

# Ajax/Pickering News Advertiser



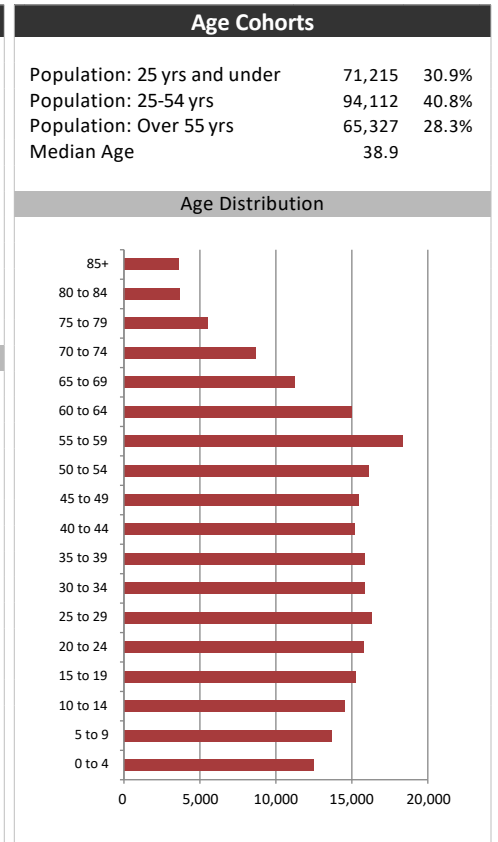
## Summary Report

March 12, 2021

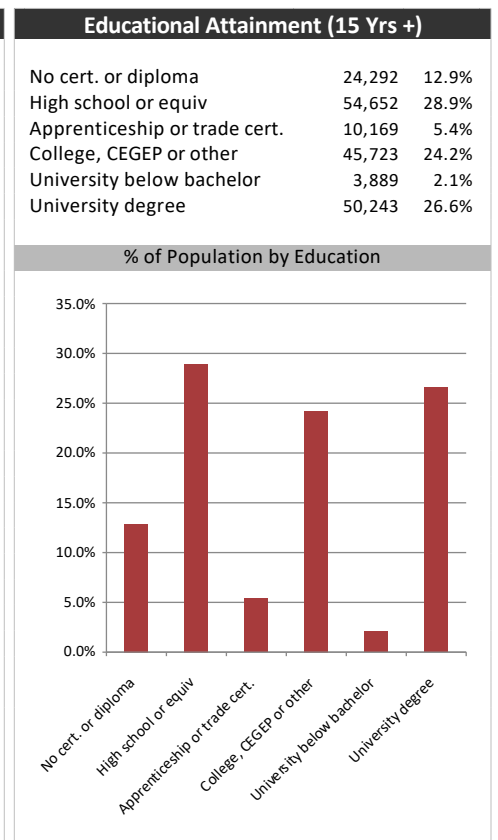
Market Information		
Average Household Spending / Yr		
Mortgage payments	\$	9,341
Cell Phone, Pager & Services	\$	1,791
Internet Access Services	\$	642
Home Renovations	\$	1,514
Retirement & pension fund payments	\$	2,626
Lotteries	\$	1,177
Health Insurance	\$	615
Household appliances	\$	700
Furnishings	\$	2,277
Computer hardware	\$	392
Auto/Truck Purchase	\$	8,202
Auto/Truck Rental or Lease	\$	439
Air Travel	\$	1,055
Age of Home Owners		
15 to 24 years	406	0.6%
25 to 34 years	7,689	10.5%
35 to 44 years	14,204	19.5%
45 to 54 years	16,458	22.6%
55 to 64 years	17,708	24.3%
65 to 74 years	10,400	14.3%
75 years or over	6,098	8.4%

Population & Household Summary	
Total Population	230,654
Population Growth 2015-2020	6.9%
Population Growth 2020-2025	7.1%
Total Households	72,964
Household Growth 2015-2020	4.4%
Household Growth 2020-2025	6.6%
% of Households with Children	60.8%
% of Households - Married w/ Kids	46.5%
% of Households - Single Parent	14.3%
% of Households by Household Size	

Household Size	% of Households
1 person	15.0%
2 persons	26.0%
3 persons	19.5%
4 persons	22.5%
5 or more persons	16.0%



Visible Minorities & Language	
Population by Visible Minority	
Chinese	2.8%
South Asian	20.1%
Black	15.7%
Filipino	3.7%
Latin American	1.4%
Southeast Asian	0.5%
Arab	1.8%
West Asian	2.3%
Korean	0.2%
Japanese	0.2%
Visible minority, n.i.e.	3.2%
Multiple visible minorities	2.5%
Population by Mother Tongue	
Single Responses	96.2%
English	68.2%
French	1.3%
Non-Official languages	26.7%
Multiple responses	3.8%



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## Distribution Map

