

Simcoe Advocate



Summary Report

July 20, 2026

Market Information		
Average Household Spending / Yr		
Mortgage payments	\$	7,210
Cell Phone, Pager & Services	\$	1,563
Internet Access Services	\$	1,117
Home Renovations	\$	888
Retirement & pension fund payments	\$	4,270
Lotteries	\$	1,156
Household appliances	\$	859
Furnishings	\$	1,718
Computer hardware	\$	349
Auto/Truck Purchase	\$	4,065
Auto/Truck Rental or Lease	\$	250
Air Travel	\$	741
Age of Home Owners		
15 to 24 years	161	1.7%
25 to 34 years	1,163	12.3%
35 to 44 years	1,391	14.7%
45 to 54 years	1,170	12.4%
55 to 64 years	1,844	19.5%
65 to 74 years	2,045	21.6%
75 years or over	3,022	12.8%

Population & Household Summary	
Total Population	23,695
Population Growth 2020-2025	13.1%
Population Growth 2025-2030	7.9%
Total Households	9,469
Household Growth 2020-2025	4.6%
Household Growth 2025-2030	6.2%
% of Households with Children	33.4%
% of Households - Married w/ Kids	21.3%
% of Households - Single Parent	12.1%
% of Households by Household Size	
1 person	31.5%
2 persons	37.5%
3 persons	13.0%
4 persons	11.5%
5 or more persons	6.0%

Age Cohorts		
Population: 25 yrs and under	5,944	25.1%
Population: 25-54 yrs	7,994	33.7%
Population: Over 55 yrs	9,757	41.2%
Median Age	46.5	
Age Distribution		
85+	1,200	
80 to 84	1,100	
75 to 79	1,300	
70 to 74	1,600	
65 to 69	1,800	
60 to 64	1,900	
55 to 59	1,400	
50 to 54	1,200	
45 to 49	1,100	
40 to 44	1,300	
35 to 39	1,400	
30 to 34	1,500	
25 to 29	1,200	
20 to 24	1,100	
15 to 19	1,100	
10 to 14	1,100	
5 to 9	1,100	
0 to 4	1,000	

Household Income	
Average Household Income	\$109,119
Median Household Income	\$88,832
Households by Income	
\$ 200K and over	1,000
\$ 150K - \$200K	1,100
\$ 125K - \$ 150K	900
\$ 100K - \$ 125K	1,200
\$ 80K - \$100K	1,100
\$ 60K - \$80K	1,300
\$ 40K - \$60K	1,400
\$ 20K - \$40K	1,300
Under \$20K	200

Visible Minorities & Language	
Population by Visible Minority	
Chinese	0.6%
South Asian	0.9%
Black	1.6%
Filipino	0.9%
Latin American	0.2%
Southeast Asian	0.3%
Arab	0.1%
West Asian	0.1%
Korean	0.2%
Japanese	0.1%
Visible minority, n.i.e.	0.1%
Multiple visible minorities	0.4%
Population by Mother Tongue	
Single Responses	98.6%
English	89.6%
French	1.0%
Non-Official languages	8.0%
Multiple responses	1.4%

Educational Attainment (15 Yrs +)		
No cert. or diploma	3,621	18.5%
High school or equiv	6,346	32.5%
Apprenticeship or trade cert.	1,352	6.9%
College, CEGEP or other	4,892	25.0%
University below bachelor	276	1.4%
University degree	3,049	15.6%
% of Population by Education		
No cert. or diploma	18.5%	
High school or equiv	32.5%	
Apprenticeship or trade cert.	6.9%	
College, CEGEP or other	25.0%	
University below bachelor	1.4%	
University degree	15.6%	

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Distribution Map

