

THE FAIR BY THE NUMBERS



BIRTHS IN QUÉBEC IN 2012*

887 000

THE MONTRÉAL PARENTS
AND KIDS FAIR covers a market of
4 424 781 inhabitants*, including
297 639 children ages 0 to 6.

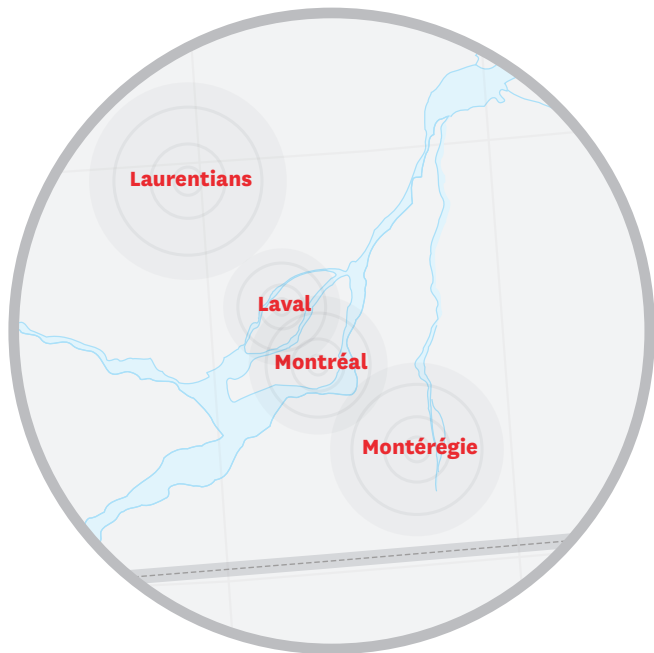
CHILDREN AGES 0-6 IN QUÉBEC IN 2013 :

613 172

THE QUÉBEC CITY PARENTS
AND KIDS FAIR covers a market
of **1 887 455 inhabitants***, including
104 065 children ages 0 to 6.

MONTRÉAL

THE PARENTS AND KIDS FAIR AND THE MONTRÉAL MARKET



MONTRÉAL

1 981 672 inhabitants*
Children ages 0-6 139 192
Average family income \$68 829

LAVAL

409 718 inhabitants*
Children ages 0-6 26 477

MONTÉRÉGIE REGION

1 470 252 inhabitants*
Children ages 0-6 96 480

LAURENTIANS

563 139 inhabitants*
Children ages 0-6 35 490

NOTEWORTHY STATS

MONTRÉAL BIRTHS*

2012

23 536 births*

2013

139 192 children ages 0-6

2014

23 500 (projected births)

MONTRÉAL POPULATION (2012)*

Total population

1 981 672 inhabitants

MONTRÉAL POPULATION**

22%

Family income \$100 000+

36%

Family income of \$75 000+

57%

Age 25-54

64%

Homeowners

32%

University educated

15%

Management and professionals

51%

Women

49%

Men

\$68 829

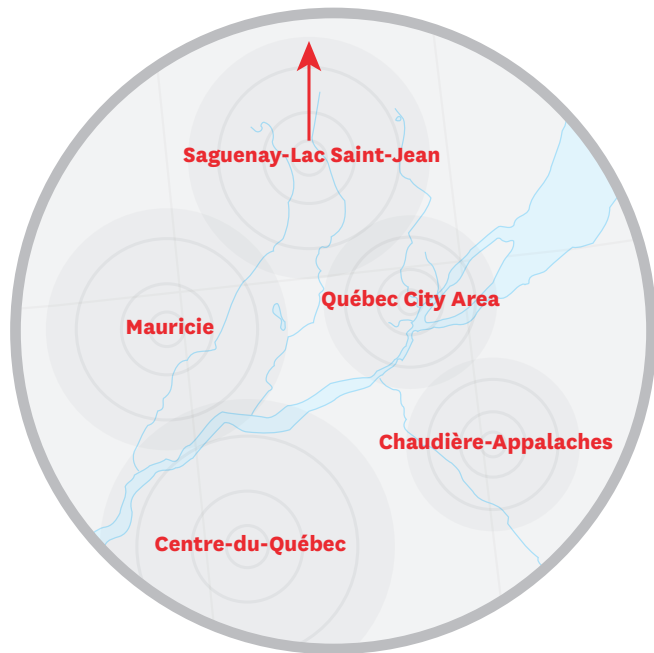
Average family income

*Source Institut de la Statistique du Québec, August 6, 2013

**Source NADBank 2010, Montréal CMA 18+

QUÉBEC

THE PARENTS AND KIDS FAIR AND THE QUÉBEC CITY MARKET



QUÉBEC CITY AREA

707 984 inhabitants*
Children ages 0-6 44 437
Average family income \$70 736

MAURICIE REGION

263 269 inhabitants*
Children ages 0-6 14 467
Average family income \$58 186

CHAUDIÈRE-APPALACHES REGION

408 188 inhabitants*
Children ages 0-6 27 592

CENTRE-DU-QUÉBEC REGION

235 005 inhabitants*
Children ages 0-6 15 536

SAGUENAY-LAC SAINT-JEAN RE- GION

273 009 inhabitants*
Children ages 0-6 16 500
Average family income \$64 998

NOTEWORTHY STATS

QUÉBEC CITY AREA BIRTHS*

Including Charlevoix, Charlevoix-Est,
Côte-de-Beaupré, Jacques-Cartier,
Île d'Orléans, Portneuf, Québec City.

2012

7 519 births*

2013

44 437 children ages 0-6

2014

7 600 (projected births)

QUÉBEC CITY AREA POPULATION (2012)*

Total population

707 984 inhabitants

QUÉBEC CITY AREA POPULATION**

21%

Family income \$100 000+

39%

Family income of \$75 000+

44%

Age 25-54***

71%

Homeowners

29%

University educated

14%

Management and professionals

51%

Women

49%

Men

\$70 736

Average family income

*Source Institut de la Statistique du Québec, August 6, 2013

**Source NADBank 2012, Metropolitan Québec City 18+

***Source Emploi Québec, 2006, Statistics Canada Census Data

