Abbotsford-Mission (Continued)
(Census Metropolitan Area)

Vehicles
2010 NRV (10 Year End) 4,912
"09-11 Model Yrs VSO Dec. '10 10,226
% "09-11 M of Total VSO Dec. '10 8.79
"08-09 Model Yrs VSO Dec. '10 100,836
% "08-09 M of Total VSO Dec. '10 9.21
Total VSO "08-11 Dec. '10 117,132
VHO = New Vehicle Registrations
VSO = Vehicles in Operation

Marital Status
2012 Estimates (Age 15+)
Single (never married) 35,969
Married (legal & common-law) 91,338
Separated (legally married) 3,820
Widowed 8,338
Divorced 8,235

PSYTE HD Canada Clusters
2012 Estimates:
No. of
Hhlds. Total Index
Flourishing Families 178 0.28 49
Utopian View... 263 1.41 18
Empty Nest Blues 757 4.7 95
Heath & Homestead 1,294 2.0 114
Primordial Forests 4,612 7.18 348
New-Norm Families 6,951 13.86 1,169
Truck & Train Lovers 1,601 8.03 252
South Asian Corridors 546 2.76 140
Euro Adaptors 1,099 1.79 49
Next Gen Rising 9,366 14.7 509
Guy Rows 5,484 4.47 222
Families on the Go 2,024 3.13 110
Golden View 144 0.22 47
Europa Blend... 72 0.11 9
African Heartland 747 11.5 90
Family Crotchets 1,881 16.7 73
Frontier Families 1,783 2.79 398
Rural Blues... 45 0.07 5
Blue Collar Big Sky 1,130 17.5 119
Green Acres 229 0.51 35
Open Country... 616 1.86 66
Village Views... 698 1.38 71
Tenants & Tenur... 2,396 3.70 189
Senior Discount... 430 0.66 28
Rods & Rifles 124 0.14 85
Cross-Town Hustle 1,286 1.93 89
Mobile Blues 2,882 4.55 197
Lone Star Loyalists 1,904 2.54 97
Lover's Lane... 383 0.56 21
Peaceful Pastures 159 0.26 16
Urban Vene... 2,373 3.67 205
Ike & Good Books 6,098 9.35 329
Metro Melody 658 0.85 62

PSYTE HD Financial
2012 Estimates:
No. of
Hhlds. Total Index
Blue Chip Investors 178 0.28 13
Upper Middle Ammenities 1,892 3.08 47
Monster Mortgage 13,652 21.1 242
Quiet Neighbours 6,228 2.49 90
Kids & Queen... 1,527 2.43 61
Baby Bills... 2,774 4.29 94
Proud Parents 4,525 6.92 237
Rent-to-Own... 8,613 13.31 230
Just Checking... 5,318 8.22 81
New Beginnings... 6,757 4.44 86
Next in Line... 334 0.52 28
Legging Liquidity 106 0.16 19
Bucking Back... 1,303 2.01 67

Home Language
2012 Estimates
English 144,513 61.17
French 479 0.27
Punjabi (Punjabi) 21,327 12.01
Korean 1,595 0.90
German 1,416 0.83
Vietnamese 880 0.50
Spanish 798 0.45
Chinese (Mainland) 717 0.40
Mandarin 316 0.18
Cantonese 307 0.17
Russian 247 0.14
Dutch 222 0.13
Romanian 193 0.11
Hindi 160 0.09
Hungarian 141 0.08
Japanese 139 0.08
Polish 124 0.07
Lao 102 0.06
Persian (Farsi) 93 0.05
Other Languages 316 0.18
Multiple Responses 917 0.52
Total 230,911 100.00

Building Permits
Value $1000
2010 2009 2008
217,631 237,291 222,910

Housing Starts
2010 2009 2008
7,220 6,967 6,633

Daily Newspaper(s)
Circulation Total Paid
Abbotsford News Daily (The) n.a.
Mon-Fri 1996
Community Newspaper(s)
Abbotsford News Times
Total Circulation
2010 2009 2008
397,359 391,869 385,116

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Retail Sales
Above/Below Ntl. Avg. (per Capita)
2012 Sales Estimate $ 1,932,004,032
Average Household Income $ 4,810

Population
2012 Estimates:
Age groups
All 139,566 69,749 69,817
0-4 5,923 4,895 4,418
5-9 8,372 4,543 3,625
10-14 7,751 3,963 3,026
15-19 9,333 5,023 4,504
20-24 11,024 5,841 5,443
25-29 11,984 5,521 4,663
30-34 9,616 5,051 4,425
35-39 8,475 4,222 3,432
40-44 8,852 4,579 4,226
45-49 7,924 4,886 4,758
50-54 9,296 4,631 4,656
55-59 8,852 4,022 4,560
60-64 7,440 3,655 3,605
65-69 5,938 2,793 2,689
70+ 14,580 6,225 8,355

Daytime Population
2012 Estimates:
Working Population 66,250
At Home Population 63,938
Total 130,188

Income
2012 Estimates:
Avg. Household Income $ 79,391
Avg. Family Income $ 83,547
Avg. Per Capita Income $ 28,511
Avg. Employment Income Male $ 46,148
Avg. Employment Income Male (Full Time) $ 61,793
Avg. Employment Income Female $ 28,018
Avg. Employment Income Female (Full Time) $ 43,707

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