

AjaxPickering News Advertiser-WE



Summary Report

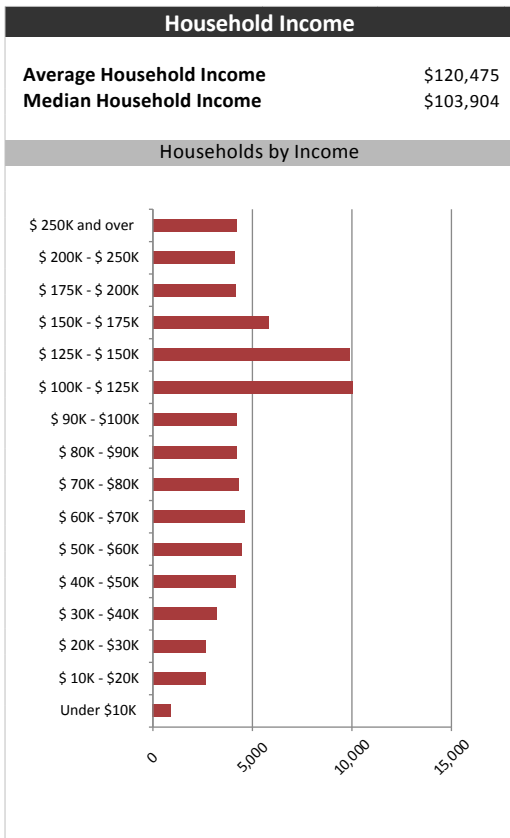
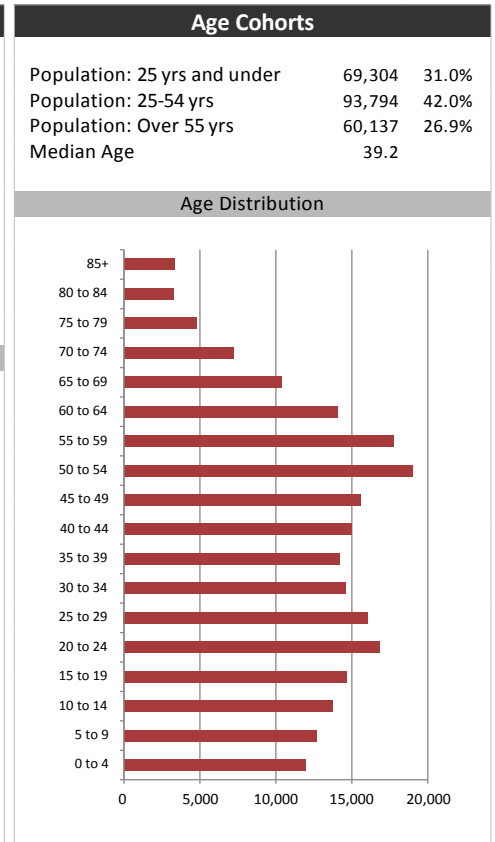
January 9, 2018

Market Information		
Average Household Spending / 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

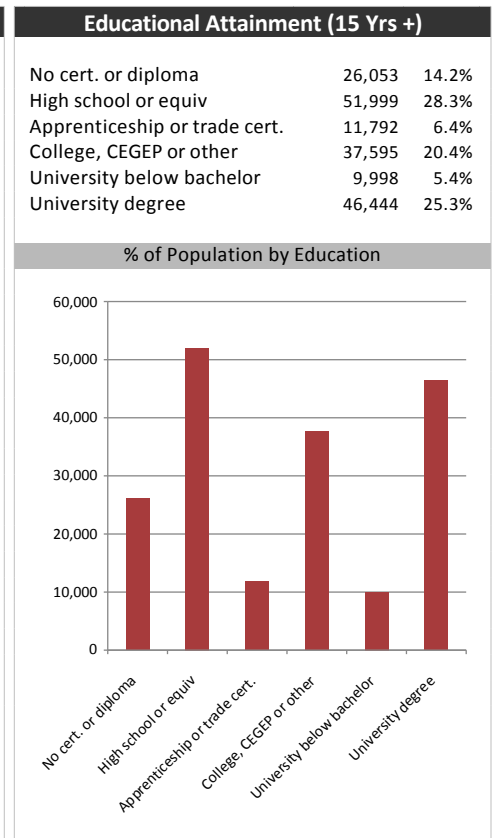
Age of Home Owners		
15 to 24 years	498	0.7%
25 to 34 years	8,629	11.9%
35 to 44 years	14,370	19.8%
45 to 54 years	18,444	25.5%
55 to 64 years	16,575	22.9%
65 to 74 years	8,470	11.7%
75 years or over	5,450	7.5%

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 Size	
1	15.0%
2	26.5%
3	20.0%
4-5	33.0%
6+	5.0%



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%

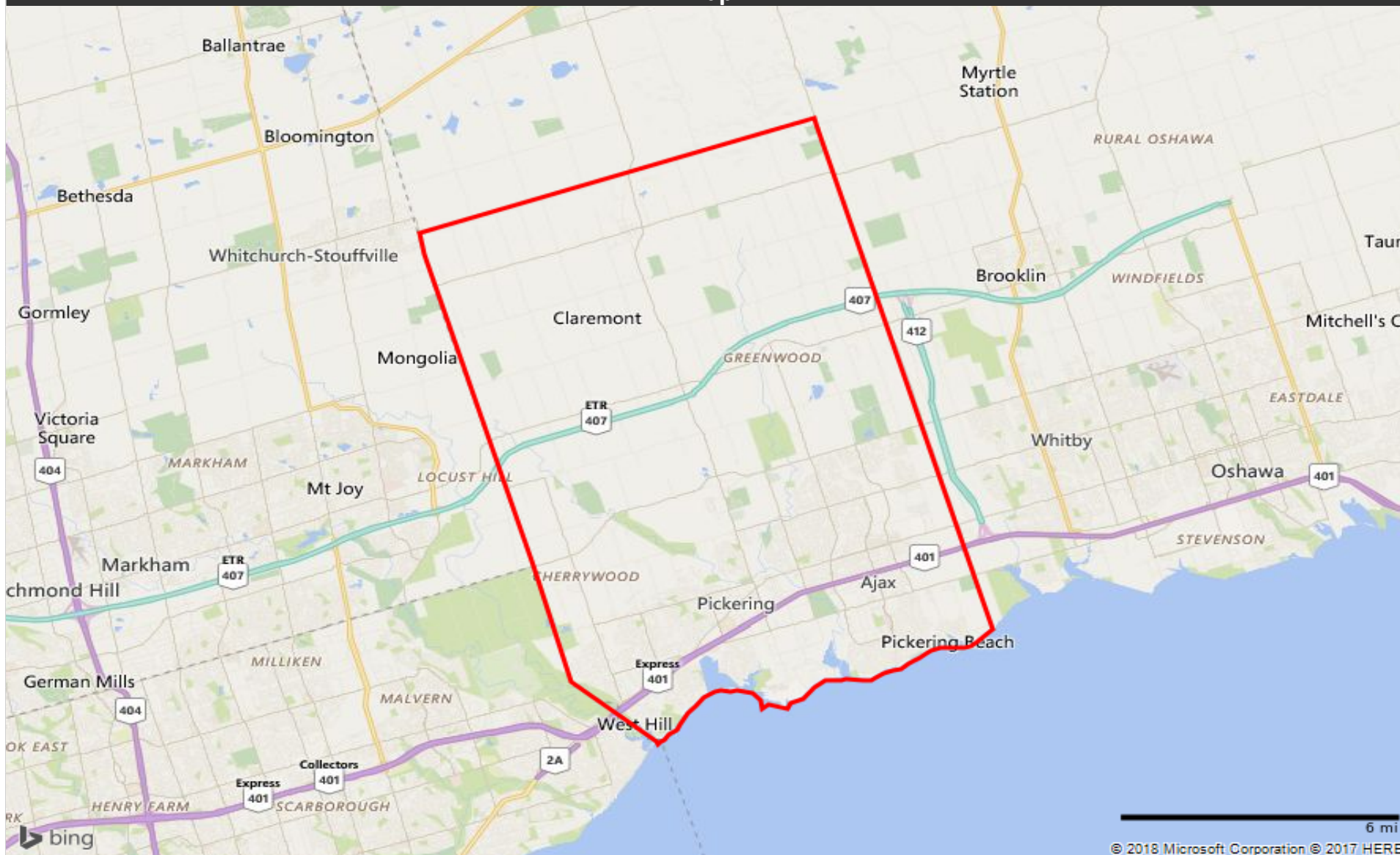


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Distribution Map

Map



AjaxPickering News Advertiser-TH



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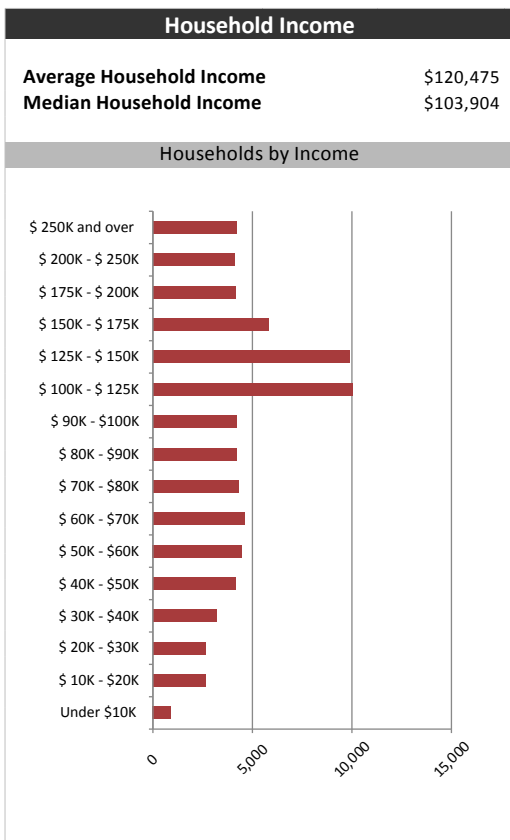
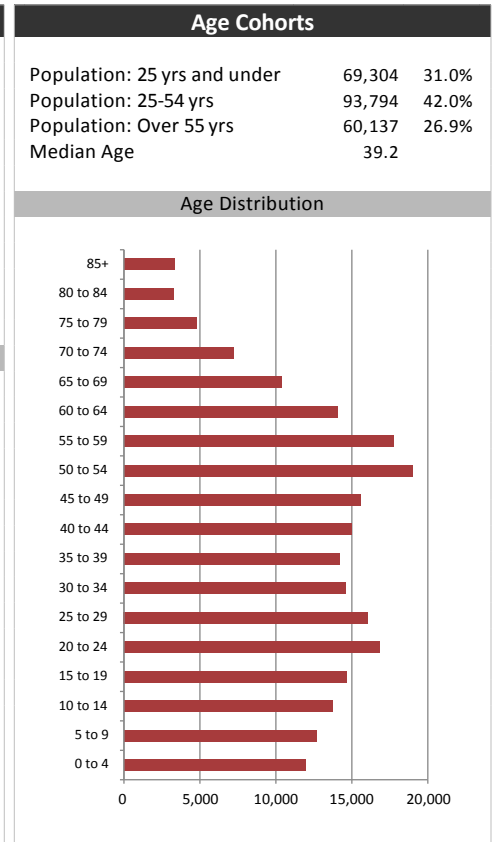
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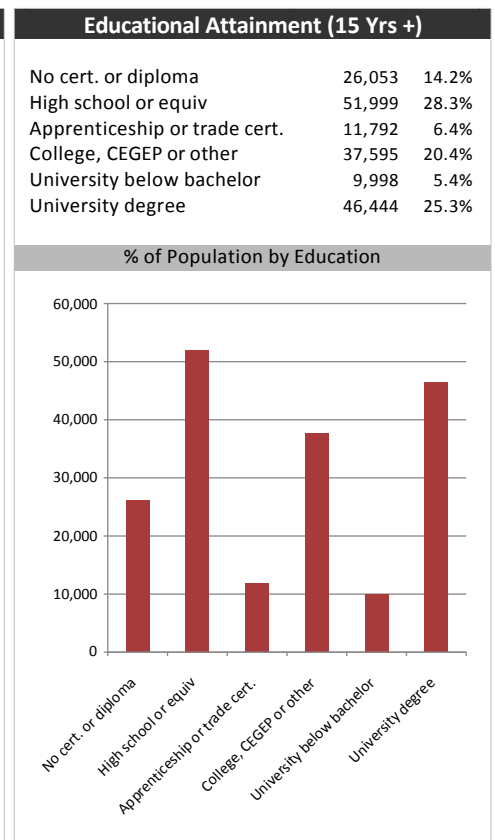
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