

# Facts and Figures

## Zone 2 - Northern Alberta

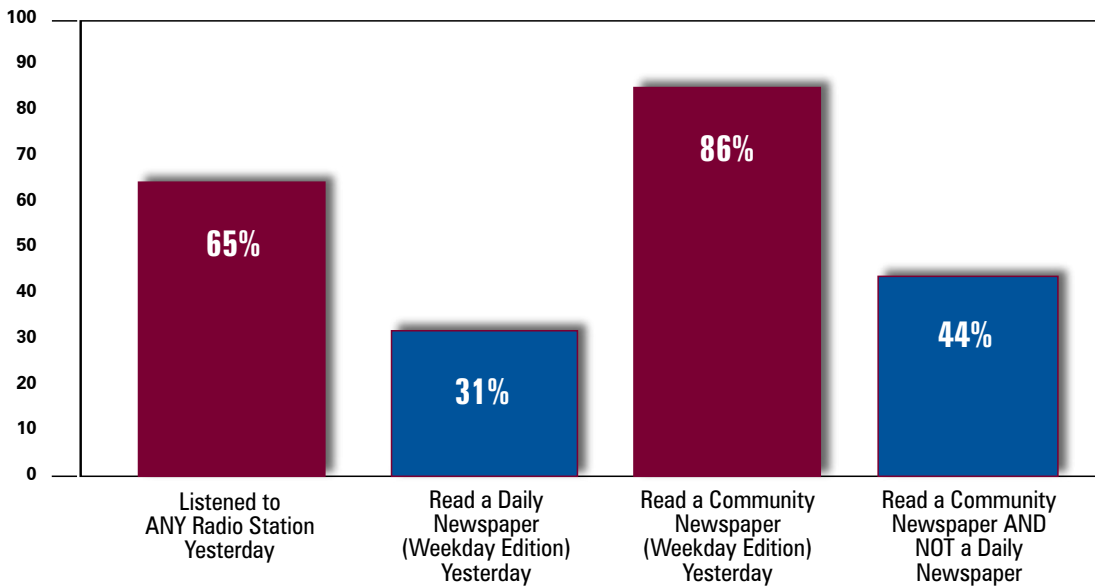
22 Papers • Total Circulation: 69,984 • Zone Rate: \$16.43

# 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 .....	12,498
Total Acres in Crops or Summerfallow .....	6,358,974
Total Cattle Farms .....	5,693
Total Dairy Farms .....	33
Total Field Crop Farms .....	552
Total Grain/Oilseed Farms .....	2,157
Total Hog Farms .....	81
Total Livestock Combination Farms .....	48
Total Poultry/Egg Farms .....	5
Total Wheat Farms .....	177

### Population Summary

Total Population .....	236,290
0-19 .....	75,286
20-34 .....	45,486
35-44 .....	40,413
45-64 .....	49,125
65+ .....	24,306

### Income Summary

Average Income .....	\$56,105
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### Employment Summary

Agriculture, Forestry, Fishing and Hunting .....	16,568
Mining, Oil, and Gas Extraction .....	12,537
Manufacturing .....	7,129
Retail Trade .....	12,821
Health Care and Social Assistance .....	9,904
Public Administration .....	6,932

### Consumer Spending Summary

Total Communication .....	\$83,055,000
Total Health Care .....	\$107,481,000
Total Household Furnishings & Equipment .....	\$120,227,000
Total Household Operations .....	\$209,067,000
Total Recreation .....	\$252,277,000
Total Shelter .....	\$863,293,000
Total Transportation .....	\$613,845,000



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