



# Facts and Figures

## Zone 18 - North

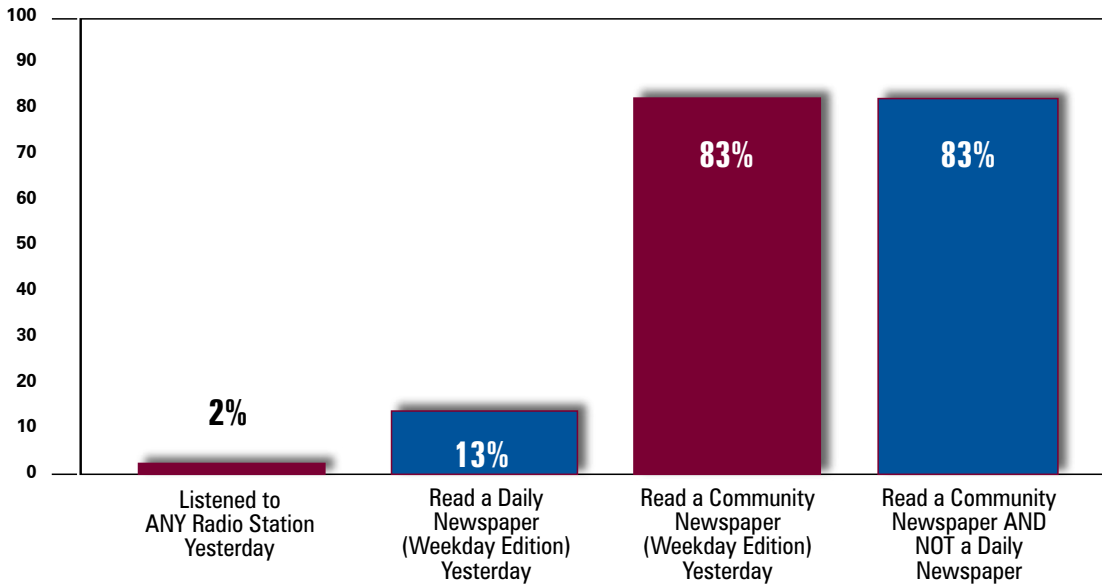
6 Papers • Total Circulation: 14,321 • Zone Rate: \$9.76

# ComBase

COMMUNITY NEWSPAPERS - DEFINITELY

Adults 18+ (Percentage)

Source: ComBase 2003/2004 study. Based on participating ComBase markets.



# Market Analyzer

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

### Employment Summary

Agriculture, Forestry, Fishing and Hunting.....	686
Information and Cultural .....	956
Mining, Oil, and Gas Extraction .....	1,601
Manufacturing .....	414
Retail Trade .....	3,451
Health Care and Social Assistance .....	3,743
Public Administration .....	7,680

### Population Summary

Total Population .....	68,668
0-19 .....	24,792
20-34 .....	15,850
35-44 .....	11,826
45-64 .....	12,893
65+ .....	3,113

### Income Summary

Average Income .....	\$64,147
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### Consumer Spending

Education .....	\$22,763,000
Package Travel Tours .....	\$6,745,000
Traveller Accommodation .....	\$9,343,000
Rental of Cablevision & Satellite Services .....	\$8,312,000
TVs, VCRs and TV/Video Component .....	\$3,047,000
Tapes, Videos, CDs and DVDs .....	\$2,894,000
Internet services .....	\$1,993,000
Cellular services .....	\$4,301,000
Recreational Vehicles .....	\$3,635,000

### Consumer Spending Summary

Total Communication .....	\$26,518,000
Total Health Care .....	\$31,514,000
Total Household Furnishings & Equipment .....	\$40,871,000
Total Household Operations .....	\$70,958,000
Total Recreation .....	\$84,813,000
Total Shelter .....	\$273,397,000
Total Transportation .....	\$194,609,000



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