

# SUDBURY STAR

# COMMUNITY DAILIES

The 165,000 residents of Greater Sudbury earn an income 1% below the national average. Despite that, retail sales are 13% above the national average, and total Retail Sales are estimated to exceed \$2.3 billion in 2009\*



## CIRCULATION

Monday to Thursday	16,742
Friday	41,244
Saturday	17,329

## READERSHIP

Monday to Friday	40,000
Saturday	44,100
6 Day CUME	78,200

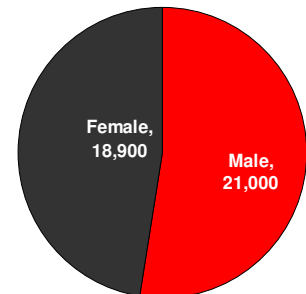
## SPECIAL SECTIONS

Sudbury Boat	May
Summer Getaway	June
Business North	October

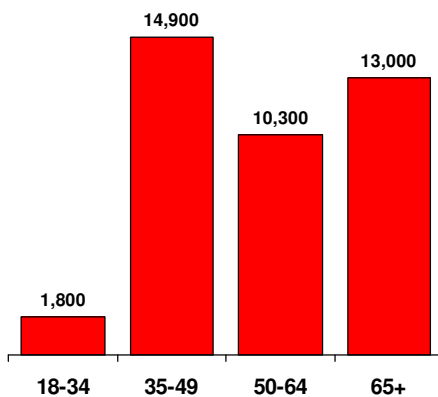
## DEMOGRAPHIC HIGHLIGHTS

- 96% are adults 35+ (Pop: 73%)
- 70% are married/living together (Pop: 61%)
- 49% have an HHI over \$75,000 plus (Pop: 39%)
- Average HHI of \$84,242 (Pop: \$72,499)

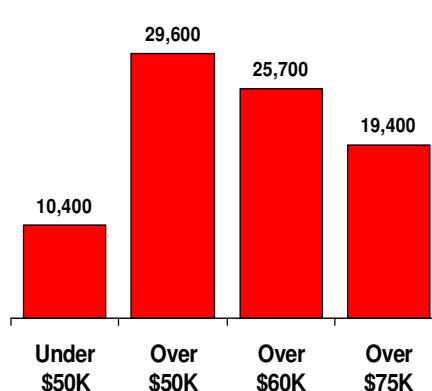
### Gender



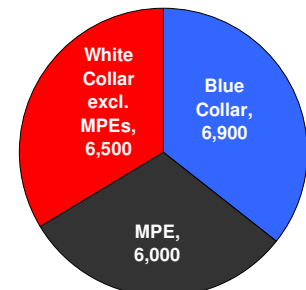
### Age



### Household Income



### Occupation



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

**SIZE IS NOTHING WITHOUT PRECISION**