## ad reach

| Market Information |  |  |  |
| :---: | :---: | :---: | :---: |
| Average Household Spending / Yr |  |  |  |
| Mortgage payments |  | \$ | 7,928 |
| Cell Phone, Pager \& Services |  | \$ | 1,490 |
| Internet Access Services |  | \$ | 591 |
| Home Renovations |  | \$ | 1,262 |
| Retirement \& pension fund payments |  | \$ | 2,054 |
| Lotteries |  | \$ | 679 |
| Health Insurance |  | \$ | 492 |
| Household appliances |  | \$ | 881 |
| Furnishings |  | \$ | 1,902 |
| Computer hardware |  | \$ | 284 |
| Auto/Truck Purchase |  | \$ | 8,823 |
| Auto/Truck Rental or Lease |  | \$ | 202 |
| Air Travel |  | \$ | 314 |
| Age of Home Owners |  |  |  |
| 15 to 24 years | 108 |  | 1.7\% |
| 25 to 34 years | 887 |  | 13.8\% |
| 35 to 44 years | 1,295 |  | 20.2\% |
| 45 to 54 years | 1,227 |  | 19.1\% |
| 55 to 64 years | 1,355 |  | 21.1\% |
| 65 to 74 years | 903 |  | 14.1\% |
| 75 years or over | 648 |  | 10.1\% |



| Visible Minorities \& Language |  |  |
| :---: | :---: | :---: |
| Population by Visible Minority |  |  |
| Chinese | 0.1\% | । |
| South Asian | 3.5\% | - |
| Black | 6.4\% |  |
| Filipino | 0.7\% | I |
| Latin American | 0.7\% | 1 |
| Southeast Asian | 0.1\% | । |
| Arab | 0.1\% | । |
| West Asian | 0.0\% | 1 |
| Korean | 0.1\% | । |
| Japanese | 0.1\% | 1 |
| Visible minority, n.i.e. | 0.9\% | - |
| Multiple visible minorities | 0.3\% | 1 |
| Population by Mother Tongue |  |  |
| Single Responses | 98.9\% | - |
| English | 87.0\% | - |
| French | 1.0\% | 1 |
| Non-Official languages | 11.0\% | 1 |
| Multiple responses | 1.1\% | 1 |

Summary Report
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## Shelburne Free Press

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Distribution Map


