# ad&reach

### Caledonia, The Sachem

## Summary Report

October 2, 2014

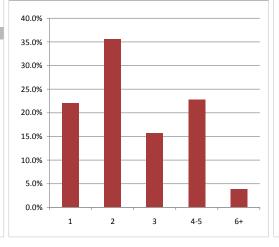
Market Inform	nation
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Average Household Spending / Yr				
Mortgage payments	\$	6,397		
Cell Phone and Internet	\$	954		
Home Renovations	\$	2,448		
Retirement & pension fund payments	\$	3,408		
Lotteries	\$	161		
Health Insurance	\$	600		
Household appliances	\$	487		
Furnishings	\$	31		
Computer hardware	\$	328		
Auto/Truck Purchase	\$	4,827		
Auto/Truck Rental or Lease	\$	1,034		
Air Travel	\$	505		
Age of Home Owners				

Age of fiolite Owners		
15 to 24 years	474	2.2%
25 to 34 years	2,524	11.8%
35 to 44 years	3,216	15.1%
45 to 54 years	4,875	22.9%
55 to 64 years	4,666	21.9%
65 to 74 years	3,237	15.2%
75 years or over	2,329	10.9%

Population & Household Summary	
Total Population	56,026
Population Growth 2009-2014	0.1%
Population Growth 2014-2019	2.1%
Total Households	21,323
Household Growth 2009-2014	3.4%
Household Growth 2014-2019	7.0%
% of Households with Children	47.5%
% of Households - Married w/ Kids	34.3%
% of Households - Single Parent	13.1%

#### % of Households by Household Size



#### Population: 25 yrs and under 18,136 32.4% Population: 25-54 yrs 20,678 36.9% Population: Over 55 yrs 17,212 30.7% Median Age 41.8 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 2,000 4,000 6,000

Age Cohorts

#### Household Income

Median House Average Hous				\$87,644 \$77,438
	Househo	olds 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				
	0	1,000	2,000 -	3,000

#### Visible Minorities & Language

Population by Visible Minority		
Chinese	0.2%	
South Asian	0.2%	
Black	0.4%	
Filipino	0.1%	
Latin American	0.1%	
Southeast Asian	0.1%	
Arab	0.0%	1
West Asian	0.0%	1
Korean	0.1%	
Japanese	0.0%	1
Visible minority, n.i.e.	0.0%	
Multiple visible minorities	0.1%	
Population by Mother Tongue		
Single Responses	99.5%	
English	92.9%	
French	0.8%	I.

5.8%

0.5%

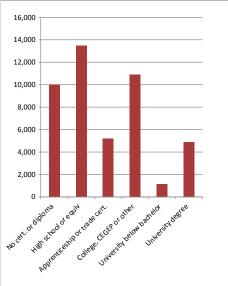
Non-Official languages

Multiple responses

#### **Educational Attainment**

No cert. or diploma	10,015	22.0%
High school or equiv	13,465	29.5%
Apprenticeship or trade cert.	5,188	11.4%
College, CEGEP or other	10,900	23.9%
University below bachelor	1,154	2.5%
University degree	4,857	10.7%

#### % of Population by Education



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