

| Market Information                 |       |       |
|------------------------------------|-------|-------|
| Average Household Spending / Yr    |       |       |
| Mortgage payments                  | \$    | 4,157 |
| Cell Phone, Pager & Services       | \$    | 1,573 |
| Internet Access Services           | \$    | 1,023 |
| Home Renovations                   | \$    | 1,021 |
| Retirement & pension fund payments | \$    | 2,916 |
| Lotteries                          | \$    | 1,205 |
| Household appliances               | \$    | 839   |
| Furnishings                        | \$    | 1,557 |
| Computer hardware                  | \$    | 272   |
| Auto/Truck Purchase                | \$    | 4,394 |
| Auto/Truck Rental or Lease         | \$    | 149   |
| Air Travel                         | \$    | 540   |
| Age of Home Owners                 |       |       |
| 15 to 24 years                     | 145   | 2.3%  |
| 25 to 34 years                     | 494   | 7.7%  |
| 35 to 44 years                     | 689   | 10.8% |
| 45 to 54 years                     | 934   | 14.6% |
| 55 to 64 years                     | 1,388 | 21.7% |
| 65 to 74 years                     | 1,505 | 23.5% |
| 75 years or over                   | 1,928 | 13.4% |

| Population & Household Summary    |        |
|-----------------------------------|--------|
| Total Population                  | 14,434 |
| Population Growth 2020-2025       | 8.1%   |
| Population Growth 2025-2030       | 6.1%   |
| Total Households                  | 6,399  |
| Household Growth 2020-2025        | 6.7%   |
| Household Growth 2025-2030        | 5.5%   |
| % of Households with Children     | 31.8%  |
| % of Households - Married w/ Kids | 17.8%  |
| % of Households - Single Parent   | 14.0%  |
| % of Households by Household Size |        |
| 1 person                          | 32.0%  |
| 2 persons                         | 42.0%  |
| 3 persons                         | 12.0%  |
| 4 persons                         | 8.0%   |
| 5 or more persons                 | 6.0%   |

| Age Cohorts                  |       |       |
|------------------------------|-------|-------|
| Population: 25 yrs and under | 3,517 | 24.4% |
| Population: 25-54 yrs        | 4,249 | 29.4% |
| Population: Over 55 yrs      | 6,669 | 46.2% |
| Median Age                   | 51.9  |       |
| Age Distribution             |       |       |
| 85+                          | 400   |       |
| 80 to 84                     | 550   |       |
| 75 to 79                     | 900   |       |
| 70 to 74                     | 1100  |       |
| 65 to 69                     | 1300  |       |
| 60 to 64                     | 1200  |       |
| 55 to 59                     | 1000  |       |
| 50 to 54                     | 850   |       |
| 45 to 49                     | 700   |       |
| 40 to 44                     | 650   |       |
| 35 to 39                     | 600   |       |
| 30 to 34                     | 650   |       |
| 25 to 29                     | 550   |       |
| 20 to 24                     | 650   |       |
| 15 to 19                     | 750   |       |
| 10 to 14                     | 700   |       |
| 5 to 9                       | 600   |       |
| 0 to 4                       | 600   |       |

| Household Income         |          |
|--------------------------|----------|
| Average Household Income | \$87,693 |
| Median Household Income  | \$69,303 |
| Households by Income     |          |
| \$ 200K and over         | 450      |
| \$ 150K - \$200K         | 400      |
| \$ 125K - \$150K         | 400      |
| \$ 100K - \$125K         | 600      |
| \$ 80K - \$100K          | 750      |
| \$ 60K - \$80K           | 900      |
| \$ 40K - \$60K           | 1050     |
| \$ 20K - \$40K           | 1200     |
| Under \$20K              | 450      |

| Visible Minorities & Language  |       |
|--------------------------------|-------|
| Population by Visible Minority |       |
| Chinese                        | 0.0%  |
| South Asian                    | 0.0%  |
| Black                          | 0.6%  |
| Filipino                       | 0.1%  |
| Latin American                 | 0.1%  |
| Southeast Asian                | 0.0%  |
| Arab                           | 0.0%  |
| West Asian                     | 0.0%  |
| Korean                         | 0.0%  |
| Japanese                       | 0.0%  |
| Visible minority, n.i.e.       | 0.0%  |
| Multiple visible minorities    | 0.0%  |
| Population by Mother Tongue    |       |
| Single Responses               | 97.6% |
| English                        | 86.8% |
| French                         | 3.2%  |
| Non-Official languages         | 7.5%  |
| Multiple responses             | 2.4%  |

| Educational Attainment (15 Yrs +) |       |       |
|-----------------------------------|-------|-------|
| No cert. or diploma               | 2,398 | 19.7% |
| High school or equiv              | 3,735 | 30.6% |
| Apprenticeship or trade cert.     | 988   | 8.1%  |
| College, CEGEP or other           | 2,923 | 24.0% |
| University below bachelor         | 261   | 2.1%  |
| University degree                 | 1,887 | 15.5% |
| % of Population by Education      |       |       |
| No cert. or diploma               | 20.0% |       |
| High school or equiv              | 30.0% |       |
| Apprenticeship or trade cert.     | 8.0%  |       |
| College, CEGEP or other           | 24.0% |       |
| University below bachelor         | 2.0%  |       |
| University degree                 | 15.0% |       |

# Manitoulin Expositor

*Distribution Map*

Map

