

Ajax/Pickering News Advertiser-WE



Summary Report

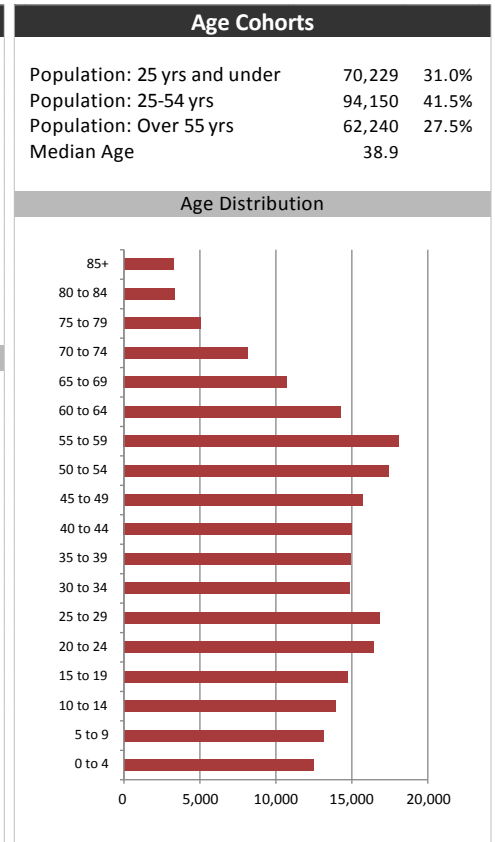
November 6, 2018

Market Information		
Average Household Spending / Yr		
Mortgage payments	\$	10,909
Cell Phone, Pager & Services	\$	1,698
Internet Access Services	\$	612
Home Renovations	\$	1,674
Retirement & pension fund payments	\$	2,461
Lotteries	\$	1,071
Health Insurance	\$	577
Household appliances	\$	633
Furnishings	\$	1,871
Computer hardware	\$	333
Auto/Truck Purchase	\$	8,048
Auto/Truck Rental or Lease	\$	406
Air Travel	\$	2,170

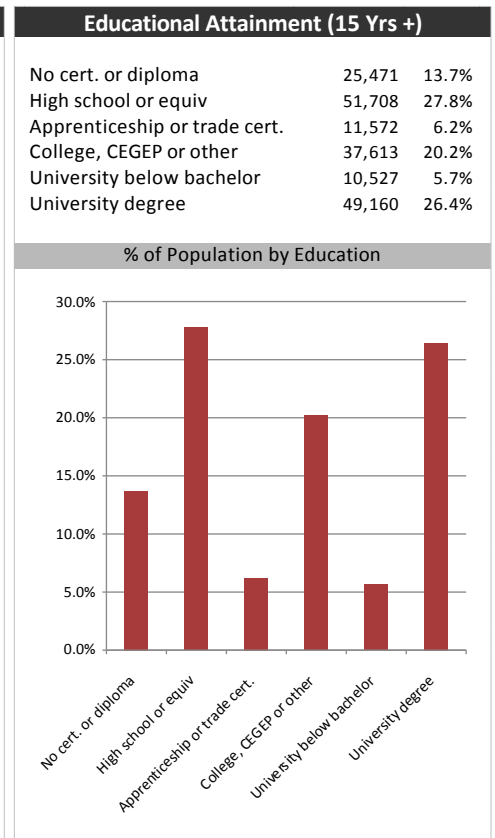
Age of Home Owners		
15 to 24 years	417	0.6%
25 to 34 years	7,813	10.7%
35 to 44 years	14,094	19.3%
45 to 54 years	17,741	24.3%
55 to 64 years	17,464	23.9%
65 to 74 years	9,992	13.7%
75 years or over	5,611	7.7%

Population & Household Summary	
Total Population	226,619
Population Growth 2013-2018	7.5%
Population Growth 2018-2023	6.7%
Total Households	73,133
Household Growth 2013-2018	7.1%
Household Growth 2018-2023	7.5%
% of Households with Children	60.5%
% of Households - Married w/ Kids	46.2%
% of Households - Single Parent	14.4%

% of Households by Household Size	
1 person	15.0%
2 persons	26.5%
3 persons	19.5%
4 persons	22.5%
5 or more persons	15.5%



Visible Minorities & Language	
Population by Visible Minority	
Chinese	2.4%
South Asian	13.6%
Black	15.5%
Filipino	4.5%
Latin American	1.1%
Southeast Asian	0.6%
Arab	1.3%
West Asian	1.7%
Korean	0.2%
Japanese	0.2%
Visible minority, n.i.e.	2.3%
Multiple visible minorities	2.0%
Population by Mother Tongue	
Single Responses	97.5%
English	76.0%
French	1.4%
Non-Official languages	20.1%
Multiple responses	2.5%



Ajax/Pickering News Advertiser-TH



Summary Report

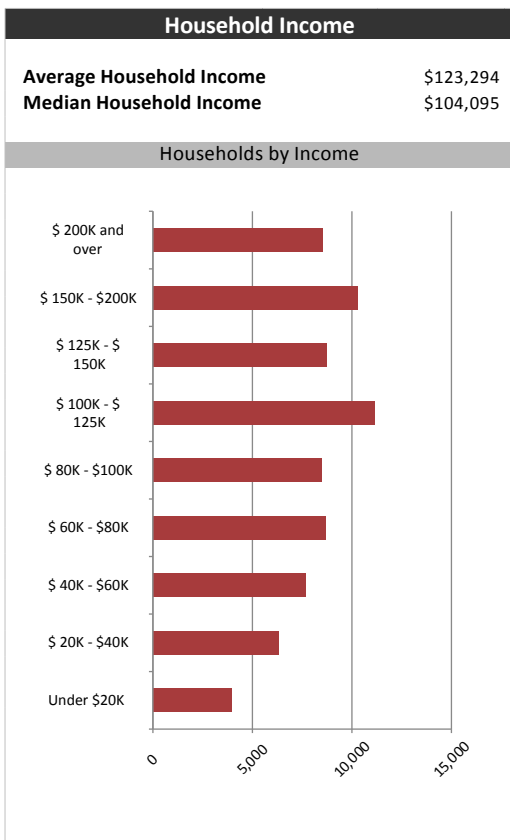
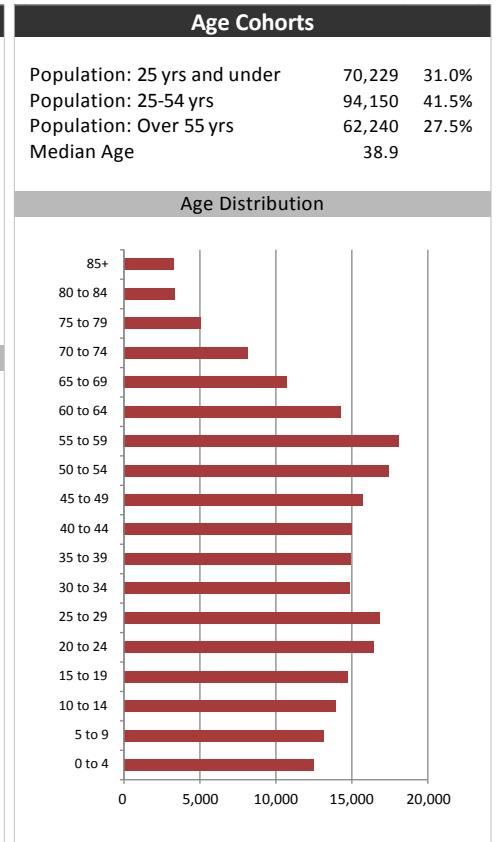
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