

# Midland Penetanguishene Mirror



## Summary Report

January 9, 2018

Market Information		
Average Household Spending / Yr		
Mortgage payments	\$	5,698
Cell Phone, Pager & Services	\$	976
Internet Access Services	\$	477
Home Renovations	\$	484
Retirement & pension fund payments	\$	1,396
Lotteries	\$	780
Health Insurance	\$	417
Household appliances	\$	579
Furnishings	\$	1,071
Computer hardware	\$	219
Auto/Truck Purchase	\$	5,976
Auto/Truck Rental or Lease	\$	117
Air Travel	\$	582

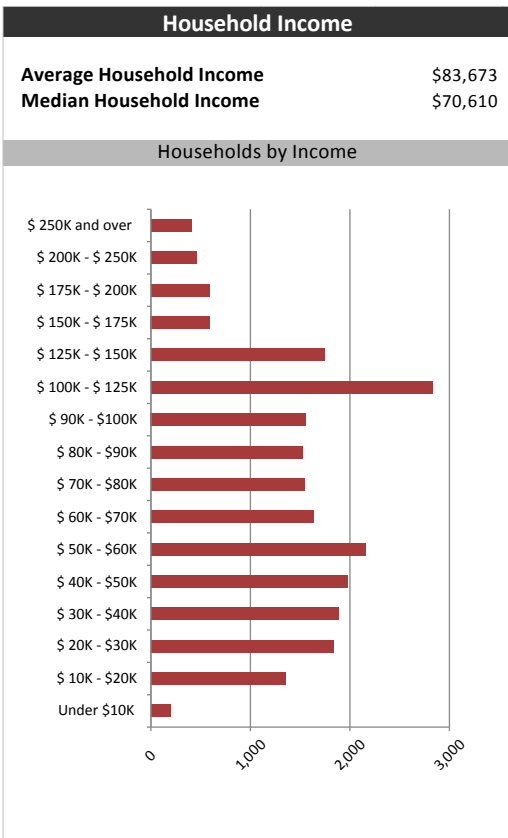
  

Age of Home Owners		
15 to 24 years	320	1.4%
25 to 34 years	2,355	10.7%
35 to 44 years	2,732	12.4%
45 to 54 years	3,888	17.6%
55 to 64 years	5,145	23.3%
65 to 74 years	4,134	18.7%
75 years or over	3,516	15.9%

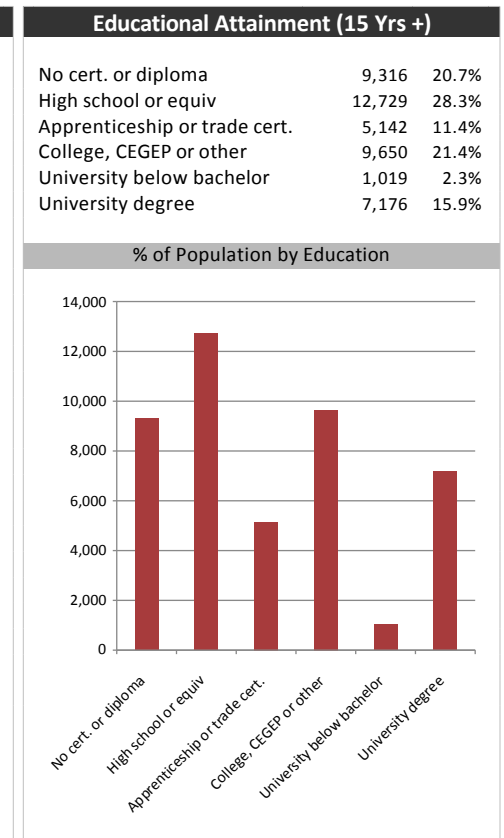
Population & Household Summary	
Total Population	53,261
Population Growth 2012-2017	5.6%
Population Growth 2017-2022	5.1%
Total Households	22,091
Household Growth 2012-2017	6.1%
Household Growth 2017-2022	5.2%
% of Households with Children	34.5%
% of Households - Married w/ Kids	23.3%
% of Households - Single Parent	11.2%

% of Households by Household Size	
1	25.0%
2	40.0%
3	15.0%
4-5	16.0%
6+	2.0%



Visible Minorities & Language	
<b>Population by Visible Minority</b>	
Chinese	0.4%
South Asian	0.2%
Black	1.1%
Filipino	0.1%
Latin American	0.1%
Southeast Asian	0.1%
Arab	0.0%
West Asian	0.0%
Korean	0.1%
Japanese	0.0%
Visible minority, n.i.e.	0.0%
Multiple visible minorities	0.2%
<b>Population by Mother Tongue</b>	
Single Responses	99.1%
English	85.9%
French	6.7%
Non-Official languages	6.5%
Multiple responses	0.9%



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