

# Simcoe Times-Reformer



## Summary Report

January 10, 2018

Market Information		
Average Household Spending / Yr		
Mortgage payments	\$	4,300
Cell Phone, Pager & Services	\$	932
Internet Access Services	\$	442
Home Renovations	\$	549
Retirement & pension fund payments	\$	1,285
Lotteries	\$	1,082
Health Insurance	\$	369
Household appliances	\$	634
Furnishings	\$	1,088
Computer hardware	\$	106
Auto/Truck Purchase	\$	5,851
Auto/Truck Rental or Lease	\$	78
Air Travel	\$	621

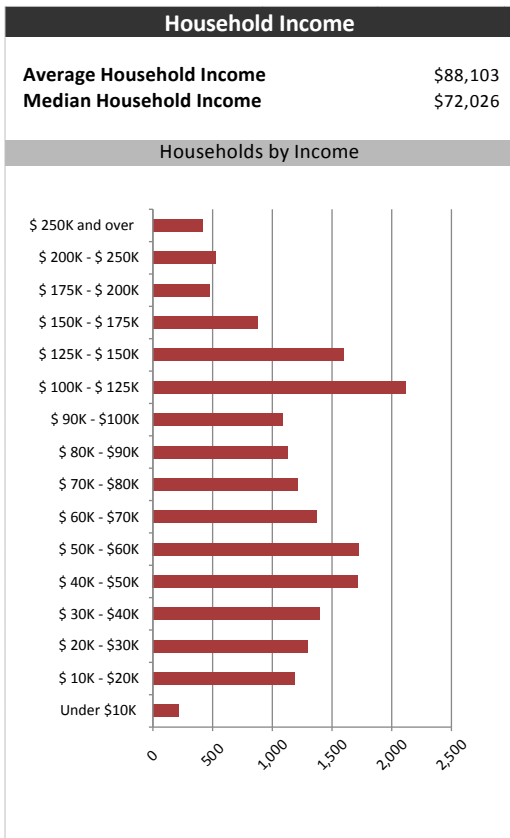
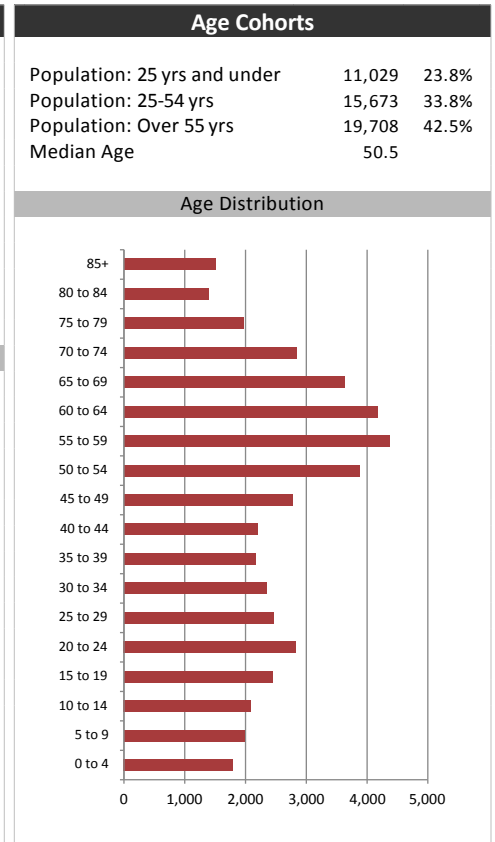
  

Age of Home Owners		
15 to 24 years	286	1.6%
25 to 34 years	1,860	10.3%
35 to 44 years	2,220	12.2%
45 to 54 years	3,156	17.4%
55 to 64 years	4,265	23.5%
65 to 74 years	3,599	19.8%
75 years or over	2,750	15.2%

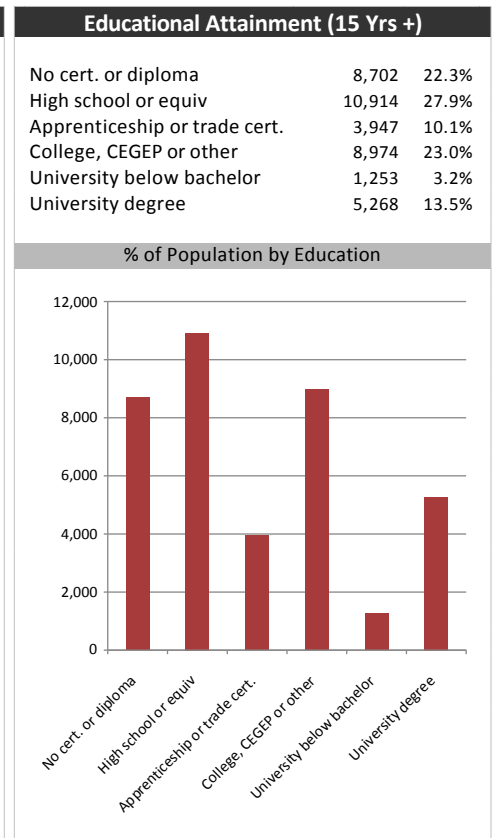
Population & Household Summary	
Total Population	46,411
Population Growth 2012-2017	1.2%
Population Growth 2017-2022	2.2%
Total Households	18,137
Household Growth 2012-2017	-2.0%
Household Growth 2017-2022	1.2%
% of Households with Children	36.2%
% of Households - Married w/ Kids	26.7%
% of Households - Single Parent	9.5%

% of Households by Household Size	
1	25.0%
2	40.0%
3	15.0%
4-5	18.0%
6+	2.0%



Visible Minorities & Language	
<b>Population by Visible Minority</b>	
Chinese	0.4%
South Asian	0.4%
Black	0.8%
Filipino	0.2%
Latin American	0.1%
Southeast Asian	0.1%
Arab	0.1%
West Asian	0.0%
Korean	0.1%
Japanese	0.0%
Visible minority, n.i.e.	0.1%
Multiple visible minorities	0.1%
<b>Population by Mother Tongue</b>	
Single Responses	99.5%
English	90.5%
French	1.1%
Non-Official languages	7.9%
Multiple responses	0.5%



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## Distribution Map

Map

