# Perth County and the City of Stratford Community Profile

Perth County is located in southwestern Ontario. The area encompasses over 2,218 square kilometres of land, including one city (Stratford), several townships and villages, and over 2,400 farms.

Perth County is 30km north of highway 401, the main transportation artery in Ontario and is comprised of rolling farmland, quaint villages and bustling towns. The city of Stratford is the home of the world-famous Stratford Festival, one of Canada’s leading tourist attractions and the University of Waterloo School of Interaction Design and Business.

In the below table, you will find a sampling of community profile statistics from the most recent Census of Canada (2016). This demographic data helps to paint a picture of the geography and make-up of Perth County.

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| **Category** | Indicator | Perth | Ontario | Canada |
| **Population** | Total population (in 000s for Regions, Ontario, and Canada). | 76,769 | 13,449 | 35,152 |
| Percentage of provincial population. | 0.6 | - | - |
| Percentage of provincial land area. | 0.2 | - | - |
| **Age** | Median age in years. | 42.4 | 41.3 | 41.2 |
| Percentage of population under 15 years of age. | 18.0 | 16.4 | 16.6 |
| Percentage of population 50 years of age or older. | 40.9 | 38.2 | 38.5 |
| **Families** | Percentage of population 15 years of age or older that is married or living common-law. | 60.8 | 57.3 | 57.6 |
| Percentage of families led by lone parent. | 13.1 | 17.1 | 16.4 |
| Percentage of lone-parent families led by females. | 76.5 | 80.4 | 78.3 |
| **Households** | Average number of persons per family. | 3.0 | 2.9 | 2.9 |
| Percentage of population that owns their homes. | 73.2 | 69.7 | 67.8 |
| **Language and Ethnicity** | Percentage of population with English as first language. | 89.5 | 69.5 | 58.1 |
| Percentage of population with French as first language. | 0.6 | 4.3 | 21.4 |
| Percentage of population with another language as first language. | 10.6 | 29.0 | 22.9 |
| Percentage of population with knowledge of both English and French. | 4.0 | 11.2 | 17.9 |
| Percentage of visible minority population. | 3.6 | 29.3 | 22.3 |
| Percentage of population in private households with Aboriginal origins. | 2.4 | 3.9 | 6.2 |
| **Employment and Income**a | Percentage of labour force employed (employment rate). | 67.0 | 61.4 | 62.0 |
| Percentage of labour force unemployed (unemployment rate). | 4.0 | 7.4 | 7.7 |
| Percentage of labour force in long-term unemployment. | 2.4 | 4.3 | 4.4 |
| After-tax median family income. | $76,364 | $79,531 | $76,372 |

aData on employment drawn from the most recent Labour Force Survey rather than the 2016 Census of Canada.  
Canadian Index of Wellbeing, University of Waterloo (July 2020) [*A Profile of Wellbeing*](https://myperthhuron.ca/indicators/CIW-PerthHuronCounties-WellbingProfile-July2020.pdf)*in Perth and Huron Counties: Benchmarking Indicators of Wellbeing based on the CIW*, Prepared for: Social Research and Planning Council operated by the United Way Perth Huron. See <https://myperthhuron.ca/index.php?MenuItemID=53> for more information