



Facts and Figures

Zone 1 - Peace River

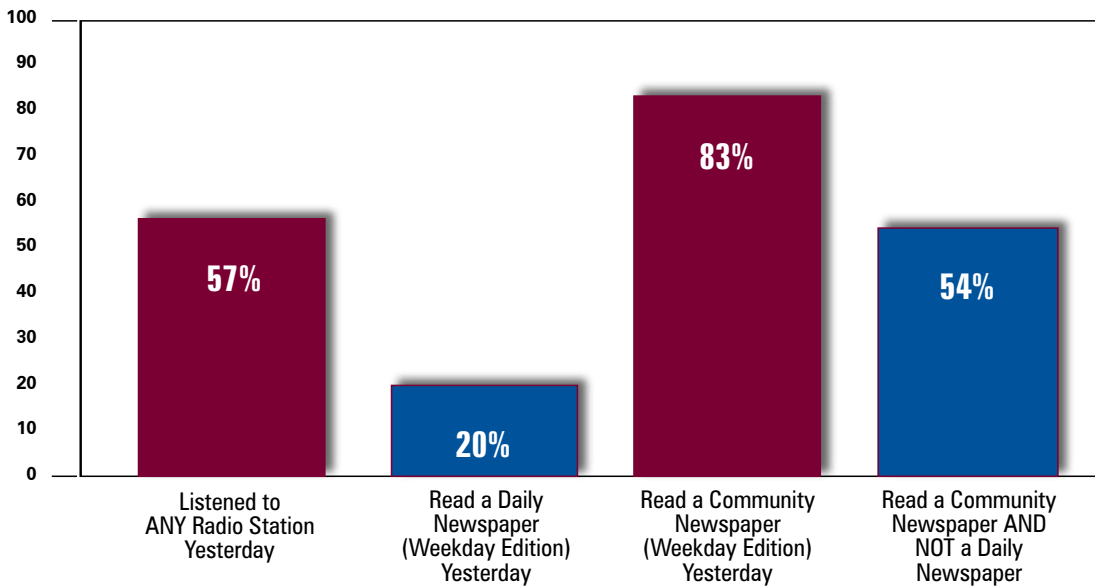
7 Papers • Total Circulation: 14,779 • Zone Rate: \$4.78

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	3,360
Total Acres in Crops or Summerfallow	2,316,168
Total Cattle Farms	836
Total Dairy Farms	0
Total Field Crop Farms	416
Total Grain/Oilseed Farms	769
Total Hog Farms	7
Total Livestock Combination Farms	21
Total Poultry/Egg Farms	4
Total Wheat Farms	185

Population Summary

Total Population	52,171
0-19	16,484
20-34	9,670
35-44	8,545
45-64	11,769
65+	5,470

Income Summary

Average Income	\$54,412
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Employment Summary

Agriculture, Forestry, Fishing and Hunting	5,325
Mining, Oil, and Gas Extraction	1,909
Manufacturing	1,565
Retail Trade	2,634
Health Care and Social Assistance	2,090

Consumer Spending Summary

Total Communication	\$19,737,000
Total Health Care	\$24,283,000
Total Household Furnishings & Equipment	\$27,596,000
Total Household Operations	\$49,662,000
Total Recreation	\$59,098,000
Total Shelter	\$204,293,000
Total Transportation	\$148,320,000



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