## ad reach

| Market Information |  |  |
| :--- | ---: | ---: |
| Average Household Spending / Yr |  |  |
| Mortgage payments | $\$$ | 5,143 |
| Cell Phone, Pager \& Services | $\$$ | 1,073 |
| Internet Access Services | $\$$ | 543 |
| Home Renovations | $\$$ | 1,219 |
| Retirement \& pension fund payments | $\$$ | 2,527 |
| Lotteries | $\$$ | 896 |
| Health Insurance | $\$$ | 805 |
| Household appliances | $\$$ | 927 |
| Furnishings | $\$$ | 1,775 |
| Computer hardware | $\$$ | 216 |
| Auto/Truck Purchase | $\$$ | 8,307 |
| Auto/Truck Rental or Lease | $\$$ | 171 |
| Air Travel | $\$$ | 198 |
|  |  |  |
|  |  |  |




| Educational Attainment (15 Yrs +) |  |  |
| :--- | ---: | ---: |
|  |  |  |
| No cert. or diploma | 4,026 | $15.3 \%$ |
| High school or equiv | 7,627 | $29.0 \%$ |
| Apprenticeship or trade cert. | 2,419 | $9.2 \%$ |
| College, CEGEP or other | 7,238 | $27.6 \%$ |
| University below bachelor | 462 | $1.8 \%$ |
| University degree | 4,497 | $17.1 \%$ |
|  |  |  |



## Frontenac News



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