## adsreach

### **Petrolia Topic**

### Summary Report

April 20, 2015

		-	
Mar	ket l	ntorr	nation

Average Household Spending / Yr			
Mortgage payments	\$	6,058	
Cell Phone and Internet	\$	972	
Home Renovations	\$	2,144	
Retirement & pension fund payments	\$	3,349	
Lotteries	\$	182	
Health Insurance	\$	549	
Household appliances	\$	497	
Furnishings	\$	41	
Computer hardware	\$	327	
Auto/Truck Purchase	\$	3,696	
Auto/Truck Rental or Lease	\$	1,013	
Air Travel	\$	409	
Age of Home Owners			
15 to 24 years	59	2.1%	
25 to 34 years 3	75	13.7%	

435

496

509

453

415

16.5%

15.1%

35 to 44 years

45 to 54 years

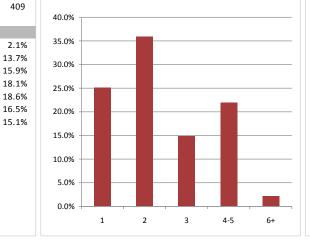
55 to 64 years

65 to 74 years

75 years or over

Population & Household Summary	
Total Population	7,060
Population Growth 2009-2014	3.3%
Population Growth 2014-2019	1.2%
Total Households	2,740
Household Growth 2009-2014	6.0%
Household Growth 2014-2019	5.2%
% of Households with Children	43.0%
% of Households - Married w/ Kids	33.6%
% of Households - Single Parent	9.4%

#### % of Households by Household Size



#### Population: 25 yrs and under 2,046 29.0% Population: 25-54 yrs 2,621 37.1% Population: Over 55 yrs 2,393 33.9% 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

Age Cohorts

#### Household Income

Median House Average House			\$85,495 \$78,888
	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			
c	100	300	500

#### Visible Minorities & Language

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

Single Responses	99.4%	
English	94.2%	
French	1.7%	1
Non-Official languages	3.5%	1
Multiple responses	0.5%	1

#### **Educational Attainment**

200

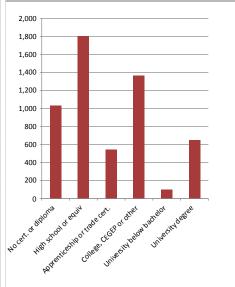
400

600

0

No cert. or diploma	1,032	18.8%
High school or equiv	1,800	32.8%
Apprenticeship or trade cert.	541	9.9%
College, CEGEP or other	1,363	24.8%
University below bachelor	102	1.9%
University degree	648	11.8%

#### % of Population by Education



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Distribution Map

