## ad $\quad$ reach

| Market Information |  |  |
| :---: | :---: | :---: |
| Average Household Spending / Yr |  |  |
| Mortgage payments | \$ | 4,436 |
| Cell Phone, Pager \& Services | \$ | 1,064 |
| Internet Access Services | \$ | 469 |
| Home Renovations | \$ | 993 |
| Retirement \& pension fund payments | \$ | 1,424 |
| Lotteries | \$ | 524 |
| Health Insurance | \$ | 609 |
| Household appliances | \$ | 526 |
| Furnishings | \$ | 1,571 |
| Computer hardware | \$ | 164 |
| Auto/Truck Purchase | \$ | 7,527 |
| Auto/Truck Rental or Lease | \$ | 131 |
| Air Travel | \$ | 138 |
| Age of Home Owners |  |  |
| 15 to 24 years | 83 | 2.8\% |
| 25 to 34 years | 357 | 11.9\% |
| 35 to 44 years | 462 | 15.4\% |
| 45 to 54 years | 434 | 14.5\% |
| 55 to 64 years | 634 | 21.2\% |
| 65 to 74 years | 493 | 16.5\% |
| 75 years or over | 529 | 17.7\% |



Summary Report
April 12, 2022


| Educational Attainment (15 Yrs +) |  |  |  |  |
| :--- | ---: | ---: | :---: | :---: |
| No cert. or diploma |  |  |  |  |
| High school or equiv | 1,136 | $20.7 \%$ |  |  |
| Apprenticeship or trade cert. | 1,847 | $33.6 \%$ |  |  |
| College, CEGEP or other | 1,502 | $5.8 \%$ |  |  |
| University below bachelor | 56 | $1.0 \%$ |  |  |
| University degree | 633 | $11.5 \%$ |  |  |
| \% of Population by Education |  |  |  |  |




