Geraldton Times Star

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Summary Report

November 6, 2018

Market Information

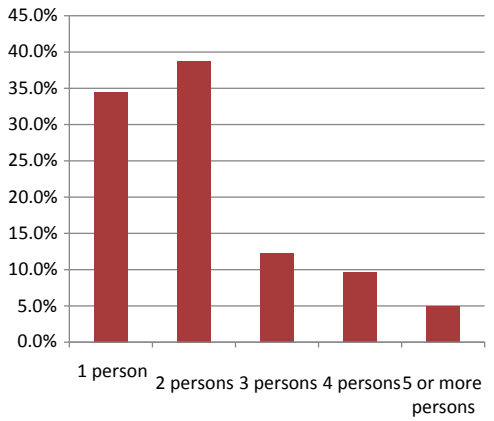
Average Household Spending / Yr		
Mortgage payments	$	4,302
Cell Phone, Pager & Services	$	1,296
Internet Access Services	$	523
Home Renovations	$	1,014
Retirement & pension fund payments	$	2,426
Lotteries	$	1,027
Health Insurance	$	546
Household appliances	$	474
Furnishings	$	1,088
Computer hardware	$	135
Auto/Truck Purchase	$	8,940
Auto/Truck Rental or Lease	$	82
Air Travel	$	689

Age of Home Owners		
15 to 24 years	42	4.2%
25 to 34 years	163	16.3%
35 to 44 years	116	11.6%
45 to 54 years	195	19.5%
55 to 64 years	244	24.4%
65 to 74 years	153	15.3%
75 years or over	87	8.7%

Population & Household Summary

Total Population	2,237
Population Growth 2013-2018	1.0%
Population Growth 2018-2023	0.1%
Total Households	1,001
Household Growth 2013-2018	3.3%
Household Growth 2018-2023	0.4%
% of Households with Children	33.0%
% of Households - Married w/ Kids	20.3%
% of Households - Single Parent	12.7%

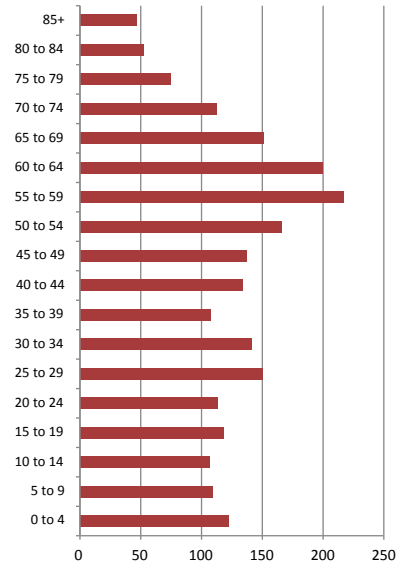
% of Households by Household Size



Age Cohorts

Population: 25 yrs and under	563	25.2%
Population: 25-54 yrs	828	37.0%
Population: Over 55 yrs	845	37.8%
Median Age	46.0	

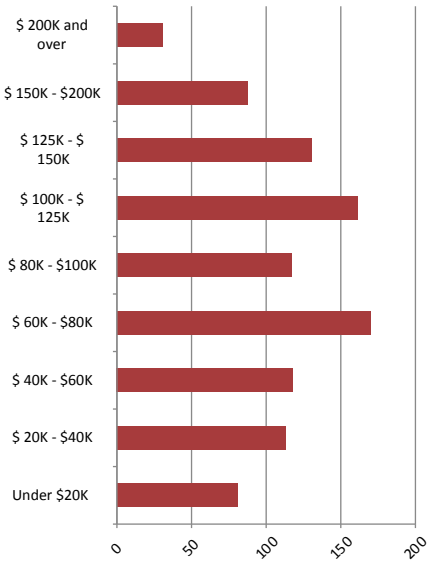
Age Distribution



Household Income

Average Household Income	$98,554
Median Household Income	$83,770

Households by Income



Visible Minorities & Language

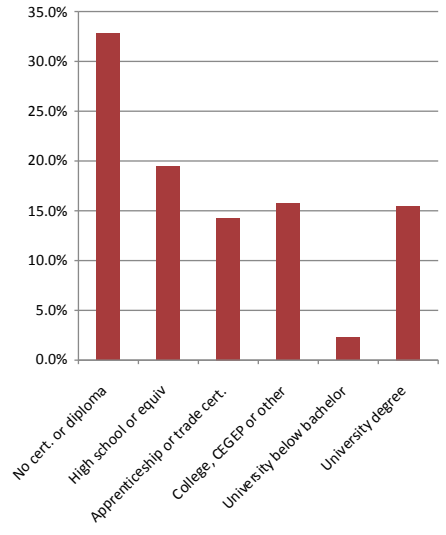
Population by Visible Minority	
Chinese	0.0%
South Asian	0.0%
Black	1.1%
Filipino	0.2%
Latin American	0.0%
Southeast Asian	0.1%
Arab	0.0%
West Asian	0.0%
Korean	0.0%
Japanese	1.0%
Visible minority, n.i.e.	0.3%
Multiple visible minorities	0.2%

Population by Mother Tongue	
Single Responses	98.6%
English	68.7%
French	23.5%
Non-Official languages	6.5%
Multiple responses	1.4%

Educational Attainment (15 Yrs +)

No cert. or diploma	603	32.8%
High school or equiv	357	19.4%
Apprenticeship or trade cert.	262	14.3%
College, CEGEP or other	289	15.7%
University below bachelor	41	2.3%
University degree	284	15.5%

% of Population by Education



Data Source: Environics Analytics

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Distribution Map

Map