Peterborough This Week-FR



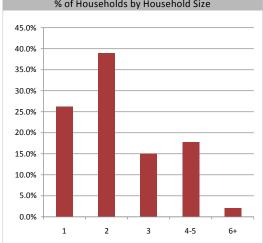
Summary Report

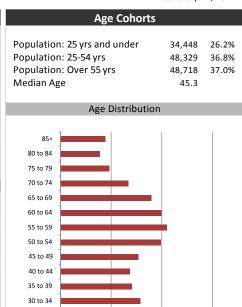
January 17, 2017

iviarket information		
Average Household Spending	g / Yr	
Mortgage payments	\$	6,333
Cell Phone, Pager & Services	\$	673
Internet Access Services	\$	405
Home Renovations	\$	356
Retirement & pension fund payments	\$	1,740
Lotteries	\$	850
Health Insurance	\$	606
Household appliances	\$	626
Furnishings	\$	1,309
Computer hardware	\$	90
Auto/Truck Purchase	\$	3,180
Auto/Truck Rental or Lease	\$	397
Air Travel	\$	173

Age of Home Owners				
15 to 24 years	1,891	3.5%		
25 to 34 years	8,569	15.6%		
35 to 44 years	7,480	13.7%		
45 to 54 years	9,615	17.6%		
55 to 64 years	11,131	20.3%		
65 to 74 years	8,867	16.2%		
75 years or over	7,204	13.2%		

Population & Household Sumn	nary
Total Population	131,494
Population Growth 2011-2016	1.7%
Population Growth 2016-2021	1.8%
Total Households	54,758
Household Growth 2011-2016	3.1%
Household Growth 2016-2021	2.4%
% of Households with Children	35.2%
% of Households - Married w/ Kids	25.0%
% of Households - Single Parent	10.1%
0/ of Households by Household Si	7.0





5,000

Educational Attainment (15 Yrs +)

10,000

19,402

29,968

9,352

25,363

15,000

17.6%

27.2%

8.5%

23.0%

25 to 29 20 to 24

15 to 19

10 to 14 5 to 9

0 to 4

No cert. or diploma

High school or equiv

College, CEGEP or other

Apprenticeship or trade cert.

	Househol	d Income	
Average House			\$86,514 \$69,957
	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			
	2,000	0000	8,000
	2,0	4,0	9, 8, 1,

Visible Minorities & Language Population by Visible Minority Chinese 0.6% South Asian 0.8% Black 0.7% Filipino 0.1% 0.2% Latin American Southeast Asian 0.4% Arab 0.1% West Asian 0.1% Korean 0.2% Japanese 0.1% Visible minority, n.i.e. 0.1% Multiple visible minorities 0.1% **Population by Mother Tongue Single Responses** 99.5% English 93.4% French 1.1% Non-Official languages 5.0% Multiple responses 0.5%

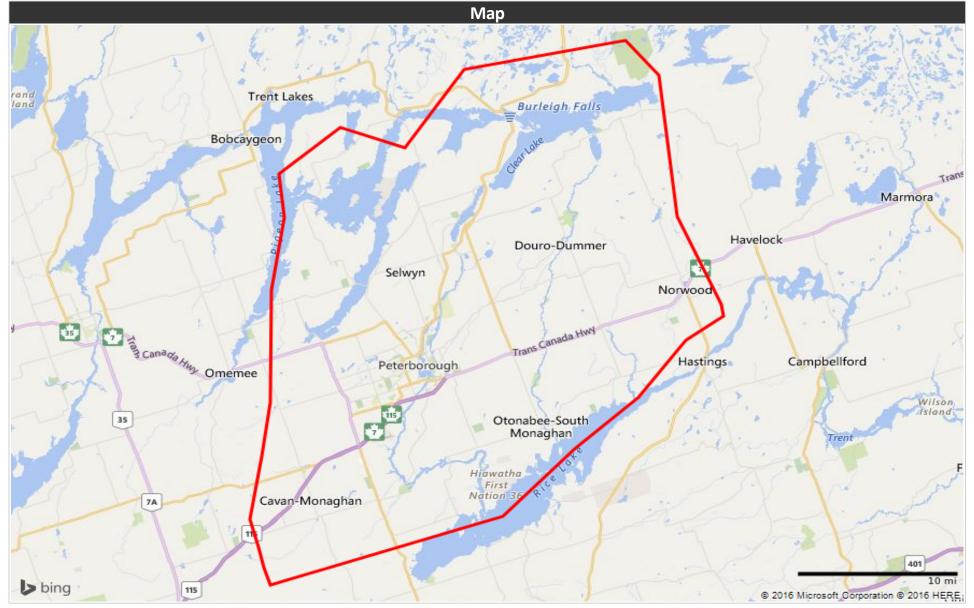
University below bachelor University degree	2,895 23,395	
, ,		
% of Population by	Education	
35,000		-
30,000		-
25,000	_	-
20,000		-
15,000 —		-
10,000		-
5,000		_
0		¬
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NO EEL OI HEEL STORD OF THE EEL OF OI THE STORD OF THE ST	University degree	
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Powered by Sitewise Pro Data Source: 2016 Environics Analytics

Peterborough This Week-FR



Distribution Map



Peterborough This Week-WE



Summary Report

January 17, 2017

25,386 23.0%

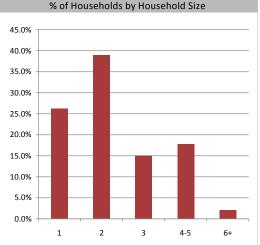
2.6%

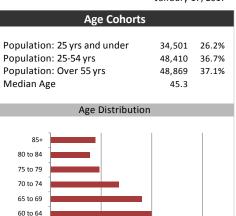
2,899

Market Information		
Average Household Spending	g / Yr	
Mortgage payments	\$	6,331
Cell Phone, Pager & Services	\$	673
Internet Access Services	\$	405
Home Renovations	\$	356
Retirement & pension fund payments	\$	1,740
Lotteries	\$	850
Health Insurance	\$	606
Household appliances	\$	626
Furnishings	\$	1,308
Computer hardware	\$	90
Auto/Truck Purchase	\$	3,180
Auto/Truck Rental or Lease	\$	397
Air Travel	\$	173

Age of Home Owners				
15 to 24 years	1,891	3.4%		
25 to 34 years	8,573	15.6%		
35 to 44 years	7,484	13.7%		
45 to 54 years	9,623	17.6%		
55 to 64 years	11,145	20.3%		
65 to 74 years	8,880	16.2%		
75 years or over	7,215	13.2%		

Population & Household Sumn	nary
Total Population	131,780
Population Growth 2011-2016	1.7%
Population Growth 2016-2021	1.8%
Total Households	54,810
Household Growth 2011-2016	3.1%
Household Growth 2016-2021	2.4%
% of Households with Children	35.2%
% of Households - Married w/ Kids	25.0%
% of Households - Single Parent	10.1%
0/ of Households by Household C	





55 to 59

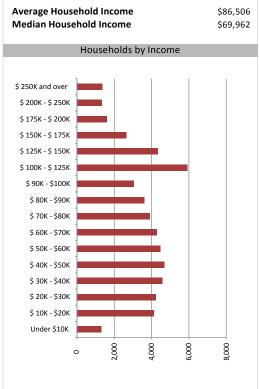
40 to 44

35 to 39

College, CEGEP or other

University below bachelor

45 to 54 years 55 to 64 years 65 to 74 years 75 years or over	9,623 11,145 8,880 7,215	17.6% 20.3% 16.2% 13.2%	25.0% 30 to 34 25 to 29 15.0% 20 to 24	
75 years or over	7,215	13.2%	10.0% 5.0% 0.0% 1 2 3 4-5 6+ 15 to 19 10 to 14 5 to 9 0 to 4 0 5,000 10	0,000 15,000
Household	d Income		Visible Minorities & Language Educational Attainment	t (15 Yrs +)
Average Household Income Median Household Income		\$86,506 \$69,962	Population by Visible Minority Chinese 0.6% South Asian 0.8% No cert. or diploma High school or equiv Apprenticeship or trade cert.	19,416 17.6% 30,001 27.2% 9,364 8.5%



Population by visible willionty		
Chinese	0.6%	
South Asian	0.8%	
Black	0.7%	
Filipino	0.1%	
Latin American	0.2%	
Southeast Asian	0.4%	
Arab	0.1%	
West Asian	0.1%	
Korean	0.2%	
Japanese	0.1%	
Visible minority, n.i.e.	0.1%	
Multiple visible minorities	0.1%	
Population by Mother Tongue		
Single Responses	99.5%	
English	93.4%	
French	1.1%	1
Non-Official languages	5.0%	T.
Multiple responses	0.5%	1

University degree	23,414	21.2%
% of Population by Edu		
35,000		-
30,000		-
25,000		-
20,000		-
15,000		-
10,000		_
5,000		-
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Peterborough This Week-WE



Distribution Map

