



CLEARVIEW  
TOWNSHIP

# Community and Situational Economic Analysis

Clearview Township





CLEARVIEW  
TOWNSHIP

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# Community and Situational Economic Analysis

## for Clearview Township

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March 2026

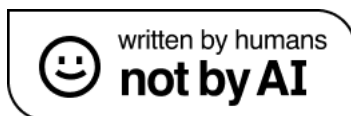


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## Introduction

This Clearview Community and Situational Analysis has been prepared as part of the Township's new Economic Development Strategic Plan. Developed in early 2026, the report is intended as an informational resource rather than a prescriptive document. It presents a statistical perspective on the Township within its broader local context. While the data provides useful insights, it does not capture the full story of the Township or the surrounding region. Though data provides a valuable overview of the economy, local conditions and on-the-ground realities remain important considerations.

The Analysis begins with an examination of the people who make up the Township, providing a socio-demographic snapshot of the local population and highlighting potential areas of opportunity. Section 2 then examines housing and income levels to illustrate current conditions related to livability in the community. Section 3 shifts to an assessment of the local labour force, presenting key indicators such as participation, employment, and unemployment rates across different population groups.

Section 4 approaches the local economy from the reverse perspective. Rather than focusing on residents regardless of where they work, this section analyzes industry and employment activity located within Clearview itself, regardless of where employees live. Industry-level analysis is used to identify key sectors and employment concentrations that may support future community priorities, and to consider how these align with existing and emerging economic drivers.

Section 5 completes the same analysis as Section 4, but profiles the "labour recruitment area," of Grey Highlands, Clearview, New Tecumseth, Springwater, Essa, Collingwood, and Wasaga Beach. This region was determined based on commuter patterns and discussions with Township staff.

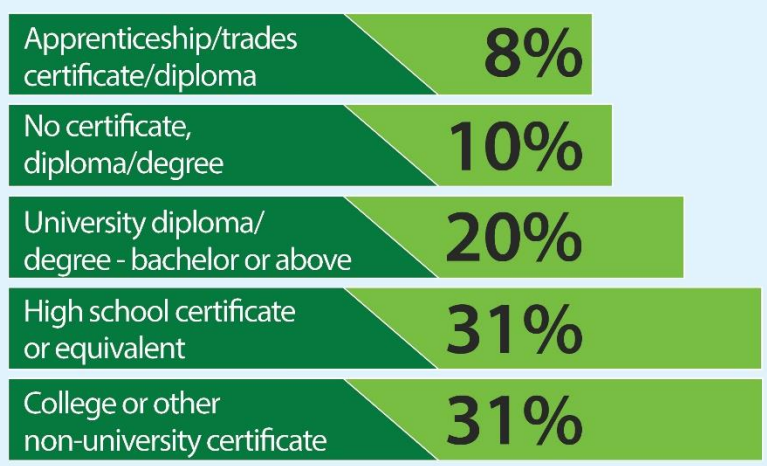
Later reports, as part of the broader Economic Development Strategic Plan, will highlight opportunities based on this quantitative information alongside qualitative assessments derived from consultations with local stakeholders.

# Clearview Township Demographic Snapshot



## Population Profile

MEDIAN	AVERAGE
Township Age <b>43</b>	Township Age <b>43</b>
Ontario Age <b>40</b>	Ontario Age <b>42</b>



## Highest Education

Population ages 25-64

**31%**  
*Secondary*

**58%**  
*Post-secondary*

## Household & Earnings

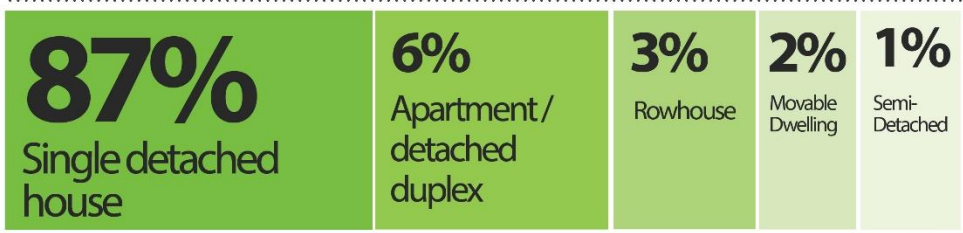


**18%** Ontario 24%

of the Township's population spends 30% or more of total household income on shelter costs.



Average Dwelling Value **\$1,146,782**  
Median Dwelling Value **\$846,906**



Total number of households  
**5,947**

All data sourced from Manifold SuperDemographics 2025, unless otherwise specified.

# Clearview Township Demographic Snapshot



## Labour Force & Local Economy

Median Employment Income | Average Employment Income

**\$43,628** | **\$58,987**

ONTARIO MEDIAN

**\$45,590**

ONTARIO AVERAGE

**\$63,116**

### PARTICIPATION RATE

Ontario  
65.0%

**66.6%**

### EMPLOYMENT RATE

Ontario  
60.6%

**63.4%**

### UNEMPLOYMENT RATE

Ontario  
6.8%

**4.7%**

## Top 5 Sectors by Industry\*

\*By labour force employment for people living in Clearview Township.



Construction



Health Care &  
Social Assistance



Manufacturing



Retail Trade



Educational  
Services

## Top 5 Sectors by Occupation\*

\*By labour force employment for people living in Clearview Township.



Trades, Transport  
& Equipment  
Operators



Sales & Service



Business, Finance  
& Administration



Education, Law &  
Social, Community  
& Govt. Services



Manufacturing  
and Utilities

Located in the heart of Simcoe County, Clearview Township is a lower-tier municipality consisting of 18 communities, providing residents and visitors with a family-friendly, uniquely rural Ontario experience.

This section presents information on key services and assets across the Township. For further information on all that Clearview Township has to offer, please visit the Township website.

## Emergency Services



### OPP – Huronia West Detachment

1000 River Road West  
Wasaga Beach, Ontario, L9Z 2K6



### Emergency Hub & Fire Administration Centre

6993 Highway 26  
Stayner, ON, L0M 1S0



### Station 3

5212 County Road 9  
New Lowell, ON, L0M 1N0



### Station 4

7655 County Road 9  
Creemore, ON, L0M 1G0



### Station 5

794055 County Road 124  
Singhampton, ON, N0C 1M0



### Station 6

95 Batteaux Sideroad  
Nottawa, ON, L0M 1P0

The Clearview Fire and Emergency Services Department provides a variety of emergency response services to Clearview Township. The department operates out of five strategically placed fire stations with approximately 100 paid-on-call firefighters serving the municipality.

Paramedic services for Clearview Township are provided by Simcoe County. The stations that service Clearview Township are located in Collingwood and Angus. The nearest hospital services can be accessed from the Collingwood General and Marine Hospital or the Royal Victoria Regional Health Centre in Barrie.



### Collingwood Paramedic Station

169 St Paul Street  
Collingwood, ON, L9Y 4M4



### Collingwood General and Marine Hospital

459 Hume Street  
Collingwood, ON, L9Y 3W9



### Angus Paramedic Station

1 Tree Top Street  
Angus, ON, L3W 0G5



### Royal Victoria Regional Health Centre

201 Georgian Drive  
Barrie, ON, L4M 6M2



## Schools and Libraries



The Simcoe County District School Board operates four elementary schools (JK - 8), and one secondary school (9 - 12) in Clearview Township. Georgian College campuses are available in the neighbouring city of Barrie, and a satellite campus in Owen Sound. Lakehead University offers a campus in Orillia, with a new campus/STEM Hub slated to open in Barrie come September 2026.

### Simcoe County District School Board

**Clearview Meadows Elementary School**  
12 Locke Avenue, Stayner, ON, L0M 1S0

**Nottawa Elementary School**  
81 Batteaux Road, RR#2, Collingwood, ON, L0M 1P0

**New Lowell Central Public School**  
5197 County Road 9, New Lowell, ON, L1M 1N0

**Nottawasaga & Creemore Public School**  
240 Collingwood Street, Creemore, ON, L0M 1G0

**Stayner Collegiate Institute**  
7578 Highway 26, RR#2, Stayner, ON, L0M 1S0

### Private Education

**True North Christian Academy**  
202 Ontario Street, Stayner, ON, L0M 1S0

### Clearview Public Library

The Clearview Public Library provides library services to the residents of Clearview Township and through contracts to the residents of the Townships of Adjala-Tosorontio and Mulmur. The Library serves as a gathering place, offering a diverse range of leisure and recreational activities, as well as access to literary, cultural, and information resources.

**Creemore Branch**  
165 Library Street  
Creemore, ON, L0M 1G0

**Stayner Branch**  
269 Regina Street  
Stayner, ON, L0M 1S0

**New Lowell Branch**  
5237 County Road 9  
New Lowell, ON, L0M 1N0

## Quality of Life

Clearview Township is a thriving community of small, family-friendly towns that features a successful agricultural sector and a robust economy. Occupying approximately 556 square kilometres in the Nottawasaga Valley, the Township enjoys a remarkable natural setting, between the Niagara Escarpment in the west and the Minesing Wetlands and the Nottawasaga River in the east. Clearview's rolling landscape is a four-season paradise for hikers, cyclists, skiers and outdoor enthusiasts. The Township's towns and villages offer unique dining and shopping, host amazing events, and make visitors feel right at home.



Clearview's EcoPark has over 3km of accessible trails, a community garden, and fully-equipped dog park facility.



The Clearview Youth Centre is a positive and inclusive space where all youth are welcomed to engage, interact and participate in supervised and structured programs.



The Nottawasaga Bluffs 400-acre conservation area offers a full day of exploration and adventure, with breathtaking vistas of the surrounding countryside and glimpses of the area's history.



Highlands Nordic is the place to enjoy cross country skiing and snowshoeing trails! Facilities include an 8000 sqft lodge complete with cafeteria, meeting rooms, pro-shop, rentals, and more.

## Arts and Culture

Clearview Township is a community rich in heritage and culture. Beyond the ample outdoor activities, the community hosts an impressive range of signature events happening all year-round, including the 3-On-3 Hockey Tournament, Sunnidale Winterama, and more!

### Creemore Springs Brewery

Since 1987, the Village of Creemore has been host to one of Ontario's oldest craft beer companies. Beer is fire-brewed in traditional copper kettles with local Creemore spring water. Visitors can explore a tasting menu of fresh styles, tour the facility and take a peek at the traditional process, and experience the friendly Creemore spirit.



### Stayner Music, Market and Park It

What could be better than a summer evening sitting outside with friends, having snack and enjoying live music in the park? Music, Market and Park It combines live music in the gazebo, a farmers' market, children's activities and a classic car show. This local summer festival happens Thursday evenings in the Town of Stayner from June till September.



### Small Halls Festival

Experience the very best of rural living, contemporary art, live music, culinary delights and family-friendly activities at the Small Halls Festival Series in Clearview Township. An annual celebration welcoming visitors to celebrate our community between September and November.

The Community Halls, or "Small Halls" as they are affectionately called, are often referred to as the heart of Clearview Township. Residents are proud of the rural agricultural heritage and the Small Halls have been a cornerstone of the rural community for generations. Everything from card games, birthdays and anniversaries to dances, reunions and weddings, Small Halls have been a gathering place for rural communities to socialize and mark important occasions.

The cherished Small Halls have been open for families to enjoy for generations and the Small Halls Festival is no different! Small Halls Festival won Best New Festival in Ontario in 2015. Festival & Events Ontario (FEO) has been recognizing Clearview Township's Small Halls Festival as a Top 100 Festival and Event in Ontario since 2017.

## 2. Demographic Analysis

### 2.1. Population Growth

This subsection illustrates population characteristics for Clearview Township. The wider demographic landscape is explored by using **Ontario as a benchmark**.

Table 1 illustrates population changes in Clearview Township from 2011 to 2051 compared to Ontario. The census population in the Township saw relative stagnation between 2006 and 2016, but appears to be on a consistent upward trajectory since. The Township is projected to approach 22,000 residents by 2051, with population growth rates comparable (though slightly higher) to provincial projections.

**Table 1: Population Change, Clearview Township and Ontario, 2011-2051.**

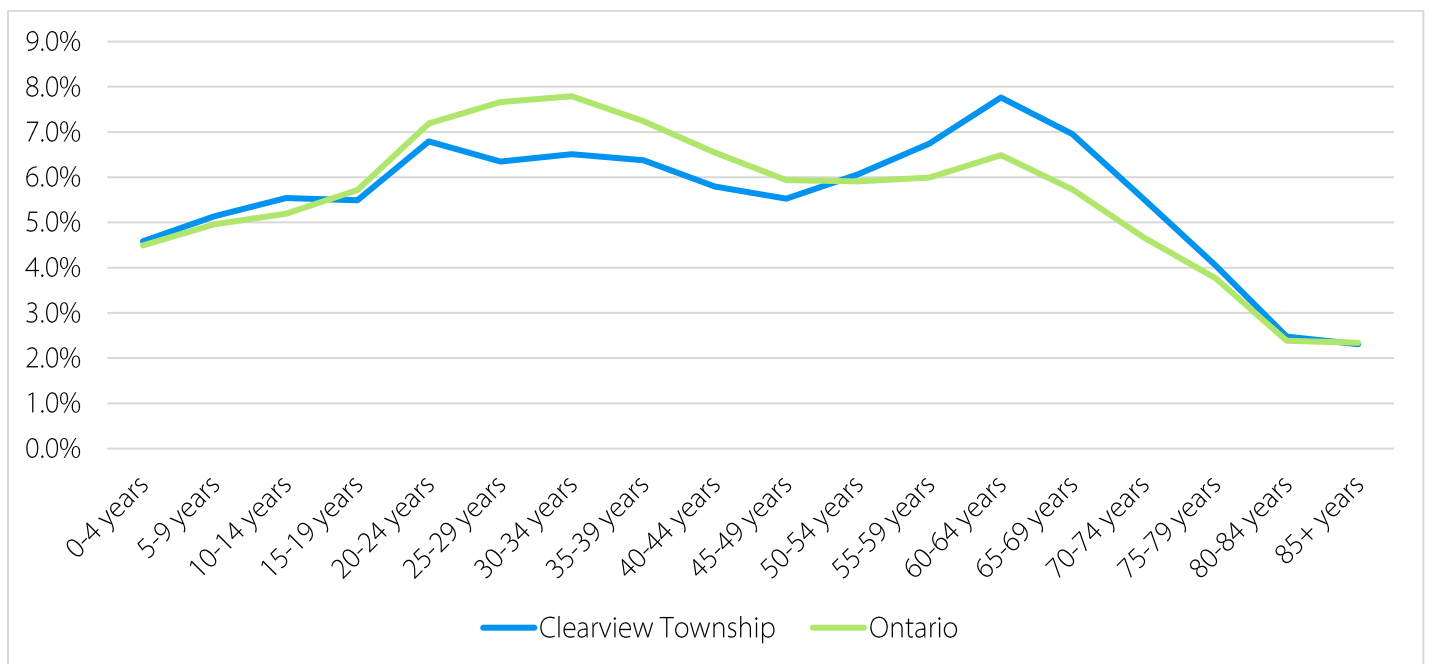
	2011	2016	2021	2025	2041	2051
<b>Township Population Count</b>	13,734	14,151	14,814	16,036	19,355	21,820
<b>% Change</b>	-2.5%	3.0%	4.7%	n/c	30.7% (from 2021)	12.7% (from 2041)
<b>Ontario Population Count</b>	12,851,821	13,448,494	14,223,942	16,579,143	18,557,750	20,541,922
<b>% Change</b>	5.7%	4.6%	5.8%	n/c	30.5% (from 2021)	10.7% (from 2041)

Source: Statistics Canada Census Profiles 2011-2021; Manifold SuperDemographics 2025. Clearview Township Official Plan and Ontario Ministry of Finance, 2041-2051. 2025 % change is not applicable because the 2021 and 2025 data sources use different methodologies. Data changes are therefore reflective of these methodological differences more than actual population growth/decrease.

**The population in Clearview is projected to  
approach 22,000 by 2051.**

Figure 1 contrasts the age profile of residents in Clearview and Ontario, in 2025. The Township has a comparable level of youth (27.5% of both Clearview and Ontario residents are under 25), but a much higher percentage of older adults. The Township has a much lower level of young and middle-aged adults (ages 25-49). This relative lack of residents ages 25-34 is typical of rural communities as many youth leave for post-secondary education or to begin their careers.<sup>1</sup> However, it's possible that retaining more middle-aged adults (34-49) may provide greater economic growth.

**Figure 1: Percent Population by Age, Clearview Township vs. Ontario, 2025.**



Source: McSweeney & Associates and Manifold Data Mining Inc. SuperDemographics 2025.

**Table 2: Clearview Township and Ontario Age Profile, 2025.**

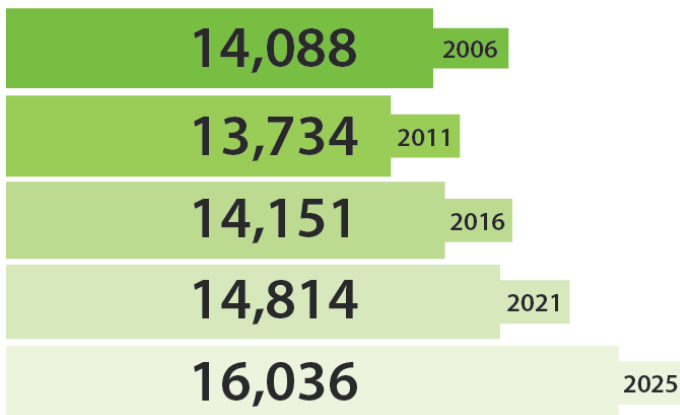
Age Group	Clearview Township	Ontario
0-14	15.3%	14.6%
15-64	63.4%	66.5%
65+	21.3%	18.9%

Source: McSweeney & Associates and Manifold Data Mining Inc. SuperDemographics 2025.

<sup>1</sup> Please note, throughout the document various totals may not add up to 100%, and subtotals may not add up to broader totals. These discrepancies are due to methodological rounding.

## The Bottom Line

- Clearview Township is projected to approach **22,000 residents by 2051**, with projected future growth rates slightly above the rest of the province.
- The Township has the **same relative percentage of youth (0-24)** as the province, but a **much lower percentage of residents aged 25-49**.
- The Township also has a **much higher percentage of residents over the age of 50**. Those over 50 who are working are often high earners, supporting a strong quality of life, however those retiring will require significant support services from the municipality.



	MEDIAN	AVERAGE
Township Age	43	43
Ontario Age	40	42

## 2.2. Income, Households and Attainability

This subsection describes income, households and housing costs of the population. This information is relevant within the context of economic development planning because it provides an understanding of whether a region has attainable housing for resident labour – a key factor in residential and labour force attraction and retention. Concerning employment income, the following observations can be made<sup>2</sup>:

- In 2024, the township's median employment income was **\$43,628**, 4.5% lower than in Ontario (\$45,590).
- In 2024, the average employment income for residents was **\$58,987**, 7.0% less than Ontario's (\$63,116).

Figure 2 illustrates the distribution of household incomes. Approximately 50% of households in Clearview earn less than \$100,000, compared to 54.1% in Ontario.

- Median household total income in Clearview: **\$108,498** vs. \$99,999 in Ontario.
- Average household total income in Clearview: **\$126,735** vs. \$129,969 in Ontario.

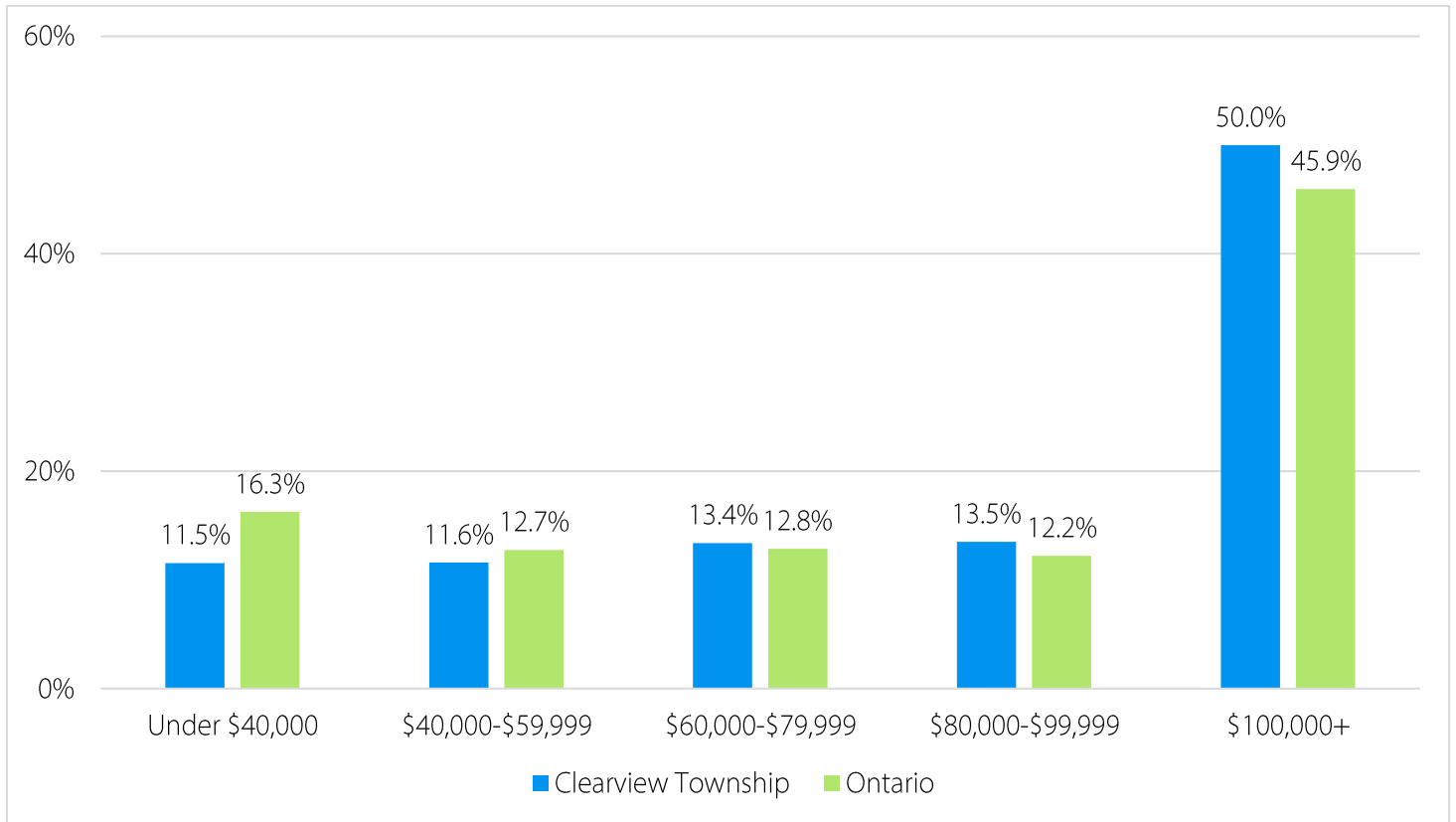
Clearview's median household income is 7.8% higher than the provincial median, while its average household income is 2.6% lower than Ontario's. Together, these figures point to a relatively larger middle-income population in the Township compared with the province overall.

This can be suggested due to the methodology behind median and average figures. That is, average income adds all incomes together and divides by the number of households, which means a small number of very high earners can significantly raise the figure. Median income, by contrast, identifies the midpoint of the income distribution. Together, a higher median alongside a lower average suggests that incomes in the Township are more evenly distributed, while Ontario's higher average but lower median indicates that a smaller number of high earners are lifting the provincial average.

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<sup>2</sup> All income data uses the year previous; 2025 data use 2024 incomes.

**Figure 2: Household Income Levels by Percentage of the Population, 2024.**



Source: Manifold Data Mining Inc. 2025 (2024 incomes).

As can be seen, households in the Township generally have comparable levels of employment and household income compared to Ontario. The Township also has fairly equal average and median dwelling values, though Clearview's are slightly higher.

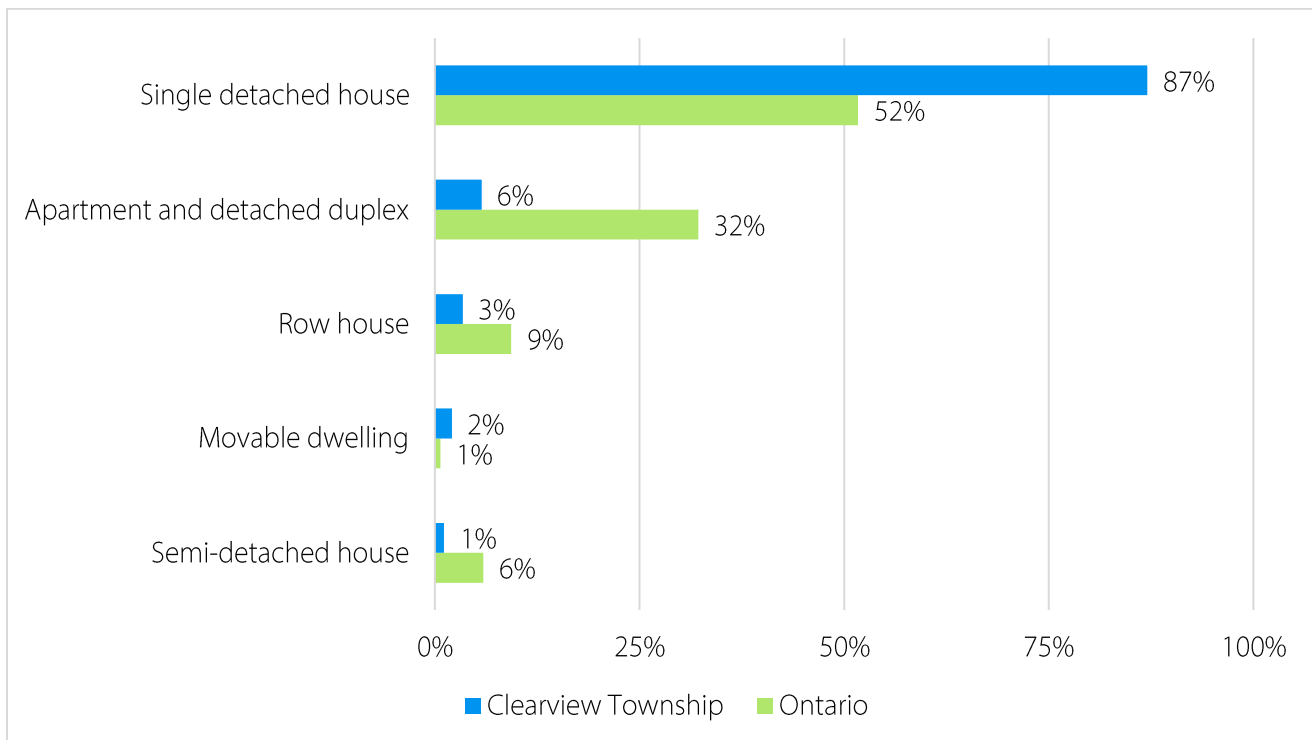
Given comparable incomes and slightly higher dwelling values and costs, it would be expected that Clearview residents are spending more of their household incomes on shelter costs. However, this is not the case, as only 18% of local residents are spending over 30% of their income on shelter costs, compared to 25% of Ontario residents. As a potential reason why, 86% of Township residents own their homes, and as noted above there is a high percentage of older adults in the community. It's possible that this suggests those residents who own their homes are comfortably affording their dwellings, while those renting (or looking to rent) are struggling more considerably than their provincial counterparts. Table 3 and Figure 3 highlight key housing characteristics compared to Ontario.

**Table 3: Households and Dwelling Attainability, 2025.**

Housing Characteristics	Clearview Township	Ontario
<b>Total Number of Households</b>	<b>5,947</b>	<b>6,362,126</b>
Average value of dwelling (\$)	\$1,146,782	\$972,134
Median value of dwellings (\$)	\$846,906	\$817,075
Median monthly shelter costs for owned dwellings	\$1,608	\$1,565
Average monthly shelter costs for owned dwellings	\$1,645	\$1,852
% of households owned	86%	67%
% of households rented	14%	32%
Median monthly shelter costs for rented dwellings (\$)	\$1,553	\$1,458
Average monthly shelter costs for rented dwellings (\$)	\$1,588	\$1,588
Average number of persons in private households	2.7	2.6
Population spending 30% or more of household total income on shelter costs	18%	25%

Source: McSweeney & Associates from Manifold Data Mining Inc. SuperDemographics 2025.

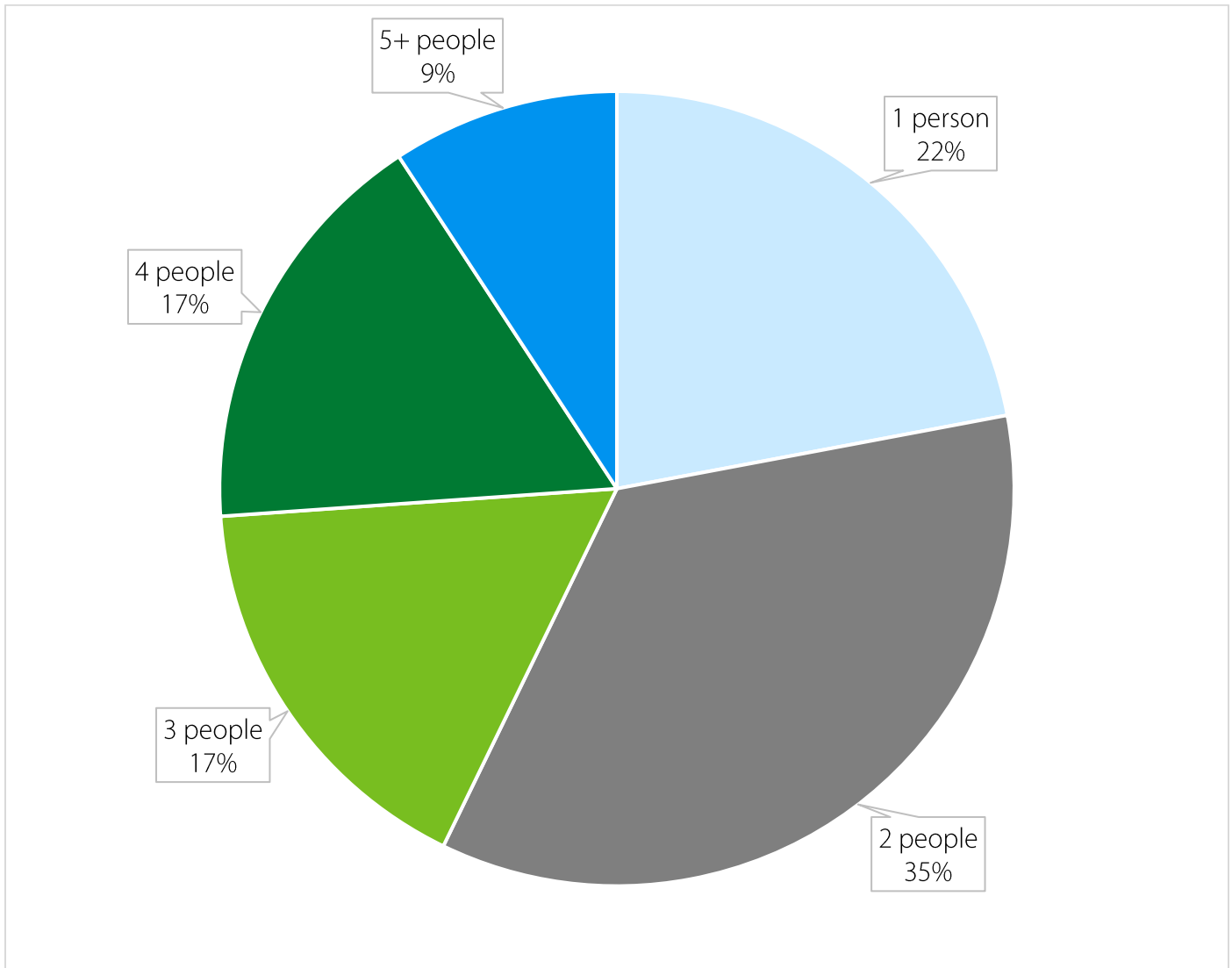
**Figure 3: Occupied Dwellings by Structure Type, 2025.**



Source: McSweeney & Associates from Manifold Data Mining Inc. SuperDemographics 2025.

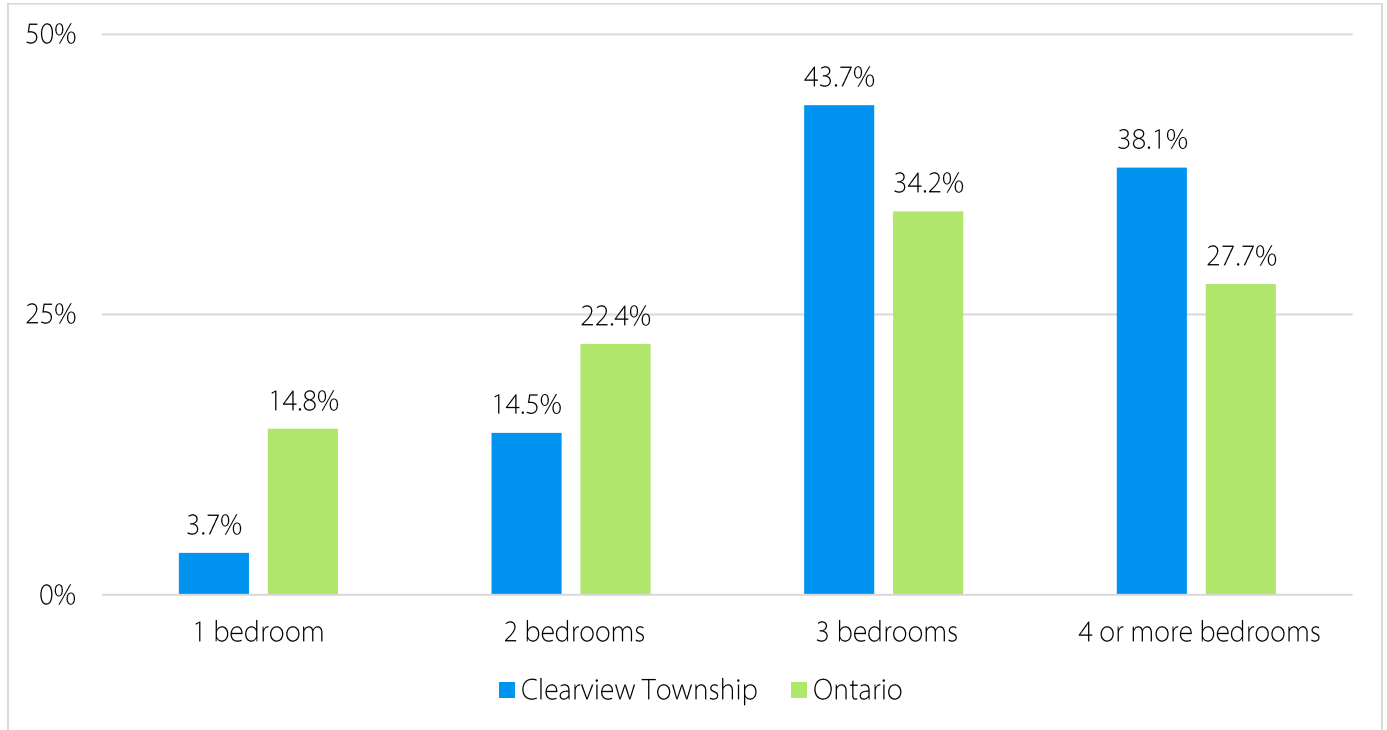
Another way to review the Clearview Township household structure is by size, by both people and physical makeup. Figure 4 presents the number of private households by size, showing that the majority of households are either one person (22%), two people (35%), or three people (17%). Figure 5 then shows that the vast majority of households have either 3 bedrooms (43.7%) or 4 or more (38.1%). Contrasted with Figure 4, this information again suggests that there is a clear dichotomy between those in Clearview who can comfortably afford larger dwellings, and those struggling to attain suitable smaller dwellings.

**Figure 4: Private Households by Size, Clearview Township, 2025.**



Source: McSweeney & Associates from Manifold Data Mining Inc. SuperDemographics 2025.

**Figure 5: Bedrooms per Dwelling, Clearview Township and Ontario, 2025**



Source: McSweeney & Associates from Manifold Data Mining Inc. SuperDemographics 2025.



## The Bottom Line

- In 2025 township households had **slightly higher median** but **slightly lower average incomes** than their Ontario counterparts.
- This ratio suggests that the township has a **larger middle class of earners** compared to Ontario.
- Fewer residents (**18%**) are **spending 30% or more of total income on shelter costs** compared to Ontario (25%), which is surprising given the higher housing costs and relatively comparable incomes.
- The high rate of home ownership, higher age of residents, and larger size of homes relative to the average number of people per residence suggests that the lower relative spending on housing may be due to lower costs solely for those who already own their dwellings or have higher earnings.



**18%**

Ontario  
24%

of the Township's population spends  
30% or more of total household  
income on shelter costs.

**Median  
Employment  
Income**

**\$43,628**

ONTARIO MEDIAN

**\$45,590**

**Average  
Employment  
Income**

**\$58,987**

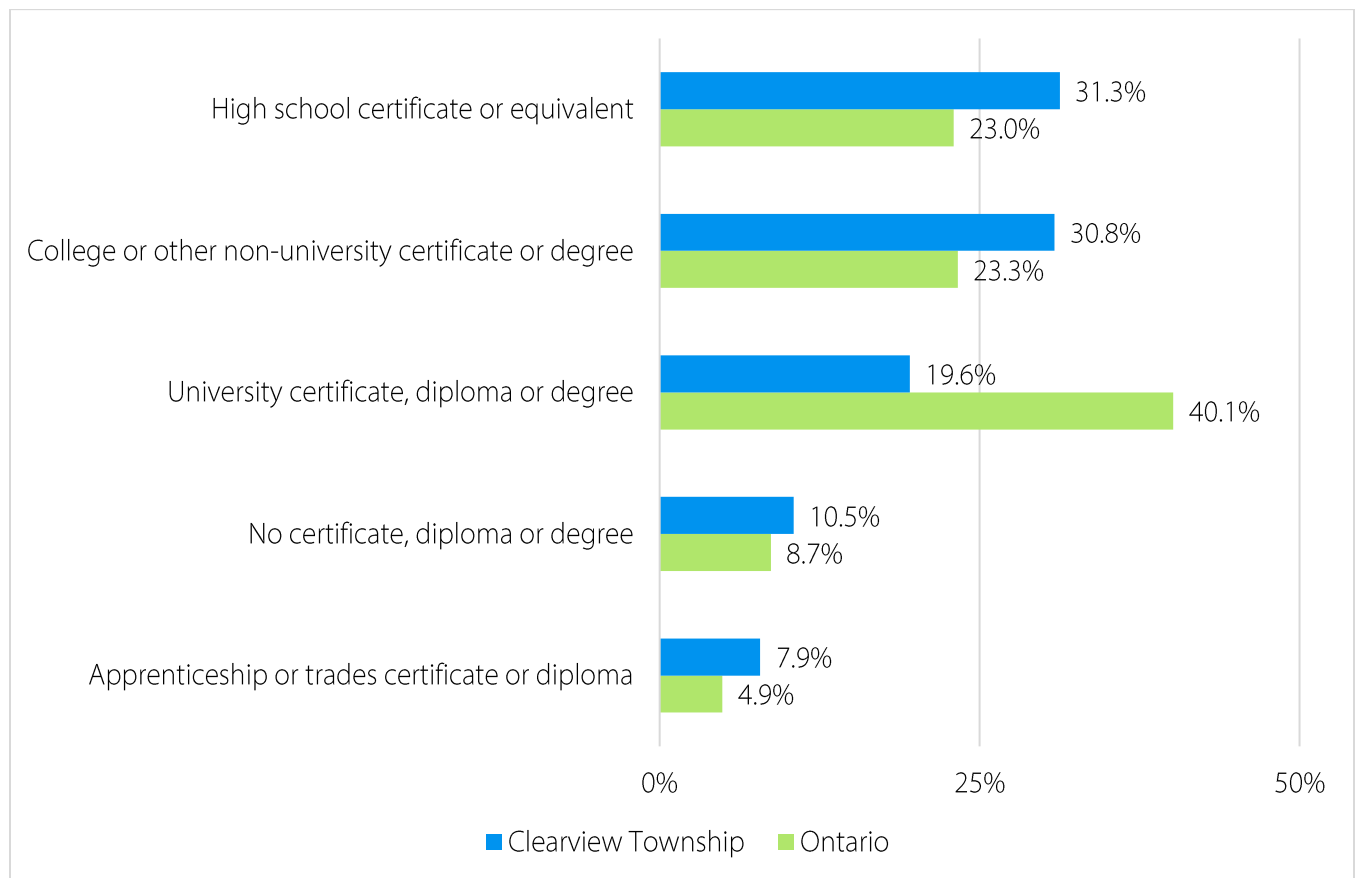
ONTARIO AVERAGE

**\$63,116**

## 2.3. Education, Skills and Training

This subsection reviews the level of education and major fields of study for residents of the Township and Ontario. Figures 6 and 7 outline the education levels obtained by Clearview residents ages 25-64, as compared to Ontario<sup>3</sup>. A high school (31.3%) or college level certificate or degree (30.8%) are the most common types of education attained by Clearview residents.

**Figure 6: Educational Attainment Breakdown, Residents Ages 25 to 64, 2025.**



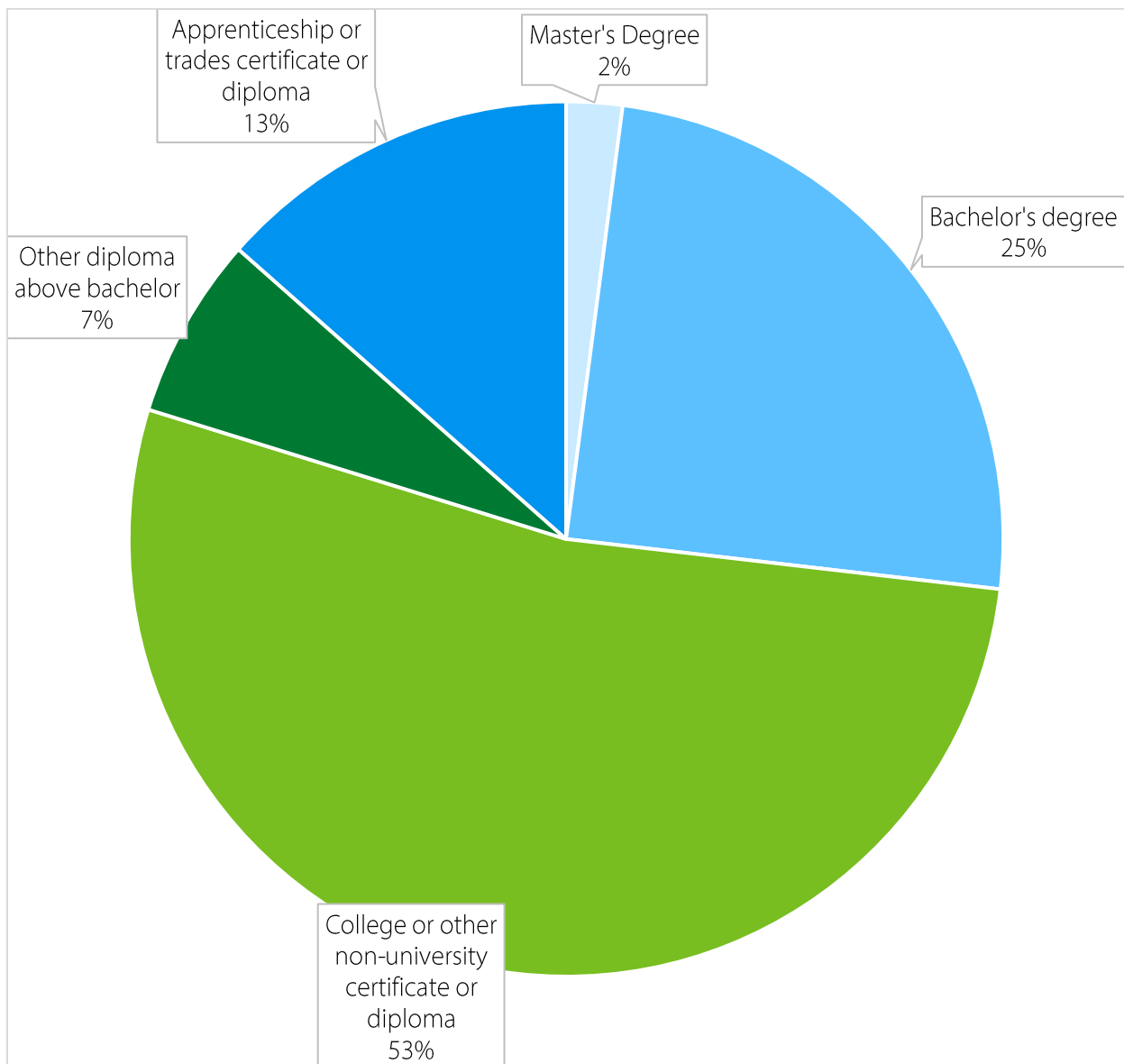
Source: McSweeney & Associates from Manifold Data Mining Inc. SuperDemographics 2025.

<sup>3</sup> 'High school certificate or equivalent' includes persons who have graduated from a secondary school or equivalent. It excludes persons with a post-secondary certificate diploma or degree. 'Apprenticeship or trades certificate or diploma' includes Registered Apprenticeship certificates. 'University certificate, diploma or degree' includes the categories 'University certificate or diploma above bachelor level', 'Degree in medicine dentistry veterinary medicine or optometry', 'Master's degree', and 'Earned doctorate.'

Figure 7 illustrates the post-secondary educational attainment of residents ages 25 to 64. Post-secondary attainment suggests that:

- A total of 4,778 residents aged 25 to 64 have post-secondary education.
- A college degree is the most common type of education; attained by just over half - 53% - (2,530 residents) with a post-secondary education, aged 25 to 64.
- One-in-four residents (25%) with post-secondary attainment, aged 25 to 64, has a bachelor's degree.

**Figure 7: Percentage of Residents aged 24- 65 with Post-Secondary Attainment, 2025.**



Source: McSweeney & Associates from Manifold SuperDemographics 2025.

Table 4 illustrates the major fields of study (those with at least 80 graduates)<sup>4</sup> for residents 15 years and older. The largest fields of study in the population are 'Business, management, marketing and related support services' and 'Health professions and related programs,' each attained by over 1,000 residents.

**Table 4: Post-Secondary Major Field of Study, Clearview Township, 2025.**

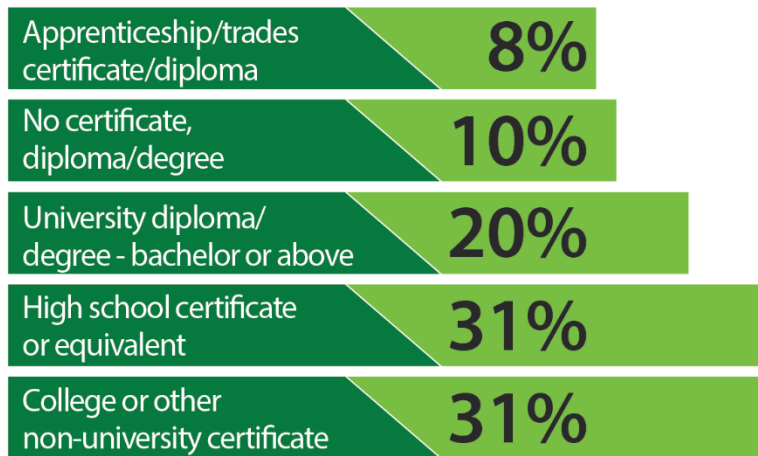
Classification of Instructional Programs (CIP)	Total	Female	Male
<b>Total</b>	<b>13,590</b>	<b>6,831</b>	<b>6,758</b>
Business, management, marketing and related support services	1,130	753	777
Health professions and related programs	1,022	909	113
Education	508	387	303
Mechanic and repair technologies/technicians	481	10	470
Construction trades	436	11	425
Social sciences	310	207	187
Engineering technologies and engineering-related fields	272	32	239
Personal and culinary services	254	168	86
Visual and performing arts	247	153	161
Agriculture, agriculture operations and related sciences	239	86	154
Security and protective services	192	47	145
Precision production	167	8	159
Family and consumer sciences/human sciences	162	156	6
Parks, recreation, leisure and fitness studies	131	95	36
English language and literature/letters	130	112	58
Psychology	129	101	98
Architecture and related services	127	31	96
Legal professions and studies	114	80	34
Computer and information sciences and support services	96	43	53
Transportation and materials moving	94	22	72
Engineering	88	8	80
Communication, journalism and related programs	78	54	24
Natural resources and conservation	69	12	57

Source: McSweeney & Associates from Manifold Data Mining Inc. SuperDemographics 2025.

<sup>4</sup> 'Major Field of study' is collected for the highest certificate, diploma or degree above the high school or secondary school level: [www.statcan.gc.ca/concepts/classification-eng.htm](http://www.statcan.gc.ca/concepts/classification-eng.htm).

## The Bottom Line

- Township residents are **more likely to have a degree type other than a ‘university certificate, diploma or degree’** compared to their Ontario counterparts.
- This indicates that businesses requiring technical skills typically obtained through non-university post-secondary education are **more likely to find workers** with the appropriate qualifications **within the local labour pool**.
- Following sections make clear that **construction and manufacturing jobs are very prevalent within the community**. As such, this educational breakdown helps align community needs with available job opportunities.



## 3. Labour Force Profiling and Analysis

### 3.1. Key Indicators

Clearview Township has a labour force of **9,051** individuals. The Township has higher participation (66.6% compared to 65.0%) and employment rates (63.5%/60.6%), and a lower unemployment rate (4.7%/6.8%) relative to Ontario. These indicators suggest that, relative to the province, a greater share of residents are participating in the labour force and that those seeking employment are finding it at a higher rate than their Ontario counterparts. In addition, an unemployment rate of approximately 4.7% is generally considered close to “ideal” in a healthy economy, as it indicates a degree of normal labour market movement while still reflecting that most individuals looking for work are able to secure suitable employment.

**Table 5: Key Labour Force Statistics by Gender, Clearview Township, 2025.**

Labour Force Activity	Clearview Township			Ontario		
	Total	Male	Female	Total	Male	Female
<b>Total population 15 years and over</b>	13,590	6,758	6,831	14,151,781	6,891,401	7,260,380
In the labour force	9,051	4,807	4,244	9,200,501	4,776,679	4,423,822
Employed	8,625	4,599	4,026	8,578,030	4,441,826	4,136,204
Unemployed	426	208	218	622,470	334,853	287,618
Not in the labour force	4,538	1,951	2,587	4,951,281	2,114,722	2,836,558
<b>Participation rate %</b>	<b>66.6</b>	<b>71.1</b>	<b>62.1</b>	<b>65.0</b>	<b>69.3</b>	<b>60.9</b>
<b>Employment rate %</b>	<b>63.5</b>	<b>68.1</b>	<b>58.9</b>	<b>60.6</b>	<b>64.5</b>	<b>57.0</b>
<b>Unemployment rate %</b>	<b>4.7</b>	<b>4.3</b>	<b>5.1</b>	<b>6.8</b>	<b>7.0</b>	<b>6.5</b>

Source: McSweeney & Associates from Manifold Data Mining Inc. SuperDemographics 2025.

**The Township has higher participation and employment rates than the province, with a lower unemployment rate, all positive economic indicators.**

Key labour force indicators are further broken down by age and gender in Table 6 to highlight potentially underemployed or underutilized segments of the workforce. The table presents labour force characteristics for youth (ages 15 to 24) and mature adults (25 and older) in the Township, benchmarked against Ontario. As with the overall figures above, the Township performs broadly in line with the province, though each measure is slightly more positive. As well, specifically for youth, Table 6 demonstrates notably stronger participation and employment rates relative to Ontario.

**Table 6: Labour Force Characteristics by Age and Gender, 2025.**

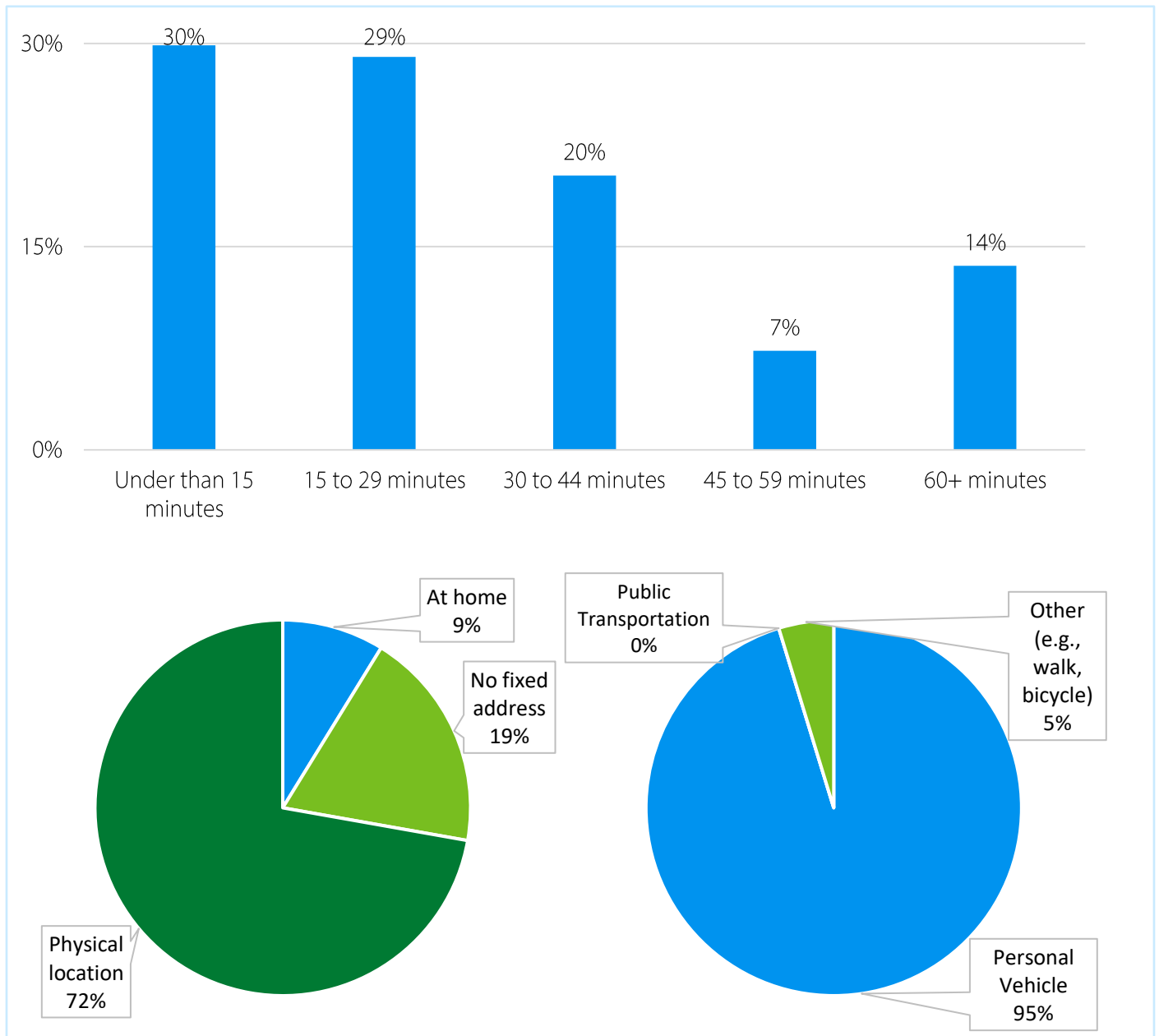
Population 15 to 24 years old:						
	Clearview Township			Ontario		
	Total	Male	Female	Total	Male	Female
Participation rate (%)	67.0	71.6	62.0	59.3	58.4	60.2
Employment rate (%)	59.0	64.9	52.6	50.2	49.6	50.9
Unemployment rate (%)	11.9	9.3	15.1	15.3	15.2	15.5
Population 25 years and over:						
	Clearview Township			Ontario		
	Total	Male	Female	Total	Male	Female
Participation rate (%)	66.5	71.1	62.2	66.0	71.4	61.1
Employment rate (%)	64.2	68.6	59.9	62.5	67.3	58.0
Unemployment rate (%)	3.5	3.4	3.5	5.4	5.7	5.0

Source: Manifold SuperDemographics, 2025.



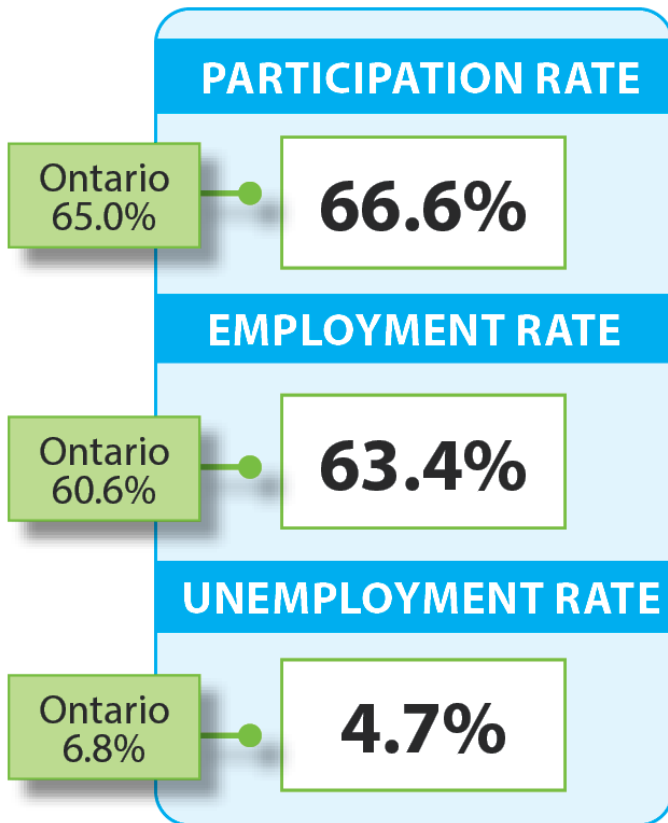
Furthering the discussion on workforce, commuting habits can also be identified for Clearview residents. As can be seen below, for 59% of the population, their commute is under 30 minutes. This is a significant benefit as even with the rise in work-from-home opportunities, over 90% of residents work at a physical location or with no fixed address. Finally, nearly every resident uses a personal vehicle to get to work, with under 0.5% of residents using public transportation.

**Figure 8: Workforce Commuting Habits, Clearview Residents, 2025.**



Source: Manifold Data Mining 2025.

## The Bottom Line



- The Township's **participation** and **employment rates exceed provincial levels** (66.6% compared to 65.0%, and 63.5% compared to 60.6%).
- The Township's **unemployment rate is lower than the Ontario average**, suggesting that residents seeking work are generally able to find employment more readily than those across the province.
- The local unemployment rate also falls within the range economists typically consider close to **"ideal."**
- **Residents overwhelmingly (95%) use their personal vehicle to travel to work**, and commute times are most commonly short (**59% of residents commute under 30 minutes to work**).
- Work from home (9% of residents) is still representative of only a small minority of workplace roles.

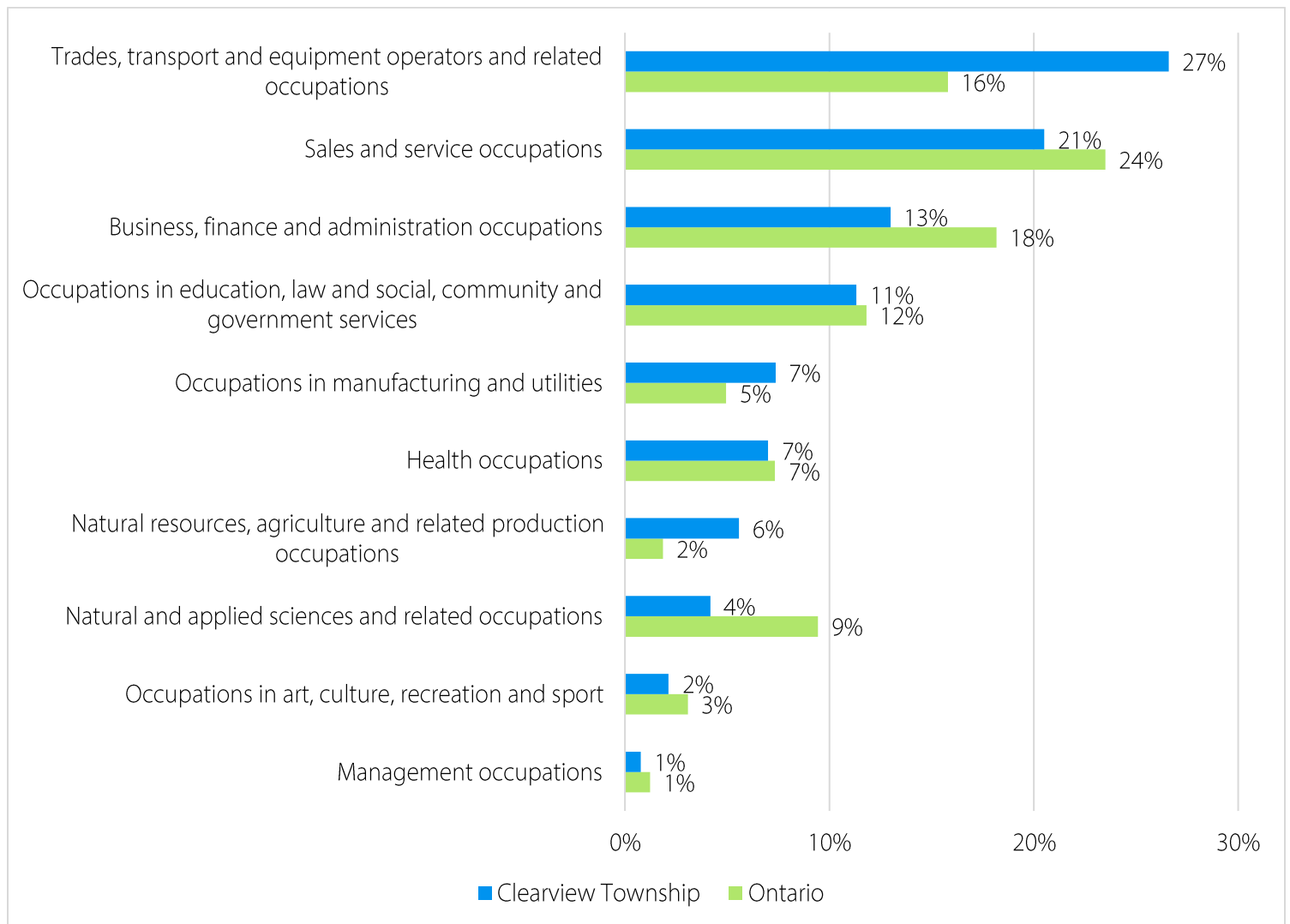
## 3.2. Labour Supply in Clearview Township

Persons in the labour force can be classified using the National Occupational Classification (NOCs) codes.

Figure 9 shows that residents most commonly work in (over 20% of residents work in each occupation class):

- Trades, transport and equipment operators and related occupations.
- Sales and service occupations.

**Figure 9: Resident Labour Force by Occupation, 1-digit NOCs, 2025.**



Source: Manifold SuperDemographics 2025.

The number of part-time and full-time workers also helps identify potential labour force engagement and supply. In the Township, 54.6% of employed individuals typically worked full-time while 45.4% worked part-time. As with other economic indicators, the Township's workforce closely parallels the provincial marks, with 0.1% more individuals working full-time in 2025.

**Table 7: Percentage of Employed Individuals by Full-Time or Part-Time Status, 2025.**

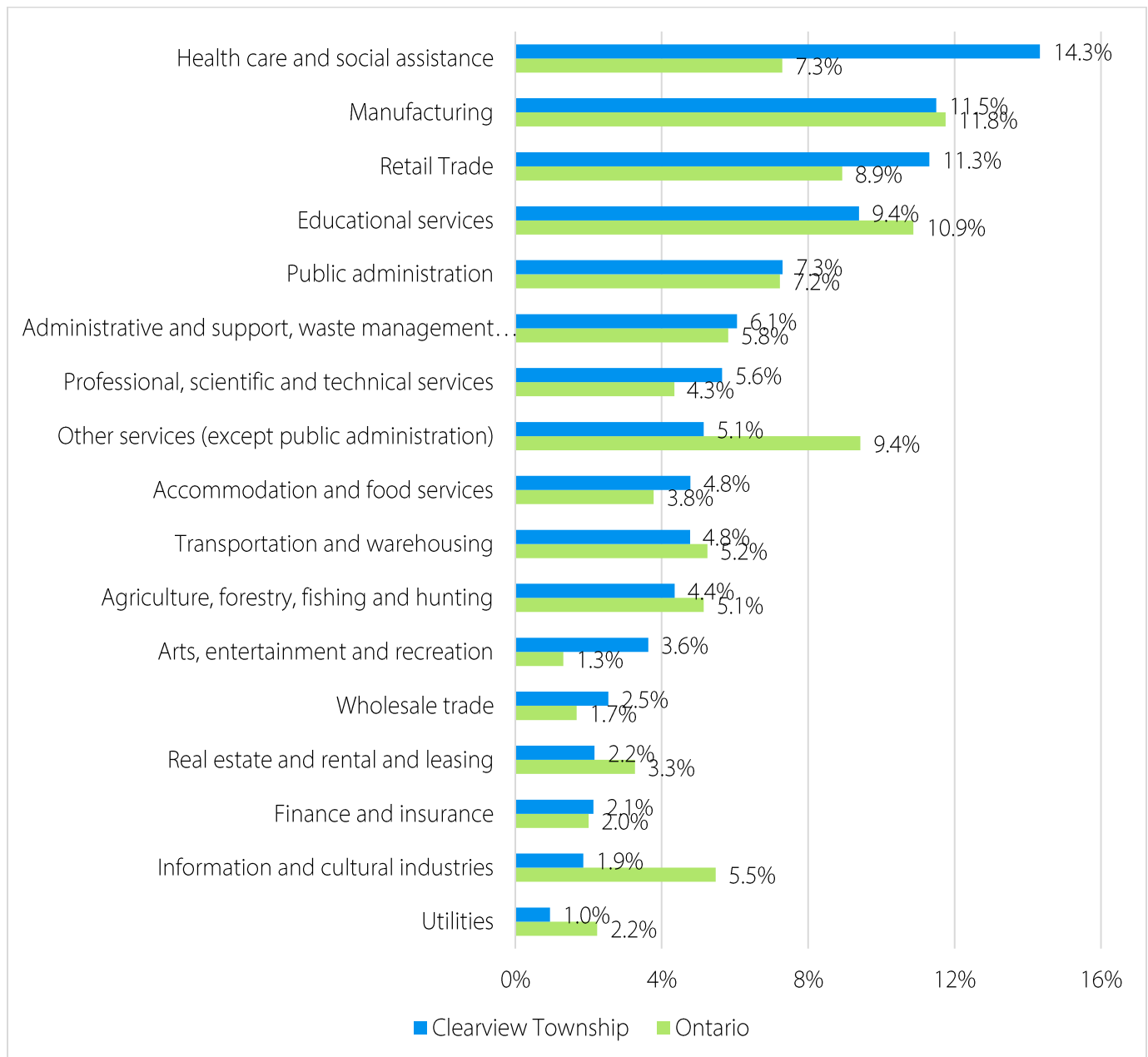
Status	Clearview Township	Clearview Township %	Ontario %
Full-Time	4,975	54.6%	54.5%
Part-Time	4,142	45.4%	45.5%

Source: Manifold SuperDemographics 2025.



Figure 10 illustrates the industries in the Township that represent at least 1.0% of all local employment. The Township has a much higher concentration of residents working in health care and social assistance (nearly double the provincial level – 14.3% to 7.3%) and retail trade (11.3% locally and 8.9% provincially). Concentrations are explored in-depth in Section 4.5.

**Figure 10: Labour Force by Industry, 2025.**



Source: Manifold SuperDemographics 2025.

### 3.3. Workforce Commuting Flow

Tables 8 and 9 show the top commuting flows for persons reporting a “usual place of work” or “place of residence.”<sup>5</sup> Please note when assessing the data:

1. This information is from the 2021 Census from Statistics Canada. The numbers should not be directly contrasted with either Manifold or Lightcast data, as they are from distinct years and reflect differing methodologies.
2. This data is representative of a snapshot in time of when the Census was taken (spring/early summer 2020) and are representative of only those people travelling to a usual place of work. As such, commuting data was impacted by the pandemic, leading to a decrease in residents with a “usual place of work”.
3. The tables only present geographies where at least 75 individuals commute to, or 50 individuals commute from. Totals presented within the tables include all geographies and therefore the subtotals will not add up to the total figures.

**Table 8: Top Places to Work for Township Residents, 2021.**

Place of Work	Total	Male	Female
Clearview	1,360	680	680
Collingwood	1,080	400	680
New Tecumseth	455	320	140
Barrie	445	180	270
Essa	230	135	95
Wasaga Beach	140	60	80
Toronto	120	65	60
Springwater	100	50	50
The Blue Mountains	90	40	55
<b>Total residents with a usual place of work</b>	<b>4,595</b>	<b>2,290</b>	<b>2,310</b>
# of residents working outside of Clearview Township	3,235	1,610	1,630
% of residents working outside the Township	70%	70%	71%

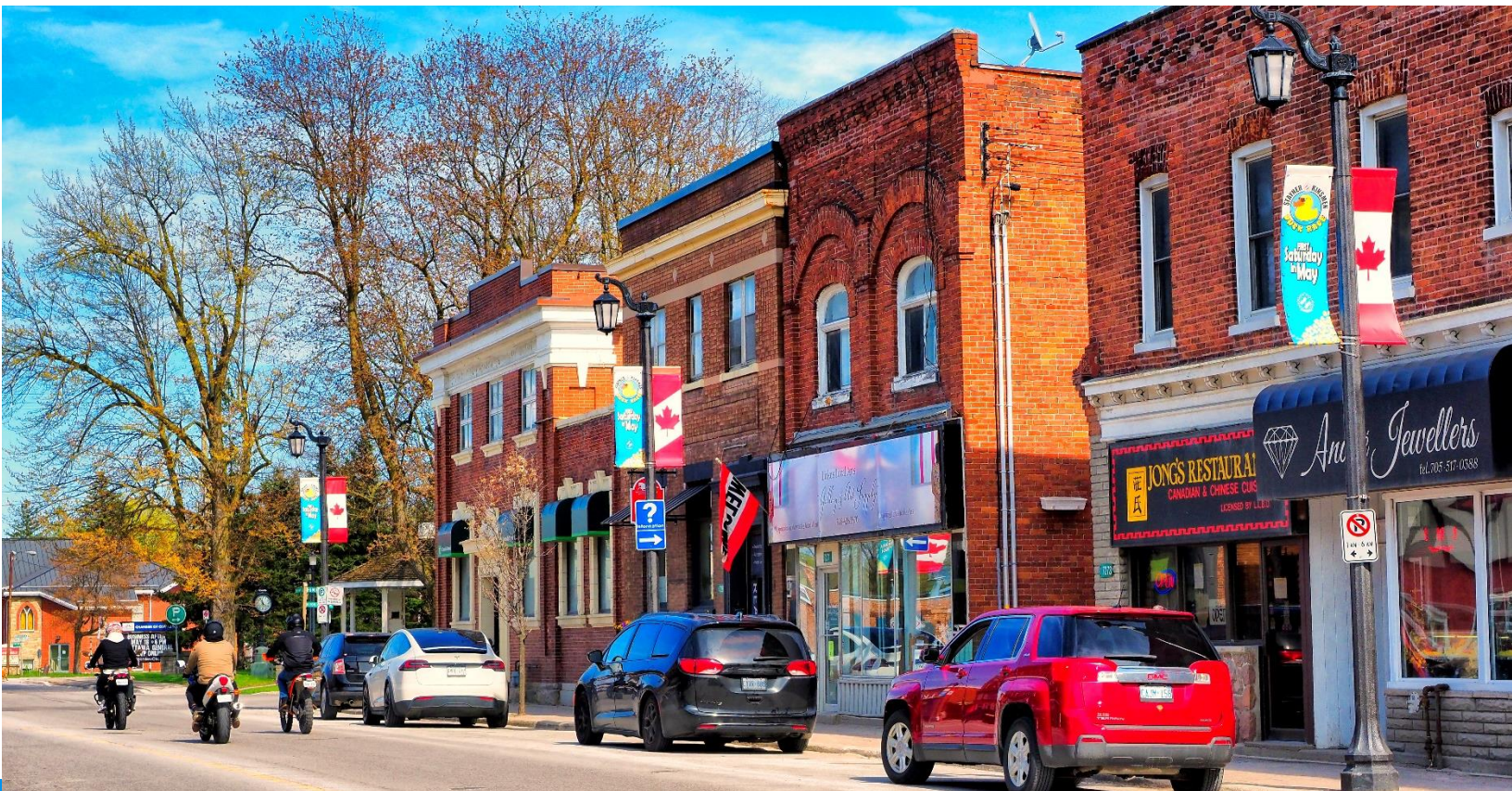
Source: Statistics Canada, Commuting Flows Tables 2021.

<sup>5</sup> Please note, subtotals (male and female) may not equal totals due to rounding and privacy issues.

**Table 9: Top Communities for Township Business to Attract Labour From, 2021.**

Place of Residence	Total	Male	Female
Clearview	1,360	680	680
Wasaga Beach	350	175	170
Collingwood	265	135	135
Barrie	140	100	35
Grey Highlands	140	85	55
Essa	70	30	40
Springwater	60	20	40
Adjala-Tosorontio	50	10	35
<b>Total people working inside Clearview Township</b>	<b>2,690</b>	<b>1,335</b>	<b>1,310</b>
# of people working inside Clearview Township who live outside the Township	1,330	655	630
% of people working inside Clearview Township who live outside the Township	49%	49%	48%

Source: Statistics Canada, Commuting Flows Tables 2021.

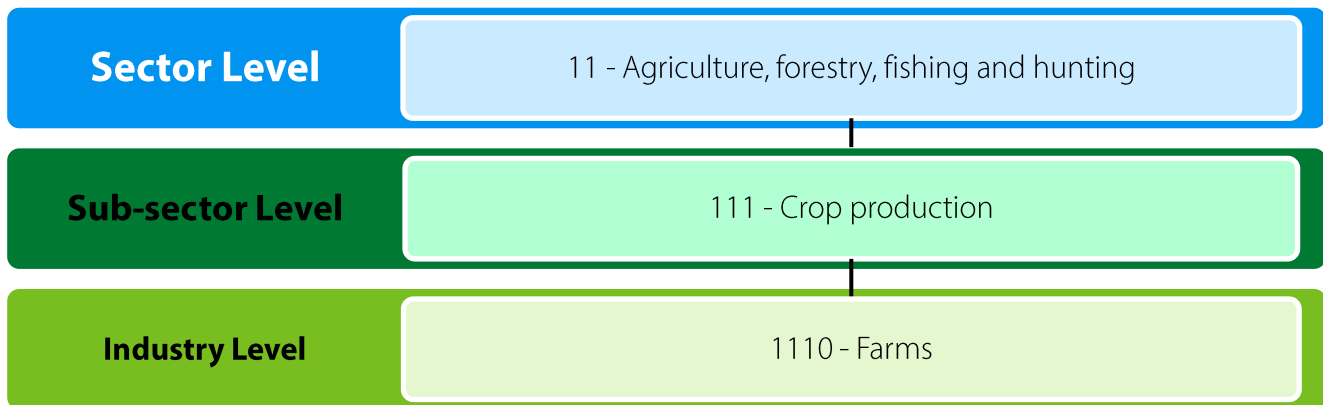


## 4. Economic Base Analysis

This section investigates the local economy pertinent to Clearview Township; that is, the jobs and businesses that drive the local economy. Section 5 presents the same data for a broader economic area; Grey Highlands, Clearview, New Tecumseth, Springwater, Essa, Collingwood, and Wasaga Beach. This is done to present a generalized economic picture of the business landscape that investors or potential entrepreneurs can expect to engage with. While no geography is going to perfectly capture the relevant economy in its entirety, this represents the best efforts to capture the relevant economic picture.

Both sections report industry statistics related to exports, employment, and business growth for the local economy with the aim of uncovering key industries that either exist or are emerging in the region today.

The “North American Industry Classification System” (NAICS) of classifying industries is used for this report. The largest groupings or aggregations of industry categories are called sectors, which are broken down into sub-sectors, which are then further broken down into Industries. An example of this breakdown follows: the Sector is ‘Agriculture, forestry, fishing and hunting. The Sub-sector of this would be ‘crop production’. The Industry of this sub-sector is ‘farms’.



## 4.1. Employment Profile

The primary employment sectors in the Township are construction and manufacturing; each employing over 600 people. However, the Township's economic breakdown is quite diffuse, with eleven different sectors having at least 300 jobs and five more having at least 100 jobs. Between 2014 and 2024, the economy grew substantially (38% job count growth), more than doubling the provincial rate (17%). This growth was fairly uniform, with twelve sectors seeing an increase of at least 50 jobs over the last decade. Table 10 notes the size of Clearview's sectors and the rate of change from 2014-2024 of each.

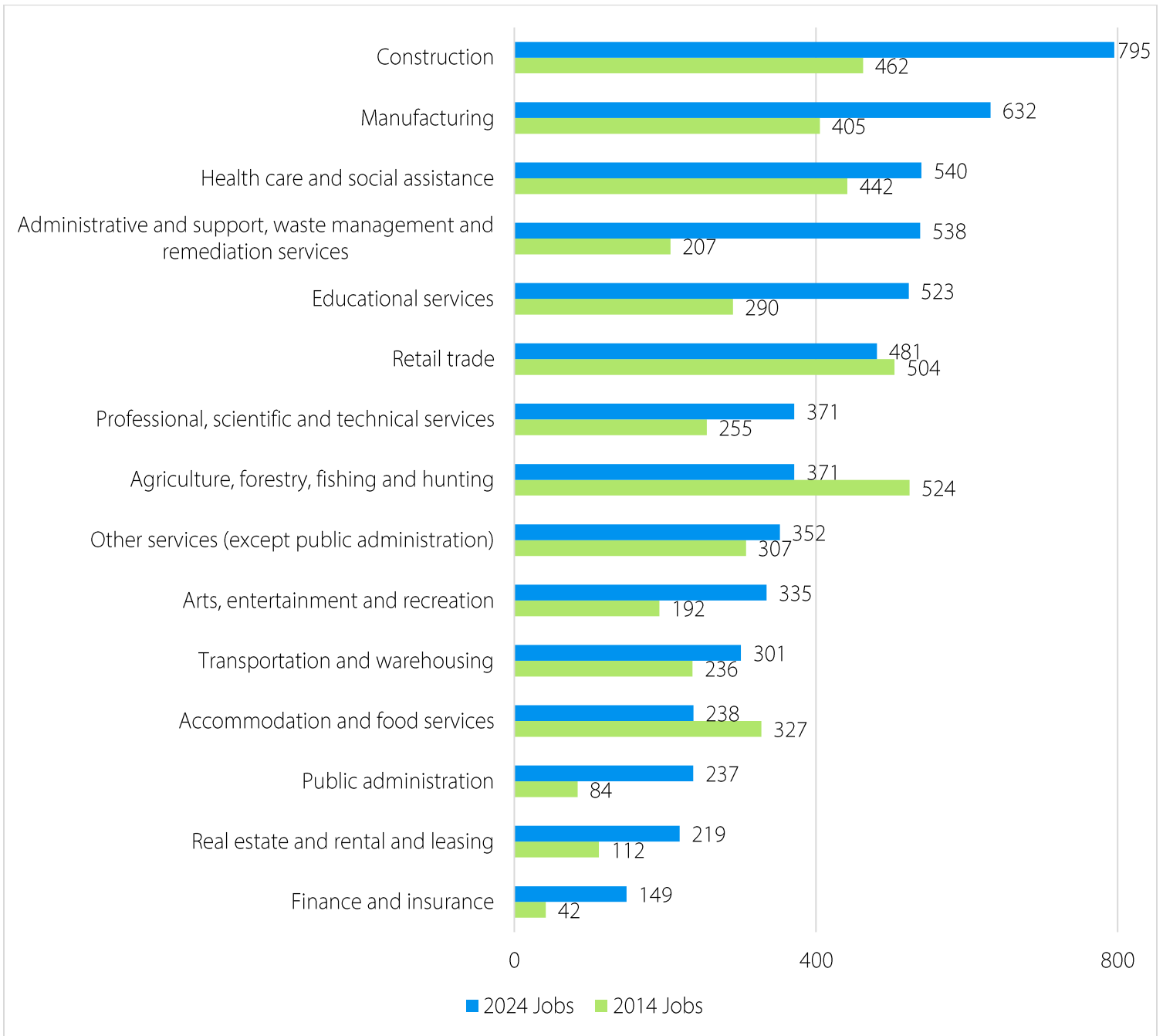
**Table 10: Employment Growth by Sector, Clearview Township and Ontario, 2014-2024.**

Description	2024 Jobs	2014-2024 Change	Township % Jobs Change	Ontario % Jobs Change
Construction	795	333	72%	26%
Manufacturing	632	226	56%	4%
Health care and social assistance	540	98	22%	32%
Administrative and support, waste management and remediation services	538	331	160%	6%
Educational services	523	233	81%	22%
Retail trade	481	-23	-5%	3%
Professional, scientific and technical services	371	116	45%	41%
Agriculture, forestry, fishing and hunting	371	-153	-29%	-9%
Other services (except public administration)	352	45	15%	-4%
Arts, entertainment and recreation	335	142	74%	17%
Transportation and warehousing	301	64	27%	26%
Accommodation and food services	238	-90	-27%	10%
Public administration	237	153	183%	25%
Real estate and rental and leasing	219	107	95%	15%
Wholesale trade	217	55	34%	8%
Finance and insurance	149	107	256%	24%
Undisclosed	80	36	83%	55%
Management of companies and enterprises	41	26	166%	24%
	<b>6,491</b>	<b>1,774</b>	<b>38%</b>	<b>17%</b>

Source: Lightcast 2025.3.

To better understand how each sector supports jobs, Figure 11 shows 2014 and 2024 job counts for all industries with over 700 jobs in 2024 in the Township. Each of the top five industries by job counts in 2024 saw increases since 2014, speaking to their stability.

**Figure 11: Largest Industries by Number of Jobs, Clearview Township, 2014 and 2024.**



Source: Lightcast 2025.3.

Table 11 breaks job count data into further subcategories, presenting 2024 job count figures for the top 20 four-digit industry classifications in the Township. The importance of agriculture is clear within four-digit classifications, as farms employ the largest number of people. Job counts in farms have declined drastically, largely due to industry automation and changing job needs over the last decade.

**Table 11: Industry Job Counts, 2014 and 2024, Clearview Township.**

Description	2014 Jobs	2024 Jobs	2014-2024 Job Change	2014-2024 % Job Change
Farms	506	370	-136	-27%
Services to buildings and dwellings	144	301	158	110%
Elementary and secondary schools	223	297	73	33%
Building finishing contractors	138	266	128	93%
Other amusement and recreation industries	122	253	131	107%
Local, municipal and regional public administration	66	219	153	233%
Beverage manufacturing	62	170	108	175%
Automotive repair and maintenance	74	152	78	105%
Residential building construction	153	144	-10	-6%
Nursing care facilities	103	141	38	37%
Full-service restaurants and limited-service eating places	278	135	-144	-52%
Technical and trade schools	7	134	127	1,814%
Other food manufacturing	0	115	115	N/A
Support activities for road transportation	47	115	67	144%
General freight trucking	46	113	67	147%
Offices of real estate agents and brokers	63	106	43	69%
Community care facilities for the elderly	66	103	37	57%
Other specialty trade contractors	80	98	19	23%
Clothing and clothing accessories retailers	21	93	73	356%
Other professional, scientific and technical services	63	93	30	47%

Source: Lightcast 2025.3.

## 4.2. Economic Output

Table 12 illustrates industries with the highest level of economic output as measured by total sales (at least \$10 million in sales in 2023). Average wages by industry are also illustrated. Average wages are above \$55,000 for eight of the top nine employers in the Township, suggesting the community's largest employers are also providing a strong quality of life to its employees.

**Table 12: Economic Output by Industry, Clearview Township, 2023.**

Industry	Sales	Average Wages
Manufacturing	\$637,906,249	\$67,391
Agriculture, forestry, fishing and hunting	\$184,665,026	\$37,625
Construction	\$157,059,327	\$69,927
Transportation and warehousing	\$73,938,689	\$55,639
Administrative and support, waste management and remediation services	\$66,299,816	\$56,804
Educational services	\$55,207,146	\$59,415
Professional, scientific and technical services	\$47,666,110	\$73,679
Public administration	\$45,579,166	\$68,899
Finance and insurance	\$39,896,324	\$67,932
Retail trade	\$39,775,503	\$36,928
Wholesale trade	\$36,855,418	\$72,794
Health care and social assistance	\$36,731,371	\$43,092
Accommodation and food services	\$35,211,660	\$29,330
Other services (except public administration)	\$30,917,621	\$55,866
Real estate and rental and leasing	\$23,367,286	\$61,618
Arts, entertainment and recreation	\$21,114,403	\$31,405
Information and cultural industries	\$20,414,909	\$78,659
Mining, quarrying, and oil and gas extraction	\$11,523,000	\$65,386
<b>All industries</b>	<b>\$1,575,123,154</b>	<b>\$56,044</b>

Source: Lightcast 2025.3, based on 2023 National Input-Output Tables by StatsCan.

## 4.3. Export Sales

Exports show the amount of money that is spent by businesses outside the Township in exchange for goods or services produced by an industry located in Clearview. In 2023, total export sales from the Township amounted to just over \$1.15 billion. Table 13 presents the largest drivers of external revenues into the Township. Manufacturing (\$520 million) accounts for almost half of the overall export sales, with agriculture being the only other industry that accounted for even \$100 million in exports (\$139.4 million).

**Table 13: Top Export Dollars Flowing into Clearview Township by Industry, 2023.**

Industry	Total Export Sales
Manufacturing	\$520,179,835
Agriculture, forestry, fishing and hunting	\$139,390,184
Construction	\$67,076,839
Transportation and warehousing	\$57,020,647
Administrative and support, waste management and remediation services	\$53,647,101
Educational services	\$49,501,686
Public administration	\$40,330,793
Professional, scientific and technical services	\$32,576,290
Health care and social assistance	\$31,232,715
Wholesale trade	\$28,071,627
Accommodation and food services	\$22,703,454
Finance and insurance	\$20,588,635
Other services (except public administration)	\$18,569,935
Retail trade	\$17,190,109
Arts, entertainment and recreation	\$16,011,044
Real estate and rental and leasing	\$13,530,149
<b>Total</b>	<b>\$1,157,365,774</b>

Source: Lightcast 2025.3, based on 2023 National Input-Output Tables by StatsCan.

## 4.4. Industry Supply Chain Analysis

An economic base analysis analyzes how the local economy functions. It does not provide solutions to economic problems but instead provides useful information required for decision-making about economic strategies.

The economic base analysis helps determine which economic activities “bring money in”, and where money might be “leaking out”. Another way to assess this metric is to assess the in-region and imported purchases made from each subsector within the Township. Table 14 presents the top industries in terms of total purchases (of goods produced by that subsector), as well as the percentage of those purchases that are in-region and out-of-region. As expected, given the size of the Township, most industries rely on purchasing a majority of their goods from outside Clearview.

**Table 14: Top Industries by Purchasing Power, Clearview Township, 2023.**

Industry	Total Purchases from Sector	% Purchased in the Township	% Purchased Out of the Township
Manufacturing	\$275,135,060	20%	80%
Agriculture, forestry, fishing and hunting	\$54,313,445	52%	48%
Transportation and warehousing	\$49,262,004	25%	75%
Professional, scientific and technical services	\$46,132,176	22%	78%
Wholesale trade	\$36,367,403	13%	87%
Finance and insurance	\$32,061,505	22%	78%
Real estate and rental and leasing	\$24,015,984	14%	86%
Administrative and support, waste management and remediation services	\$22,447,842	47%	53%
Mining, quarrying, and oil and gas extraction	\$17,031,550	6%	94%
Information and cultural industries	\$14,077,360	25%	75%
Retail trade	\$13,461,849	23%	77%
Utilities	\$13,017,663	10%	90%
Construction	\$12,410,226	29%	71%

Source: Lightcast 2025.3, based on 2023 National Input-Output Tables by StatsCan.

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#### 4.5. Location Quotient Analysis

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Location quotient (LQ) analysis compares the level of employment concentration (or specialization) in a local economy (i.e., Clearview Township) to the level of employment concentration in one or more benchmark areas. In other words, does the local economy have proportionately more or fewer employees in specific industries than the benchmark area?

Location quotient helps two economies of different sizes be compared. For example, noting that there were 371 jobs in agriculture in the Township in 2024 and 88,650 in Ontario does not provide any context to which is more valuable to their respective economy. It is known that there are substantially more jobs across the province, but not **how many more**, and therefore whether agriculture workers are more **prevalent** locally compared to provincial figures. As such, the comparison is a moot point. Location quotient overcomes this limitation, by comparing the percentage of industry jobs in a local economy with the corresponding provincial percentage.

So, to continue with the example of agriculture workers, the 371 jobs in the Township account for 5.7% of all local jobs. The provincial figure of 88,650 accounts for 1.1% of the total number of jobs in the province. As such, to calculate the location quotient, 5.7% is divided by 1.1%, which results in a LQ of 5.3305 (5.3).

A location quotient of less than 1.0 indicates less occupational demand than in the benchmark area(s). A location quotient greater than 1.00 indicates a higher concentration of occupational demand than in the benchmark area. Finally, a location quotient greater than 1.20 usually indicates a high concentration of occupational demand than in the benchmark area (so, an LQ of 5.3 indicates a **vastly** more concentrated industry locally).

LQ helps to identify the strengths of the community. As a reminder, this assessment focuses on jobs in the local economy, not where residents are employed. Table 15 presents LQ data at a 2-digit level compared to the national economy in both 2014 and 2024 while Table 16 presents the same data compared to the province.

The location quotient at the broadest industry classification level indicates that Clearview has seen increased specialization compared to the rest of Canada in seven of the top nine sectors by location quotient. Although agriculture, forestry, fishing and hunting has seen a significant drop in its relative concentration, it is still an economic powerhouse in the Township and much more heavily concentrated than the overall national economy.

**Table 15: National Location Quotient Analysis by Sector.**

Description	2014 National LQ	2024 National LQ
Agriculture, forestry, fishing and hunting	5.1	3.7
Arts, entertainment and recreation	2.2	2.7
Administrative and support, waste management and remediation services	0.9	1.8
Construction	1.3	1.7
Real estate and rental and leasing	1.1	1.7
Other services (except public administration)	1.4	1.3
Manufacturing	1.0	1.3
Management of companies and enterprises	0.6	1.1
Educational services	0.9	1.1
Transportation and warehousing	1.1	0.9
Wholesale trade	0.7	0.8
Retail trade	0.9	0.7
Professional, scientific and technical services	0.8	0.7
Health care and social assistance	0.9	0.7
Accommodation and food services	1.0	0.6
Public administration	0.3	0.6
Finance and insurance	0.2	0.5
Mining, quarrying, and oil and gas extraction	0.7	0.3
Information and cultural industries	0.4	0.3
Utilities	0.7	0.3

Source: Lightcast 2025.3.

As with the national data, agriculture, forestry, fishing and hunting has seen a significant decline in relative concentration, from an LQ of 8.1 in 2014 to 5.3 in 2024. However, even with this drop, it again is clear that agriculture is vitally important to the economy and still the largest economic driver relative to the overall provincial economy.

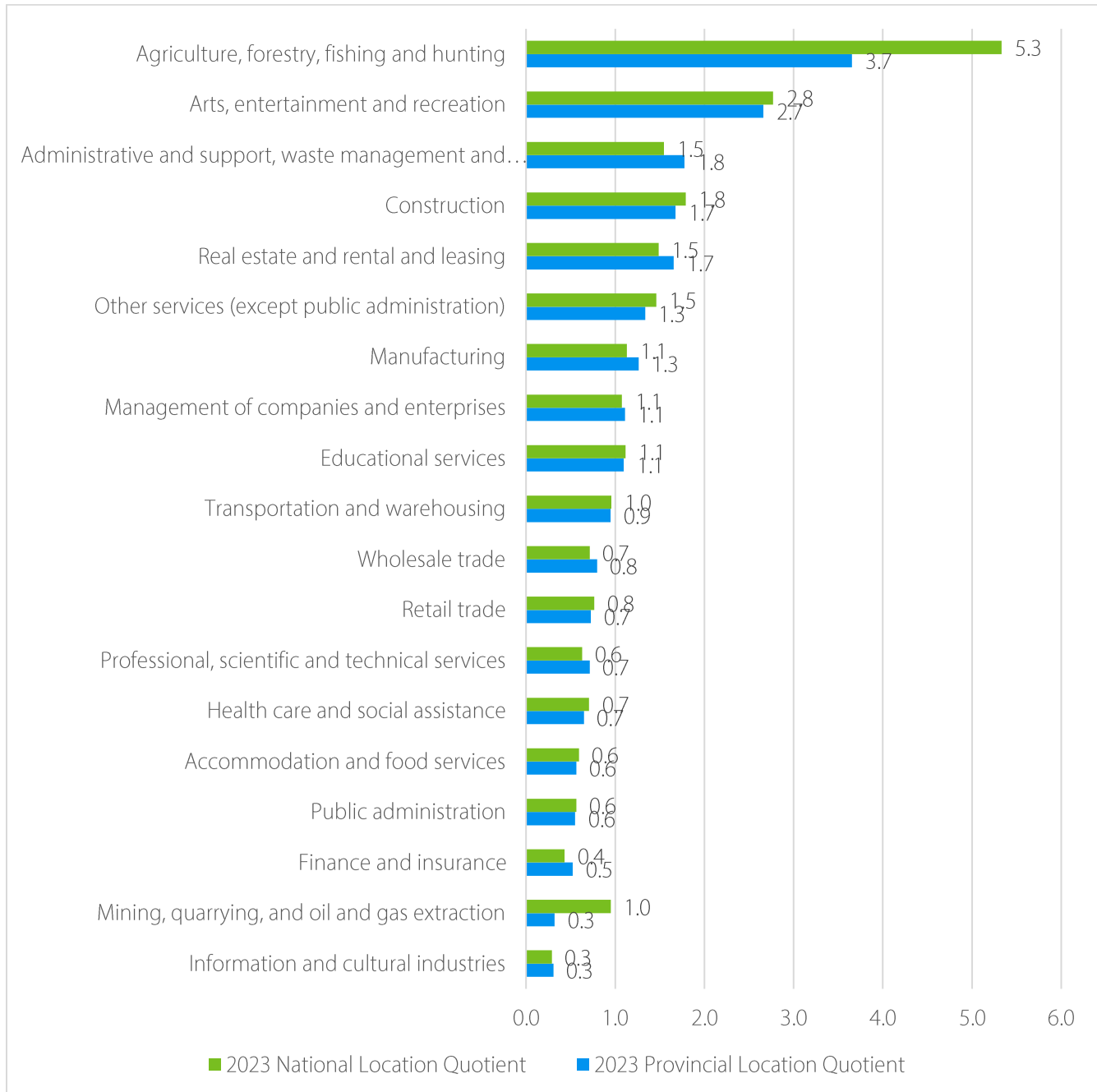
**Table 16: Provincial Location Quotient Analysis by Sector.**

Description	2014 Provincial LQ	2024 Provincial LQ
Agriculture, forestry, fishing and hunting	8.1	5.3
Arts, entertainment and recreation	2.2	2.8
Construction	1.5	1.8
Administrative and support, waste management and remediation services	0.7	1.5
Real estate and rental and leasing	1.0	1.5
Other services (except public administration)	1.4	1.5
Manufacturing	0.9	1.1
Educational services	0.9	1.1
Management of companies and enterprises	0.6	1.1
Transportation and warehousing	1.1	1.0
Mining, quarrying, and oil and gas extraction	2.5	1.0
Retail trade	1.0	0.8
Wholesale trade	0.7	0.7
Health care and social assistance	0.9	0.7
Professional, scientific and technical services	0.7	0.6
Accommodation and food services	1.1	0.6
Public administration	0.3	0.6
Finance and insurance	0.2	0.4
Utilities	0.7	0.3
Information and cultural industries	0.4	0.3

Source: Lightcast 2025.3.

Figure 12 presents location quotient data once again, this time presenting data for both the province and national economies compared to Clearview. The two vertical lines indicate the “average” range of location quotient, where sectors between Clearview and the province or country are comparably concentrated.

**Figure 12: Provincial and National LQ, 2024, Clearview Township Industries**



Source: Lightcast 2025.3.

## 4.5.1. Location Quotient Analysis by Industry

The following tables list the industries that are concentrated in Clearview Township's local economy and represent at least 1% of jobs in the Township in 2024.

**Table 17: Concentrated Industries, Relative to the Rest of Canada, 2014 and 2024**

Description	Jobs	2014 National LQ	2024 National LQ
Cannabis product manufacturing	82	0.0	52.8
Technical and trade schools	134	2.3	26.1
Support activities for road transportation	115	6.5	11.0
Beverage manufacturing	170	7.6	10.4
Other miscellaneous merchant wholesalers	78	2.6	9.5
Other food manufacturing	115	0.0	8.6
Farms	370	6.1	4.6
Building finishing contractors	266	2.9	4.5
Other amusement and recreation industries	253	3.3	4.2
Automotive repair and maintenance	152	2.0	3.1

Source: EMSI Analyst 2025.3.

**Table 18: Concentrated Industries, Relative to the Rest of Ontario, 2014 and 2024**

Description	Jobs	2014 Provincial LQ	2024 Provincial LQ
Cannabis product manufacturing	82	0.0	39.9
Technical and trade schools	134	0.0	38.9
Support activities for road transportation	115	8.7	15.1
Beverage manufacturing	170	6.4	10.3
Other food manufacturing	115	0.0	8.4
Other miscellaneous merchant wholesalers	78	1.7	6.4
Farms	370	8.7	5.9
Building finishing contractors	266	3.0	4.4
Other amusement and recreation industries	253	3.4	4.0
Automotive repair and maintenance	152	2.2	3.5

Source: EMSI Analyst 2025.3.

## 4.6. Shift-Share Analysis

Shift-share analysis compares the local employment growth/decline of regional jobs by industry to the employment growth/decline of that industry, as well as the job growth overall for Canada. More specifically, this analytical tool examines job growth/decline by attributing growth, stability, or decline in industries over time to three forces:

- National economic growth: regional job growth/decline that is attributable to the growth, stability, or decline of the entire Canadian economy. Industries will be impacted positively or negatively by the state of the Canadian economy and consumer spending at a national level, external to any local factors.
- Industry growth: regional job growth/decline that is attributable to the growth, stability, or decline of that economic activity in the Canadian economy (with the economic growth component removed). General industry trends are outside the influence of local actors and are therefore removed from the local impact.
- Local economic growth: local job growth/decline that is attributable to the local economy because it is growing/declining more or less quickly than jobs in the larger economy (with the Canadian economic and industry growth components removed).

This tool, when correctly interpreted, provides greater descriptive power than the location quotient method. Shift-share analysis allows the examination of changes through time (trends) versus the static snapshot of location quotients.



## 4.6.1. Shift-Share Analysis within the Local Economy

This subsection looks to the past (2014) and current figures (2024) to assess which sectors have been most positively impacted by local factors. The example below applies the model to the two digit sector “Construction”:

From 2014 to 2024 this sector saw an increase of 333 jobs in Clearview Township.

- It would have been expected that the sector **increased by only one** position based on large-scale industry factors that are relevant to the sector regardless of geographic location.
- National economic growth factors and their impact on the national sector would have been expected to lead to **growth of 63 jobs** over the same period.
- As such, before accounting for local factors, the sector would have been **expected to gain 64 jobs**.
- **Instead, the local sector grew by 333 jobs**, suggesting that **269 new jobs** can be applied to factors specific to Clearview Township.

Table 19 begins by presenting shift-share analysis for all two-digit industries in the township. Table 20 then allocates employment changes for the industries most positively impacted by local effects to national, industry and regional/local effects. Finally, Table 21 presents the five industries most negatively impacted by regional/local effects from 2014-2024.



**Table 19: Shift-Share Analysis: 2-Digit NAICS, Clearview Township, 2014-2024**

Industry (NAICS classification)	Growth/ Decline	Industry Growth Effect	National Economic Effect	Regional / Local Effect
Administrative and support, waste management and remediation services	331	-22	28	325
Construction	333	1	63	269
Manufacturing	226	-40	55	210
Educational services	233	22	40	172
Public administration	153	8	11	134
Arts, entertainment and recreation	142	6	26	110
Finance and insurance	107	2	6	99
Real estate and rental and leasing	107	-7	15	99
Wholesale trade	55	-17	22	50
Other services (except public administration)	45	-45	42	48
Professional, scientific and technical services	116	51	35	30
Management of companies and enterprises	26	0	2	23
Transportation and warehousing	64	12	32	20
Undisclosed	36	21	6	10
Information and cultural industries	-4	-4	6	-6
Utilities	-9	0	3	-13
Mining, quarrying, and oil and gas extraction	-20	-10	6	-16
Retail trade	-23	-57	69	-35
Health care and social assistance	98	82	60	-44
Agriculture, forestry, fishing and hunting	-153	-167	72	-58
Accommodation and food services	-90	-24	45	-111
<b>Total</b>	<b>1,774</b>	<b>-186</b>	<b>644</b>	<b>1,316</b>

Source: Lightcast 2025.3.

**Table 20: Shift-Share Analysis: Competitive Industries, Clearview Township, 2014-2024.**

Industry (NAICS classification)	Growth/ Decline	Industry Growth Effect	National Economic Effect	Regional / Local Effect
Services to buildings and dwellings	158	-6	20	144
Local, municipal and regional public administration	153	2	9	142
Technical and trade schools	128	2	1	125
Building finishing contractors	128	-15	19	124
Other food manufacturing	115	0	0	115
Other amusement and recreation industries	131	23	17	91
Cannabis product manufacturing	82	-1	0	83
Clothing and clothing accessories retailers	73	-6	3	76
Employment services	73	0	0	73
Foundation, structure, and building exterior contractors	71	-2	3	70

Source: Lightcast 2025.3.

**Table 21: Shift-Share Analysis: Declining Industries, Clearview Township, 2014-2024.**

Industry (NAICS classification)	Growth/ Decline	Industry Growth Effect	National Economic Effect	Regional / Local Effect
Full-service restaurants and limited-service eating places	-144	-6	38	-175
Fruit and vegetable preserving and specialty food manufacturing	-140	2	19	-161
Grocery and convenience retailers	-152	-25	25	-152
Offices of physicians	-36	8	10	-54
Warehousing and storage	-27	13	4	-44

Source: Lightcast 2025.3.

## 4.7. Employer Structure

This subsection illustrates the number and size of employers by industry in the Township. The data in this section comes from Statistics Canada’s Canadian Business Patterns dataset. Employers in this dataset include businesses in the Business Register, which are all Canadian businesses that meet at least one of the three following criteria:

- Have an employee workforce for which they submit payroll remittances to Canada Revenue Agency.
- Have a minimum of \$30,000 in annual revenue.
- Are incorporated under a federal or provincial act and have filed a federal corporate income tax form within the past three years.

Statistics Canada divides businesses into two major groupings:

1. Businesses with a determinate number of employees.
2. Businesses with an indeterminate number of employees.

Businesses without employees correspond to the “indeterminate” employment category. For economic development purposes, businesses with a determinate number of employees (one or more) are of greater interest than indeterminate businesses (which frequently are not active or have very low levels of economic activity).

According to the Canadian Business Registry, Clearview had 1,940 businesses as of June 2025, of which 542 (27.9%) had employees. Of these 542 businesses with employees, the majority had between one and nine employees (448, or 82.7%). Comparatively, 10 businesses (1.8%) had over 50 employees. These figures are presented in Table 22.

**Table 22: Business Counts by Size, Clearview Township, June 2025.**

	1 to 9 Employees	10 to 49 Employees	50+ Employees	Indeterminate	Total
Number of Businesses	448	84	10	1,398	1,940

Source: Canadian Business Patterns June 2025 from Lightcast 2025.3.

Table 23 breaks business count data down by sector, profiling changes in small business and total business (including those without employees) counts from 2019 to 2025. Unsurprisingly, given the increase in job counts across the majority of Clearview's sectors over the last decade, most sectors also saw increases in small businesses. Also of note, though agriculture has seen a significant decrease in job counts since 2014, from 2019 to 2025 the number of businesses has increased, again suggesting the changes are due to the changing nature of the sector rather than decreased productivity.

**Table 23: Business Counts by Sector, 2019 and 2025, Clearview Township**

Description	Small Business (1 to 9 employees)		Total Businesses	
	2019	2025	2019	2025
Construction	85	114	255	302
Retail trade	35	39	104	112
Agriculture, forestry, fishing and hunting	35	37	202	230
Other services (except public administration)	31	36	104	105
Professional, scientific and technical services	35	34	123	156
Real estate and rental and leasing	15	30	258	323
Health care and social assistance	18	27	71	109
Undisclosed	20	25	135	171
Administrative and support, waste management and remediation services	15	24	76	94
Manufacturing	19	22	43	57
Transportation and warehousing	14	17	67	54
Accommodation and food services	17	11	48	41
Wholesale trade	6	9	33	35
Finance and insurance	10	6	69	60
Information and cultural industries	6	5	17	10
Educational Services	7	5	14	17
Arts, entertainment and recreation	2	4	39	37
Mining, quarrying, and oil and gas extraction	1	2	4	5
Utilities	1	1	9	11
Management of companies and enterprises	1	0	11	10

Source: Canadian Business Patterns June 2025 from Lightcast 2025.3.

Table 24 notes the subsectors in Clearview by businesses **only with employees**, excluding self-employed individuals. Within Clearview, top sub-sectors with employees are most heavily represented by construction industries (residential building construction, finishing contractors or equipment contractors, etc.).

**Table 24: Top Sectors by Businesses with Employees, Clearview Township, June 2025.**

Sector	Businesses with Employees
Farms	36
Residential building construction	31
Building finishing contractors	28
Building equipment contractors	25
Services to buildings and dwellings	25
Undisclosed (No Clear Industry)	25
Other specialty trade contractors	23
Lessors of real estate	19
Full-service restaurants and limited-service eating places	15
Offices of physicians	14

Source: Canadian Business Patterns June 2025 from Lightcast 2025.3.



## 5. Economic Base Analysis – Labour Recruitment Area

This section mirrors the previous analysis in Section 4 but profiles the broader economic area of

- Grey Highlands
- Clearview
- New Tecumseth
- Springwater
- Essa
- Collingwood
- Wasaga Beach.

This is done because employment areas and labour attraction geographies are fluid. Businesses do not only recruit from their “hometown” and residents do not only work within their community. As such, any new business looking to operate in Clearview will make use of labour living elsewhere. Reflective of that reality and developed through discussions with Clearview staff and Statistics Canada commuter patterns profiled above, the above seven communities constitute Clearview’s “Labour Recruitment Area”.



## 5.1. Employment Profile

The primary employment sectors across the labour recruitment area are manufacturing; health care and social assistance; retail trade; and construction. Each of these sectors employs over 7,000 people, with manufacturing employing over 12,000 individuals.

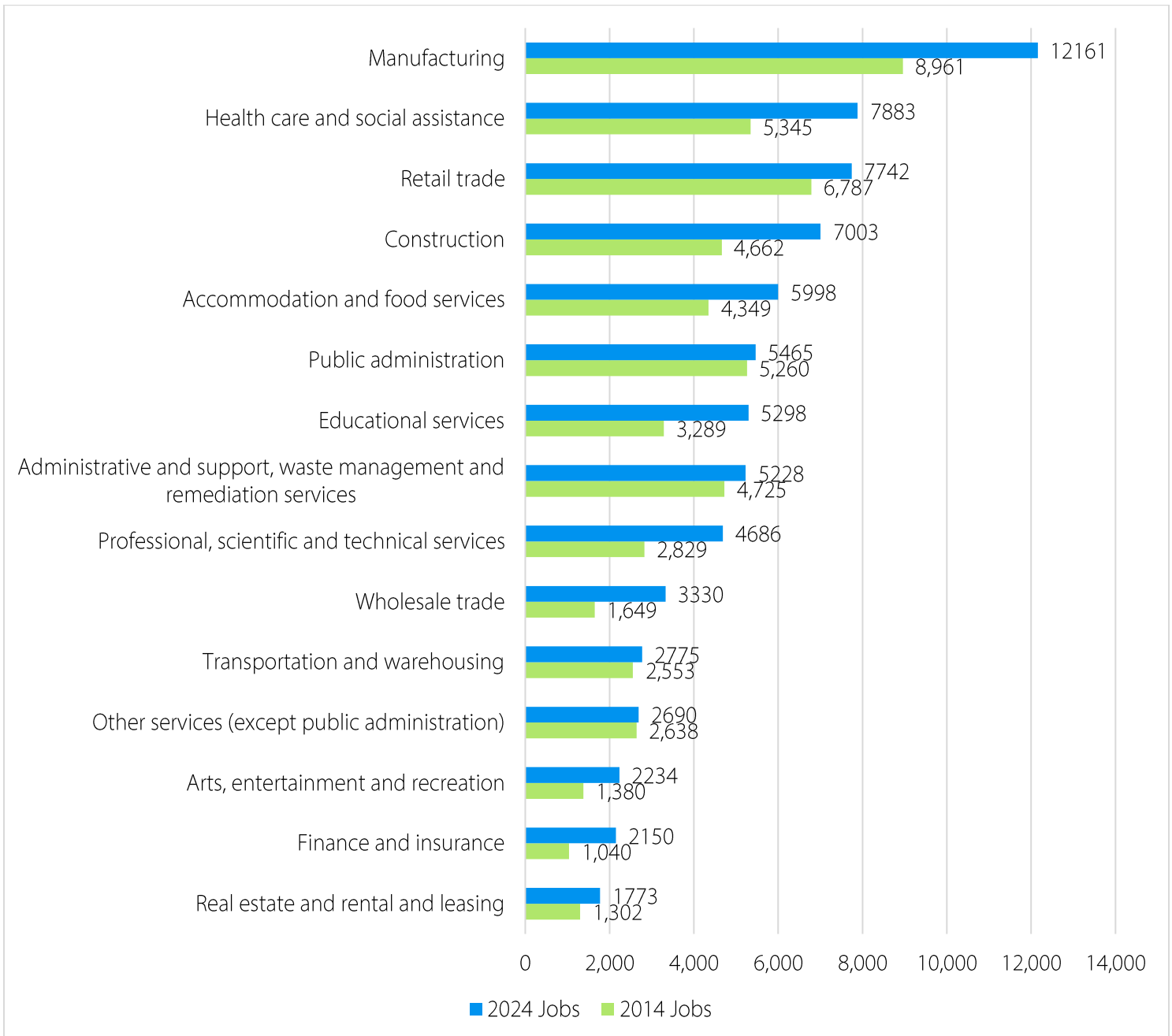
**Table 25: Employment Growth by Sector, Labour Recruitment Area and Ontario, 2014-2024.**

Description	2024 Jobs	2014-2024 Change	LRA % Jobs Change	Ontario % Jobs Change
Manufacturing	12,161	3,200	36%	4%
Health care and social assistance	7,883	2,538	47%	32%
Retail trade	7,742	955	14%	3%
Construction	7,003	2,340	50%	26%
Accommodation and food services	5,998	1,649	38%	10%
Public administration	5,465	205	4%	25%
Educational services	5,298	2,009	61%	22%
Administrative and support, waste management and remediation services	5,228	503	11%	6%
Professional, scientific and technical services	4,686	1,857	66%	41%
Wholesale trade	3,330	1,681	102%	8%
Transportation and warehousing	2,775	223	9%	26%
Other services (except public administration)	2,690	52	2%	-4%
Arts, entertainment and recreation	2,234	854	62%	17%
Finance and insurance	2,150	1,110	107%	24%
Agriculture, forestry, fishing and hunting	1,894	-384	-17%	-9%
Real estate and rental and leasing	1,773	471	36%	15%
Undisclosed	1,208	539	81%	55%
Information and cultural industries	875	378	76%	1%
<b>All</b>	<b>81,099</b>	<b>20,530</b>	<b>34%</b>	<b>17%</b>

Source: Lightcast 2025.3.

To again better understand how each sector supports jobs, Figure 13 shows 2014 and 2024 job counts for all industries with at least 1,500 jobs in 2024 in the labour recruitment area.

**Figure 13: Largest Industries by Number of Jobs, LRA, 2014 and 2024.**



Source: Lightcast 2025.3.

Table 26 breaks job count data into further subcategories, presenting 2024 job count figures for the top 20 four-digit industry classifications in the labour recruitment area. Although manufacturing has the largest number of jobs at a 2-digit level, the many different types of manufacturing businesses excelling in the labour recruitment area lead to a more diffuse set of industries being represented here. This is a positive for the future of manufacturing, as a diverse economic sector is a sustainable one.

**Table 26: Industry Job Counts, 2014 and 2024, Labour Recruitment Area.**

Description	2014 Jobs	2024 Jobs	2014-2024 Job Change	2014-2024 % Job Change
Motor vehicle manufacturing	3,739	4,805	1,065	28%
Full-service restaurants and limited-service eating places	3,329	4,358	1,029	31%
Elementary and secondary schools	2,840	3,866	1,026	36%
Defence services	2,929	2,475	-454	-16%
Local, municipal and regional public administration	1,835	1,962	127	7%
Residential building construction	1,261	1,836	575	46%
Building equipment contractors	814	1,791	977	120%
Other amusement and recreation industries	963	1,729	765	79%
Motor vehicle parts manufacturing	1,419	1,567	149	10%
Grocery and convenience retailers	1,985	1,557	-428	-22%
Farms	2,210	1,549	-661	-30%
Services to buildings and dwellings	1,602	1,531	-71	-4%
General medical and surgical hospitals	952	1,266	314	33%
Undisclosed	668	1,208	539	81%
Traveller accommodation	660	1,192	532	81%
Employment services	1,307	1,111	-196	-15%
General freight trucking	992	1,037	45	5%
Offices of real estate agents and brokers	656	982	325	50%
Computer systems design and related services	347	963	617	178%
Building finishing contractors	997	946	-51	-5%

Source: Lightcast 2025.3.

## 5.2. Economic Output

Table 27 illustrates industries with the highest level of economic output as measured by total sales (sales of at least \$250 million), with average wages again presented. Average wages for the top producing industries are again quite strong across the region, as they were directly within Clearview Township.

**Table 27: Economic Output by Industry, Labour Recruitment Area 2023.**

Industry	Sales	Average Wages
Manufacturing	\$24,052,313,813	\$70,587
Construction	\$1,560,297,437	\$72,050
Public administration	\$1,443,821,603	\$71,730
Administrative and support, waste management and remediation services	\$843,918,065	\$54,842
Wholesale trade	\$815,743,028	\$70,891
Accommodation and food services	\$735,652,919	\$25,159
Health care and social assistance	\$702,357,010	\$50,653
Transportation and warehousing	\$694,812,815	\$59,061
Retail trade	\$666,492,352	\$33,888
Professional, scientific and technical services	\$648,059,865	\$79,715
Agriculture, forestry, fishing and hunting	\$631,108,544	\$39,509
Educational services	\$592,524,964	\$64,323
Finance and insurance	\$541,412,817	\$68,163
Real estate and rental and leasing	\$370,667,993	\$56,556
Information and cultural industries	\$301,329,592	\$75,778
Other services (except public administration)	\$278,191,611	\$51,988
<b>All industries (including those not in the above rows)</b>	<b>\$35,332,972,205</b>	<b>\$57,730</b>

Source: Lightcast 2025.3, based on 2023 National Input-Output Tables by StatsCan.

## 5.3. Export Sales

In 2023, total export sales from the Labour Recruitment Area generated nearly \$28 billion dollars, with over three quarters (77.7%) being generated by manufacturing businesses. As with the job count data above, export and sales figures make clear that across the labour recruitment area manufacturing is a clear economic engine.

**Table 28: Top Export Dollars Flowing into the LRA by Industry, 2023.**

Industry	Total Export Sales
Manufacturing	\$21,476,262,717
Public administration	\$1,355,109,976
Administrative and support, waste management and remediation services	\$571,201,131
Educational services	\$504,067,999
Health care and social assistance	\$493,964,924
Wholesale trade	\$440,146,301
Construction	\$410,249,387
Transportation and warehousing	\$377,985,382
Agriculture, forestry, fishing and hunting	\$374,880,492
Accommodation and food services	\$356,515,899
Professional, scientific and technical services	\$297,591,033
Finance and insurance	\$214,164,563
Retail trade	\$202,845,861
Information and cultural industries	\$124,751,293
Real estate and rental and leasing	\$118,300,331
Arts, entertainment and recreation	\$117,026,729
Other services (except public administration)	\$79,495,443
Utilities	\$77,948,573
<b>All industries (including those not in the above rows)</b>	<b>\$27,646,034,479</b>

Source: Lightcast 2025.3, based on 2023 National Input-Output Tables by StatsCan.

## 5.4. Industry Supply Chain Analysis

Table 29 presents the top industries in terms of total purchases, and the percentage that are in-region and out-of-region. As expected, manufacturing dominates the purchasing accounts, and much of it is purchased outside of the region (a reality that is unlikely to change due to the global nature of manufacturing businesses).

**Table 29: Top Industries by Purchasing Power, LRA, 2023.**

Industry	Total Purchases from Sector	% Purchased in the LRA	% Purchased Out of the LRA
Manufacturing	\$7,634,678,512	19%	81%
Wholesale trade	\$814,898,962	22%	78%
Transportation and warehousing	\$726,516,465	29%	71%
Professional, scientific and technical services	\$637,684,529	42%	58%
Real estate and rental and leasing	\$457,610,820	24%	76%
Finance and insurance	\$411,623,107	39%	61%
Administrative and support, waste management and remediation services	\$323,780,863	73%	27%
Agriculture, forestry, fishing and hunting	\$322,783,978	48%	52%
Information and cultural industries	\$198,654,236	48%	52%
Retail trade	\$177,640,843	42%	58%
Mining, quarrying, and oil and gas extraction	\$161,204,099	5%	95%
Health care and social assistance	\$147,206,782	71%	29%
Construction	\$132,375,984	65%	35%
Utilities	\$131,904,345	36%	64%
Accommodation and food services	\$107,625,172	70%	30%
Other services (except public administration)	\$89,872,314	49%	51%
Public administration	\$77,972,585	50%	50%
Arts, entertainment and recreation	\$42,603,986	40%	60%
Management of companies and enterprises	\$42,458,418	26%	74%

Source: Lightcast 2025.3, based on 2023 National Input-Output Tables by StatsCan.

## 5.5. Location Quotient Analysis

As a reminder, a location quotient of less than 1.0 indicates less occupational demand than in the benchmark area(s). A location quotient greater than 1.00 indicates a higher concentration of occupational demand than in the benchmark area(s). Finally, a location quotient greater than 1.20 usually indicates a high concentration of occupational demand than in the benchmark area(s).

Table 30 presents LQ data at a 2-digit level compared to the national economy and Table 31 presents the same LQ data compared to the provincial economy.

**Table 30: National Location Quotient Analysis by Sector, LRA, 2014 and 2024.**

Description	2014 National LQ	2024 National LQ
Manufacturing	1.8	1.9
Agriculture, forestry, fishing and hunting	1.7	1.5
Arts, entertainment and recreation	1.2	1.4
Administrative and support, waste management and remediation services	1.5	1.4
Construction	1.1	1.2
Accommodation and food services	1.0	1.1
Real estate and rental and leasing	1.0	1.1
Public administration	1.4	1.0
Wholesale trade	0.6	1.0
Retail trade	1.0	0.9
Educational services	0.8	0.9
Other services (except public administration)	0.9	0.8
Health care and social assistance	0.8	0.8
Professional, scientific and technical services	0.7	0.7
Transportation and warehousing	0.9	0.7
Utilities	0.6	0.7
Finance and insurance	0.4	0.6
Information and cultural industries	0.4	0.6
Management of companies and enterprises	0.1	0.5

Source: Lightcast 2025.3.

**Table 31: Provincial Location Quotient Analysis by Sector, LRA, 2014 and 2024.**

Description	2014 Provincial LQ	2024 Provincial LQ
Agriculture, forestry, fishing and hunting	2.7	2.2
Manufacturing	1.5	1.7
Arts, entertainment and recreation	1.2	1.5
Construction	1.2	1.3
Administrative and support, waste management and remediation services	1.3	1.2
Accommodation and food services	1.1	1.2
Public administration	1.4	1.0
Retail trade	1.0	1.0
Real estate and rental and leasing	0.9	1.0
Educational services	0.8	0.9
Other services (except public administration)	1.0	0.9
Wholesale trade	0.5	0.9
Health care and social assistance	0.8	0.8
Transportation and warehousing	0.9	0.7
Utilities	0.6	0.7
Professional, scientific and technical services	0.6	0.6
Information and cultural industries	0.4	0.5
Mining, quarrying, and oil and gas extraction	0.4	0.5
Finance and insurance	0.3	0.5

Source: Lightcast 2025.3.

## 5.6. Shift-Share Analysis

**Table 32: Shift-Share Analysis: 2-Digit NAICS, LRA, 2014-2024**

Industry (NAICS classification)	Growth/ Decline	Industry Growth Effect	National Economic Effect	Regional / Local Effect
Manufacturing	3,200	-874	1,223	2,851
Construction	2,340	14	636	1,690
Wholesale trade	1,681	-176	225	1,631
Accommodation and food services	1,649	-312	594	1,368
Educational services	2,009	250	449	1,310
Finance and insurance	1,110	54	142	914
Professional, scientific and technical services	1,857	568	386	904
Health care and social assistance	2,538	993	730	815
Retail trade	955	-773	926	801
Arts, entertainment and recreation	854	40	188	625
Real estate and rental and leasing	471	-85	178	378
Information and cultural industries	378	-47	68	357
Administrative and support, waste management and remediation services	503	-494	645	351
Management of companies and enterprises	178	0	5	173
Undisclosed	539	314	91	134
Utilities	117	2	31	84
Other services (except public administration)	52	-386	360	78
Mining, quarrying, and oil and gas extraction	55	-22	13	64
Agriculture, forestry, fishing and hunting	-384	-725	311	29
Transportation and warehousing	223	133	348	-259
Public administration	205	531	718	-1,044
<b>Total</b>	<b>20,530</b>	<b>-994</b>	<b>8,268</b>	<b>13,256</b>

Source: Lightcast 2025.3.

**Table 33: Shift-Share Analysis: Competitive Industries, LRA, 2014-2024.**

Industry (NAICS classification)	Growth/ Decline	Industry Growth Effect	National Economic Effect	Regional / Local Effect
Motor vehicle manufacturing	1,065	-964	510	1,519
Building equipment contractors	977	59	111	806
Full-service restaurants and limited-service eating places	1,029	-75	454	649
Traveller accommodation	532	-123	90	565
Other miscellaneous merchant wholesalers	477	-31	12	496
Elementary and secondary schools	1026	157	388	482
Other amusement and recreation industries	765	179	131	455
Utility system construction	398	-33	17	415
Nursing care facilities	496	74	43	379
Cement and concrete product manufacturing	309	-72	40	341

Source: Lightcast 2025.3.

**Table 34: Shift-Share Analysis: Declining Industries, LRA, 2014-2024.**

Industry (NAICS classification)	Growth/ Decline	Industry Growth Effect	National Economic Effect	Regional / Local Effect
Grocery and convenience retailers	-428	-268	271	-431
Defence services	-454	-437	400	-417
Community care facilities for the elderly	-148	135	75	-358
Beverage manufacturing	-34	250	64	-348
Farms	-661	-732	302	-230

Source: Lightcast 2025.3.

## 5.7. Employer Structure

Finally, this subsection illustrates the number and size of employers by industry in the labour recruitment area. As a reminder, businesses without employees correspond to the “indeterminate” employment category.

According to the Canadian Business Registry, the labour recruitment area had 20,274 businesses as of June 2025, of which 5,465 (27.0%) had employees. Of these 5,465 businesses with employees, 4,390 (80.3%) were small businesses and 170 (3.1%) had over 50 employees. These figures are presented in Table 35.

**Table 35: Business Counts by Size, LRA, June 2025.**

	1 to 9 Employees	10 to 49 Employees	50+ Employees	Indeterminate	Total
Number of Businesses	13,222	5,695	990	48,501	66,580

Source: Canadian Business Patterns June 2025 from Lightcast 2025.3.



Again, business counts are broken down to provide an industry-by-industry review of small business and total business changes since 2019.

**Table 36: Business Counts by Sector, 2019 and 2025, Labour Recruitment Area**

Description	Small Business (1 to 9 employees)		Total Businesses	
	2019	2025	2019	2025
Construction	743	897	2,171	2,694
Professional, scientific and technical services	351	466	1,472	1,943
Health care and social assistance	306	382	879	1,363
Other services (except public administration)	344	370	1,087	1,293
Retail trade	310	358	953	1,067
Undisclosed	195	294	1,343	1,910
Real estate and rental and leasing	164	246	2,388	3,822
Manufacturing	160	227	435	603
Transportation and warehousing	164	216	596	815
Administrative and support, waste management and remediation services	195	211	667	913
Accommodation and food services	136	163	458	536
Agriculture, forestry, fishing and hunting	111	156	935	1,207
Wholesale trade	105	120	371	374
Finance and insurance	69	85	699	756
Information and cultural industries	45	63	169	212
Arts, entertainment and recreation	52	61	300	349
Educational services	30	50	144	219
Mining, quarrying, and oil and gas extraction	7	11	17	25
Management of companies and enterprises	6	9	91	111
Utilities	6	5	49	46

Source: Canadian Business Patterns June 2025 from Lightcast 2025.3.

Once again, Table 33 notes the subsectors in the labour recruitment area by businesses **only with employees**, excluding self-employed individuals.

**Table 37: Top Sectors by Businesses with Employees, LRA, June 2025.**

Sector	Businesses with Employees
Full-service restaurants and limited-service eating places	267
Residential building construction	242
Building equipment contractors	236
Services to buildings and dwellings	196
Offices of physicians	185
Farms	162
Building finishing contractors	157
Other specialty trade contractors	147

Source: Canadian Business Patterns June 2025 from Lightcast 2025.3.



## Appendix A: Data Sources

Please note that every effort has been made to use the most current data available. There are four major sources of information for the remainder of this document:

- The 2001 to 2021 Census from Statistics Canada.
- Canadian Business Registry (CBR) – June 2024.
- SuperDemographics 2025 from Manifold Data Mining Inc.
- Lightcast 2024.Q3.

### Canadian Business Registry (CBR)

The major sources of information for the business registry are updated from the Statistics Canada survey program and Canada Revenue Agency's (CRA) Business Number account files. This CRA administrative data source allows for the creation of a complete set of all business entities.

### Manifold Projection Method

Production of 2025 Demographic data estimates are partially based on population statistics collected by the Statistics Canada Census Program. Manifold estimates demographic data annually, including population projections for 5 and 10 years in the future. Manifold methodologies are based on the following techniques:

Manifold data sources include Statistics Canada, Health Canada, real estate boards/companies, Canadian Bankers Association, Bank of Canada, Canada Post Corporation, consumer and business directories books, flyer distribution associations, regional health ministries, Citizenship and Immigration Canada, regional school boards, proprietary survey and research, and publications of hospitals, and the Canada Mortgage Housing Corporation.

## Lightcast

Lightcast (formerly EMSI Analyst) data brings the various snapshots of the Canadian economy together in a single picture. First, it aligns the geographies of the data from 2001 to the present, which means the Clearview Township of 2001 is the same as the Clearview Township of 2024. This results in geographically detailed data (down to the Census Subdivision level) that apply to today's economy.

The data is remarkably detailed, providing information on 305 industry classifications using the North American International Classification System (NAICS) system and 522 occupations from Statistics Canada's National Occupational Classification (NOCs) classification system in over 4,300 integrated geographical areas. The data is updated twice a year, so users have the most current information possible. And to top it all off, it adds 10-year projections based on the CBR data so that it provides an idea of the future alongside the past and present.

Lightcast data sources include the Canadian Business Registry, 2001-2021 Census data, Survey of Employment, Payroll and Hours, Labour Force Surveys, the Canadian Occupational Projection System, Statistics Canada (CANSIM) Demographics, and Post-secondary student information system education data.