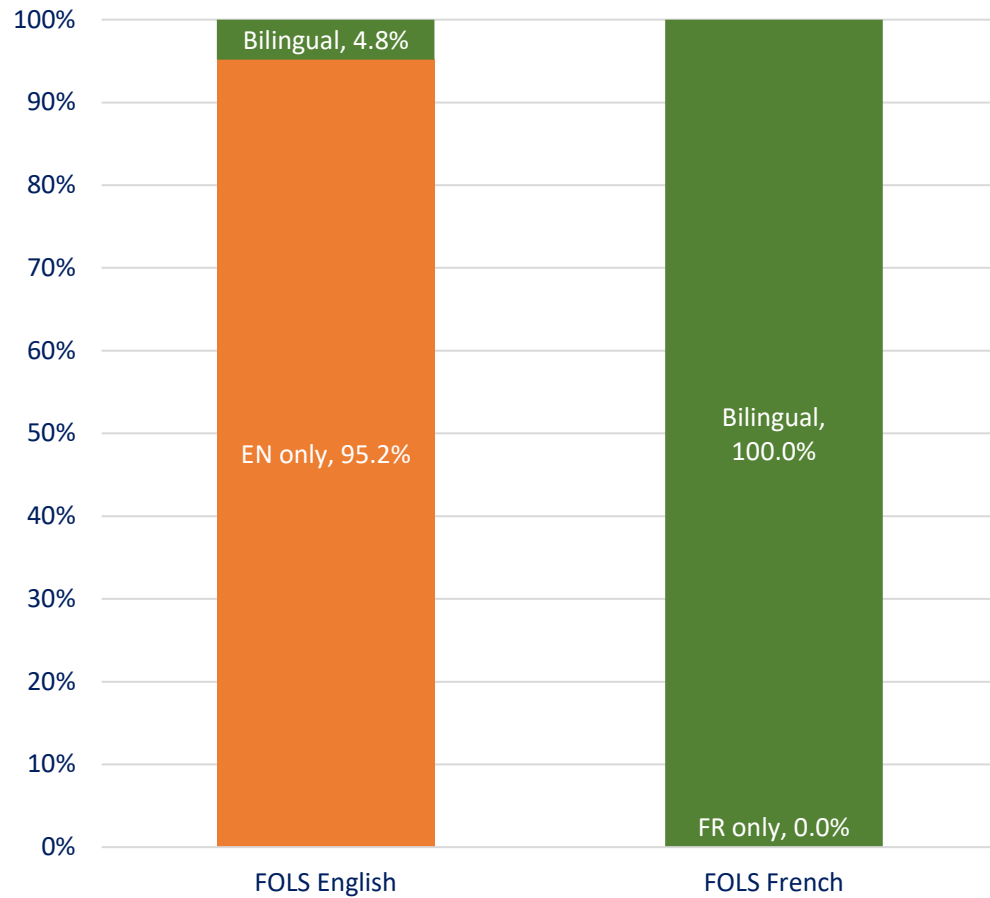
Official Language(s) Spoken	2016	% share, 2016
English only	6,180	94.4%
French only	0	0.0%
English and French	370	5.6%
Total	6,550	100.0%

First Official Language Spoken

First Official Language(s) Spoken	2016	% share, 2016
English	6,495	99.2%
French	50	0.8%
English and French	5	0.1%
Total	6,550	100.0%

Note: Totals from these two tables may not match due to Statistics Canada's rounding methodology.

Knowledge of Official Languages by FOLS Group in the Region

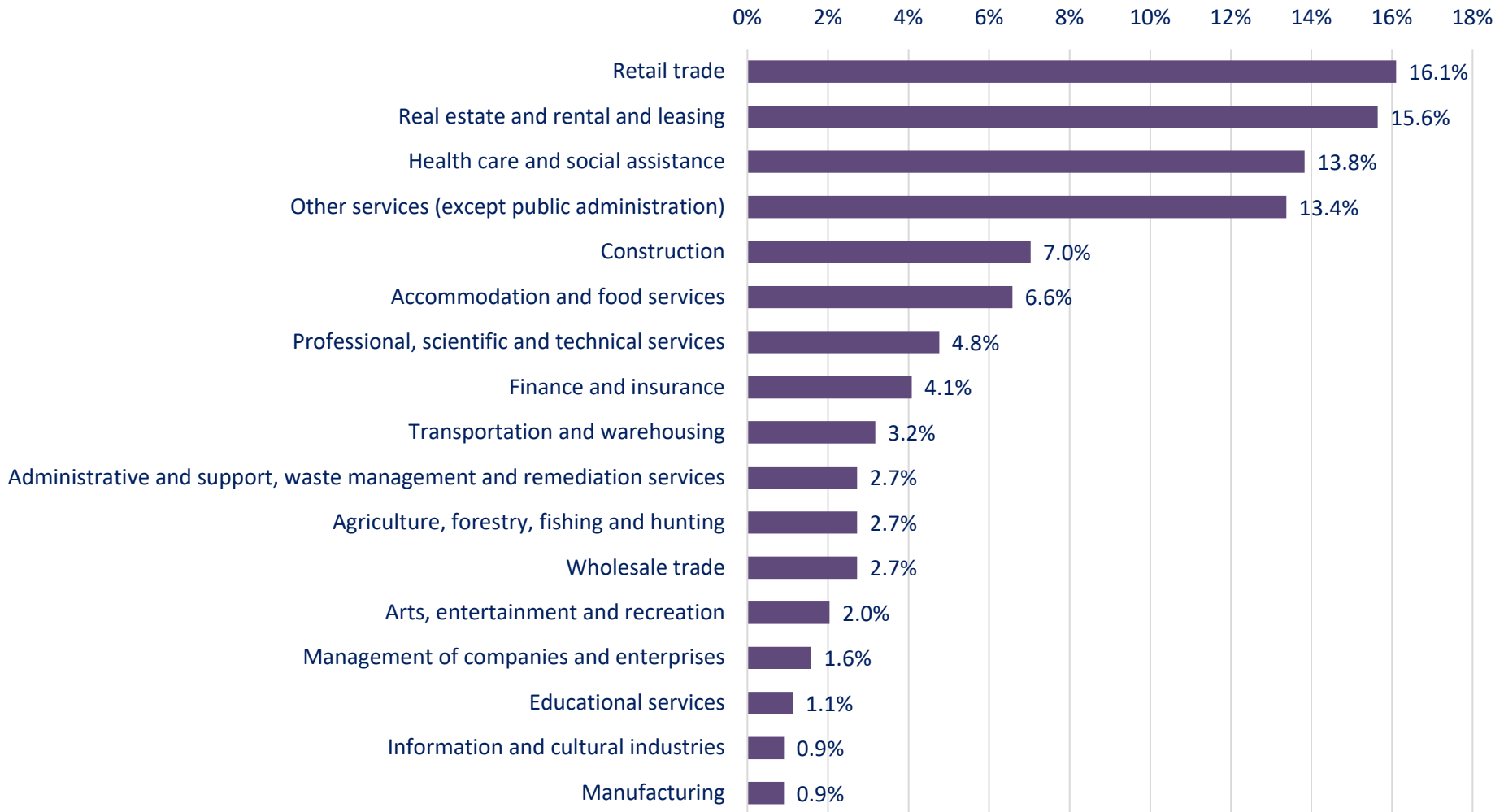


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Economic Profile: Commercial Landscape

The community's top five sectors, in terms of number of enterprises, account for 66.0% of its total business registrations (businesses with and without employees).

Business Registrations by Sector

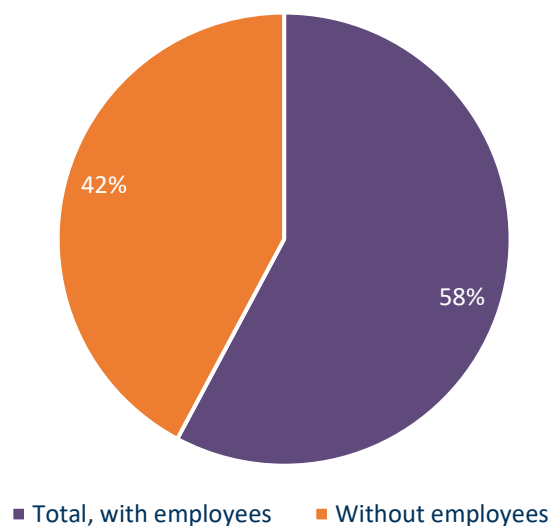


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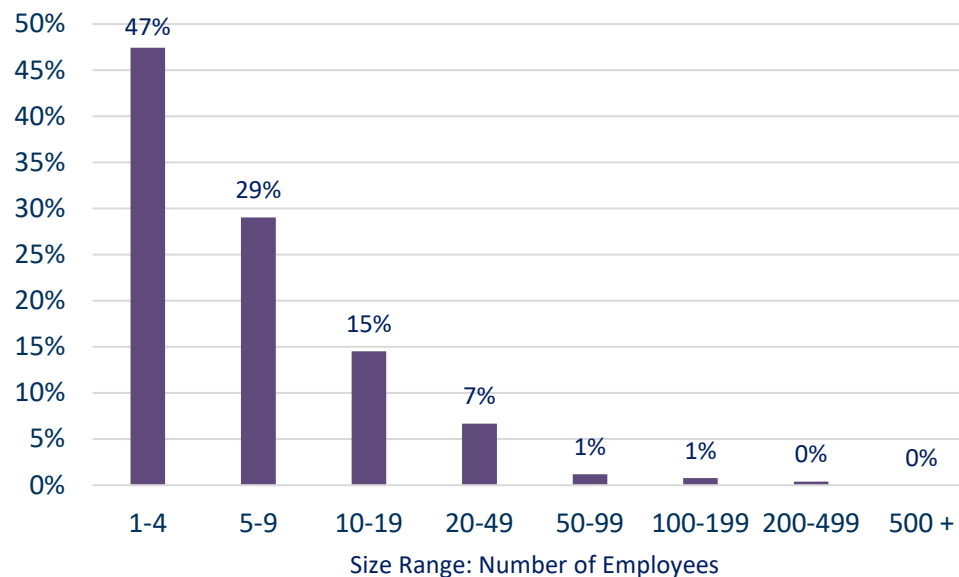
Economic Profile: Commercial Landscape

42.2% of registered businesses in the region have no employees and 98.8% of businesses enterprises that do have employees are categorized as small businesses - i.e., having fewer than one hundred employees.

Share of Total Business Registrations: Establishments with Employees vs. Establishments without Employees



Share of Business Establishments by Employment Size Range

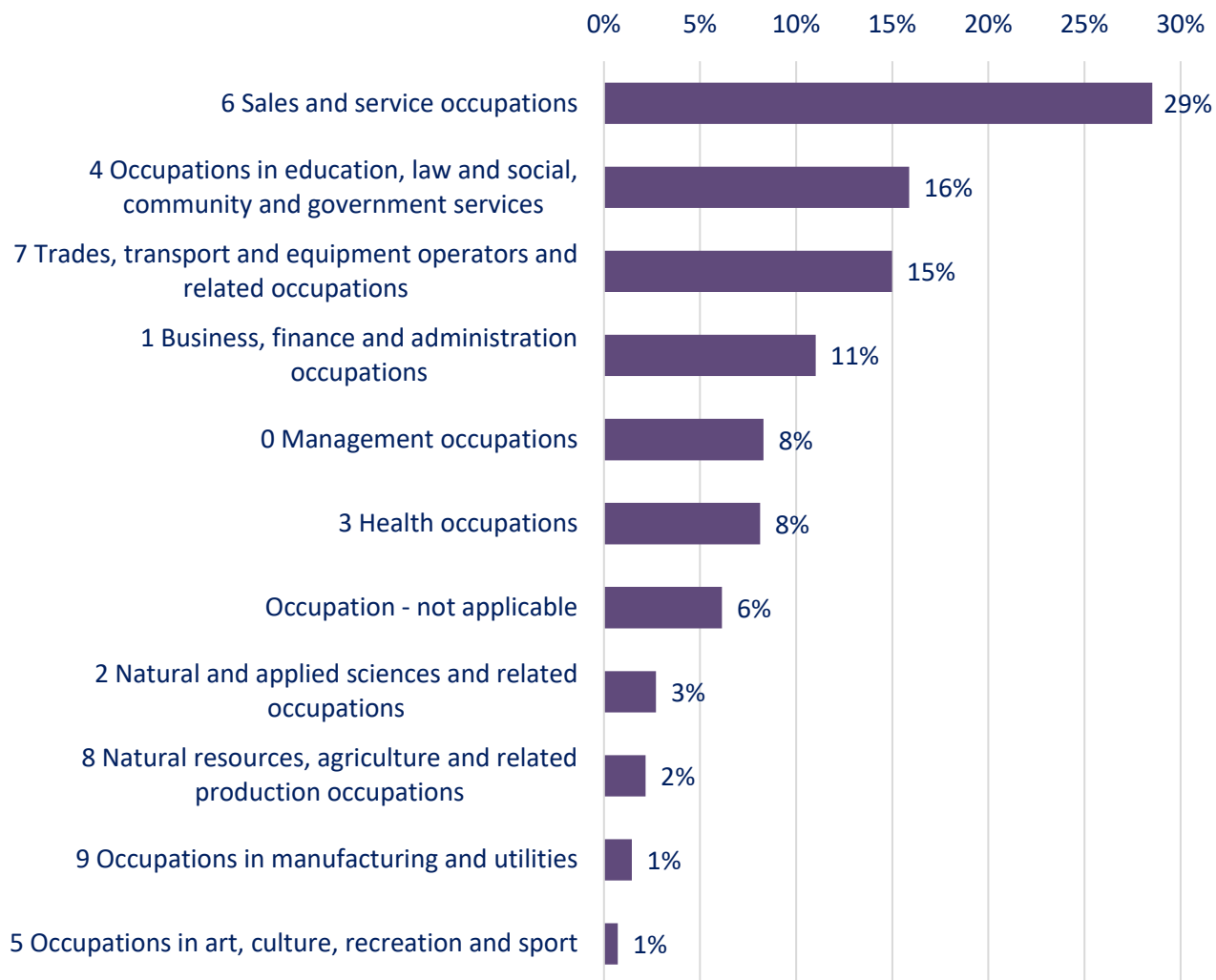


*Note: Small, medium-sized and large businesses are defined by their employment size: small = 1 to 99; medium-sized = 100 to 499; and large = 500 or more. Small and large firms play different roles in an economy. New firms that bring new products and ideas to markets are generally small at the beginning of their life cycle; later, as the industry focuses more on homogeneous products - i.e., specialize on a particular line of products - some firms begin to reduce their production costs and thereby improve their competitiveness by developing large-scale production processes.

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Economic Profile: Employment by Type of Occupation

Share of Population by Type of Occupation*



The region's top three occupations, as shown in the accompanying chart, account for 59.4% of the segment of the population that is 15 years of age and over.

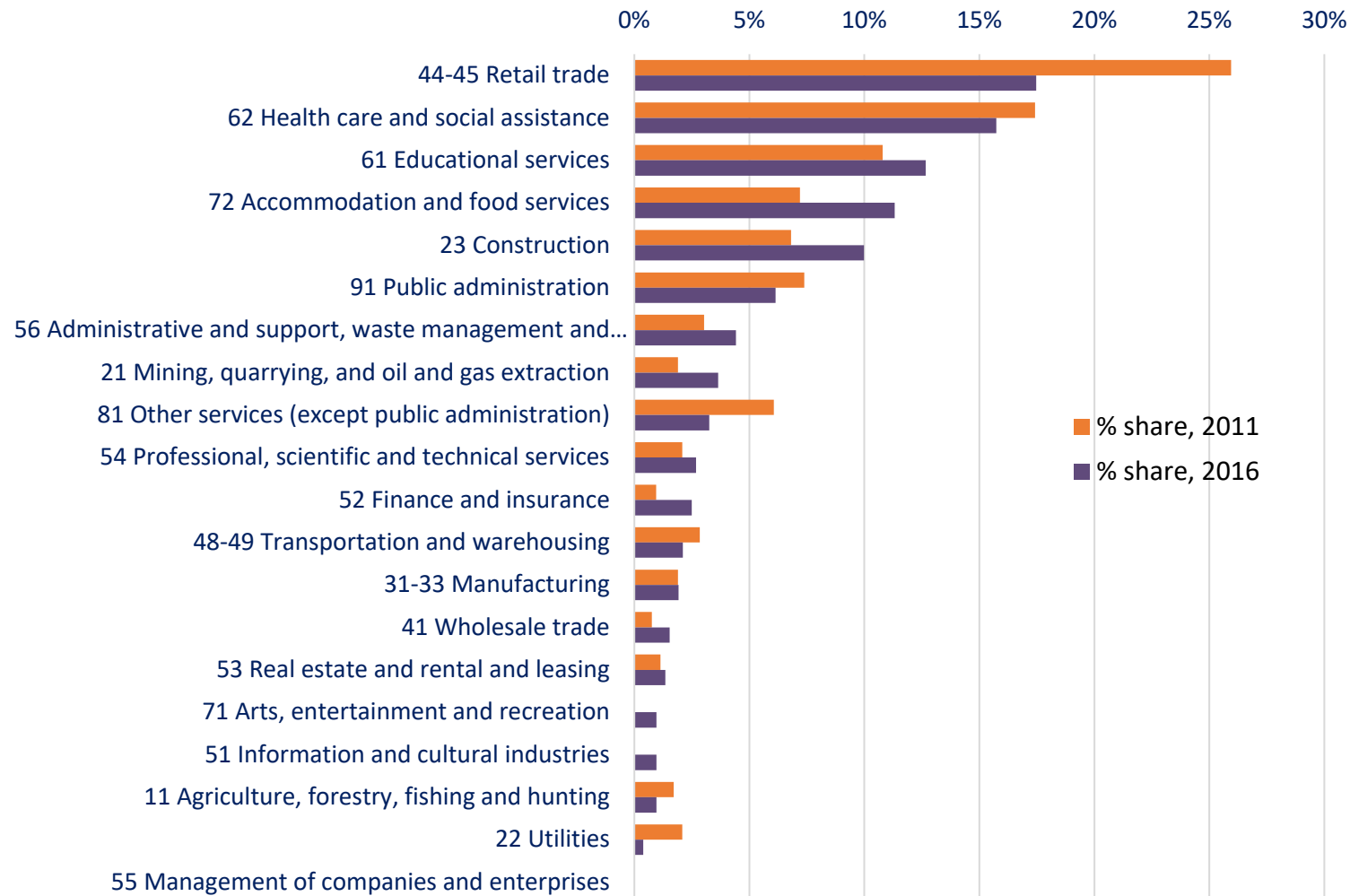
* Segment of population that is 15 years of age and over.
Numbers preceding text are occupation codes employed by Statistics Canada.

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Economic Profile: Employment by Sector

The community's top five sectors (see chart below), in terms of number of employees, account for 67.2% of its total employment.

Share of Total Employment by Sector



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* Numbers preceding sector names are North American Industry Classification (NAICS)

Economic Profile: Employment by Sector

Share of Total Employment by Sector

	2011	2016	% share, 2011	% share, 2016
44-45 Retail trade	685	455	26%	17%
62 Health care and social assistance	460	410	17%	16%
61 Educational services	285	330	11%	13%
72 Accommodation and food services	190	295	7%	11%
23 Construction	180	260	7%	10%
91 Public administration	195	160	7%	6%
56 Administrative and support, waste management and remediation services	80	115	3%	4%
21 Mining, quarrying, and oil and gas extraction	50	95	2%	4%
81 Other services (except public administration)	160	85	6%	3%
54 Professional, scientific and technical services	55	70	2%	3%
52 Finance and insurance	25	65	1%	2%
48-49 Transportation and warehousing	75	55	3%	2%
31-33 Manufacturing	50	50	2%	2%
41 Wholesale trade	20	40	1%	2%
53 Real estate and rental and leasing	30	35	1%	1%
71 Arts, entertainment and recreation	0	25	0%	1%
51 Information and cultural industries	0	25	0%	1%
11 Agriculture, forestry, fishing and hunting	45	25	2%	1%
22 Utilities	55	10	2%	0%
55 Management of companies and enterprises	0	0	0%	0%
Total	2,640	2,605	100%	100%

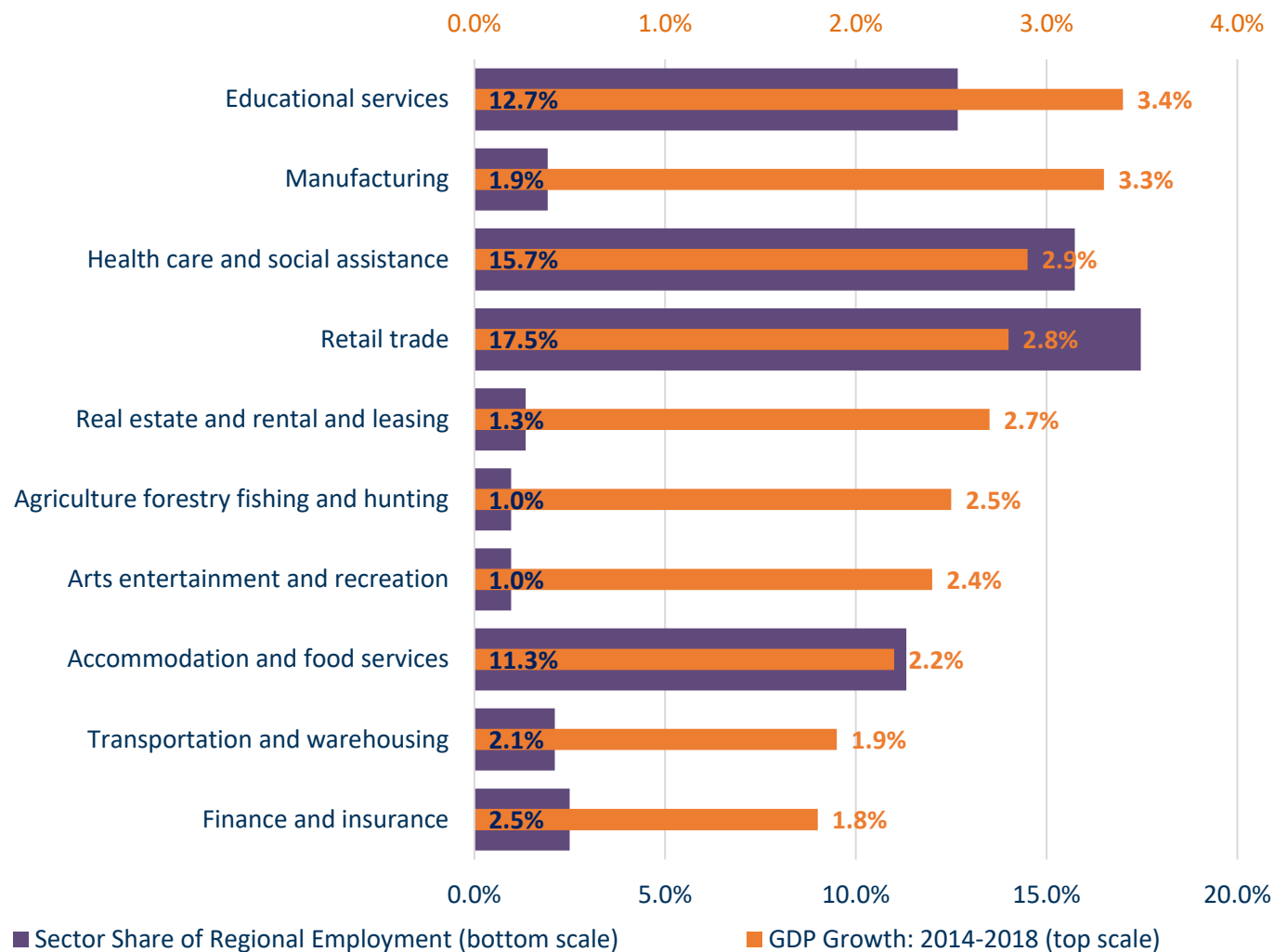
* Numbers preceding sector names are North American Industry Classification (NAICS) codes employed by Statistics Canada.

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Economic Profile: Regional Performance and Income

Approximately 40.5% of the region's working age population (15+ years of age) is employed (i.e., the region's employment rate), and roughly 67% of that segment of the population is employed in sectors that grew on par with or faster than the overall Canadian economy over the period 2014-2018. Note: The corresponding Canada-wide benchmark employment rate is 60.2%.

Share of Regional Employment in Top Performing Sectors by GDP Growth*



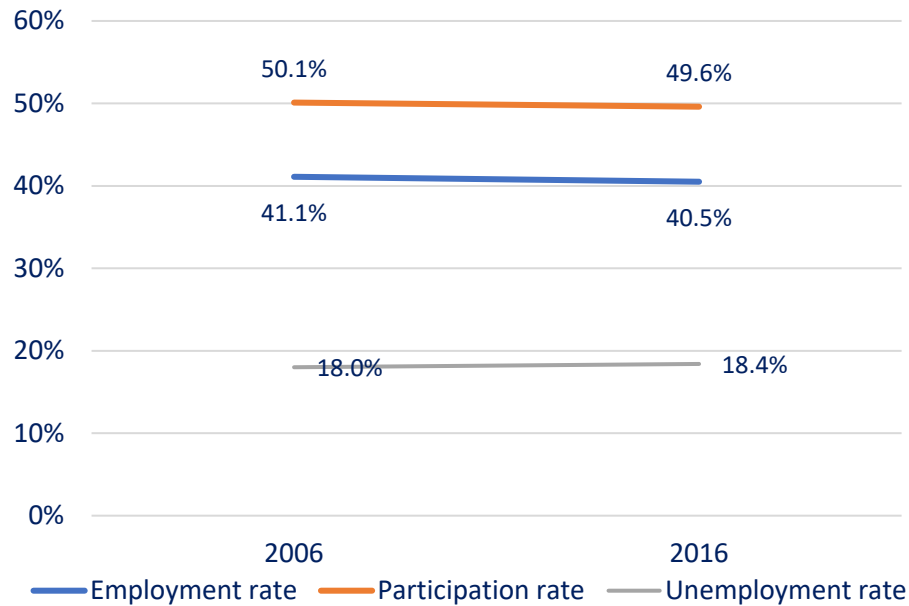
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*National growth rates are employed as benchmarks for performance of sectors that are present in the region.

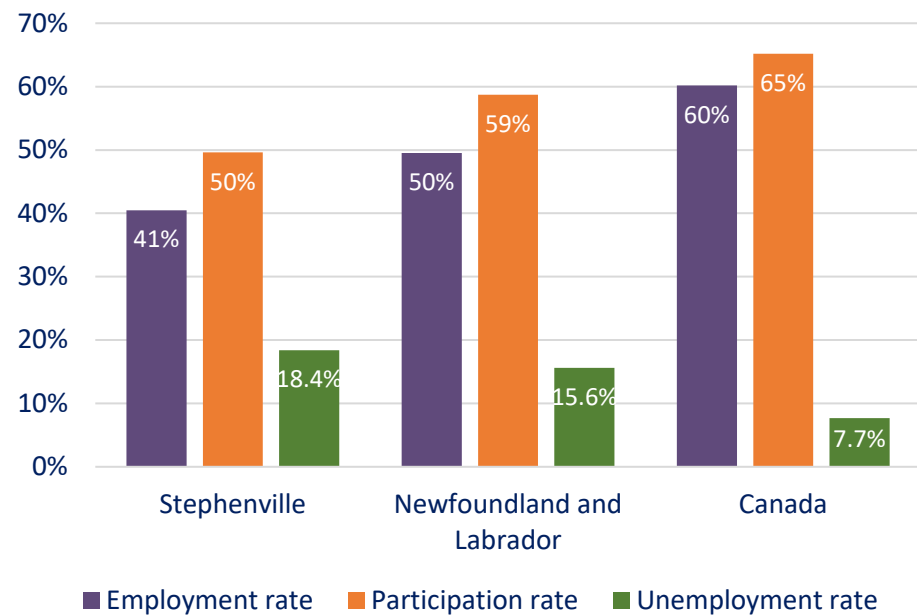
Economic Profile: Regional Performance and Income

Figures pertaining to the region's current labour force status are not available. Nevertheless it is worth noting that, over the ten-year period separating the 2006 and 2016 censuses, the area's rate of unemployment increased from, 18.0% to 18.4%, and the region's rate of unemployment was higher than the national rate, 7.7%, as of Census 2016.

Labour Force Status*



Labour Force Status Comparisons Across Regions, 2016*



* Definitions:

Labour force: Civilian non-institutional population 15 years of age and over who are employed or unemployed but actively seeking work.

Participation rate: Total labour force expressed as a percentage of the population aged 15 years and over.

Employment rate: Number of employed persons expressed as a percentage of the population 15 years of age and over.

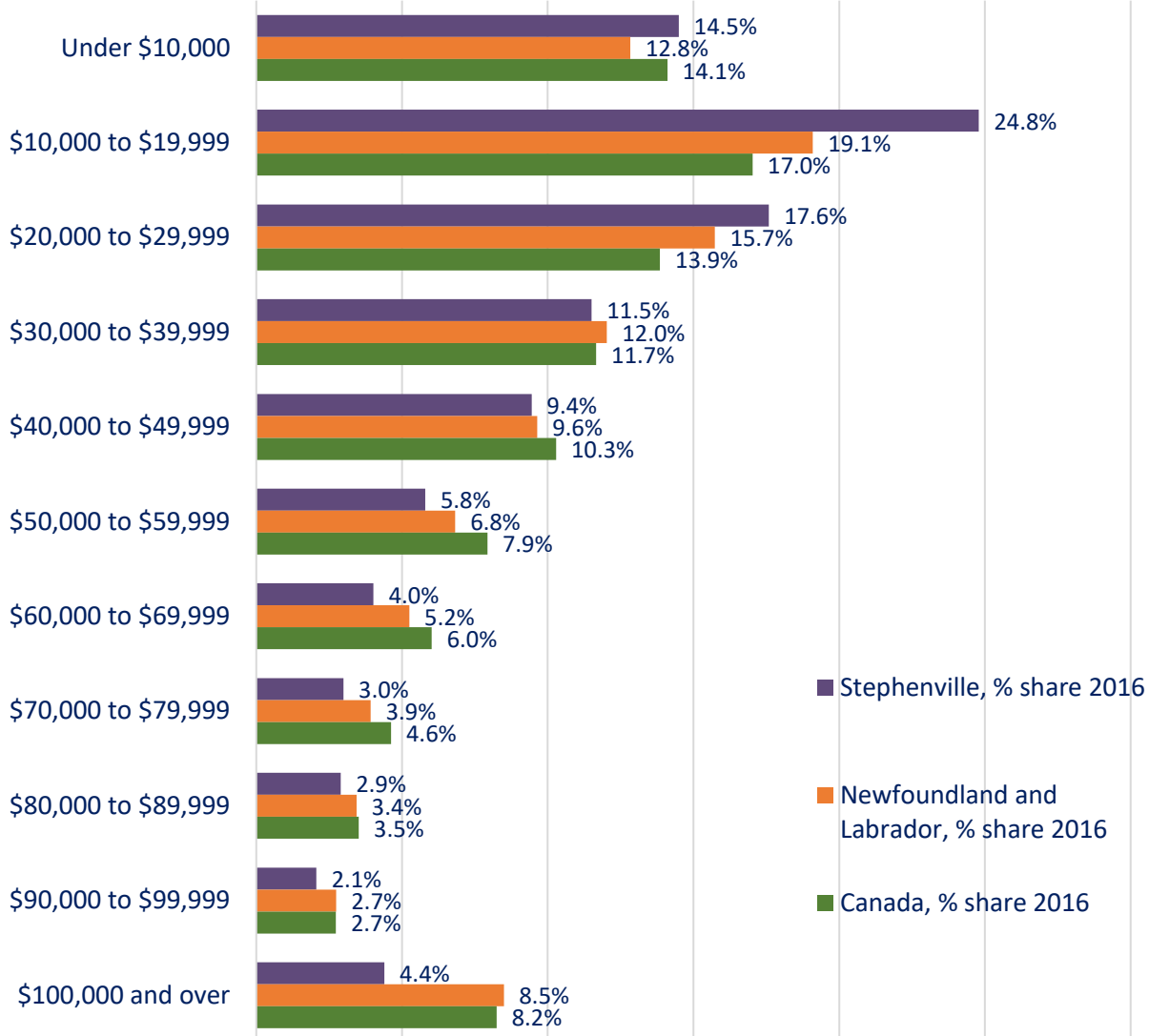
Unemployment rate: Number of unemployed persons expressed as a percentage of the labour force. The unemployment rate for a particular group (for example, age, sex, marital status) is the number unemployed in that group expressed as a percentage of the labour force for that group.

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Economic Profile: Regional Performance and Income

Income Profile: share of population by income bracket

0% 5% 10% 15% 20% 25% 30%



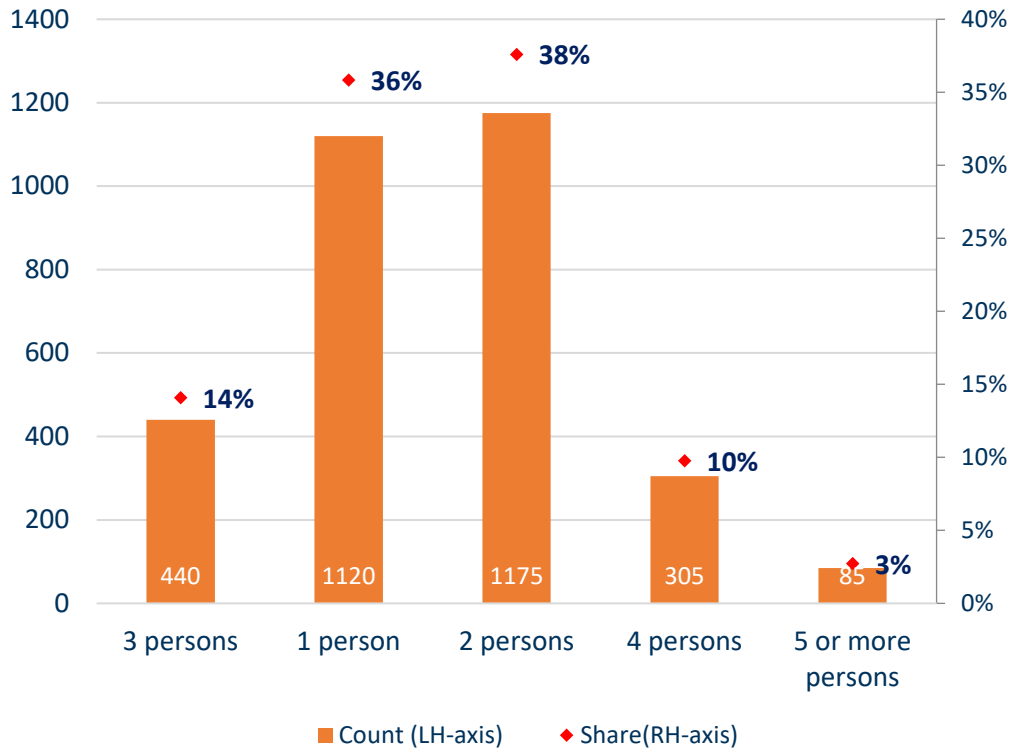
The share of the population by broad income bracket is as follows:

< \$40,000	68.4%
\$40,000 to \$100,000	27.2%
>\$100,000	4.4%

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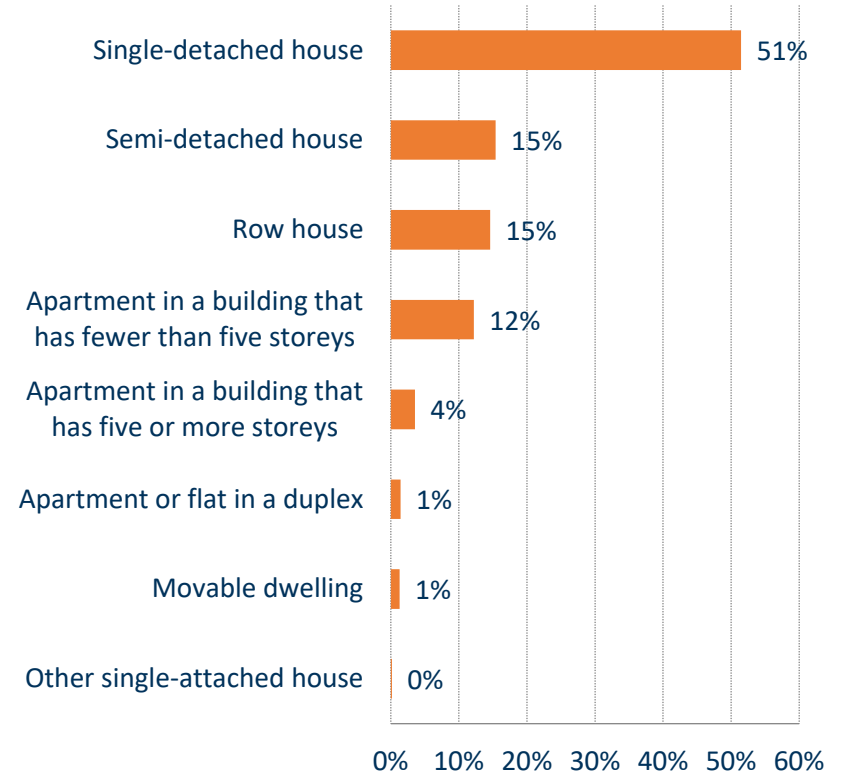
Housing Market

Count & Share of Households by Number of Occupants



Total number of households = 3,125

Share of Total Occupied Private Dwellings by Structural Type of Dwelling

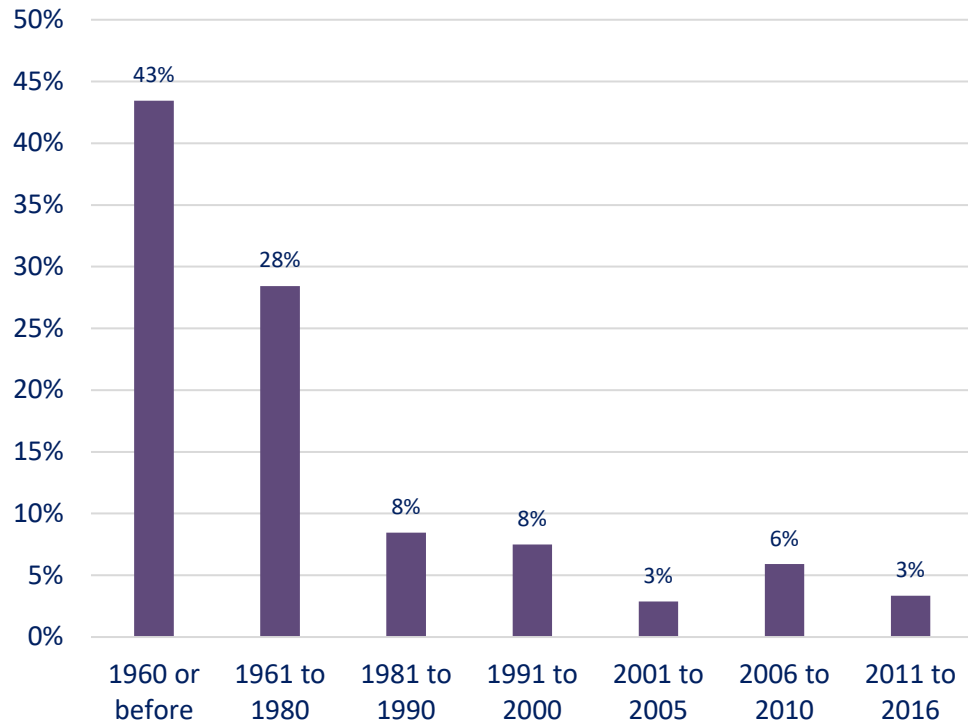


Total number of private occupied dwellings = 3,120

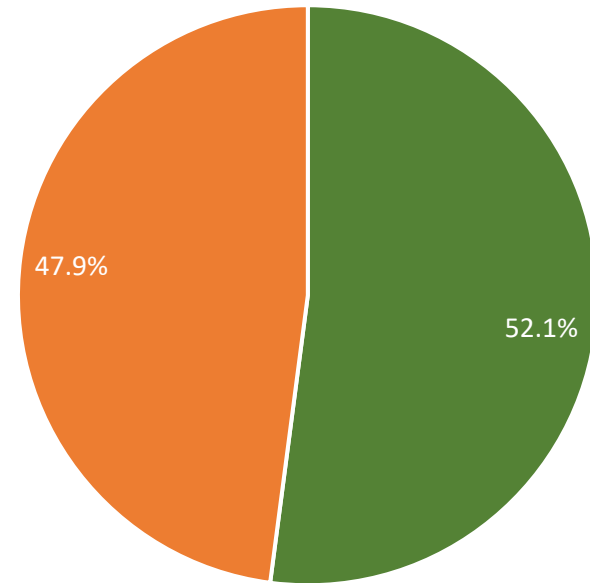
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Housing Market

Age Profile of Residential Housing: Share (%) of total housing stock by year of construction



Share of Households by Tenure: Rent vs. Own

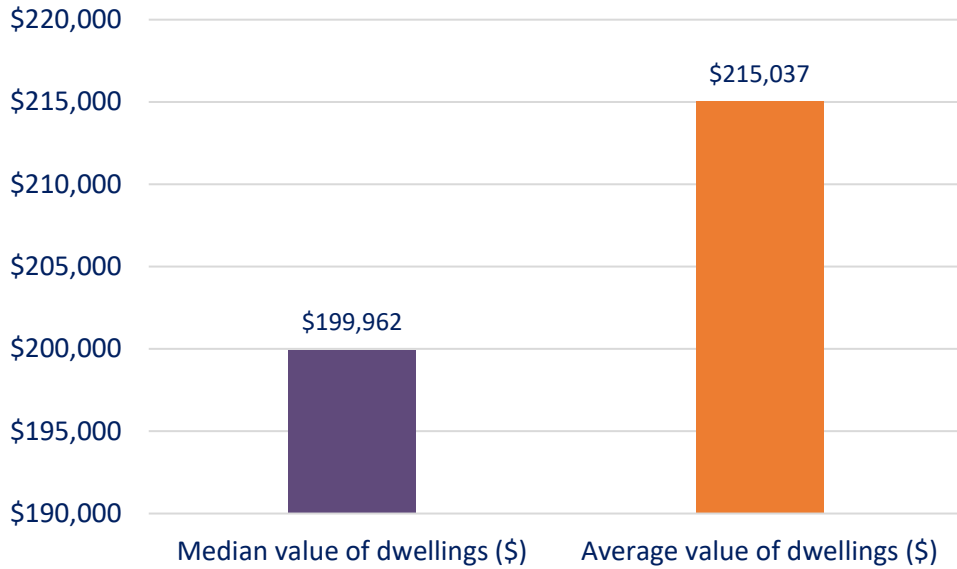


% of tenant households in subsidized housing	23.3%
% of tenant households spending 30% or more of its income on shelter costs	52.7%

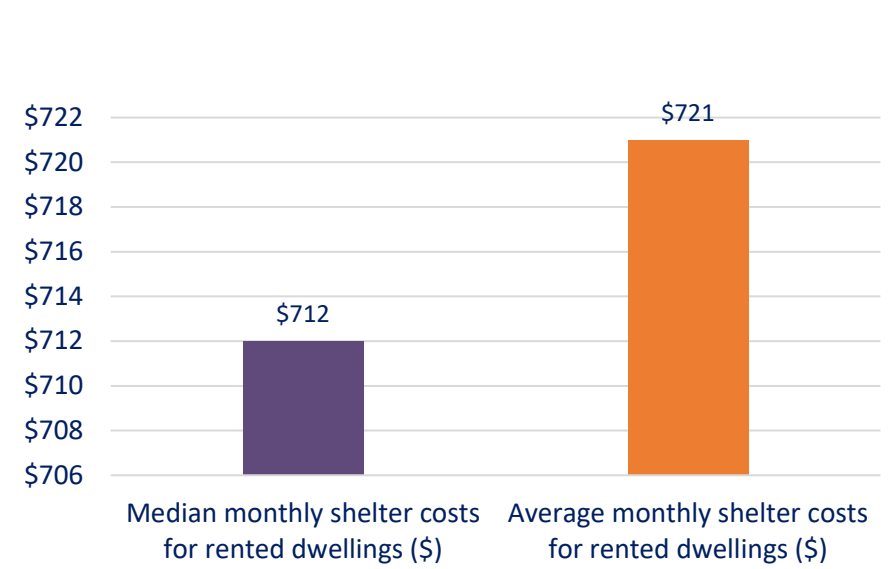
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Housing Market

Residential Home Prices: Average and Median Prices



Monthly Rental Costs: Average and Median Prices

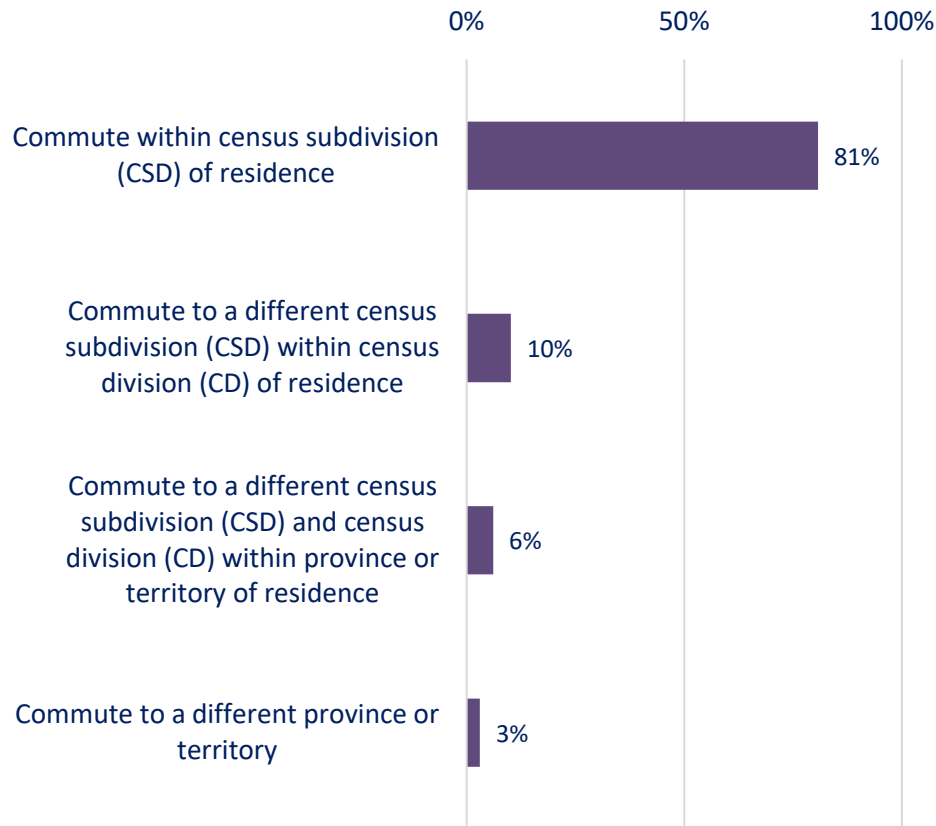


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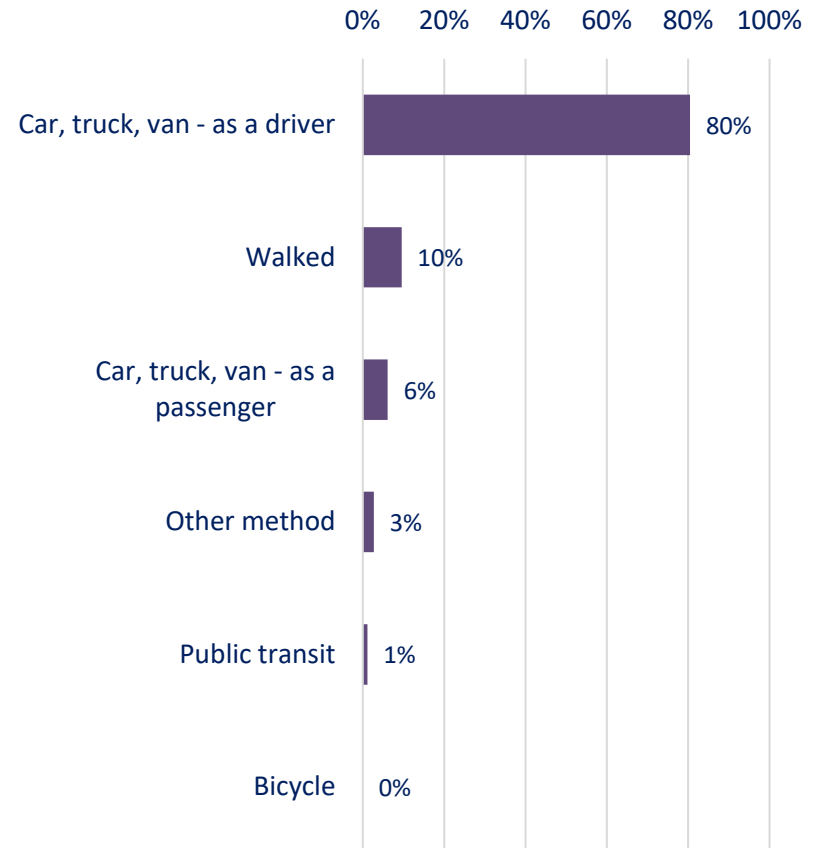
Commuting for Purposes of Employment

19.3% of the region's working age population commutes to destinations outside the community (census subdivision) for purposes of employment. In addition, 90.0% of commuters travel by private vehicle, either as driver or passenger, while 10.0% take public transport or commute by other means (walk, cycle or other).

Commuting Destination for the Employed Labour Force



Main Mode of Commuting for the Employed Labour Force



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Commuting for Purposes of Employment

Commuting Duration for the Employed Labour Force

