ad&reach

Kincardine News

Summary Report

June 12, 2015

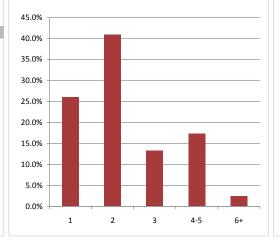
Market Information

	Average Household Spending / Yr			
	Mortgage payments	\$	7,310	
	Cell Phone and Internet	\$	1,037	
	Home Renovations	\$	2,551	
	Retirement & pension fund payments	\$	4,403	
	Lotteries	\$	208	
	Health Insurance	\$	634	
	Household appliances	\$	602	
	Furnishings	\$	53	
	Computer hardware	\$	371	
	Auto/Truck Purchase	\$	5,179	
	Auto/Truck Rental or Lease	\$	1,111	
	Air Travel	\$	594	
Age of Home Owners				
1	15 to 24 years 14	E .	2 1 0/	

15 to 24 years	145	2.1%
25 to 34 years	1,049	15.1%
35 to 44 years	779	11.2%
45 to 54 years	1,204	17.3%
55 to 64 years	1,677	24.1%
65 to 74 years	1,232	17.7%
75 years or over	860	12.4%

Population & Household Summary			
Total Population	16,498		
Population Growth 2009-2014	0.3%		
Population Growth 2014-2019	0.3%		
Total Households	6,944		
Household Growth 2009-2014	4.2%		
Household Growth 2014-2019	4.0%		
% of Households with Children	36.1%		
% of Households - Married w/ Kids	29.5%		
% of Households - Single Parent	6.5%		

% of Households by Household Size



Population: 25 yrs and under 4,458 27.0% Population: 25-54 yrs 5,930 35.9% Population: Over 55 yrs 6,110 37.0% Median Age 45.7 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

Age Cohorts

Household Income			
Median House			\$105,918
Average Hous	ehold Income		\$90,085
	Households b	y 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		I	
\$ 20K - \$30K			
\$ 10K - \$20K			
Under \$10K			
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Visible Minorities & Language

Population by Visible Minority			
Chinese	0.2%		
South Asian	0.9%		
Black	0.3%		
Filipino	0.4%		
Latin American	0.1%		
Southeast Asian	0.1%		
Arab	0.1%		
West Asian	0.1%		
Korean	0.2%		
Japanese	0.2%		
Visible minority, n.i.e.	0.0%	1	
Multiple visible minorities	0.0%	1	
Population by Mother Tongue			
Single Responses	99.1%		

English

French

99.1% 88.4% 1.4% Non-Official languages 9.3% Multiple responses 0.7% Т

Educational Attainment

1,000

1,500

500

0

No cert. or diploma	2,079	15.1%
High school or equiv	3,521	25.6%
Apprenticeship or trade cert.	1,428	10.4%
College, CEGEP or other	3,577	26.0%
University below bachelor	508	3.7%
University degree	2,643	19.2%

% of Population by Education

