

Facts and Figures

Zone 3 - Edmonton 100 km Basin

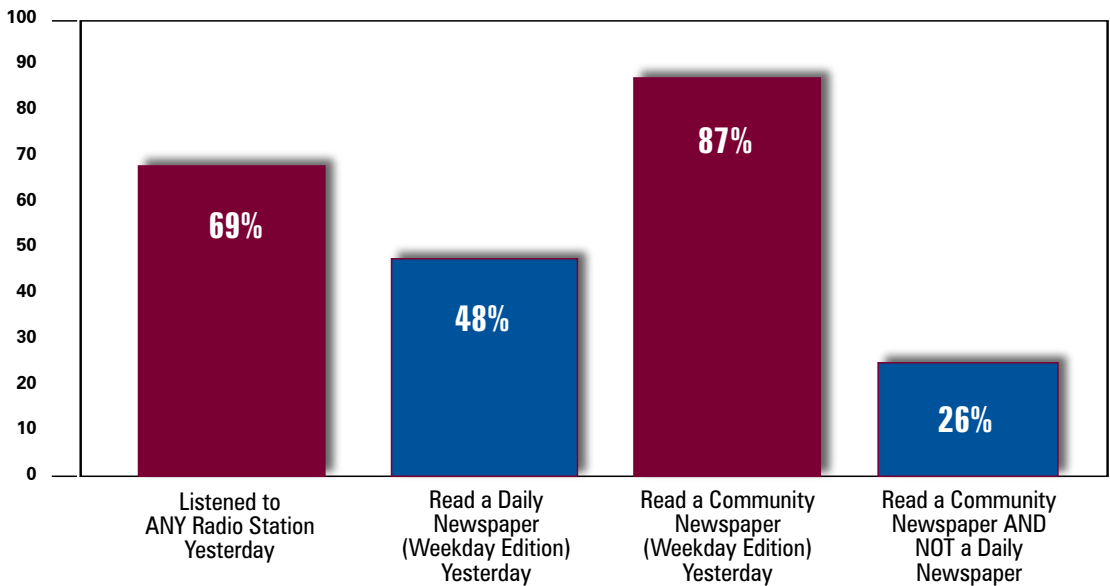
21 Papers • Total Circulation: 228,980 • Zone Rate: \$17.65

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 | 14,466 |
| Total Acres in Crops or Summerfallow | 5,207,799 |
| Total Cattle Farms | 5,619 |
| Total Dairy Farms | 33 |
| Total Field Crop Farms | 387 |
| Total Grain/Oilseed Farms | 2,339 |
| Total Hog Farms | 26 |
| Total Livestock Combination Farms | 56 |
| Total Poultry/Egg Farms | 23 |
| Total Wheat Farms | 123 |

Population Summary

| | |
|------------------------|-----------|
| Total Population | 1,159,966 |
| 0-19 | 323,663 |
| 20-34 | 243,710 |
| 35-44 | 200,451 |
| 45-64 | 266,203 |
| 65+ | 123,840 |

Employment Summary

| | |
|--|--------|
| Agriculture, Forestry, Fishing and Hunting | 20,385 |
| Mining, Oil, and Gas Extraction | 15,240 |
| Manufacturing | 53,862 |
| Retail Trade | 71,367 |
| Health Care and Social Assistance | 64,131 |
| Public Administration | 43,905 |

Income Summary

| | |
|----------------------|----------|
| Average Income | \$62,499 |
|----------------------|----------|

Consumer Spending Summary

| | |
|---|-----------------|
| Total Communication | \$441,579,000 |
| Total Health Care | \$570,489,000 |
| Total Household Furnishings & Equipment | \$671,868,000 |
| Total Household Operations | \$1,087,411,000 |
| Total Recreation | \$1,393,582,000 |
| Total Shelter | \$4,635,985,000 |
| Total Transportation | \$3,254,567,000 |



1.866.669.2262 x1