



Facts and Figures

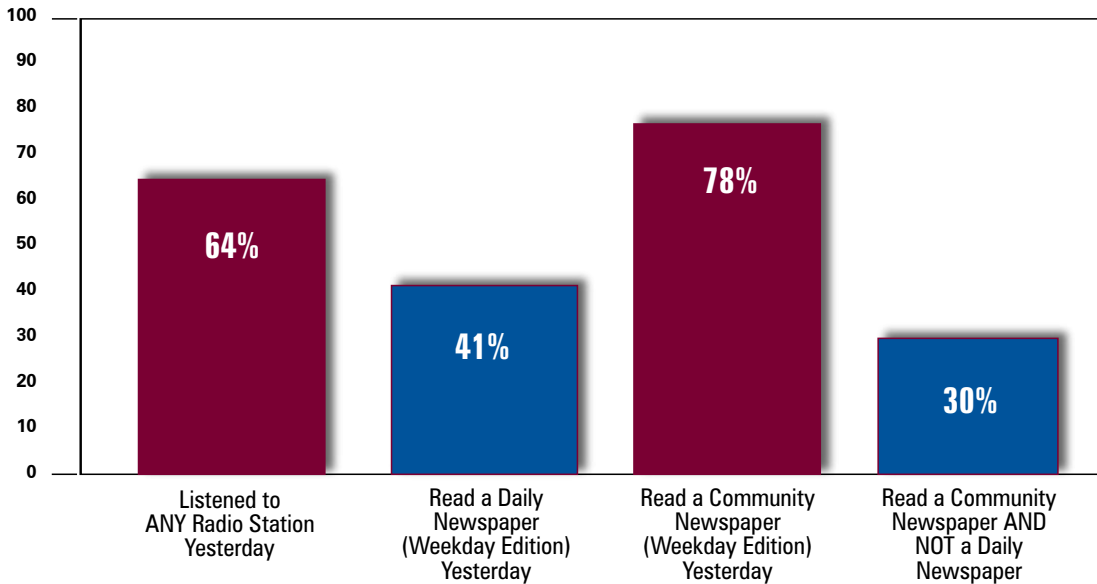
Alberta

106 Papers • Total Circulation: 641,821 • Zone Rate: \$77.63

ComBase
COMMUNITY NEWSPAPERS - DEFINITELY

Adults 18+ (Percentage)

Source: ComBase 2003/2004 study (plus supplementary AB/BC/SK markets)
Based on participating ComBase markets.



Market Analyzer

Variances in data may occur due to rounding or duplication in coverage area

Agriculture Summary

Total # of Farms	61,886
Total Acres in Crops or Summerfallow	31,673,258
Total Cattle Farms	25,450
Total Dairy Farms	165
Total Field Crop Farms	2,356
Total Grain/Oilseed Farms	8,852
Total Hog Farms	237
Total Livestock Combination Farms	225
Total Poultry/Egg Farms	80
Total Wheat Farms	1,941

Employment Summary

Agriculture, Forestry, Fishing and Hunting	97,120
Mining, Oil, and Gas Extraction	83,364
Manufacturing	141,989
Retail Trade	190,633
Health Care and Social Assistance	156,411
Public Administration	82,723

Population Summary

Total Population	3,147,227
0-19	888,276
20-34	669,565
35-44	552,535
45-64	704,399
65+	324,358

Income Summary

Average Income	\$57,632
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Consumer Spending Summary

Total Communication	\$1,196,973,000
Total Health Care	\$1,556,059,000
Total Household Furnishings & Equipment	\$1,849,332,000
Total Household Operations	\$2,995,405,000
Total Recreation	\$3,818,392,000
Total Shelter	\$12,705,895,000
Total Transportation	\$8,970,581,000



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