# ad®reach

### Parry Sound North Star

### Summary Report

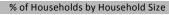
September 25, 2014

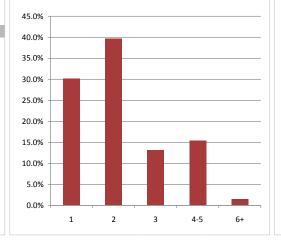
Market Informati	on

Average Household Spending / Yr			
Mortgage payments	\$	5,037	
Cell Phone and Internet	\$	924	
Home Renovations	\$	2,916	
Retirement & pension fund payments	\$	2,956	
Lotteries	\$	173	
Health Insurance	\$	800	
Household appliances	\$	558	
Furnishings	\$	37	
Computer hardware	\$	354	
Auto/Truck Purchase	\$	4,366	
Auto/Truck Rental or Lease	\$	646	
Air Travel	\$	454	
Age of Home Owners			

Age of fioline Owners			
15 to 24 years	182	3.1%	
25 to 34 years	524	9.0%	
35 to 44 years	665	11.4%	
45 to 54 years	1,182	20.2%	
55 to 64 years	1,264	21.6%	
65 to 74 years	1,080	18.5%	
75 years or over	945	16.2%	

Population & Household Summary			
Total Population	13,226		
Population Growth 2009-2014	4.6%		
Population Growth 2014-2019	2.9%		
Total Households	5.841		
Household Growth 2009-2014	10.2%		
Household Growth 2014-2019	6.4%		
% of Households with Children	32.7%		
% of Households - Married w/ Kids	22.0%		
% of Households - Single Parent	10.7%		





#### Population: 25 yrs and under 3,195 24.2% Population: 25-54 yrs 4,666 35.3% Population: Over 55 yrs 5,365 40.6% Median Age 49.9 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 House Average House				0,050 2,546
	Households b	by Incom	5	
\$ 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				
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#### Visible Minorities & Language

Population by Visible Minority		
Chinese	0.4%	
South Asian	0.2%	
Black	0.1%	
Filipino	0.0%	
Latin American	0.1%	
Southeast Asian	0.1%	
Arab	0.0%	1 - C
West Asian	0.0%	1.00
Korean	0.0%	
Japanese	0.0%	
Visible minority, n.i.e.	0.3%	
Multiple visible minorities	0.0%	1. J. J.
Population by Mother Tongue		

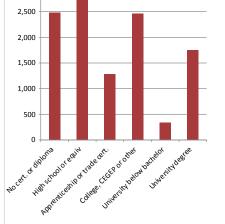
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Single Responses	99.9%		
English	92.2%		
French	1.6%	1	
Non-Official languages	6.1%	1	
Multiple responses	0.5%	1	

#### Educational Attainment

No cert. or diploma	2,480	22.1%
High school or equiv	2,914	26.0%
Apprenticeship or trade cert.	1,277	11.4%
College, CEGEP or other	2,456	21.9%
University below bachelor	338	3.0%
University degree	1,752	15.6%

% of Population by Education

3,500 3,000



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## **Parry Sound North Star**

**Distribution Map** 

