

Executive Summary

Collingwood's Trade Area

- Population** - Trade area contained 25,110 people in 2006 and has increased to an estimated 27,794 for year 2011.
- Population Projection** - Collingwood's trade area will grow much faster than its benchmark regions in the next 10 years (38.9% increase for Collingwood, 27.9% increase for the County of Simcoe, and 14.5% increase for the Province of Ontario).
- Daytime Population** - Approximately 27,200, with slightly more working people than people staying at home.
- A high percentage of those staying at home are senior people.
 - Fewer school-aged children at home than the provincial average.
- Households** - The rate of household growth is higher than the expected rate of population growth but the number of people living in them will decrease from 2011 to 2021.
- Rate of household growth is substantially higher than benchmark regions.
- Age** - Higher percentage of population 50 years old and above than its benchmark regions.
- Lower percentage of population under 15 years of age and the adult working population between 25 and 44.
 - The median age for Collingwood's trade area at 47 is relatively older than its benchmarks.
- Income** - Has the lowest average after-tax household income in 2005 compared to the benchmark areas - the County of Simcoe and the provincial average.
- Collingwood's trade area, on the whole, is an area with an income range from mid to low income.
- Family Structure** - Higher percentage of married couples with no children at home than the average for Ontario.
- 53% of all families have at least one child living at home and 70% of those children are under the age of 18.
 - Significantly over-represented by the small sized family ¹ in comparison to its benchmark regions.

¹ The small sized family in this executive summary refers to the families with 2 persons. This is not defined by the Statistics Canada.

- Housing**
- Home ownership is predominant, with the overwhelming majority of residents owning their own home.
 - High proportion of old houses built before 1946 and after 1986 while low proportion of houses constructed between 1946 and 1970.
 - High percentage of single-detached homes with the multi-level apartments being the second largest proportion of housing type.
 - Average value of dwellings is comparable to both the County of Simcoe and the provincial average.
- Education**
- There is an over-representation of people who have a trade certificate or a college diploma.
 - There is an under-representation of university graduates.
- Employment**
- There are a significant proportion of people who are not in the labour force compared with the benchmark regions.
 - The rate of unemployment is higher than its benchmark regions.
- Occupation**
- Under-represented with white collar employees.
- Ethnic Origin**
- A consistent profile with its benchmark regions in that English, Canadian, Scottish, and Irish form the top four ethnic origins and all belong to Anglo-Saxon origin.
 - The fifth ethnic origin is German for Collingwood, French for both the County of Simcoe and the province of Ontario.
- Recent Immigrants**
- Relatively few recent immigrants to the trade area and these are predominantly from the United Kingdom, Pakistan, United States of America, and Iraq.
- Visible Minorities**
- Population comprised of 'traditional' Canadian Ethnic Groups. Only 2% of the population self-identifies as a visible minority, which is significantly under-represented in comparison with the province of Ontario.