

Orillia Packet & Times

Known as the "Sunshine City", the city's large waterfront attracts many tourists to the area every year, as do a good number of annual festivals and other cultural attractions. While the area's largest employer is Casino Rama, overall economic activity in Orillia is a mixture of many different industries including manufacturing, government services, customer service and tourism. According to the 2006 Canada Census, Orillia has a population of 30,259. The median household income in 2005 for Orillia was \$46,722, which is below the Ontario provincial average of \$60,455.



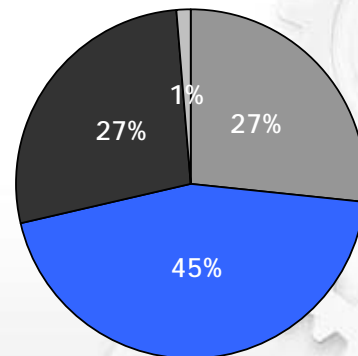
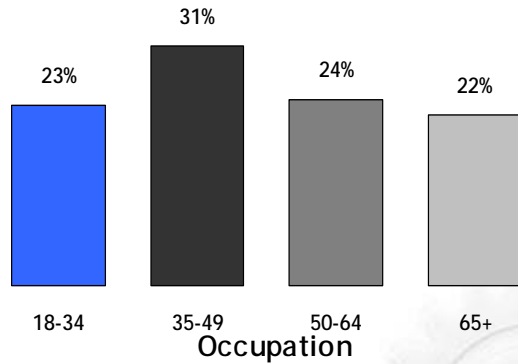
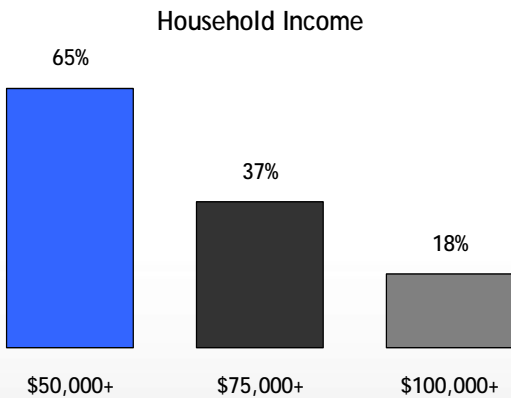
Circulation	
Monday	6,225
Tuesday	6,138
Wednesday	6,141
Thursday	21,284
Friday	6217**
Saturday	6,483

Readership	
Weekday	16,200
Saturday	14,600
6 Day CUME	26,200
Weekly Print/Online	27,000

Special Features	
Name	
Business Achievement	
Parks & Recreation	
Brides	

Demographic Highlights

- 55% are adults 25-54
- 48:52 male to female
- 66% are married/living together
- 63% have some post secondary ed. plus



- Managers/Professionals
- Blue Collar
- Other White Collar
- Other

SOURCE: 2009 NADbank Readership Study, CCAB AR December 2009, 2009 FP Markets. **Footnote: The official CCAB Friday average is 8,776 copies. The average shown adjusts for the fact that the Friday EMC Product (an average of 2,559 copies) was last distributed on Friday, February 20, 2009.