## ad reach

| Market Information |  |  |
| :--- | ---: | ---: |
| Average Household Spending / Yr |  |  |
| Mortgage payments | $\$$ | 5,144 |
| Cell Phone, Pager \& Services | $\$$ | 1,401 |
| Internet Access Services | $\$$ | 549 |
| Home Renovations | $\$$ | 932 |
| Retirement \& pension fund payments | $\$$ | 1,506 |
| Lotteries | $\$$ | 987 |
| Health Insurance | $\$$ | 378 |
| Household appliances | $\$$ | 832 |
| Furnishings | $\$$ | 1,184 |
| Computer hardware | $\$$ | 289 |
| Auto/Truck Purchase | $\$$ | 7,059 |
| Auto/Truck Rental or Lease | $\$$ | 113 |
| Air Travel | $\$$ | 264 |
|  |  |  |
|  |  |  |
|  |  |  |




| Educational Attainment (15 Yrs +) |  |  |
| :--- | ---: | ---: |
|  |  |  |
|  | 1,194 | $15.7 \%$ |
| No cert. or diploma | 2,336 | $30.8 \%$ |
| High school or equiv | 717 | $9.5 \%$ |
| Apprenticeship or trade cert. | 2,329 | $30.7 \%$ |
| College, CEGEP or other | 85 | $1.1 \%$ |
| University below bachelor | 923 | $12.2 \%$ |
| University degree |  |  |
| $\%$ of Population by Education |  |  |



## Petrolia Lambton Independent

 adæreachDistribution Map


