# adøreach

### Port Stanley, Lake Erie Beacon

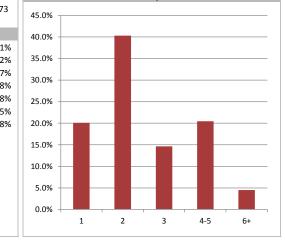
#### Summary Report

October 28, 2014

Market Information			
Average Household Spending / Yr			
Mortgage payments	\$	5,975	
Cell Phone and Internet	\$	778	
Home Renovations	\$	1,953	
Retirement & pension fund payments	\$	3,583	
Lotteries	\$	155	
Health Insurance	\$	488	
Household appliances	\$	498	
Furnishings	\$	32	
Computer hardware	\$	260	
Auto/Truck Purchase	\$	4,474	
Auto/Truck Rental or Lease	\$	1,080	
Air Travel	\$	473	
Age of Home Owners			
15 to 24 years	138	2.1%	

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25 to 34 years	599	9.2%
35 to 44 years	953	14.7%
45 to 54 years	1,541	23.8%
55 to 64 years	1,547	23.8%
65 to 74 years	1,071	16.5%
75 years or over	638	9.8%

Population & Household Summary		
Total Population	17,003	
Population Growth 2009-2014	-0.8%	
Population Growth 2014-2019	0.5%	
Total Households	6,488	
Household Growth 2009-2014	1.4%	
Household Growth 2014-2019	3.5%	
% of Households with Children	41.8%	
% of Households - Married w/ Kids	34.0%	
% of Households - Single Parent	7.8%	
% of Households by Household Size		



#### Age Cohorts Population: 25 yrs and under 30.3% 5,158 Population: 25-54 yrs 6,085 35.8% Population: Over 55 yrs 5,760 33.9% 44.9 Median Age 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 1,500 500 1,000 2,000 0

#### Household Income

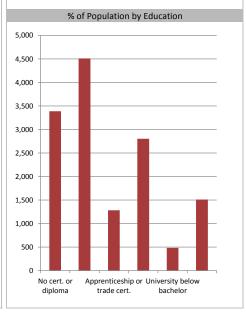
Median Household Average Household			\$85,095 \$70,822
H	ouseholds by Ir	ncome	
\$ 250K and over	⊨		
\$ 200K - \$ 250K			
\$ 175K - \$ 200K			
\$ 150K - \$ 175K			
\$ 125K - \$ 150K			
\$ 100K - \$ 125K			
\$ 90K - \$100K			
\$ 80K - \$90K			
\$ 70K - \$80K			
\$ 60K - \$70K			
\$ 50K - \$60K			
\$ 40K - \$50K			
\$ 30K - \$40K			
\$ 20K - \$30K			
\$ 10K - \$20K			
Under \$10K			
0	100 - 200 - 300 -	500 - 500 - 700 -	800

#### Visible Minorities & Language

Population by Visible Minority		
Chinese	0.2%	
South Asian	0.1%	
Black	0.5%	
Filipino	0.0%	1.00
Latin American	0.2%	
Southeast Asian	0.3%	
Arab	0.1%	
West Asian	0.0%	
Korean	0.0%	1 - C
Japanese	0.0%	
Visible minority, n.i.e.	0.0%	•
Multiple visible minorities	0.1%	•
Population by Mother Tongue		
Single Responses	98.9%	
English	83.2%	
French	1.1%	
Non-Official languages	14.5%	1 - C
Multiple responses	0.7%	

#### **Educational Attainment**

Marca de la contrata con	2 200	24.20/
No cert. or diploma	3,388	24.2%
High school or equiv	4,510	32.3%
Apprenticeship or trade cert.	1,285	9.2%
College, CEGEP or other	2,802	20.0%
University below bachelor	484	3.5%
University degree	1,510	10.8%



## Port Stanley, Lake Erie Beacon

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