

Thunder Bay Source



Summary Report

July 21, 2026

Market Information		
Average Household Spending / Yr		
Mortgage payments	\$	8,071
Cell Phone, Pager & Services	\$	1,547
Internet Access Services	\$	1,093
Home Renovations	\$	2,364
Retirement & pension fund payments	\$	5,534
Lotteries	\$	1,059
Household appliances	\$	829
Furnishings	\$	1,676
Computer hardware	\$	367
Auto/Truck Purchase	\$	3,682
Auto/Truck Rental or Lease	\$	221
Air Travel	\$	793
Age of Home Owners		
15 to 24 years	1,735	3.0%
25 to 34 years	8,720	15.0%
35 to 44 years	8,899	15.4%
45 to 54 years	8,573	14.8%
55 to 64 years	10,603	18.3%
65 to 74 years	10,880	18.8%
75 years or over	13,670	10.1%

Population & Household Summary	
Total Population	135,312
Population Growth 2020-2025	3.0%
Population Growth 2025-2030	-0.4%
Total Households	57,967
Household Growth 2020-2025	1.8%
Household Growth 2025-2030	-0.3%
% of Households with Children	34.4%
% of Households - Married w/ Kids	22.4%
% of Households - Single Parent	12.0%
% of Households by Household Size	
1 person	33.0%
2 persons	36.0%
3 persons	14.0%
4 persons	11.0%
5 or more persons	6.0%

Age Cohorts		
Population: 25 yrs and under	33,896	25.0%
Population: 25-54 yrs	52,098	38.5%
Population: Over 55 yrs	49,318	36.4%
Median Age	42.9	
Age Distribution		
85+	1,000	
80 to 84	1,500	
75 to 79	2,000	
70 to 74	2,500	
65 to 69	3,000	
60 to 64	3,500	
55 to 59	4,000	
50 to 54	4,500	
45 to 49	5,000	
40 to 44	5,500	
35 to 39	6,000	
30 to 34	6,500	
25 to 29	7,000	
20 to 24	7,500	
15 to 19	8,000	
10 to 14	8,500	
5 to 9	9,000	
0 to 4	9,500	

Household Income	
Average Household Income	\$116,510
Median Household Income	\$95,105
Households by Income	
\$ 200K and over	8,000
\$ 150K - \$200K	6,500
\$ 125K - \$150K	5,500
\$ 100K - \$125K	6,500
\$ 80K - \$100K	6,500
\$ 60K - \$80K	7,000
\$ 40K - \$60K	6,500
\$ 20K - \$40K	6,500
Under \$20K	2,000

Visible Minorities & Language	
Population by Visible Minority	
Chinese	0.8%
South Asian	1.9%
Black	0.9%
Filipino	0.3%
Latin American	0.3%
Southeast Asian	0.6%
Arab	0.4%
West Asian	0.2%
Korean	0.1%
Japanese	0.3%
Visible minority, n.i.e.	0.1%
Multiple visible minorities	0.2%
Population by Mother Tongue	
Single Responses	97.8%
English	85.0%
French	2.0%
Non-Official languages	10.7%
Multiple responses	2.2%

Educational Attainment (15 Yrs +)		
No cert. or diploma	17,287	15.2%
High school or equiv	31,438	27.6%
Apprenticeship or trade cert.	7,411	6.5%
College, CEGEP or other	27,103	23.8%
University below bachelor	2,217	1.9%
University degree	28,487	25.0%
% of Population by Education		
No cert. or diploma	15.2%	
High school or equiv	27.6%	
Apprenticeship or trade cert.	6.5%	
College, CEGEP or other	23.8%	
University below bachelor	1.9%	
University degree	25.0%	

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Distribution Map

