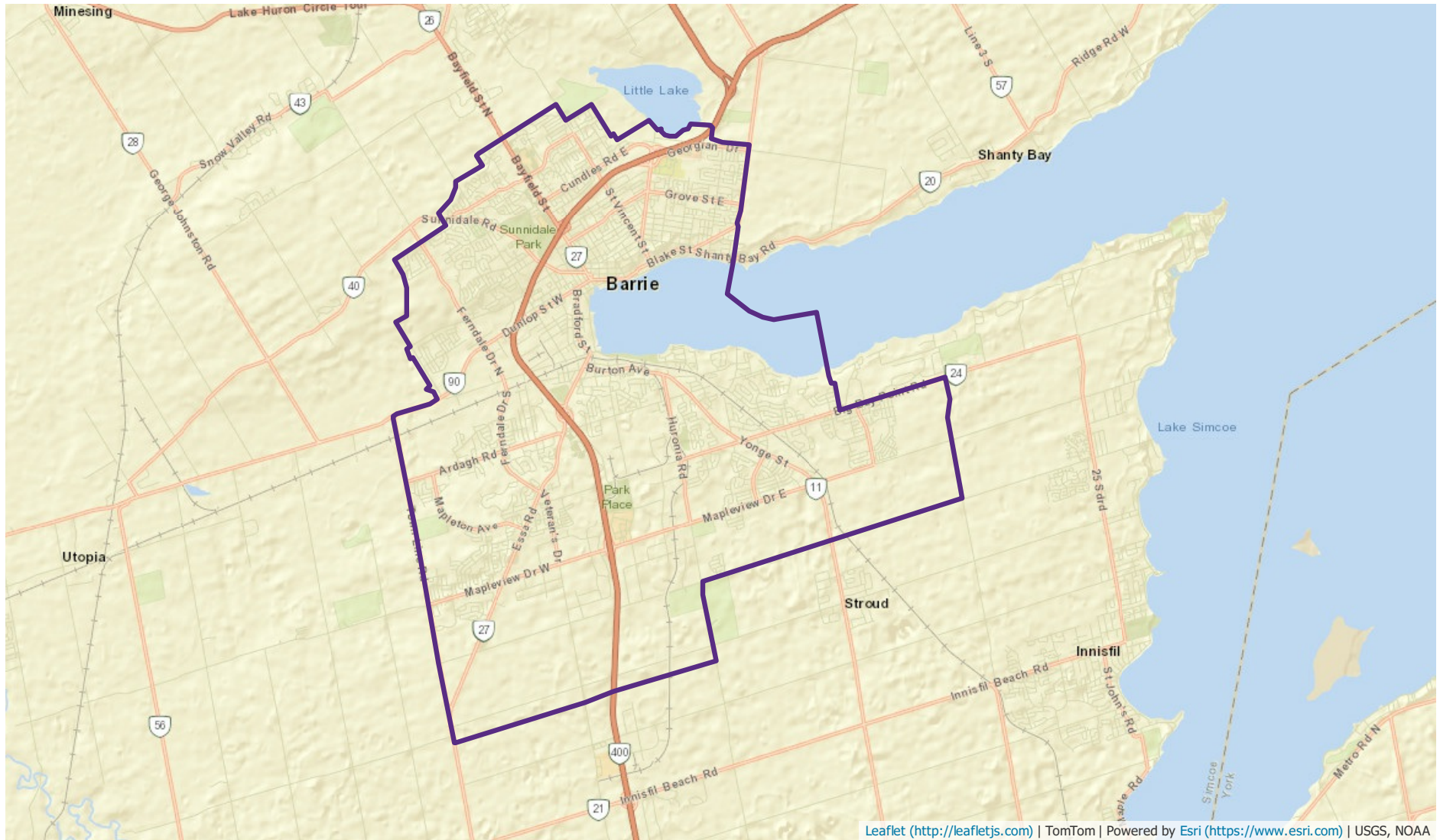


Demographics | Trade Area Map

Trade Area: Barrie, ON

Population: 155,631 | Households: 56,355



Demographics | Population & Households



Trade Area: Barrie, ON

POPULATION

155,631

HOUSEHOLDS

56,355

MEDIAN MAINTAINER AGE

51

Index: 92

MARITAL STATUS



54.1%

Index: 92

Married/Common-Law

FAMILY STATUS*

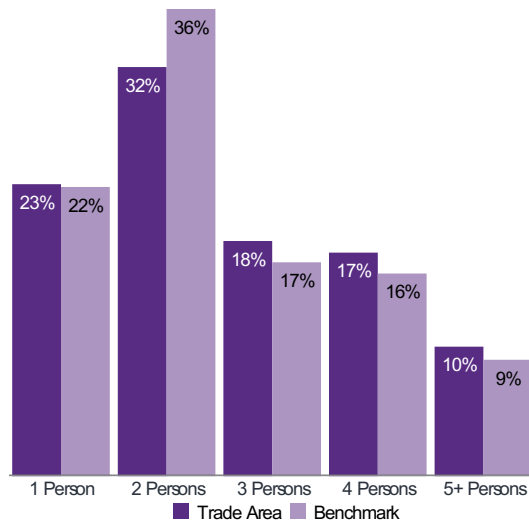


20.7%

Index: 127

Total Lone-Parent Families

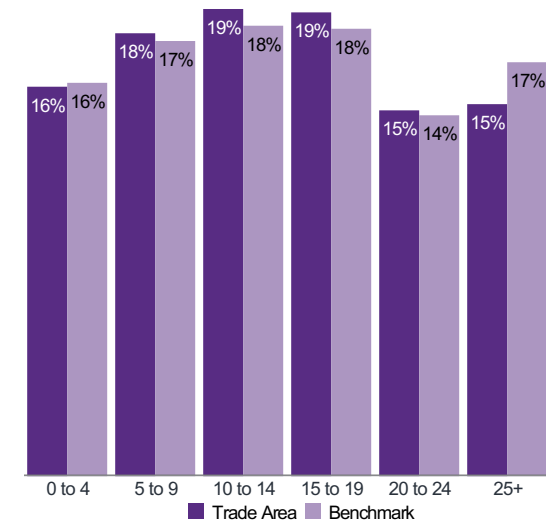
HOUSEHOLD SIZE



POPULATION BY AGE

Age Group	Count	%	Index
0 to 4	8,207	5.3	106
5 to 9	8,993	5.8	110
10 to 14	9,654	6.2	111
15 to 19	10,041	6.5	112
20 to 24	10,526	6.8	115
25 to 29	11,720	7.5	119
30 to 34	11,588	7.4	114
35 to 39	11,177	7.2	111
40 to 44	10,509	6.8	109
45 to 49	10,797	6.9	107
50 to 54	10,610	6.8	100
55 to 59	11,011	7.1	90
60 to 64	8,516	5.5	79
65 to 69	6,650	4.3	74
70 to 74	5,668	3.6	72
75 to 79	4,040	2.6	74
80 to 84	2,897	1.9	80
85+	3,027	1.9	89

AGE OF CHILDREN AT HOME



Benchmark: Simcoe CD

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*Chosen from index ranking with minimum 5% composition

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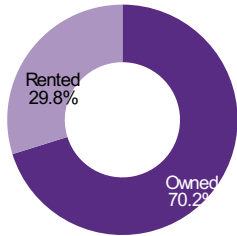
Demographics | Housing & Income



Trade Area: Barrie, ON

Population: 155,631 | Households: 56,355

TENURE



STRUCTURE TYPE



74.1%
Index: 89



25.8%
Index: 163

AGE OF HOUSING*

15 - 19 Years Old
% Comp: 17.0 Index: 169

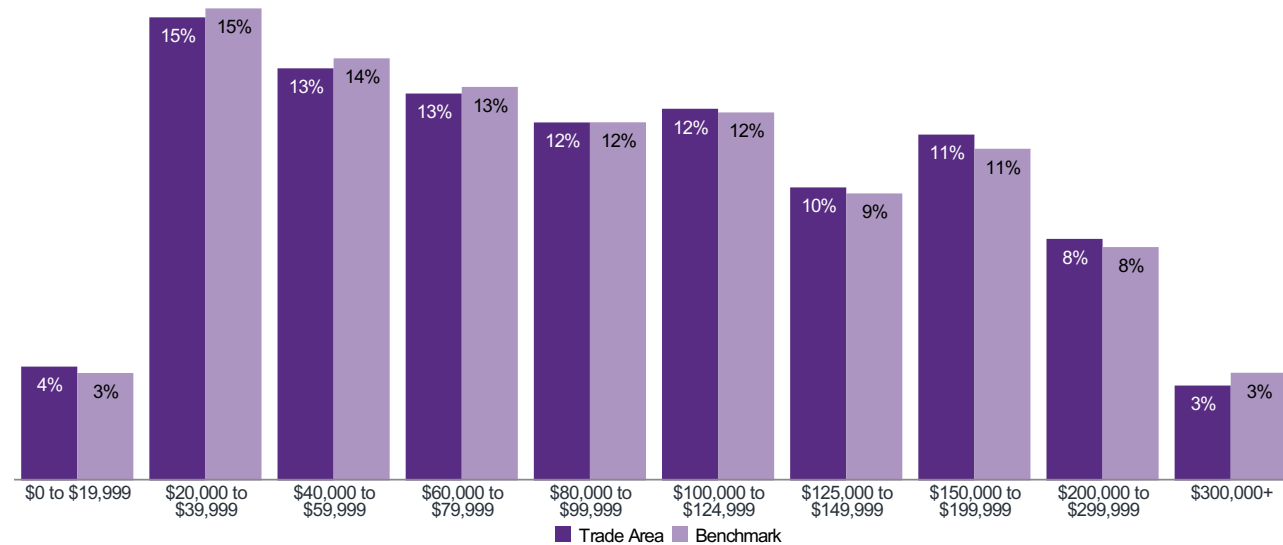
AVERAGE HOUSEHOLD INCOME



\$104,837

Index: 100

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Simcoe CD

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*Chosen from index ranking with minimum 5% composition

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



Trade Area: Barrie, ON

Population: 155,631 | Households: 56,355

EDUCATION



18.8%

Index: 110

University Degree

LABOUR FORCE PARTICIPATION



69.4%

Index: 106

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



80.0%

Index: 96

Travel to work by **Car (as Driver)**

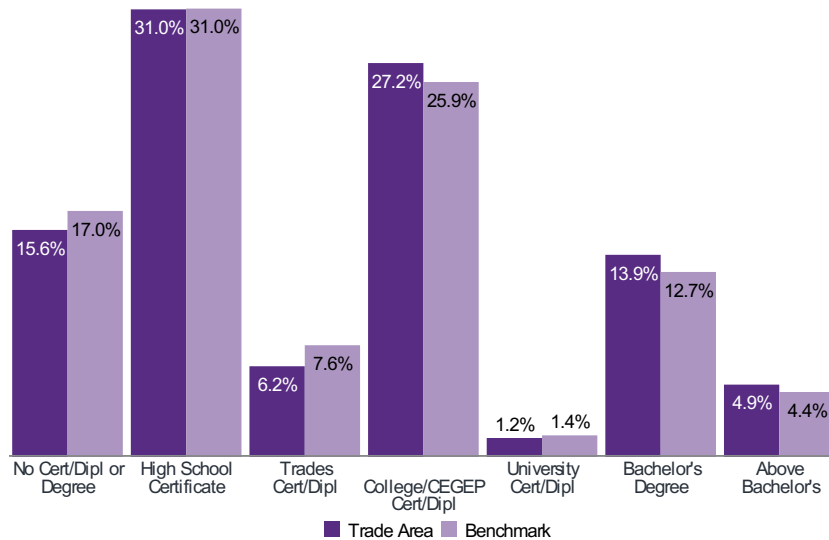


7.5%

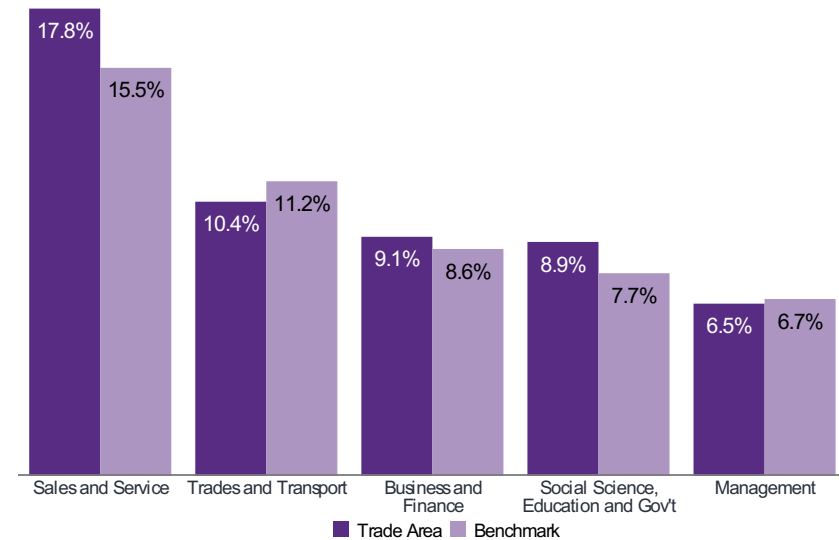
Index: 110

Travel to work by **Car (as Passenger)**

EDUCATIONAL ATTAINMENT



OCCUPATIONS: TOP 5*



Benchmark: Simcoe CD

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*Ranked by percent composition

Index Colours:	<80	80 - 110	110+
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Demographics | Diversity



Trade Area: Barrie, ON

Population: 155,631 | Households: 56,355

VISIBLE MINORITY PRESENCE



12.8%

Index: 141

Belong to a visible minority group

NON-OFFICIAL LANGUAGE



0.5%

Index: 95

No knowledge of English or French

IMMIGRATION



13.3%

Index: 100

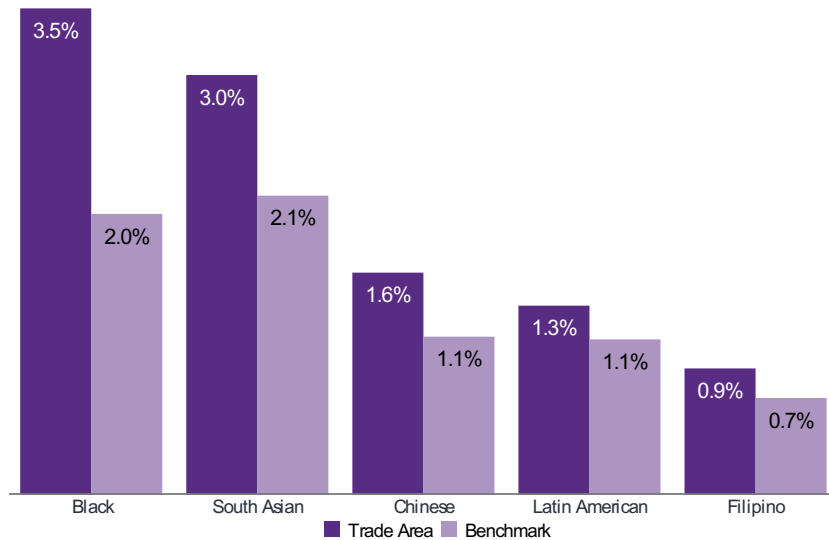
Born outside Canada

PERIOD OF IMMIGRATION*

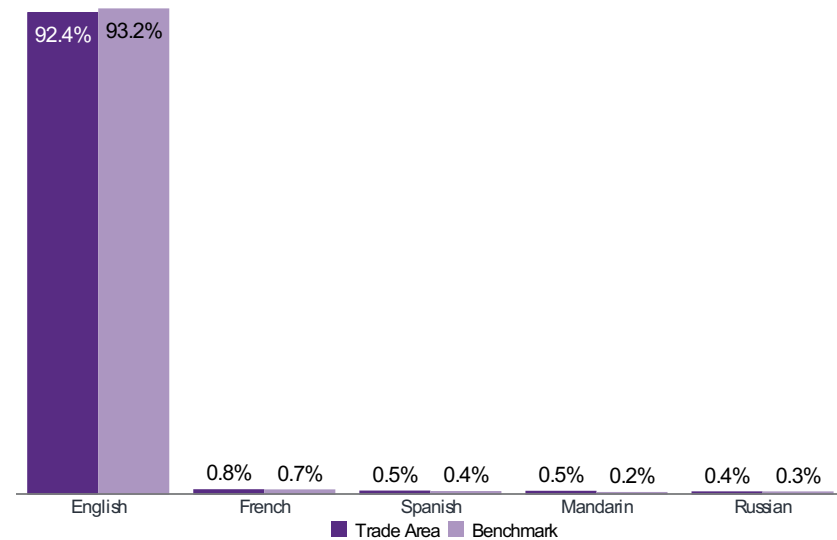
Before 2001

% Comp: 8.2 Index: 93

VISIBLE MINORITY STATUS: TOP 5**



LANGUAGES SPOKEN AT HOME: TOP 5**



Benchmark: Simcoe CD

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*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

Index Colours:	<80	80 - 110	110+
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Demographics | DemoStats Highlights



Trade Area: Barrie, ON

HOUSEHOLD CHARACTERISTICS

	Count	%	Base Count	Base %	% Pen	Index
Basics						
Total Population	155,631	100.00	532,026	100.00	29.25	100
Total Households	56,355	100.00	198,921	100.00	28.33	100
Age of Household Maintainer						
15 to 24	1,271	2.25	3,221	1.62	39.46	139
25 to 34	9,339	16.57	25,743	12.94	36.28	128
35 to 44	11,087	19.67	33,270	16.73	33.32	118
45 to 54	11,650	20.67	37,591	18.90	30.99	109
55 to 64	10,959	19.45	42,904	21.57	25.54	90
65 to 74	6,755	11.99	32,434	16.30	20.83	74
75 or Older	5,294	9.39	23,758	11.94	22.28	79
Size of Household						
1 Person	12,771	22.66	44,648	22.45	28.60	101
2 Persons	17,923	31.80	72,275	36.33	24.80	88
3 Persons	10,273	18.23	32,956	16.57	31.17	110
4 Persons	9,762	17.32	31,214	15.69	31.27	110
5 or More Persons	5,626	9.98	17,828	8.96	31.56	111
Household Type						
Total Family Households	40,735	72.28	147,139	73.97	27.68	98
One-Family Households	39,382	69.88	142,435	71.60	27.65	98
Multiple-Family Households	1,353	2.40	4,704	2.37	28.76	102
Non-Family Households	15,620	27.72	51,782	26.03	30.16	106
One-Person Households	12,891	22.88	44,828	22.54	28.76	102
Two-Or-More-Person Households	2,729	4.84	6,954	3.50	39.24	139
Marital Status						
Married Or Living With A Common-Law Partner	68,247	54.09	258,552	58.99	26.40	92
Single (Never Legally Married)	37,825	29.98	111,888	25.53	33.81	117
Separated	5,483	4.34	16,868	3.85	32.51	113
Divorced	8,506	6.74	26,598	6.07	31.98	111
Widowed	6,121	4.85	24,352	5.56	25.14	87
Children at Home						
Percent: Households with Children at Home	-	48.29	-	43.79	-	110
Age of Children at Home						
Total Number Of Children At Home	49,283	100.00	156,794	100.00	31.43	100
0 to 4	7,672	15.57	24,652	15.72	31.12	99
5 to 9	8,729	17.71	27,284	17.40	31.99	102
10 to 14	9,209	18.69	28,246	18.02	32.60	104
15 to 19	9,142	18.55	28,055	17.89	32.59	104
20 to 24	7,204	14.62	22,610	14.42	31.86	101
25 and over	7,327	14.87	25,947	16.55	28.24	90

DWELLING CHARACTERISTICS

	Count	%	Base Count	Base %	% Pen	Index
Housing Tenure						
Owned	39,552	70.18	156,074	78.46	25.34	89
Rented	16,803	29.82	42,699	21.46	39.35	139
Band Housing	0	0.00	148	0.07	0.00	0
Housing Type						
Houses	41,737	74.06	166,199	83.55	25.11	89
Single-Detached House	33,326	59.14	145,379	73.08	22.92	81
Semi-Detached House	2,368	4.20	7,223	3.63	32.78	116
Row House	6,043	10.72	13,597	6.83	44.44	157
Apartments	14,549	25.82	31,473	15.82	46.23	163
High-rise (5+ Floors)	4,330	7.68	6,529	3.28	66.32	234
Low-rise (<5 Floors)	6,393	11.34	16,657	8.37	38.38	135
Detached Duplex	3,826	6.79	8,287	4.17	46.17	163
Other Dwelling Types	69	0.12	1,249	0.63	5.52	19
Housing Period of Construction						
Before 1961	5,770	10.24	32,721	16.45	17.63	62
1961 - 1980	10,684	18.96	45,735	22.99	23.36	82
1981 - 1990	7,630	13.54	26,480	13.31	28.81	102
1991 - 2000	13,269	23.55	33,048	16.61	40.15	142
2001 - 2005	9,568	16.98	20,010	10.06	47.82	169
2006 - 2010	4,501	7.99	16,026	8.06	28.09	99
2011 - 2016	2,466	4.38	13,745	6.91	17.94	63
After 2016	2,467	4.38	11,156	5.61	22.11	78

INCOME, EDUCATION & EMPLOYMENT

	Count	%	Base Count	Base %	% Pen	Index
Household Income						
Average Household Income	-	104,837.11	-	105,240.52	-	100
Education						
No Certificate, Diploma Or Degree	19,736	15.64	74,337	16.96	26.55	92
High School Certificate Or Equivalent	39,078	30.97	135,967	31.02	28.74	100
Apprenticeship Or Trades Cert/Dipl	7,781	6.17	33,432	7.63	23.27	81
College/CEGEP/Non-Uni Cert/Dipl	34,371	27.24	113,611	25.92	30.25	105
University Cert/Dipl Below Bachelor	1,490	1.18	5,977	1.36	24.93	87
University Degree	23,726	18.80	74,934	17.10	31.66	110
Labour Force						
In The Labour Force (15+)	87,541	69.38	286,060	65.27	30.60	106
Labour Force by Occupation						
Management	8,232	6.52	29,352	6.70	28.05	97
Business Finance Administration	11,460	9.08	37,746	8.61	30.36	105
Sciences	5,419	4.29	14,857	3.39	36.47	127
Health	6,115	4.85	18,707	4.27	32.69	114
Education, Gov't, Religion, Social	11,213	8.89	33,694	7.69	33.28	116
Art, Culture, Recreation, Sport	2,120	1.68	6,888	1.57	30.78	107
Sales and Service	22,476	17.81	68,132	15.55	32.99	115
Trades and Transport	13,155	10.43	49,110	11.21	26.79	93
Natural Resources and Agriculture	1,049	0.83	5,925	1.35	17.70	61
Manufacturing and Utilities	4,727	3.75	17,007	3.88	27.79	97
Commuting						
Car (As Driver)	61,567	79.98	208,821	83.62	29.48	96
Car (As Passenger)	5,798	7.53	17,102	6.85	33.90	110
Public Transit	4,911	6.38	9,130	3.66	53.79	175
Walk	3,387	4.40	10,269	4.11	32.98	107
Bicycle	529	0.69	1,728	0.69	30.61	99

LANGUAGE, IMMIGRATION & VISIBLE MINORITY STATUS

	Count	%	Base Count	Base %	% Pen	Index
Knowledge of Official Language						
English Only	141,409	92.41	484,170	92.65	29.21	100
French Only	84	0.06	410	0.08	20.49	70
English And French	10,790	7.05	35,325	6.76	30.54	104
Neither English Nor French	737	0.48	2,657	0.51	27.74	95
Immigration Status						
Non-Immigrant Population	130,760	85.45	449,807	86.08	29.07	99
Born In Province of Residence	116,941	76.42	407,359	77.95	28.71	98
Born Outside Province of Residence	13,819	9.03	42,448	8.12	32.56	111
Immigrant Population	20,289	13.26	69,351	13.27	29.26	100
Visible Minority Status						
Total Visible Minorities	19,521	12.76	47,205	9.03	41.35	141
Chinese	2,403	1.57	5,823	1.11	41.27	141
South Asian	4,554	2.98	11,069	2.12	41.14	141
Black	5,281	3.45	10,386	1.99	50.85	174
Filipino	1,359	0.89	3,540	0.68	38.39	131
Latin American	2,042	1.33	5,724	1.09	35.67	122
Southeast Asian	908	0.59	3,096	0.59	29.33	100
Arab	511	0.33	1,242	0.24	41.14	140
West Asian	413	0.27	1,426	0.27	28.96	99
Korean	519	0.34	1,050	0.20	49.43	169
Japanese	248	0.16	571	0.11	43.43	148
Mother Tongue*						
English	129,810	84.83	445,231	85.20	29.16	100
French	3,456	2.26	12,383	2.37	27.91	95
Total Non-Official	17,322	11.32	57,828	11.07	29.95	102
Spanish	1,936	1.26	5,179	0.99	37.38	128
Italian	1,385	0.91	6,984	1.34	19.83	68
Polish	1,238	0.81	3,694	0.71	33.51	114
Mandarin	1,179	0.77	2,060	0.39	57.23	195
German	1,108	0.72	5,213	1.00	21.25	73
Portuguese	1,024	0.67	5,496	1.05	18.63	64
Russian	999	0.65	3,253	0.62	30.71	105
Tagalog	689	0.45	1,634	0.31	42.17	144
Urdu	642	0.42	1,358	0.26	47.28	161
Dutch	620	0.41	2,286	0.44	27.12	93

Benchmark: Simcoe CD

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

Index Colours:	<80	80 - 110	110+
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Top 5 segments represent **68.9%** of households in Barrie, ON



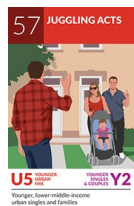
Rank:	1
Hhlds:	12,112
Hhld %:	21.49
% in Benchmark:	8.36
Index:	257

Located in the older suburban neighbourhoods of mostly midsize cities, Stressed in Suburbia offers a portrait of busy, working families in the burbs. Nearly 80 percent of households own their homes, a mix of singles, seris and row houses typically built between 1960 and 2000. An above-average two-thirds are third-plus-generation Canadians. But their streets are hardly homogenous: Households may contain couples, families w with children and lone-parent families; maintainers range in age from 25 to 54; and children include toddlers and teenagers. Despite moderate educations that rarely go beyond college, many households enjoy solid midscale incomes thanks to the presence of two wage-earners. Most segment members hold blue-collar or service sector jobs. Given the variety of households in Stressed in Suburbia, top-scoring leisure pursuits range from outdoor sports like cross-country skiing and golf to cultural activities like attending country music concerts and dinner theatres. With their tendency for Introspection & Empathy, they seek to understand others in a non-judgmental way, and they score high for donating to cultural, environmental and international organizations.



Rank:	2
Hhlds:	11,899
Hhld %:	21.11
% in Benchmark:	11.17
Index:	189

Comprising more than a million people, Family Mode is one of the largest segments—and growing. Home to large, suburban families living in recently built houses, this lifestyle is rooted in midsize cities surrounding large metro areas. Its neighbourhoods are filled w with maintainers between 35 and 54, and children over the age of 10. These middle-aged adults have used their mostly high school and college educations to land a variety of decent-paying jobs—from blue-collar to management level—in industries like retail, public administration, education and health. Thanks to dual-income households, their upper-middle incomes allow them to purchase single-detached houses valued at nearly \$450,000—close to the national average. As in other suburban family segments, sports are central to the Family Mode lifestyle, with many garages filled with skiing, golfing and hockey equipment as well as motorcycles, boats and camping trailers. Family Mode members make an Effort Toward Health, often working out at fitness clubs and enrolling their kids in soccer, swimming and ice skating clubs.



Rank:	3
Hhlds:	5,393
Hhld %:	9.57
% in Benchmark:	3.37
Index:	284

Found in mostly small- and medium-size cities, Juggling Acts features a mix of younger singles and young families, with higher-than-average rates for divorced and separated individuals as well as lone-parent families. In their established neighbourhoods, half the householders are renters, typically living in seris, rows, duplexes and low-rise apartments. Thanks to a high percentage of maintainers under the age of 35, a youthful energy pervades this lifestyle. Despite modest educational achievement—a mix of grade 9, high school and college graduates—the adults have decent-paying service sector and blue-collar jobs. But this is a transient group—half the residents have moved in the past five years—and they're always on the lookout for better opportunities. Many rely on their cars for commuting to work and pursuing leisure activities in the city and countryside. In Juggling Acts, residents have high rates for enjoying billiards and martial arts, camping and snowboarding. Their idea of a weekend splurge is going to a sporting event, community theatre, craft show or music festival. Members of this group regularly seek ways to save money, and they would not pay more for brand name products (Brand Apathy).



Rank:	4
Hhlds:	4,827
Hhld %:	8.56
% in Benchmark:	4.66
Index:	184

The most economically challenged of all segments, Just Getting By is home to younger, low-income singles and single-parent families located in large cities like London, St. Catharines, Windsor and Halifax. In their dense neighbourhoods, nearly 45 percent of maintainers are under 45 years old. More than half are single, divorced or separated, and over a third are lone-parent families, typically with younger children. Residents tend to be third-plus-generation Canadians with low education levels and low-level jobs in sales, the services, trades and manufacturing. Most households can only afford to rent units in older low-rise apartment buildings or own inexpensive single-detached houses. But being young and mobile has its advantages: more than half moved in the past five years with the hope of climbing the socioeconomic ladder. Surveys show a desire to improve their prospects in the popularity of online courses and management training programs. Without deep pockets, they engage in low-cost activities like going to parks, city gardens and auto shows. In this segment, budget-conscious residents score high for the value Importance of Price.



Rank:	5
Hhlds:	4,618
Hhld %:	8.19
% in Benchmark:	5.50
Index:	149

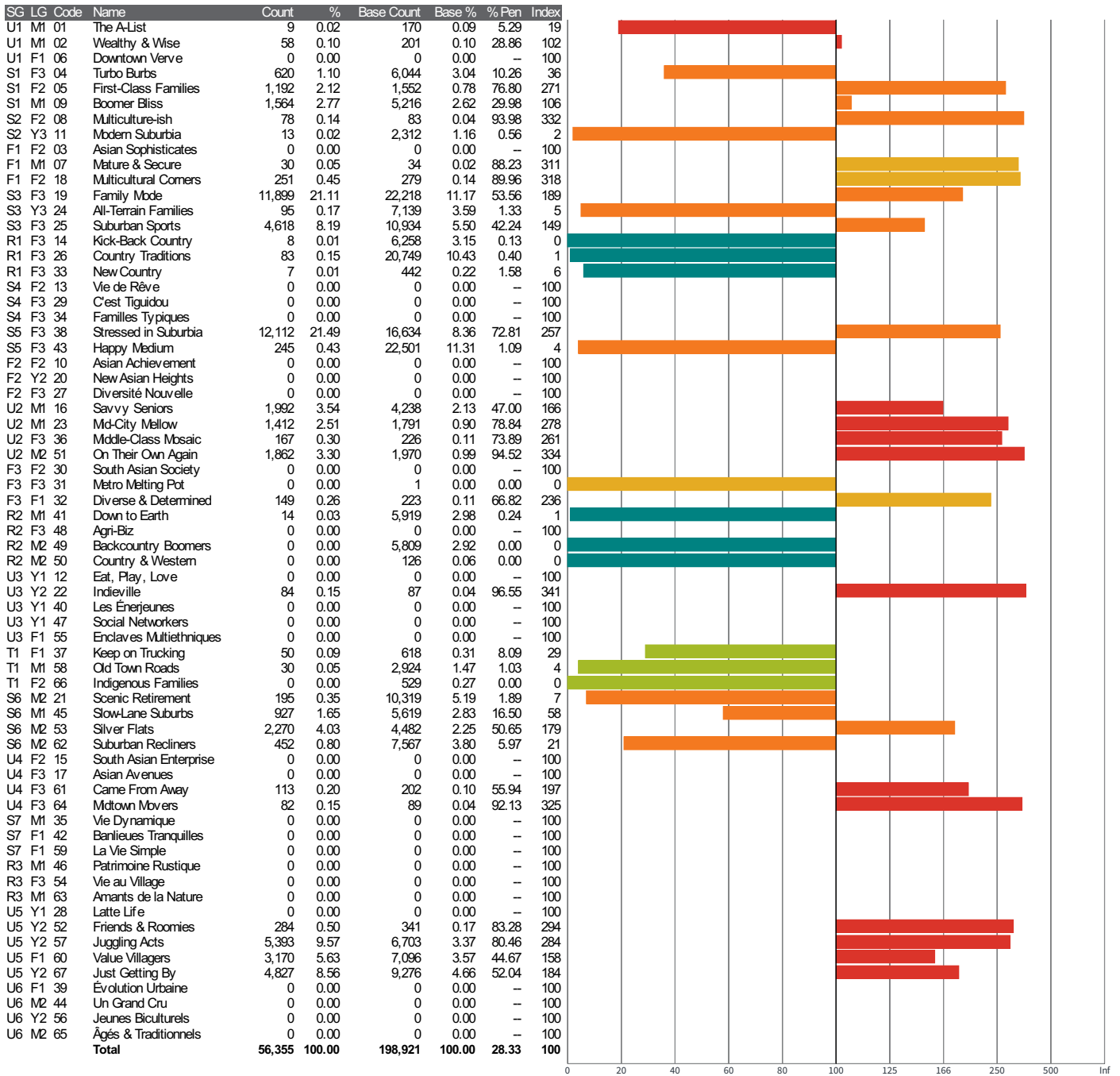
Widely dispersed across Canada, Suburban Sports is one of the larger segments, a suburban refuge for younger and middle-aged families. Originally built on exurban tracts in the 1960s and 1970s, the subdivisions have evolved into conventional suburbs of small urban areas. Eight in ten households own a home, typically a singled-detached house or a duplex. The households are nearly evenly divided between couples and families, maintainers range from 35 to 64, and children are of all ages. Moderately educated, most adults have completed high school or college and hold service sector and blue-collar jobs in natural resources and the trades; thanks to dual incomes, these households earn solid, upper-middle-class incomes. Suburban Sports scores among the top segments for English-speaking residents, reflecting its third-plus-generation Canadian population of nearly 70 percent. No doubt the presence of children affects the popularity of family-friendly activities like snowboarding, baseball, basketball and swimming. But they also enjoy watching sports, rooting for their favourite pro hockey, soccer and football teams. Not surprising, Suburban Sports members score high for Primacy of the Family, making personal sacrifices to meet the needs of their family.

PRIZM Profile | Trade Area



Trade Area: Barrie, ON

Base Variable: Total Households



Benchmark: Simcoe CD

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DemoStats Trends | Population



Trade Area: Barrie, ON

	2015		2020		2023		2025		2030	
	Count	%	Count	%	Count	%	Count	%	Count	%
Total Population by Age										
Total Population	144,425	100.00	155,631	100.00	163,313	100.00	167,772	100.00	180,447	100.00
Total 0 To 4	7,980	5.53	8,207	5.27	8,537	5.23	8,767	5.23	9,368	5.19
Total 5 To 9	8,787	6.08	8,983	5.78	9,210	5.64	9,366	5.58	9,979	5.53
Total 10 To 14	9,023	6.25	9,654	6.20	9,849	6.03	9,958	5.93	10,394	5.76
Total 15 To 19	9,927	6.87	10,041	6.45	10,524	6.44	10,731	6.40	11,034	6.12
Total 20 To 24	10,749	7.44	10,526	6.76	10,238	6.27	10,242	6.11	10,882	6.03
Total 25 To 29	10,159	7.03	11,720	7.53	11,842	7.25	11,589	6.91	11,133	6.17
Total 30 To 34	10,035	6.95	11,588	7.45	12,921	7.91	13,343	7.95	13,330	7.39
Total 35 To 39	9,787	6.78	11,177	7.18	12,183	7.46	12,899	7.69	14,545	8.06
Total 40 To 44	10,199	7.06	10,509	6.75	11,329	6.94	12,027	7.17	13,738	7.61
Total 45 To 49	10,532	7.29	10,797	6.94	10,945	6.70	11,228	6.69	12,761	7.07
Total 50 To 54	11,751	8.14	10,610	6.82	10,967	6.71	11,022	6.57	11,574	6.41
Total 55 To 59	9,278	6.42	11,011	7.08	10,657	6.53	10,268	6.12	10,794	5.98
Total 60 To 64	7,088	4.91	8,516	5.47	9,581	5.87	10,146	6.05	9,624	5.33
Total 65 To 69	5,865	4.06	6,650	4.27	7,486	4.58	8,058	4.80	9,673	5.36
Total 70 To 74	4,426	3.06	5,668	3.64	5,899	3.61	6,277	3.74	7,610	4.22
Total 75 To 79	3,320	2.30	4,040	2.60	4,811	2.95	5,164	3.08	5,699	3.16
Total 80 To 84	2,646	1.83	2,897	1.86	3,218	1.97	3,478	2.07	4,472	2.48
Total 85 Or Older	2,873	1.99	3,027	1.95	3,116	1.91	3,209	1.91	3,837	2.13
Average Age Of Total Population	-	38.51	-	39.21	-	39.60	-	39.88	-	40.61
Median Age Of Total Population	-	37.84	-	38.14	-	38.47	-	38.81	-	39.85
Male Population by Age										
Males	70,638	48.91	76,340	49.05	80,182	49.10	82,384	49.10	88,604	49.10
Males 0 To 4	4,104	2.84	4,096	2.63	4,278	2.62	4,385	2.61	4,631	2.57
Males 5 To 9	4,462	3.09	4,591	2.95	4,650	2.85	4,688	2.79	4,976	2.76
Males 10 To 14	4,596	3.18	4,944	3.18	5,044	3.09	5,100	3.04	5,229	2.90
Males 15 To 19	5,026	3.48	5,062	3.25	5,336	3.27	5,478	3.27	5,643	3.13
Males 20 To 24	5,632	3.90	5,448	3.50	5,236	3.21	5,222	3.11	5,582	3.09
Males 25 To 29	5,182	3.59	6,125	3.94	6,125	3.75	5,919	3.53	5,618	3.11
Males 30 To 34	5,017	3.47	5,947	3.82	6,712	4.11	6,936	4.13	6,808	3.77
Males 35 To 39	4,794	3.32	5,577	3.58	6,149	3.77	6,582	3.92	7,514	4.16
Males 40 To 44	4,969	3.44	5,084	3.27	5,555	3.40	5,945	3.54	6,940	3.85
Males 45 To 49	5,185	3.59	5,305	3.41	5,354	3.28	5,490	3.27	6,341	3.51
Males 50 To 54	5,787	4.01	5,192	3.34	5,373	3.29	5,383	3.21	5,635	3.12
Males 55 To 59	4,561	3.16	5,448	3.50	5,238	3.21	5,057	3.01	5,275	2.92
Males 60 To 64	3,368	2.33	4,084	2.62	4,630	2.83	4,952	2.95	4,685	2.60
Males 65 To 69	2,692	1.86	3,090	1.99	3,513	2.15	3,787	2.26	4,646	2.58
Males 70 To 74	1,962	1.36	2,488	1.60	2,610	1.60	2,804	1.67	3,467	1.92
Males 75 To 79	1,363	0.94	1,705	1.10	2,028	1.24	2,147	1.28	2,443	1.35
Males 80 To 84	1,050	0.73	1,152	0.74	1,290	0.79	1,409	0.84	1,794	0.99
Males 85 Or Older	888	0.61	1,002	0.64	1,061	0.65	1,100	0.66	1,377	0.76
Average Age Of Male Population	-	37.24	-	38.03	-	38.47	-	38.77	-	39.60
Median Age Of Male Population	-	36.35	-	36.71	-	37.15	-	37.58	-	38.86
Female Population by Age										
Females	73,787	51.09	79,291	50.95	83,131	50.90	85,388	50.90	91,843	50.90
Females 0 To 4	3,876	2.68	4,111	2.64	4,259	2.61	4,382	2.61	4,737	2.63
Females 5 To 9	4,325	3.00	4,402	2.83	4,560	2.79	4,678	2.79	5,003	2.77
Females 10 To 14	4,427	3.06	4,710	3.03	4,805	2.94	4,858	2.90	5,165	2.86
Females 15 To 19	4,901	3.39	4,979	3.20	5,188	3.18	5,253	3.13	5,391	2.99
Females 20 To 24	5,117	3.54	5,078	3.26	5,002	3.06	5,020	2.99	5,300	2.94
Females 25 To 29	4,977	3.45	5,595	3.60	5,717	3.50	5,670	3.38	5,515	3.06
Females 30 To 34	5,018	3.48	5,641	3.63	6,209	3.80	6,407	3.82	6,522	3.61
Females 35 To 39	4,993	3.46	5,600	3.60	6,034	3.69	6,317	3.77	7,031	3.90
Females 40 To 44	5,230	3.62	5,425	3.49	5,774	3.54	6,082	3.63	6,798	3.77
Females 45 To 49	5,347	3.70	5,492	3.53	5,591	3.42	5,738	3.42	6,420	3.56
Females 50 To 54	5,964	4.13	5,418	3.48	5,594	3.42	5,639	3.36	5,939	3.29
Females 55 To 59	4,717	3.27	5,563	3.58	5,419	3.32	5,211	3.11	5,519	3.06
Females 60 To 64	3,720	2.58	4,432	2.85	4,951	3.03	5,194	3.10	4,939	2.74
Females 65 To 69	3,173	2.20	3,560	2.29	3,973	2.43	4,271	2.55	5,027	2.79
Females 70 To 74	2,464	1.71	3,180	2.04	3,289	2.01	3,473	2.07	4,143	2.30
Females 75 To 79	1,957	1.35	2,335	1.50	2,783	1.70	3,017	1.80	3,256	1.80
Females 80 To 84	1,596	1.10	1,745	1.12	1,928	1.18	2,069	1.23	2,678	1.48
Females 85 Or Older	1,985	1.37	2,025	1.30	2,055	1.26	2,109	1.26	2,460	1.36
Average Age Of Female Population	-	39.73	-	40.35	-	40.70	-	40.95	-	41.58
Median Age Of Female Population	-	39.27	-	39.58	-	39.82	-	40.09	-	40.91
Total Household Population by Age										
Household Population	142,198	100.00	153,020	100.00	160,486	100.00	164,812	100.00	177,082	100.00
Household Population 0 To 4	7,978	5.61	8,203	5.36	8,528	5.31	8,753	5.31	9,345	5.28
Household Population 5 To 9	8,784	6.18	8,986	5.87	9,200	5.73	9,352	5.67	9,953	5.62
Household Population 10 To 14	9,022	6.34	9,649	6.31	9,842	6.13	9,947	6.04	10,371	5.86
Household Population 15 To 19	9,907	6.97	10,015	6.54	10,483	6.53	10,678	6.48	10,965	6.19
Household Population 20 To 24	10,721	7.54	10,482	6.85	10,158	6.33	10,140	6.15	10,736	6.06
Household Population 25 To 29	10,125	7.12	11,685	7.64	11,787	7.34	11,515	6.99	11,018	6.22
Household Population 30 To 34	10,001	7.03	11,568	7.56	12,895	8.04	13,312	8.08	13,274	7.50
Household Population 35 To 39	9,755	6.86	11,147	7.29	12,150	7.57	12,864	7.80	14,489	8.18
Household Population 40 To 44	10,160	7.14	10,480	6.85	11,295	7.04	11,990	7.28	13,686	7.73
Household Population 45 To 49	10,485	7.37	10,750	7.03	10,893	6.79	11,169	6.78	12,693	7.17
Household Population 50 To 54	11,696	8.22	10,559	6.90	10,908	6.80	10,959	6.65	11,497	6.49
Household Population 55 To 59	9,215	6.48	10,924	7.14	10,565	6.58	10,175	6.17	10,688	6.04
Household Population 60 To 64	7,003	4.92	8,400	5.49	9,438	5.88	9,995	6.07	9,663	5.34
Household Population 65 To 69	5,783	4.07	6,536	4.27	7,344	4.58	7,897	4.79	9,461	5.34
Household Population 70 To 74	4,303	3.03	5,505	3.60	5,721	3.56	6,083	3.69	7,365	4.16
Household Population 75 To 79	3,153	2.22	3,820	2.50	4,548	2.83	4,891	2.97	5,424	3.06
Household Population 80 To 84	2,315	1.63	2,515	1.64	2,799	1.74	3,034	1.84	3,972	2.24
Household Population 85 Or Older	1,792	1.26	1,796	1.17	1,932	1.20	2,058	1.25	2,682	1.51
Average Age Of Total Household Population	-	37.91	-	38.57	-	38.99	-	39.29	-	40.05
Median Age Of Total Household Population	-	37.34	-	37.63	-	37.98	-	38.35	-	39.44

DemoStats Trends | Families



Trade Area: Barrie, ON

	2015		2020		2023		2025		2030	
	Count	%	Count	%	Count	%	Count	%	Count	%
Household Population 15 Years or Over by Marital Status										
Household Population 15 Years Or Over	116,414	100.00	126,182	100.00	132,916	100.00	136,760	100.00	147,413	100.00
Married Or Living With A Common-Law Partner	63,104	54.21	68,247	54.09	72,054	54.21	74,292	54.32	80,549	54.64
Married (And Not Separated)	50,532	43.41	54,331	43.06	57,414	43.20	59,266	43.34	64,469	43.73
Living Common Law	12,572	10.80	13,916	11.03	14,640	11.02	15,026	10.99	16,080	10.91
Not Married And Not Living With A Common-Law Partner	53,310	45.79	57,935	45.91	60,862	45.79	62,468	45.68	66,864	45.36
Single (Never Legally Married)	34,930	30.00	37,825	29.98	39,341	29.60	40,037	29.27	41,790	28.35
Separated	5,070	4.36	5,483	4.34	5,817	4.38	5,997	4.38	6,528	4.43
Divorced	7,848	6.74	8,506	6.74	9,042	6.80	9,374	6.85	10,311	7.00
Widowed	5,462	4.69	6,121	4.85	6,662	5.01	7,060	5.16	8,235	5.59
Census Families by Family Structure										
Total Census Families	40,371	100.00	42,359	100.00	44,273	100.00	45,532	100.00	48,854	100.00
Total Couple Families	32,000	79.27	33,579	79.27	35,100	79.28	36,094	79.27	38,696	79.21
Without Children At Home	13,790	34.16	14,457	34.13	15,140	34.20	15,579	34.22	16,775	34.34
With Children At Home	18,210	45.11	19,122	45.14	19,960	45.08	20,515	45.06	21,921	44.87
1 Child	6,772	16.77	7,111	16.79	7,412	16.74	7,625	16.75	8,159	16.70
2 Children	8,121	20.12	8,534	20.15	8,923	20.16	9,162	20.12	9,770	20.00
3 Or More Children	3,317	8.22	3,477	8.21	3,625	8.19	3,728	8.19	3,992	8.17
Married Couple Families	25,557	63.30	26,839	63.36	28,077	63.42	28,875	63.42	30,945	63.34
Without Children At Home	10,190	25.24	10,703	25.27	11,216	25.33	11,542	25.35	12,440	25.46
With Children At Home	15,367	38.06	16,136	38.09	16,861	38.08	17,333	38.07	18,505	37.88
1 Child	5,370	13.30	5,623	13.28	5,858	13.23	6,035	13.25	6,435	13.17
2 Children	7,158	17.73	7,518	17.75	7,873	17.78	8,084	17.75	8,624	17.65
3 Or More Children	2,839	7.03	2,995	7.07	3,130	7.07	3,214	7.06	3,446	7.05
Common-Law Couple Families	6,443	15.96	6,740	15.91	7,023	15.86	7,219	15.86	7,751	15.87
Without Children At Home	3,600	8.92	3,754	8.86	3,924	8.86	4,037	8.87	4,335	8.87
With Children At Home	2,843	7.04	2,986	7.05	3,099	7.00	3,182	6.99	3,416	6.99
1 Child	1,402	3.47	1,488	3.51	1,554	3.51	1,590	3.49	1,724	3.53
2 Children	963	2.38	1,016	2.40	1,050	2.37	1,078	2.37	1,146	2.35
3 Or More Children	478	1.18	482	1.14	495	1.12	514	1.13	546	1.12
Total Lone-Parent Families	8,371	20.73	8,780	20.73	9,173	20.72	9,438	20.73	10,158	20.79
1 Child	4,812	11.92	5,046	11.91	5,278	11.92	5,434	11.94	5,868	12.01
2 Children	2,635	6.53	2,768	6.54	2,883	6.51	2,962	6.50	3,184	6.52
3 Or More Children	924	2.29	966	2.28	1,012	2.29	1,042	2.29	1,106	2.26
Female Parent Families	6,674	16.53	7,002	16.53	7,316	16.52	7,528	16.53	8,105	16.59
1 Child	3,776	9.35	3,965	9.36	4,147	9.37	4,270	9.38	4,601	9.42
2 Children	2,132	5.28	2,239	5.29	2,331	5.26	2,400	5.27	2,584	5.29
3 Or More Children	766	1.90	798	1.88	838	1.89	858	1.88	920	1.88
Male Parent Families	1,697	4.20	1,778	4.20	1,857	4.19	1,910	4.20	2,053	4.20
1 Child	1,036	2.57	1,081	2.55	1,131	2.56	1,164	2.56	1,267	2.59
2 Children	503	1.25	529	1.25	552	1.25	562	1.23	600	1.23
3 Or More Children	158	0.39	168	0.40	174	0.39	184	0.40	186	0.38
Number Of Family Persons	119,128	2.95	125,221	2.96	130,772	2.95	134,461	2.95	143,990	2.95
Census Family Households by Family Structure										
Total Census Family Households	38,821	100.00	40,735	100.00	42,577	100.00	43,788	100.00	46,989	100.00
Total Couple Family Households	30,626	78.89	32,150	78.92	33,603	78.92	34,564	78.94	37,073	78.90
Without Children At Home	12,885	33.19	13,520	33.19	14,162	33.26	14,583	33.30	15,726	33.47
With Children At Home	17,741	45.70	18,630	45.73	19,441	45.66	19,981	45.63	21,347	45.43
1 Child	6,452	16.62	6,776	16.63	7,061	16.58	7,258	16.57	7,775	16.55
2 Children	8,039	20.71	8,447	20.74	8,829	20.74	9,070	20.71	9,664	20.57
3 Or More Children	3,250	8.37	3,407	8.36	3,551	8.34	3,653	8.34	3,908	8.32
Married Couple Family Households	25,552	65.82	26,834	65.88	28,071	65.93	28,869	65.93	30,938	65.84
Without Children At Home	10,261	26.43	10,766	26.43	11,291	26.52	11,614	26.52	12,524	26.65
With Children At Home	15,291	39.39	16,068	39.45	16,780	39.41	17,255	39.41	18,414	39.19
1 Child	5,438	14.01	5,707	14.01	5,939	13.95	6,118	13.97	6,527	13.89
2 Children	7,080	18.24	7,436	18.25	7,784	18.28	7,998	18.27	8,525	18.14
3 Or More Children	2,773	7.14	2,925	7.18	3,057	7.18	3,139	7.17	3,362	7.16
Common-Law Couple Family Households	5,074	13.07	5,316	13.05	5,532	12.99	5,695	13.01	6,135	13.06
Without Children At Home	2,624	6.76	2,754	6.76	2,871	6.74	2,969	6.78	3,202	6.81
With Children At Home	2,450	6.31	2,562	6.29	2,661	6.25	2,726	6.22	2,933	6.24
1 Child	1,014	2.61	1,069	2.62	1,122	2.63	1,140	2.60	1,248	2.66
2 Children	959	2.47	1,011	2.48	1,045	2.45	1,072	2.45	1,139	2.42
3 Or More Children	477	1.23	482	1.18	494	1.16	514	1.17	546	1.16
Total Lone-Parent Family Households	8,195	21.11	8,585	21.07	8,974	21.08	9,224	21.07	9,916	21.10
1 Child	4,680	12.05	4,902	12.03	5,131	12.05	5,277	12.05	5,699	12.13
2 Children	2,600	6.70	2,726	6.69	2,841	6.67	2,915	6.66	3,123	6.65
3 Or More Children	915	2.36	957	2.35	1,002	2.35	1,032	2.36	1,094	2.33
Female Parent Family Households	6,499	16.74	6,808	16.71	7,118	16.72	7,315	16.71	7,865	16.74
1 Child	3,645	9.39	3,822	9.38	4,001	9.40	4,114	9.39	4,434	9.44
2 Children	2,097	5.40	2,197	5.39	2,289	5.38	2,353	5.37	2,523	5.37
3 Or More Children	757	1.95	789	1.94	828	1.95	848	1.94	908	1.93
Male Parent Family Households	1,696	4.37	1,777	4.36	1,856	4.36	1,909	4.36	2,051	4.37
1 Child	1,035	2.67	1,080	2.65	1,130	2.65	1,163	2.66	1,265	2.69
2 Children	503	1.30	529	1.30	552	1.30	562	1.28	600	1.28
3 Or More Children	158	0.41	168	0.41	174	0.41	184	0.42	186	0.40
Percentage of Family Households with Children Living at Home	-	48.40	-	48.29	-	48.16	-	48.10	-	47.84
Total Children At Home by Age										
Total Number Of Children At Home	46,757	100.00	49,283	100.00	51,399	100.00	52,835	100.00	56,440	100.00
0 To 4	7,710	16.49	7,672	15.57	7,918	15.40	8,099	15.33	8,543	15.14
5 To 9	8,618	18.43	8,729	17.71	8,838	17.20	8,921	16.89	9,296	16.47
10 To 14	8,834	18.89	9,209	18.69	9,327	18.15	9,417	17.82	9,706	17.20
15 To 19	8,998	19.24	9,142	18.55	9,405	18.30	9,552	18.08	9,898	17.54
20 To 24	6,857	14.66	7,204	14.62	7,456	14.51	7,608	14.40	8,107	14.36
25 Or More	5,740	12.28	7,327	14.87	8,455	16.45	9,238	17.48	10,890	19.30
Average Children Per Census Family	-	1.16	-	1.16	-	1.16	-	1.16	-	1.16
Average Children Per Census Family Household	-	1.20	-	1.21	-	1.21	-	1.21	-	1.20
Average Children Per Household	-	0.87	-	0.88	-	0.87	-	0.87	-	0.86

Benchmark: Simcoe CD

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DemoStats Trends | Household & Housing



Trade Area: Barrie, ON

	2015		2020		2023		2025		2030	
	Count	%	Count	%	Count	%	Count	%	Count	%
Households by Maintainer Age										
Total Households For Maintainer Ages	53,584	100.00	56,355	100.00	58,998	100.00	60,722	100.00	65,352	100.00
Maintainers 15 To 24	1,409	2.63	1,271	2.25	1,263	2.14	1,244	2.05	1,253	1.92
Maintainers 25 To 34	8,470	15.81	9,339	16.57	9,780	16.58	9,783	16.11	9,436	14.44
Maintainers 35 To 44	10,693	19.96	11,087	19.67	11,918	20.20	12,598	20.75	14,063	21.52
Maintainers 45 To 54	12,718	23.73	11,650	20.67	11,758	19.93	11,887	19.58	12,853	19.67
Maintainers 55 To 64	9,458	17.65	10,969	19.45	11,120	18.85	11,156	18.37	11,008	16.84
Maintainers 65 To 74	5,894	11.00	6,755	11.99	7,220	12.24	7,693	12.67	9,141	13.99
Maintainers 75 Or Older	4,942	9.22	5,294	9.39	5,939	10.07	6,361	10.48	7,598	11.63
Average Maintainer Age	-	50.88	-	51.30	-	51.48	-	51.71	-	52.47
Median Maintainer Age	-	49.84	-	50.55	-	50.52	-	50.59	-	51.02
Households by Size of Household										
Total Households For Household Size	53,584	100.00	56,355	100.00	58,998	100.00	60,722	100.00	65,352	100.00
1 Person	12,067	22.52	12,771	22.66	13,381	22.68	13,780	22.69	14,840	22.71
2 Persons	17,083	31.88	17,923	31.80	18,755	31.79	19,294	31.77	20,781	31.80
3 Persons	9,742	18.18	10,273	18.23	10,745	18.21	11,055	18.21	11,909	18.22
4 Persons	9,349	17.45	9,762	17.32	10,224	17.33	10,533	17.35	11,322	17.32
5 or More Persons	5,343	9.97	5,626	9.98	5,893	9.99	6,060	9.98	6,500	9.95
Number Of Persons In Private Households	142,198	2.65	153,020	2.71	160,486	2.72	164,812	2.71	177,082	2.71
Average Number Of Persons In Private Households	-	2.65	-	2.71	-	2.72	-	2.71	-	2.71
Households by Household Type										
Total Households For Household Type	53,584	100.00	56,355	100.00	58,998	100.00	60,722	100.00	65,352	100.00
Total Family Households	38,821	72.45	40,735	72.28	42,577	72.17	43,788	72.11	46,989	71.90
One-Family Households	37,525	70.03	39,382	69.88	41,169	69.78	42,341	69.73	45,429	69.51
Multiple-Family Households	1,296	2.42	1,353	2.40	1,408	2.39	1,447	2.38	1,560	2.39
Non-Family Households	14,763	27.55	15,620	27.72	16,421	27.83	16,934	27.89	18,363	28.10
One-Person Households	12,170	22.71	12,891	22.88	13,552	22.97	13,977	23.02	15,161	23.20
People 65 Years Or Over Living Alone	4,465	8.33	4,923	8.74	5,275	8.94	5,553	9.14	6,395	9.79
Two-Or-More-Person Households	2,593	4.84	2,729	4.84	2,869	4.86	2,957	4.87	3,202	4.90
Occupied Private Dwellings by Tenure										
Total Households For Tenure	53,584	100.00	56,355	100.00	58,998	100.00	60,722	100.00	65,352	100.00
Owned	38,442	71.74	39,562	70.18	41,152	69.75	42,246	69.57	45,419	69.50
Rented	15,142	28.26	16,803	29.82	17,846	30.25	18,476	30.43	19,933	30.50
Band Housing	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Occupied Private Dwellings by Structure Type										
Total Households For Structure Type	53,584	100.00	56,355	100.00	58,998	100.00	60,722	100.00	65,352	100.00
Houses	40,320	75.25	41,737	74.06	43,438	73.63	44,585	73.42	47,779	73.11
Single-Detached House	32,417	60.50	33,326	59.14	34,598	58.64	35,461	58.40	37,933	58.04
Semi-Detached House	2,320	4.33	2,368	4.20	2,458	4.17	2,519	4.15	2,698	4.13
Row House	5,583	10.42	6,043	10.72	6,382	10.82	6,605	10.88	7,148	10.94
Apartment, Building Low And High Rise	13,173	24.58	14,549	25.82	15,492	26.26	16,069	26.46	17,504	26.78
Apartment, Building That Has Five Or More Story	4,017	7.50	4,330	7.68	4,566	7.74	4,716	7.77	5,105	7.81
Apartment, Building That Has Fewer Than Five Story	5,739	10.71	6,393	11.34	6,834	11.58	7,098	11.69	7,754	11.87
Detached Duplex	3,417	6.38	3,826	6.79	4,092	6.94	4,255	7.01	4,645	7.11
Other Dwelling Types	91	0.17	69	0.12	68	0.12	68	0.11	69	0.11
Other Single-Attached House	37	0.07	44	0.08	46	0.08	48	0.08	52	0.08
Movable Dwelling	54	0.10	25	0.04	22	0.04	20	0.03	17	0.03

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DemoStats Trends | Income, Education & Labour



Trade Area: Barrie, ON

	2015		2020		2023		2025		2030	
	Count	%	Count	%	Count	%	Count	%	Count	%
Households by Income (Constant Year)										
Total Households	53,584	100.00	56,355	100.00	58,998	100.00	60,722	100.00	65,352	100.00
Household Income \$0 To \$19,999 (Constant Year 2015 \$)	3,350	6.25	3,342	5.93	3,415	5.79	3,474	5.72	3,648	5.58
Household Income \$20,000 To \$39,999 (Constant Year 2015 \$)	7,958	14.85	8,267	14.67	8,575	14.53	8,760	14.43	9,252	14.16
Household Income \$40,000 To \$59,999 (Constant Year 2015 \$)	8,001	14.93	8,236	14.62	8,551	14.49	8,756	14.42	9,269	14.18
Household Income \$60,000 To \$79,999 (Constant Year 2015 \$)	7,467	13.94	7,583	13.46	7,894	13.38	8,115	13.36	8,665	13.26
Household Income \$80,000 To \$99,999 (Constant Year 2015 \$)	6,796	12.68	6,892	12.23	7,160	12.14	7,356	12.11	7,863	12.03
Household Income \$100,000 Or Over (Constant Year 2015 \$)	20,012	37.35	22,035	39.10	23,403	39.67	24,261	39.95	26,655	40.79
Household Income \$100,000 To \$124,999 (Constant Year 2015 \$)	6,684	12.47	6,808	12.08	7,079	12.00	7,271	11.97	7,771	11.89
Household Income \$125,000 To \$149,999 (Constant Year 2015 \$)	4,753	8.87	5,063	8.98	5,312	9.00	5,471	9.01	5,874	8.99
Household Income \$150,000 To \$199,999 (Constant Year 2015 \$)	5,141	9.59	5,766	10.23	6,138	10.40	6,360	10.47	6,967	10.66
Household Income \$200,000 Or Over (Constant Year 2015 \$)	3,434	6.41	4,398	7.80	4,874	8.26	5,159	8.50	6,043	9.25
Household Income \$200,000 To \$299,999 (Constant Year 2015 \$)	2,746	5.13	3,358	5.96	3,674	6.23	3,850	6.34	4,380	6.70
Household Income \$300,000 Or Over (Constant Year 2015 \$)	688	1.28	1,040	1.84	1,200	2.03	1,309	2.16	1,663	2.54
Average Household Income (Constant Year 2015 \$)	-	89,274.51	-	97,651.02	-	99,977.21	-	101,451.33	-	105,224.51
Median Household Income (Constant Year 2015 \$)	-	80,044.37	-	82,058.96	-	82,817.06	-	83,239.49	-	84,459.27
Households by Income (Current Year)										
Total Households	53,584	100.00	56,355	100.00	58,998	100.00	60,722	100.00	65,352	100.00
Household Income \$0 To \$19,999 (Current Year \$)	3,350	6.25	2,063	3.66	1,601	2.71	1,339	2.21	869	1.33
Household Income \$20,000 To \$39,999 (Current Year \$)	7,958	14.85	8,486	15.06	7,930	13.44	7,414	12.21	6,382	9.77
Household Income \$40,000 To \$59,999 (Current Year \$)	8,001	14.93	7,548	13.39	7,246	12.28	7,248	11.94	7,193	11.01
Household Income \$60,000 To \$79,999 (Current Year \$)	7,467	13.94	7,085	12.57	7,165	12.14	7,245	11.93	7,787	11.92
Household Income \$80,000 To \$99,999 (Current Year \$)	6,796	12.68	6,553	11.63	6,741	11.43	6,807	11.21	6,268	9.59
Household Income \$100,000 Or Over (Current Year \$)	20,012	37.35	24,620	43.69	28,315	47.99	30,669	50.51	36,853	56.39
Household Income \$100,000 To \$124,999 (Current Year \$)	6,684	12.47	6,805	12.07	7,079	12.00	7,321	12.06	7,550	11.55
Household Income \$125,000 To \$149,999 (Current Year \$)	4,753	8.87	5,358	9.51	5,903	10.01	6,417	10.57	5,973	9.14
Household Income \$150,000 To \$199,999 (Current Year \$)	5,141	9.59	6,330	11.23	6,932	11.75	7,174	11.81	10,361	15.85
Household Income \$200,000 Or Over (Current Year \$)	3,434	6.41	6,127	10.87	8,401	14.24	9,757	16.07	12,969	19.84
Household Income \$200,000 To \$299,999 (Current Year \$)	2,746	5.13	4,412	7.83	5,589	9.47	6,250	10.29	7,684	11.76
Household Income \$300,000 Or Over (Current Year \$)	688	1.28	1,715	3.04	2,812	4.77	3,507	5.78	5,285	8.09
Average Household Income (Current Year \$)	-	89,274.51	-	104,837.11	-	114,033.84	-	120,298.53	-	137,462.36
Median Household Income (Current Year \$)	-	80,044.37	-	88,862.91	-	96,308.03	-	100,974.80	-	113,414.95
Household Population 15 Years or Over by Educational Attainment										
Household Population 15 Years Or Over	116,414	100.00	126,182	100.00	132,916	100.00	136,760	100.00	147,413	100.00
No Certificate, Diploma Or Degree	21,405	18.39	19,736	15.64	19,170	14.42	18,613	13.61	17,282	11.72
High School Certificate Or Equivalent	35,977	30.90	39,078	30.97	40,795	30.69	41,744	30.52	44,276	30.04
Apprenticeship Or Trades Certificate Or Diploma	7,820	6.72	7,781	6.17	7,933	5.97	7,968	5.83	7,973	5.41
College, CEGEP Or Other Non-University Certificate Or Diploma	30,067	25.83	34,371	27.24	36,876	27.74	38,349	28.04	42,236	28.65
University Certificate Or Diploma Below Bachelor	1,855	1.59	1,490	1.18	1,348	1.01	1,242	0.91	992	0.67
University Degree	19,290	16.57	23,726	18.80	26,794	20.16	28,844	21.09	34,654	23.51
Bachelor's Degree	14,027	12.05	17,554	13.91	20,009	15.05	21,655	15.83	26,368	17.89
Above Bachelor's	5,263	4.52	6,172	4.89	6,785	5.11	7,189	5.26	8,286	5.62
Household Population 15 Years or Over by Labour Force Activity										
Household Population 15 Years Or Over For Labour Force	116,414	100.00	126,182	100.00	132,916	100.00	136,760	100.00	147,413	100.00
In The Labour Force	82,727	71.06	87,541	69.38	91,956	69.18	94,300	68.95	100,554	68.21
Employed	77,192	66.31	82,467	65.36	86,239	64.88	88,343	64.60	94,156	63.87
Unemployed	5,535	4.75	5,074	4.02	5,717	4.30	5,957	4.36	6,398	4.34
Not In The Labour Force	33,687	28.94	38,641	30.62	40,960	30.82	42,460	31.05	46,859	31.79
Participation Rate	-	71.06	-	69.38	-	69.18	-	68.95	-	68.21
Employment Rate	-	93.31	-	94.20	-	93.78	-	93.68	-	93.64
Unemployment Rate	-	6.69	-	5.80	-	6.22	-	6.32	-	6.36
Household Population 15 Years or Over by Class of Worker										
Household Population 15 Years Or Over For Class of Worker	116,414	100.00	126,182	100.00	132,916	100.00	136,760	100.00	147,413	100.00
In the Labour Force For Class of Worker	82,727	71.06	87,541	69.38	91,956	69.18	94,300	68.95	100,554	68.21
Employee	71,422	61.35	74,264	58.85	76,791	57.77	77,897	56.96	80,666	54.72
Self-employed	11,305	9.71	13,277	10.52	15,165	11.41	16,403	11.99	19,888	13.49

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DemoStats Trends | Diversity



Trade Area: Barrie, ON

	2015		2020		2023		2025		2030	
	Count	%	Count	%	Count	%	Count	%	Count	%
Household Population by Visible Minority Status										
Household Population For Visible Minority	142,198	100.00	153,020	100.00	160,486	100.00	164,812	100.00	177,082	100.00
Visible Minority Total	16,744	11.78	19,521	12.76	21,130	13.17	22,159	13.45	24,799	14.00
Visible Minority Chinese	1,883	1.32	2,403	1.57	2,740	1.71	2,954	1.79	3,530	1.99
Visible Minority South Asian	3,717	2.61	4,554	2.98	5,035	3.14	5,351	3.25	6,162	3.48
Visible Minority Black	4,500	3.17	5,281	3.45	5,585	3.48	5,768	3.50	6,201	3.50
Visible Minority Filipino	1,178	0.83	1,359	0.89	1,460	0.91	1,529	0.93	1,670	0.94
Visible Minority Latin American	1,740	1.22	2,042	1.33	2,270	1.41	2,413	1.46	2,769	1.56
Visible Minority Southeast Asian	757	0.53	908	0.59	993	0.62	1,049	0.64	1,190	0.67
Visible Minority Arab	491	0.34	511	0.33	540	0.34	555	0.34	608	0.34
Visible Minority West Asian	416	0.29	413	0.27	436	0.27	451	0.27	508	0.29
Visible Minority Korean	510	0.36	519	0.34	540	0.34	555	0.34	591	0.33
Visible Minority Japanese	247	0.17	248	0.16	255	0.16	260	0.16	272	0.15
Visible Minority All Other Visible Minorities	629	0.44	622	0.41	615	0.38	615	0.37	623	0.35
Visible Minority Multiple Visible Minorities	676	0.47	661	0.43	661	0.41	659	0.40	675	0.38
Visible Minority Not A Visible Minority	125,454	88.22	133,499	87.24	139,356	86.83	142,653	86.56	152,283	86.00
Household Population by Mother Tongue										
Household Population For Mother Tongue	142,198	100.00	153,020	100.00	160,486	100.00	164,812	100.00	177,082	100.00
Total Single Response	140,143	98.56	150,588	98.41	157,832	98.35	162,020	98.31	173,925	98.22
English	122,366	86.05	129,810	84.83	134,759	83.97	137,501	83.43	145,525	82.18
French	3,185	2.24	3,456	2.26	3,684	2.30	3,810	2.31	4,169	2.35
Total Non-Official	14,592	10.26	17,322	11.32	19,389	12.08	20,709	12.56	24,231	13.68
Italian	1,224	0.86	1,385	0.91	1,462	0.91	1,494	0.91	1,549	0.88
German	1,000	0.70	1,108	0.72	1,150	0.72	1,174	0.71	1,214	0.69
Punjabi	375	0.26	530	0.35	634	0.40	710	0.43	899	0.51
Cantonese	303	0.21	348	0.23	386	0.24	419	0.25	490	0.28
Spanish	1,457	1.02	1,936	1.26	2,337	1.46	2,602	1.58	3,277	1.85
Arabic	299	0.21	379	0.25	430	0.27	475	0.29	592	0.33
Tagalog	603	0.42	689	0.45	776	0.48	834	0.51	1,021	0.58
Portuguese	887	0.62	1,024	0.67	1,109	0.69	1,153	0.70	1,303	0.74
Polish	1,173	0.82	1,238	0.81	1,294	0.81	1,317	0.80	1,358	0.77
Mandarin	915	0.64	1,179	0.77	1,354	0.84	1,466	0.89	1,753	0.99
Chinese N.O.S	85	0.06	95	0.06	105	0.07	107	0.07	121	0.07
Urdu	503	0.35	642	0.42	781	0.49	861	0.52	1,108	0.63
Vietnamese	325	0.23	387	0.25	426	0.27	450	0.27	522	0.29
Ukrainian	214	0.15	257	0.17	279	0.17	300	0.18	334	0.19
Persian	273	0.19	309	0.20	352	0.22	386	0.23	485	0.27
Russian	658	0.46	999	0.65	1,255	0.78	1,417	0.86	1,839	1.04
Dutch	637	0.45	620	0.41	599	0.37	581	0.35	549	0.31
Korean	311	0.22	312	0.20	345	0.21	369	0.22	429	0.24
Greek	247	0.17	279	0.18	292	0.18	300	0.18	318	0.18
Tamil	98	0.07	88	0.06	99	0.06	110	0.07	128	0.07
Gujarati	211	0.15	254	0.17	281	0.17	303	0.18	367	0.21
Romanian	177	0.13	197	0.13	218	0.14	234	0.14	274	0.15
Hindi	158	0.11	195	0.13	218	0.14	231	0.14	280	0.16
Hungarian	319	0.22	332	0.22	343	0.21	353	0.21	365	0.21
Croatian	115	0.08	118	0.08	124	0.08	122	0.07	137	0.08
Creoles	6	0.00	5	0.00	5	0.00	5	0.00	6	0.00
Serbian	101	0.07	100	0.07	104	0.07	115	0.07	121	0.07
Bengali	78	0.06	88	0.06	104	0.07	112	0.07	137	0.08
Japanese	93	0.07	87	0.06	99	0.06	102	0.06	119	0.07
Turkish	46	0.03	51	0.03	62	0.04	66	0.04	81	0.05
Czech	153	0.11	153	0.10	160	0.10	157	0.10	162	0.09
Somali	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Aboriginal Languages	30	0.02	38	0.03	30	0.02	21	0.01	2	0.00
Other Languages	1,518	1.07	1,900	1.24	2,176	1.36	2,363	1.43	2,891	1.63
Multiple Languages	2,055	1.45	2,432	1.59	2,654	1.65	2,792	1.69	3,157	1.78
English & French	530	0.37	618	0.40	653	0.41	678	0.41	738	0.42
English & Non-Official	1,441	1.01	1,726	1.13	1,909	1.19	2,016	1.22	2,309	1.30
French & Non-Official	36	0.03	34	0.02	34	0.02	35	0.02	42	0.02
English & French & Non-Official	48	0.03	54	0.04	58	0.04	63	0.04	68	0.04

Benchmark: Simcoe CD

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DemoStats Trends | Diversity



Trade Area: Barrie, ON

	2015		2020		2023		2025		2030	
	Count	%	Count	%	Count	%	Count	%	Count	%
Household Population by Total Immigrants and Place of Birth										
Total Household Population	142,198	100.00	153,020	100.00	160,486	100.00	164,812	100.00	177,082	100.00
Non-Immigrant	122,205	85.94	130,760	85.45	136,670	85.16	140,138	85.03	149,928	84.67
Non-Immigrant In Province Of Birth	109,124	76.74	116,941	76.42	122,208	76.15	125,304	76.03	134,057	75.70
Non-Immigrant Outside Province Of Birth	13,081	9.20	13,819	9.03	14,462	9.01	14,834	9.00	15,871	8.96
Total Immigrant	18,957	13.33	20,289	13.26	21,615	13.47	22,439	13.63	24,888	14.05
Americas	3,409	2.40	3,792	2.48	4,116	2.56	4,339	2.63	4,944	2.79
North America	799	0.56	818	0.54	850	0.53	864	0.52	926	0.52
United States	788	0.55	809	0.53	841	0.52	853	0.52	915	0.52
Other North America	11	0.01	9	0.01	9	0.01	11	0.01	11	0.01
Central America	381	0.27	425	0.28	465	0.29	499	0.30	579	0.33
El Salvador	149	0.10	160	0.10	171	0.11	182	0.11	204	0.12
Mexico	111	0.08	136	0.09	156	0.10	172	0.10	213	0.12
Other Central America	121	0.09	129	0.08	138	0.09	145	0.09	162	0.09
Caribbean And Bermuda	1,227	0.86	1,379	0.90	1,487	0.93	1,565	0.95	1,775	1.00
Cuba	54	0.04	78	0.05	97	0.06	110	0.07	145	0.08
Haiti	27	0.02	35	0.02	38	0.02	44	0.03	56	0.03
Jamaica	626	0.44	690	0.45	731	0.46	758	0.46	838	0.47
Trinidad And Tobago	270	0.19	294	0.19	310	0.19	323	0.20	352	0.20
Other Caribbean And Bermuda	250	0.18	282	0.18	311	0.19	330	0.20	384	0.22
South America	1,002	0.70	1,170	0.77	1,314	0.82	1,411	0.86	1,664	0.94
Brazil	139	0.10	193	0.13	228	0.14	252	0.15	323	0.18
Chile	65	0.05	68	0.04	76	0.05	82	0.05	93	0.05
Colombia	139	0.10	198	0.13	242	0.15	272	0.17	348	0.20
Guyana	266	0.19	276	0.18	289	0.18	304	0.18	331	0.19
Peru	75	0.05	77	0.05	88	0.06	94	0.06	112	0.06
Venezuela	18	0.01	15	0.01	18	0.01	19	0.01	24	0.01
Other South America	300	0.21	343	0.22	373	0.23	388	0.23	433	0.24
Europe	10,095	7.10	9,673	6.32	9,615	5.99	9,585	5.82	9,618	5.43
Western Europe	1,792	1.26	1,680	1.10	1,656	1.03	1,647	1.00	1,642	0.93
France	72	0.05	83	0.05	92	0.06	98	0.06	127	0.07
Germany	802	0.56	726	0.47	706	0.44	696	0.42	683	0.39
Netherlands	717	0.50	672	0.44	655	0.41	646	0.39	621	0.35
Other Western Europe	201	0.14	199	0.13	203	0.13	207	0.13	211	0.12
Eastern Europe	2,290	1.61	2,383	1.56	2,492	1.55	2,574	1.56	2,790	1.58
Czech Republic	170	0.12	169	0.11	174	0.11	174	0.11	181	0.10
Hungary	231	0.16	220	0.14	211	0.13	211	0.13	212	0.12
Moldova	20	0.01	29	0.02	37	0.02	42	0.03	57	0.03
Poland	910	0.64	876	0.57	866	0.54	864	0.52	868	0.49
Romania	207	0.15	211	0.14	228	0.14	238	0.14	263	0.15
Russia	277	0.20	347	0.23	405	0.25	437	0.27	523	0.29
Ukraine	235	0.17	284	0.19	314	0.20	339	0.21	394	0.22
Other Eastern Europe	240	0.17	247	0.16	257	0.16	269	0.16	292	0.17
Northern Europe	4,130	2.90	3,799	2.48	3,685	2.30	3,611	2.19	3,479	1.97
United Kingdom	3,773	2.65	3,467	2.27	3,358	2.09	3,284	1.99	3,153	1.78
Ireland	175	0.12	173	0.11	179	0.11	184	0.11	194	0.11
Other Northern Europe	182	0.13	159	0.10	148	0.09	143	0.09	132	0.07
Southern Europe	1,883	1.32	1,811	1.18	1,782	1.11	1,753	1.06	1,707	0.96
Greece	138	0.10	124	0.08	121	0.07	116	0.07	110	0.06
Italy	748	0.53	685	0.45	649	0.40	625	0.38	577	0.33
Portugal	524	0.37	533	0.35	540	0.34	544	0.33	543	0.31
Bosnia Herzegovina	84	0.06	87	0.06	87	0.05	86	0.05	87	0.05
Croatia	144	0.10	143	0.09	144	0.09	143	0.09	142	0.08
Serbia	47	0.03	49	0.03	53	0.03	54	0.03	63	0.04
Other Southern Europe	198	0.14	190	0.12	188	0.12	185	0.11	185	0.10
Africa	793	0.56	991	0.65	1,165	0.73	1,255	0.76	1,519	0.86
Western Africa	135	0.10	179	0.12	214	0.13	236	0.14	304	0.17
Côte d'Ivoire	8	0.01	13	0.01	15	0.01	18	0.01	23	0.01
Ghana	44	0.03	64	0.04	77	0.05	84	0.05	110	0.06
Nigeria	76	0.05	96	0.06	115	0.07	127	0.08	162	0.09
Other Western Africa	7	0.01	6	0.00	7	0.00	7	0.00	9	0.01
Eastern Africa	316	0.22	426	0.28	495	0.31	534	0.32	641	0.36
Eritrea	2	0.00	2	0.00	2	0.00	2	0.00	4	0.00
Ethiopia	8	0.01	11	0.01	14	0.01	15	0.01	20	0.01
Kenya	75	0.05	94	0.06	108	0.07	116	0.07	126	0.07
Somalia	2	0.00	4	0.00	8	0.01	8	0.01	9	0.01
Tanzania	41	0.03	51	0.03	54	0.03	58	0.04	69	0.04
Other Eastern Africa	188	0.13	264	0.17	309	0.19	335	0.20	413	0.23
Central Africa	64	0.04	85	0.06	113	0.07	120	0.07	154	0.09
Cameroon	7	0.01	9	0.01	11	0.01	12	0.01	14	0.01
Congo, The Democratic Republic of The	30	0.02	35	0.02	55	0.03	56	0.03	73	0.04
Other Central Africa	27	0.02	41	0.03	47	0.03	52	0.03	67	0.04
Northern Africa	128	0.09	142	0.09	176	0.11	194	0.12	231	0.13
Algeria	9	0.01	13	0.01	16	0.01	19	0.01	23	0.01
Egypt	95	0.07	107	0.07	127	0.08	138	0.08	163	0.09
Morocco	16	0.01	16	0.01	21	0.01	25	0.01	31	0.02
Tunisia	1	0.00	1	0.00	2	0.00	2	0.00	3	0.00
Other Northern Africa	7	0.01	5	0.00	10	0.01	10	0.01	11	0.01
Southern Africa	150	0.11	159	0.10	167	0.10	171	0.10	189	0.11
South Africa	146	0.10	155	0.10	163	0.10	167	0.10	184	0.10
Other Southern Africa	4	0.00	4	0.00	4	0.00	4	0.00	5	0.00
Asia	4,580	3.22	5,755	3.76	6,636	4.13	7,195	4.37	8,716	4.92
West Central Asia And Middle East	726	0.51	909	0.59	1,078	0.67	1,176	0.71	1,430	0.81
Afghanistan	64	0.04	63	0.04	76	0.05	82	0.05	95	0.05
Iran	198	0.14	252	0.17	310	0.19	341	0.21	420	0.24
Iraq	52	0.04	68	0.04	88	0.06	93	0.06	120	0.07
Israel	66	0.05	80	0.05	96	0.06	103	0.06	118	0.07
Lebanon	85	0.06	103	0.07	112	0.07	124	0.07	146	0.08
Saudi Arabia	34	0.02	37	0.02	43	0.03	48	0.03	58	0.03
Syria	44	0.03	67	0.04	76	0.05	82	0.05	101	0.06
Turkey	40	0.03	46	0.03	52	0.03	56	0.03	66	0.04

United Arab Emirates	17	0.01	16	0.01	18	0.01	18	0.01	18	0.01
Other West Central Asia And Middle East	126	0.09	177	0.12	207	0.13	229	0.14	288	0.16
Eastern Asia	1,247	0.88	1,512	0.99	1,715	1.07	1,831	1.11	2,143	1.21
China	753	0.53	964	0.63	1,112	0.69	1,201	0.73	1,429	0.81
Hong Kong	86	0.06	93	0.06	105	0.07	110	0.07	130	0.07
Japan	47	0.03	49	0.03	53	0.03	55	0.03	62	0.04
South Korea	290	0.20	322	0.21	351	0.22	367	0.22	405	0.23
Taiwan	58	0.04	68	0.04	73	0.05	76	0.05	90	0.05
Other Eastern Asia	13	0.01	16	0.01	21	0.01	22	0.01	27	0.01
Southeastern Asia	1,291	0.91	1,577	1.03	1,801	1.12	1,952	1.18	2,365	1.34
Cambodia	79	0.06	89	0.06	97	0.06	104	0.06	111	0.06
Malaysia	37	0.03	40	0.03	47	0.03	49	0.03	54	0.03
Philippines	778	0.55	984	0.64	1,134	0.71	1,236	0.75	1,518	0.86
Vietnam	284	0.20	325	0.21	368	0.23	396	0.24	476	0.27
Other Southeastern Asia	113	0.08	139	0.09	155	0.10	167	0.10	206	0.12
Southern Asia	1,316	0.93	1,757	1.15	2,042	1.27	2,236	1.36	2,778	1.57
Bangladesh	77	0.05	105	0.07	127	0.08	146	0.09	191	0.11
India	591	0.42	833	0.54	965	0.60	1,057	0.64	1,321	0.75
Nepal	4	0.00	22	0.01	27	0.02	30	0.02	38	0.02
Pakistan	491	0.34	612	0.40	707	0.44	768	0.47	932	0.53
Sri Lanka	153	0.11	185	0.12	216	0.14	235	0.14	296	0.17
Other Southern Asia	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00
Oceania And Other	80	0.06	78	0.05	83	0.05	86	0.05	91	0.05
Australia	47	0.03	44	0.03	46	0.03	47	0.03	51	0.03
Fiji	4	0.00	4	0.00	4	0.00	4	0.00	5	0.00
Other Oceania and Other	29	0.02	30	0.02	33	0.02	35	0.02	35	0.02
Non-Permanent Resident	1,036	0.73	1,971	1.29	2,201	1.37	2,214	1.34	2,266	1.28

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DemoStats Trends | Population/Household/Income Change



Trade Area: Barrie, ON

	2015-2020 (% Change)	2020-2023 (% Change)	2020-2025 (% Change)	2020-2030 (% Change)
Total Population	7.76	4.94	7.80	15.95
Total Households	5.17	4.69	7.75	15.96
Total Household Population	7.61	4.88	7.71	15.72
Constant Dollar Household Average Income	9.38	2.38	3.89	7.76
Current Dollar Household Average Income	17.43	8.77	14.75	31.12

Benchmark: Simcoe CD

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DemoStats Trends | Population/Household/Income Trends By Year



Trade Area: Barrie, ON

Year	Population Count	Household Count	Household Population Count	Average Hhld Income (Constant \$)	Average Hhld Income (Current \$)
2006	134,080	48,551	131,921	83,291.56	73,430.70
2007	135,313	49,173	133,141	85,929.66	76,946.90
2008	136,522	49,785	134,348	86,304.26	78,343.54
2009	137,739	50,399	135,465	84,891.77	77,286.02
2010	139,052	51,018	136,761	85,925.84	79,277.85
2011	140,453	51,643	138,142	85,380.93	80,525.77
2012	141,439	52,150	139,298	86,456.31	82,692.89
2013	142,359	52,627	140,188	87,802.60	85,164.74
2014	143,294	53,094	141,094	87,784.97	86,857.36
2015	144,425	53,584	142,198	89,274.51	89,274.51
2016	146,062	54,186	143,813	90,966.08	91,739.65
2017	148,578	54,750	146,151	93,181.70	94,552.37
2018	151,090	55,330	148,591	94,899.86	97,915.28
2019	153,510	55,846	150,945	96,403.24	101,392.06
2020	155,631	56,355	153,020	97,651.02	104,837.11
2021	158,407	57,250	155,769	98,535.06	107,955.84
2022	160,942	58,131	158,193	99,218.72	110,970.64
2023	163,313	58,998	160,486	99,977.21	114,033.84
2024	165,498	59,841	162,609	100,774.56	117,195.13
2025	167,772	60,722	164,812	101,451.33	120,298.53
2026	170,118	61,637	167,078	102,185.08	123,536.08
2027	172,619	62,562	169,507	102,976.83	126,924.02
2028	175,223	63,490	172,023	103,746.51	130,372.85
2029	177,822	64,422	174,546	104,540.87	133,942.48
2030	180,447	65,352	177,082	105,224.51	137,462.36

Benchmark: Simcoe CD

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