## ad*reach

| Market Information |  |  |  |
| :---: | :---: | :---: | :---: |
| Average Household Spending / Yr |  |  |  |
| Mortgage payments |  | \$ | 3,559 |
| Cell Phone, Pager \& Services |  | \$ | 917 |
| Internet Access Services |  | \$ | 437 |
| Home Renovations |  | \$ | 1,050 |
| Retirement \& pension fund payments |  | \$ | 1,188 |
| Lotteries |  | \$ | 498 |
| Health Insurance |  | \$ | 592 |
| Household appliances |  | \$ | 471 |
| Furnishings |  | \$ | 1,202 |
| Computer hardware |  | \$ | 155 |
| Auto/Truck Purchase |  | \$ | 6,775 |
| Auto/Truck Rental or Lease |  | \$ | 107 |
| Air Travel |  | \$ | 138 |
| Age of Home Owners |  |  |  |
| 15 to 24 years | 64 |  | 2.0\% |
| 25 to 34 years | 292 |  | 9.3\% |
| 35 to 44 years | 406 |  | 12.9\% |
| 45 to 54 years | 386 |  | 12.3\% |
| 55 to 64 years | 678 |  | 21.6\% |
| 65 to 74 years | 648 |  | 20.7\% |
| 75 years or over | 660 |  | 21.1\% |



Summary Report
April 20, 2022


## Meaford Independent



