# **Bradford West Gwillimbury Topic**

# adøreach

### Summary Report

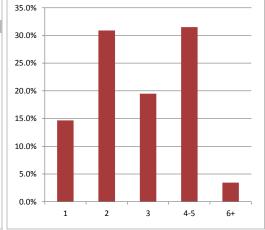
January 5, 2015

Market Information		
Average Household Spending	/ Yr	
Mortgage payments	\$	10,463
Cell Phone and Internet	\$	1,017
Home Renovations	\$	4,158
Retirement & pension fund payments	\$	4,416
Lotteries	\$	213
Health Incurance	ć	664

Lotteries	\$	213
Health Insurance	\$	664
Household appliances	\$	645
Furnishings	\$	48
Computer hardware	\$	434
Auto/Truck Purchase	\$	4,664
Auto/Truck Rental or Lease	\$	1,166
Air Travel	\$	723
Age of Home Owners		

15 to 24 years	207	1.9%
25 to 34 years	1,878	16.9%
35 to 44 years	2,337	21.1%
45 to 54 years	2,730	24.6%
55 to 64 years	2,064	18.6%
65 to 74 years	1,142	10.3%
75 years or over	735	6.6%

Population & Household Summar	у
Total Population	32,297
Population Growth 2009-2014	18.4%
Population Growth 2014-2019	13.2%
Total Households	11,092
Household Growth 2009-2014	20.4%
Household Growth 2014-2019	18.6%
% of Households with Children	53.7%
% of Households - Married w/ Kids	43.3%
% of Households - Single Parent	10.4%
% of Households by Household Size	
25.0%	



#### Age Cohorts Population: 25 yrs and under 10,324 32.0% Population: 25-54 yrs 14,784 45.8% Population: Over 55 yrs 7,189 22.3% Median Age 36.5 Age Distribution 85+ 80 to 84 75 to 79 70 to 74 65 to 69 60 to 64 55 to 59 50 to 54 45 to 49 40 to 44 35 to 39 30 to 34 25 to 29 20 to 24 15 to 19 10 to 14 5 to 9 0 to 4 0 1,000 2,000 3,000

### Household Income

Median Household Income Average Household Income	\$112,319 \$101,052
Households by Income	
\$ 250K and over \$ 200K - \$ 250K \$ 175K - \$ 200K \$ 150K - \$ 175K \$ 125K - \$ 150K \$ 100K - \$ 125K \$ 90K - \$100K \$ 80K - \$90K \$ 70K - \$80K	-
5 70K - 580K	

400

800

1,200

1,600

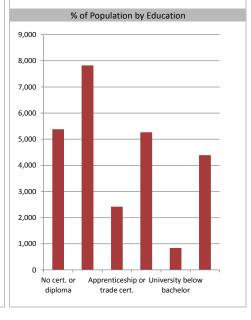
2,000

## Visible Minorities & Language

Population by Visible Minority		
Chinese	0.7%	
South Asian	2.5%	
Black	1.2%	
Filipino	0.7%	
Latin American	1.0%	
Southeast Asian	1.1%	
Arab	0.2%	1
West Asian	0.1%	1
Korean	0.1%	1
Japanese	0.1%	I.
Visible minority, n.i.e.	0.2%	1
Multiple visible minorities	0.4%	÷.,
Population by Mother Tongue		
Single Responses	98.3%	
English	75.0%	
French	1.2%	
Non-Official languages	22.1%	•
Multiple responses	1.7%	1

#### **Educational Attainment**

No cert. or diploma	5,382	20.6%
High school or equiv	7,823	29.9%
Apprenticeship or trade cert.	2,417	9.3%
College, CEGEP or other	5,268	20.2%
University below bachelor	843	3.2%
University degree	4,390	16.8%



\$ 60K - \$70K \$ 50K - \$60K

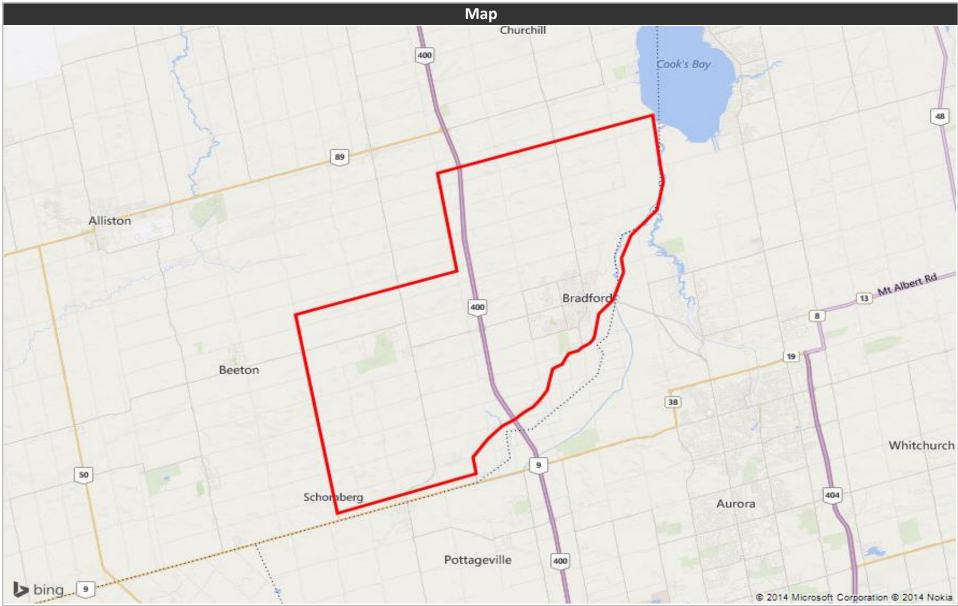
\$ 40K - \$50K \$ 30K - \$40K

\$ 20K - \$30K

\$ 10K - \$20K Under \$10K

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