

Facts and Figures

Zone 4 - Central Alberta

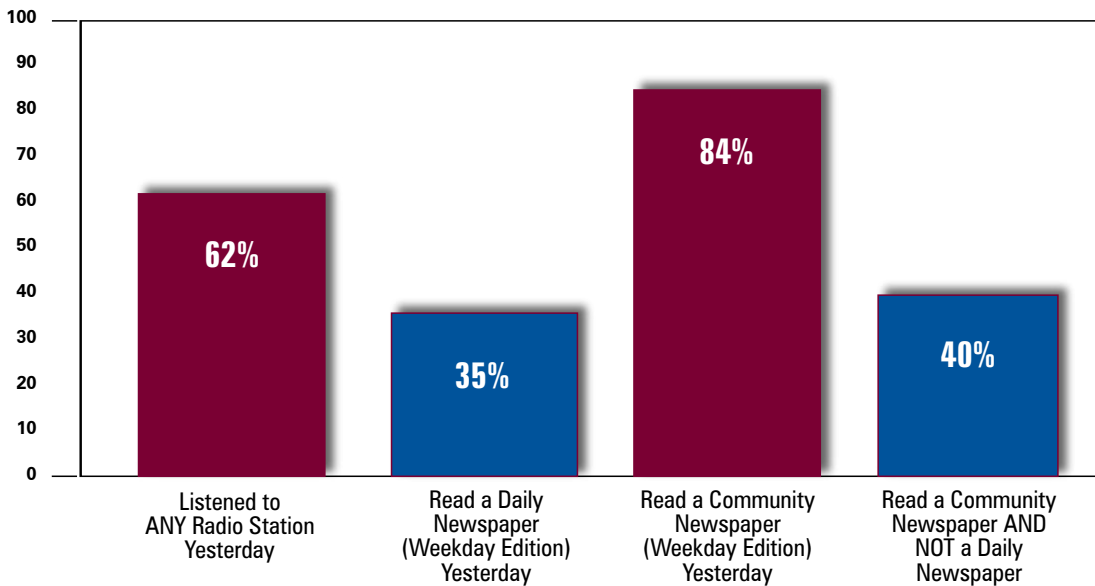
30 Papers • Total Circulation: 143,616 • Zone Rate: \$21.34

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	17,827
Total Acres in Crops or Summerfallow	10,361,758
Total Cattle Farms	7,681
Total Dairy Farms	54
Total Field Crop Farms	352
Total Grain/Oilseed Farms	2,197
Total Hog Farms	70
Total Livestock Combination Farms	41
Total Poultry/Egg Farms	35
Total Wheat Farms	613

Population Summary

Total Population	381,960
0-19	110,730
20-34	77,251
35-44	65,724
45-64	83,871
65+	42,276

Income Summary

Average Income	\$54,695
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Employment Summary

Agriculture, Forestry, Fishing and Hunting	28,274
Mining, Oil, and Gas Extraction	16,256
Manufacturing	10,259
Retail Trade	22,423
Health Care and Social Assistance	18,399
Public Administration	8,823

Consumer Spending Summary

Total Communication	\$137,196,000
Total Health Care	\$178,928,000
Total Household Furnishings & Equipment	\$202,655,000
Total Household Operations	\$342,937,000
Total Recreation	\$417,524,000
Total Shelter	\$1,439,154,000
Total Transportation	\$1,031,614,000



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