## Kincardine News

## ad reach

| Market Information |  |  |  |
| :---: | :---: | :---: | :---: |
| Average Household Spending / Yr |  |  |  |
| Mortgage payments |  | \$ | 6,232 |
| Cell Phone, Pager \& Services |  | \$ | 1,229 |
| Internet Access Services |  | \$ | 522 |
| Home Renovations |  | \$ | 1,180 |
| Retirement \& pension fund payments |  | \$ | 2,573 |
| Lotteries |  | \$ | 589 |
| Health Insurance |  | \$ | 773 |
| Household appliances |  | \$ | 713 |
| Furnishings |  | \$ | 2,270 |
| Computer hardware |  | \$ | 226 |
| Auto/Truck Purchase |  | \$ | 10,182 |
| Auto/Truck Rental or Lease |  | \$ | 218 |
| Air Travel |  | \$ | 226 |
| Age of Home Owners |  |  |  |
| 15 to 24 years | 100 |  | 1.3\% |
| 25 to 34 years | 961 |  | 12.7\% |
| 35 to 44 years | 1,241 |  | 16.4\% |
| 45 to 54 years | 1,003 |  | 13.3\% |
| 55 to 64 years | 1,631 |  | 21.6\% |
| 65 to 74 years | 1,547 |  | 20.5\% |
| 75 years or over | 1,067 |  | 14.1\% |



Summary Report
April 12, 2022


| Educational Attainment (15 Yrs +) |  |  |
| :--- | ---: | ---: |
|  |  |  |
| No cert. or diploma | 2,244 | $15.1 \%$ |
| High school or equiv | 3,661 | $24.6 \%$ |
| Apprenticeship or trade cert. | 1,385 | $9.3 \%$ |
| College, CEGEP or other | 4,385 | $29.5 \%$ |
| University below bachelor | 240 | $1.6 \%$ |
| University degree | 2,951 | $19.8 \%$ |



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