# ad®reach

### **Ridgetown Independent News**

### Summary Report

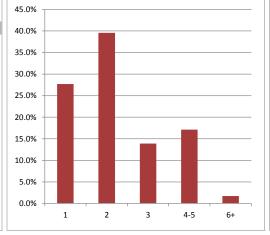
October 27, 2014

Market Information				
Average Household Spen	ding / Yr			
Mortgage payments	\$	4,776		
Cell Phone and Internet	\$	844		
Home Renovations	\$	1,745		
Retirement & pension fund payments		2,654		
Lotteries	\$	152		
Health Insurance	\$	485		
Household appliances	\$	419		
Furnishings	\$	28		
Computer hardware	\$	271		
Auto/Truck Purchase	\$	3,340		
Auto/Truck Rental or Lease	\$	835		
Air Travel	\$	343		
Age of Home Owners				
15 to 24 years	51	2.3%		
25 to 34 years	138	6.1%		
35 to 44 years	315	14.0%		
45 to 54 years	476	21.1%		
55 to 64 years	510	22.6%		

65 to 74 years

75 years or over

Population & Household Summary			
Total Population	5,453		
Population Growth 2009-2014	-3.1%		
Population Growth 2014-2019	-1.9%		
Total Households	2,254		
Household Growth 2009-2014	-0.6%		
Household Growth 2014-2019	0.8%		
% of Households with Children	37.4%		
% of Households - Married w/ Kids	27.8%		
% of Households - Single Parent	9.6%		
% of Households by Household Size			



#### **Age Cohorts** Population: 25 yrs and under 1,445 26.5% Population: 25-54 yrs 1,939 35.6% Population: Over 55 yrs 2,069 38.0% Median Age 47.1 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 4 200 0 100 300 400 500

#### Household Income

441

323

19.6%

14.3%

Median House Average House				\$72,162 \$61,385
	Households	by Incom	e	
\$ 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				r
\$ 30K - \$40K				r
\$ 20K - \$30K				
\$ 10K - \$20K				
Under \$10K				
	20 0	150 -	200	250
			(1)	(1)

#### Visible Minorities & Language

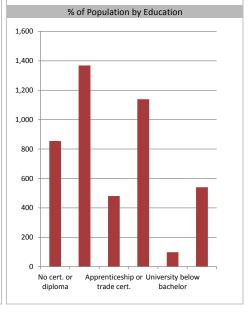
Population by Visible Minority					
Chinese	0.4%				
South Asian	0.2%	•			
Black	1.0%				
Filipino	0.1%	1.00			
Latin American	0.1%	•			
Southeast Asian	0.1%	1			
Arab	0.0%				
West Asian	0.0%				
Korean	0.1%	1			
Japanese	0.1%	1			
Visible minority, n.i.e.	0.0%	1			
Multiple visible minorities	0.0%	I			
Population by Mother Tongue					
Single Responses	101.5%				
English	92.8%				
French	1.5%				
Non-Official languages	7.2%	1			

0.7%

Multiple responses

#### **Educational Attainment**

No cert. or diploma High school or equiv	855 1,369	19.1% 30.5%
Apprenticeship or trade cert.	480	10.7%
College, CEGEP or other	1,139	25.4%
University below bachelor	98	2.2%
University degree	540	12.1%



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## **Ridgetown Independent News**

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