## Terrace Bay-Schreiber News

## ad reach

| Market Information |  |  |  |
| :---: | :---: | :---: | :---: |
| Average Household Spending / Yr |  |  |  |
| Mortgage payments |  | \$ | 3,203 |
| Cell Phone, Pager \& Services |  | \$ | 1,096 |
| Internet Access Services |  | \$ | 487 |
| Home Renovations |  | \$ | 885 |
| Retirement \& pension fund payments |  | \$ | 2,234 |
| Lotteries |  | \$ | 881 |
| Health Insurance |  | \$ | 534 |
| Household appliances |  | \$ | 510 |
| Furnishings |  | \$ | 1,150 |
| Computer hardware |  | \$ | 113 |
| Auto/Truck Purchase |  | \$ | 7,947 |
| Auto/Truck Rental or Lease |  | \$ | 67 |
| Air Travel |  | \$ | 190 |
| Age of Home Owners |  |  |  |
| 15 to 24 years | 6 |  | 0.5\% |
| 25 to 34 years | 137 |  | 10.6\% |
| 35 to 44 years | 177 |  | 13.8\% |
| 45 to 54 years | 189 |  | 14.7\% |
| 55 to 64 years | 341 |  | 26.5\% |
| 65 to 74 years | 253 |  | 19.7\% |
| 75 years or over | 184 |  | 14.3\% |




| Educational Attainment (15 Yrs +) |  |  |
| :--- | ---: | ---: |
|  |  |  |
| No cert. or diploma | 362 | $15.1 \%$ |
| High school or equiv | 687 | $28.6 \%$ |
| Apprenticeship or trade cert. | 308 | $12.8 \%$ |
| College, CEGEP or other | 688 | $28.7 \%$ |
| University below bachelor | 2 | $0.1 \%$ |
| University degree | 351 | $14.6 \%$ |



## Terrace Bay-Schreiber News



