



South Bruce and Core Study Area Profile

South Bruce, Huron-Kinloss,
Brockton, North Huron,
Morris-Turnberry





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Land Acknowledgement

Bruce County

It is acknowledged that the lands and communities discussed in this report are situated on the Traditional Territory of the Anishinabek Nation:

The People of the Three Fires known as Ojibwe, Odawa, and Pottawatomie Nations. The Chippewas of Saugeen and the Chippewas of Neyaashiinigiing (Nawash), now known as the Saugeen Ojibway Nation, are the traditional keepers of this land and water. It is also recognized that the ancestors of the Historic Saugeen Métis and Georgian Bay Métis communities shared this land and these waters.

Huron County

It is acknowledged that the lands where Huron County is located is the traditional territories of the Anishinaabe, Haudenosaunee, and Neutral peoples and is connected to the Dish with One Spoon wampum, under which multiple nations agreed to care for the land and its resources by the Great Lakes in peace.

It is recognized that First Peoples' continued stewardship of the land and water as well as the historical and ongoing injustices they face in Canada.

Notes on Data

This report includes information for the Municipalities of Huron-Kinloss, Brockton, North Huron, Morris-Turnberry, and South Bruce and compares it to Bruce County, Huron County and the Province of Ontario. For the purposes of this profile, these municipalities will be referred together as “Core Study Area”. Data from previous community studies was included were Census 2021 estimates were not available during the writing of this report. The following data sources were used in developing this community profile for the Core Study Area.

- Statistics Canada, Canadian Business Counts, December 2021
- Manifold Data Mining, 2020 (Data collected for previous community studies)
- Metroeconomics (Data collected for previous community studies)
- Statistics Canada, Census Profile, 2021, and 2016
- Lightcast (formerly EMSI Economic Modeling), 2022

Other Notes:

- The December 2021 Canadian Business Counts were used to determine the total number of registered businesses in the Core Study Area. Statistics Canada's Canadian Business Counts Data provides a record of business establishments by industry and size. This data is collected from the Canada Revenue Agency (CRA). The business data collected for the Core Study Area included all local businesses that met at least one of the three following criteria: Have an employee workforce for which they submit payroll remittances to CRA, or have a minimum of \$30,000 in annual sales revenue, or are incorporated under a federal or provincial act and have filed a federal corporate income tax form within the past three years.
- The 2021 Census of Population is the latest and most widely available data product offered by Statistics Canada. To the date (November 2022) the data available through the Census profiles include population, age of population, household, income, languages, immigration, ethnicity and indigenous identity.



Introduction

About the Core Study Area

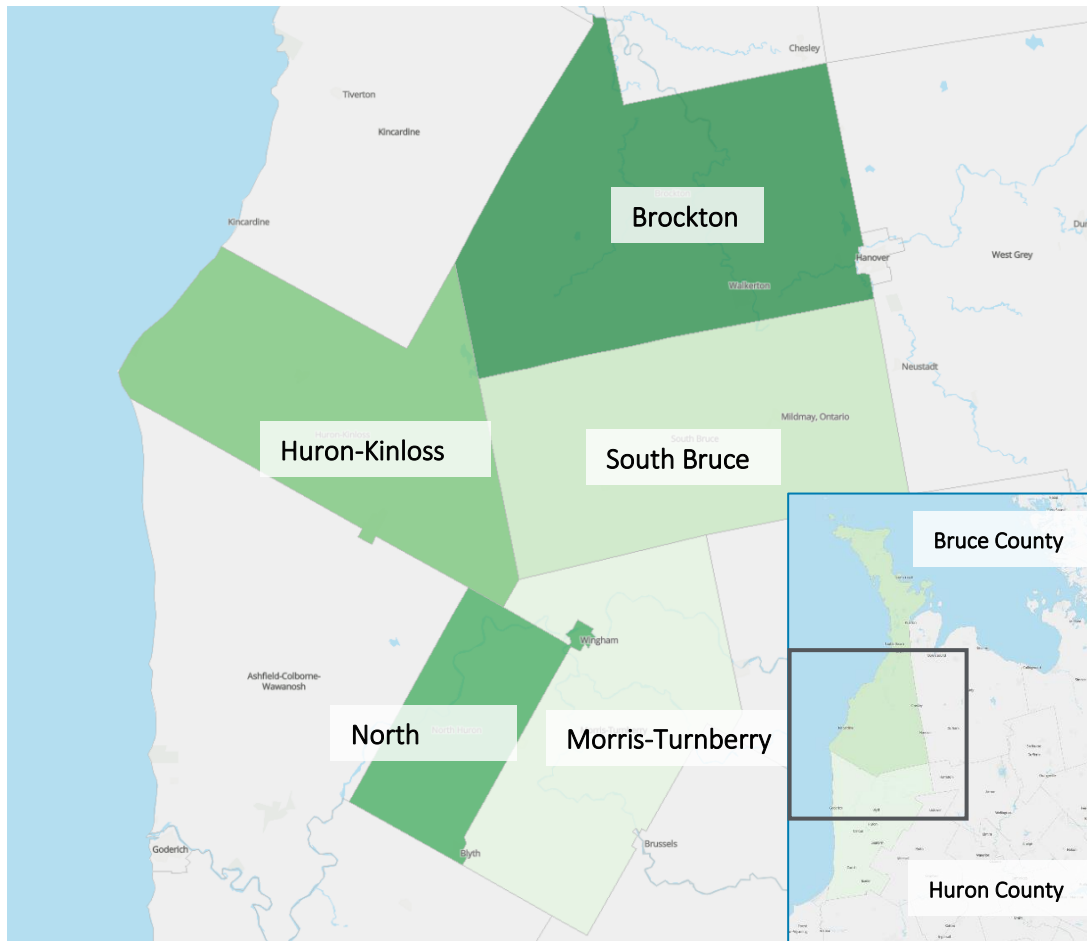
Location

The Core Study Area is situated in the southeast corner of Bruce County and the north of Huron County. Together, the five communities that comprise the Core Study Area have a total land area of approximately 2,048.13 square kilometres. The total land area of Bruce County is 4,076.22 square kilometers, and Huron County is 3,398.28 square kilometers.

Core Study Area Context

The Core Study Area is contained within the boundaries of two different upper-municipalities, Bruce County and Huron County.

Figure 1 – Core Study Area Map



Source: Lightcast, 2022

Bruce County

Bruce County is an upper tier municipality comprised of eight lower tier municipalities. The County is responsible for a unique and diverse set of functions that ranges from building bridges, to delivering social programs, long term care, and paramedic services to providing arts and cultural experiences through high caliber Museum, Library, and Tourism experiences.¹ Bruce County includes the communities of Arran-Elderslie, Brockton, Huron-Kinloss, Kincardine, Northern Bruce Peninsula, Southern Bruce Peninsula, Saugeen Shores, and South Bruce. Many of these municipalities, are the result of amalgamations involving rural townships and villages.

- **Municipality of Arran-Elderslie:** population of 6,913 people.
- **Municipality of Brockton:** population of 9,784 people.
- **Township of Huron-Kinloss:** population of 7,723 people.
- **Municipality of Kincardine:** population of 12,268 people.
- **Municipality of Northern Bruce Peninsula:** population of 4,404 people.
- **Town of Saugeen Shores:** population of 15,908 people.

¹ <https://www.brucecounty.on.ca/contact/about-bruce-county>

- **Town of South Bruce Peninsula:** population of 9,137 people.
- **Municipality of South Bruce:** population of 5,880 people.

Huron County

Huron County is an upper tier municipality comprised of nine lower tier municipalities. Similar to Bruce County, the upper-tier municipality is responsible for building bridges, delivering social programs, long term care, and paramedic services. Huron County includes the communities of South Huron, Bluewater, Central Huron, Goderich, Huron East, Howick, Morris-Turnberry, North Huron, and Ashfield-Colborne-Wawanosh.

- **Municipality of South Huron:** population of 10,063 people.
- **Municipality of Bluewater:** population of 7,540 people.
- **Municipality of Central Huron:** population of 7,799 people.
- **Town of Goderich:** population of 7,881 people.
- **Municipality of Huron East:** population of 9,512 people.
- **Township of Howick:** population of 4,045 people.
- **Municipality of Morris-Turnberry:** population of 3,590 people.
- **Township of North Huron:** population of 5,052 people.
- **Township of Ashfield-Colborne-Wawanosh:** population of 5,884 people.

Note: Population estimates presented above correspond to the Statistics Canada 2021 Census data. Population projections for the Core Study Area presented ahead consider population estimates provided by metroeconomics, based on previous Census data projections.





Demographic Characteristics

Demographic Profile

Population Growth

According to *metroeconomics* estimates, by 2021 the Core Study Area had a population close to 33,332 people²; Brockton and Huron-Kinloss were the largest municipalities in terms of population, with a population share of 30% and 24% of the Core Study Area respectively. After experiencing some population declines between 2001 to 2011, the Core Study Area has seen positive population growth over the past decade. Between 2011 to 2021, the Core Study Area has added more than 2,300 new residents, representing an 8% growth of population³.

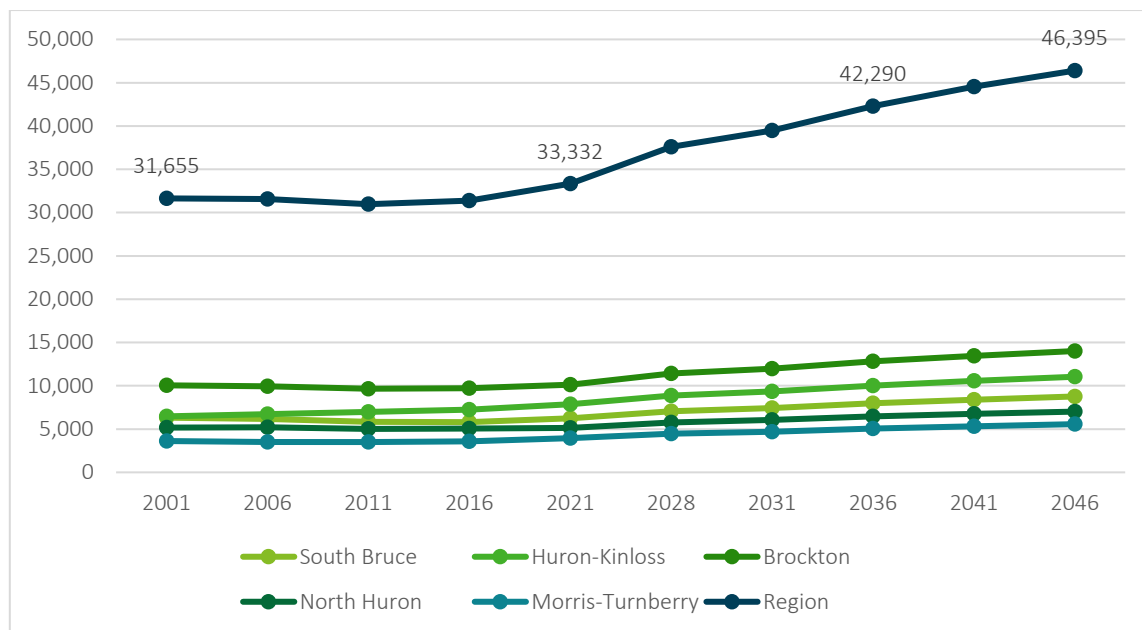
Metroeconomics also projects that the population in the Core Study Area will continue to grow over the next few decades. The Core Study Area's population is expected to reach 42,290 by 2036 and 46,395 people by 2046; this represents a 27% and 39% population growth, respectively.⁴

² In previous reports, the base year estimates and subsequent year projections for total populations have been rounded by *metroeconomics* to the nearest 10 both to simplify references to the totals in the text and to reflect the imprecise nature of the estimates-projections process itself. Data presented in this charts are not subject to this roundup.

³ Population projections will be revised in January 2023 after Post-Censal estimates from Stats Canada are released. Post-Censal estimates may increase/decrease for some communities

⁴ Projections presented in this Community Profile do not consider the growth scenario if the NWMO Project takes place in the Municipality.

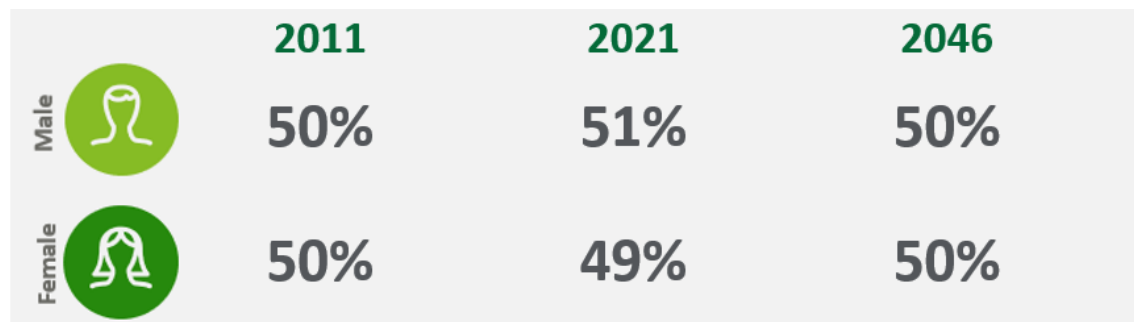
Figure 2 – Population Growth and Projections, Core Study Area, 2001-2046



Source: metroeconomics, 2022

In terms of gender, estimates show that the share of males and females in the Core Study Area has been closely equal in the Core Study Area. In 2011, the share was divided equally, and by 2021, the share of males was slightly higher than the share of females (51% males and 49% females). This breakdown is projected to reach an even share, again, by 2046.

Figure 3 – Population by Gender, Core Study Area, 2001-2046



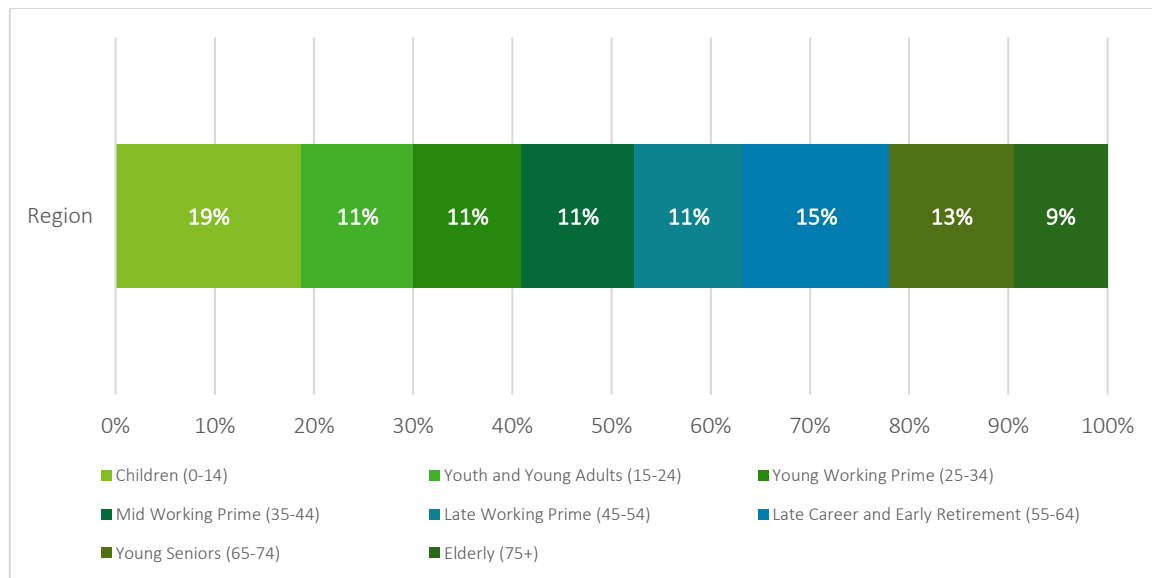
Source: metroeconomics, 2022

Age of Population

In 2021, the largest age group in the Core Study Area were children (0 to 14 years of age) – this group represents 19% of the Core Study Area’s population, followed by late career and early retirement (55 to 64 years of age) at 15%.

The “working prime” groups together (25 to 54 years of age) were 33% of the population in 2021. Meanwhile, the percentage of people within the retirement age (65 years and over) represented 22% of the Core Study Area’s population.

Figure 4 – Population by Major Economic Age Group, 2021

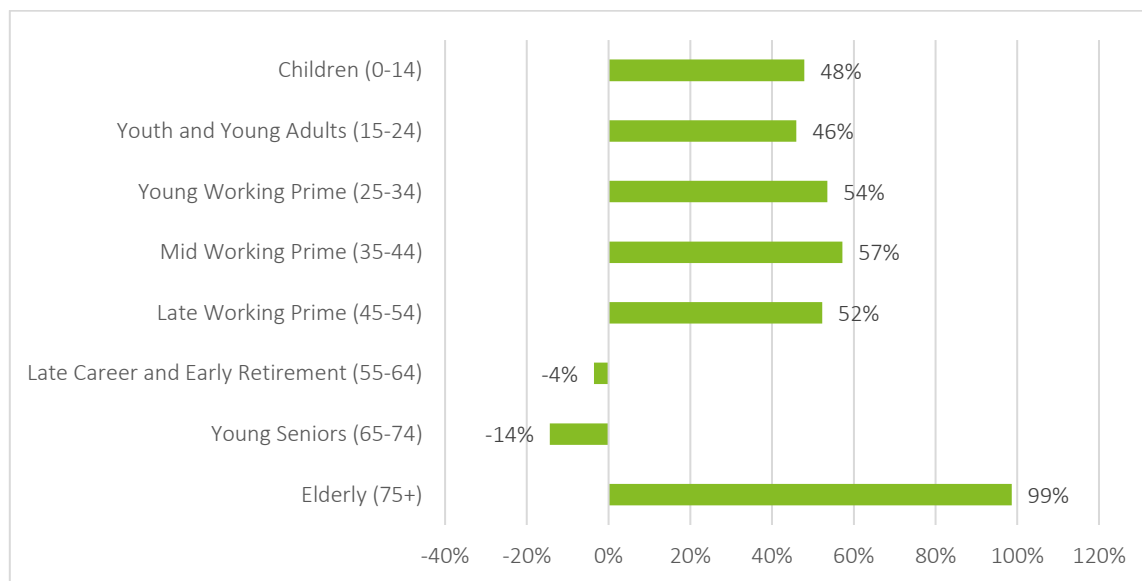


Source: metroeconomics, 2022

Projection estimates for the Core Study Area show that the elderly population group (75 years and over) will nearly double by 2046.

The Core Study Area will also see important population growth in groups such as young and mid working prime, in addition to a significant growth in the children age cohort. These trends suggest that there will be growth in young families in the Core Study Area.

Figure 5 – Population Projections by Major Economic Age Group, South Bruce 2021-2046

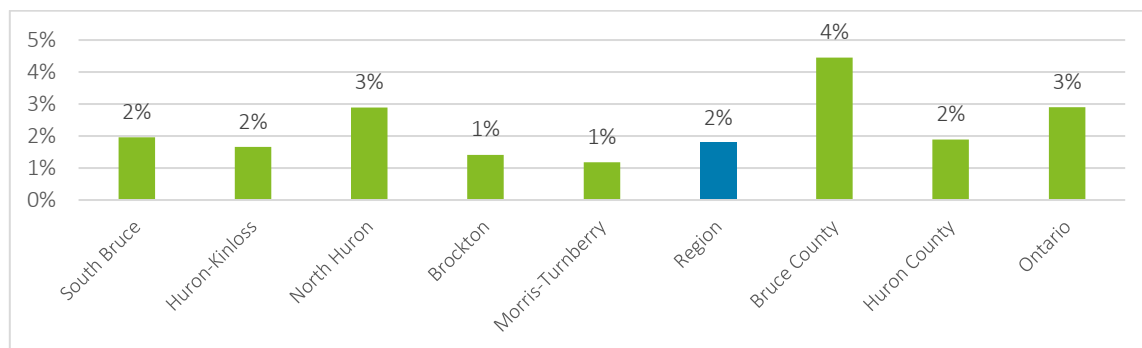


Source: metroeconomics, 2022

Indigenous Identity

According to Statistics Canada, in 2021, approximately 2% of the Core Study Area’s population identified as Indigenous. Within this 2%, nearly half of the people identified as First Nations (48%), followed by Métis (46%). The share of Indigenous population in the Core Study Area is similar to Huron County, but lower than those on Bruce County and Ontario.⁵

Figure 6 – Indigenous Identity, 2021



Source: Statistics Canada, 2011 NHS, 2016 Census, 2021 Census

Human and Linguistic Diversity

According to the 2021 Census, the visible minority population in the Core Study Area reached 2% of the area’s population. The Core Study Area shows a similar share of visible minorities compared to Huron County, and a lower proportion of visible minorities compared to Bruce County at 4%, and the province at 29% of its population. The majority of the population is of European descent. The largest visible minority present within the Core Study Area was South Asian, Black, and Filipino.

Figure 7 – Visible minorities, 2021

Visible Minority	Core Study Area	Bruce	Huron	Ontario
Total (%) visible minority population	2%	4%	2%	34%
<i>South Asian</i>	16%	40%	14%	31%
<i>Black</i>	14%	11%	17%	16%
<i>Filipino</i>	13%	11%	12%	8%
<i>Southeast Asian</i>	10%	3%	12%	3%
<i>Chinese</i>	6%	10%	12%	17%
<i>Latin American</i>	5%	6%	11%	5%
<i>Korean</i>	5%	3%	4%	2%
<i>Japanese</i>	4%	1%	2%	1%
<i>Multiple visible minorities</i>	3%	4%	6%	4%
<i>Arab</i>	0%	5%	7%	6%
<i>West Asian</i>	0%	2%	0%	4%
<i>Visible minority, n.i.e.</i>	0%	3%	3%	3%

Source: Statistics Canada, 2021 Census

⁵ Users should be aware that the estimates associated with this variable are more affected than most by the incomplete enumeration of certain reserves and settlements in the Census of Population.

Most of the people in the Core Study Area are fluent in English, and approximately 3% also speak French (both official languages of Canada). Furthermore, 9% of the population in the Core Study Area knows a non-official language. The most common non-official languages spoken are German, Dutch Spanish, and Italian.

Figure 8 – Knowledge of Language, 2021

Language	Core Study Area	Bruce County	Huron County	Ontario
English	99%	99%	99%	97%
French	3%	5%	3%	11%
Non-official languages	9%	10%	10%	36%

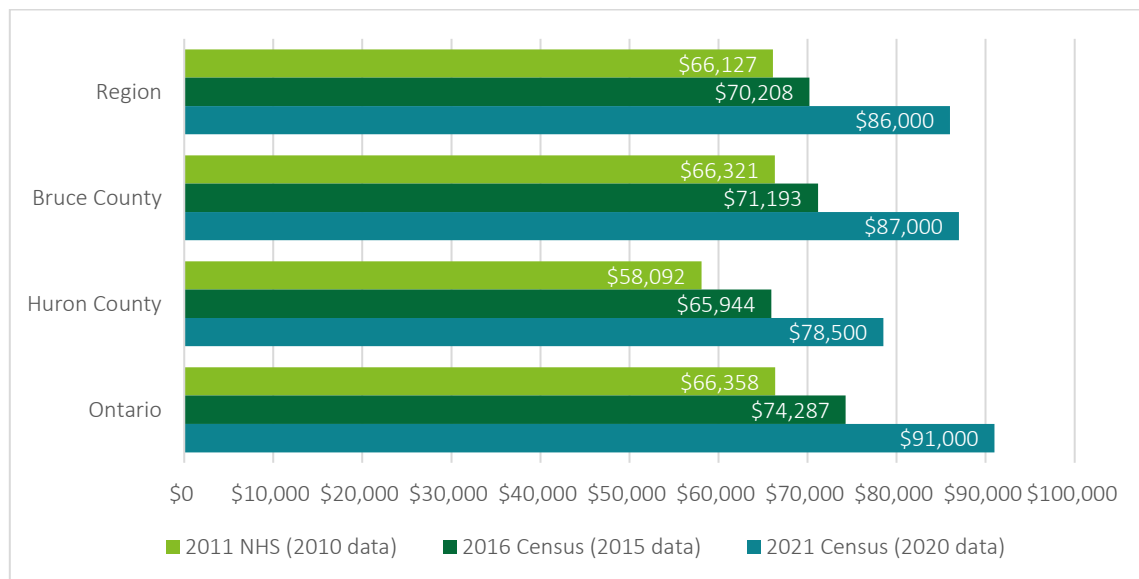
Source: Statistics Canada, 2021 Census

Household Income

The median household income in the Core Study Area was \$86,000 in 2020. This is 1% lower than the median household income in Bruce County, 10% higher than in Huron County, and 6% lower than Ontario. Compared to 2015, median household grew by 22% in the Core Study Area; this was similar than the growth in Bruce County and the Province, and 3% higher than in Huron County.

Compared to 2011, the median household total income has increased by 30% in the Core Study Area, a higher rate than in Huron County, a similar growth rate to Bruce County, and a lower growth rate than Ontario at 37%.

Figure 9 – Median Household Total Income, 2010-2020



Source: Statistics Canada, 2011 NHS, 2016 Census, 2021 Census

Dwelling

As per the 2021 Census Data, the Core Study Area has approximately 12,690 occupied private dwellings. As shown in the figure below **Error! Reference source not found.**, the Core Study

Area’s existing housing stock is predominately comprised of single-detached dwelling (i.e., low-density units) at 84%, followed by apartments in buildings with fewer than five storeys (8%). The Core Study Area has no high-rise buildings (greater than 5 storeys). It is understood that a wide variety of housing types is needed to support a younger cohort, newcomers, single households, and seniors.

Figure 10 – Dwelling Characteristics, 2021

Characteristic	Core Study Area	Bruce County	Huron County	Ontario
Single-detached house	84%	83%	80%	54%
Semi-detached house	2%	2%	2%	6%
Row house	4%	5%	4%	9%
Apartment or flat in a duplex	1%	1%	1%	3%
Apartment in a building that has fewer than five storeys	8%	8%	9%	10%
Apartment in a building that has five or more storeys	0%	0%	0%	18%
Other single-attached house	0%	0%	0%	0%
Movable dwelling	1%	1%	3%	0%

Source: Statistics Canada, 2021 Census

Educational Attainment

The 2021 Census estimates the Core Study Area’s skilled⁶ labour pool to be approximately 11,985 people, representing 47% of the total population aged 15 and older. Compared to the 2016 Census, the Core Study Area’s skilled labour grew by 4%. This is lower than the growth experienced by Bruce County at 10% and Huron County at 6%.

Figure 11 – Share of Skilled Labour Among Labour Force, 2011-2021

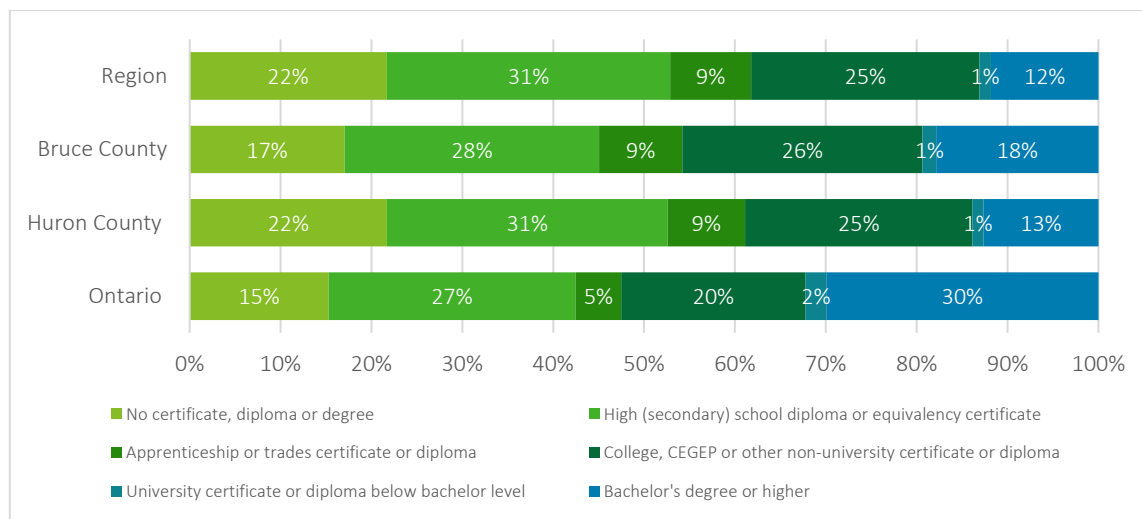
Skilled Labour Force	Core Study Area	Bruce County	Huron County	Ontario
2011 NHS	46%	52%	45%	55%
2016 Census	47%	57%	47%	55%
2021 Census	47%	55%	47%	58%

Source: Statistics Canada, 2011 NHS, 2016 Census, 2021 Census

In 2021, 22% of the Core Study Area’s population aged 15 years and over had no certificate, diploma or degree compared to the province at 15%. 31% of the Core Study Area’s population had a secondary (high) school diploma or equivalency certificate, while 25% had college, CEGEP, or non-university diplomas. Only 12% of people in the Core Study Area have a university certificate, diploma, or degree at a bachelor level or above, compared to 18% in the Bruce County, and 30% of people in the province.

⁶ The skill labour pool refers to people with a post-secondary certificate, diploma or degree.

Figure 12 – Educational Attainment, 2021



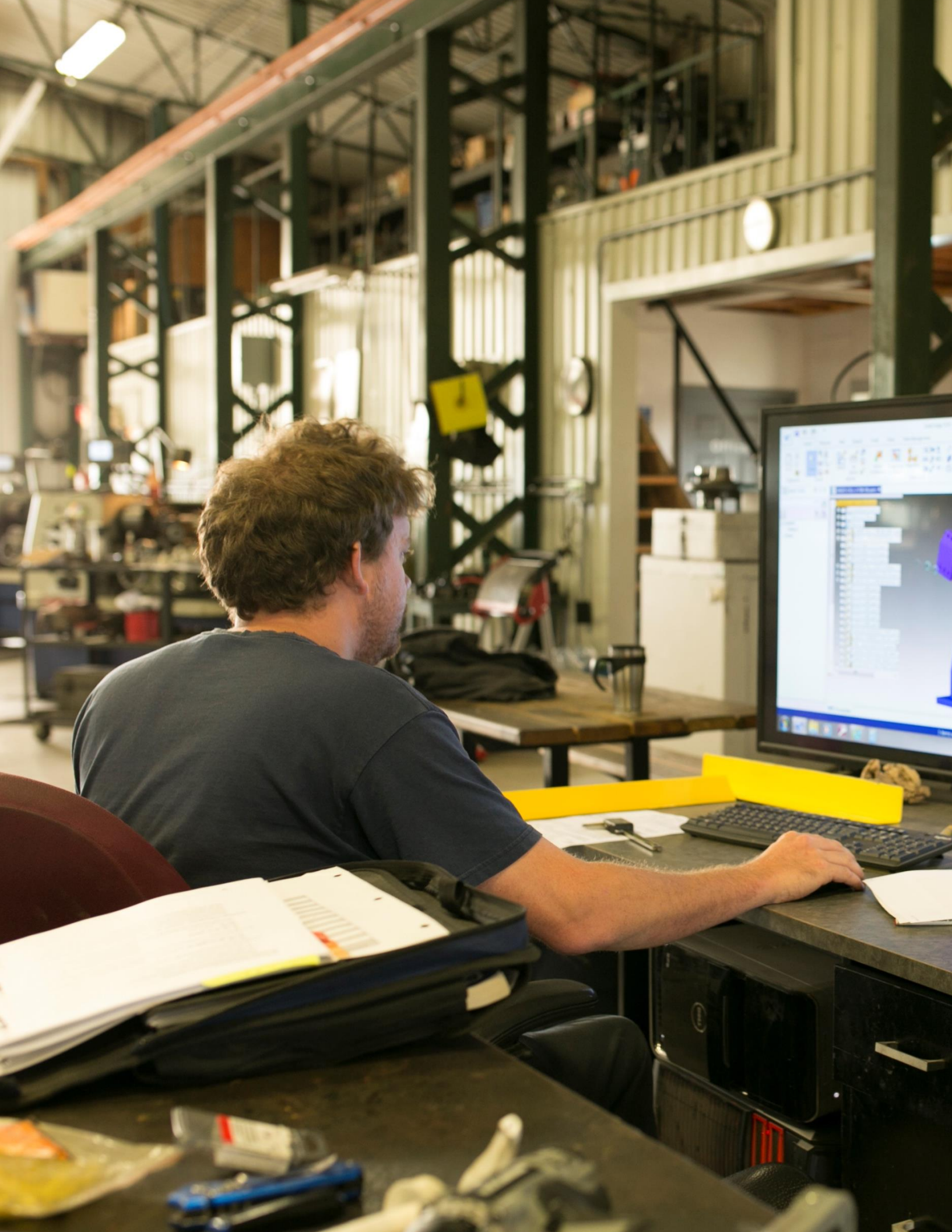
Source: Statistic Canada, 2021 Census

The following figure shows the major fields of study for the Core Study Area’s population aged 15 years and older with a postsecondary certificate, diploma, or degree. Similar to trends at the county level, the majority of the Core Study Area’s population have an education related to architecture, engineering, and related technologies (13%), followed by health and related fields (8%) and business, management, and public administration (7%). These three fields of study are also among the largest in the Province.

Figure 13 – Major field of study, 2021

Major Field of Study	Core Study Area	Bruce County	Huron County	Ontario
No postsecondary certificate, diploma or degree	53%	45%	53%	42%
Architecture, engineering, and related trades	13%	17%	11%	11%
Health and related fields	8%	9%	8%	8%
Business, management and public administration	7%	8%	8%	12%
Social and behavioural sciences and law	4%	5%	5%	8%
Personal, protective and transportation services	4%	4%	4%	3%
Agriculture, natural resources and conservation	3%	2%	4%	1%
Education	3%	3%	3%	3%
Humanities	2%	2%	2%	3%
Physical and life sciences and technologies	1%	2%	1%	3%
Visual and performing arts, and communications technologies	1%	1%	1%	2%
Mathematics, computer and information sciences	1%	1%	1%	3%
Other	0%	0%	0%	0%

Source: Statistic Canada, 2021 Census





Labour Force and Employment

Labour Force in the Core Study Area

Labour Force Trends

According to the standard definition employed by Statistics Canada, the employed are persons having a job or business, whereas the unemployed are without work, are available for work, and are actively seeking work. Together the unemployed and the employed constitute the labour force.⁷ Between 2011 and 2016, the Core Study Area experienced a slight increase in the labour force at 0.2%. North Huron and Morris-Turnberry experienced growth during this time period, 5.5% and 3.6% respectively, while the other jurisdictions that make up the Core Study Area had a decrease in the labour force. More recently, between 2016 and 2021, the Huron-Kinloss and North Huron labour force grew by 4.4% and 1.9% respectively, adding a combined 200 people. During this time, the Core Study Area as a whole experienced a total decline in the labour force of 120 individuals, or 0.7%. South Bruce and Brockton experienced the largest net declines in labour force decreasing by 175 and 150 respectively.

Figure 14 – Labour force size, 2011-2021

Labour Force Size	South Bruce	Huron-Kinloss	North Huron	Brockton	Morris-Turnberry	The Core Study Area
In the labour force 2021	3,110	3,595	2,640	4,875	1,885	16,115
In the labour force 2016	3,285	3,445	2,590	5,025	1,890	16,235
In the labour force 2011	3,305	3,560	2,455	5,060	1,825	16,205
Net Change 2011-2016	-20	-115	135	-35	65	30
% Change 2011-2016	-0.6%	-3.2%	5.5%	-0.7%	3.6%	0.2%
Net Change 2016-2021	-175	150	50	-150	-5	-120
% Change 2016-2021	-5.3%	4.4%	1.9%	-3.0%	-0.3%	-0.7%

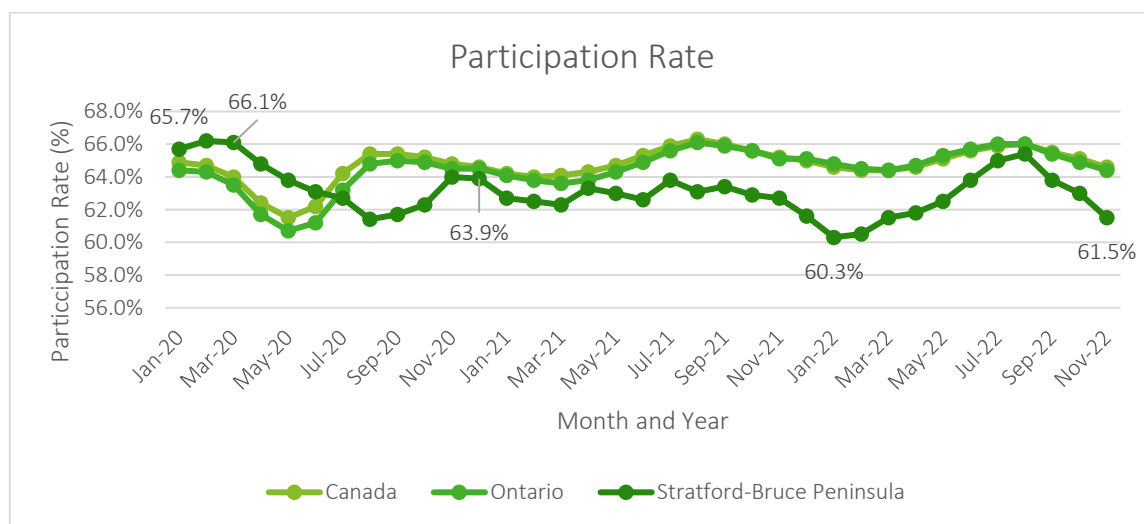
Source: Statistics Canada, 2021 Census | Statistics Canada, 2016 Census | Statistics Canada, 2011 National Household Survey

⁷ Statistics Canada. Retrieved on January 7, 2019, from < <https://www150.statcan.gc.ca/n1/pub/81-004-x/def/4153361-eng.htm> >

According to the Bank of Canada, population ageing is the key factor behind the decline in Canada's participation rates.⁸ Therefore, it is expected that as the population ages and replacement rates remain below the optimal rate,⁹ participation rates will continue to drop. The following figure shows that participation rates in the Stratford-Bruce Peninsula have fluctuated, but generally remain lower than those in the Province and Canada since July 2020. The economic Core Study Area of Stratford – Bruce Peninsula¹⁰ has a population of around 317,232.¹¹

When analyzing the participation rate month over month, a decline starts in March 2020 which coincides with the beginning of the COVID-19 pandemic. By December 2020, the participation rate in the Stratford-Bruce Peninsula was 63.9%, which was 1.8% lower than the participation rate recorded in January 2020 and 2.2% lower than the participation rate recorded in March 2020. As per Statistics Canada, the participation rate in the economic Core Study Area by November 2022 was 61.5%. According to the 2021 Census the participation rates of the communities that make up the Core Study Area are 66.0% (South Bruce), 59.1% (Huron-Kinloss), 62.7% (North Huron), 62.1% (Brockton), and 73% (Morris-Turnberry).

Figure 15 – Participation rates (%), Stratford-Bruce Peninsula, January 2020 to November 2022



Source: Statistics Canada. Table 14-10-0387-01 Labour force characteristics, three-month moving average, unadjusted for seasonality, last 5 months

The unemployment rate trendline also provides evidence related to the impact of the COVID-19 pandemic in Canada, Ontario, and the Stratford-Bruce Peninsula. By July 2020, the unemployment rate had reached 8.7%. However, unemployment rates dropped in the subsequent months. By December 2020, the Stratford-Bruce Peninsula was experiencing a lower unemployment rate of 5.9%, compared to Ontario at 8.6% and Canada at 8.1%. As per Statistics Canada, the economic Core Study Area showed an unemployment rate of 2.7% by November 2022. According to the 2021 Census the unemployment rates of the communities that make up the Core Study Area are

⁸ Bank of Canada/Banque du Canada, Labour Force Participation: A Comparison of the United States and Canada 2017.

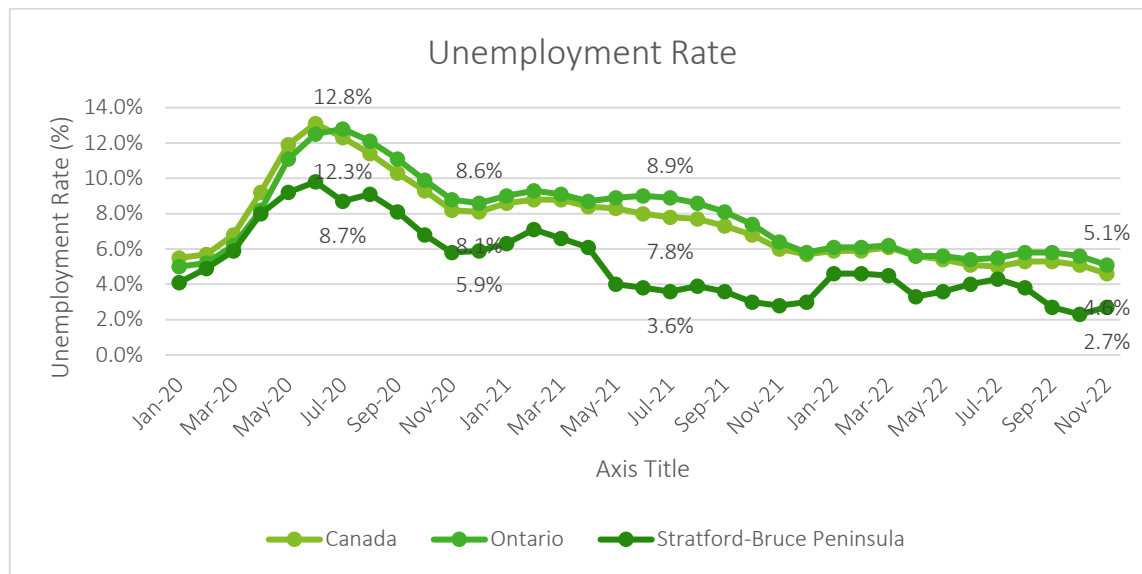
⁹ <https://novascotia.ca/finance/statistics/news.asp?id=13796>

¹⁰ Stratford – Bruce Peninsula covers the following communities - https://www12.statcan.gc.ca/census-recensement/2016/dp-pd/prof/details/page_Hierarchy-Hierarchie.cfm?Lang=E&Tab=1&Geo1=ER&Code1=3580&Geo2=PR&Code2=35&SearchText=ontario&SearchType=Begins&SearchPR=01&B1=All&TABID=1&type=0

¹¹ 2021 Census

6.1% (South Bruce), 6.7% (Huron-Kinloss), 8.1% (North Huron), 6.4% (Brockton), and 4.8% (Morris-Turnberry).

Figure 16 – Unemployment rates, Stratford-Bruce Peninsula, Ontario, January 2020 – November 2022



Source: Statistics Canada. Table 14-10-0387-01 Labour force characteristics, three-month moving average, unadjusted for seasonality, last 5 months

Labour Force by Industry

Labour force by industry refers to individuals by place of residence. This means the labour force information for the Core Study Area includes residents working or looking for jobs, regardless the location of the employment (e.g., a Brockton resident working in Owen Sound). Labour force should not be confused with employment (number of jobs in the community, regardless where the employee lives).

In 2021, the Core Study Area accounted for a labour force of 15,885 people, while Bruce County had a labour force of 34,135 and Huron County had a labour force 30,045. Figure 17 shows the total number of individuals and the percentage of the labour force by industry in the Core Study Area, Bruce County, Huron County, and Ontario. The Core Study Area’s labour force is centred in the following industry sectors:

Figure 17: Top Industries by Labour Force, Core Study Area, 2020



Source: Manifold Data Mining 2020

Manufacturing, agriculture, forestry, fishing and hunting, and health care and social assistance are also prominent in Bruce County and Huron County.

Figure 18: Labour Force by Industry (%), The Core Study Area and Comparators, 2021

Industry	The Core Study Area		Bruce County		Huron County		Ontario	
	Total Labour Force	% of Labour Force	Total Labour Force	% of Labour Force	Total Labour Force	% of Labour Force	Total Labour Force	% of Labour Force
All industries	15,885	100.0%	34,135	100%	30,045	100%	7,186,695	100%
Agriculture, forestry, fishing, and hunting	2145	13.5%	2,695	7.9%	4,130	13.7%	104,895	1.5%
Mining, quarrying, and oil and gas extraction	95	0.6%	220	0.6%	520	1.7%	34,360	0.5%
Utilities	1,140	7.2%	4,890	14.3%	555	1.8%	55,230	0.8%
Construction	1,850	11.6%	3,690	10.8%	3,250	10.8%	538,340	7.5%
Manufacturing	1,765	11.1%	2,270	6.7%	3,275	10.9%	655,935	9.1%
Wholesale trade	445	2.8%	635	1.9%	1,075	3.6%	244,910	3.4%
Retail trade	1,395	8.8%	3,830	11.2%	3,070	10.2%	798,090	11.1%
Transportation and warehousing	495	3.1%	820	2.4%	1,190	4.0%	379,485	5.3%
Information and cultural industries	150	0.9%	400	1.2%	275	0.9%	169,120	2.4%
Finance and insurance	405	2.5%	760	2.2%	775	2.6%	399,030	5.6%
Real estate and rental and leasing	180	1.1%	540	1.6%	340	1.1%	152,050	2.1%
Professional, scientific, and technical services	655	4.1%	1,805	5.3%	1,190	4.0%	681,235	9.5%
Management of companies and enterprises	0	0.0%	30	0.1%	10	0.0%	26,240	0.4%
Administrative & support, waste mgmt. & remediation	460	2.9%	1,000	2.9%	915	3.0%	324,285	4.5%
Educational services	770	4.8%	1,650	4.8%	1,675	5.6%	531,260	7.4%
Health care and social assistance	1,755	11.0%	3,960	11.6%	3,535	11.8%	859,910	12.0%
Arts, entertainment, and recreation	170	1.1%	525	1.5%	360	1.2%	130,490	1.8%
Accommodation and food services	685	4.3%	1,710	5.0%	1,510	5.0%	390,675	5.4%
Other services	835	5.3%	1,575	4.6%	1,465	4.9%	283,115	3.9%
Public administration	470	3.0%	1,130	3.3%	920	3.1%	428,030	6.0%

Source: Manifold Data Mining 2020

As shown in the following figure, the labour force in the Core Study Area declined by 1.2% between 2016 and 2021. This represents a decrease of 185 individuals in the labour force. The industry sector that had the largest increase was professional, scientific, and technical services (+235). The next largest increases in labour force occurred in the health care and social assistance (+160) and utilities (+100) industries.

From 2016 to 2021 the industry that had the largest decline in labour force was accommodation and food services (-210). The next largest decline in labour force occurred in retail trade (-200) and transportation and warehousing (-155) industries.

Figure 19: Labour force change by industry sector, The Core Study Area, 2016 & 2021

Industry	Labour force		Labour Force Change 2016-2020	
	2016	2021	2016-2021 Net Change	2016-2021% Change
Total	16,070	15,885	-185	-1.2%
Agriculture, forestry, fishing, and hunting	2,160	2,145	-15	-0.7%
Mining, quarrying, and oil and gas extraction	120	95	-25	-20.8%
Utilities	1,040	1,140	100	9.6%
Construction	1,830	1,850	20	1.1%
Manufacturing	1,775	1,765	-10	-0.6%
Wholesale trade	525	445	-80	-15.2%
Retail trade	1,595	1,395	-200	-12.5%
Transportation and warehousing	650	495	-155	-23.8%
Information and cultural industries	160	150	-10	-6.3%
Finance and insurance	350	405	55	15.7%
Real estate and rental and leasing	150	180	30	20.0%
Professional, scientific, and technical services	420	655	235	56.0%
Management of companies and enterprises	0	0	0	0.0%
Administrative & support, waste mgmt. & remediation svc	395	460	65	16.5%
Educational services	820	770	-50	-6.1%
Health care and social assistance	1,595	1,755	160	10.0%
Arts, entertainment, and recreation	235	170	-65	-27.7%
Accommodation and food services	895	685	-210	-23.5%
Other services (except public administration)	830	835	5	0.6%
Public administration	500	470	-30	-6.0%

Source: Statistics Canada, 2021 Census | Statistics Canada, 2016 Census

Labour Force by Occupation

As indicated in the following figure, the (resident) labour force by occupations shows that trades, transport, and equipment operators and related occupations is the largest occupational sector, accounting for 24%, or 3,770 of total occupations in the Core Study Area. This is significantly higher than Ontario’s share of the labour force at 16%. Sales and service occupations rank second highest in occupational share of the labour force in the Core Study Area at 20% (3,165 occupations), followed by natural resources, agriculture, and related production occupations at 13% (2,020 occupations).

Figure 20: Labour Force by Occupation (%), Bruce County, Huron County & Province, 2021

Occupations	The Core Study Area	Bruce County	Huron County	Ontario
All occupations	15,885	34,135	30,045	7,186,695
Management occupations	155	345	310	95,240
Business, finance, and administration occupations	1,985	4,465	3,785	1,328,155
Natural and applied sciences and related occupations	810	2,785	1,020	685,390
Health occupations	1,110	2,530	2,100	543,565
Occupations in education, law and social, community and government services	1,105	3,030	2,500	871,260

Occupations	The Core Study Area	Bruce County	Huron County	Ontario
Occupations in art, culture, recreation, and sport	250	680	460	232,200
Sales and service occupations	3,165	7,575	6,625	1,735,930
Trades, transport and equipment operators and related occupations	3,770	7,070	6,895	1,175,410
Natural resources, agriculture, and related production occupations	2,020	2,710	4,205	148,055
Occupations in manufacturing and utilities	1,505	2,940	2,140	371,490

Source: Statistics Canada, 2021 Census

As shown in the following figure, from 2016 to 2021, the occupational categories that experienced the largest net growth in the Core Study Area included natural resources, agriculture, and related production occupations (+965), trades, transport, equipment operators and related occupations (+345) and occupations in manufacturing and utilities (+295). These large increases are largely offset by the significant decline in management occupations (-2,060).

Figure 21: Labour force change by occupations, The Core Study Area, 2016 & 2021

Occupations	Occupation		Net Change	% Change
	2016	2021	2016-2021	2016-2021
All occupations	16,065	15,885	-180	-1.1%
Management occupations	2,215	155	-2,060	-93.0%
Business, finance, and administration occupations	1,760	1,985	225	12.8%
Natural and applied sciences and related occupations	605	810	205	33.9%
Health occupations	1,010	1,110	100	9.9%
Occupations in education, law and social, community & government	1,310	1,105	-205	-15.6%
Occupations in art, culture, recreation, and sport	225	250	25	11.1%
Sales and service occupations	3,255	3,165	-90	-2.8%
Trades, transport and equipment operators and related occupations	3,425	3,770	345	10.1%
Natural resources, agriculture, and related production occupations	1,055	2,020	965	91.5%
Occupations in manufacturing and utilities	1,210	1,505	295	24.4%

Source: Statistics Canada, 2021 Census | Statistics Canada, 2016 Census

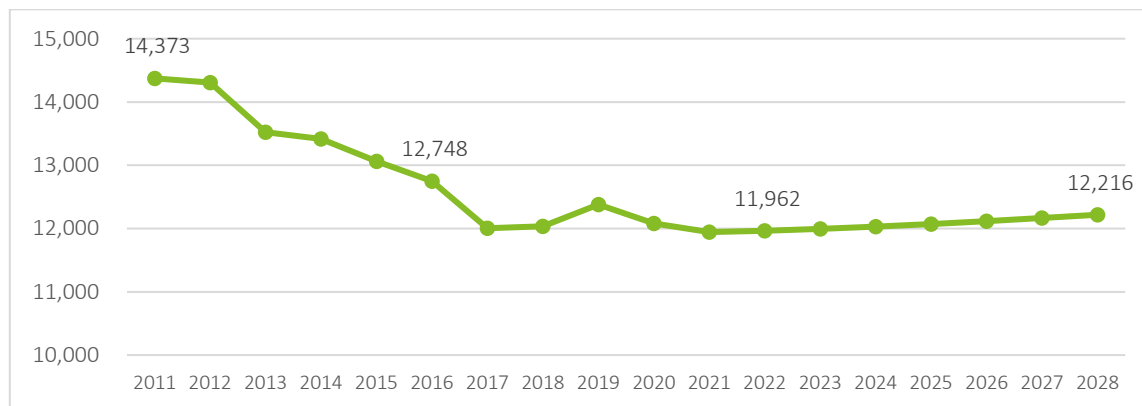
Employment in the Core Study Area

Employment Trends

In 2016, the number of jobs in the Core Study Area was 12,748 (a decrease of 1,625 jobs since 2011, an 11% decline). In the following year, the Core Study Area saw a continued decrease of 743 jobs to 12,005 total, a 6% decrease. Since then, employment has remained stable and has decreased by a small amount to 11,962 in 2022. Looking forward to 2028, Lightcast projects that employment in the Core Study Area will grow slightly to 12,216, a 2% increase. South Bruce

(+45), North Huron (+83), and Brockton (+197) are the municipalities in the Core Study Area that are projected to increase their employment between 2022 and 2028, while Huron-Kinloss (-58) and Morris-Turnberry (-14) are projected to experience a decline in employment during the same time period.

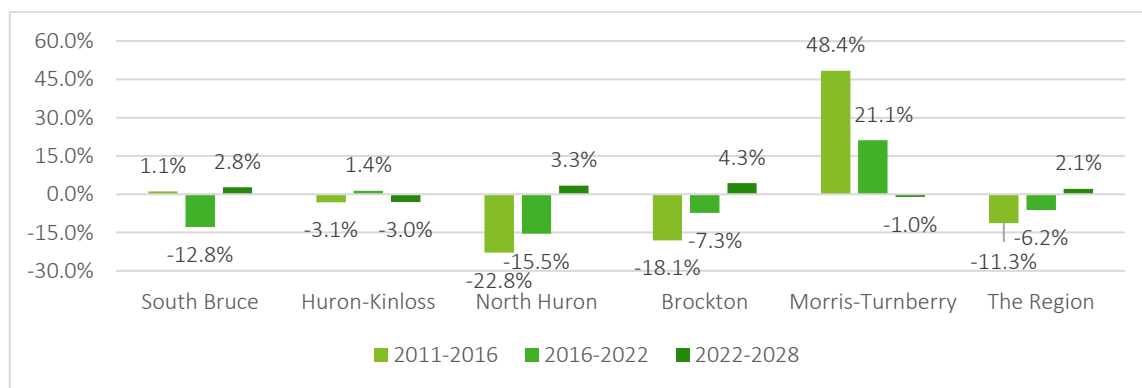
Figure 22 – Employment in the Core Study Area, 2011 to 2028



Source: Lightcast, 2022

Between 2011 and 2022, the Core Study Area experienced a decrease in employment. This decrease was most significant between 2011 and 2016 (-11.3%) and was less significant between 2016 and 2022 (-6.2%). North Huron experienced the most significant employment losses among communities that make up the Core Study Area from 2011 to 2016 (-22.8%) and 2016 to 2022 (-15.5%). Morris-Turnberry grew the fastest between 2011 to 2016 (+48.4%) and 2016 to 2022 (+21.1%).

Figure 23 – Employment Change (%), 2011-2028



Source: Lightcast, 2022

Employment by Industry

In 2022, the largest industry sectors by employment in the Core Study Area were construction (1,653 jobs – 14% of jobs), agricultural, forestry, fishing, and hunting (1,603 jobs – 13% of jobs), health care and social assistance (1,427 jobs – 12% of jobs), and manufacturing (1,281 jobs –

11% of jobs). Goods producing sectors make up 39% of the total employment in the Core Study Area. These industries are often more export oriented than other industries and bring value back to the local economy. Agriculture, forestry, fishing, and hunting is most prominent in South Bruce (25% of jobs), Huron-Kinloss (20% of jobs), and Morris Turnberry (27% of jobs) while health care and social assistance is most prominent in North Huron (18% of jobs) and Brockton (14% of jobs).

Figure 24 – Employment by Industry Sector (2-Digit NAICS), The Core Study Area, 2011-2028

Description	2011 Jobs	2016 Jobs	2022 Jobs	2028 Jobs
Total	14,373	12,748	11,962	12,216
Agriculture, forestry, fishing, and hunting	2,560	1,672	1,603	1,421
Mining, quarrying, and oil and gas extraction	30	45	57	66
Utilities	42	57	59	57
Construction	1,696	1,606	1,653	1,659
Manufacturing	1,754	1,389	1,281	1,312
Wholesale trade	762	503	518	559
Retail trade	884	1,245	1,263	1,343
Transportation and warehousing	553	338	325	343
Information and cultural industries	74	70	58	57
Finance and insurance	327	225	254	245
Real estate and rental and leasing	70	155	140	139
Professional, scientific, and technical services	253	269	351	381
Management of companies and enterprises	0	0	0	0
Administrative and support, waste management and remediation services	510	563	488	533
Educational services	695	731	544	583
Health care and social assistance	1,910	1,668	1,427	1,553
Arts, entertainment, and recreation	113	166	142	162
Accommodation and food services	504	657	482	515
Other services (except public administration)	843	726	686	662
Public administration	595	494	478	464
Unclassified	198	167	154	162

Source: Lightcast, 2022

A deeper analysis shows that the largest industry subsectors (4-digit NAICS) in The Core Study Area are farms (1,563 jobs – 13% of employment), followed elementary and secondary schools (464 jobs – 4% of employment), building equipment contractors (434 jobs – 4% of employment), and full-service restaurants and limited-service eating places (420 jobs – 4% of jobs).

Figure 25 – Top 15 Industry Subsectors (4-Digit NAICS) by Employment, The Core Study Area, 2022

Description	2022 Jobs	% of Employment
Farms	1,563	13%
Elementary and secondary schools	464	4%
Building equipment contractors	434	4%
Full-service restaurants and limited-service eating places	420	4%
Foundation, structure, and building exterior contractors	364	3%
General medical and surgical hospitals	347	3%
Residential building construction	335	3%
Local, municipal and Core Study Areaal public administration	293	2%

Description	2022 Jobs	% of Employment
Foundries	259	2%
Grocery stores	247	2%
Services to buildings and dwellings	245	2%
Hardware manufacturing	201	2%
Community care facilities for the elderly	195	2%
Health and personal care stores	185	2%
Other specialty trade contractors	182	2%

Source: Lightcast, 2022

Employment by Occupation

In 2022, the trades, transport, and equipment operators and related occupations had the highest share of overall employment in the Core Study Area, and employed 2,693 people, representing 23% of jobs. Sales and service occupations (2,175 occupations) and management occupations (1,642 occupations), rank second and third respectively. Trades, transport, and equipment operators and related occupations have the highest share of employment in each community that makes up the Core Study Area, with the exception of North Huron where it ranks second. Sales and service occupations make up the highest share of employment in North Huron.

Figure 26 – Employment by Occupational Category (1-Digit NOC), The Core Study Area, 2011-2028

Description	2011 Jobs	2016 Jobs	2022 Jobs	2028 Jobs
Total	14,373	12,748	11,962	12,216
Management occupations	2,412	1,874	1,642	1,477
Business, finance, and administration occupations	1,454	1,292	1,191	1,202
Natural and applied sciences and related occupations	337	339	408	438
Health occupations	962	987	843	934
Occupations in education, law and social, community and government services	1,310	1,272	1,065	1,085
Occupations in art, culture, recreation, and sport	239	178	143	149
Sales and service occupations	2,408	2,297	2,175	2,256
Trades, transport and equipment operators and related occupations	2,843	2,456	2,693	2,881
Natural resources, agriculture, and related production occupations	642	696	635	605
Occupations in manufacturing and utilities	1,568	1,189	1,014	1,027
Unclassified	198	167	154	162

Source: Lightcast, 2022

A deeper analysis of employment by occupations shows that the largest occupational subcategories (4-digit NOC) in the Core Study Area are managers in agriculture (895 jobs – 7% of occupations), followed by general farm workers (407 jobs – 3% of occupations), and transport truck drivers (346 jobs – 3% of occupations). For each municipality that makes up the Core Study Area, managers in agriculture was the largest subcategory of employment with the exception of North Huron where food counter attendants, kitchen helpers and related support occupations was the largest subcategory.

Figure 27 – Employment by Occupational Subcategory (4-Digit NOC), The Core Study Area, 2022

Description	2022 Jobs	% of Jobs
Managers in agriculture	895	7%
General farm workers	407	3%
Transport truck drivers	346	3%
Retail and wholesale trade managers	291	2%
Retail salespersons	283	2%
Food counter attendants, kitchen helpers and related support occupations	273	2%
Nurse aides, orderlies, and patient service associates	262	2%
Construction trades helpers and labourers	205	2%
Registered nurses and registered psychiatric nurses	173	1%
Cashiers	172	1%
Carpenters	165	1%
Elementary school and kindergarten teachers	158	1%
Unclassified	154	1%
Light duty cleaners	138	1%
Accounting technicians and bookkeepers	131	1%

Source: Lightcast, 2022



Business Activity

Canadian Business Counts

Businesses by Industry and Size

The figure below shows the total businesses in the five municipalities (South Bruce, North Huron, Brockton, Morris-Turnberry, and Huron-Kinloss). As of June 2022, approximately 4,649 businesses were recorded in the Core Study Area, the majority of which were businesses without employees (i.e., sole proprietorships with more than \$30,000 in sales; approximately 3,541 businesses fall under this category). The Core Study Area recorded 629 businesses employing 1 to 4 employees. Meanwhile, while 362 businesses employed between 5 to 19 employees. The Core Study Area is home to 13 large business establishments that employ at least 100 people.

Figure 28 – Business Counts in the Core Study Area by Industry and Business Size (Number of Employees), June 2022

Industry	Total	w/o Employees	with Employees	1-4	5-9	10-19	20-49	50-99	100 +
Total	4,649	3,541	1,108	629	227	135	81	23	13
Agriculture, forestry, fishing, and hunting	1713	1508	205	142	38	17	5	2	1
Mining, quarrying, and oil and gas extraction	7	5	2	0	1	0	1	0	0
Utilities	51	47	4	2	1	0	1	0	0
Construction	378	201	177	99	39	28	10	0	1
Manufacturing	113	70	43	7	10	6	10	5	5
Wholesale trade	97	52	45	13	15	11	4	2	0
Retail trade	225	93	132	61	34	21	13	3	0

Industry	Total	w/o Employees	with Employees	1-4	5-9	10-19	20-49	50-99	100 +
Transportation and warehousing	143	108	35	18	6	4	5	2	0
Information and cultural industries	19	9	10	4	0	5	1	0	0
Finance and insurance	154	117	37	19	8	8	2	0	0
Real estate and rental and leasing	583	539	44	34	3	4	3	0	0
Professional, scientific, and technical services	204	142	62	46	8	5	3	0	0
Management of companies and enterprises	18	16	2	0	1	1	0	0	0
Administrative & support, waste mgmt. & remediation svc	78	50	28	16	7	3	1	1	0
Educational services	19	12	7	5	0	1	1	0	0
Health care and social assistance	127	62	65	28	20	5	4	4	4
Arts, entertainment, and recreation	24	18	6	1	1	2	2	0	0
Accommodation and food services	66	18	48	17	10	9	11	1	0
Other services (except public administration)	250	157	93	71	16	4	2	0	0
Public administration	7	0	7	0	0	0	2	3	2
Unclassified	373	317	56	46	9	1	0	0	0

Source: Statistics Canada, Canadian Business Counts, December 2021

The following sectors (as shown in the previous Figure) have the highest proportion of business establishments by industry by June 2022. These include business without employees and businesses with employees.

- Agriculture, forestry, fishing, and hunting – 1,713 businesses (37% of total businesses)
- Real estate and rental and leasing – 583 businesses (13% of total businesses)
- Construction – 378 businesses (8% of total businesses)

Industry sectors with the highest number of businesses without employees by June 2022 slightly differ from the highest total business establishment proportions. However, the largest industries were similar to the overall total. The highest sole proprietorships in June 2022 were in:

- Agriculture, forestry, fishing, and hunting – 1,508 businesses (43% of total businesses without employees)
- Real estate and rental and leasing – 539 businesses (15% of total businesses without employees)
- Construction – 201 businesses (6% of total businesses without employees)

The top industry sectors with employees by June 2022 were:

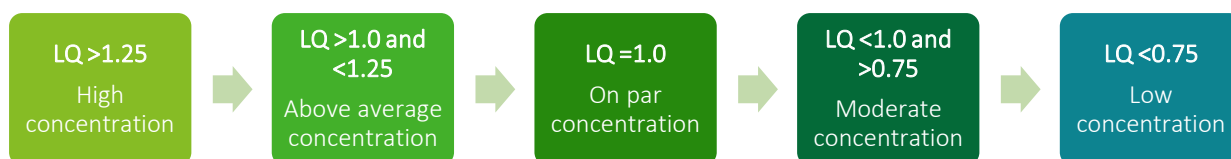
- Agriculture, forestry, fishing, and hunting – 205 businesses (19% of total businesses with employees)
- Construction – 177 businesses (16% of total businesses with employees)

- Retail trade – 132 businesses (12% of total businesses with employees)

Business establishments in the Core Study Area are characterized by micro-businesses, with 57% of businesses with staff employing between 1-4 workers, and 33% of businesses are small businesses with between 5-19 employees. It is important to note the small number of medium- and large-size firms in the Core Study Area’s economy. Small firms are generally the major source of new products and ideas, while mid-size and large business are typically more export-oriented and generate higher operating surpluses. A healthy mix of small, medium, and large firms ensures that a community can capitalize on innovation and entrepreneurship opportunities and at the same time attract and grow investment. Micro and small businesses are also more susceptible to fluctuations in the economy.

Business Concentrations

As part of this Core Study Area Profile, a Location Quotient (LQ) Analysis was completed to determine the concentration of industries (businesses) in the Core Study Area relative to the Province. This analysis reveals what makes a Core Study Area unique. The LQ’s Classifications are as follows:



Industries in the Core Study Area were benchmarked against the province at the 2-digit industry sub-sector levels to determine the business concentration (location quotient). Key insights are described below:

- Together, the five municipalities that form the Core Study Area have a high concentration of businesses in the agriculture sector, the utilities sector, mining, quarrying, and oil and gas extraction, and the public administration sector.
- The agriculture, forestry, fishing, and hunting sector has a very high concentration of businesses (12.42). This industry sector also has a substantial number of businesses recorded (1,713), this highlights the importance of this sector for the Core Study Area’s economy.

Figure 29 – Business Concentration (Location Quotient) by Industry Sector (2-Digit NAICS), Core Study Area, June 2022

Industry	Total Core Study Area	LQ
Agriculture, forestry, fishing, and hunting	1,713	12.49
Utilities	51	6.01
Public administration	7	1.87
Mining, quarrying, and oil and gas extraction	7	1.69
Manufacturing	113	1.12
Other services (except public administration)	250	0.97
Construction	378	0.95
Wholesale trade	97	0.89
Retail trade	225	0.84
Finance and insurance	154	0.62
Real estate and rental and leasing	583	0.62
Accommodation and food services	66	0.53
Administrative & support, waste mgmt. & remediation svc	78	0.49

Industry	Total Core Study Area	LQ
Transportation and warehousing	143	0.48
Management of companies and enterprises	18	0.44
Health care and social assistance	127	0.44
Educational services	19	0.40
Arts, entertainment, and recreation	24	0.39
Professional, scientific, and technical services	204	0.36
Information and cultural industries	19	0.32

Source: Statistics Canada, Canadian Business Counts, June 2022

Census of Agriculture¹²

According to the latest Census of Agriculture, the Core Study Area recorded a total of 1,461 farms in 2021. Most of these farms were located in Brockton and South Bruce. Overall, most of the farms in the Core Study Area (84%) were smaller than 400 acres, a total of 25 farms were 1,600 acres and larger.

In terms of farm capital, 79% of the Core Study Area farm had a total capital larger than \$1 million, and only 3% of the Core Study Area farms had capital lower than \$350,000.

Figure 30 – Census of Agriculture, 2011-2021

Agricultural Activity	North Huron	Brockton	Morris-Turnberry	Huron-Kinloss	South Bruce	Core Study Area
Total Number of Farms	177	362	239	322	361	1,461
Total Farm Area						
< 400 acres	146	301	198	258	327	1,230
400-1,599 acres	29	49	37	59	32	206
1,600+ acres	2	12	4	5	2	25
Total Farm Capital						
< \$350,000	7	15	9	11	3	45
\$350,000-\$999,999	28	72	39	57	59	255
\$1,000,000+	142	275	191	254	299	1,161

Source: Statistics Canada, Census of Agriculture 2021

Agricultural activity in the Core Study Area between 2016 and 2021 is provided in the Figure below. The most recent Census of Agriculture shows a decline in the number of farms and farm area; this is evident as the number of farms has decreased since 2016; from 1,482 farms to 1,461 farms, in addition to losses in farm acreage across all area sizes.

The farming sector in the Core Study Area is also becoming more capital intensive. During the period from 2016 to 2021, farms capitalized with less than \$350,000 and between \$350,000 and \$999,999 decreased by 55% and 44% respectively, while those with over \$1 million in capital increased by 25%.

¹² Data correction: On November 1st, 2022, all estimates for farms been corrected - Census of Agriculture, 2021.

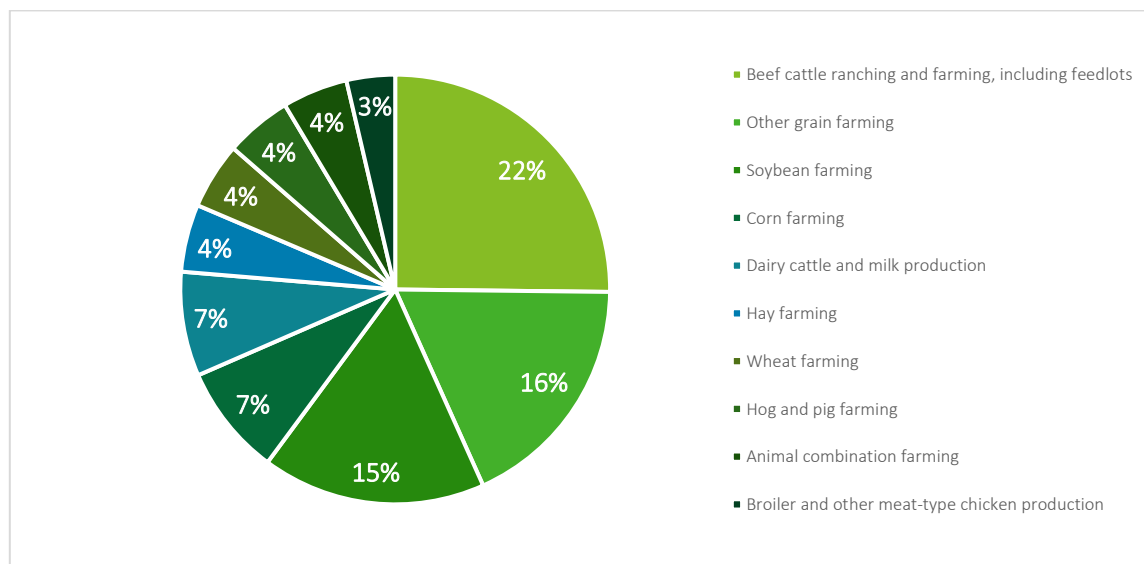
Figure 31 – Census of Agriculture 2016-2021

Agricultural Activity	Core Study Area 2021	Core Study Area 2016	Net (+/-)	% Change
Total Number of Farms	1,461	1,482	-21	-1%
Total Farm Area				
< 400 acres	1,230	1,234	-4	-0.3%
400-1,599 acres	206	222	-16	-7%
1,600+ acres	25	26	-1	-4%
Total Farm Capital				
< \$350,000	45	100	-55	-55%
\$350,000-\$999,999	255	453	-198	-44%
\$1,000,000+	1,161	929	232	25%

Source: Statistics Canada, Census of Agriculture 2021, Census of Agriculture 2016

Most of the farms in the Core Study Area were beef cattle ranching and farming (317 farm or 22% of Core Study Areaal farms), followed by other grain farming (228 farms or 16% of Core Study Areaal farms), and soybean farming (212 farms or 15% of Core Study Areaal farms). These three farm types represented 52% of all farms in the Core Study Area.

Figure 32 – Farms classified by farm type, Census of Agriculture, Core Study Area, 2021



Source: Statistics Canada, Census of Agriculture.



Business Environment

Tax Rates

The tax rates (latest available for each municipality) show that on average, the communities in the Core Study Area have a residential tax rate of approximately 1.3%, an average industrial tax of 2.5%, an average commercial tax of 2.1%, and an average farmland tax of 0.5%. Compared to other rural communities in Southwest Ontario, the Core Study Area shows a more competitive industrial and commercial tax rate¹³.

Figure 33 – Tax Rates, 2020/2021

Community	Residential	Industrial	Commercial (Occupied)	Farmland
South Bruce	1.40%	3.06%	2.42%	0.35%
Huron-Kinloss	1.21%	2.72%	2.18%	1.21%
North Huron*	1.20%	1.32%	1.32%	0.30%
Brockton	1.43%	3.11%	2.45%	0.36%
Morris-Turnberry	1.38%	2.33%	2.33%	0.35%
Average Core Study Area	1.3%	2.5%	2.1%	0.5%
Centre Wellington	1.1%	3.2%	2.3%	0.3%
Middlesex Centre	1.2%	2.7%	2.1%	0.3%
Wilmot	0.9%	2.4%	2.4%	0.2%

Source: Municipality of South Bruce, Municipality of Brockton, Municipality of Morris-Turnberry, Township of North Huron, Township of Huron-Kinloss, Township of Centre Wellington, Municipality of Middlesex Centre, Township of Wilmot

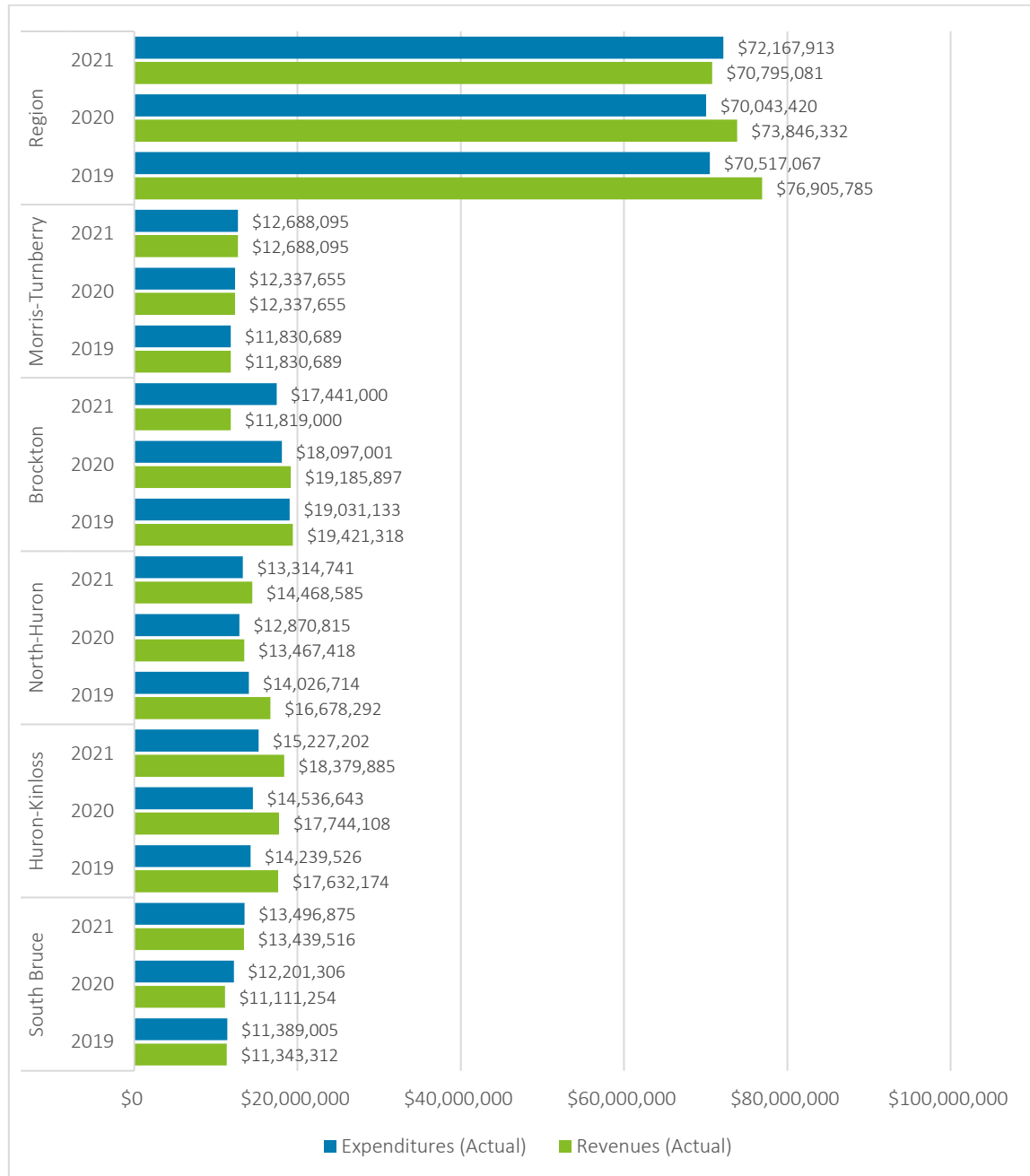
*Tax rates for North Huron differ slightly by township ward, the results represent the average of these three wards.

¹³ Compared to the selected rural communities of Centre Wellington, Wilmot and Middlesex Centre

Municipal Finances

During the period of 2019 to 2021, municipal revenues have decreased. By 2021, the Core Study Area’s revenue had fallen to \$70.7 million, from \$76.9 million in 2019. Meanwhile, expenditures in the Core Study Area had risen more than \$1.6 million during the same period.

Figure 34 – Revenues and Expenditures for the Core Study Area (2019-2021)*



Source: Municipality of South Bruce, Municipality of Brockton, Municipality of Morris-Turnberry, Township of North Huron, Township of Huron-Kinloss

*2021 Audited values for the Municipality of Brockton have not been released at the date of this Core Study Areaal Profile.



Community Assets

Education

The following institutions represent elementary public schools and elementary catholic schools servicing the five communities within the Core Study Area.

Figure 35 – Schools Serving the Core Study Area

School	Location	Servicing	Grade Levels
Elementary Total			
Mildmay- Carrick Public School	Mildmay	MSB	JK – 8
Hillcrest Central School	Teeswater	MSB	JK – 8
Elgin Market Public School (French Immersion)	Kincardine	MSB Huron-Kinloss	JK – 6
Kincardine District Senior School (elementary)	Kincardine	MSB Huron-Kinloss	7 – 8; 7 – 8 (FI)
Ripley-Huron Community School	Ripley	Huron-Kinloss	JK – 8
Lucknow Central Public School	Lucknow	Huron-Kinloss	JK – 8
Walkerton District Community School	Walkerton	Brockton	JK – 8
Chesley District Community School	Chesley	Brockton	JK – 8
Normanby Community School	Ayton	West Grey	JK – 8
Spruce Ridge Community School	Durham	West Grey	JK – 8
Dawnview Public School	Hanover	MSB Brockton West Grey Hanover	JK – 6; JK – 6 French Immersion (FI)
John Diefenbaker Senior School (elementary)	Hanover	MSB Brockton West Grey Hanover	7 – 8; 7 – 8 (FI)
Hanover Heights Community School	Hanover	West Grey Hanover	JK – 6
Maitland River Elementary School	Wingham	North Huron	JK-6

School	Location	Servicing	Grade Levels
Secondary Total			
Walkerton District Community School	Walkerton	Brockton MSB	9 – 12
F.E. Madill Secondary School	Wingham	North Huron	7 – 12
Kincardine District Senior School (secondary)	Kincardine	MSB Huron-Kinloss	9 – 12; 9 – 12 (FI)
John Diefenbaker Senior School (secondary)	Hanover	MSB Brockton West Grey Hanover	9 – 12; 9 – 12 (FI)

Source: DPRA Canada Inc. Local/Core Study Areaal Education Study, Report Southwestern Ontario Community Study, 2022, Municipality of North Huron

Figure 36 –Catholic School Serving the Core Study Area

School	Location	Servicing	Grade Levels
École Immaculée-Conception	Formosa	MSB Huron-Kinloss	JK – 8 (FI)
Sacred Heart Catholic School	Teeswater	MSB Brockton Huron-Kinloss	JK – 8
Sacred Heart Catholic School	Wingham	North Huron	JK – 8
Sacred Heart Catholic School	Mildmay	MSB Minto	JK – 8
St. Anthony’s Catholic School	Kincardine	Huron-Kinloss	JK – 8 (FI)
Mary Immaculate Catholic School	Chepstow (Brockton)	Brockton West Grey	JK – 8
St. Teresa of Calcutta Catholic School	Walkerton	Brockton	JK – 8
St. Peter & St. Paul’s Catholic School	Durham	West Grey	JK – 8
Holy Family Catholic School	Hanover	MSB Brockton Huron-Kinloss West Grey Hanover	JK – 8
Sacred Heart High School	Walkerton	MSB Brockton Huron-Kinloss West Grey Hanover	9 – 12

Source: DPRA Canada Inc. Local/Core Study Areaal Education Study, Report Southwestern Ontario Community Study, 2022

Other Schools include:

Figure 37 – Other Schools in the Core Study Area

School	Location	Servicing	Grade Levels
Wingham Baptist Church School	Wingham	North Huron	
Wingham Protestant Reformed Church School	Wingham	North Huron	

Health

The Core Study Area has access to three hospitals and three medical centres, these facilities are the following:

- Wingham and District Hospital (part of the Wingham Listowel Hospital Alliance) – Wingham, ON
- Hanover and District Hospital – Hanover, ON
- Alexandra Marine and General Hospital – Goderich, ON
- Ripley Medical Centre – Ripley, ON
- Lucknow Medical Centre – Lucknow, ON
- South Bruce Grey Health Centre – (locations in Walkerton, Kincardine, Durham)
- Kincardine Hospital

Emergency Services

Core Study Area emergency response capabilities are managed by each municipality. Municipal emergency services include:

- **Fire Departments:**
 - North Huron Fire Department (two stations location in Wingham and Blyth)
 - Lucknow & District Fire Department
 - Ripley-Huron Fire Department
 - Kincardine Fire and Emergency Services
 - Elmwood Fire Department
 - Walkerton Fire Department
 - South Bruce Fire Department (two stations, located in Mildmay and Teeswater)
- **Ontario Provincial Police:**
 - OPP – Clinton Detachment

Air Transportation

There are not airports in the Core Study Area with scheduled air transportation services in or out the Core Study Area. The largest airports in proximity to the Core Study Area include:

- Toronto-Pearson International Airport, Mississauga, ON
- Core Study Area of Waterloo International Airport, Breslau, ON
- London International Airport, London, ON

Other local airports in the Core Study Area (without regular or scheduled flights) include:

- The Wingham Airport: is a registered aerodrome owned and operated by Papple Aviation. Situated on Highway 86, one mile east of Highway 4. It has a modern terminal facility, a 4,000' x 75' paved runway, and the beacon and runway lighting are operated by the ARCAL system (type K).
- Saugeen Municipal Airport: Located in Brockton, the Saugeen Municipal Airport (CYHS), is a Transport Canada registered airport situated 2.5 km northwest of the town of Hanover. The airport serves as a base for flight training, sightseeing tours, air ambulance services, corporate jets, and recreational pilots. The 250-acre airport complex offers two paved runways with full instrument-approach systems, hangars for airport and private use, a main terminal that houses airport operations, The Airport Restaurant, rental spaces for partnering businesses and venues to hold public events and meetings.

Community and Recreation Activities and Facilities

Recreational programs are integral avenues for social activity for many families in the Core Study Area. These activities and facilities provide not only for the local community, but they also help foster relationships and ties with the surrounding communities. Recreational activities supported by the availability of community facilities are vital to the social fabric. The Core Study Area offers recreational services within the different settlements in the five municipalities. These communities all have access to recreation complexes.

Figure 38 – Community and Recreation Activities and Facilities in the Core Study Area

Location	Community Facilities
South Bruce	Mildmay Carrick Recreation Complex and Park
	Mildmay-Carrick Swimming Pool
	Mildmay Carrick Ball Diamonds
	Mildmay Carrick Soccer Fields
	Mildmay Skateboard Park
	Mildmay Carrick Tennis and Pickleball
	Courts & Horseshoe Pits – Carnegie Park
	Mildmay Rotary Park
	Teeswater Culross Community Centre
	Teeswater Culross Swimming Pool
	Teeswater Ball Diamonds
	Formosa Recreation Centre and Ball Diamonds
	Formosa Lion’s Park
	Formosa Community Hall
	Teeswater Lawn Bowling
	Mildmay Horseshoe (PITS) League
	South Bruce Minor Hockey
	Mildmay Soccer League
	Mildmay Junior Broomball League
	Mildmay, Teeswater and Formosa have public libraries
	Teeswater Lions Park
Teeswater Kinsmen Park	
Mildmay Water Tower Park	
Formosa Horseshoe League	
Formosa Outdoor Covered Pad	
Teeswater Agricultural Park	
Teeswater Curling Club	
Mildmay-Carrick Minor Ball	
Teeswater Minor Ball	
Huron-Kinloss	Ripley-Huron Community Centre
	Point Clark Community Centre
	Lucknow Recreation Complex
	Lucknow Community Centre
	Lucknow Townhall
North Huron	Belgrave Community Centre
	Blyth Arenas and Community Centre
	North Huron Wescast Community Centre
	Blyth Memorial Community Hall
	North Huron Children’s Centre
	Wingham Splash Pad
	Wingham Town Hall Theatre
	Optimist Ball Park
	Libro Ball Park
Brockton	Walkerton Kinsmen Splash Pad
	Walkerton Centennial Park Swimming Pool
	Walkerton Community Centre
	Bruce Power Core Study Areaal Soccer Complex
	Walkerton Lawn Bowling
	Cargill Community Centre, park and ball diamonds
	Elmwood Community Centre, park and ball diamonds
	Chepstow Lion’s Park hall, park and ball diamonds
	Walkerton and Cargill have public libraries

Location	Community Facilities
	Walkerton Tennis Courts
	Walkerton Heritage Water Garden
Morris-Turnberry	Bluevale Community Hall

Source: Municipality of South Bruce

Community Events

The Core Study Area is home to more than a dozen events. These events allow local residents to experience and enjoy a variety of activities including theatre, music, fairs and holiday events. Some of the Core Study Areaal events include:

Figure 39 – Core Study Areaal Community Events*

Community Special Events	Month Held	Location	Description
The Belmore Maple Syrup Festival	April	South Bruce	Held annually in Belmore, the two-day festival combines community spirit and food. Features made-from-scratch pancakes, maple syrup, sausage, and applesauce. Also features entertainment, local talent, step dancing, singing, instrumental act, vocal groups, craft show, baked goods, and a community dance.
Annual Father's Day Vintage Tractor Tour	June	South Bruce	Tour featuring a veritable history of farm implements in this area, all in their natural setting. The event includes collections of vintage tractors from all over South Bruce Municipality ranging in age from the early 1900s to the 1950s. Also included in the collections are early horse drawn farm equipment and vintage cars.
The Bruce County Heritage Association Annual Heritage Farm Show (Paisley)	August	South Bruce	Three-day event featuring steam and antique tractor show and a tractor pull. The Event also features entertainment; barbeque; corn roast; spark show; and parade.
Teeswater Fall Fair	August	South Bruce	Celebrated for over 150 years, the Teeswater Fall Fair is one of Ontario's oldest, attracting visitors to the farm displays, animal demonstrations, tractor pulls and carnival.
Mildmay-Carrick Fall Fair	September	South Bruce	Held in Mildmay, the fair includes Ambassador Pageant and Talent show, 4H Beef and Dairy and Horse Shows, Musical Entertainment, children's games, Crafts, Horseshoes, BBQ, Raffle Draws and Auction
Mildmay's Annual "Hanging of the Green"	November	South Bruce	Event includes a Santa Claus parade, a Children's Candle Light Parade, Carol Singing, Family Social Night at the Community Hall, and the illumination of the local Rotary Club's Christmas Decorations at Rotary Park.

Community Special Events	Month Held	Location	Description
Ripley Food Arts Craft Festival	August	Huron-Kinloss	This event showcases the work of local artisans and crafters who specialize in crafts such as wood working, stone carving, pottery, glass painting, basketry, knitting, handcrafted jewelry, clay sculptures, and more. Also featuring locally prepared food and local produce.
Music in the Fields	August	Huron-Kinloss	A three-day country music festival held outside of Lucknow.
Lucknow Fall Fair	September	Huron-Kinloss	Event highlights during fair weekend include the Family Fun Zone, 4-H beef and sheep shows, horse show, and fall fair parade.
Ripley-Huron Fall Fair	September	Huron-Kinloss	Event highlights during fair weekend include the midway, ambassador competition, Feedlot food trucks and live music, animal shows, and fall fair parade.
Ripley's Christmas Celebrations	November	Huron-Kinloss	Christmas event at the Ripley Huron Community Centre.
Lucknow Santa Claus Parade	November	Huron-Kinloss	This lighted parade which runs along Campbell Street ending at the Sports Complex.
Walkerton Summer Streetfest	July	Brockton	Downtown Walkerton comes alive with free live music, kids fun, street sales and more!
Walkerton Hometown Christmas Market	November	Brockton	Enjoy handcrafted goods from local vendors, shopping specials, live entertainment and a licensed outdoor cocktail lounge.
Greenock Swamp Tours	Spring-Fall	Brockton	The history of the Greenock Swamp, full of lore and legends, comes alive during guided summer tours of this unique wetland – one of the largest forested swamps in Ontario!
Dirt Pigs Ball Tournament	August	Brockton	For three days each August, ball players get dirty and have fun during this annual event in Walkerton.
Pickin By the Pond	August	Brockton	One of the Core Study Area's favourite country music festivals, in the Village of Cargill
Walkerton Holiday Tour of Homes	November	Brockton	Hosted by the Walkerton Optimist Club, this is a chance to view some stunning homes decorated for the season by local florists and designers
Walkerton Little Royal Fair	October	Brockton	Over 150 years old, this traditional fall fair includes exhibits, team penning, horse shows, 4-H competitions, and children's activities.

Community Special Events	Month Held	Location	Description
Music in the Park	Summer	Brockton	Local musicians perform at the Heritage Water Gardens in Walkerton on the last Sunday of June, July and August
Blyth Santa Claus Parade	December	North Huron	Local Santa Claus Parade
Huron Pioneer Thresher and Hobby Association	September	North Huron	This event celebrates generations of tradition. The event is held annually at the Threshers Campgrounds in Blyth, Ontario, on the first weekend after Labour Day.
Blyth Festival	Year round	North Huron	Since 1975, the Blyth Festival Theatre has put farmers and rural Canadians centre stage, telling our stories, sharing our history, and celebrating our way of life. A fully professional theatre, in the heart of Ontario's bread-basket, the Blyth Festival's ingenuity, tenacity, and creativity has irrevocably reinvigorated the Core Study Area's very imagination.

*This list does not include all events hosted in the Core Study Area.

Community Clubs

The Core Study Area has several services clubs that attend to various interests in the community. Community service clubs available to South Bruce, Huron-Kinloss, North Huron, Brockton and Morris-Turnberry residents include:

Figure 40 – Core Study Areaal Community Clubs

Location	Group Name
South Bruce	Mildmay Chamber of Commerce
	Mildmay-Carrick Optimist Club
	Mildmay-Carrick Agricultural Society
	Mildmay Rotary Club
	Mildmay and District Lions Club
	Mildmay Seniors Citizens Club
	Mildmay CWL
	Mildmay 4H Club - Dairy
	South Bruce Tourism
	South Bruce and Community Business Association
	New to Bruce (Bruce County)
	Grey Bruce Community Settlement and Language Services
	Teeswater-Culross Horticultural Society
	Teeswater-Culross Agricultural Society
	Teeswater Kinsmen Club
	Teeswater Kinettes Club
	Teeswater Red Hat Ladies
	Teeswater CWL
Teeswater 4H	
Formosa District Lions Club	

Location	Group Name
	Formosa Swans
	Formosa Catholic Women’s League
	Belmore Community Centre Arena Board
	Belmore Chamber of Commerce
Huron-Kinloss	Huron-Shores Lions
	Lucknow Kinsmen
	Reid's Corners Women's Institute
	Ripley & Area Christmas Hamper Committee
	Bruce Beach Cottager's Association
	HAWK Theatre
	Huron Bruce Minor Hockey Association
	Huron Lakeshore Friendship Club
	Kincardine Nimrod Club
	Kinloss Kairshea Women’s Institute
	Lucknow & District Horticultural Society
	Lucknow 4-H Beef Club
	Lucknow 4-H Sheep Club
	Lucknow Agricultural Society
	Lucknow and District Kinettes Club
	Lucknow and District Lions Club
Ripley-Huron Agricultural Society	
Ripley-Huron Horticulture Society	
Brockton	Huron Shores ATV Club
	Saugeen Snowmobiling Club
	Walkerton Golf and Curling Club
	Brockton Boys Old Timers Hockey
	Ladies' Recreational Slow Pitch
	Men's Recreational Slow Pitch
	Walkerton Futsol Club
	Saugeen Triathlon Club
	Walkerton Lawn Bowling
	Chepstow Lions Club
	Knights of Columbus Ladies Auxiliary
	Rotary Club of Walkerton
	Royal Canadian Legion Branch 102
	Walkerton & District Hospital Foundation
	Walkerton & District Optimist Club
	Walkerton Kinetette Club
Walkerton Kinsmen Club	
Walkerton Sing! Show Chorus	
Saugeen Triathlon Club	
Walkerton Figure Skating Club	
Morris-Turnberry	Brussels Lions Club
	Optimist Club of Brussels
	Leo Club for Youth
	Bluevale Community Committee
	Belgrave Kingsman Club
North Huron	Blyth Minor Ball
	Belgrave Minor Ball
	Belgrave Kinsmen
	Wingham Minor Ball
	Golf and Curling Club
	Girl Guides
Blyth Brussels Minor Hockey	

Location	Group Name
	Blyth Legion Branch
	Blyth Adult Broomball
	Barn Dance Historical Society
	Wingham Trail Committee
	Wingham & District Horticultural Society
	Wingham Community Connectors
	Blyth Lions Club
	Wingham Minor Hockey
	Old Dogs
	Scouts Canada
	Blyth Skating Club
	Wingham Skating Club
	Wingham Legion Branch
	Blyth Minor Soccer
	Wingham Legion
	Wingham Minor Soccer
	Sportsman Club

Source: Municipality of South Bruce, Township of Huron-Kinloss, Municipality of Brockton, Township of North Huron

Churches

There are several churches serving a variety of denominations within Core Study Area. Denominations served include Protestant, United, Lutheran, Baptist, and Roman Catholic. Churches within the Core Study Area are presented below.

Figure 41 – Churches in South Bruce

Location	Churches
South Bruce	Immaculate Conception Church
	Teeswater Knox Presbyterian Church
	Sacred Heart Roman Catholic Church Midway
	St. Matthew’s Lutheran Church
	St. Paul's United Church
	St. Francis Xavier Catholic Church
	St. John's Lutheran Church
	McIntosh United Church
Huron-Kinloss	Lucknow United Church
	Lucknow Presbyterian Church
	Anglican Church of Ascension Kinlough
	Pine River United Church
	Kinlough Presbyterian Church
	Pine River United Church
	St. Andrews United Church
	St. Luke's Anglican Church
Lucknow Christian Reform Church	
Brockton	St. Joseph's Church
	Mary Immaculate Church
	Eden Grove Gospel Hall
	St. John's Lutheran Church
	Crawford-Elmwood United Church
St. Peter’s Lutheran	

Location	Churches
	Pinkerton United Church
	Church of Jesus Christ of Latter Day Saints
	Knox Presbyterian Church
	Sacred Heart Roman Catholic Church
	Trinity Lutheran Church
	St. Paul's United Church
	St. Thomas Anglican Church
	Walkerton Pentecostal Church
Morris-Turnberry	Bluevale United Church
North Huron	Wingham United Church
	Wingham Baptist Church
	Wingham Bible Chapel
	St. Paul's Trinity Anglican Church, Wingham
	St. Andrew's Presbyterian Church, Wingham
	Sacred Heart Roman Catholic Church, Wingham
	Wingham Salvation Army Community Church
	Maitland River Community Church
	Wingham Pentecostal Church
	Jehovah Witness Church, Wingham
	Wingham Protestant Reform Church
	Blyth Christian Reformed Church
	Blyth United Church
	Trinity Anglican Church, Blyth
	Knox United Belgrave Church

Source: Municipality of South Bruce, Township of Huron-Kinloss, Municipality of Brockton, Township of North Huron

Environment Assets

The Core Study Area is home a variety of conservation areas and other natural and environmental assets. Among the most significant assets are:

- Greenock Swamp Wetland Complex
- Goderich-Guelph Rail Trail
- Schmidt Lake Managed Forest Trails
- Saugeen Conservation Lands
- Darroch Nature Reserve
- Saugeen Conservation Area
- Wawanosh Park Conservation Area
- Riverside Park
- Stevenson Tract
- Huron Tract
- South Kinloss Tract
- Kinloss Tract
- Alice Munro Literary Garden
- Cruickshank Park
- Riverside Park
- Wingham Cenotaph
- Wingham Splash Pad & Playground
- Wingham Community Trail
- Blyth Greenway Trail
- Brant Tract Trail
- Teeswater River and Saugeen River
- Bruce County Rail Trail
- Lewis Park
- Huron Tract trails
- Attawandaron Park
- Blue Park
- Heritage Park
- Huronville Park
- Kinbruce Park
- Kinsmen Park
- Langdon Park
- Lighthouse Park
- Lions Park
- Lucknow Lions Park

- Pine River Ball Park Playground
- Point Clark Ball Park Playground
- Point Clark Dog Park
- Ripley Memorial Park
- Victoria Park
- Waterworks Park
- Whitechurch Park
- Attawandaron Nature Trail
- Blairs Grove Nature Trail
- Deer Run Nature Trail
- Great Lakes Waterfront Trail
- Green Acres Trail
- Lewis Trail
- Lucknow Community Greenway Trail
- Ripley Apple Rail Trail
- Tuscorara Trail
- Ripley Soccer field
- Lucknow Soccer field



Profile Summary

Demographics

After experiencing population declines between 2001 to 2011, the Core Study Area saw a change in this trend, that has been partially influenced by the ability of people to work remotely, the housing market pressures in the Golden Horseshoe Core Study Area, and natural and environmental assets of the Core Study Area. In 2021, the Core Study Area had an estimated population of 33,332 people; an approximate 6% growth compared to 2016, and 8% growth compared to 2011. The population in the Core Study Area is projected to keep growing over the few several decades. The area's population is expected to grow 27% by 2036 and 39% by 2046. Similar to a majority of communities in Canada, the population in the communities that form this Core Study Area is rapidly ageing. The elderly population is projected to increase 99%, in addition, the Core Study Area has a low share of immigrants (5%). Immigrants are important for communities as they are a source for skilled and unskilled labour and could supplement the labour market as the replacement rate of workers continue to decline.

Employment and Labour Force

The Core Study Area's labour force has declined by 120 people between 2016 and 2021, or a 0.7% decrease. Huron-Kinloss and North Huron were the only two municipalities in the Core Study Area that increased their labour force during this time. The labour force of the Core Study Area (people living in the Core Study Area, regardless where they work) is primarily in agriculture, forestry, fishing, and hunting, construction, and manufacturing which is reflected in the employment and occupational composition of the Core Study Area. The employment and occupational composition (people employed in the Core Study Area, regardless where they live) in the Core Study Area suggests that the local economy has specialized in agriculture, with the top occupational subcategories being managers in agriculture (7% of occupations) and general farm workers (3% of occupations). Projecting out to 2028, employment in the Core Study Area is expected to remain near its current level and increase by 2% between 2022 and 2028.

Business Environment

Across the Core Study Area, there are 1,108 business establishments with employees and another 3,541 non-employer businesses with at least \$30,000 in annual sales, for a total of 4,649 businesses. Most of the businesses in these communities are small; 57% of businesses with employees have fewer than five employees and 89% have less than 20 employees. The largest industry sectors by total number of businesses are agriculture, forestry, fishing, and hunting; real estate and rental; and construction. The Core Study Area also recorded a high concentration of [agriculture, forestry, fishing, and hunting](#); [utilities](#); [public administration](#); and [mining, quarrying, and oil and gas extraction](#) businesses relative to Ontario. The agricultural sector in the Core Study Area is led by farming, mostly in the beef cattle ranching, other grain farming, and soybean farming; farms in these areas represented 52% of all farms in the Core Study Area.



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