

# Guelph Mercury Tribune-TH



## Summary Report

March 30, 2017

Market Information		
Average Household Spending / 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

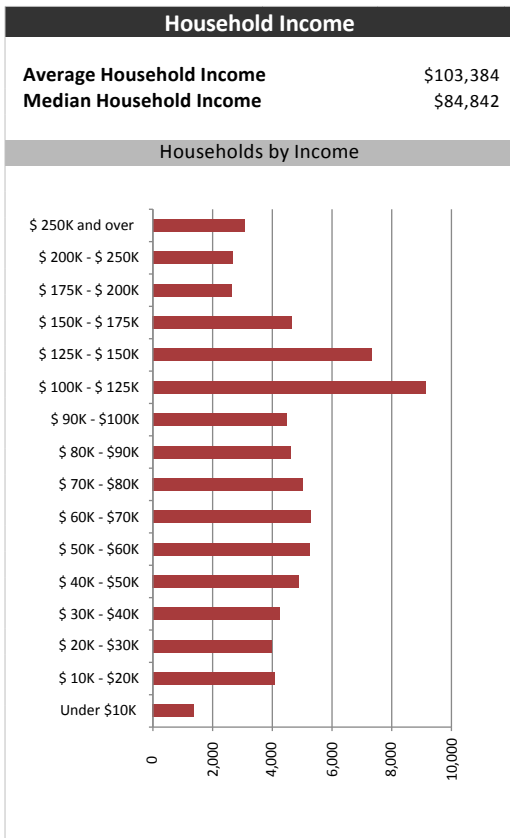
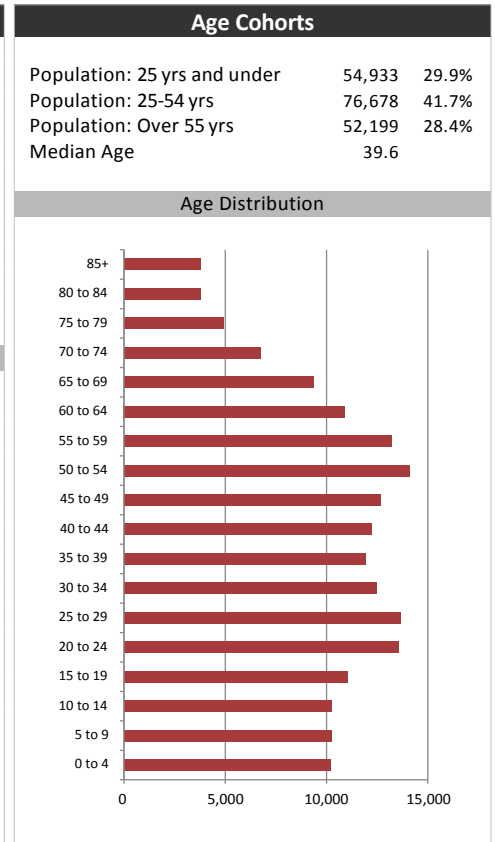
  

Age of Home Owners		
15 to 24 years	2,815	3.9%
25 to 34 years	12,300	17.1%
35 to 44 years	12,441	17.3%
45 to 54 years	14,727	20.5%
55 to 64 years	13,339	18.5%
65 to 74 years	9,039	12.6%
75 years or over	7,249	10.1%

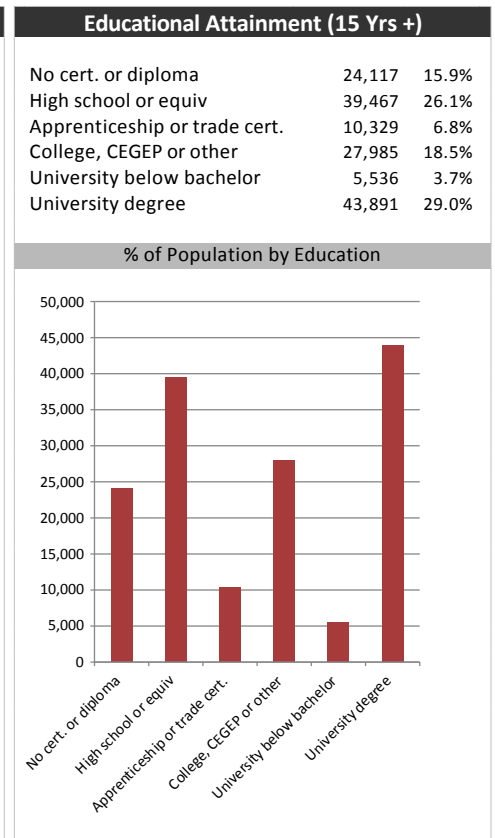
Population & Household Summary	
Total Population	183,811
Population Growth 2011-2016	5.4%
Population Growth 2016-2021	5.0%
Total Households	71,909
Household Growth 2011-2016	6.3%
Household Growth 2016-2021	5.6%
% of Households with Children	42.3%
% of Households - Married w/ Kids	32.6%
% of Households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

% of Households by Household Size	
1	24.0%
2	34.0%
3	16.0%
4-5	23.0%
6+	3.0%



Visible Minorities & Language	
<b>Population by Visible Minority</b>	
Chinese	2.1%
South Asian	3.0%
Black	1.0%
Filipino	1.2%
Latin American	0.8%
Southeast Asian	1.4%
Arab	0.4%
West Asian	0.8%
Korean	0.1%
Japanese	0.1%
Visible minority, n.i.e.	0.1%
Multiple visible minorities	0.4%
<b>Population by Mother Tongue</b>	
Single Responses	98.9%
English	82.2%
French	1.3%
Non-Official languages	15.3%
Multiple responses	1.1%

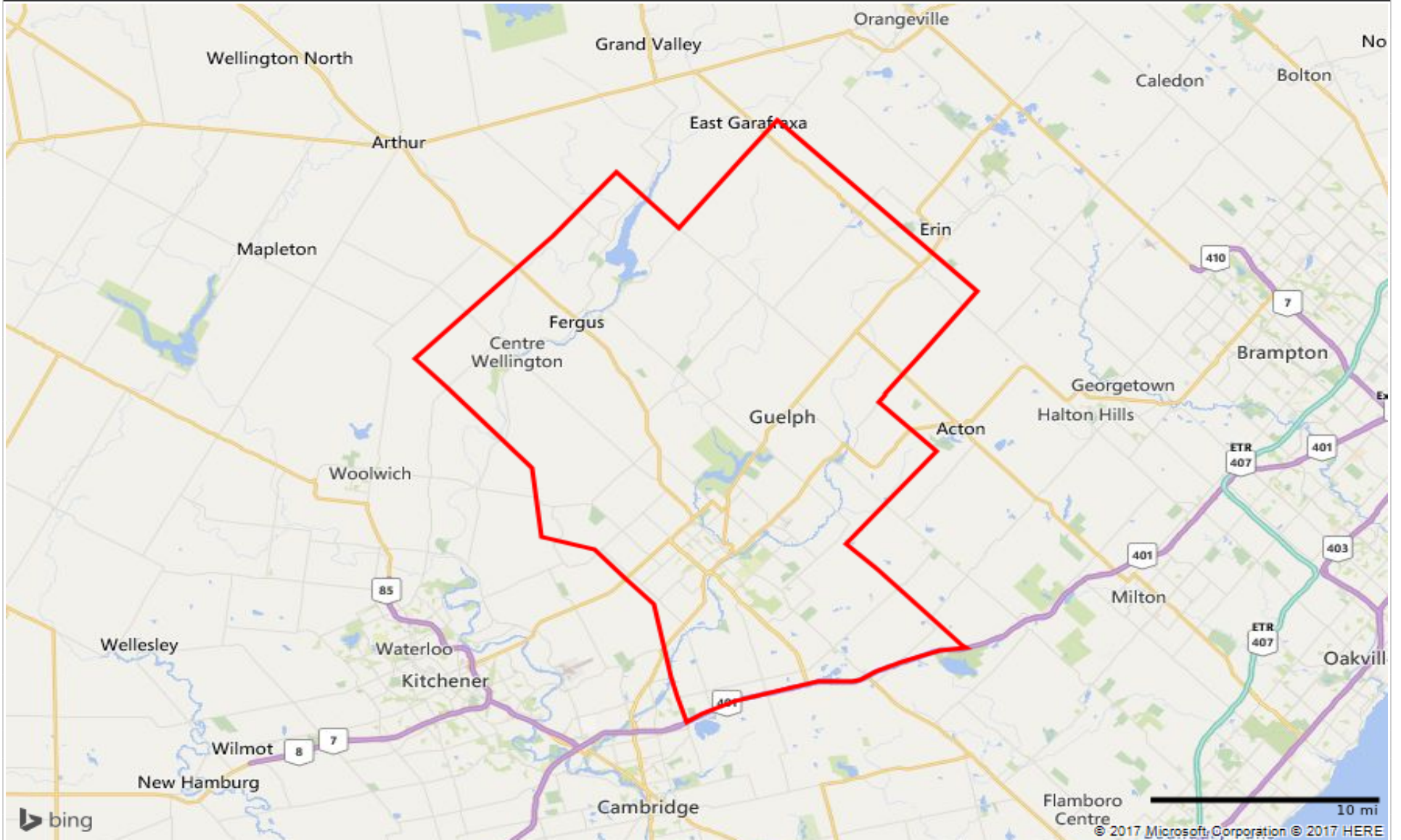


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## Distribution Map

### Map



# Guelph Mercury Tribune-TU



## Summary Report

March 30, 2017

Market Information		
Average Household Spending / 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

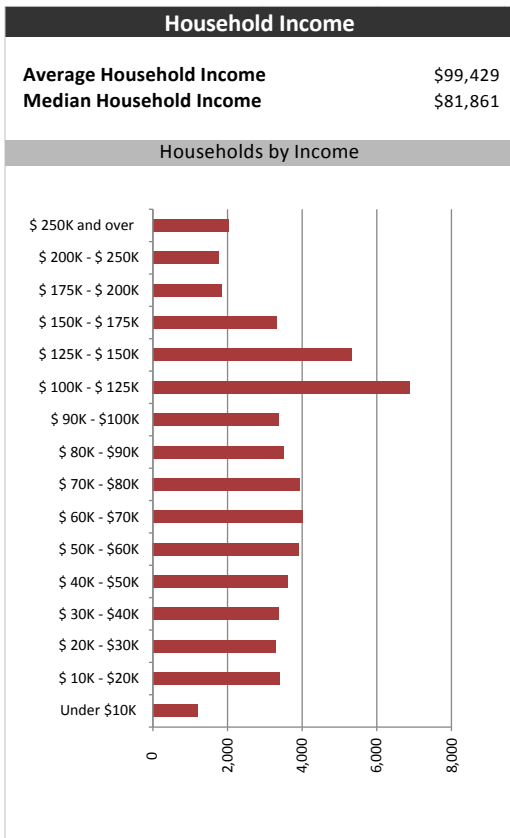
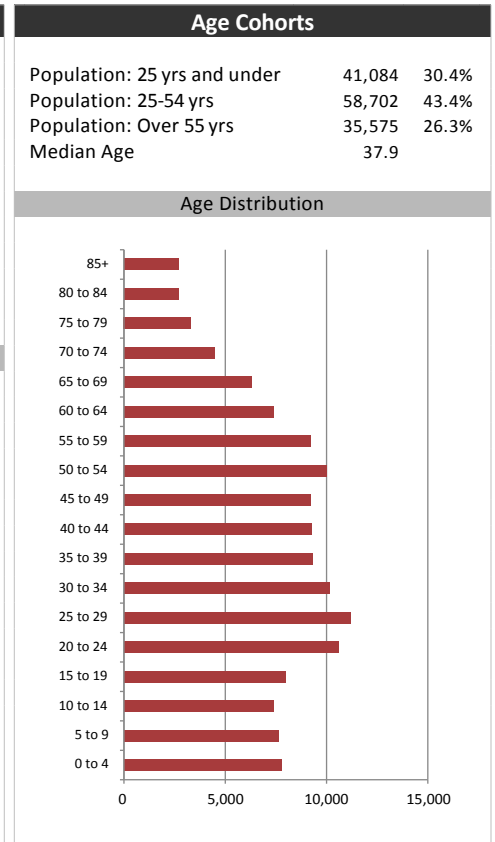
  

Age of Home Owners		
15 to 24 years	2,568	4.7%
25 to 34 years	10,190	18.8%
35 to 44 years	9,714	17.9%
45 to 54 years	10,920	20.2%
55 to 64 years	9,629	17.8%
65 to 74 years	6,028	11.1%
75 years or over	5,095	9.4%

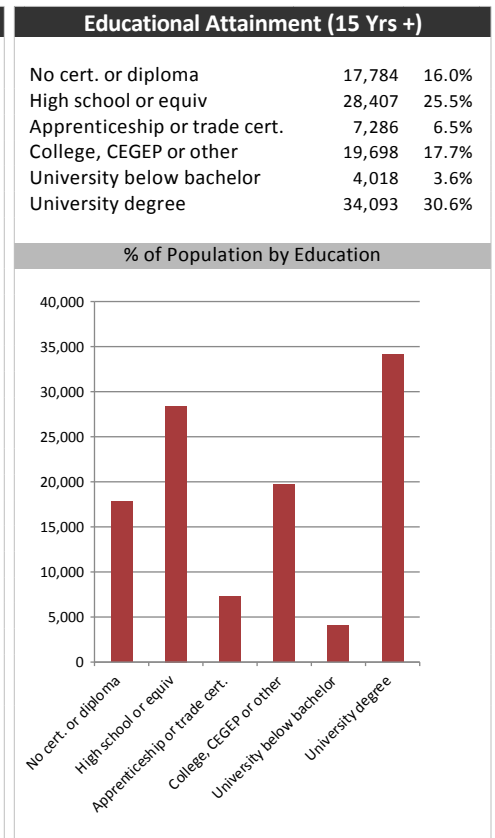
Population & Household Summary	
Total Population	135,361
Population Growth 2011-2016	5.2%
Population Growth 2016-2021	4.6%
Total Households	54,144
Household Growth 2011-2016	6.3%
Household Growth 2016-2021	5.4%
% of Households with Children	42.0%
% of Households - Married w/ Kids	31.5%
% of Households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

% of Households by Household Size	
1	25.5%
2	32.5%
3	16.5%
4-5	22.0%
6+	3.0%



Visible Minorities & Language	
<b>Population by Visible Minority</b>	
Chinese	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%
Japanese	0.2%
Visible minority, n.i.e.	0.1%
Multiple visible minorities	0.4%
<b>Population by Mother Tongue</b>	
Single Responses	98.7%
English	79.1%
French	1.4%
Non-Official languages	18.2%
Multiple responses	1.3%



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## Distribution Map

### Map

