Thunder Bay Source



Summary Report

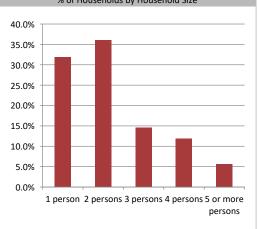
April 20, 2022

Market information		
Average Household Spending	g / Yr	
Mortgage payments	\$	3,588
Cell Phone, Pager & Services	\$	1,136
Internet Access Services	\$	497
Home Renovations	\$	1,860
Retirement & pension fund payments	\$	2,155
Lotteries	\$	734
Health Insurance	\$	544
Household appliances	\$	467
Furnishings	\$	1,294
Computer hardware	\$	138
Auto/Truck Purchase	\$	6,934
Auto/Truck Rental or Lease	\$	95
Air Travel	\$	259

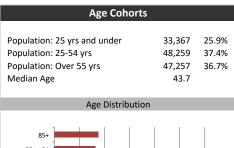
Age of Home Owners			
15 to 24 years	1,602	2.9%	
25 to 34 years	8,172	14.8%	
35 to 44 years	8,052	14.6%	
45 to 54 years	8,703	15.7%	
55 to 64 years	11,748	21.2%	
65 to 74 years	9,936	18.0%	
75 years or over	7,079	12.8%	

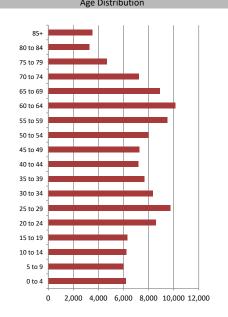
Household Income

Population & Household Summary	
Total Population	128,883
Population Growth 2016-2021	0.6%
Population Growth 2021-2026	-1.6%
Total Households	55,292
Household Growth 2016-2021	0.6%
Household Growth 2021-2026	-1.1%
% of Households with Children	36.6%
% of Households - Married w/ Kids	24.4%
% of Households - Single Parent	12.2%
% of Households by Household Size	



Visible Minorities & Language



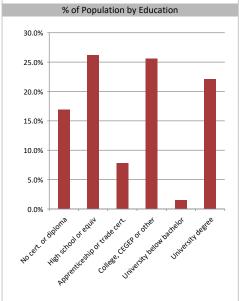


Average Househ Median Househ			\$98,370 \$78,099
	Households by	Income	
_			
\$ 200K and over			
-			
\$ 150K - \$200K			
\$ 125K - \$ 150K			
		_	
\$ 100K - \$ 125K		•	
\$ 80K - \$100K			
4 cov. 400v			
\$ 60K - \$80K			
\$ 40K - \$60K			
\$ 20K - \$40K			
\$ 20K - \$40K			•
Under \$20K			
-	200 200	000 000 100	300 32,000
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Population by Visible Minority		
Chinese	0.7%	
South Asian	1.0%	
Black	0.7%	
Filipino	0.3%	
Latin American	0.3%	
Southeast Asian	0.5%	
Arab	0.3%	
West Asian	0.2%	
Korean	0.2%	
Japanese	0.2%	
Visible minority, n.i.e.	0.0%	1
Multiple visible minorities	0.2%	
Population by Mother Tongue		
Single Responses	98.7%	
English	86.2%	
French	2.4%	1
Non-Official languages	10.1%	1
Multiple responses	1.3%	1

No cert. or diploma	18,124	16.9%
High school or equiv	28,037	26.2%
Apprenticeship or trade cert.	8,381	7.8%
College, CEGEP or other	27,369	25.6%
University below bachelor	1,568	1.5%
University degree	23,612	22.0%

Educational Attainment (15 Yrs +)



Powered by Sitewise Pro Data Source: Environics Analytics

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Distribution Map

