AjaxPickering News Advertiser-WE



Summary Report

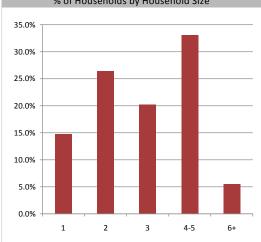
January 9, 2018

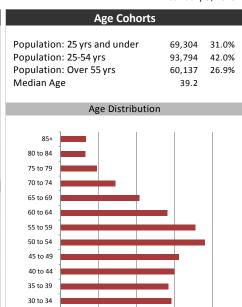
Market Information		
Average Household Spending	g / Yr	
Mortgage payments	\$	10,429
Cell Phone, Pager & Services	\$	1,558
Internet Access Services	\$	587
Home Renovations	\$	1,611
Retirement & pension fund payments	\$	2,493
Lotteries	\$	1,076
Health Insurance	\$	582
Household appliances	\$	628
Furnishings	\$	1,717
Computer hardware	\$	358
Auto/Truck Purchase	\$	7,282
Auto/Truck Rental or Lease	\$	264
Air Travel	\$	1,319

• • •					
Age of Ho	Age of Home Owners				
15 to 24 years	498	0.7%			
25 to 34 years	8,629	11.9%			
35 to 44 years	14,370	19.8%			
45 to 54 years	18,444	25.5%			
55 to 64 years	16,575	22.9%			
65 to 74 years	8,470	11.7%			
75 years or over	5,450	7.5%			
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Household Income

Population & Household Summary			
Total Population	223,235		
Population Growth 2012-2017	7.6%		
Population Growth 2017-2022	7.5%		
Total Households	72,437		
Household Growth 2012-2017	7.2%		
Household Growth 2017-2022	7.7%		
% of Households with Children	58.2%		
% of Households - Married w/ Kids	44.0%		
% of Households - Single Parent	14.2%		
% of Households by Household Si	76		





25 to 29

20 to 24

15 to 19 10 to 14

> 5 to 9 0 to 4

> > 5,000

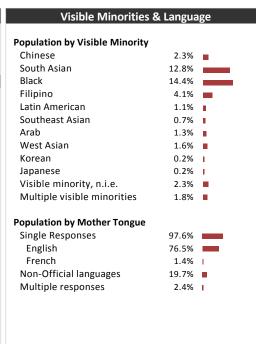
10,000

Educational Attainment (15 Yrs +)

15,000

20,000

Average Household Income Median Household Income	\$120,475 \$103,904					
Households by Inc	Households by Income					
\$ 250K and over						
\$ 200K - \$ 250K						
\$ 175K - \$ 200K						
\$ 150K - \$ 175K						
\$ 125K - \$ 150K						
\$ 100K - \$ 125K						
\$ 90K - \$100K						
\$ 80K - \$90K						
\$ 70K - \$80K						
\$ 60K - \$70K						
\$ 50K - \$60K						
\$ 40K - \$50K						
\$ 30K - \$40K						
\$ 20K - \$30K						
\$ 10K - \$20K						
Under \$10K						
0 5,000	20,000 75,000					
- 50	か、か					

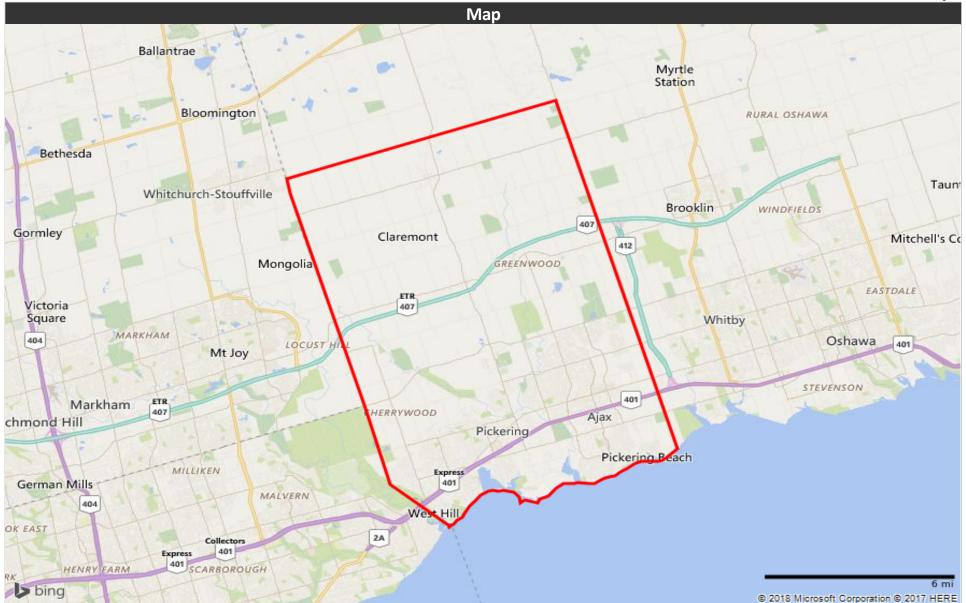


No cert. or diploma High school or equiv Apprenticeship or trade cert. College, CEGEP or other University below bachelor University degree	26,053 51,999 11,792 37,595 9,998 46,444	20.4% 5.4%
% of Population by	Education	
60,000		
50,000		_
40,000		
30,000		
20,000		
10,000		
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AjaxPickering News Advertiser-WE



Distribution Map



AjaxPickering News Advertiser-TH



Summary Report

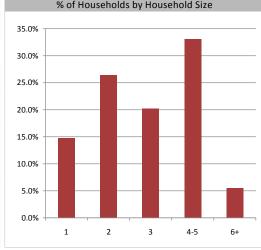
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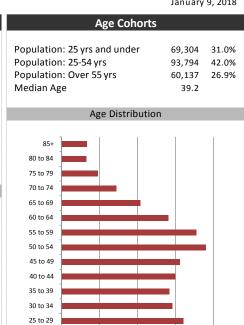
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\$ 50K - \$60K	
\$ 40K - \$50K	
\$ 30K - \$40K	
\$ 20K - \$30K	
\$ 10K - \$20K	
Under \$10K	
- 00	<i>*************************************</i>
0 200	,500

Visible Minorities & Language Population by Visible Minority Chinese 2.3% South Asian 12.8% Black 14.4% Filipino 4.1% Latin American 1.1% Southeast Asian 0.7% Arab 1.3% West Asian 1.6% Korean 0.2% Japanese 0.2% Visible minority, n.i.e. 2.3% Multiple visible minorities 1.8% **Population by Mother Tongue** Single Responses 97.6% English 76.5% French 1.4% Non-Official languages 19.7% Multiple responses 2.4%

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% of Population by Ed	ucation	
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