

Brantford Expositor, Your TMC Newspaper



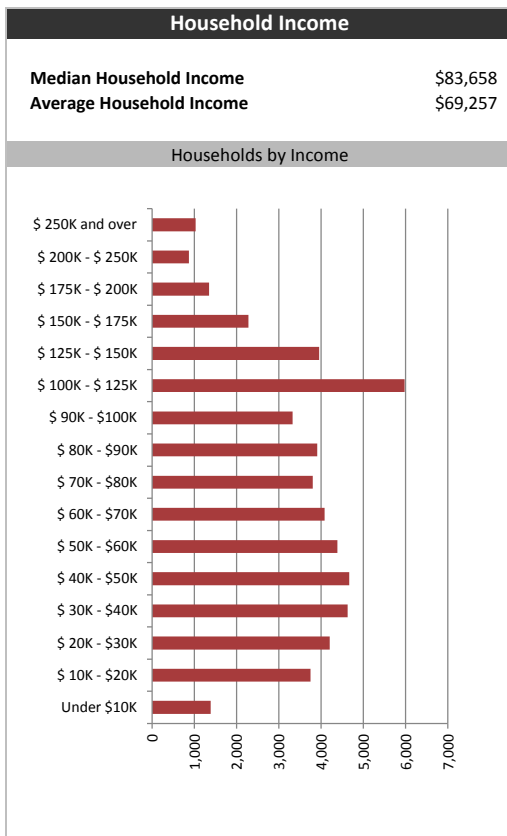
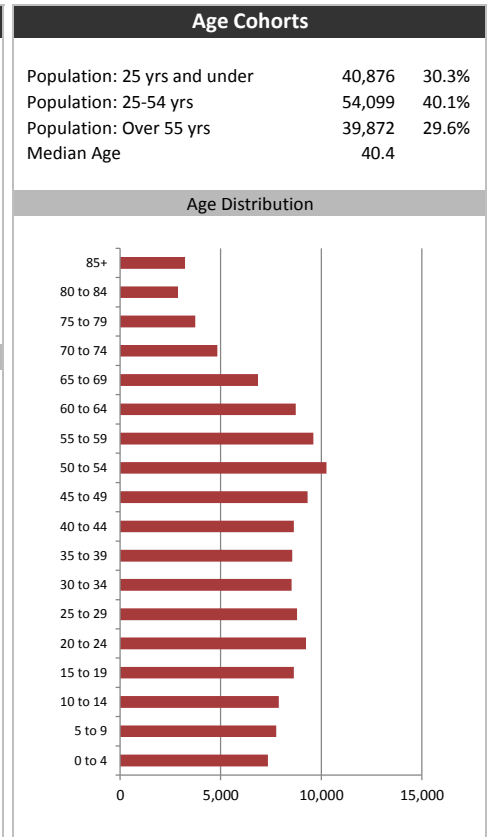
Summary Report

November 19, 2014

Market Information		
Average Household Spending / Yr		
Mortgage payments	\$	6,507
Cell Phone and Internet	\$	887
Home Renovations	\$	2,454
Retirement & pension fund payments	\$	3,165
Lotteries	\$	174
Health Insurance	\$	486
Household appliances	\$	445
Furnishings	\$	37
Computer hardware	\$	334
Auto/Truck Purchase	\$	3,296
Auto/Truck Rental or Lease	\$	871
Air Travel	\$	504
Age of Home Owners		
15 to 24 years	1,797	3.4%
25 to 34 years	7,428	13.9%
35 to 44 years	9,316	17.4%
45 to 54 years	10,957	20.4%
55 to 64 years	10,948	20.4%
65 to 74 years	7,171	13.4%
75 years or over	5,985	11.2%

Population & Household Summary	
Total Population	134,847
Population Growth 2009-2014	2.7%
Population Growth 2014-2019	3.9%
Total Households	53,602
Household Growth 2009-2014	5.4%
Household Growth 2014-2019	7.4%
% of Households with Children	44.6%
% of Households - Married w/ Kids	31.7%
% of Households - Single Parent	12.9%
% of Households by Household Size	

Household Size	% of Households
1	25.0%
2	34.5%
3	16.5%
4-5	21.0%
6+	2.5%



Visible Minorities & Language	
Population by Visible Minority	
Chinese	0.6%
South Asian	1.6%
Black	1.4%
Filipino	0.5%
Latin American	0.3%
Southeast Asian	0.5%
Arab	0.2%
West Asian	0.1%
Korean	0.2%
Japanese	0.1%
Visible minority, n.i.e.	0.1%
Multiple visible minorities	0.2%
Population by Mother Tongue	
Single Responses	99.1%
English	88.4%
French	1.0%
Non-Official languages	9.6%
Multiple responses	0.9%

