

Orillia is a quiet, blue-collar town of 43,000. Despite an income 11% below the national average, retail spending is 29% above the national average. Total Retail Sales are estimated to reach almost \$700 million in 2009\* - that's an estimated \$39,000 per household!

CIRCULATION	
Monday to Saturday (Excluding EMC)	7,584
Thursday EMC	18,045
Friday EMC	22,497

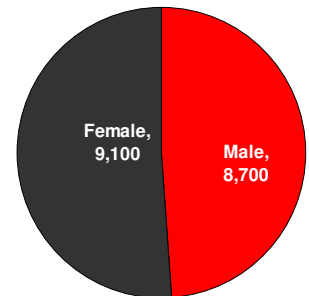
READERSHIP	
Monday to Friday	17,800
Saturday	18,000
6 Day CUME	29,400



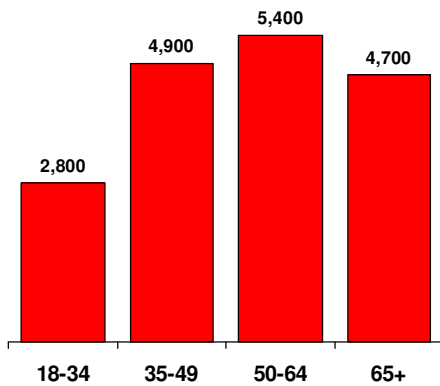
**DEMOGRAPHIC HIGHLIGHTS**

- 84% are adults 35+ (Pop: 75%)
- 66% are married/living together (Pop: 62%)
- 29% are white collar (Pop: 29%)
- Average HHI of \$59,531 (Pop: \$62,562)

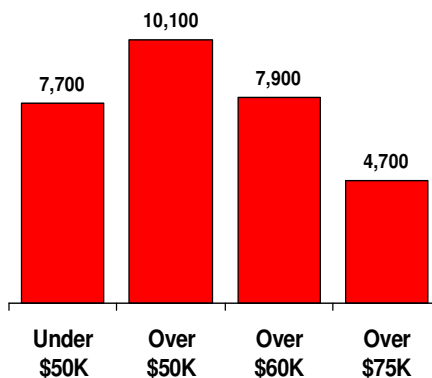
**Gender**



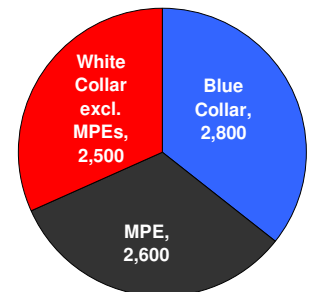
**Age**



**Household Income**



**Occupation**



Source: 2008 NADbank Readership Study Orillia CMA and CCAB Audit Report December 2008  
 \* (Source: FP Markets Canadian demographics 2009)