

Ajax/Pickering News Advertiser-TH

Summary Report

September 26, 2014

| iviarket information | | | | |
|------------------------------------|--------|--------|--|--|
| | | | | |
| Average Household Spending | y / Yr | | | |
| Mortgage payments | \$ | 10,439 | | |
| Cell Phone and Internet | \$ | 1,278 | | |
| Home Renovations | \$ | 4,043 | | |
| Retirement & pension fund payments | \$ | 4,327 | | |
| Lotteries | \$ | 154 | | |
| Health Insurance | \$ | 599 | | |
| Household appliances | \$ | 554 | | |
| Furnishings | \$ | 49 | | |
| Computer hardware | \$ | 408 | | |
| Auto/Truck Purchase | \$ | 4,133 | | |
| Auto/Truck Rental or Lease | \$ | 1,187 | | |
| Air Travel | \$ | 851 | | |
| | | | | |
| Age of Home Owners | | | | |

0.9%

11.7%

20.6%

27.7%

21.1%

10.8%

7.2%

8,681

15,226

20,520

15,621

7,973

5,357

15 to 24 years

25 to 34 years

35 to 44 years

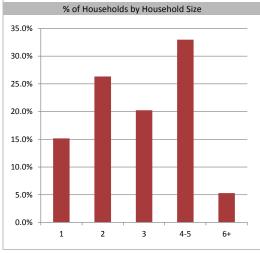
45 to 54 years

55 to 64 years

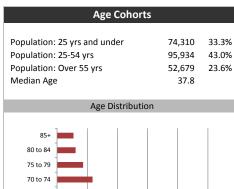
65 to 74 years

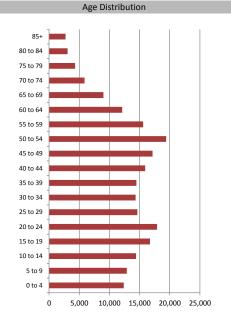
75 years or over

| Population & Household Summary | |
|-----------------------------------|---------|
| Total Population | 222,922 |
| Population Growth 2009-2014 | 13.3% |
| Population Growth 2014-2019 | 16.0% |
| | |
| Total Households | 74,050 |
| Household Growth 2009-2014 | 16.6% |
| Household Growth 2014-2019 | 22.7% |
| | |
| % of Households with Children | 57.7% |
| % of Households - Married w/ Kids | 43.3% |
| % of Households - Single Parent | 14.4% |
| | |
| % of Households by Household Size | |



Visible Minorities & Language





Educational Attainment

25,637

51,635

14.1%

28.4%

No cert. or diploma

High school or equiv

| Household Income | | | | | |
|---|-----------------------|--|--|--|--|
| Median Household Income Average Household Income | \$116,624 \$97,243 | | | | |
| Households by Income | | | | | |
| | 1 1 | | | | |
| \$ 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 | | | | | |
| 0 00 00 00 | 00 | | | | |
| 0 2,000 4,000 6,000 | 10,000 | | | | |
| | | | | | |
| | | | | | |

Population by Visible Minority Chinese 2.2% South Asian 11.3% Black 13.1% Filipino 3.5% 1.0% Latin American Southeast Asian 0.5% Arab 1.2% West Asian 1.2% Korean 0.3% Japanese 0.3% 1.7% Visible minority, n.i.e. Multiple visible minorities 1.7% **Population by Mother Tongue** Single Responses 97.7% English 77.1% French 1.3% Non-Official languages 19.3% 2.3% Multiple responses

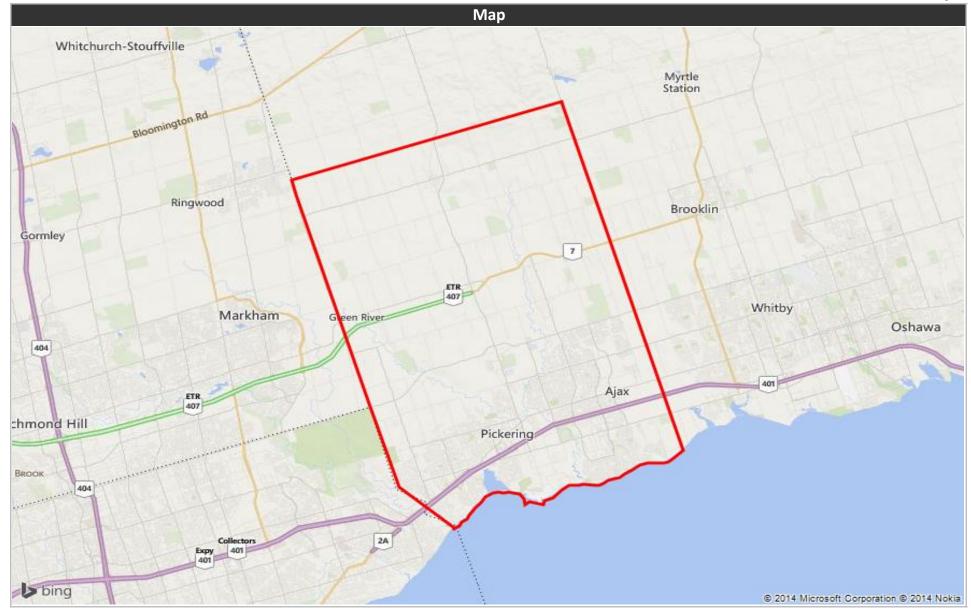
| Apprenticeship of College, CEGEP of University below University degre | or other v bachelor | 11,628 39,994 10,200 42,784 | 6.4% 22.0% 5.6% 23.5% | |
|--|------------------------|--------------------------------------|--------------------------------|--|
| % | of Population by Edu | ıcation | | |
| 60,000 | | | _ | |
| 50,000 | | | _ | |
| 40,000 | | | | |
| 30,000 | \blacksquare | - | - | |
| 20,000 | н | \dashv | - | |
| 10,000 | Ш | Н | | |
| No cert. or Apprenticeship or University below diploma trade cert. bachelor | | | | |

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Distribution Map



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