## ad reach

| Market Information |  |  |
| :--- | ---: | ---: |
| Average Household Spending / Yr |  |  |
| Mortgage payments | $\$$ | 4,810 |
| Cell Phone, Pager \& Services | $\$$ | 1,237 |
| Internet Access Services | $\$$ | 523 |
| Home Renovations | $\$$ | 734 |
| Retirement \& pension fund payments | $\$$ | 1,548 |
| Lotteries | $\$$ | 482 |
| Health Insurance | $\$$ | 627 |
| Household appliances | $\$$ | 856 |
| Furnishings | $\$$ | 1,334 |
| Computer hardware | $\$$ | 250 |
| Auto/Truck Purchase | $\$$ | 7,068 |
| Auto/Truck Rental or Lease | $\$$ | 178 |
| Air Travel | $\$$ | 166 |
|  |  |  |
|  |  |  |
|  |  |  |




| Educational Attainment (15 Yrs +) |  |  |  |
| :--- | ---: | ---: | :---: |
|  |  |  |  |
| No cert. or diploma | 6,625 | $20.3 \%$ |  |
| High school or equiv | 9,444 | $28.9 \%$ |  |
| Apprenticeship or trade cert. | 2,794 | $8.5 \%$ |  |
| College, CEGEP or other | 9,048 | $27.7 \%$ |  |
| University below bachelor | 414 | $1.3 \%$ |  |
| University degree | 4,374 | $13.4 \%$ |  |
| $\%$ of Population by Education |  |  |  |


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## Strathroy Middlesex Age Dispatch



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