

# SARNIA OBSERVER

# COMMUNITY DAILIES

Sarnia's 92,000 residents earn an income 8% above the national average, allowing them to spend an estimated total Retail Sales \$1.2 billion in total Retail Sales in 2009 - that's an estimated \$31,600 per household!\*

## CIRCULATION

Monday to Thursday	16,060
Friday	16,309
Saturday	18,569

## READERSHIP

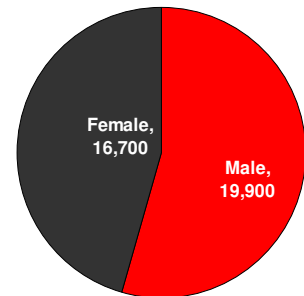
Monday to Friday	36,600
Saturday	42,700
6 Day CUME	53,500



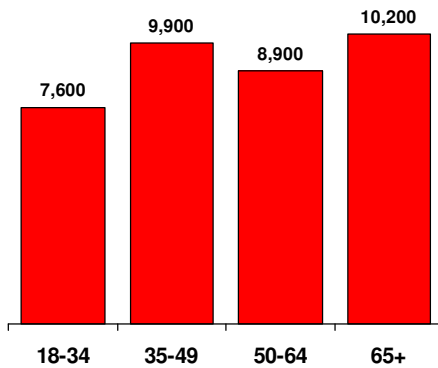
## DEMOGRAPHIC HIGHLIGHTS

- 79% are adults 35+ (Pop: 74%)
- 51% have an HHI over \$75,000 (Pop: 44%)
- 36% are white collar (Pop: 30%)
- Average HHI of \$79,082 (Pop: \$74,028)

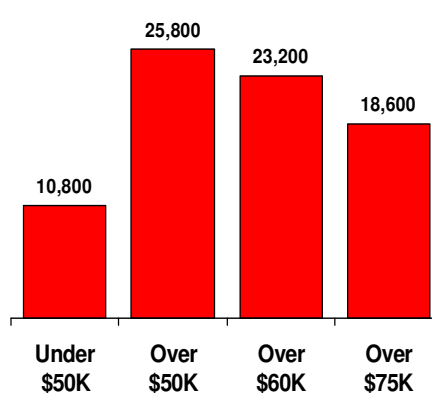
Gender



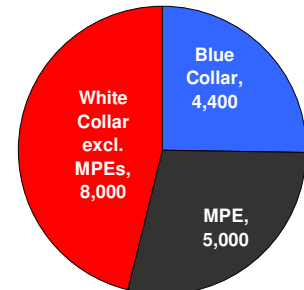
Age



Household Income



Occupation



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

**SIZE IS NOTHING WITHOUT PRECISION**