



# Owen Sound Community Profile

Grey County | Planning & Economic Development Advisory Committee

May 1, 2025



# Highlights

- Owen Sound's new Community Profile takes an innovative, web-first approach supplemented with premium print materials designed to invite the viewer to spend time getting to know the City.
- The profile highlights featured neighbours in a cinematic photo series to provide personal testimonials in addition to the interactive data tables accessible online.
- The creative process was informed by the community engagement process for Vision 2050. Dozens of local collaborators were involved in the development of the new Community Profile.

**Staff Report CM-25-011**



# Owen Sound Community Profile





# Where You Want to Work

Population: 22,732

Businesses: 2,105

Growth Industries:



Clean Energy



Technology



Manufacturing



Professional Services



See our  
up-to-date  
numbers



When one-third of your day is devoted to work, the decision of where that work happens is more important than ever.

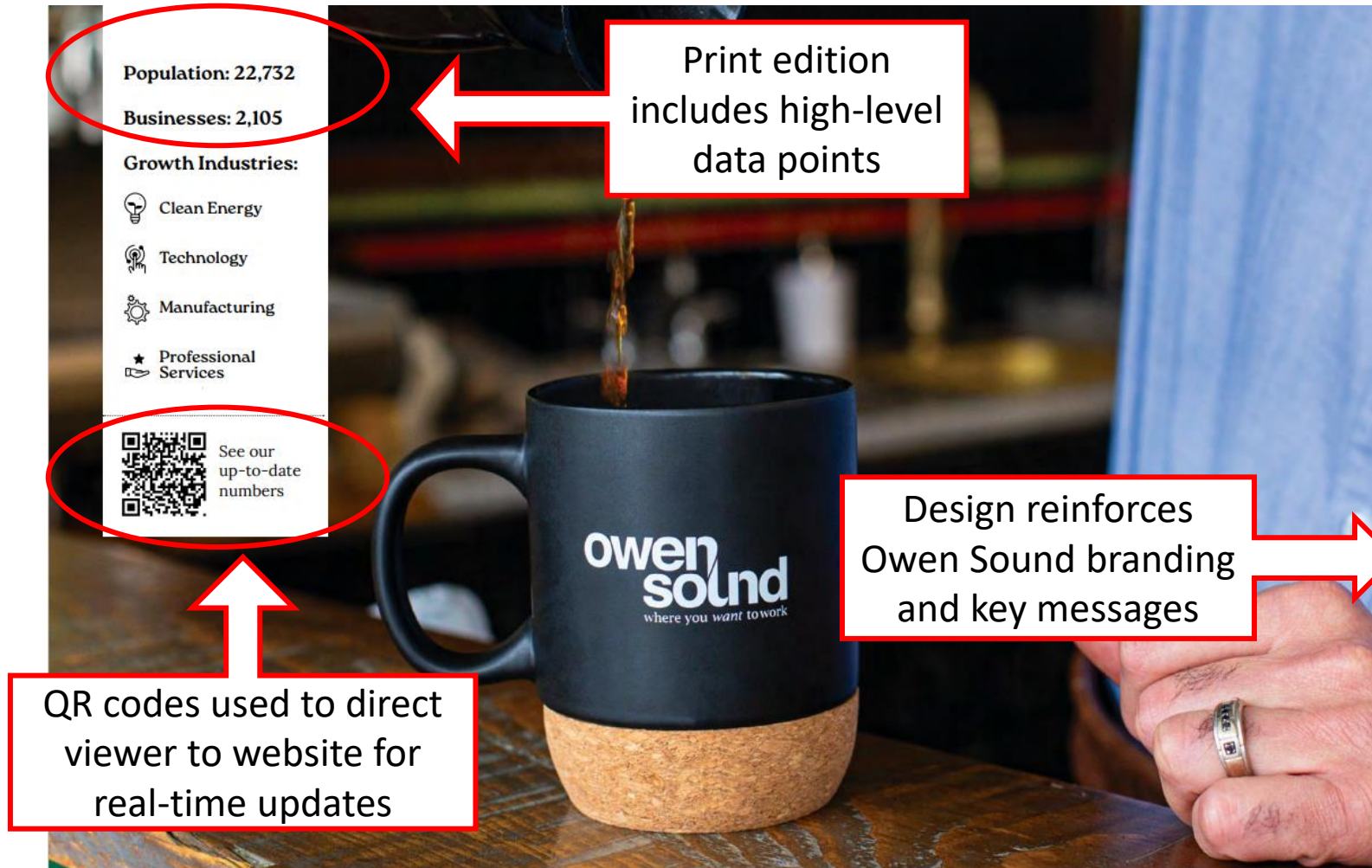
Owen Sound's population more than doubles to 45,000 during the day—we're the largest urban centre in the Grey and Bruce counties.



Owen Sound has a history of excellence in every era of our country's economic development, and our story is still being written.

Will you be part of our next chapter?

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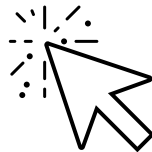
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# Community Profile Digital Edition

[owensound.ca/communityprofile](https://owensound.ca/communityprofile)



owen  
sound  
where you want to live

Living Here ▾ Recreation and Culture ▾ Roads & Transportation ▾ Business, Building & Development ▾ City Government ▾

OWEN SOUND COMMUNITY PROFILE

## Your Future Neighbours

Our Story Demographic Data City Amenities Say Hello

**In Owen Sound, you run into neighbours everywhere you go...**

You'll bump into your dentist swimming laps at the Y, meet a colleague at the weekly farmer's market, or see the mayor at your local coffee shop.

With 60% of residents commuting less than 15 minutes, we actually have time to enjoy our abundant parks and trails, catch the local OHL hockey game, and meet up for a meal in the River District where menus are prepared using the freshest ingredients grown right here in Grey County.

In this Community Profile, you'll meet some of the people you'll get to know as neighbours. People who were just like you—from large urban cities, or countries on the other side of the world—who made the decision to pull up a chair at our table and call Owen Sound, home.

There's a feeling of connectedness here, something we value deeply alongside creativity, resilience, and entrepreneurship.

If you share these values, we'd like to meet you.

Get to know us even better with the latest demographic data

Learn More

# Community Profile Digital Edition



## BY THE NUMBERS

### Demographic Data

Prioritize cost of living and quality of life while maintaining proximity to key markets.

When one-third of your day is devoted to work, the decision of where that work happens is more important than ever. This page includes information on key growth sectors and up-to-date population data to help you make an informed choice about investing in our city.

**2,105**  
Total Businesses

**77,300**  
Average Household Income

**22,732**  
Population



SOURCE: ENVIRONICS ANALYTICS, 2025

## Owen Sound Population, Housing, Education & Employment

Owen Sound is a regional hub for employment, healthcare, and community services. Our high employment rate and low cost of living is ideal for people looking to grow with us.

While the majority of our residents enjoy a commute of less than 15 minutes, you can use the arrows on the galleries below to also view key population metrics within a drivetime of 30 minutes and one hour.

Jump to:

Population & Households

Housing & Income

Household Spend

Education & Employment

Diversity & Language

Drivetime Maps

## Demographics Overview | Population & Households

Trade Area: OS + 30 min

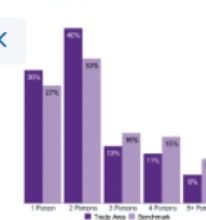
**POPULATION**  
52,460  
**HOUSEHOLDS**  
22,121

**MEDIAN MAINTAINER AGE**  
60  
Index: 111

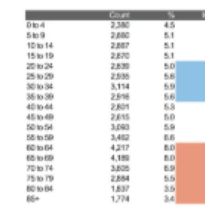
**MARITAL STATUS**  
59.0%  
Index: 106  
Married/Common-Law

**FAMILY STATUS\***  
50.2%  
Index: 131  
Couples Without Children At Home

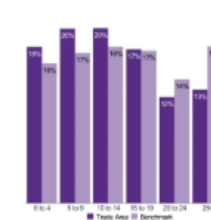
### HOUSEHOLD SIZE



### POPULATION BY AGE



### AGE OF CHILDREN AT HOME



Benchmark: Ontario

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**owen  
sound**

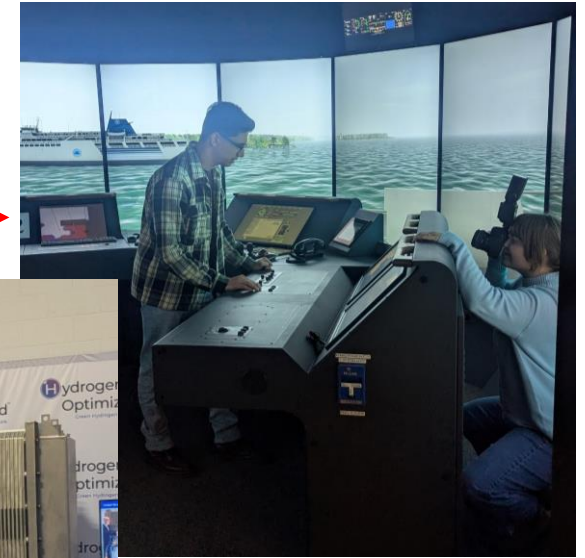


# Behind the Scenes



Creative Team reviewing the proof prints at The Goods

Georgian College



Hydrogen Optimized

QwikPrint





# Big City Amenities, Small Town Charm



# Questions

