## **Brantford Expositor, Your TMC Newspaper**



## **Summary Report**

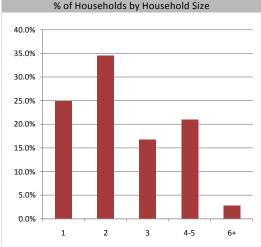
January 9, 2018

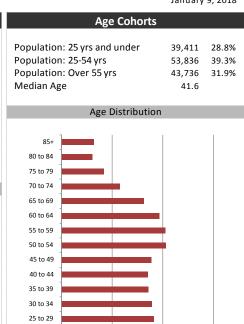
Market Information								
	Average Household Spending / Yr							
	Mortgage payments	\$	5,254					
	Cell Phone, Pager & Services	\$	975					
	Internet Access Services	\$	444					
	Home Renovations	\$	544					
	Retirement & pension fund payments	\$	1,437					
	Lotteries	\$	1,039					
	Health Insurance	\$	349					
	Household appliances	\$	539					
	Furnishings	\$	1,082					
	Computer hardware	\$	108					
	Auto/Truck Purchase	\$	5,548					
	Auto/Truck Rental or Lease	\$	84					
	Air Travel	\$	599					

Age of Home Owners						
15 to 24 years	1,698	3.2%				
25 to 34 years	7,892	14.8%				
35 to 44 years	9,257	17.3%				
45 to 54 years	10,005	18.7%				
55 to 64 years	10,922	20.4%				
65 to 74 years	7,816	14.6%				
75 years or over	5,860	11.0%				

**Household Income** 

Population & Household Summary					
Total Population	136,983				
Population Growth 2012-2017	3.5%				
Population Growth 2017-2022	4.0%				
Total Households	53,450				
Household Growth 2012-2017	2.9%				
Household Growth 2017-2022	4.0%				
% of Households with Children	43.4%				
% of Households - Married w/ Kids	31.2%				
% of Households - Single Parent	12.2%				
0/ of Households by Household C					





20 to 24 15 to 19

10 to 14 5 to 9

0 to 4

Average Household Income Median Household Income	\$86,816 \$72,813
Households by Income	
\$ 250K and over	
\$ 200K - \$ 250K	
\$ 175K - \$ 200K	
\$ 150K - \$ 175K	
\$ 125K - \$ 150K	
\$ 100K - \$ 125K	<u> </u>
\$ 90K - \$100K	
\$ 80K - \$90K	
\$ 70K - \$80K	
\$ 60K - \$70K	
\$ 50K - \$60K	
\$ 40K - \$50K	
\$ 30K - \$40K	
\$ 20K - \$30K	
\$ 10K - \$20K	
Under \$10K	
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Visible Minorities & Language						
Population by Visible Minority						
Chinese	0.6%					
South Asian	1.7%					
Black	1.5%					
Filipino	0.5%					
Latin American	0.2%					
Southeast Asian	0.6%					
Arab	0.3%					
West Asian	0.1%					
Korean	0.2%					
Japanese	0.1%	1				
Visible minority, n.i.e.	0.1%					
Multiple visible minorities	0.2%	•				
Population by Mother Tongue						
Single Responses	99.1%					
English	89.1%					
French	1.1%	1				
Non-Official languages	9.0%	1				
Multiple responses	0.9%	1				

	No cert. or diploma High school or equiv Apprenticeship or trade cert.					25,801 31,534	23.0			
					rt.		10,163	22.0		
	0 /	College, CEGEP or other University below bachelor					24,626			
	,						3,454		1%	
	University	University degree					16,399	14.	6%	
		% of Po	pul	ation	by E	duc	ation			
35,000						_				
	30,000								_	
	25,000		ŀ						_	
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5,000

**Educational Attainment (15 Yrs +)** 

10,000

15,000

## **Brantford Expositor, Your TMC Newspaper**



## **Distribution Map**

