## ad reach

| Market Information |  |  |
| :---: | :---: | :---: |
| Average Household Spending / Yr |  |  |
| Mortgage payments | \$ | 4,390 |
| Cell Phone, Pager \& Services | \$ | 1,256 |
| Internet Access Services | \$ | 506 |
| Home Renovations | \$ | 1,070 |
| Retirement \& pension fund payments | \$ | 1,483 |
| Lotteries | \$ | 962 |
| Health Insurance | \$ | 394 |
| Household appliances | \$ | 803 |
| Furnishings | \$ | 1,455 |
| Computer hardware | \$ | 195 |
| Auto/Truck Purchase | \$ | 7,182 |
| Auto/Truck Rental or Lease | \$ | 117 |
| Air Travel | \$ | 263 |
| Age of Home Owners |  |  |
| 15 to 24 years | 116 | 2.2\% |
| 25 to 34 years | 716 | 13.7\% |
| 35 to 44 years | 845 | 16.2\% |
| 45 to 54 years | 863 | 16.5\% |
| 55 to 64 years | 1,184 | 22.7\% |
| 65 to 74 years | 963 | 18.4\% |
| 75 years or over | 537 | 10.3\% |




| Educational Attainment (15 Yrs +) |  |  |
| :--- | ---: | ---: |
|  |  |  |
| No cert. or diploma | 2,007 | $17.6 \%$ |
| High school or equiv | 3,698 | $32.4 \%$ |
| Apprenticeship or trade cert. | 1,286 | $11.3 \%$ |
| College, CEGEP or other | 3,125 | $27.3 \%$ |
| University below bachelor | 146 | $1.3 \%$ |
| University degree | 1,165 | $10.2 \%$ |



## Haldimand County, Haldimand Press

adæreach
Distribution Map


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