



POPULATION

Brantford (CMA) **134,203**
 ↳ Change (over 2006) **7.7%**
 ↳ Average Age **41.2**

Brantford (City) **97,496**
 ↳ Change (over 2011) **4.1%**
 ↳ Average Age **40.8**



INCOME* (15+)

Brantford (CMA)
 ↳ Individual (Avg.) **\$42,027**
 ↳ Household (Avg.) **\$83,010**

Brantford (City)
 ↳ Individual (Avg.) **\$39,351**
 ↳ Household (Avg.) **\$75,506**



HOUSING

Brantford (CMA)
 ↳ Owners **72.3%**
 ↳ Renters **27.7%**
 ↳ Value (Avg) **\$337,344**
 ↳ Mo. Costs Owning **\$1,227**
 ↳ Mo. Costs Renting **\$926**

Brantford (City)
 ↳ Owners **67.4%**
 ↳ Renters **32.6%**
 ↳ Value (Avg) **\$297,094**
 ↳ Mo. Costs Owning **\$1,177**
 ↳ Mo. Costs Renting **\$923**



EDUCATION (15+)

Brantford (CMA) High Sc. **32.1%**
 ↳ University **14.0%**



EMPLOYMENT

Brantford CMA (15+) **108,070**
 ↳ Labour Force Size **70,065**

2016 Canadian Census Data Highlights * *Included Areas: Brantford, Brant, Ontario, and Canada*



POPULATION & AGE	City	%	County	%	CMA	%	Ontario	%	Canada	%
Population, 2016	97,496		36,707		134,203		13,448,494		35,151,728	
Population, 2011	93,650		35,638		135,501		12,851,821		33,476,688	
Population percentage change, 2011 to 2016	4.1		3.0		-1.0		4.6		5.0	
Average age of the population	40.8		42.3		41.2		41.0		41.0	
Median age of the population	40.9		44.5		41.8		41.3		41.2	

INCOME	City	%	County	%	CMA	%	Ontario	%	Canada	%
Individual - Median 2015 Income - Aged 15+	31,622		38,751		33,295		33,539		34,204	
Individual - Average 2015 Income - Aged 15+	39,351		49,090		42,027		47,915		47,487	
Household - Median 2015 Income	62,640		90,226		68,756		74,287		70,336	
Household - Average 2015 Income	75,506		105,113		83,010		97,856		92,764	

IMMIGRATION & INDIGENOUS PEOPLES	City	%	County	%	CMA	%	Ontario	%	Canada	%
Total - Immigrant status and period of immigration for the population in private hou	95,775		35,865		131,640		13,242,160		34,460,065	
Non-immigrants	82,520	86.2%	32,305	90.1%	114,820	87.2%	9,188,815	69.4%	26,412,610	76.6%
Immigrants	12,945	13.5%	3,525	9.8%	16,470	12.5%	3,852,145	29.1%	7,540,830	21.9%
North American Aboriginal origins	6,380	6.7%	1,360	3.8%	7,745	5.9%	518,300	3.9%	2,130,520	6.2%
First Nations (North American Indian)	5,550	5.8%	1,100	3.1%	6,650	5.1%	385,505	2.9%	1,525,570	4.4%
Inuit	45	0.0%	10	0.0%	50	0.0%	6,870	0.1%	79,130	0.2%
Métis	940	1.0%	280	0.8%	1,215	0.9%	137,485	1.0%	599,995	1.7%

HOUSING - OWNING & RENTING	City	%	County	%	CMA	%	Ontario	%	Canada	%
Owner	26,450	67.4%	11,550	86.7%	38,000	72.3%	3,601,825	69.7%	9,541,320	67.8%
Renter	12,765	32.6%	1,765	13.3%	14,530	27.7%	1,559,720	30.2%	4,474,530	31.8%
Band housing	-	0.0%	-	0.0%	-	0.0%	7,635	0.1%	56,230	0.4%
Median monthly shelter costs for owned dwellings (\$)	1,144		1,204		1,155		1,299		1,130	
Average monthly shelter costs for owned dwellings (\$)	1,177		1,347		1,227		1,463		1,313	
Median value of dwellings (\$)	279,178		389,239		300,113		400,496		341,556	
Average value of dwellings (\$)	297,094		433,884		337,344		506,409		443,058	
% of tenant households in subsidized housing	16.5		8.4		15.6		15.0		13.0	
% of tenant households spending 30% or more of its income on shelter costs	46.3		39.6		45.4		45.7		40.0	
Median monthly shelter costs for rented dwellings (\$)	895		912		901		1,045		910	
Average monthly shelter costs for rented dwellings (\$)	923		947		926		1,109		1,002	

* Source: Statistics Canada (<http://www12.statcan.gc.ca/census-recensement/index-eng.cfm>). **Statistics Canada must be credited when data from this report is used.**

Prepared by the City of Brantford's Economic Development Department. Available at advantagebrantford.ca

2016 Canadian Census Data Highlights * Included Areas: Brantford, Brant, Ontario, and Canada



EDUCATION	City	%	County	%	CMA	%	Ontario	%	Canada	%
Total - Highest certificate, diploma or degree for the population aged 15 years and over	78,495		29,575		108,065		11,038,440		28,643,015	
No certificate, diploma or degree	17,020	21.7%	5,345	18.1%	22,370	20.7%	1,935,355	17.5%	5,239,575	18.3%
Secondary (high) school diploma or equivalency certificate	25,420	32.4%	8,260	27.9%	33,675	31.2%	3,026,100	27.4%	7,576,400	26.5%
Postsecondary certificate, diploma or degree	36,055	45.9%	15,970	54.0%	52,025	48.1%	6,076,985	55.1%	15,827,040	55.3%
Apprenticeship or trades certificate or diploma	5,695	7.3%	2,685	9.1%	8,375	7.7%	664,180	6.0%	2,800,260	9.8%
Trades certificate or diploma other than Certificate of Apprenticeship or Certificate of Apprenticeship or Certificate of Qualification	2,850	3.6%	1,160	3.9%	4,010	3.7%	324,370	2.9%	1,549,880	5.4%
Certificate of Apprenticeship or Certificate of Qualification	2,845	3.6%	1,525	5.2%	4,370	4.0%	339,810	3.1%	1,250,385	4.4%
College, CEGEP or other non-university certificate or diploma	19,035	24.2%	7,900	26.7%	26,935	24.9%	2,298,715	20.8%	5,553,825	19.4%
University certificate or diploma below bachelor level	1,015	1.3%	540	1.8%	1,555	1.4%	242,005	2.2%	813,335	2.8%
University certificate, diploma or degree at bachelor level or above	10,305	13.1%	4,855	16.4%	15,160	14.0%	2,872,085	26.0%	6,659,615	23.3%
Bachelor's degree	7,305	9.3%	3,460	11.7%	10,765	10.0%	1,911,530	17.3%	4,443,835	15.5%
University certificate or diploma above bachelor level	790	1.0%	325	1.1%	1,110	1.0%	189,370	1.7%	462,295	1.6%
Degree in medicine, dentistry, veterinary medicine or optometry	245	0.3%	190	0.6%	435	0.4%	79,760	0.7%	190,925	0.7%
Master's degree	1,750	2.2%	765	2.6%	2,515	2.3%	593,645	5.4%	1,331,045	4.6%
Earned doctorate	215	0.3%	120	0.4%	335	0.3%	97,790	0.9%	231,510	0.8%

EMPLOYMENT	City	%	County	%	CMA	%	Ontario	%	Canada	%
Total - Population aged 15 years and over by Labour force status - 25% sample data	78,495		29,570		108,070		11,038,440		28,643,020	
In the labour force	49,970		20,095		70,065		7,141,675		18,672,475	
Employed	46,540		19,225		65,765		6,612,150		17,230,040	
Unemployed	3,430		875		4,305		529,525		1,442,435	
Not in the labour force	28,530		9,475		38,005		3,896,765		9,970,545	
Participation rate	63.7		68.0		64.8		64.7		65.2	
Employment rate	59.3		65.0		60.9		59.9		60.2	
Unemployment rate	6.9		4.4		6.1		7.4		7.7	
Total labour force aged 15 years and over by class of worker - 25% sample data	49,970		20,095		70,065		7,141,675		18,672,470	
Class of worker - not applicable	940	1.9%	210	1.0%	1,155	1.6%	171,050	2.4%	404,350	2.2%
All classes of workers	49,030	98.1%	19,890	99.0%	68,915	98.4%	6,970,625	97.6%	18,268,125	97.8%
Employee	45,160	90.4%	16,850	83.9%	62,010	88.5%	6,146,035	86.1%	16,073,685	86.1%
Self-employed	3,870	7.7%	3,040	15.1%	6,900	9.8%	824,595	11.5%	2,194,440	11.8%
Total labour force population aged 15 years and over by occupation - National Occu	49,965		20,095		70,065		7,141,675		18,672,470	
Occupation - not applicable	945	1.9%	210	1.0%	1,150	1.6%	171,045	2.4%	404,350	2.2%
All occupations	49,025	98.1%	19,890	99.0%	68,915	98.4%	6,970,625	97.6%	18,268,120	97.8%
0 Management occupations	4,140	8.3%	2,870	14.3%	7,010	10.0%	790,880	11.1%	2,013,370	10.8%
1 Business, finance and administration occupations	6,485	13.0%	2,915	14.5%	9,395	13.4%	1,124,770	15.7%	2,874,305	15.4%
2 Natural and applied sciences and related occupations	2,175	4.4%	1,000	5.0%	3,175	4.5%	516,110	7.2%	1,273,660	6.8%
3 Health occupations	3,155	6.3%	1,160	5.8%	4,315	6.2%	447,045	6.3%	1,245,885	6.7%
4 Occupations in education, law and social, community and government services	4,930	9.9%	2,075	10.3%	7,000	10.0%	831,340	11.6%	2,138,445	11.5%
5 Occupations in art, culture, recreation and sport	1,080	2.2%	490	2.4%	1,570	2.2%	225,720	3.2%	557,275	3.0%
6 Sales and service occupations	12,425	24.9%	3,735	18.6%	16,160	23.1%	1,632,085	22.9%	4,265,895	22.8%
7 Trades, transport and equipment operators and related occupations	8,520	17.1%	3,650	18.2%	12,165	17.4%	927,820	13.0%	2,668,875	14.3%
8 Natural resources, agriculture and related production occupations	765	1.5%	645	3.2%	1,415	2.0%	113,405	1.6%	416,135	2.2%
9 Occupations in manufacturing and utilities	5,355	10.7%	1,360	6.8%	6,710	9.6%	361,455	5.1%	814,285	4.4%

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EMPLOYMENT	City	%	County	%	CMA	%	Ontario	%	Canada	%
Total Labour Force population aged 15 years and over by Industry - North American	49,970		20,095		70,070		7,141,675		18,672,475	
Industry - NAICS2012 - not applicable	945	1.9%	210	1.0%	1,150	1.6%	171,050	2.4%	404,350	2.2%
All industry categories	49,025	98.1%	19,890	99.0%	68,915	98.4%	6,970,625	97.6%	18,268,125	97.8%
11 Agriculture, forestry, fishing and hunting	395	0.8%	1,145	5.7%	1,545	2.2%	102,070	1.4%	444,680	2.4%
21 Mining, quarrying, and oil and gas extraction	100	0.2%	25	0.1%	125	0.2%	32,340	0.5%	271,300	1.5%
22 Utilities	290	0.6%	125	0.6%	415	0.6%	50,820	0.7%	136,350	0.7%
23 Construction	3,300	6.6%	1,855	9.2%	5,155	7.4%	476,835	6.7%	1,365,010	7.3%
31-33 Manufacturing	8,900	17.8%	3,090	15.4%	11,995	17.1%	683,335	9.6%	1,596,570	8.6%
41 Wholesale trade	2,360	4.7%	890	4.4%	3,245	4.6%	270,745	3.8%	665,685	3.6%
44-45 Retail trade	6,005	12.0%	2,150	10.7%	8,150	11.6%	783,540	11.0%	2,110,200	11.3%
48-49 Transportation and warehousing	2,680	5.4%	995	5.0%	3,670	5.2%	329,240	4.6%	876,050	4.7%
51 Information and cultural industries	650	1.3%	270	1.3%	915	1.3%	176,715	2.5%	420,350	2.3%
52 Finance and insurance	1,170	2.3%	515	2.6%	1,685	2.4%	380,765	5.3%	790,580	4.2%
53 Real estate and rental and leasing	640	1.3%	230	1.1%	870	1.2%	144,275	2.0%	333,305	1.8%
54 Professional, scientific and technical services	2,020	4.0%	995	5.0%	3,015	4.3%	567,825	8.0%	1,335,125	7.2%
55 Management of companies and enterprises	40	0.1%	25	0.1%	65	0.1%	12,365	0.2%	28,795	0.2%
56 Administrative and support, waste management and remediation services	2,785	5.6%	755	3.8%	3,545	5.1%	338,640	4.7%	802,420	4.3%
61 Educational services	3,230	6.5%	1,420	7.1%	4,645	6.6%	528,470	7.4%	1,346,585	7.2%
62 Health care and social assistance	5,805	11.6%	2,070	10.3%	7,870	11.2%	754,555	10.6%	2,138,025	11.5%
71 Arts, entertainment and recreation	1,270	2.5%	425	2.1%	1,700	2.4%	147,425	2.1%	379,740	2.0%
72 Accommodation and food services	3,585	7.2%	1,080	5.4%	4,665	6.7%	478,070	6.7%	1,283,725	6.9%
81 Other services (except public administration)	2,135	4.3%	920	4.6%	3,055	4.4%	296,960	4.2%	814,695	4.4%
91 Public administration	1,665	3.3%	905	4.5%	2,575	3.7%	415,635	5.8%	1,128,945	6.0%

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