## ad reach

| Market Information |  |  |
| :--- | ---: | ---: |
| Average Household Spending / Yr |  |  |
| Mortgage payments | $\$$ | 4,179 |
| Cell Phone, Pager \& Services | $\$$ | 1,084 |
| Internet Access Services | $\$$ | 461 |
| Home Renovations | $\$$ | 991 |
| Retirement \& pension fund payments | $\$$ | 1,461 |
| Lotteries | $\$$ | 495 |
| Health Insurance | $\$$ | 594 |
| Household appliances | $\$$ | 534 |
| Furnishings | $\$$ | 1,465 |
| Computer hardware | $\$$ | 156 |
| Auto/Truck Purchase | $\$$ | 7,597 |
| Auto/Truck Rental or Lease | $\$$ | 105 |
| Air Travel | $\$$ | 128 |
|  |  |  |
|  |  |  |



Summary Report
April 12, 2022



| Educational Attainment (15 Yrs +) |  |  |
| :--- | ---: | ---: |
|  |  |  |
| No cert. or diploma | 6,625 | $23.0 \%$ |
| High school or equiv | 8,612 | $30.0 \%$ |
| Apprenticeship or trade cert. | 2,944 | $10.2 \%$ |
| College, CEGEP or other | 6,627 | $23.0 \%$ |
| University below bachelor | 409 | $1.4 \%$ |
| University degree | 3,536 | $12.3 \%$ |

\% of Population by Education


## Hanover, The Post

 adæreachDistribution Map


