

# OWEN SOUND SUN-TIMES

COMMUNITY DAILIES

Owen Sound is a quiet city of 33,000. Despite an income 13% below the national average, retail spending is an incredible 53% above the national average. Total Retail Sales are estimated to reach over \$630 million in 2009\* - that's an estimated \$45,000 per household!

## CIRCULATION

Monday to Thursday	14,736
Friday	16,137
Saturday	15,521

## READERSHIP

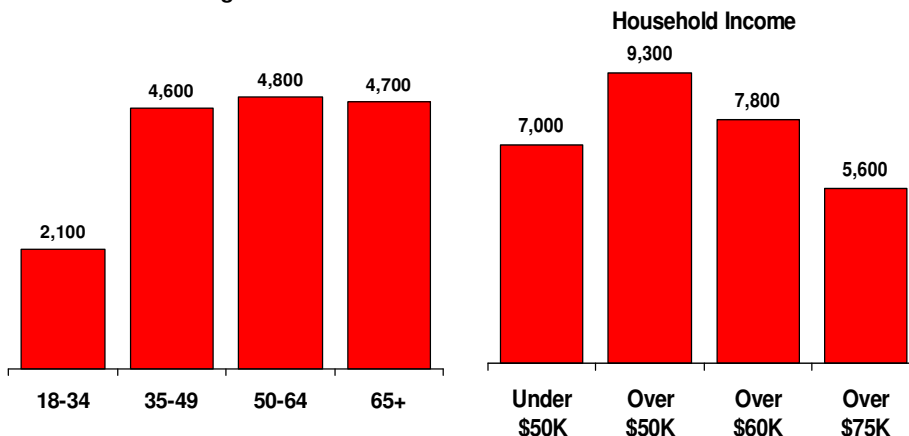
Monday to Friday	16,300
Saturday	14,400
6 Day CUME	21,900



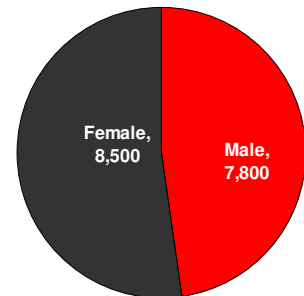
## DEMOGRAPHIC HIGHLIGHTS

- 87% are adults 35+ (Pop: 76%)
- 35% have an HHI over \$75,000 (Pop: 29%)
- 28% are working women (Pop: 26%)
- Average HHI of \$64,976 (Pop: \$62,276)

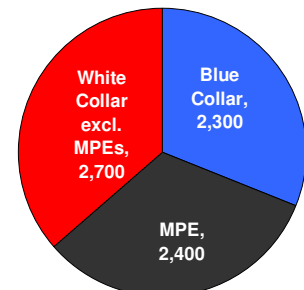
Age



Gender



Occupation



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

SIZE IS NOTHING WITHOUT PRECISION