

Facts and Figures

Zone 5 - Calgary 100 km Basin

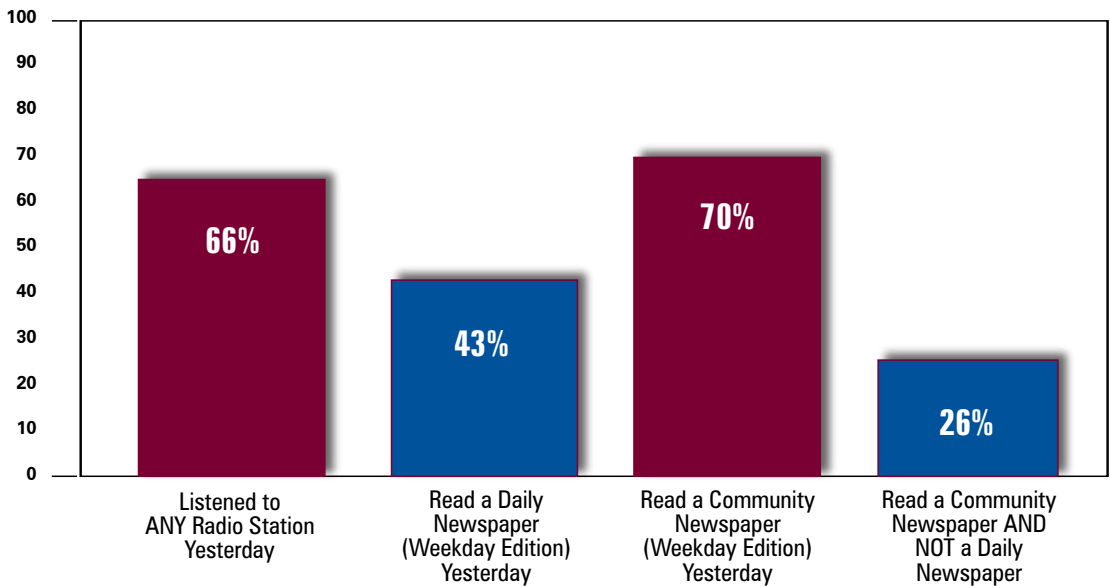
12 Papers • Total Circulation: 118,637 • Zone Rate: \$10.16

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	7,360
Total Acres in Crops or Summerfallow	2,890,689
Total Cattle Farms	3,146
Total Dairy Farms	13
Total Field Crop Farms	271
Total Grain/Oilseed Farms	799
Total Hog Farms	9
Total Livestock Combination Farms	33
Total Poultry/Egg Farms	6
Total Wheat Farms	147

Population Summary

Total Population	1,103,317
0-19	298,927
20-34	251,305
35-44	204,271
45-64	246,346
65+	101,480

Income Summary

Average Income	\$66,085
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Employment Summary

Agriculture, Forestry, Fishing and Hunting	13,180
Mining, Oil, and Gas Extraction	31,198
Manufacturing	57,196
Retail Trade	69,398
Health Care and Social Assistance	51,233
Public Administration	18,557

Consumer Spending Summary

Total Communication	\$436,406,000
Total Health Care	\$570,500,000
Total Household Furnishings & Equipment	\$713,182,000
Total Household Operations	\$1,113,230,000
Total Recreation	\$1,459,158,000
Total Shelter	\$4,760,196,000
Total Transportation	\$3,332,700,000



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