## ad reach

| Market Information |  |  |
| :--- | ---: | ---: |
| Average Household Spending / Yr |  |  |
| Mortgage payments | $\$$ | 2,985 |
| Cell Phone, Pager \& Services | $\$$ | 783 |
| Internet Access Services | $\$$ | 441 |
| Home Renovations | $\$$ | 940 |
| Retirement \& pension fund payments | $\$$ | 1,304 |
| Lotteries | $\$$ | 759 |
| Health Insurance | $\$$ | 614 |
| Household appliances | $\$$ | 713 |
| Furnishings | $\$$ | 1,139 |
| Computer hardware | $\$$ | 158 |
| Auto/Truck Purchase | $\$$ | 5,943 |
| Auto/Truck Rental or Lease | $\$$ | 135 |
| Air Travel | $\$$ | 145 |
|  |  |  |
|  |  |  |
|  |  |  |



## Summary Report

April 12, 2022


## Bancroft This Week

Distribution Map


