### **Guelph Mercury Tribune-TH**



#### Summary Report

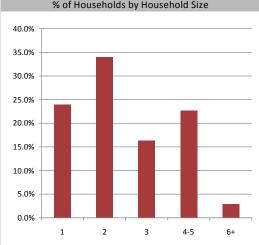
March 30, 2017

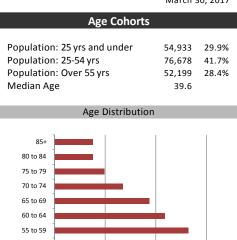
iviarket information		
Average Household Spending	g / Yr	
Mortgage payments	\$	7,609
Cell Phone, Pager & Services	\$	1,032
Internet Access Services	\$	505
Home Renovations	\$	377
Retirement & pension fund payments	\$	1,930
Lotteries	\$	798
Health Insurance	\$	659
Household appliances	\$	702
Furnishings	\$	1,534
Computer hardware	\$	275
Auto/Truck Purchase	\$	4,928
Auto/Truck Rental or Lease	\$	930
Air Travel	\$	695

Age of Home Owners			
2,815	3.9%		
12,300	17.1%		
12,441	17.3%		
14,727	20.5%		
13,339	18.5%		
9,039	12.6%		
7,249	10.1%		
	2,815 12,300 12,441 14,727 13,339 9,039		

**Household Income** 

Population & Household Summary			
Total Population	183,811		
Population Growth 2011-2016	5.4%		
Population Growth 2016-2021	5.0%		
Total Households	71,909		
Household Growth 2011-2016	6.3%		
Household Growth 2016-2021	5.6%		
% of Households with Children	42.3%		
% of Households - Married w/ Kids	32.6%		
% of Households - Single Parent	9.7%		
% of Households by Household S	Size		





40 to 44

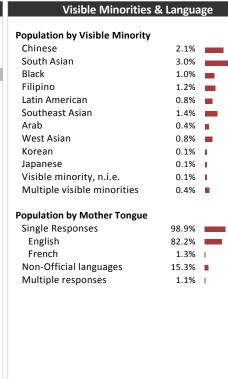
35 to 39 30 to 34

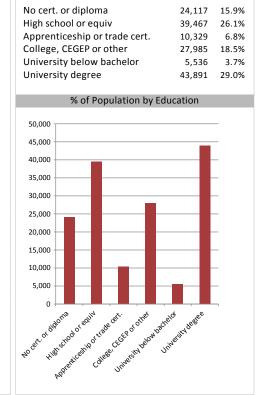
25 to 29

20 to 24 15 to 19

10 to 14

Households by Income  \$ 250K and over \$ 200K - \$ 250K \$ 175K - \$ 200K \$ 150K - \$ 175K \$ 125K - \$ 150K \$ 100K - \$ 125K \$ 90K - \$100K \$ 80K - \$90K \$ 70K - \$80K \$ 50K - \$60K \$ 40K - \$50K \$ 30K - \$40K \$ 20K - \$30K \$ 10K - \$20K	Average Household Income Median Household Income	\$103,384 \$84,842
\$ 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	Households by Income	
Under \$10K	\$ 175K - \$ 200K \$ 150K - \$ 175K \$ 125K - \$ 150K \$ 100K - \$ 125K \$ 90K - \$100K \$ 80K - \$90K \$ 70K - \$80K \$ 60K - \$70K \$ 50K - \$60K \$ 40K - \$50K \$ 30K - \$40K \$ 20K - \$30K	





5,000

Educational Attainment (15 Yrs +)

10,000

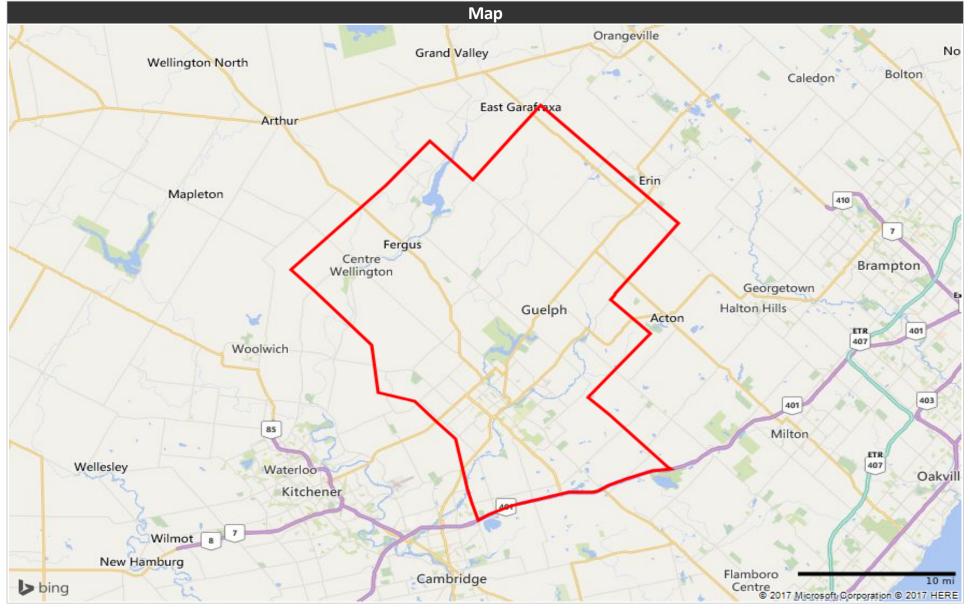
15,000

Powered by Sitewise Pro Data Source: 2016 Environics Analytics

# **Guelph Mercury Tribune-TH**



### **Distribution Map**



## **Guelph Mercury Tribune-TU**



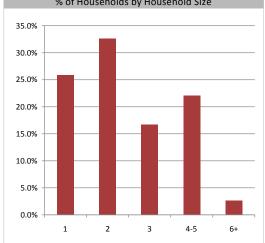
#### **Summary Report**

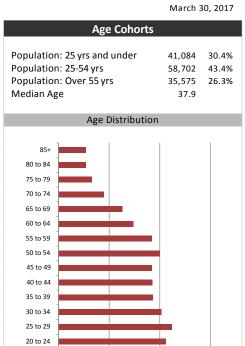
iviarket information		
Average Household Spending	g / Yr	
Mortgage payments	\$	7,412
Cell Phone, Pager & Services	\$	1,023
Internet Access Services	\$	501
Home Renovations	\$	343
Retirement & pension fund payments	\$	1,931
Lotteries	\$	770
Health Insurance	\$	630
Household appliances	\$	648
Furnishings	\$	1,492
Computer hardware	\$	274
Auto/Truck Purchase	\$	4,560
Auto/Truck Rental or Lease	\$	907
Air Travel	\$	689

Age of Home Owners			
15 to 24 years	2,568	4.7%	
25 to 34 years	10,190	18.8%	
35 to 44 years	9,714	17.9%	
45 to 54 years	10,920	20.2%	
55 to 64 years	9,629	17.8%	
65 to 74 years	6,028	11.1%	
75 years or over	5,095	9.4%	

**Household Income** 

Population & Household Summary			
Total Population	135,361		
Population Growth 2011-2016	5.2%		
Population Growth 2016-2021	4.6%		
Total Households	54,144		
Household Growth 2011-2016	6.3%		
Household Growth 2016-2021	5.4%		
% of Households with Children	42.0%		
% of Households - Married w/ Kids	31.5%		
% of Households - Single Parent	10.5%		
% of Households by Household Size			





5,000

Educational Attainment (15 Yrs +)

10,000

17,784

28,407

7,286

15,000

16.0%

25.5%

6.5%

15 to 19 10 to 14

No cert. or diploma

High school or equiv

Apprenticeship or trade cert.

Average House Median House				\$99,429 \$81,861
	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				
c	2,000 -	4,000 -	- 0000'9	8,000
	7	4,	9	∞`

Visible Minorities & Language			
Population by Visible Minority			
Chinese	2.00/		
•	2.8%		
South Asian	3.8%		
Black	1.2%		
Filipino	1.5%		
Latin American	1.0%		
Southeast Asian	1.9%		
Arab	0.5%		
West Asian	1.0%		
Korean	0.2%	1	
Japanese	0.2%	1	
Visible minority, n.i.e.	0.1%	1	
Multiple visible minorities	0.4%	•	
Population by Mother Tongue			
Single Responses	98.7%		
English	79.1%		
French	1.4%	1	
Non-Official languages	18.2%		
Multiple responses	1.3%	1	

College, CEGEP or other	19,698	17.7%
University below bachelor	4,018	3.6%
University degree	34,093	30.6%
% of Population b	y Education	
40,000		_
35,000		-
30,000		-
25,000		-
20,000		-
15,000		-
10,000		-
5,000		-
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# **Guelph Mercury Tribune-TU**



**Distribution Map** 

