

Newmarket Era/Aurora Banner/East Gwillimbury Express



Summary Report

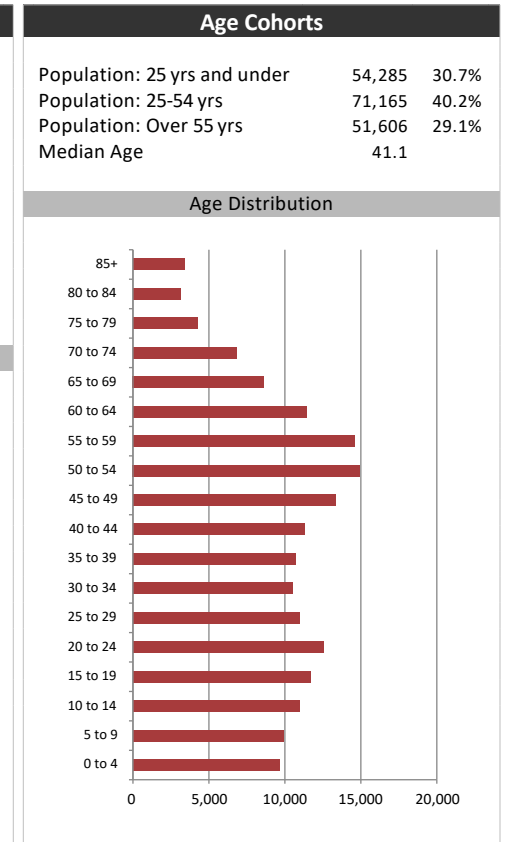
June 7, 2019

Market Information		
Average Household Spending / Yr		
Mortgage payments	\$	10,523
Cell Phone, Pager & Services	\$	1,707
Internet Access Services	\$	623
Home Renovations	\$	1,888
Retirement & pension fund payments	\$	2,292
Lotteries	\$	995
Health Insurance	\$	641
Household appliances	\$	692
Furnishings	\$	2,177
Computer hardware	\$	359
Auto/Truck Purchase	\$	8,799
Auto/Truck Rental or Lease	\$	432
Air Travel	\$	2,436

Age of Home Owners		
15 to 24 years	398	0.7%
25 to 34 years	6,193	10.3%
35 to 44 years	10,508	17.5%
45 to 54 years	15,263	25.4%
55 to 64 years	14,123	23.5%
65 to 74 years	8,165	13.6%
75 years or over	5,363	8.9%

Population & Household Summary	
Total Population	177,056
Population Growth 2013-2018	7.4%
Population Growth 2018-2023	9.0%
Total Households	60,013
Household Growth 2013-2018	7.6%
Household Growth 2018-2023	9.7%
% of Households with Children	57.1%
% of Households - Married w/ Kids	44.9%
% of Households - Single Parent	12.2%

% of Households by Household Size	
1 person	~16.5%
2 persons	~29.0%
3 persons	~19.5%
4 persons	~22.5%
5 or more persons	~12.0%



Household Income	
Average Household Income	\$132,315
Median Household Income	\$99,285

Households by Income	
\$ 200K and over	~8,500
\$ 150K - \$200K	~7,500
\$ 125K - \$ 150K	~6,500
\$ 100K - \$ 125K	~7,500
\$ 80K - \$100K	~7,000
\$ 60K - \$80K	~7,000
\$ 40K - \$60K	~7,000
\$ 20K - \$40K	~6,000
Under \$20K	~4,000

Visible Minorities & Language	
Population by Visible Minority	
Chinese	4.6%
South Asian	3.7%
Black	2.6%
Filipino	1.6%
Latin American	1.2%
Southeast Asian	1.8%
Arab	0.8%
West Asian	1.4%
Korean	0.7%
Japanese	0.3%
Visible minority, n.i.e.	0.4%
Multiple visible minorities	0.8%
Population by Mother Tongue	
Single Responses	98.1%
English	75.0%
French	1.4%
Non-Official languages	21.7%
Multiple responses	1.9%

Educational Attainment (15 Yrs +)		
No cert. or diploma	21,302	14.8%
High school or equiv	36,568	25.4%
Apprenticeship or trade cert.	9,153	6.4%
College, CEGEP or other	26,923	18.7%
University below bachelor	6,319	4.4%
University degree	43,839	30.4%

Education Level	Percentage
No cert. or diploma	~14.8%
High school or equiv	~25.4%
Apprenticeship or trade cert.	~6.4%
College, CEGEP or other	~18.7%
University below bachelor	~4.4%
University degree	~30.4%

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Distribution Map

Map

