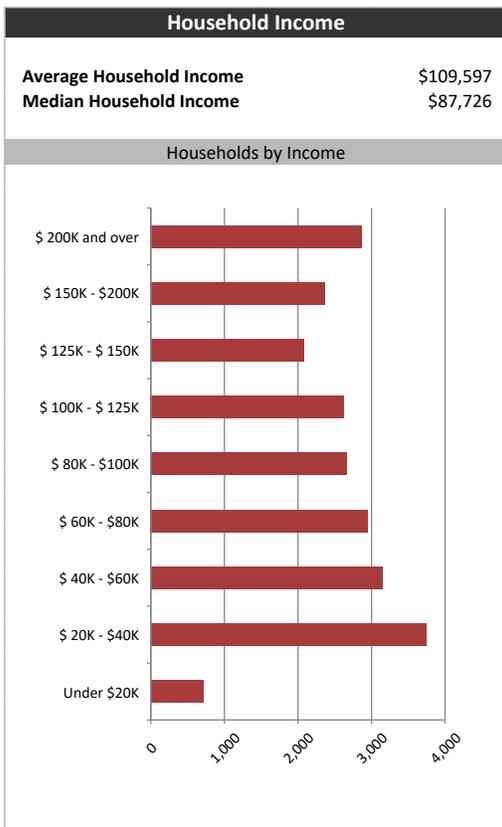
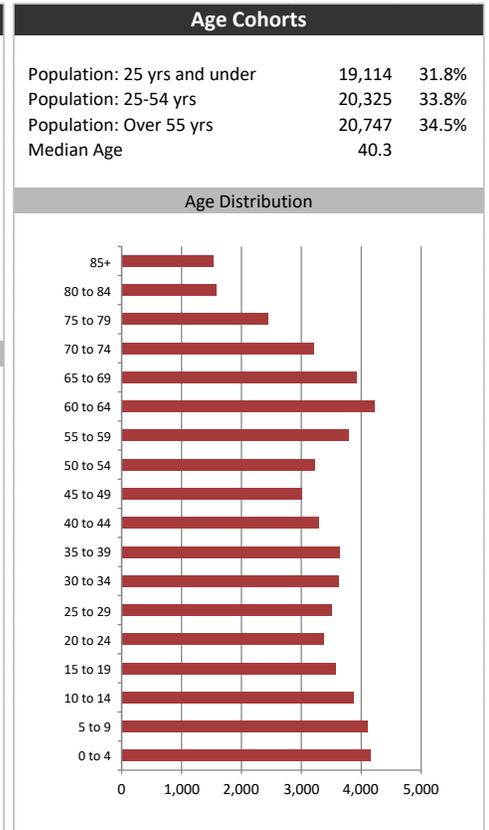


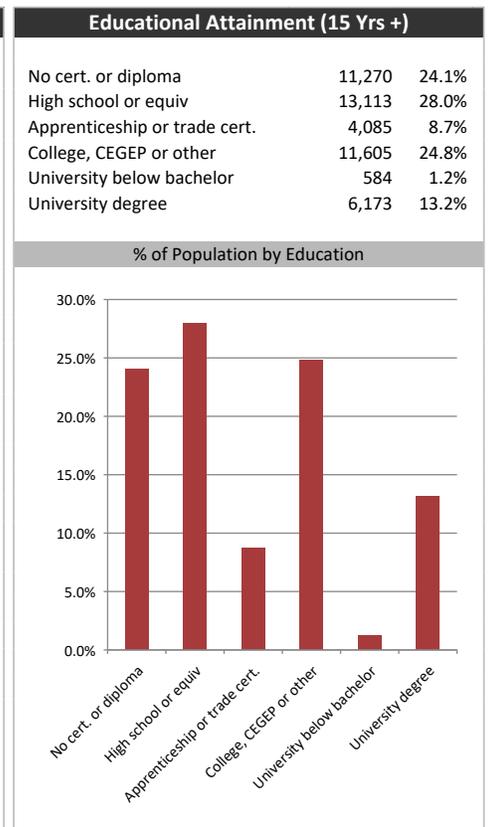
| Market Information                 |       |       |
|------------------------------------|-------|-------|
| Average Household Spending / Yr    |       |       |
| Mortgage payments                  | \$    | 5,057 |
| Cell Phone, Pager & Services       | \$    | 1,252 |
| Internet Access Services           | \$    | 482   |
| Home Renovations                   | \$    | 1,282 |
| Retirement & pension fund payments | \$    | 1,797 |
| Lotteries                          | \$    | 415   |
| Household appliances               | \$    | 733   |
| Furnishings                        | \$    | 2,042 |
| Computer hardware                  | \$    | 216   |
| Auto/Truck Purchase                | \$    | 8,576 |
| Auto/Truck Rental or Lease         | \$    | 158   |
| Air Travel                         | \$    | 200   |
| Age of Home Owners                 |       |       |
| 15 to 24 years                     | 558   | 2.4%  |
| 25 to 34 years                     | 3,332 | 14.4% |
| 35 to 44 years                     | 3,754 | 16.2% |
| 45 to 54 years                     | 3,400 | 14.7% |
| 55 to 64 years                     | 4,597 | 19.9% |
| 65 to 74 years                     | 4,212 | 18.2% |
| 75 years or over                   | 3,290 | 14.2% |

| Population & Household Summary    |        |
|-----------------------------------|--------|
| Total Population                  | 60,186 |
| Population Growth 2017-2022       | 5.6%   |
| Population Growth 2022-2027       | 5.8%   |
| Total Households                  | 23,144 |
| Household Growth 2017-2022        | 5.0%   |
| Household Growth 2022-2027        | 4.9%   |
| % of Households with Children     | 38.4%  |
| % of Households - Married w/ Kids | 31.3%  |
| % of Households - Single Parent   | 7.2%   |
| % of Households by Household Size |        |

| Household Size    | Percentage |
|-------------------|------------|
| 1 person          | 26.5%      |
| 2 persons         | 38.5%      |
| 3 persons         | 13.0%      |
| 4 persons         | 13.0%      |
| 5 or more persons | 10.0%      |



| Visible Minorities & Language  |       |
|--------------------------------|-------|
| Population by Visible Minority |       |
| Chinese                        | 0.2%  |
| South Asian                    | 1.1%  |
| Black                          | 0.4%  |
| Filipino                       | 0.3%  |
| Latin American                 | 0.2%  |
| Southeast Asian                | 0.1%  |
| Arab                           | 0.0%  |
| West Asian                     | 0.0%  |
| Korean                         | 0.1%  |
| Japanese                       | 0.0%  |
| Visible minority, n.i.e.       | 0.2%  |
| Multiple visible minorities    | 0.1%  |
| Population by Mother Tongue    |       |
| Single Responses               | 99.3% |
| English                        | 85.0% |
| French                         | 0.7%  |
| Non-Official languages         | 13.6% |
| Multiple responses             | 0.7%  |



# Listowel Independent Plus

## Distribution Map

Map

