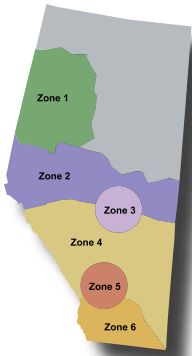


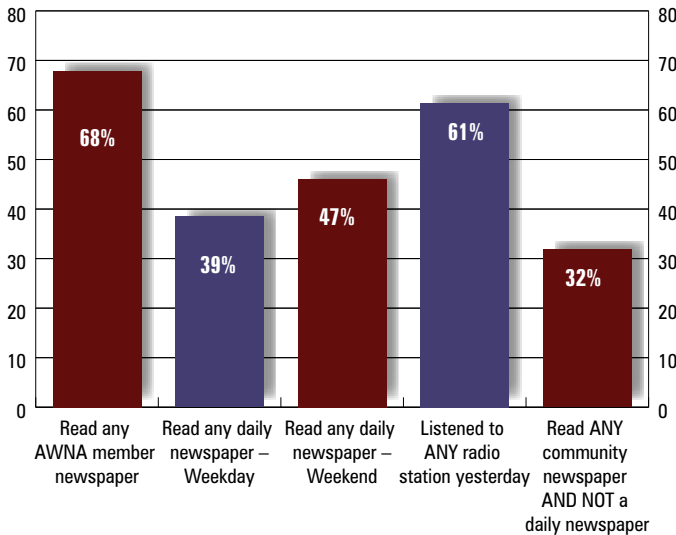
The data contained in this section is based on the cumulative coverage area of all AWNA. The Reach %'s shown pertain to Adults 18+ unless otherwise specified.



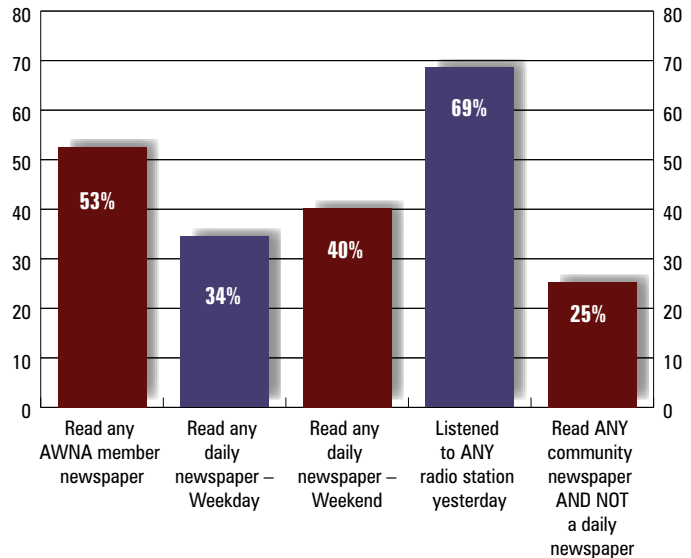
AWNA (Alberta and NWT)

Age and Gender

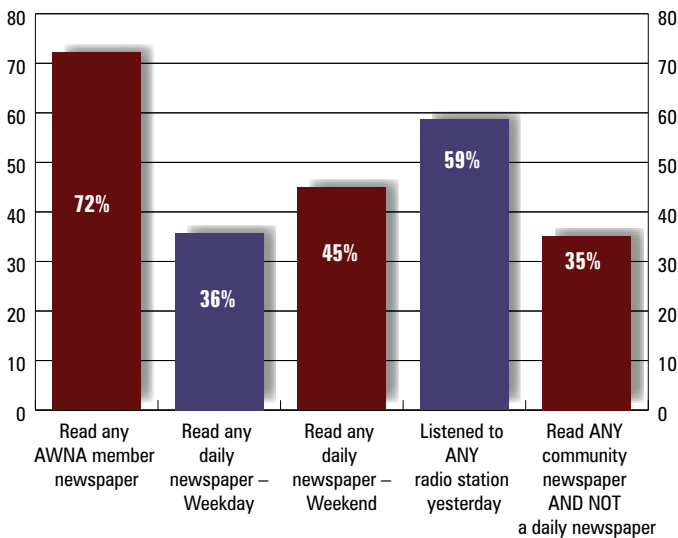
Adults 18+



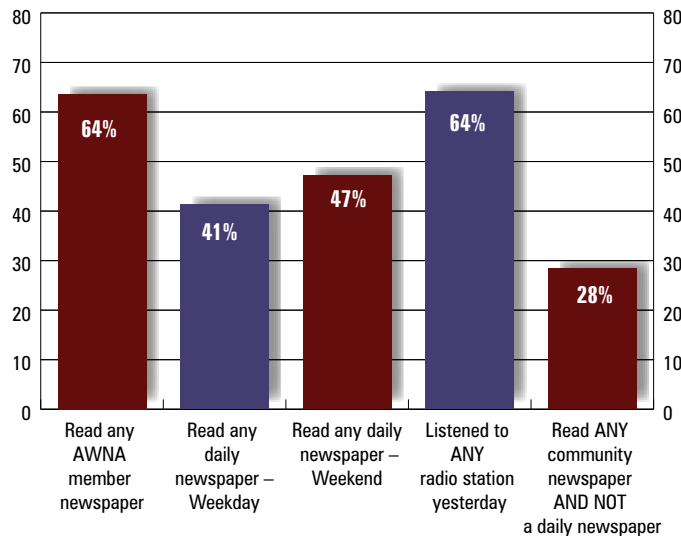
Adults 18-39



Female

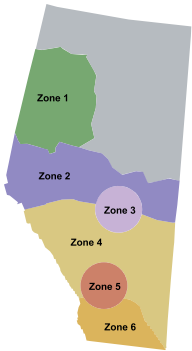


Male



Source: ComBase 2003-2004 Study (plus supplementary AB/BC/SK markets)
Weighted by: Population

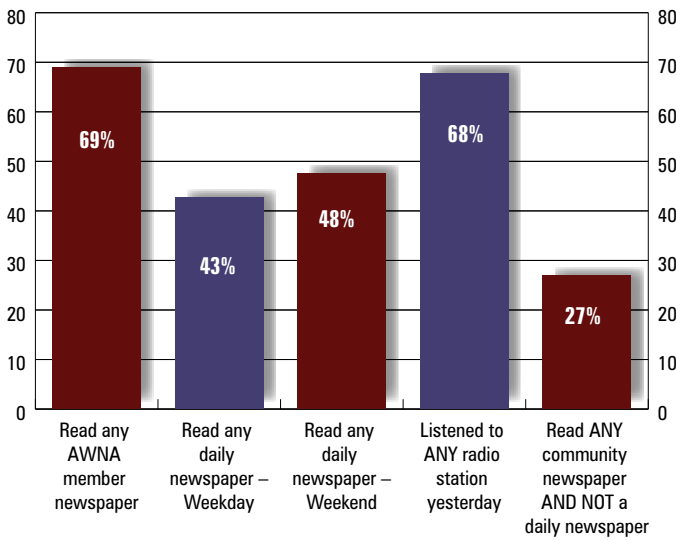
The data contained in this section is based on the cumulative coverage area of all AWNA. The Reach %'s shown pertain to Adults 18+ unless otherwise specified.



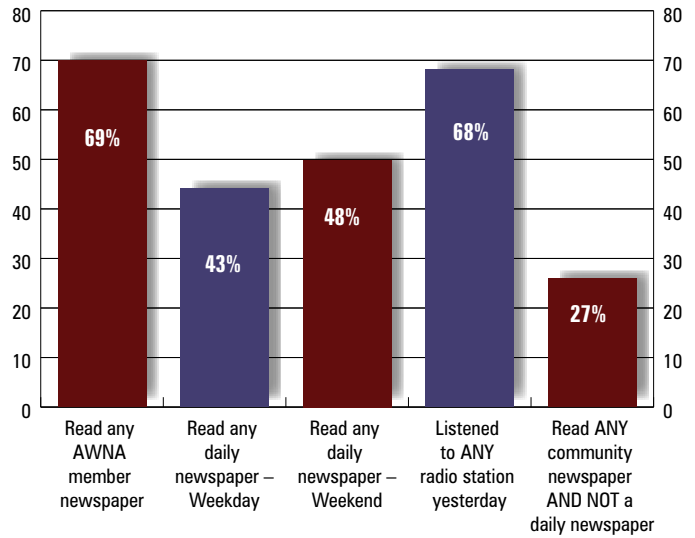
AWNA (Alberta and NWT)

Employment Status

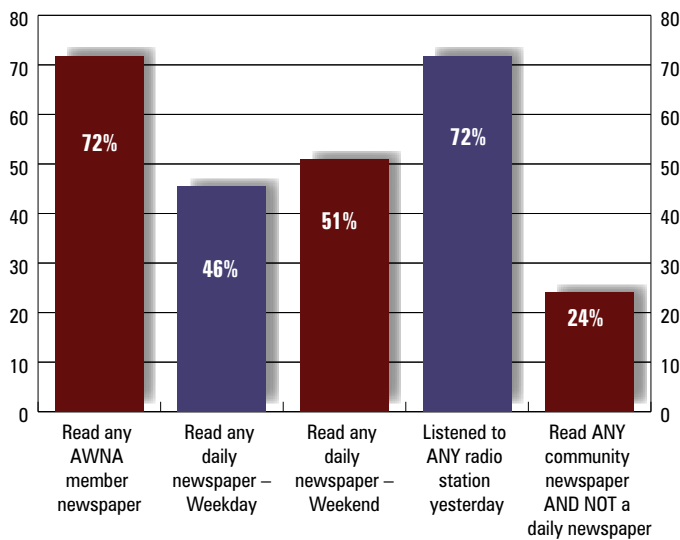
Employed Full Time 30 hours a week



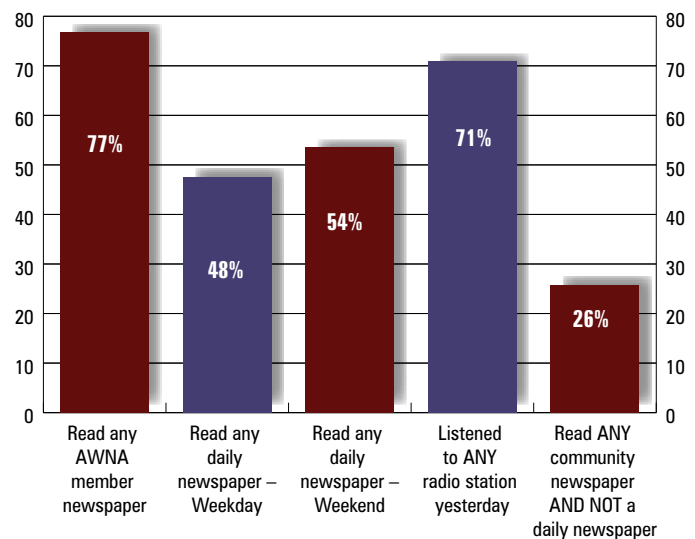
Professional



Managerial Position

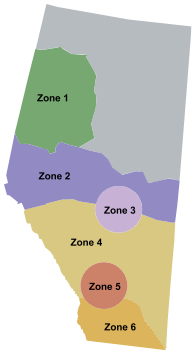


Senior Manager or Owner



Source: ComBase 2003-2004 Study (plus supplementary AB/BC/SK markets)
Weighted by: Population

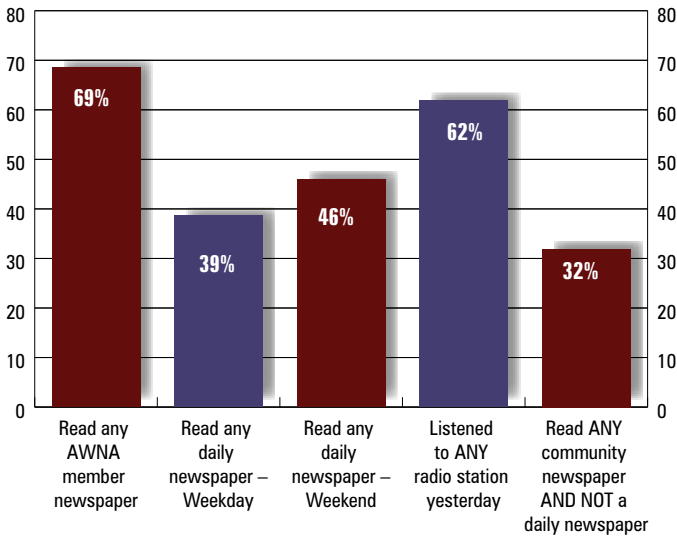
The data contained in this section is based on the cumulative coverage area of all AWNA. The Reach %'s shown pertain to Adults 18+ unless otherwise specified.



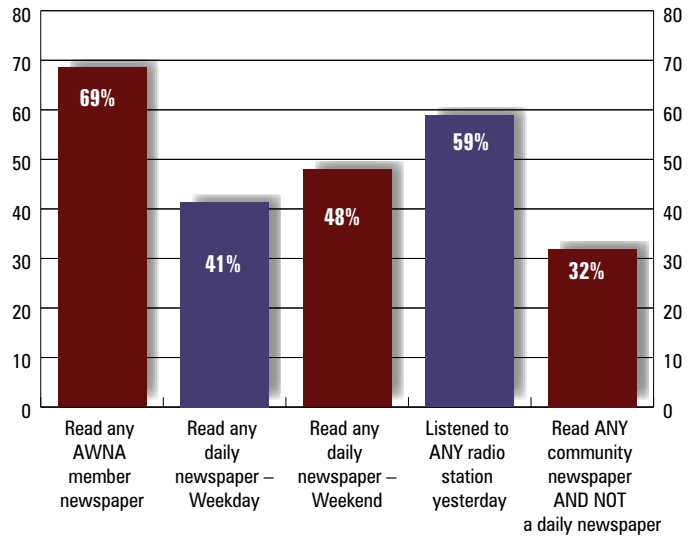
AWNA
(Alberta and NWT)

Household Composition

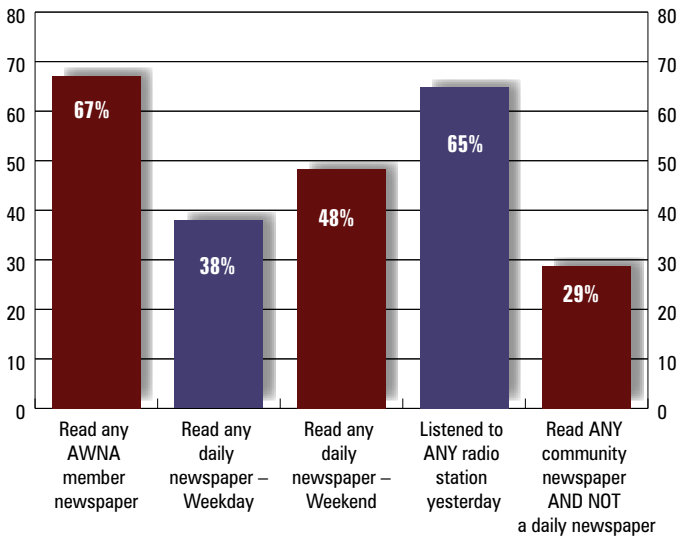
Own Home



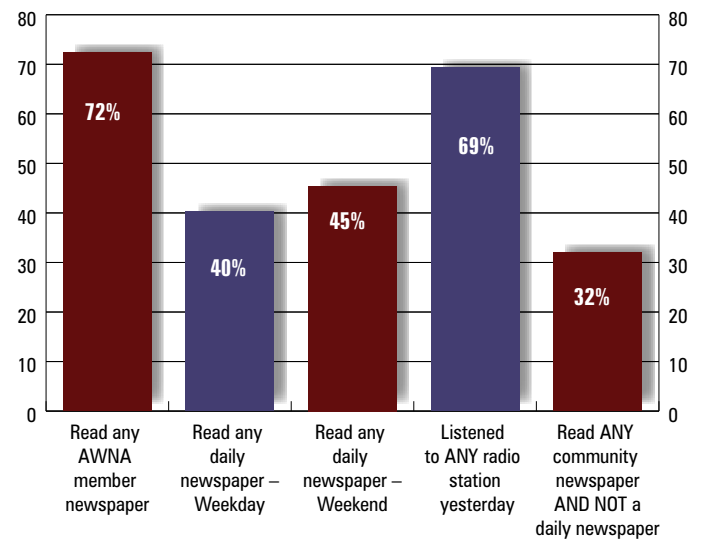
Household Size: 2



Household Size: 3



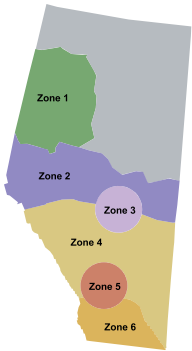
Household Size: 4+



Source: ComBase 2003-2004 Study (plus supplementary AB/BC/SK markets)
Weighted by: Population



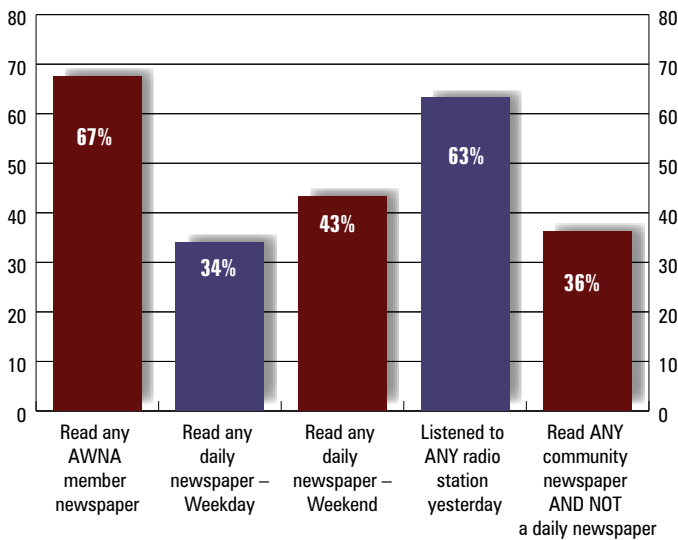
The data contained in this section is based on the cumulative coverage area of all AWNA. The Reach %'s shown pertain to Adults 18+ unless otherwise specified.



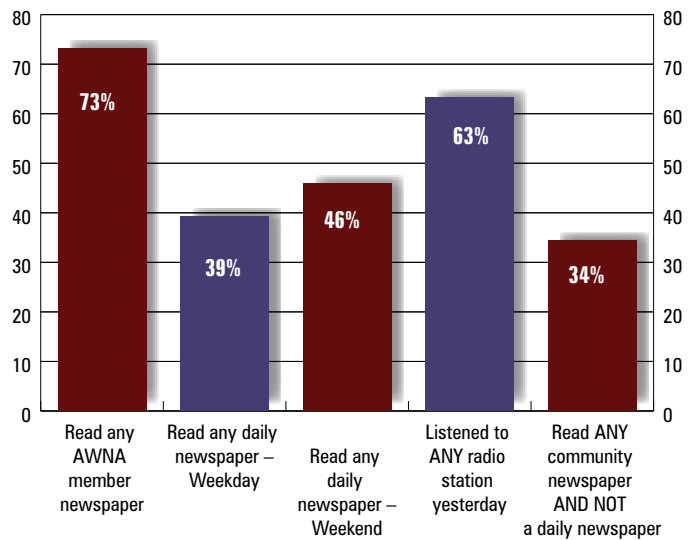
AWNA (Alberta and NWT)

Household Income

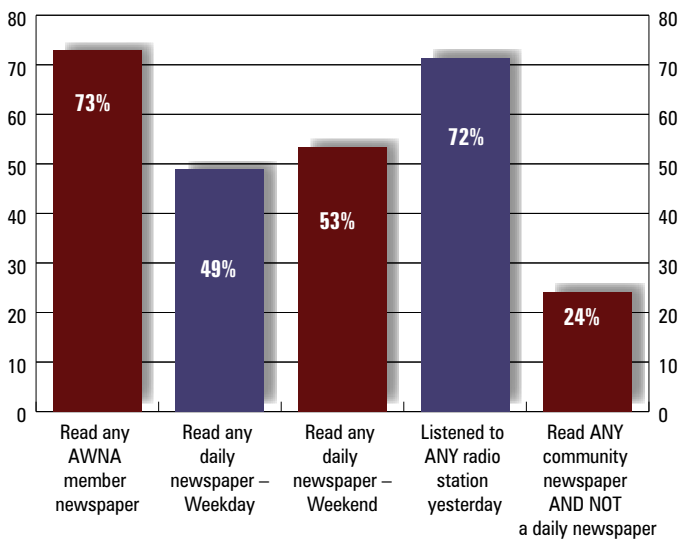
\$20,000 to \$39,999



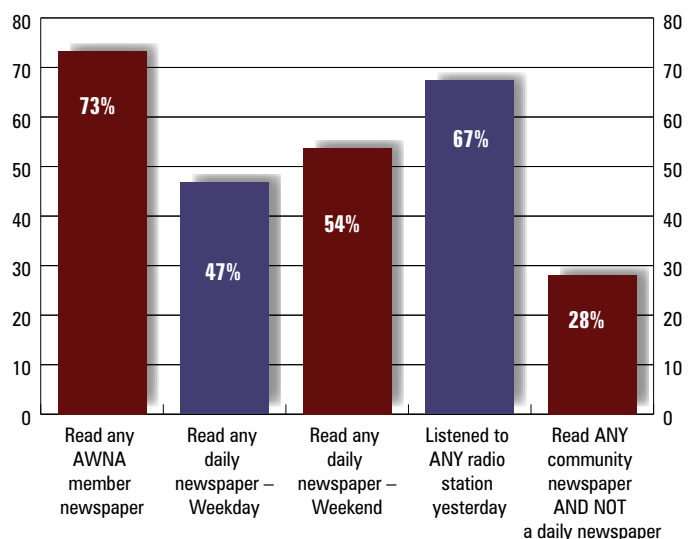
\$40,000 to \$59,999



\$60,000 to \$99,999

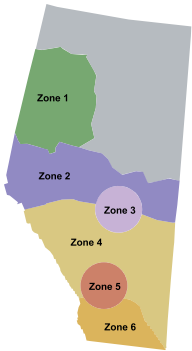


\$100,000+



Source: ComBase 2003-2004 Study (plus supplementary AB/BC/SK markets)
Weighted by: Population

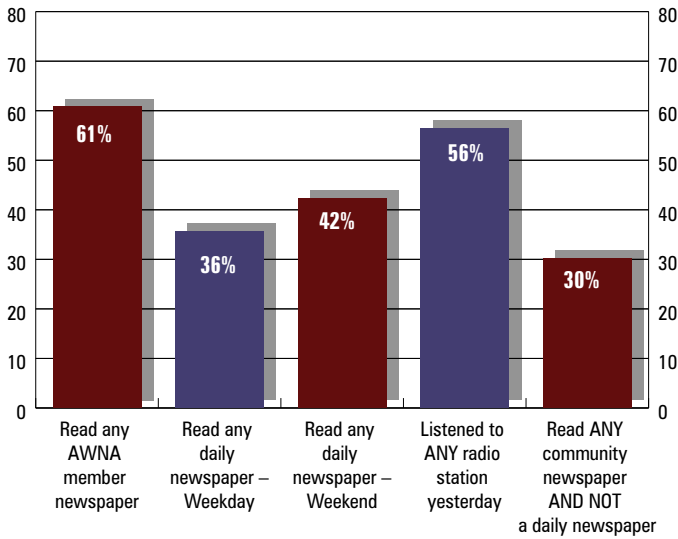
The data contained in this section is based on the cumulative coverage area of all AWNA. The Reach %'s shown pertain to Adults 18+ unless otherwise specified.



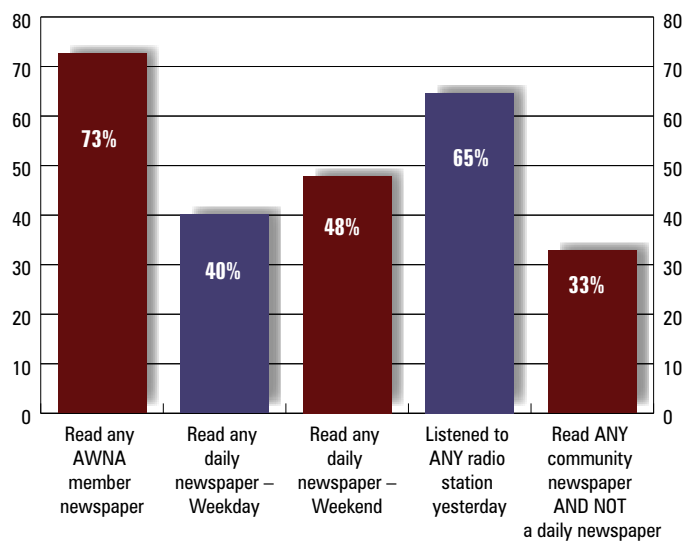
AWNA (Alberta and NWT)

Marital Family Status

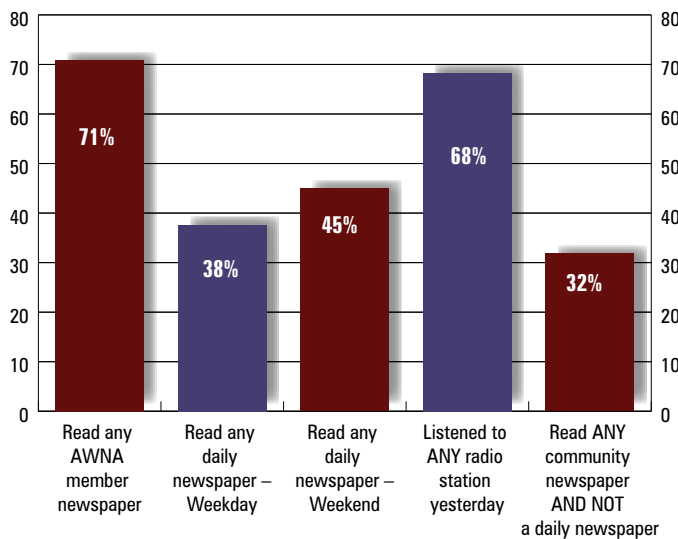
Single/Widowed/Divorced



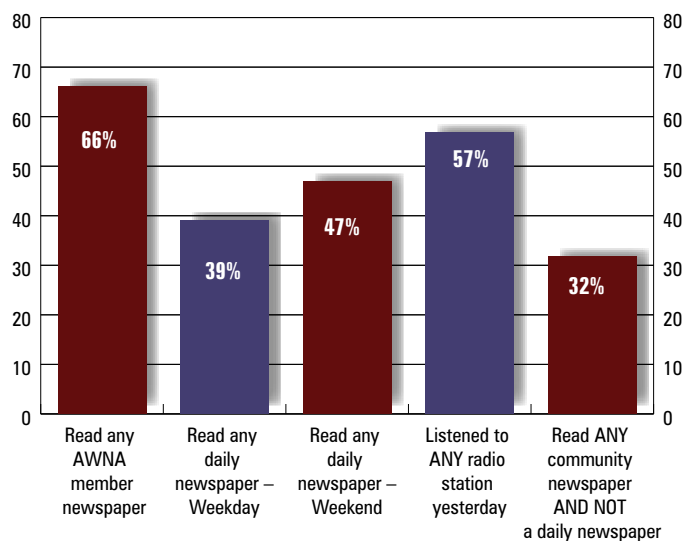
Married/Living Together



With Children

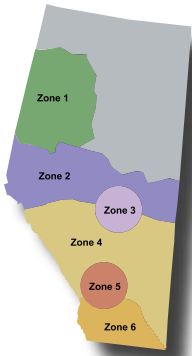


Without Children



Source: ComBase 2003-2004 Study (plus supplementary AB/BC/SK markets)
Weighted by: Population

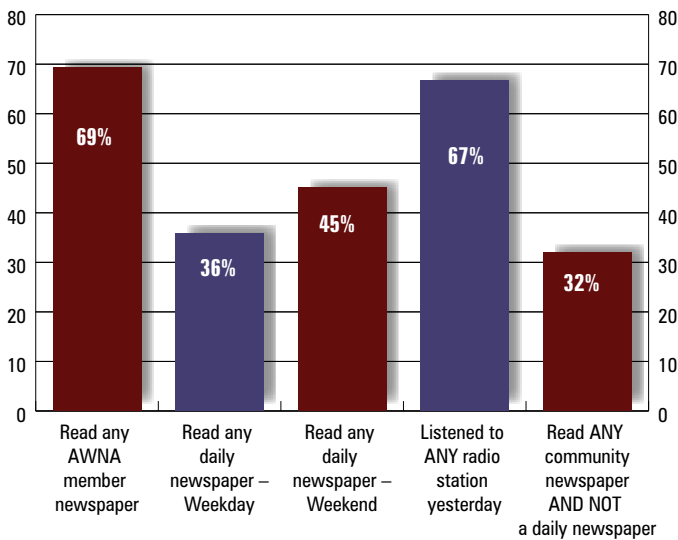
The data contained in this section is based on the cumulative coverage area of all AWNA. The Reach %'s shown pertain to Adults 18+ unless otherwise specified.



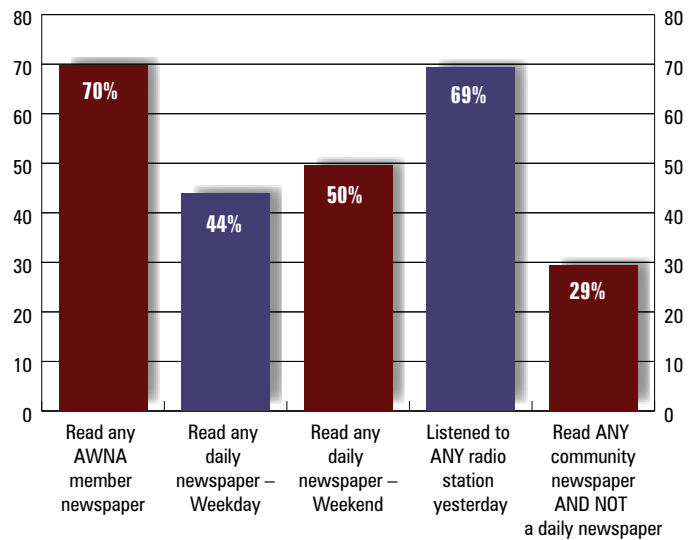
AWNA (Alberta and NWT)

Education Level

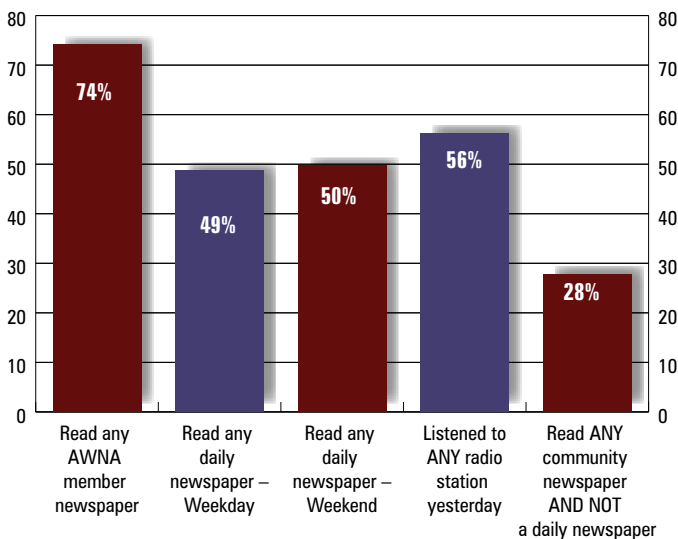
High School Graduate



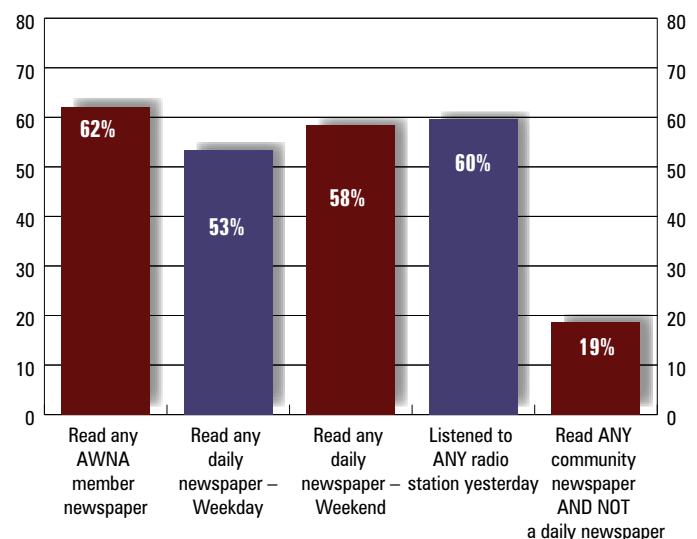
Tech School/Community College Graduate



University Graduate



Post-Graduate University



Source: ComBase 2003-2004 Study (plus supplementary AB/BC/SK markets)
Weighted by: Population

