

Owen Sound Sun Times

Owen Sound is a quiet town of 33,000. Despite an income approximately 13% below the national average, retail spending is an incredible 53% above the national average. Total retail sales were estimated to reach over \$630 million in 2009, that's an average of \$45,000 per household.



Circulation	
Monday	12,884
Tuesday	13,281
Wednesday	13,416
Thursday	13,525
Friday	14,465
Saturday	13,843

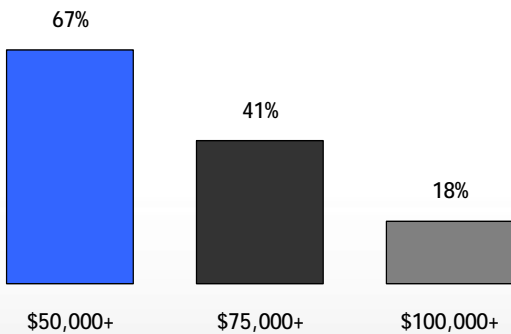
Readership	
Weekday	16,300
Saturday	14,400
6 Day CUME	22,100
Weekly Print/Online	22,800

Special Features	
Name	
Wedding Memories	
Business Outlook	
Miracles 2010	

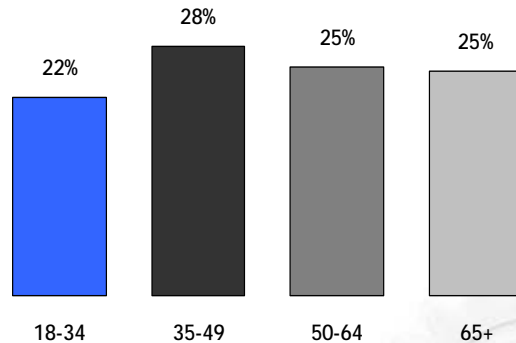
Demographic Highlights

- 48% are adults 25-54
- 49:51 male to female
- 70% are married/living together
- 47% have some post secondary ed. plus

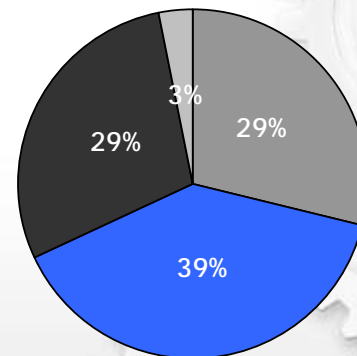
Household Income



Age



Occupation



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