



Facts and Figures

Zone 6 - Southern Alberta

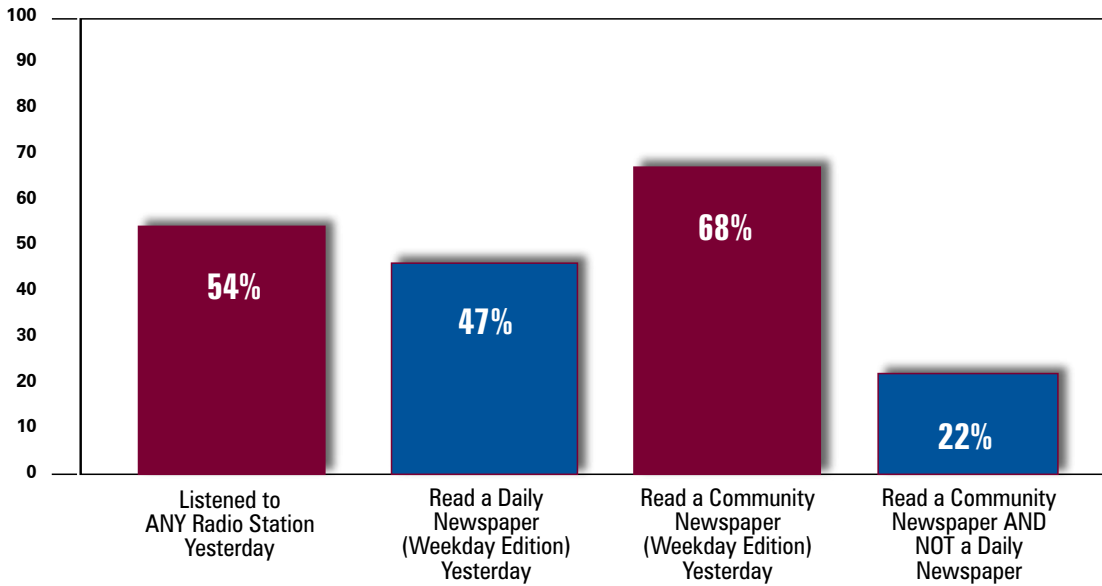
15 Papers • Total Circulation: 66,270 • Zone Rate: \$11,07

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	6,375
Total Acres in Crops or Summerfallow	4,537,870
Total Cattle Farms	2,475
Total Dairy Farms	32
Total Field Crop Farms	378
Total Grain/Oilseed Farms	591
Total Hog Farms	44
Total Livestock Combination Farms	26
Total Poultry/Egg Farms	7
Total Wheat Farms	696

Population Summary

Total Population	213,523
0-19	63,186
20-34	42,143
35-44	33,131
45-64	47,085
65+	26,986

Income Summary

Average Income	\$51,998
----------------------	----------

Employment Summary

Agriculture, Forestry, Fishing and Hunting	13,388
Mining, Oil, and Gas Extraction	6,224
Manufacturing	11,978
Retail Trade	11,990
Health Care and Social Assistance	10,654
Public Administration	4,506

Consumer Spending Summary

Total Communication	\$79,000,000
Total Health Care	\$104,378,000
Total Household Furnishings & Equipment	\$113,804,000
Total Household Operations	\$193,098,000
Total Recreation	\$236,753,000
Total Shelter	\$802,974,000
Total Transportation	\$589,535,000



1.866.669.2262 x1