

North Simcoe Demographic and Economic Datasets

December 12, 2022

CANCEA



- North Simcoe, consisting of the towns of Midland and Penetanguishene, and the township of Tiny and Tay, has a total population of almost 52,000 in 2021
 - Experienced a net increase of 4,340 since 2016 (an 8.4% increase, greater than the Ontario rate of 5.5%)
 - The population over 60 accounted for almost 80% of the net increase (3,450)
 - The population under 25 experienced a slight net decline (-45)
- A total of 21,800 households are in the region including:
 - Almost 2,000 one-parent households
 - 4,500 couples with children, and
 - 6,700 non-census households (mainly singles)



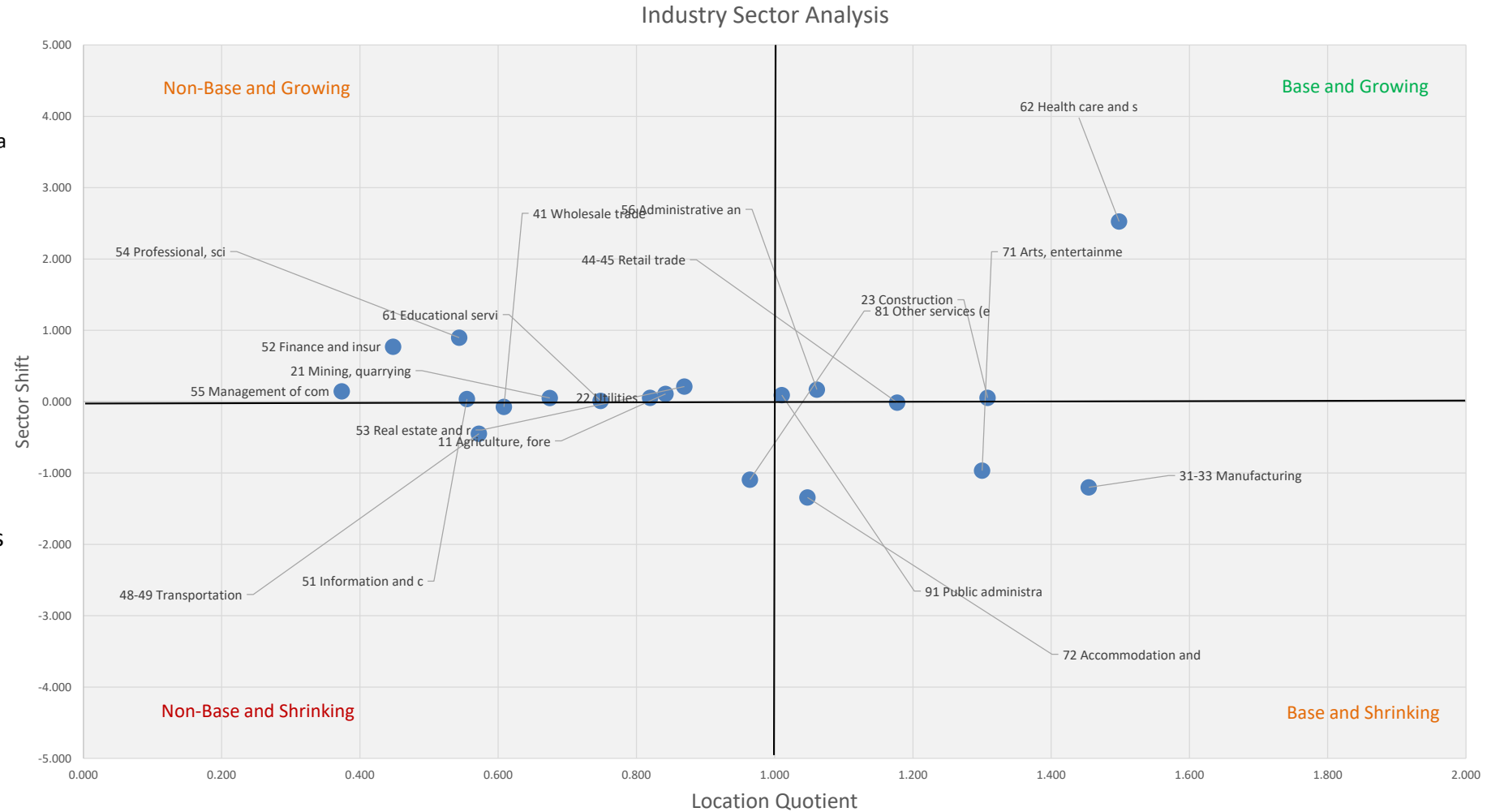
- 21,000 residents of North Simcoe are employed
 - The total GDP of the region is about \$3.5B annually
- The largest industry sector of residents is Health Care and Social Assistance (3,900 people) followed by Manufacturing (2,800 people)
- While Tiny and Tay have 155 farms, many are smaller operations with about half being less than 100 acres, and 220 residents employed in the sector
- By occupation, the largest category are people working in Sales and Service Occupations (4,900 people) followed by Trades and Transport Operators (4,200 people)
- To understand how North Simcoe fares compared to its peers, a Situational Analysis examines the relative strength of industry sectors, and how they are evolving over time
 - **Base industries** are those that have a higher concentration of employment in the region compared to the Ontario average
 - See [Economic Development and Situational Analysis](#) for additional details

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Situational Analysis



- Across North Simcoe, health care is one of the strongest areas of growth and employment
 - Both a base industry across the region, and a growth area
- Non-base industries which are growing represent an opportunity to the region :
 - Professional and scientific services
 - Agriculture
- Sectors which have historically be base industries but are falling include:
 - Manufacturing, and
 - Accommodation and food services
 - Arts and entertainment
- Accommodations and food services and Arts and entertainment likely have be depressed due to the pandemic
 - Given the Base nature of these industries, they play a key role in the local economy





- A comparison of North Simcoe to other regions shows some unique opportunities for the region where industries sectors are growing or doing well when compared to its peers
- In the tables below:
 - green indicates the 'Base and Growing' industries (those industries the regions want to maintain)
 - orange indicates non-base industries which are growing (those industries which already showing opportunity for growth)

Location	Areas doing well or could do better
North Simcoe	11 Agriculture, forestry, fishing and hunting 23 Construction 31-33 Manufacturing 44-45 Retail trade 53 Real estate and rental and leasing 54 Professional, scientific and technical services 62 Health care and social assistance 71 Arts, entertainment and recreation 72 Accommodation and food services
Bruce	11 Agriculture, forestry, fishing and hunting 21 Mining, quarrying, and oil and gas extraction 22 Utilities 23 Construction 31-33 Manufacturing 44-45 Retail trade 62 Health care and social assistance

Location	Areas doing well or could do better
Haliburton	11 Agriculture, forestry, fishing and hunting 22 Utilities 23 Construction 44-45 Retail trade 51 Information and cultural industries 53 Real estate and rental and leasing 54 Professional, scientific and technical services 62 Health care and social assistance 71 Arts, entertainment and recreation 72 Accommodation and food services
Kawartha Lakes	11 Agriculture, forestry, fishing and hunting 21 Mining, quarrying, and oil and gas extraction 22 Utilities 23 Construction 61 Educational services 62 Health care and social assistance 71 Arts, entertainment and recreation