

Bruce, Grey & Saugeen – Fact Sheet

November 2009

Community Overview

Bruce County

- Population of 65,349 permanent residents and 29,000 seasonal residents.¹ The land area is 4,155 square kilometres.²
- Consists of 8 municipalities and 2 reserves:³
 - Arran-Elderslie (Population 6,747)
 - Brockton (Population 9,641)
 - Huron-Kinloss (Population 6,515)
 - Kincardine (Population 11,173)
 - Neyaashiinigiing 27 (Population 591)
 - Northern Bruce Peninsula (Population 3,850)
 - Saugeen 29 (Population 758)
 - Saugeen Shores (Population 11,720)
 - South Bruce (Population 5,939)
 - South Bruce Peninsula (Population 8,415)
- Population density of 16.0 residents per km²
- 2.3% increase in population between 2001 and 2006.⁴
- Average age has risen in the county by just under 3 years (42.4 to 45.1) from 2001 to 2006.⁵

Grey County

- Population of 92,411 and a land area of 4,508 square kilometres.⁶
- Consists of 9 municipalities including:⁷
 - Blue Mountains (Population 6,825)
 - Chatsworth (Population 6,392)
 - Georgian Bluffs (Population 10,506)
 - Grey Highlands (Population 9,480)
 - Hanover (Population 7,147)
 - Meaford (Population 10,948)
 - Owen Sound (Population 21,753)
 - Southgate (Population 7,167)
 - West Grey (Population 12,193)
- Population density of 20.5 residents per km²

¹ "Bruce County" Bruce County, <http://www.brucecounty.on.ca/population.php> (Accessed: Oct. 7, 2009)

² "Bruce County" Wikipedia, http://en.wikipedia.org/wiki/Bruce_County,_Ontario (Accessed: Oct 7, 2009)

³ Statistics Canada. 2007. *Bruce, Ontario (County)* (table). *2006 Community Profiles*. 2006 Census. Statistics Canada Catalogue no. 92-591-XWE. Ottawa. Released March 13, 2007.

⁴ Ibid.

⁵ Ibid.

⁶ Statistics Canada. 2007. *Grey, Ontario (County)* (table). *2006 Community Profiles*. 2006 Census. Statistics Canada Catalogue no. 92-591-XWE. Ottawa. Released March 13, 2007.

⁷ Ibid.

- Average age in the county has risen by 3 years (41.9 to 44.9) from 2001-2006.⁸
- 3.7% increase in population from 2001 to 2006.⁹
- Almost half the population (46.7%) live in urban areas; the remaining 53.3% are rural.¹⁰

Economic Development and Industries

Bruce County

- Over 62% of the county's land is dedicated to the agriculture industry with 63% of farms being family-owned.¹¹
- Tourism is the second largest industry employing 1 in 7 of the working population.¹²
- The county is one of 14 municipalities moving forward with plans to build local broadband infrastructure in partnership with the provincial government. The province provided Bruce County with one million dollars for this project, through the Rural Connections Broadband Program.¹³
- Approximately 34,620 are in the labour force. Of that, 7,715 are employed in agriculture and other resource-based industries.¹⁴
- Bruce County lost one of its largest employers, Chapman's Ice Cream, which employs 350 when it burned down. Plans to rebuild are under way.¹⁵
- Bruce Power renovating meaning job growth by as many as 70 office jobs and 3000 construction positions.¹⁶
- The unemployment rate is 5.3% which is below the provincial average. The average income is \$34,590/year which is less than the provincial average. 16.2% of the labour force are self-employed, while 37.8% work outside their census subdivision.¹⁷
- Although the average income in Bruce County is below the provincial average, residents enjoy a much lower cost of living. This is reflected in the low average home prices within the county.¹⁸
- Changes in employment by industry¹⁹:
 - Agriculture and resources – 7215 (1996) 7715 (2006)
 - Manufacturing – 6115 (1996) 3115 (2006)
 - Wholesale and retail trade – 4570 (1996) 5065 (2006)
 - Health and education – 4690 (1996) 5075 (2006)
- Average income in Bruce County has risen from 34,260 in 2001 to 35,420 in 2006.²⁰

⁸ Grey, Ontario (County)

⁹ Ibid.

¹⁰ "Statistics" Grey County, <http://www.grey.ca/government-administration/about-grey/statistics/> (Accessed: Oct.7, 2009)

¹¹ "Agriculture" Bruce County, <http://www.brucecounty.on.ca/agriculture.php> (Accessed: Oct. 8, 2009)

¹² "Tourism" Bruce County, <http://www.brucecounty.on.ca/tourism.php> (Accessed: Oct. 8, 2009)

¹³ "News" Bruce Community Futures Development Corporation, www.bruce.on.ca/news.php (Accessed: Oct. 8, 2009)

¹⁴ Bruce, Ontario (County)

¹⁵ London Free Press, <http://lfpres.ca/newsstand/news/local/2009/091211085423-sun.html>, (Accessed Oct.7, 2009)

¹⁶ Lucknow Sentinel, 2009

¹⁷ Bruce, Ontario (County)

¹⁸ "The Economy – Wage Rates and Labour Force" Bruce County, <http://www.brucecounty.on.ca/wagerates.php>, (Accessed: Oct.8, 2009)

¹⁹ Bruce, Ontario (County)

²⁰ Ibid.

- The labour force has grown by 11% since 1981, 2.9% of that occurred from 2001-2006.²¹
- 15.3% of the labour force is self-employed which is higher than the provincial mark of 11.4%.²²
- In 2007 there were 5870 small establishments (mainly in construction, agriculture, forestry, fishing and retail trade)
- There were also 26 large establishments consisting mainly of health care, social assistance, manufacturing and public administration.²³
- Town of Saugeen Shores and Bruce County are preparing main street guidelines beginning in the summer of 2009.
 - The purpose is to act as a catalyst for increased business activity and to further enhance the community as an attractive place to live, work and visit.²⁴
- Kincardine has developed a 'Provitalization Process and Plan 2008-2010'.
 - The purpose is to preserve the 'heart and soul' of the downtown by encouraging economic development in the downtown core actively pursuing marketing and managing strategies to ensure continuing prosperity.²⁵

Grey

- In November of 2008, the province awarded Grey County with one million dollars in funding for the Rural Broadband Partnership.²⁶
- Manufacturing is a dominant sector in Grey County, employing 7,700 people. Agriculture and resource-based industries are not as dominant employing 3,740.²⁷
- The total labour force for the county is 48,365. The unemployment rate is 5.2% slightly below the provincial average.²⁸
- The average income is \$31,917, but as is the case in Bruce County, cost of living (housing) is low making it more manageable.²⁹
- There has been a 7.4% increase in the labour force from 2001 to 2006.³⁰
- Implementation of the Owen Sound Economic Strategy:
 - Seeks to prioritize downtown and harbour fronts as the economic and social focus of the city.
 - Develop policies and incentives to attract businesses, tourists, and residents downtown and to the harbour front.
 - Strengthen the city's physical infrastructure and social networks to support growth in the community.³¹

²¹ *Bruce County Profile*. Walkerton: Bruce County, 2006,

http://www.bruce.on.ca/documents/2006_profile_bruce_cfdc.pdf (Accessed: Oct.19, 2009)

²² Ibid.

²³ Ibid.

²⁴ *Saugeen Shores General Design Guidelines*. Saugeen Shores: Bruce County,

<http://www.brucecounty.on.ca/uploads/files/ssdesign/ss-general-design-guideline.pdf> (Accessed: Oct.19, 2009)

²⁵ *B.I.A. Buzz*, Sept 2009, Kincardine BIA Office,

http://www.kincardine.net/files/meeting_documents/Fall%2009%20Newsletter.pdf (Accessed: Nov 6, 2009)

²⁶ "Statistics"

²⁷ Ibid.

²⁸ *Grey, Ontario (County)*

²⁹ Ibid.

³⁰ Ibid.

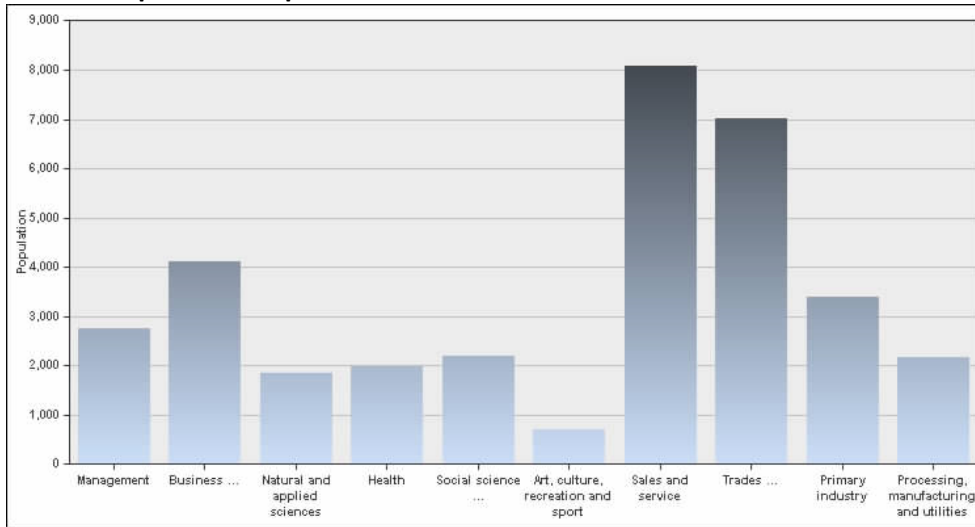
³¹ "Developing Sound Economic Opportunities" City of Owen Sound, http://city.owen-sound.on.ca/documents/Economic_Development_Action_Plan_DRAFT-2009-01-20.pdf, (Accessed: Oct.19, 2009)

- In 2003, West Grey developed a strategic plan, to provide initiatives and actions to set the course for future economic development, which includes:
 - Promoting West Grey as a desirable place to 'live, work and play'.
 - Ensuring that many opportunities exist for locating infill development in appropriate areas.
 - To promote Durham as the primary urban centre
 - The plan is a partnership between West Grey Economic Development Corporation and Saugeen Economic Development Corporation.³²

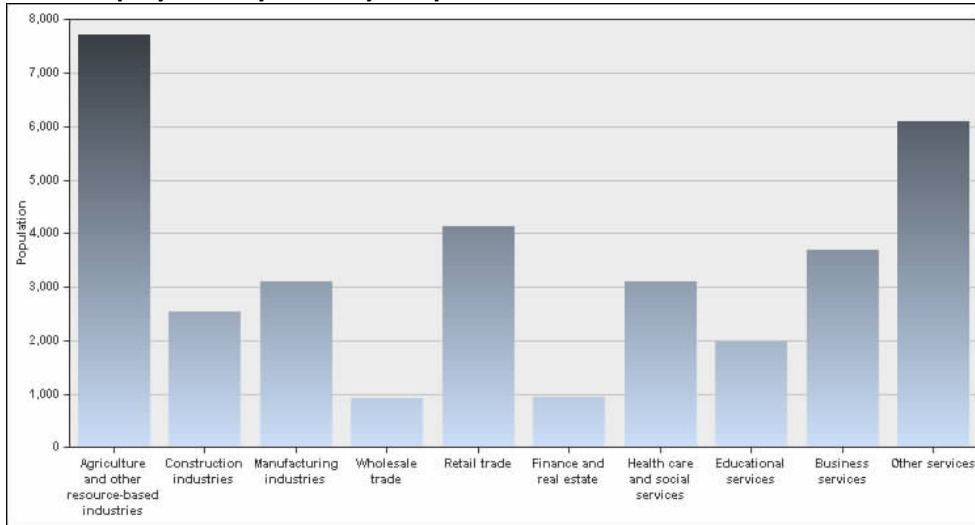
³² "Economic Development Strategy for the Municipality of West Grey" Cuesta Planning Consultants Inc., http://www.westgrey.com/files/documents/economic_development.pdf, (Accessed: Oct.19, 2009)

Bruce County Demographics³³

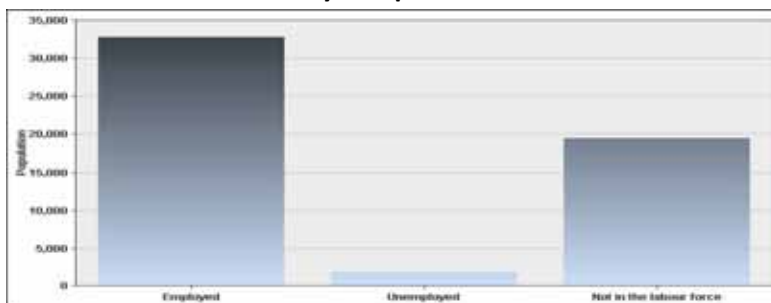
Bruce Occupations – Experienced Labour Force 15 Years & Over



Bruce Employment by Industry – Experienced Labour Force 15 Years & Over



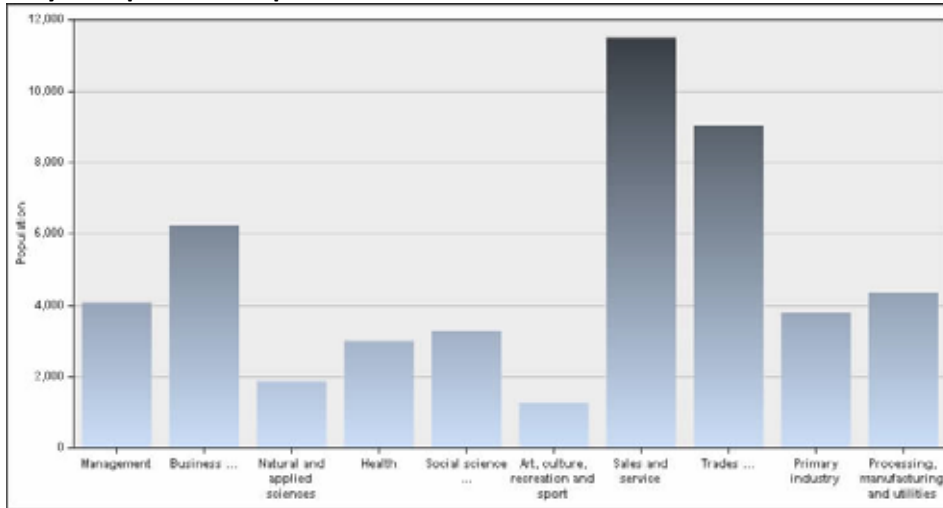
Bruce Labour Force Activity – Population 15 Years & Over



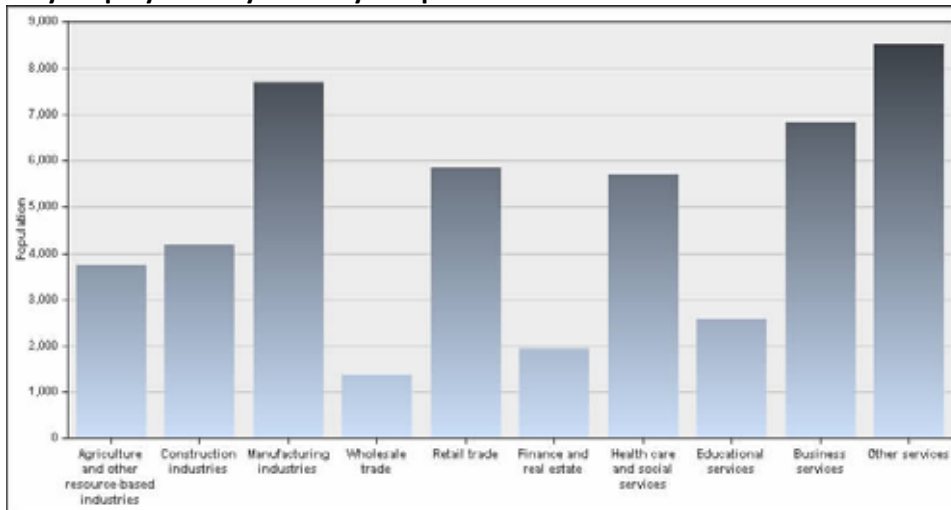
³³ Bruce, Ontario (County)

Grey County Demographics³⁴

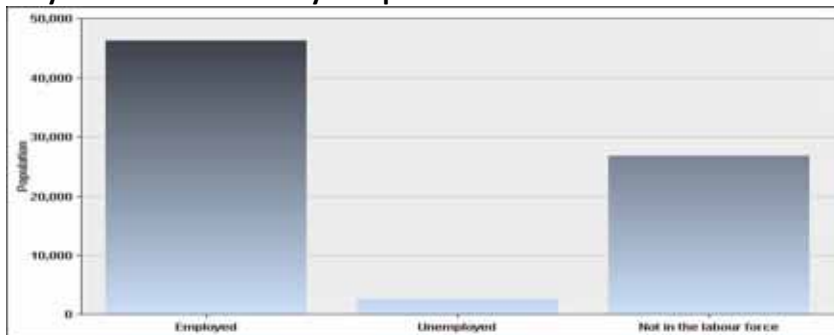
Grey Occupations – Experienced Labour Force 15 Years & Over



Grey Employment by Industry – Experience Labour Force 15 Years & Over



Grey Labour Force Activity – Population 15 Years & Over



³⁴ Grey, Ontario (County)

