

Trade Area: Owen Sound, ON (CY)



POPULATION

The population in this area is estimated to have changed from 22,308 to 24,190, resulting in a growth of 8.4% between 2020 and the current year. Over the next five years, the population is projected to grow by 7.7%

The population in the base area is estimated to have changed from 102,742 to 115,215, resulting in a growth of 12.1% between 2020 and the current year. Over the next five years, the population is projected to grow by 10.0%

The current year median age for this area is 45.7, while the average age is 45.8. Five years from now, the median age is projected to be 45.4.

The current year median age for the base area is 47.9, while the average age is 45.8. Five years from now, the median age is projected to be 47.7.

Of this area's current year estimated Visible Minority population:

0.6% are Chinese, 1.9% are South Asian, 1.4% are Black, 0.2% are Filipino, 0.2% are Latin American, 0.1% are Southeast Asian, 0.9% are Arab, 0.1% are West Asian, 0.3% are Korean, and 0.2% are Japanese.

Of the base area's current year estimated population:

0.4% are Chinese, 1.2% are South Asian, 1.4% are Black, 0.2% are Filipino, 0.3% are Latin American, 0.1% are Southeast Asian, 0.3% are Arab, 0.1% are West Asian, 0.1% are Korean, and 0.1% are Japanese.

This area's current estimated population of Indigenous Identity is 4.3%, while the base area's current estimated population of Indigenous Identity is 2.9%.



HOUSEHOLD

The number of households in this area is estimated to have changed from 10,142 to 11,005, resulting in an increase of 8.5% between 2020 and the current year. Over the next five years, the number of households is projected to increase by 7.3%.

The number of households in the base area is estimated to have changed from 43,013 to 47,344, resulting in an increase of 10.1% between 2020 and the current year. Over the next five years, the number of households is projected to increase by 8.9%.

Benchmark: Grey, ON (CTY)

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Demographics Executive Summary | Education, Income & Housing

Trade Area: Owen Sound, ON (CY)



EDUCATION

Currently, it is estimated that **12.4%** of the population age 15 and over in this area had earned a Bachelor's Degree, **5.9%** had earned a degree above Bachelor's, **24.5%** had earned a College, CEGEP or Diploma and **5.1%** had earned an Apprenticeship or Trades Certificate/Diploma.

In comparison, for the base area, it is estimated that for the population over age 15, **13.5%** had earned a Bachelor's Degree, **6.0%** had earned a degree above Bachelor's, **23.3%** had earned a College, CEGEP or Diploma and **6.7%** had earned an Apprenticeship or Trades Certificate/Diploma.



INCOME

The average household income in this area is estimated to be **\$98,525** for the current year, while the average household income for the base area is estimated to be **\$123,851** for the same time frame.

The average household income in this area is projected to change over the next five years, from **\$98,525** to **\$117,008**.

The average household income in the base area is projected to change over the next five years, from **\$123,851** to **\$144,380**.



HOUSING

Most of the dwellings in this area (**58.2%**) are estimated to be **Owned** for the current year. For the base area the majority of the housing units are **Owned** (**78.2%**).

The majority of dwellings in this area (**94.1%**) are estimated to be structures of **Not In Condo** for the current year. The majority of the dwellings in the base area (**95.2%**) are estimated to be structures of **Not In Condo** for the same year.

The majority of housing units in this area (**39.6%**) are estimated to have been **Built Before 1961** for the current year.

The majority of housing units in the base area (**30.7%**) are estimated to have been **Built Before 1961** for the current year.

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Trade Area:Owen Sound, ON (CY)



LABOUR

For this area, Owen Sound, ON (CY), 94.6% of the labour force is estimated to be employed for the current year.

The employment status of the population age 15 and over is as follows:

8.5% are self-employed, 55.4% are employed civilians, 3.2% are unemployed civilians, and 41.4% are not in the labour force.

The occupational classification for this area are as follows:

0.9% hold occupations unique to Primary Industries, 2.9% hold occupations unique to Manufacture and Utilities.

For the civilian employed population age 15 and over in this area, it is estimated that they are employed in the following occupational categories:

2.7% are in Sciences, 7.1% are in Health, 7.2% are in Social Sciences, Education, Government, Religion, 1.5% are in Art, Culture, Recreation, Sport, 16.5% are in Sales and Service, 10.7% are in Trades, Transport, Operators, 0.3% are in Management, 7.5% are in Business Finance Administration.

For the base area, Grey, ON (CTY), 95.3% of the labour force is estimated to be employed for the current year.

The employment status of the population age 15 and over is as follows:

14.1% are self-employed, 56.4% are employed civilians, 2.8% are unemployed civilians, and 40.8% are not in the labour force.

The occupational classification for the base area are as follows:

3.8% hold occupations unique to Primary Industries, 3.8% hold occupations unique to Manufacture and Utilities.

For the civilian employed population age 15 and over in the base area, it is estimated that they are employed in the following occupational categories:

2.8% are in Sciences, 5.4% are in Health, 5.8% are in Social Sciences, Education, Government, Religion, 1.8% are in Art, Culture, Recreation, Sport, 12.8% are in Sales and Service, 13.0% are in Trades, Transport, Operators, 0.7% are in Management, 8.3% are in Business Finance Administration.

Benchmark: Grey, ON (CTY)

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Demographics Highlights - DemoStats | Highlights

Trade Area: Owen Sound, ON (CY)

HOUSEHOLD CHARACTERISTICS

	Count	%	Base Count	Base %	% Pen	Index
Basics						
Total Population	24,190	100.00	115,215	100.00	21.00	100
Total Households	11,005	100.00	47,344	100.00	23.24	100
Age of Household Maintainer						
15 to 24	272	2.47	727	1.54	37.41	161
25 to 34	1,603	14.57	5,207	11.00	30.79	132
35 to 44	1,658	15.07	6,350	13.41	26.11	112
45 to 54	1,479	13.44	6,549	13.83	22.58	97
55 to 64	1,972	17.92	9,403	19.86	20.97	90
65 to 74	2,028	18.43	10,434	22.04	19.44	84
75 to 84	1,469	13.35	6,650	14.05	22.09	95
85 Or Older	524	4.76	2,024	4.28	25.89	111
Size of Household						
1 Person	4,210	38.26	13,346	28.19	31.55	136
2 Persons	3,844	34.93	19,109	40.36	20.12	87
3 Persons	1,371	12.46	6,158	13.01	22.26	96
4 Persons	1,044	9.49	5,234	11.05	19.95	86
5 or More Persons	536	4.87	3,497	7.39	15.33	66
Household Type						
Total Family Households	6,372	57.90	32,485	68.61	19.62	84
One-Family Households	6,178	56.14	31,315	66.14	19.73	85
Multigenerational Family Households	153	1.39	952	2.01	16.07	69
Multiple-Family Households	41	0.37	218	0.46	18.81	81
Total Non-Family Households	4,633	42.10	14,859	31.39	31.18	134
One-Person Households	4,290	38.98	13,631	28.79	31.47	135
Two-Or-More-Person Households	343	3.12	1,228	2.59	27.93	120
Marital Status						
Married Or Living With A Common-Law Partner	10,062	50.41	57,691	60.18	17.44	84
Single (Never Legally Married)	5,404	27.07	20,982	21.89	25.76	124
Separated	935	4.68	3,337	3.48	28.02	135
Divorced	1,652	8.28	6,562	6.84	25.18	121
Widowed	1,909	9.56	7,298	7.61	26.16	126
Children at Home						
Percent: Households with Children at Home	--	31.59	--	33.82	--	93
Age of Children at Home						
Total Number Of Children At Home	5,862	100.00	30,016	100.00	19.53	100
0 to 4	1,139	19.43	5,691	18.96	20.01	102
5 to 9	1,084	18.49	5,828	19.42	18.60	95
10 to 14	1,202	20.50	5,960	19.86	20.17	103
15 to 19	1,054	17.98	4,983	16.60	21.15	108
20 to 24	657	11.21	3,606	12.01	18.22	93
25 and over	726	12.38	3,948	13.15	18.39	94

DWELLING CHARACTERISTICS

	Count	%	Base Count	Base %	% Pen	Index
Housing Tenure						
Owned	6,400	58.16	37,011	78.17	17.29	74
Rented	4,605	41.84	10,333	21.82	44.57	192
Band Housing	0	0.00	0	0.00	--	100
Housing Type						
Houses	6,767	61.49	39,684	83.82	17.05	73
Single-Detached House	5,582	50.72	36,615	77.34	15.25	66
Semi-Detached House	447	4.06	861	1.82	51.92	223
Row House	738	6.71	2,208	4.66	33.42	144
Apartments	4,178	37.97	7,128	15.06	58.61	252
High-rise (5+ Floors)	804	7.31	977	2.06	82.29	354
Low-rise (<5 Floors)	3,082	28.01	5,440	11.49	56.65	244
Detached Duplex	292	2.65	711	1.50	41.07	177
Other Dwelling Types	60	0.55	532	1.12	11.28	49
Housing Period of Construction						
Before 1961	4,354	39.56	14,531	30.69	29.96	129
1961 - 1980	2,963	26.92	11,045	23.33	26.83	115
1981 - 1990	1,276	11.60	5,587	11.80	22.84	98
1991 - 2000	744	6.76	4,561	9.63	16.31	70
2001 - 2005	268	2.44	1,891	3.99	14.17	61
2006 - 2010	269	2.44	1,940	4.10	13.87	60
2011 - 2015	281	2.55	1,676	3.54	16.77	72
2016 - 2021	234	2.13	2,639	5.57	8.87	38
After 2021	616	5.60	3,474	7.34	17.73	76

INCOME, EDUCATION & EMPLOYMENT

	Count	%	Base Count	Base %	% Pen	Index
Household Income						
Average Household Income	--	98,524.72	--	123,850.99	--	80
Education						
No Certificate, Diploma Or Degree	3,697	18.52	17,094	17.83	21.63	104
High School Certificate Or Equivalent	6,456	32.34	29,924	31.21	21.57	104
Apprenticeship Or Trades Cert/Dipl	1,019	5.11	6,447	6.72	15.81	76
College/CEGEP/Non-University Cert/Dipl	4,881	24.45	22,354	23.32	21.84	105
University Cert/Dipl Below Bachelor	253	1.27	1,408	1.47	17.97	86
University Degree	3,656	18.32	18,643	19.45	19.61	94
Labour Force						
In The Labour Force (15+)	11,701	58.62	56,784	59.23	20.61	99
Labour Force by Occupation						
Management	53	0.27	686	0.72	7.73	37
Business Finance Administration	1,506	7.54	7,909	8.25	19.04	91
Sciences	537	2.69	2,678	2.79	20.05	96
Health	1,421	7.12	5,143	5.37	27.63	133
Education, Gov't, Religion, Social	1,441	7.22	5,521	5.76	26.10	125
Art, Culture, Recreation, Sport	304	1.52	1,728	1.80	17.59	84
Sales and Service	3,287	16.47	12,290	12.82	26.75	128
Trades and Transport	2,139	10.71	12,457	12.99	17.17	82
Natural Resources and Agriculture	170	0.85	3,661	3.82	4.64	22
Manufacturing and Utilities	584	2.93	3,648	3.81	16.01	77
Commuting						
Car (As Driver)	7,534	37.74	38,739	40.41	19.45	93
Car (As Passenger)	895	4.48	3,331	3.48	26.87	129
Public Transit	196	0.98	332	0.35	59.04	284
Walk	747	3.74	2,575	2.69	29.01	139
Bicycle	95	0.48	276	0.29	34.42	165

IDENTITY, LANGUAGE, IMMIGRATION & VISIBLE MINORITY STATUS

	Count	%	Base Count	Base %	% Pen	Index
Indigenous Identity						
Indigenous Identity	1,013	4.33	3,300	2.91	30.70	149
Knowledge of Official Language						
English Only	21,763	93.06	105,961	93.48	20.54	100
French Only	5	0.02	27	0.02	18.52	90
English And French	1,571	6.72	6,621	5.84	23.73	115
Neither English Nor French	48	0.20	740	0.65	6.49	31
Immigration Status						
Non-Immigrant Population	21,073	90.11	102,651	90.56	20.53	99
Born In Province of Residence	19,659	84.06	95,745	84.47	20.53	100
Born Outside Province of Residence	1,414	6.05	6,906	6.09	20.47	99
Immigrant Population	1,756	7.51	9,516	8.39	18.45	89
Visible Minority Status						
Total Visible Minorities	1,488	6.36	5,258	4.64	28.30	137
Chinese	135	0.58	457	0.40	29.54	143
South Asian	437	1.87	1,390	1.23	31.44	152
Black	321	1.37	1,567	1.38	20.49	99
Filipino	39	0.17	265	0.23	14.72	71
Latin American	52	0.22	386	0.34	13.47	65
Southeast Asian	25	0.11	104	0.09	24.04	116
Arab	199	0.85	287	0.25	69.34	336
West Asian	27	0.12	85	0.07	31.76	154
Korean	77	0.33	167	0.15	46.11	223
Japanese	54	0.23	167	0.15	32.34	157
Mother Tongue*						
English	21,540	92.10	100,171	88.37	21.50	104
French	219	0.94	1,051	0.93	20.84	101
Total Non-Official	1,316	5.63	10,918	9.63	12.05	58
Arabic	121	0.52	181	0.16	66.85	324
German	95	0.41	2,098	1.85	4.53	22
Dutch	77	0.33	850	0.75	9.06	44
Gujarati	73	0.31	84	0.07	86.90	421
Punjabi	64	0.27	233	0.21	27.47	133
Spanish	56	0.24	375	0.33	14.93	72
Hindi	40	0.17	92	0.08	43.48	211
Korean	36	0.15	116	0.10	31.03	150
Polish	34	0.14	299	0.26	11.37	55
Mandarin	34	0.14	102	0.09	33.33	162

Benchmark: Grey, ON (CTY)

*Displaying top 10 non-official Mother Tongue language variables by percent composition.

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Index Colours:	<80	80 - 110	110+
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Demographics Highlights - CensusPlus | Households & Employment

Trade Area: Owen Sound, ON (CY)

HOUSEHOLD & DWELLING CHARACTERISTICS

	Count	%	Base Count	Base %	% Pen	Index
Base Variables						
Total Population	21,612	100.00	100,905	100.00	21.42	100
Total Households	9,895	100.00	42,309	100.00	23.39	100
Age of Household Maintainer						
15 to 24 years	249	2.52	660	1.56	37.73	161
25 to 34 years	1,332	13.46	4,365	10.32	30.52	130
35 to 44 years	1,392	14.07	5,335	12.61	26.09	112
45 to 54 years	1,361	13.75	6,155	14.55	22.11	95
55 to 64 years	2,012	20.33	9,779	23.11	20.57	88
65 to 74 years	1,838	18.57	9,160	21.65	20.07	86
75 to 84 years	1,199	12.12	5,065	11.97	23.67	101
85+ years	512	5.17	1,790	4.23	28.60	122
Size of Household						
1 person	3,783	38.23	11,946	28.23	31.67	135
2 persons	3,454	34.91	17,100	40.42	20.20	86
3 persons	1,233	12.46	5,491	12.98	22.45	96
4 persons	941	9.51	4,671	11.04	20.15	86
5 or more persons	484	4.89	3,101	7.33	15.61	67
Marital Status						
Married or common-law	8,777	40.61	49,448	49.01	17.75	83
Single (never legally married)	4,994	23.11	18,864	18.70	26.47	124
Separated	858	3.97	3,010	2.98	28.50	133
Divorced	2,052	9.49	7,899	7.83	25.98	121
Widowed	1,847	8.55	6,274	6.22	29.44	137
Age of Children at Home						
0 to 4 years	951	4.57	4,902	4.94	19.40	92
5 to 9 years	1,054	5.06	5,252	5.30	20.07	96
10 to 14 years	1,053	5.06	5,166	5.21	20.38	97
15 to 19 years	980	4.71	4,707	4.75	20.82	99
20 to 24 years	614	2.95	3,268	3.30	18.79	89
25 to 29 years	259	1.24	1,395	1.41	18.57	88
30 to 34 years	130	0.62	684	0.69	19.01	91
35 to 39 years	88	0.42	448	0.45	19.64	94
40 to 44 years	46	0.22	265	0.27	17.36	83
45 to 49 years	33	0.16	216	0.22	15.28	73
50 to 54 years	42	0.20	185	0.19	22.70	108
55 to 59 years	46	0.22	189	0.19	24.34	116
60 to 64 years	18	0.09	128	0.13	14.06	67
65 to 69 years	39	0.19	49	0.05	79.59	379
70 to 74 years	5	0.02	5	0.01	100.00	480
75 to 79 years	9	0.04	10	0.01	90.00	428
80 to 84 years	0	0.00	0	0.00	--	100
85 Or Older	0	0.00	0	0.00	--	100
Housing Tenure						
Owner	5,736	57.97	33,042	78.10	17.36	74
Renter	4,159	42.03	9,267	21.90	44.88	192
Band housing	0	0.00	0	0.00	--	100
Housing Type						
Single-detached house	5,054	51.08	32,775	77.47	15.42	66
Semi-detached house	413	4.17	785	1.85	52.61	225
Row house	670	6.77	1,935	4.57	34.63	148
Other single-attached house	18	0.18	80	0.19	22.50	96
Movable dwelling	36	0.36	419	0.99	8.59	37
Apartment or flat, duplex	261	2.64	630	1.49	41.43	177
Apartment, 4 or less storeys	2,702	27.31	4,780	11.30	56.53	242
Apartment, 5 or more storeys	741	7.49	905	2.14	81.88	350
Condo Status						
Condominium	572	5.78	2,200	5.20	26.00	111
Not condominium	9,323	94.22	40,109	94.80	23.24	99
Housing Period of Construction						
1960 or before	4,316	43.62	14,214	33.60	30.36	130
1961 to 1980	2,844	28.74	10,499	24.82	27.09	116
1981 to 1990	1,191	12.04	5,259	12.43	22.65	97
1991 to 2000	635	6.42	4,264	10.08	14.89	64
2001 to 2005	230	2.32	1,870	4.42	12.30	53
2006 to 2010	239	2.42	1,984	4.69	12.05	52
2011 to 2016	211	2.13	1,630	3.85	12.94	55
2016 to 2021	229	2.31	2,589	6.12	8.85	38

EMPLOYMENT, EDUCATION & INCOME

	Count	%	Base Count	Base %	% Pen	Index
Household Total Income Distribution (Current Year)						
Under 5,000	78	0.79	396	0.94	19.70	84
\$5,000 to \$9,999	63	0.64	216	0.51	29.17	125
\$10,000 to \$14,999	218	2.20	611	1.44	35.68	153
\$15,000 to \$19,999	377	3.81	981	2.32	38.43	164
\$20,000 to \$24,999	602	6.08	1,736	4.10	34.68	148
\$25,000 to \$29,999	522	5.28	1,756	4.15	29.73	127
\$30,000 to \$34,999	453	4.58	1,391	3.29	32.57	139
\$35,000 to \$39,999	507	5.12	1,761	4.16	28.79	123
\$40,000 to \$44,999	502	5.07	1,776	4.20	28.27	121
\$45,000 to \$49,999	464	4.69	1,716	4.06	27.04	116
\$50,000 to \$59,999	896	9.05	3,290	7.78	27.23	116
\$60,000 to \$69,999	803	8.12	3,126	7.39	25.69	110
\$70,000 to \$79,999	741	7.49	2,896	6.84	25.59	109
\$80,000 to \$89,999	596	6.02	2,676	6.33	22.27	95
\$90,000 to \$99,999	564	5.70	2,531	5.98	22.28	95
\$100,000 to \$124,999	962	9.72	4,875	11.52	19.73	84
\$125,000 to \$149,999	598	6.04	3,460	8.18	17.28	74
\$150,000 to \$199,000	537	5.43	3,700	8.74	14.51	62
\$200,000 or Over	412	4.16	3,415	8.07	12.06	52
Household Total Income (Current Year)						
Household Average Income	--	76,853.39	--	100,700.00	--	76
Population 15 Years or Over by Educational Attainment						
No certificate or degree	3,633	17.45	16,229	16.37	22.39	107
High school dipl or equal cert.	5,598	26.89	25,504	25.72	21.95	105
Postsecondary cert., or degree	8,505	40.85	42,029	42.38	20.24	96
Apprenticeship or trades cert. or	1,000	4.80	6,270	6.32	15.95	76
Trades cert. other than Cert. c	450	2.16	2,645	2.67	17.01	81
Cert. of Apprent. or Cert. of Q	550	2.64	3,625	3.66	15.17	72
College/CEGEP	4,404	21.16	19,929	20.10	22.10	105
University dipl. below bach.	225	1.08	1,245	1.26	18.07	86
University degree at bach. level or	2,876	13.81	14,585	14.71	19.72	94
Bachelor's degree	1,949	9.36	10,005	10.09	19.48	93
University dipl above bach. leve	181	0.87	1,035	1.04	17.49	83
Degree in medicine/dentistry	117	0.56	555	0.56	21.08	100
Master's degree	558	2.68	2,675	2.70	20.86	99
Earned doctorate	71	0.34	315	0.32	22.54	107
Labour Force Status						
In the labour force	9,785	47.00	48,140	48.55	20.33	97
Employed	8,695	41.77	43,697	44.07	19.90	95
Unemployed	1,090	5.24	4,443	4.48	24.53	117
Not in the labour force	7,951	38.19	35,622	35.92	23.32	106
Labour Force by Occupation						
Management	46	0.22	586	0.59	7.85	37
Business, finance and admin.	1,224	5.88	6,541	6.60	18.71	89
Sciences	388	1.86	1,966	1.98	19.74	94
Health	1,120	5.38	4,141	4.18	27.05	129
Education, law, community and gov	1,141	5.48	4,446	4.48	25.66	122
Art, culture, recreation and sport	220	1.06	1,271	1.28	17.31	82
Sales and service	2,989	14.36	11,345	11.44	26.35	125
Trades and transport	1,818	8.73	10,721	10.81	16.96	81
Natural resources and agriculture	149	0.72	3,196	3.22	4.66	22
Manufacturing and utilities	498	2.39	3,131	3.16	15.91	76
Labour Force by Mode of Transportation						
Car, truck or van - as a driver	6,003	28.84	28,814	29.06	20.83	99
Car, truck or van - as a passenger	710	3.41	2,515	2.54	28.23	134
Public transit	134	0.64	185	0.19	72.43	345
Walked	583	2.80	1,910	1.93	30.52	145
Bicycle	73	0.35	205	0.21	35.61	170

MOBILITY & GENERATION STATUS

	Count	%	Base Count	Base %	% Pen	Index
Mobility Status - 1 Year						
Non-movers	18,009	86.51	87,673	88.42	20.54	98
Movers	2,616	12.57	10,498	10.59	24.92	119
Non-migrants	1,625	7.81	3,854	3.89	42.16	201
Migrants	991	4.76	6,644	6.70	14.92	71
Internal migrants	938	4.51	6,464	6.52	14.51	69
Intraprovincial migrants	903	4.34	6,279	6.33	14.38	69
Interprovincial migrants	35	0.17	185	0.19	18.92	90
External migrants	53	0.26	180	0.18	29.44	140
Population by Generation Status						
First generation	1,934	9.29	9,390	9.47	20.60	98
Second generation	2,380	11.43	13,245	13.36	17.97	86
Third generation or more	16,504	79.28	76,525	77.17	21.57	103

Benchmark: Grey, ON (CTY)

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Index Colours:	<80	80 - 110	110+
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Demographics Trends | Population/Household/Income Trends By Year



Trade Area: Owen Sound, ON(CY)

Year	Population Count	Household Count	Household Population Count	Average Hhid Income (Constant \$)	Average Hhid Income (Current \$)
2016	21,900	9,848	21,060	72,025.60	68,550.74
2017	21,824	9,875	21,007	72,680.62	69,897.83
2018	21,904	9,944	21,103	73,568.94	71,880.26
2019	22,164	10,066	21,379	74,131.53	73,618.88
2020	22,308	10,142	21,538	76,709.72	76,709.72
2021	22,401	10,213	21,655	80,524.12	82,849.95
2022	22,721	10,370	21,960	81,099.19	88,076.95
2023	23,320	10,622	22,544	83,188.53	93,662.36
2024	23,769	10,812	22,979	83,473.19	96,547.36
2025	24,190	11,005	23,387	83,340.98	98,524.72
2026	24,545	11,170	23,702	84,186.36	101,595.53
2027	24,886	11,322	24,021	85,443.11	105,345.12
2028	25,282	11,487	24,388	86,641.78	109,082.03
2029	25,671	11,645	24,755	87,902.78	113,003.37
2030	26,063	11,810	25,123	89,144.38	117,007.78
2031	26,483	11,992	25,516	90,558.38	121,218.97
2032	26,901	12,174	25,903	92,043.45	125,614.01
2033	27,314	12,343	26,282	93,557.04	130,187.44
2034	27,744	12,525	26,684	95,032.96	134,841.24
2035	28,220	12,707	27,124	96,585.28	139,739.07

Benchmark: Ontario

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Top 5 segments represent **78.7%** of households in Owen Sound, ON (CY)



Hhlds: 2,803
Hhld %: 25.47
% in Benchmark: 11.21
Index: 227

Suburban Recliners consists primarily of older individuals and couples living in affordable suburban neighbourhoods surrounding smaller and mid-sized cities. Characterized by a large proportion of empty-nesters and seniors earning modest lower-middle incomes, this segment tends to reside in single-detached homes and low-rise apartments, where they value a strong sense of community. These third-plus-generation Canadians enjoy their leisure time by attending local cultural events, theatre, and engaging in outdoor activities. Generally frugal, they make mindful spending decisions and show a strong interest in civic involvement and sustainability. Their lifestyle reflects a desire for connection, continuity, and meaningful engagement within their local communities.



Hhlds: 1,662
Hhld %: 15.10
% in Benchmark: 3.51
Index: 430

Just Getting By features younger adults and single-parent families living in large urban centres. These high-density neighbourhoods are typically composed of renters in low-rise apartment buildings. With education levels generally not extending beyond high school, residents earn low incomes through jobs in sales, services, trades, or manufacturing. Financial constraints shape their day-to-day lives, leading them to participate in affordable leisure activities such as billiards, bowling, and visiting video arcades. They tend to prioritize shared experiences over material goods and exhibit a strong sense of community and empathy. Despite limited means, this segment is marked by resilience, diverse interests, and aspirations for personal and professional growth.



Hhlds: 1,527
Hhld %: 13.88
% in Benchmark: 3.23
Index: 430

Juggling Acts is characterized by a vibrant blend of young singles, couples, and families, particularly in small- and medium-sized cities such as London and Kitchener-Cambridge. This segment includes many renters living in row houses and low-rise apartments, typically earning middle incomes from service and blue-collar jobs. Their weekend activities are often family-focused, with a strong inclination toward outdoor adventures, neighbourhood festivals, and local fairs. They value authenticity and seek meaningful experiences that align with their practical outlook, family priorities, and desire for connection.



Hhlds: 1,493
Hhld %: 13.57
% in Benchmark: 3.15
Index: 430

Slow Lane Suburbs consists of older singles and couples, primarily over the age of 55, residing in mid-sized cities. This segment enjoys a quiet lifestyle, often owning affordable single-detached homes, many inhabited by third-plus-generation Canadians. With high school or college educations leading to steady, middle-income careers, they tend to run tight households while remaining active through outdoor recreation and local events such as food festivals. Their consumer habits lean toward frugality, yet they continue to value quality and social responsibility. Defined by deep roots and a sense of continuity, this segment embraces a lifestyle shaped by simplicity, familiarity, and meaningful everyday moments.



Hhlds: 1,177
Hhld %: 10.70
% in Benchmark: 7.40
Index: 144

Old Town Roads is a segment of older couples and individuals living in Canada's quaint small towns. Many are empty-nesters or widowed, predominantly residing in older single-detached homes, and earning middle incomes through blue-collar or agricultural work. These residents prioritize financial security as they approach or enter retirement. They enjoy time-honoured pastimes like fishing and gardening and have a strong appreciation for local events and music festivals. Traditional media remains central to their entertainment, with TV sports and classic rock or country music on the radio being favourites. Their lifestyle is defined by simplicity, familiarity, and strong ties to tradition.

Demographics Overview | Population & Households

Trade Area: Owen Sound, ON (CY)

POPULATION

24,190

HOUSEHOLDS

11,005

MEDIAN MAINTAINER AGE

58

Index: 95

MARITAL STATUS



50.4%

Index: 84

Married/Common-Law

FAMILY STATUS*

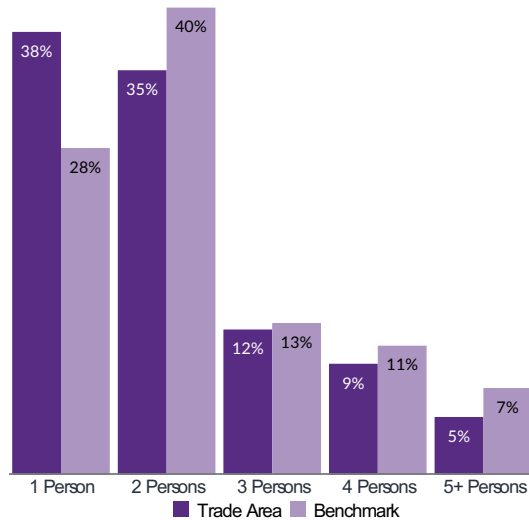


23.0%

Index: 163

Total Lone-Parent Families

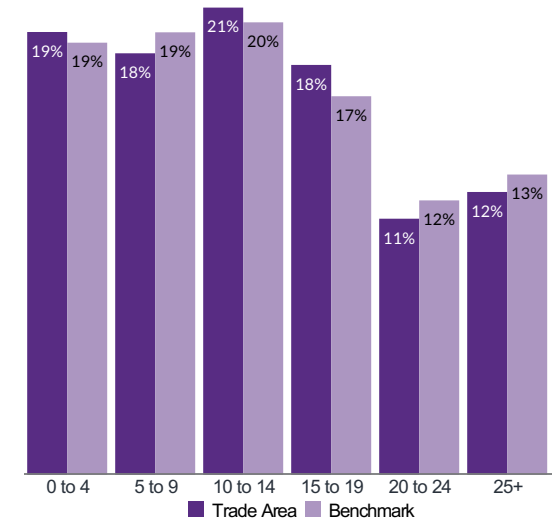
HOUSEHOLD SIZE



POPULATION BY AGE

Age Group	Count	%	Index
0 to 4	1,139	4.7	95
5 to 9	1,084	4.5	89
10 to 14	1,202	5.0	96
15 to 19	1,204	5.0	102
20 to 24	1,254	5.2	103
25 to 29	1,489	6.2	117
30 to 34	1,721	7.1	121
35 to 39	1,462	6.0	109
40 to 44	1,375	5.7	106
45 to 49	1,203	5.0	100
50 to 54	1,292	5.3	97
55 to 59	1,414	5.8	94
60 to 64	1,742	7.2	87
65 to 69	1,704	7.0	84
70 to 74	1,465	6.1	86
75 to 79	1,297	5.4	94
80 to 84	935	3.9	110
85+	1,208	5.0	156

AGE OF CHILDREN AT HOME



Benchmark: Grey, ON (CTY)

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*Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+
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Demographics Overview | Housing & Income

Trade Area: Owen Sound, ON (CY)

Population: 24,190 | Households: 11,005

HOUSING TENURE

Owned	58.2%
Rented	41.8%
Band Housing	0.0%

STRUCTURE TYPE



Houses

61.5%
Index: 73



Apartments

38.0%
Index: 252

AGE OF HOUSING*

63+ Years Old
% Comp: 39.6 Index: 129

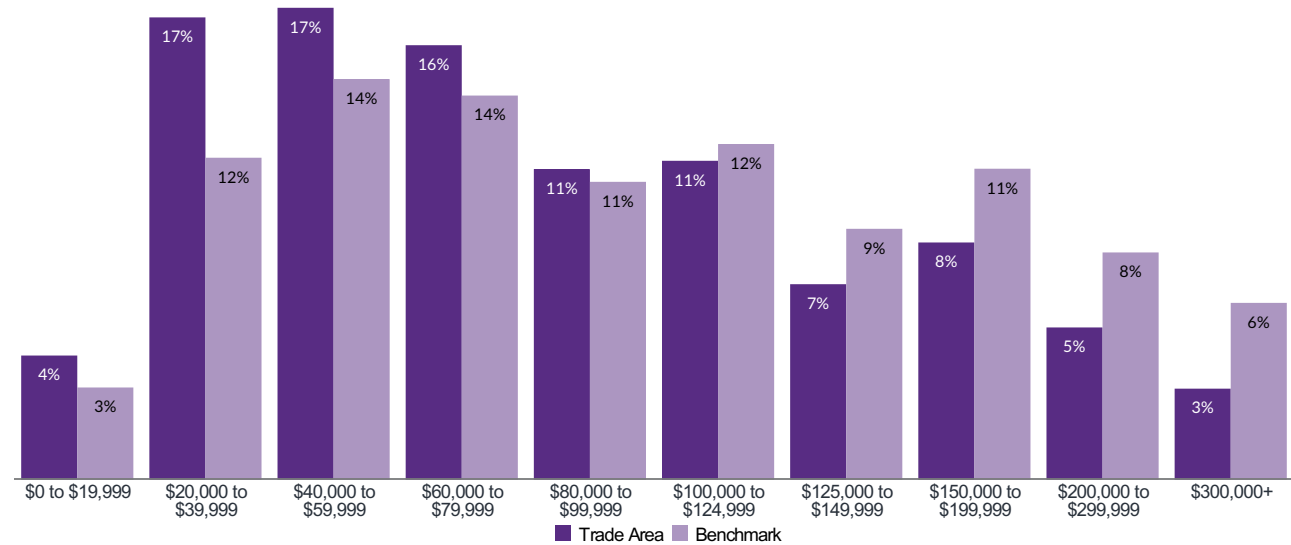
AVERAGE HOUSEHOLD INCOME



\$98,525

Index: 80

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Grey, ON (CTY)

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*Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+
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Demographics Overview | Education & Employment

Trade Area: Owen Sound, ON (CY)

Population: 24,190 | Households: 11,005

EDUCATION



18.3%

Index: 94

University Degree

LABOUR FORCE PARTICIPATION



58.6%

Index: 99

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



37.7%

Index: 93

Travel to work by Car (as Driver)

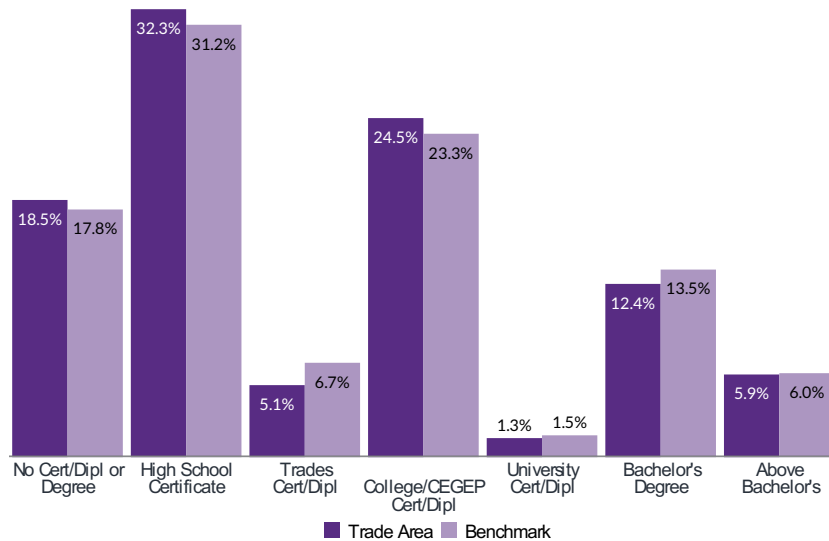


4.5%

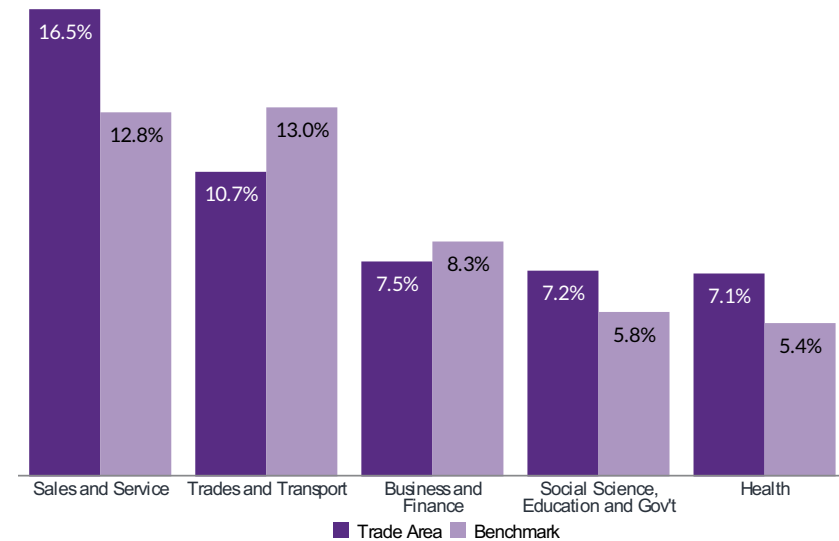
Index: 129

Travel to work by Car (as Passenger)

EDUCATIONAL ATTAINMENT



OCCUPATIONS: TOP 5*



Benchmark: Grey, ON (CTY)

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*Ranked by percent composition

Index Colours:	<80	80 - 110	110+
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Demographics Overview | Trade Area Map

Trade Area: Owen Sound, ON (CY)

Population: 24,190 | Households: 11,005



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Report Details

Name: Owen Sound Demographics - Nov 2025
Date / Time: 11/6/2025 8:16:37 PM
Workspace Vintage: 2025

Trade Area

Name	Level	Geographies
Owen Sound, ON (CY)	Census Subdivision	Owen Sound, ON (CY)

Benchmark

Name	Level	Geographies
Grey, ON (CTY)	Census Division	Grey, ON (CTY)

DataSource

Product	Provider	Copyright
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Segmentation System

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