## adsreach

### **Erin Advocate**

### Summary Report

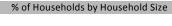
June 12, 2015

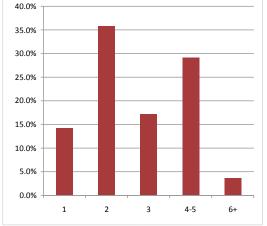
Market	Infor	mation

Average Household Spending	g / Yr		
Mortgage payments	\$	11,599	
Cell Phone and Internet	\$	1,027	
Home Renovations	\$	5,145	
Retirement & pension fund payments	\$	4,903	
Lotteries	\$	229	
Health Insurance	\$	739	
Household appliances	\$	737	
Furnishings	\$	57	
Computer hardware	\$	473	
Auto/Truck Purchase	\$	5,473	
Auto/Truck Rental or Lease	\$	1,289	
Air Travel	\$	834	
Age of Home Owners			
15 to 24 years 55	5	1.4%	

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25 to 34 years	181	4.8%
35 to 44 years	678	17.9%
45 to 54 years	1,242	32.7%
55 to 64 years	876	23.1%
65 to 74 years	520	13.7%
75 years or over	244	6.4%

Population & Household Summary	
Total Population	10,680
Population Growth 2009-2014	2.1%
Population Growth 2014-2019	7.9%
Total Households	3,796
Household Growth 2009-2014	4.8%
Household Growth 2014-2019	13.5%
% of Households with Children	49.2%
% of Households - Married w/ Kids	40.9%
% of Households - Single Parent	8.4%



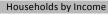


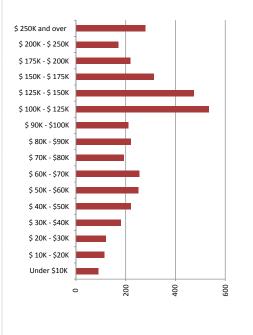
#### Population: 25 yrs and under 3,243 30.4% Population: 25-54 yrs 4,269 40.0% Population: Over 55 yrs 3,168 29.7% Median Age 45.3 Age Distribution 85+ 80 to 84 75 to 79 70 to 74 65 to 69 60 to 64 55 to 59 50 to 54 45 to 49 40 to 44 35 to 39 30 to 34 25 to 29 20 to 24 15 to 19 10 to 14 5 to 9 0 to 4 0 500 1,000 1,500

Age Cohorts

#### Household Income

Median Household Income	\$123,395
Average Household Income	\$101,234





#### Visible Minorities & Language

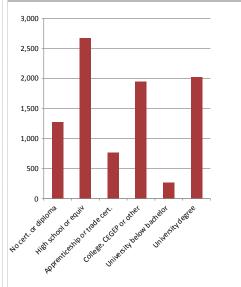
Population by Visible Minority		
Chinese	0.4%	
South Asian	0.6%	
Black	0.9%	
Filipino	0.1%	
Latin American	0.1%	
Southeast Asian	0.1%	
Arab	0.0%	1.00
West Asian	0.0%	
Korean	0.1%	
Japanese	0.0%	1.00
Visible minority, n.i.e.	0.0%	1
Multiple visible minorities	0.1%	•
Population by Mother Tongue		
Single Responses	99.2%	
English	90.5%	

Single Responses	99.2%	
English	90.5%	
French	1.3%	1
Non-Official languages	7.4%	1
Multiple responses	0.7%	1

#### **Educational Attainment**

No cert. or diploma	1,273	14.2%
High school or equiv	2,673	29.9%
Apprenticeship or trade cert.	767	8.6%
College, CEGEP or other	1,951	21.8%
University below bachelor	266	3.0%
University degree	2,019	22.6%

#### % of Population by Education



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**Distribution Map** 

