

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		
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	

Household Size	Percentage
1	26.0%
2	41.0%
3	13.0%
4-5	17.0%
6+	3.0%

Age Cohorts		
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		

Age Group	Population
85+	~300
80 to 84	~450
75 to 79	~600
70 to 74	~800
65 to 69	~1,100
60 to 64	~1,300
55 to 59	~1,400
50 to 54	~1,350
45 to 49	~900
40 to 44	~750
35 to 39	~800
30 to 34	~1,000
25 to 29	~1,050
20 to 24	~1,000
15 to 19	~900
10 to 14	~750
5 to 9	~850
0 to 4	~800

Household Income	
Median Household Income	\$105,918
Average Household Income	\$90,085
Households by Income	

Income Bracket	Number of Households
\$250K and over	~350
\$200K - \$250K	~350
\$175K - \$200K	~350
\$150K - \$175K	~500
\$125K - \$150K	~700
\$100K - \$125K	~900
\$90K - \$100K	~350
\$80K - \$90K	~450
\$70K - \$80K	~450
\$60K - \$70K	~500
\$50K - \$60K	~450
\$40K - \$50K	~450
\$30K - \$40K	~450
\$20K - \$30K	~450
\$10K - \$20K	~300
Under \$10K	~150

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%
Multiple visible minorities	0.0%
Population by Mother Tongue	
Single Responses	99.1%
English	88.4%
French	1.4%
Non-Official languages	9.3%
Multiple responses	0.7%

Educational Attainment		
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		

Education Level	Population
No cert. or diploma	2,079
High school or equiv	3,521
Apprenticeship or trade cert.	1,428
College, CEGEP or other	3,577
University below bachelor	508
University degree	2,643

# South Bruce Weekender

## Distribution Map

Map

