

# Municipal Fact Sheet

## Town of Midland

### Census 2016 Highlights:

Population: 16,864 (Up from 16,572 in 2011)  
 Total private dwellings: 7,739  
 Average household size: 2.2 persons  
 Average value of dwelling: \$260,075 (Up from \$243,917 in 2011)  
 Median household income: \$54,878  
 Median age of population: 50.1

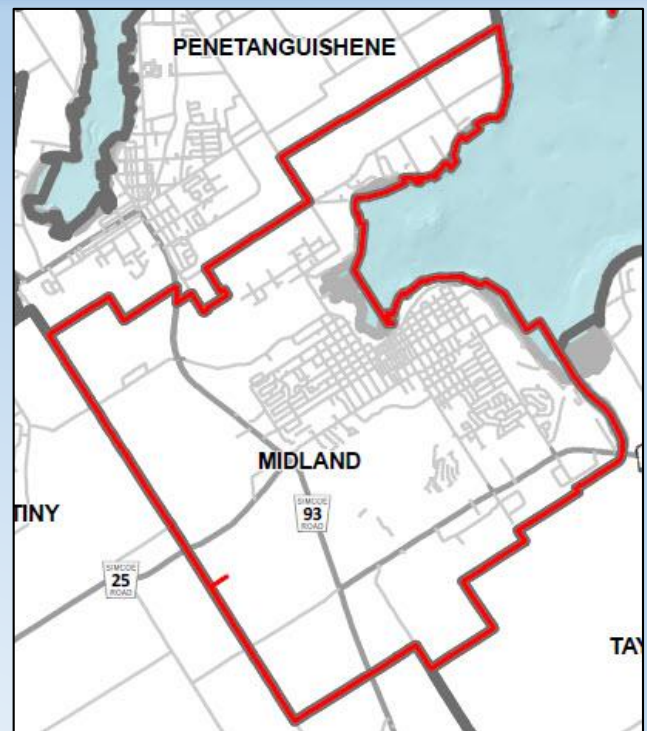
**Table 1:** Distribution of building permits issued for new residential units in the Town 2011-2020 (by Growth Plan policy area).

DBUA	IUBUA	DGA	Rural
62%	-	38%	-

**Notes:** The intensification target for the Town in s. 3.5.24 of the County of Simcoe Official Plan is 40%. The 2031 population forecast for the Town is 22,500 persons as per the County of Simcoe Official Plan.

**Table 2:** Build-out rate (net new units).

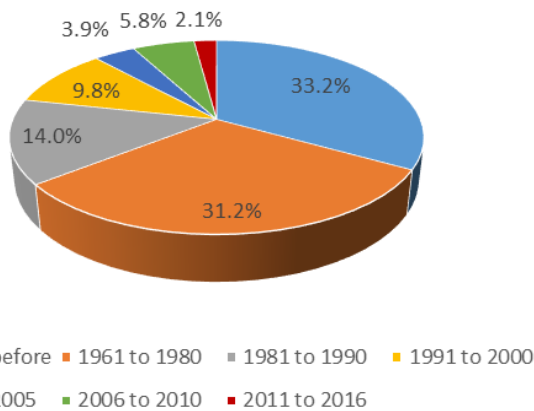
Settlement Area	2011-20 Building Permits	Annual Average
Municipality-wide	525	52.5



**Figure 1:** Town of Midland.

As per the County's Residential Land Budget 2019 the Town has a demand for approximately 2,150 units to accommodate the 2031 forecasted population. This would require the Town to add about 179 new units/year to meet this forecast. The Town is currently building out at about 29% of that rate (Table 2).

Occupied Private Dwellings by Period of Construction



**Figure 2:** Current housing stock of the Town.

### Top 5 Industries by Employment:

1. Healthcare and social assistance
2. Manufacturing
3. Retail trade
4. Accommodation and food services
5. Construction

Over the period of 2011-2016, the Healthcare and Social Assistance Industry saw the most growth in the Town, adding approximately 230 new jobs.

**Sources:** Statistics Canada and building permit data from municipality.

**Table 3:** Type of new residential units 2011-2020.

Unit Type	Number of Units	As Percent of Total (%)
Single-detached	196	37.3
Semi	18	3.4
Row	174	33.1
Apartment	137	26.1
<b>Total</b>	<b>525</b>	<b>100</b>

**Table 4 and 5:** Commuting destination and commuting duration for employed labour force in the Town.

Destination	Number of People
Within Midland	3695
To another municipality within Simcoe County	1920
Outside Simcoe County	270

Commuting Duration (minutes)	Number of People
<15	3965
15-29	1295
30-44	520
45-59	445
>60	450