## ad&reach

## **Brock Citizen**

## Summary Report

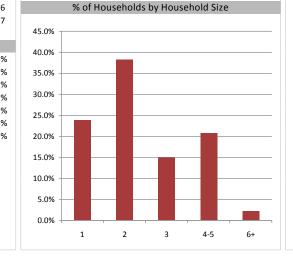
October 2, 2014

Market	t Inform	ation
- Intra inco		acion

Average Household Spending / Yr			
Mortgage payments	\$	5,501	
Cell Phone and Internet	\$	880	
Home Renovations	\$	1,801	
Retirement & pension fund payments	\$	3,016	
Lotteries	\$	154	
Health Insurance	\$	468	
Household appliances	\$	447	
Furnishings	\$	29	
Computer hardware	\$	256	
Auto/Truck Purchase	\$	3,534	
Auto/Truck Rental or Lease	\$	1,036	
Air Travel	\$	387	
Age of Home Owners			

Age of the	onic owners	
15 to 24 years	114	2.6%
25 to 34 years	389	8.9%
35 to 44 years	565	12.9%
45 to 54 years	1,028	23.4%
55 to 64 years	1,018	23.2%
65 to 74 years	728	16.6%
75 years or over	550	12.5%

Population & Household Summary		
Total Population	11,188	
Population Growth 2009-2014	-2.8%	
Population Growth 2014-2019	1.8%	
Total Households	4,391	
Household Growth 2009-2014	2.4%	
Household Growth 2014-2019	7.8%	
% of Households with Children	40.0%	
% of Households - Married w/ Kids	30.2%	
% of Households - Single Parent	9.8%	



#### Population: 25 yrs and under 3,049 27.3% Population: 25-54 yrs 4,162 37.2% Population: Over 55 yrs 3,976 35.5% Median Age 46.3 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 0 500 1,000 1,500

Age Cohorts

### Household Income

	2,889
Households by Income	
\$ 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	
80 600 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	8

### Visible Minorities & Language

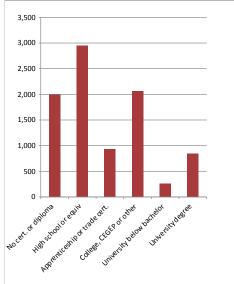
Population by Visible Minority		
Chinese	0.1%	
South Asian	0.3%	
Black	0.3%	
Filipino	0.3%	
Latin American	0.1%	
Southeast Asian	0.1%	
Arab	0.1%	
West Asian	0.1%	
Korean	0.0%	
Japanese	0.1%	
Visible minority, n.i.e.	0.0%	•
Multiple visible minorities	0.2%	
Population by Mother Tongue		

# Population by Mother TongueSingle Responses100.8%English95.2%French0.6%Non-Official languages5.0%Multiple responses0.5%

### Educational Attainment

No cert. or diploma	1,990	22.0%
High school or equiv Apprenticeship or trade cert.	2,944 934	32.6% 10.3%
College, CEGEP or other	2,065	22.8%
University below bachelor	262	2.9%
University degree	848	9.4%

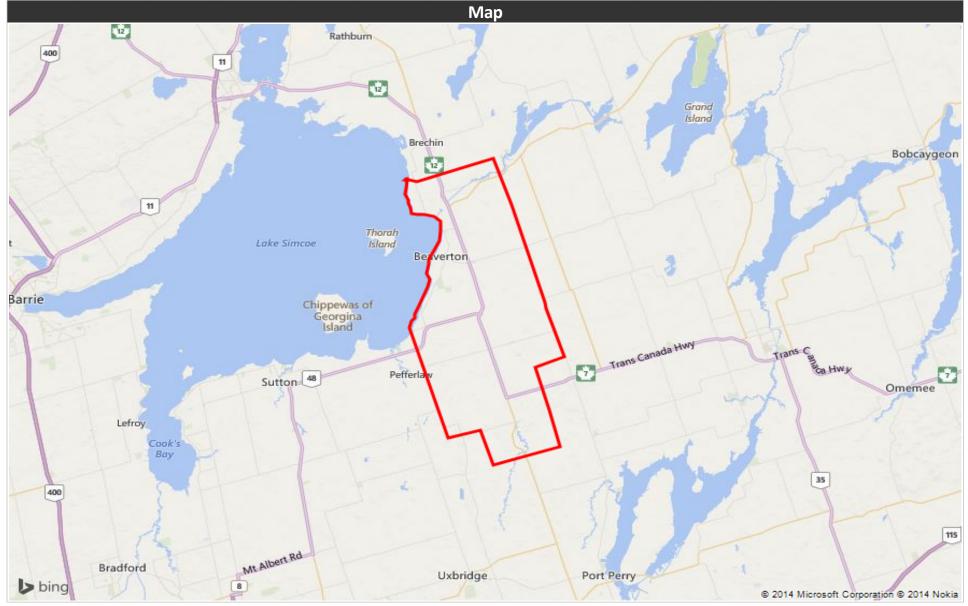
### % of Population by Education



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**Distribution Map** 



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