



Population profile

Population and household year-end estimates

	City of Kitchener	Waterloo Region
2013 population	233,700	563,000
2013 households	89,240	201,080

Note: differs from Census -- includes temporary residents (e.g., students)
Source: Region of Waterloo, April, 2014.

Census population

Year	City of Kitchener	Waterloo Region
2001	190,399	438,515
2006	204,668	478,121
2011	219,153	507,096

Source: Statistics Canada, 1996–2011 Censuses.

Census population by age cohort

Age cohort	City of Kitchener		
	Male	Female	Total
0–9	13,280	12,750	26,025
10–19	13,690	12,955	26,635
20–29	16,700	16,870	33,575
30–39	15,970	15,910	31,890
40–49	16,470	16,620	33,095
50–59	14,475	15,250	29,725
60–69	9,280	10,170	19,445
70–79	5,145	6,105	11,245
80+	2,730	4,780	7,510
Total	107,735	111,415	219,150[†]
Median age	36.3	38.1	37.2
% aged 15+	81.7	83.0	82.4

[†] Differs from census population result above (219,153) due to rounding.

Source: Statistics Canada, 2011 Census.

Population forecast

Year	City of Kitchener	Waterloo Region
2016	244,030	--
2021	265,555	623,000
2026	286,135	--
2031	304,655	729,000

Source: Region of Waterloo, 2008.

Mother tongue

	KCW CMA*	%
English	351,920	75%
French	5,865	1%
Non-official languages	106,840	23%
Total KCW CMA population	477,160	

Note: Does not add up because language attributes are not available for the entire population.

Source: Statistics Canada, 2011 Census.

Mother tongue: non-official languages

	KCW CMA*	%
Top three languages		
German	12,365	3%
Portuguese	9,940	2%
Spanish	7,900	2%
Other language groups		
Balkan	16,505	3%
Other European	15,710	3%
East/Southeast Asian	17,560	4%
South Asian	12,510	3%
West Asian	10,335	2%
African	2,665	1%

Source: Statistics Canada, 2011 Census.

Labour force profile

Current seasonally-adjusted labour force results

KCW CMA*	Apr. 2013	Apr. 2014
Population age 15+ (thousands)	416.5	422.5
Labour force (thousands)	298.1	299.1
Employed (thousands)	277.1	278.8
Unemployed (thousands)	21.0	20.3
Unemployment rate (%)	7.0	6.8
Participation rate (%)	71.6	70.8
Employment rate (%)	66.5	66.0

Source: Statistics Canada, Labour Force Survey, May 2014.

Comparison of current seasonally-adjusted rates

CMA	Unemployment (%)	Participation (%)	Employment (%)
Canada	6.9	66.1	61.5
Ontario	7.4	66.1	66.2
KCW*	6.8	70.8	66.0
Barrie	7.2	70.5	65.4
Ottawa-Gatineau	6.8	69.7	65.0
Oshawa	7.0	67.5	62.8
Toronto	7.8	67.8	62.5
Guelph	7.2	65.7	61.0
Hamilton	6.4	64.6	60.4
London	8.0	62.0	57.1
Windsor	8.4	60.7	55.5

Source: Statistics Canada, Labour Force Survey, May 2014.



Historical unemployment rates (%)

Year	KCW CMA*	Ontario	Canada
2008	6.0	6.5	6.1
2009	9.5	9.0	8.3
2010	8.0	8.7	8.0
2011	6.8	7.8	7.8
2012	6.6	7.8	7.2
2013	6.9	7.5	7.1

Source: Statistics Canada, Labour Force Survey Historical Review.

Post-secondary enrollment in the region

	Full-time	Part-time	Total	Co-ops
Conestoga College	9,000	35,000	44,000	4,000
Wilfrid Laurier University	13,434	2,562	15,996	1,300
University of Waterloo	32,239	2,673	34,912	16,500
McMaster School of Medicine	84	N/A	84	N/A
Total	54,757	40,235	94,992	21,800

Employment by industry

KCW CMA*	Thousands	%
Agriculture	2.8	1%
Utilities	2.7	1%
Construction	22.2	8%
Manufacturing	49.9	18%
Goods-producing sector	77.9	28%
Trade	37.7	14%
Transportation and warehousing	13.9	5%
Finance, insurance, real estate, leasing	20.2	7%
Professional, scientific & technical	25.1	9%
Business, building & other support	7.4	3%
Educational services	25.1	9%
Health care and social assistance	24.8	9%
Information, culture and recreation	11.9	4%
Accommodation and food services	16.8	6%
Other services	8.9	3%
Public administration	9.2	3%
Services-producing sector	201	72%
Total employed, all industries	278.9	100%

Source: Statistics Canada, Labour Force Survey, April, 2014.

Business profile

Top private employers

City of Kitchener

Over 1,000 employees

Manulife Insurance & financial services

500 to 999 employees

Christie Digital Projection and visualization solution design and manufacturing

Rogers Call centre

Kuntz Electroplating Coating, engraving, heat treating

Dare Foods Ltd. Snack food manufacturing

Desire2Learn Computers systems design

Mitchell Plastics Automotive interior component manufacturing

BLM Transportation Group Long-haul international full-load carrier services

250 to 499 employees

Crawford and Company Insurance adjusting services.

Krug Inc. Office furniture manufacturing

Nordia CRM solutions

Bell Canada Telecommunications services

Celadon Canada Truckload carrier services

A&M Cookie Company Cookie manufacturing

The Record Newspaper publishers

Weston Bakeries Ltd. Bread/baking manufacturing

Lear Canada Motor vehicle seating, interior trim manufacturing

AirBoss Rubber Resin synthetic rubber manufacturing

Compounding Mortgage banking

MCAP

Arvato Call centre

Gateman-Milloy Construction

Economical Insurance Direct insurance carriers

Brock Solutions Automation engineering software and control systems

Stantec Consulting Planning, engineering, architecture consulting

Boehmer Box Paperboard container manufacturing

Google Design Google products including Chrome, mobile Gmail

R-B-J Schlegel Holdings Land development

Source: Kitchener Business Directory.



Number of establishments

Employee size range	KCW CMA* number of establishments
1-4	7,159
5-9	2,796
10-19	1,858
20-49	1,330
50-99	447
100-199	202
200-499	125
500 +	44
Subtotal	13,961
Size indeterminate	17,218
Total	31,179

Source: Canadian Business Patterns, December, 2013.

Business parks

City of Kitchener business park	Acres
Bridgeport Business Park	50
Grand River West Business Park	28
Huron Business Park	390
Lancaster Corporate Centre	30
Total acres in business parks	498

Source: Economic Development, City of Kitchener, 2013.

Development activity

Building permit construction values (\$ millions)

Year	City of Kitchener					Total
	Comm.	Ind.	Inst.	Res.		
2008	68.7	41.6	43.9	181.4		339.7
2009	54.5	39.3	52.8	212.1		365.6
2010	74.7	73.9	58.8	273.3		495.6
2011	69.2	52.9	224.2	313.6		665.3
2012	57.1	28.9	73.9	250.3		416.9
2013	44.9	19.2	31.5	232.7		336.5

*Includes non-residential improvements, plumbing and multiple use.

Source: Economic Development, City of Kitchener, 2014.

Non-residential development charges

	\$/sq.ft.
City of Kitchener, central neighbourhoods	\$1.52
City of Kitchener, suburban area	\$5.03
Region of Waterloo, industrial	\$4.89
Region of Waterloo, non-res, non-industrial	\$9.77

Source: City of Kitchener and Region of Waterloo, 2014.

Available space

City of Kitchener	Inventory (sq.ft.)	Vacancy Rate (%)	Avg. asking rent/sq.ft.
Industrial	23,424,032	5.5%	\$5.01
Office	5,267,156	10.3%	\$13.40

Source: CBRE Market View Reports, 4th quarter 2014.

Residential market

Housing starts

Year	Single detached	Multiple units	KCW CMA* Total
2008	1,446 (55%)	1,188 (45%)	2,634
2009	1,162 (51%)	1,137 (49%)	2,299
2010	1,255 (45%)	1,560 (55%)	2,815
2011	1,186 (40%)	1,768 (60%)	2,954
2012	871 (30%)	2,029 (70%)	2,900
2013	690 (38%)	1,150 (63%)	1,840

Source: Canada Mortgage and Housing Corporation

Apartment rental market

Year	KCW CMA* Vacancy rate (%)	Average rent (\$)
2008	1.8%	\$800
2009	3.3%	\$812
2010	2.6%	\$828
2011	1.7%	\$842
2012	2.6%	\$862
2013	2.9%	\$906

Source: Canada Mortgage and Housing Corp. rental market report

Comparison of prices (standard two-storey)

City	Price
Windsor	\$132,125
London	\$268,100
Barrie	\$290,000
Mississauga	\$450,000
Brampton	\$472,000
Burlington	\$518,000
Markham	\$690,000

Source: Royal LePage, 4th quarter 2014.

Median MLS resale house price

Kitchener-Waterloo	Price
December 2008	\$236,250
December 2009	\$246,000
December 2010	\$256,800
December 2011	\$269,000
December 2012	\$281,000
December 2013	\$279,000

Source: Kitchener-Waterloo Association of Realtors, 2007–2013.



Wages, income and living costs

Wages for select occupations

	Ontario median hourly wage rate (\$)
Management occupations	\$38.46
Senior management occupations	\$50.37
Business, finance and administrative	\$21.00
Professional occupations in business & finance	\$32.69
Financial, secretarial and administrative	\$22.22
Clerical, including supervisors	\$18.75
Natural and applied sciences and related	\$32.21
Occupations in art, culture, recreation & sport	\$22.00
Wholesale, technical, insurance, real estate sales specialists, retail, wholesale, grain buyers	\$24.04
Retail salespersons, sales clerks, cashiers, including retail trade supervisors	\$11.00
Chefs and cooks, and occupations in food and beverage service, including supervisors	\$12.00
Contractors/supervisors in trades/transport	\$28.00
Construction trades	\$22.00
Transport and equipment operators	\$19.50
Trades helpers, construction, & transportation labourers	\$17.30
Occupations unique to primary industry	\$15.38
Machine operators and assemblers in manufacturing, including supervisors	\$19.00
Labourers in processing, manufacturing	\$14.15

Source: Statistics Canada, Labour Force Historical Review, 2013.

Wage and employer rates

	Ontario
Minimum Wage	\$11.00
Students under age 18	\$10.30
Employees serving alcohol	\$9.55
Employment Insurance	1.80%
Canada Pension	4.95%

Source: Ministry of Labour, effective June 1, 2014.

Average household expenditures

	City of Kitchener
Food	\$7,792
Shelter	\$16,212
Clothing	\$3,265
Transportation	\$10,479
Health and personal care	\$3,234
Recreation, reading & education	\$6,039
Taxes & Securities	\$21,302
Total (incl. other categories)	\$79,547
Average discretionary income	\$23,206

Source: FP Markets—Canadian Demographics 2012.

Utility rates

Gas rates

General Service M1 (<50,000 m ³ annually)		
Amount of gas used per month in m ³	Net rate cents/m ³	Daily fixed delivery charge
First 100	28.1992	\$0.69/day
Next 150	28.0047	\$0.69/day
All over 250	27.5447	\$0.69/day

General Service M1 (>50,000 m ³ annually)		
Amount of gas used per month in m ³	Net rate cents/m ³	Daily fixed delivery charge
First 1,000	28.1466	\$2.30/day
Next 6,000	28.0677	\$2.30/day
Next 13,000	27.8326	\$2.30/day
All over 20,000	27.5505	\$2.30/day

Source: Kitchener Utilities, 2014.

Firm/Interruptible Industrial and Commercial Contract Rates also available.

Water and sewer rates

Visit www.kitchenerutilities.ca for current rates.

Hydro

Visit www.kwhydro.ca for current rates.

Community

Institutional Facilities

Hospitals	3
Hospital beds	646

Culture and recreation

Kitchener's facilities include seven pools, seven arenas, and plenty of outdoor facilities like tennis courts, soccer fields, baseball diamonds and playgrounds. Over 115 km of trails cross the city amid 3,000 acres of parkland.

The city operates two public golf courses, as well as 15 community centres and four public library branches. Other city enterprises include the Aud—an arena and events venue—and the Kitchener Market.

Local cultural amenities include the Centre in the Square, THEMUSEUM, the Kitchener-Waterloo Art Gallery and the Registry Theatre.