



Average income per taxfiler

Vol. 2, No. 1, August 2014

Highlights

- Income per non-metro taxfiler averaged \$38,574 in 2011. Non-metro income has grown in each year since 1997, except for a slight decline in 2009. The average incomes in non-metro and partially-non-metro areas are lower than metro areas. In both non-metro and partially-non-metro areas of Ontario, there are significant differences in the level and rate of change in average income levels.

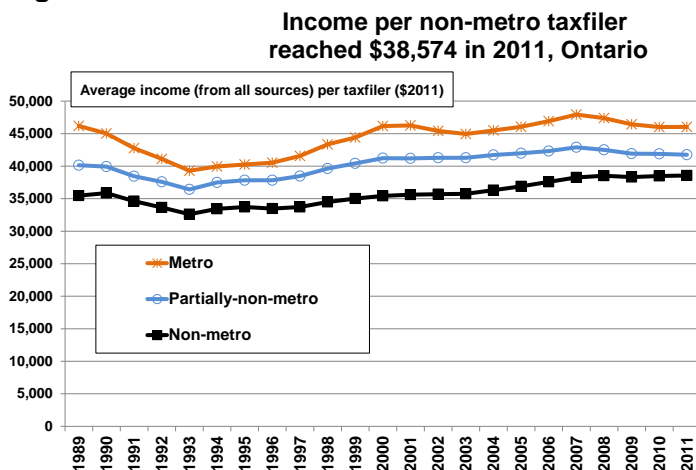
Why look at average income?

Income flows in Ontario indicate the level and change in general economic well-being. Differences between regions and/or between urban and rural areas may reflect sectoral specialization within different geographies and the wages paid in those sectors. Average income data is important to understand but, as with any 'average' calculation, masks trends within categories such as among low or high wage earners.

Findings

Income per taxfiler in non-metro Ontario reached \$38,574 in 2011, up from a low of \$32,618 in 1993 (Figure 1).

Figure 1

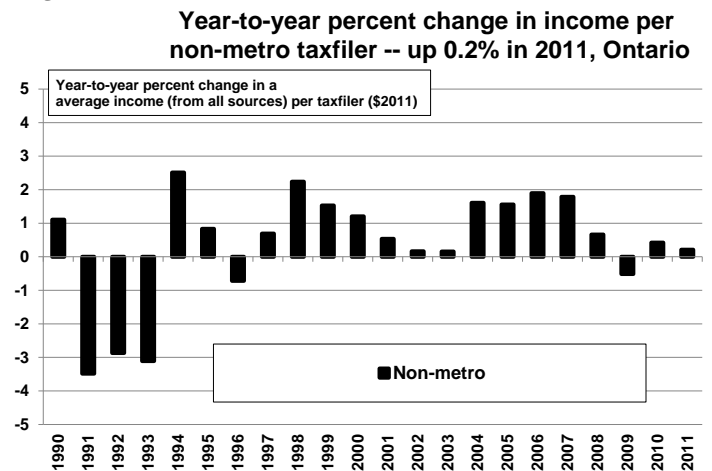


Source: Statistics Canada, Income Statistics Division, Annual Estimates of Income of Individuals.

Income in all types of census divisions (CDs) declined in 1991-1992-1993. Metro incomes declined in 2002 and 2003 and income in metro and partially-non-metro areas declined in 2008-2009-2010 during those recessionary times.

Non-metro income grew each year since 1997 - except for slight declines in 1996 and 2009 (Figure 2).

Figure 2



Source: Statistics Canada, Income Statistics Division, Annual Estimates of Income of Individuals.

There is a wide range in average income across non-metro CDs - illustrated by the highest income in 2011 (\$44,601) in Bruce and the lowest (\$32,155) in Manitoulin (Table 1). See Figure 3 for the trend for these CDs.

Of the 26 non-metro CDs, 10 are above the non-metro average income of \$38,574 and 16 are below. There is no discernible north/south or east/west

1 Data are tabulated for each taxfiler with income. Capital gains are not included in the data tabulated here, consistent with the Statistics Canada concept of "income." Details on p. 34 of Statistics Canada. (2013) Annual Income Estimates for Census Families and Individuals: Individual Data - User's Guide (Ottawa: Statistics Canada, Income Statistics Division, Catalogue No. 13C0015).

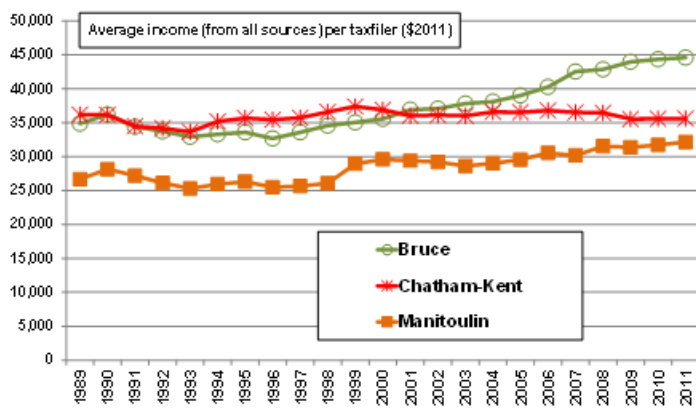
2 All data are adjusted for inflation and are reported in \$2011.

3 Part of the change in average income per taxfiler in Manitoulin in 1999 is because "Starting with the 1999 data, the total of wages, salaries and commissions includes tax-exempt employment income earned on an Indian reserve"

pattern among those above or below the line. There is also a wide range in the annual average rates of growth<sup>4</sup> of average income. The highest rate of growth was 1.9% in Bruce and the lowest was 0.14% in Chatham-Kent (Table 1). See the pattern for these CDs in Figure 3. These results may be due, in part, to significant investment in the nuclear facilities in Bruce and the loss of relatively well-paying manufacturing jobs in Chatham-Kent.

Note that the calculated annual average rate of growth depends upon the time period under consideration. The last column of Table 1 shows the rate of growth averaged over the period from 1993 to 2011. Chatham-Kent is essentially flat – with a calculated growth of 0.14% per year. Figure 3 shows that the income in Chatham-Kent has declined marginally for the period from 1999 to 2011.

**Figure 3**  
Income per taxfiler in the Bruce Census Division reached \$44,601 in 2011



Source: Statistics Canada, Income Statistics Division, Annual Estimates of Income of Individuals.

## Summary

Income per non-metro taxfiler has grown quite consistently since 1997.

There are considerable differences in both the level and the rates of growth of income across the non-metro census divisions in Ontario.

Rural Ontario Institute gratefully acknowledges the work of Ray Bollman in preparing this edition of [Focus on Rural Ontario](#).

Questions on data sources can be directed to [RayD.Bollman@sasktel.net](mailto:RayD.Bollman@sasktel.net).

Any comments or discussions can be directed to [NRagetlie@RuralOntarioInstitute.ca](mailto:NRagetlie@RuralOntarioInstitute.ca).

**Table 1**

Level and Rate of Growth of Average Income					
Census Division ID	Census division	Average income (from all sources) per taxfiler, 2011	Census Division ID	Census division	Average annual rate of growth of average income (\$2011) per taxfiler
<b>Metro census divisions</b> (sorted by average income in 2011)			<b>Metro census divisions</b> (sorted by rate of growth of average income, 1993 to 2011)		
3524	Halton	58,645	3553	Greater Sudbury	1.33
3506	Ottawa	52,277	3520	Toronto	1.28
3519	York	46,567	3506	Ottawa	1.26
3520	Toronto	46,225	3524	Halton	1.24
3553	Greater Sudbury	44,622	3529	Brant	0.92
3525	Hamilton	40,417	3525	Hamilton	0.78
3521	Peel	39,314	3519	York	0.52
3529	Brant	38,357	3521	Peel	-0.01
<b>Partially-non-metro census divisions</b> (sorted by average income in 2011)			<b>Partially-non-metro census divisions</b> (sorted by rate of growth of average income, 1993 to 2011)		
3518	Durham	45,373	3502	Prescott & Russell	1.44
3523	Wellington	44,423	3511	Lennox & Addington	1.21
3530	Waterloo	43,881	3510	Frontenac	1.15
3510	Frontenac	43,477	3543	Simcoe	1.07
3522	Dufferin	43,428	3523	Wellington	1.04
3502	Prescott & Russell	41,959	3515	Peterborough	1.03
3539	Middlesex	41,833	3530	Waterloo	1.00
3558	Thunder Bay	41,650	3522	Dufferin	0.81
3543	Simcoe	40,657	3534	Elgin	0.77
3515	Peterborough	38,798	3539	Middlesex	0.75
3511	Lennox & Addington	38,753	3518	Durham	0.73
3537	Essex	38,606	3526	Niagara	0.62
3526	Niagara	38,474	3558	Thunder Bay	0.50
3534	Elgin	37,148	3537	Essex	-0.02
<b>Non-metro census divisions</b> (sorted by average income in 2011)			<b>Non-metro census divisions</b> (sorted by rate of growth of average income, 1993 to 2011)		
3541	Bruce	44,601	3541	Bruce	1.90
3538	Lambton	43,808	3549	Parry Sound	1.43
3556	Cochrane	41,366	3551	Manitoulin	1.36
3509	Lanark	40,573	3544	Muskoka	1.33
3531	Perth	39,927	3546	Haliburton	1.28
3507	Leeds & Grenville	39,818	3540	Huron	1.27
3514	Northumberland	39,785	3554	Timiskaming	1.24
3532	Oxford	39,540	3547	Renfrew	1.24
3559	Rainy River	39,029	3542	Grey	1.18
3548	Nipissing	38,736	3514	Northumberland	1.08
3547	Renfrew	38,684	3548	Nipissing	1.08
3540	Huron	38,263	3509	Lanark	1.05
3554	Timiskaming	38,140	3538	Lambton	1.01
3560	Kenora	37,965	3560	Kenora	1.01
3528	Haldimand-Norfolk	37,947	3516	Kawartha Lakes	0.99
3544	Muskoka	37,726	3559	Rainy River	0.97
3557	Algoma	37,608	3528	Haldimand-Norfolk	0.93
3542	Grey	37,289	3513	Prince Edward	0.92
3516	Kawartha Lakes	37,088	3507	Leeds & Grenville	0.91
3552	Sudbury	36,995	3531	Perth	0.91
3513	Prince Edward	36,438	3552	Sudbury	0.90
3512	Hastings	36,297	3556	Cochrane	0.89
3501	Dundas & Glengarry	35,988	3501	Dundas & Glengarry	0.84
3536	Chatham-Kent	35,608	3532	Oxford	0.81
3549	Parry Sound	35,164	3512	Hastings	0.81
3546	Haliburton	33,618	3557	Algoma	0.80
3551	Manitoulin	32,155	3536	Chatham-Kent	0.14

Source: Statistics Canada, Income Statistics Division, Annual Estimates of Income of Individuals.

<sup>4</sup> The average annual rate of growth is calculated as the slope of a semi-log graph from the low point in 1993 to 2011.