

Simcoe Times Reformer



Summary Report

July 20, 2026

Market Information		
Average Household Spending / Yr		
Mortgage payments	\$	7,424
Cell Phone, Pager & Services	\$	1,606
Internet Access Services	\$	1,119
Home Renovations	\$	922
Retirement & pension fund payments	\$	4,308
Lotteries	\$	1,162
Household appliances	\$	880
Furnishings	\$	1,744
Computer hardware	\$	346
Auto/Truck Purchase	\$	4,225
Auto/Truck Rental or Lease	\$	238
Air Travel	\$	757
Age of Home Owners		
15 to 24 years	146	1.5%
25 to 34 years	1,226	12.5%
35 to 44 years	1,338	13.6%
45 to 54 years	1,255	12.8%
55 to 64 years	1,851	18.9%
65 to 74 years	2,192	22.3%
75 years or over	3,113	12.4%

Population & Household Summary	
Total Population	25,134
Population Growth 2020-2025	10.2%
Population Growth 2025-2030	5.1%
Total Households	9,807
Household Growth 2020-2025	1.9%
Household Growth 2025-2030	3.6%
% of Households with Children	34.5%
% of Households - Married w/ Kids	22.6%
% of Households - Single Parent	11.9%
% of Households by Household Size	
1 person	30.0%
2 persons	37.5%
3 persons	13.0%
4 persons	11.0%
5 or more persons	8.0%

Age Cohorts		
Population: 25 yrs and under	6,309	25.1%
Population: 25-54 yrs	8,429	33.5%
Population: Over 55 yrs	10,396	41.4%
Median Age	46.7	
Age Distribution		
85+	~800	
80 to 84	~900	
75 to 79	~1,300	
70 to 74	~1,700	
65 to 69	~1,900	
60 to 64	~2,000	
55 to 59	~1,500	
50 to 54	~1,300	
45 to 49	~1,200	
40 to 44	~1,400	
35 to 39	~1,500	
30 to 34	~1,600	
25 to 29	~1,400	
20 to 24	~1,300	
15 to 19	~1,200	
10 to 14	~1,100	
5 to 9	~1,200	
0 to 4	~1,100	

Household Income	
Average Household Income	\$112,989
Median Household Income	\$91,407
Households by Income	
\$ 200K and over	~1,100
\$ 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	0.7%
Black	1.4%
Filipino	0.7%
Latin American	0.2%
Southeast Asian	0.3%
Arab	0.1%
West Asian	0.1%
Korean	0.3%
Japanese	0.1%
Visible minority, n.i.e.	0.1%
Multiple visible minorities	0.4%
Population by Mother Tongue	
Single Responses	98.7%
English	89.1%
French	0.9%
Non-Official languages	8.8%
Multiple responses	1.3%

Educational Attainment (15 Yrs +)		
No cert. or diploma	3,897	18.8%
High school or equiv	6,821	32.9%
Apprenticeship or trade cert.	1,487	7.2%
College, CEGEP or other	5,046	24.4%
University below bachelor	291	1.4%
University degree	3,167	15.3%
% of Population by Education		
No cert. or diploma	~19.0%	
High school or equiv	~33.0%	
Apprenticeship or trade cert.	~7.0%	
College, CEGEP or other	~24.0%	
University below bachelor	~1.0%	
University degree	~15.0%	

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Distribution Map

Map

