

	UNWEIGHTED		WEIGHTED		THE DRUMHELLER MAIL			CENTRAL ALBERTA ADVISOR			CENTRAL ALBERTA LIFE			WESTERN PRODUCER		
	(#)	V%	(00)	V%	(00)	V%	H%	(00)	V%	H%	(00)	V%	H%	(00)	V%	H%
TOTAL (00)	153	100	82	100	54	100	66	**1	100	2	**0	-	-	**5	100	6
GENDER																
Male	56	37	44	54	*27	51	62	**1	52	2	**0	-	-	**2	49	6
Female	97	63	38	46	27	49	71	**1	48	2	**0	-	-	**3	51	7
AGE																
Under 40 years	59	39	30	36	*19	36	65	**0	-	-	**0	-	-	**0	-	-
40 + years	94	61	52	64	35	64	66	**1	100	3	**0	-	-	**5	100	10
FAMILY STATUS																
Unattached	44	29	31	38	*17	31	54	**1	52	2	**0	-	-	**1	14	2
Attached	108	71	50	61	37	68	73	**1	48	1	**0	-	-	**4	86	9
With children	53	35	22	27	*15	28	67	**0	-	-	**0	-	-	**0	8	2
Without children	100	65	60	73	39	72	65	**1	100	2	**0	-	-	**5	92	8
EDUCATION																
Sec High Sch or less	88	58	47	57	31	57	65	**1	52	1	**0	-	-	**3	60	6
Tech/ Comm Coll	*37	24	*20	24	*13	24	65	**1	48	3	**0	-	-	**2	34	9
Univ, Bachel Deg/Postgrad +	*24	16	*14	17	**9	17	68	**0	-	-	**0	-	-	**0	6	2
EMPLOYMENT STATUS																
Self-employed	*29	19	*14	17	*11	20	77	**0	-	-	**0	-	-	**2	31	11
Employed Full/ Part time	69	45	39	48	24	44	60	**1	73	2	**0	-	-	**2	47	6
Not Employed	55	36	28	35	*19	36	68	**0	27	1	**0	-	-	**1	22	4
MOTHER TONGUE																
English	151	99	81	99	53	99	66	**1	100	2	**0	-	-	**5	100	6
French	**12	8	**5	6	**2	4	41	**0	-	-	**0	-	-	**0	-	-
Other	**12	8	**7	9	**4	8	60	**0	-	-	**0	-	-	**1	13	9
HOME LANGUAGE																
English	150	98	81	99	53	98	65	**1	100	2	**0	-	-	**4	87	5
French	**1	1	**0	*	**0	*	100	**0	-	-	**0	-	-	**0	-	-
Other	**2	1	**1	1	**1	2	100	**0	-	-	**0	-	-	**1	13	67
RESIDENCE																
Own	132	86	67	82	47	87	70	**1	100	2	**0	-	-	**5	100	8
Rent	**18	12	**11	14	**7	13	62	**0	-	-	**0	-	-	**0	*	*
DWELLING TYPE																
Single/Semi-Detd/Row/Tnhouse	136	89	69	84	49	91	72	**1	100	2	**0	-	-	**5	100	7
High-Rise apartment	**2	1	**1	1	**0	*	30	**0	-	-	**0	-	-	**0	-	-
Other Dwelling	**12	8	**10	12	**4	8	42	**0	-	-	**0	-	-	**0	-	-
HOUSEHOLD SIZE																
One	*25	16	*21	25	**11	21	55	**0	-	-	**0	-	-	**0	-	-
Two	56	37	32	39	24	44	75	**0	27	1	**0	-	-	**4	70	11
Three	*26	17	*11	13	**4	8	37	**0	21	3	**0	-	-	**1	17	8
Four or more	43	28	17	21	*14	26	82	**1	52	4	**0	-	-	**1	14	4
# IN HOUSEHOLD EMPLOYED																
One	42	27	19	23	*15	27	78	**1	52	4	**0	-	-	**3	55	15
Two	54	35	25	31	*17	32	69	**0	21	1	**0	-	-	**1	23	5
Three or more	**9	6	**5	6	**1	2	27	**0	-	-	**0	-	-	**0	-	-
HOUSEHOLD INCOME																
Under \$30,000	**16	10	**9	11	**7	13	75	**0	27	4	**0	-	-	**1	12	7
\$30,000 to \$49,999	*29	19	*18	22	**10	18	53	**0	21	2	**0	-	-	**0	5	2
\$50,000 to \$74,999	*25	16	*14	17	**9	18	69	**0	-	-	**0	-	-	**2	33	12
\$75,000 or more	*21	14	*10	12	**8	15	83	**1	52	7	**0	-	-	**2	30	15

	UNWEIGHTED		WEIGHTED		DRUMHELLER VALLEY TIMES			CENTRAL ALBERTA FARMER			WHEEL AND DEAL			ALBERTA FARM GATEWAY		
	(#)	V%	(00)	V%	(00)	V%	H%	(00)	V%	H%	(00)	V%	H%	(00)	V%	H%
TOTAL (00)	153	100	82	100	41	100	50	**0	-	-	**5	100	6	**3	100	4
GENDER																
Male	56	37	44	54	*22	55	51	**0	-	-	**3	58	6	**2	55	4
Female	97	63	38	46	19	45	50	**0	-	-	**2	42	5	**1	45	4
AGE																
Under 40 years	59	39	30	36	*16	38	53	**0	-	-	**1	14	2	**1	17	2
40 + years	94	61	52	64	26	62	49	**0	-	-	**4	86	8	**3	83	5
FAMILY STATUS																
Unattached	44	29	31	38	*12	29	39	**0	-	-	**1	22	3	**1	35	3
Attached	108	71	50	61	28	69	57	**0	-	-	**4	78	7	**2	65	4
With children	53	35	22	27	*14	33	62	**0	-	-	**1	11	2	**2	56	8
Without children	100	65	60	73	27	67	46	**0	-	-	**4	89	7	**1	44	2
EDUCATION																
Sec High Sch or less	88	58	47	57	25	62	54	**0	-	-	**3	61	6	**2	53	3
Tech/ Comm Coll	*37	24	*20	24	*10	25	52	**0	-	-	**1	14	3	**0	10	2
Univ, Bachel Deg/Postgrad +	*24	16	*14	17	**5	11	34	**0	-	-	**1	25	9	**1	37	8
EMPLOYMENT STATUS																
Self-employed	*29	19	*14	17	**6	13	39	**0	-	-	**2	50	16	**1	38	8
Employed Full/ Part time	69	45	39	48	22	54	57	**0	-	-	**1	21	2	**1	32	2
Not Employed	55	36	28	35	*13	32	47	**0	-	-	**1	29	5	**1	30	3
MOTHER TONGUE																
English	151	99	81	99	41	99	50	**0	-	-	**5	97	6	**3	100	4
French	**12	8	**5	6	**2	5	35	**0	-	-	**0	8	7	**0	-	-
Other	**12	8	**7	9	**3	8	46	**0	-	-	**0	-	-	**0	-	-
HOME LANGUAGE																
English	150	98	81	99	41	99	50	**0	-	-	**5	97	6	**3	100	4
French	**1	1	**0	*	**0	*	100	**0	-	-	**0	3	100	**0	-	-
Other	**2	1	**1	1	**0	1	33	**0	-	-	**0	-	-	**0	-	-
RESIDENCE																
Own	132	86	67	82	34	83	51	**0	-	-	**5	100	7	**3	100	5
Rent	**18	12	**11	14	**7	16	60	**0	-	-	**0	-	-	**0	-	-
DWELLING TYPE																
Single/Semi-Detd/Row/Tnhouse	136	89	69	84	36	88	53	**0	-	-	**2	53	4	**3	83	4
High-Rise apartment	**2	1	**1	1	**1	2	100	**0	-	-	**0	-	-	**0	-	-
Other Dwelling	**12	8	**10	12	**4	9	37	**0	-	-	**2	47	22	**1	17	5
HOUSEHOLD SIZE																
One	*25	16	*21	25	**7	17	34	**0	-	-	**0	7	2	**0	12	2
Two	56	37	32	39	*18	43	55	**0	-	-	**3	58	8	**0	1	*
Three	*26	17	*11	13	**4	10	39	**0	-	-	**0	9	4	**0	9	3
Four or more	43	28	17	21	*11	28	68	**0	-	-	**1	26	7	**2	79	14
# IN HOUSEHOLD EMPLOYED																
One	42	27	19	23	*11	27	59	**0	-	-	**3	55	14	**1	41	7
Two	54	35	25	31	*15	38	61	**0	-	-	**1	20	4	**1	27	3
Three or more	**9	6	**5	6	**1	2	20	**0	-	-	**0	-	-	**0	-	-
HOUSEHOLD INCOME																
Under \$30,000	**16	10	**9	11	**5	13	59	**0	-	-	**2	43	22	**0	-	-
\$30,000 to \$49,999	*29	19	*18	22	**7	18	41	**0	-	-	**1	22	6	**1	27	4
\$50,000 to \$74,999	*25	16	*14	17	**8	20	60	**0	-	-	**0	9	3	**0	-	-
\$75,000 or more	*21	14	*10	12	**7	16	67	**0	-	-	**1	15	7	**1	43	13

	UNWEIGHTED		WEIGHTED		READERSHIP (WEEKDAY)		
	(#)	V%	(OO)	V%	FARMER	STOCKMAN	AG-VISOR
					(OO)	V%	H%
TOTAL (OO)	153	100	82	100	**1	100	1
GENDER							
Male	56	37	44	54	**0	-	-
Female	97	63	38	46	**1	100	2
AGE							
Under 40 years	59	39	30	36	**0	-	-
40 + years	94	61	52	64	**1	100	1
FAMILY STATUS							
Unattached	44	29	31	38	**0	-	-
Attached	108	71	50	61	**1	100	1
With children	53	35	22	27	**0	-	-
Without children	100	65	60	73	**1	100	1
EDUCATION							
Sec High Sch or less	88	58	47	57	**0	-	-
Tech/ Comm Coll	*37	24	*20	24	**1	100	3
Univ, Bachel Deg/Postgrad +	*24	16	*14	17	**0	-	-
EMPLOYMENT STATUS							
Self-employed	*29	19	*14	17	**0	-	-
Employed Full/ Part time	69	45	39	48	**1	100	2
Not Employed	55	36	28	35	**0	-	-
MOTHER TONGUE							
English	151	99	81	99	**1	100	1
French	**12	8	**5	6	**0	-	-
Other	**12	8	**7	9	**0	-	-
HOME LANGUAGE							
English	150	98	81	99	**1	100	1
French	**1	1	**0	*	**0	-	-
Other	**2	1	**1	1	**0	-	-
RESIDENCE							
Own	132	86	67	82	**1	100	1
Rent	**18	12	**11	14	**0	-	-
DWELLING TYPE							
Single/Semi-Detd/Row/Tnhouse	136	89	69	84	**1	100	1
High-Rise apartment	**2	1	**1	1	**0	-	-
Other Dwelling	**12	8	**10	12	**0	-	-
HOUSEHOLD SIZE							
One	*25	16	*21	25	**0	-	-
Two	56	37	32	39	**1	100	2
Three	*26	17	*11	13	**0	-	-
Four or more	43	28	17	21	**0	-	-
# IN HOUSEHOLD EMPLOYED							
One	42	27	19	23	**1	100	4
Two	54	35	25	31	**0	-	-
Three or more	**9	6	**5	6	**0	-	-
HOUSEHOLD INCOME							
Under \$30,000	**16	10	**9	11	**0	-	-
\$30,000 to \$49,999	*29	19	*18	22	**0	-	-
\$50,000 to \$74,999	*25	16	*14	17	**1	100	5
\$75,000 or more	*21	14	*10	12	**0	-	-

	UNWEIGHTED		WEIGHTED		READERSHIP (DAILY)			READERSHIP (SATURDAY)			READERSHIP (SUNDAY)		
	(#)	V%	(00)	V%	CALGARY (00)	HERALD V%	H%	CALGARY (00)	HERALD V%	H%	CALGARY (00)	HERALD V%	H%
TOTAL (00)	153	100	82	100	*13	100	16	*15	100	18	*12	100	14
GENDER													
Male	56	37	44	54	**5	35	11	**5	35	12	**4	35	9
Female	97	63	38	46	**9	65	23	*10	65	26	**8	65	20
AGE													
Under 40 years	59	39	30	36	**3	20	9	**3	20	10	**2	20	8
40 + years	94	61	52	64	*11	80	20	*12	80	22	*9	80	18
FAMILY STATUS													
Unattached	44	29	31	38	**5	39	17	**5	37	17	**4	38	14
Attached	108	71	50	61	**8	61	16	*9	63	19	**7	62	14
With children	53	35	22	27	*1	10	6	*3	19	13	*2	21	11
Without children	100	65	60	73	*12	90	20	*12	81	20	*9	79	15
EDUCATION													
Sec High Sch or less	88	58	47	57	**7	52	15	**7	47	15	**5	46	11
Tech/ Comm Coll	*37	24	*20	24	**3	25	17	**3	24	18	**2	16	10
Univ, Bachel Deg/Postgrad +	*24	16	*14	17	**3	19	19	**4	24	26	**4	32	27
EMPLOYMENT STATUS													
Self-employed	*29	19	*14	17	*1	6	6	*1	6	6	*1	11	9
Employed Full/ Part time	69	45	39	48	**6	46	16	**7	45	17	**4	32	10
Not Employed	55	36	28	35	**6	48	22	**7	49	26	**7	56	23
MOTHER TONGUE													
English	151	99	81	99	*13	98	16	*14	98	18	*12	100	14
French	**12	8	**5	6	*1	5	14	*1	10	28	*1	6	14
Other	**12	8	**7	9	*1	8	13	*2	13	26	*1	11	18
HOME LANGUAGE													
English	150	98	81	99	*12	92	15	*14	93	17	*11	94	13
French	*1	1	*0	*	*0	-	-	*0	-	-	*0	-	-
Other	*2	1	*1	1	*1	8	100	*1	7	100	*1	6	67
RESIDENCE													
Own	132	86	67	82	*12	93	19	*14	92	20	*10	90	16
Rent	**18	12	**11	14	*1	7	8	*1	8	11	*1	10	11
DWELLING TYPE													
Single/Semi-Detd/Row/Tnhouse	136	89	69	84	*13	96	19	*14	95	20	*11	93	16
High-Rise apartment	*2	1	*1	1	*1	4	70	*1	5	100	*1	7	100
Other Dwelling	**12	8	**10	12	*0	-	-	*0	-	-	*0	-	-
HOUSEHOLD SIZE													
One	*25	16	*21	25	*3	23	15	*3	20	15	*3	26	15
Two	56	37	32	39	**7	55	23	**7	49	23	**5	40	15
Three	*26	17	*11	13	*2	12	15	*2	14	19	*1	10	11
Four or more	43	28	17	21	*1	4	3	*2	12	10	*2	17	12
# IN HOUSEHOLD EMPLOYED													
One	42	27	19	23	*3	21	15	*4	24	19	*2	18	11
Two	54	35	25	31	*4	30	16	*4	26	15	*2	18	8
Three or more	**9	6	**5	6	*1	5	14	*1	7	22	*1	6	14
HOUSEHOLD INCOME													
Under \$30,000	**16	10	**9	11	*1	7	10	*1	6	10	*1	8	10
\$30,000 to \$49,999	*29	19	*18	22	*2	16	12	*2	10	8	*2	13	8
\$50,000 to \$74,999	*25	16	*14	17	*3	22	22	*3	23	25	*2	18	15
\$75,000 or more	*21	14	*10	12	*2	13	17	*2	15	22	*2	18	21

	UNWEIGHTED		WEIGHTED		READERSHIP (DAILY)			READERSHIP (SATURDAY)			READERSHIP (SUNDAY)		
	#	V%	(00)	V%	THE EDMONTON SUN			THE EDMONTON SUN			THE EDMONTON SUN		
					(00)	V%	H%	(00)	V%	H%	(00)	V%	H%
TOTAL (00)	153	100	82	100	**1	100	1	**0	-	-	**0	-	-
GENDER													
Male	56	37	44	54	**1	100	2	**0	-	-	**0	-	-
Female	97	63	38	46	**0	-	-	**0	-	-	**0	-	-
AGE													
Under 40 years	59	39	30	36	**0	-	-	**0	-	-	**0	-	-
40 + years	94	61	52	64	**1	100	1	**0	-	-	**0	-	-
FAMILY STATUS													
Unattached	44	29	31	38	**1	100	2	**0	-	-	**0	-	-
Attached	108	71	50	61	**0	-	-	**0	-	-	**0	-	-
With children	53	35	22	27	**0	-	-	**0	-	-	**0	-	-
Without children	100	65	60	73	**1	100	1	**0	-	-	**0	-	-
EDUCATION													
Sec High Sch or less	88	58	47	57	**1	100	1	**0	-	-	**0	-	-
Tech/ Comm Coll	*37	24	*20	24	**0	-	-	**0	-	-	**0	-	-
Univ, Bachel Deg/Postgrad +	*24	16	*14	17	**0	-	-	**0	-	-	**0	-	-
EMPLOYMENT STATUS													
Self-employed	*29	19	*14	17	**0	-	-	**0	-	-	**0	-	-
Employed Full/ Part time	69	45	39	48	**1	100	2	**0	-	-	**0	-	-
Not Employed	55	36	28	35	**0	-	-	**0	-	-	**0	-	-
MOTHER TONGUE													
English	151	99	81	99	**1	100	1	**0	-	-	**0	-	-
French	*12	8	*5	6	**0	-	-	**0	-	-	**0	-	-
Other	*12	8	*7	9	**0	-	-	**0	-	-	**0	-	-
HOME LANGUAGE													
English	150	98	81	99	**1	100	1	**0	-	-	**0	-	-
French	*1	1	**0	*	**0	-	-	**0	-	-	**0	-	-
Other	*2	1	**1	1	**0	-	-	**0	-	-	**0	-	-
RESIDENCE													
Own	132	86	67	82	**1	100	1	**0	-	-	**0	-	-
Rent	*18	12	*11	14	**0	-	-	**0	-	-	**0	-	-
DWELLING TYPE													
Single/Semi-Detd/Row/Tnhouse	136	89	69	84	**1	100	1	**0	-	-	**0	-	-
High-Rise apartment	*2	1	**1	1	**0	-	-	**0	-	-	**0	-	-
Other Dwelling	*12	8	*10	12	**0	-	-	**0	-	-	**0	-	-
HOUSEHOLD SIZE													
One	*25	16	*21	25	**0	-	-	**0	-	-	**0	-	-
Two	56	37	32	39	**0	-	-	**0	-	-	**0	-	-
Three	*26	17	*11	13	**0	-	-	**0	-	-	**0	-	-
Four or more	43	28	17	21	**1	100	4	**0	-	-	**0	-	-
# IN HOUSEHOLD EMPLOYED													
One	42	27	19	23	**1	100	4	**0	-	-	**0	-	-
Two	54	35	25	31	**0	-	-	**0	-	-	**0	-	-
Three or more	*9	6	*5	6	**0	-	-	**0	-	-	**0	-	-
HOUSEHOLD INCOME													
Under \$30,000	*16	10	*9	11	**0	-	-	**0	-	-	**0	-	-
\$30,000 to \$49,999	*29	19	*18	22	**0	-	-	**0	-	-	**0	-	-
\$50,000 to \$74,999	*25	16	*14	17	**0	-	-	**0	-	-	**0	-	-
\$75,000 or more	*21	14	*10	12	**1	100	7	**0	-	-	**0	-	-

	UNWEIGHTED		WEIGHTED		READERSHIP (DAILY)			READERSHIP (SATURDAY)			READERSHIP (SUNDAY)		
	(#)	V%	(00)	V%	THE EDMONTON JOURNAL (00)	V%	H%	THE EDMONTON JOURNAL (00)	V%	H%	THE EDMONTON JOURNAL (00)	V%	H%
TOTAL (00)	153	100	82	100	**1	100	1	**1	100	1	**1	100	1
GENDER													
Male	56	37	44	54	**1	75	2	**1	75	2	**1	75	2
Female	97	63	38	46	**0	25	1	**0	25	1	**0	25	1
AGE													
Under 40 years	59	39	30	36	**1	75	2	**1	75	2	**1	75	2
40 + years	94	61	52	64	**0	25	*	**0	25	*	**0	25	*
FAMILY STATUS													
Unattached	44	29	31	38	**1	75	2	**1	75	2	**1	75	2
Attached	108	71	50	61	**0	25	*	**0	25	*	**0	25	*
With children	53	35	22	27	**0	-	-	**0	-	-	**0	-	-
Without children	100	65	60	73	**1	100	2	**1	100	2	**1	100	2
EDUCATION													
Sec High Sch or less	88	58	47	57	**0	-	-	**0	-	-	**0	-	-
Tech/ Comm Coll	*37	24	*20	24	**0	-	-	**0	-	-	**0	-	-
Uni v, Bachel Deg/Postgrad +	*24	16	*14	17	**1	100	7	**1	100	7	**1	100	7
EMPLOYMENT STATUS													
Self-employed	*29	19	*14	17	**0	-	-	**0	-	-	**0	-	-
Employed Full/ Part time	69	45	39	48	**1	75	2	**1	75	2	**1	75	2
Not Employed	55	36	28	35	**0	25	1	**0	25	1	**0	25	1
MOTHER TONGUE													
English	151	99	81	99	**1	100	1	**1	100	1	**1	100	1
French	**12	8	**5	6	**0	25	4	**0	25	4	**0	25	4
Other	**12	8	**7	9	**0	-	-	**0	-	-	**0	-	-
HOME LANGUAGE													
English	150	98	81	99	**1	100	1	**1	100	1	**1	100	1
French	**1	1	**0	*	**0	-	-	**0	-	-	**0	-	-
Other	**2	1	**1	1	**0	-	-	**0	-	-	**0	-	-
RESIDENCE													
Own	132	86	67	82	**1	100	1	**1	100	1	**1	100	1
Rent	**18	12	**11	14	**0	-	-	**0	-	-	**0	-	-
DWELLING TYPE													
Single/Semi -Detd/Row/Tnhouse	136	89	69	84	**1	100	1	**1	100	1	**1	100	1
High-Rise apartment	**2	1	**1	1	**0	-	-	**0	-	-	**0	-	-
Other Dwelling	**12	8	**10	12	**0	-	-	**0	-	-	**0	-	-
HOUSEHOLD SIZE													
One	*25	16	*21	25	**0	-	-	**0	-	-	**0	-	-
Two	56	37	32	39	**0	25	1	**0	25	1	**0	25	1
Three	*26	17	*11	13	**1	75	6	**1	75	6	**1	75	6
Four or more	43	28	17	21	**0	-	-	**0	-	-	**0	-	-
# IN HOUSEHOLD EMPLOYED													
One	42	27	19	23	**0	25	1	**0	25	1	**0	25	1
Two	54	35	25	31	**0	-	-	**0	-	-	**0	-	-
Three or more	**9	6	**5	6	**1	75	14	**1	75	14	**1	75	14
HOUSEHOLD INCOME													
Under \$30,000	**16	10	**9	11	**0	-	-	**0	-	-	**0	-	-
\$30,000 to \$49,999	*29	19	*18	22	**0	25	1	**0	25	1	**0	25	1
\$50,000 to \$74,999	*25	16	*14	17	**0	-	-	**0	-	-	**0	-	-
\$75,000 or more	*21	14	*10	12	**0	-	-	**0	-	-	**0	-	-

	UNWEIGHTED		WEIGHTED		READERSHIP (DAILY)			READERSHIP (SATURDAY)		
	(#)	V%	(00)	V%	(00)	V%	H%	(00)	V%	H%
TOTAL (00)	153	100	82	100	**0	100	1	**1	100	1
GENDER										
Male	56	37	44	54	**0	-	-	**0	-	-
Female	97	63	38	46	**0	100	1	**1	100	2
AGE										
Under 40 years	59	39	30	36	**0	-	-	**0	44	1
40 + years	94	61	52	64	**0	100	1	**0	56	1
FAMILY STATUS										
Unattached	44	29	31	38	**0	-	-	**0	44	1
Attached	108	71	50	61	**0	100	1	**0	56	1
With children	53	35	22	27	**0	-	-	**1	100	3
Without children	100	65	60	73	**0	100	1	**0	-	-
EDUCATION										
Sec High Sch or less	88	58	47	57	**0	-	-	**0	44	1
Tech/ Comm Coll	*37	24	*20	24	**0	-	-	**0	56	2
Univ, Bachel Deg/Postgrad +	*24	16	*14	17	**0	100	3	**0	-	-
EMPLOYMENT STATUS										
Self-employed	*29	19	*14	17	**0	-	-	**0	-	-
Employed Full/ Part time	69	45	39	48	**0	-	-	**1	100	2
Not Employed	55	36	28	35	**0	100	2	**0	-	-
MOTHER TONGUE										
English	151	99	81	99	**0	100	1	**0	44	*
French	**12	8	**5	6	**0	-	-	**0	-	-
Other	**12	8	**7	9	**0	-	-	**0	56	4
HOME LANGUAGE										
English	150	98	81	99	**0	100	1	**0	44	*
French	**1	1	**0	*	**0	-	-	**0	-	-
Other	**2	1	**1	1	**0	-	-	**0	56	33
RESIDENCE										
Own	132	86	67	82	**0	100	1	**1	100	1
Rent	**18	12	**11	14	**0	-	-	**0	-	-
DWELLING TYPE										
Single/Semi-Detd/Row/Tnhouse	136	89	69	84	**0	100	1	**1	100	1
High-Rise apartment	**2	1	**1	1	**0	-	-	**0	-	-
Other Dwelling	**12	8	**10	12	**0	-	-	**0	-	-
HOUSEHOLD SIZE										
One	*25	16	*21	25	**0	-	-	**0	-	-
Two	56	37	32	39	**0	100	1	**0	-	-
Three	*26	17	*11	13	**0	-	-	**0	56	3
Four or more	43	28	17	21	**0	-	-	**0	44	2
# IN HOUSEHOLD EMPLOYED										
One	42	27	19	23	**0	-	-	**0	56	2
Two	54	35	25	31	**0	-	-	**0	-	-
Three or more	**9	6	**5	6	**0	-	-	**0	44	5
HOUSEHOLD INCOME										
Under \$30,000	**16	10	**9	11	**0	-	-	**0	-	-
\$30,000 to \$49,999	*29	19	*18	22	**0	-	-	**0	-	-
\$50,000 to \$74,999	*25	16	*14	17	**0	100	3	**0	-	-
\$75,000 or more	*21	14	*10	12	**0	-	-	**0	44	3

	UNWEIGHTED		WEIGHTED		READERSHIP (DAILY)			READERSHIP (SATURDAY)		
	(#)	V%	(00)	V%	THE GLOBE AND MAIL (00)	V%	H%	THE GLOBE AND MAIL (00)	V%	H%
TOTAL (00)	153	100	82	100	**0	-	-	**1	100	1
GENDER										
Male	56	37	44	54	**0	-	-	**1	100	2
Female	97	63	38	46	**0	-	-	**0	-	-
AGE										
Under 40 years	59	39	30	36	**0	-	-	**0	-	-
40 + years	94	61	52	64	**0	-	-	**1	100	2
FAMILY STATUS										
Unattached	44	29	31	38	**0	-	-	**0	-	-
Attached	108	71	50	61	**0	-	-	**1	100	2
With children	53	35	22	27	**0	-	-	**0	-	-
Without children	100	65	60	73	**0	-	-	**1	100	2
EDUCATION										
Sec High Sch or less	88	58	47	57	**0	-	-	**1	100	2
Tech/ Comm Coll	*37	24	*20	24	**0	-	-	**0	-	-
Univ, Bachel Deg/Postgrad +	*24	16	*14	17	**0	-	-	**0	-	-
EMPLOYMENT STATUS										
Self-employed	*29	19	*14	17	**0	-	-	**0	-	-
Employed Full/ Part time	69	45	39	48	**0	-	-	**0	-	-
Not Employed	55	36	28	35	**0	-	-	**1	100	3
MOTHER TONGUE										
English	151	99	81	99	**0	-	-	**1	100	1
French	**12	8	**5	6	**0	-	-	**0	-	-
Other	**12	8	**7	9	**0	-	-	**0	-	-
HOME LANGUAGE										
English	150	98	81	99	**0	-	-	**1	100	1
French	**1	1	**0	*	**0	-	-	**0	-	-
Other	**2	1	**1	1	**0	-	-	**0	-	-
RESIDENCE										
Own	132	86	67	82	**0	-	-	**1	100	1
Rent	**18	12	**11	14	**0	-	-	**0	-	-
DWELLING TYPE										
Single/Semi-Detd/Row/Tnhouse	136	89	69	84	**0	-	-	**1	100	1
High-Rise apartment	**2	1	**1	1	**0	-	-	**0	-	-
Other Dwelling	**12	8	**10	12	**0	-	-	**0	-	-
HOUSEHOLD SIZE										
One	*25	16	*21	25	**0	-	-	**0	-	-
Two	56	37	32	39	**0	-	-	**1	100	3
Three	*26	17	*11	13	**0	-	-	**0	-	-
Four or more	43	28	17	21	**0	-	-	**0	-	-
# IN HOUSEHOLD EMPLOYED										
One	42	27	19	23	**0	-	-	**0	-	-
Two	54	35	25	31	**0	-	-	**0	-	-
Three or more	**9	6	**5	6	**0	-	-	**0	-	-
HOUSEHOLD INCOME										
Under \$30,000	**16	10	**9	11	**0	-	-	**0	-	-
\$30,000 to \$49,999	*29	19	*18	22	**0	-	-	**0	-	-
\$50,000 to \$74,999	*25	16	*14	17	**0	-	-	**0	-	-
\$75,000 or more	*21	14	*10	12	**0	-	-	**0	-	-

	UNWEIGHTED		WEIGHTED		READERSHIP (DAILY)			READERSHIP (SATURDAY)		
	(#)	V%	(00)	V%	(00)	V%	H%	(00)	V%	H%
TOTAL (00)	153	100	82	100	**0	100	1	**0	100	1
GENDER										
Male	56	37	44	54	**0	29	*	**0	29	*
Female	97	63	38	46	**0	71	1	**0	71	1
AGE										
Under 40 years	59	39	30	36	**0	71	1	**0	71	1
40 + years	94	61	52	64	**0	29	*	**0	29	*
FAMILY STATUS										
Unattached	44	29	31	38	**0	-	-	**0	-	-
Attached	108	71	50	61	**0	100	1	**0	100	1
With children	53	35	22	27	**0	-	-	**0	-	-
Without children	100	65	60	73	**0	100	1	**0	100	1
EDUCATION										
Sec High Sch or less	88	58	47	57	**0	100	1	**0	100	1
Tech/ Comm Coll	*37	24	*20	24	**0	-	-	**0	-	-
Univ, Bachel Deg/Postgrad +	*24	16	*14	17	**0	-	-	**0	-	-
EMPLOYMENT STATUS										
Self-employed	*29	19	*14	17	**0	29	1	**0	29	1
Employed Full/ Part time	69	45	39	48	**0	71	1	**0	71	1
Not Employed	55	36	28	35	**0	-	-	**0	-	-
MOTHER TONGUE										
English	151	99	81	99	**0	100	1	**0	100	1
French	**12	8	**5	6	**0	71	6	**0	71	6
Other	**12	8	**7	9	**0	-	-	**0	-	-
HOME LANGUAGE										
English	150	98	81	99	**0	100	1	**0	100	1
French	**1	1	**0	*	**0	-	-	**0	-	-
Other	**2	1	**1	1	**0	-	-	**0	-	-
RESIDENCE										
Own	132	86	67	82	**0	29	*	**0	29	*
Rent	**18	12	**11	14	**0	71	3	**0	71	3
DWELLING TYPE										
Single/Semi-Detd/Row/Tnhouse	136	89	69	84	**0	100	1	**0	100	1
High-Rise apartment	**2	1	**1	1	**0	-	-	**0	-	-
Other Dwelling	**12	8	**10	12	**0	-	-	**0	-	-
HOUSEHOLD SIZE										
One	*25	16	*21	25	**0	-	-	**0	-	-
Two	56	37	32	39	**0	-	-	**0	-	-
Three	*26	17	*11	13	**0	100	4	**0	100	4
Four or more	43	28	17	21	**0	-	-	**0	-	-
# IN HOUSEHOLD EMPLOYED										
One	42	27	19	23	**0	29	1	**0	29	1
Two	54	35	25	31	**0	-	-	**0	-	-
Three or more	**9	6	**5	6	**0	71	7	**0	71	7
HOUSEHOLD INCOME										
Under \$30,000	**16	10	**9	11	**0	-	-	**0	-	-
\$30,000 to \$49,999	*29	19	*18	22	**0	-	-	**0	-	-
\$50,000 to \$74,999	*25	16	*14	17	**0	-	-	**0	-	-
\$75,000 or more	*21	14	*10	12	**0	71	3	**0	71	3

	UNWEIGHTED		WEIGHTED		READERSHIP (DAILY)			READERSHIP (SATURDAY)			READERSHIP (SUNDAY)		
	(#)	V%	(OO)	V%	THE CALGARY (OO)	V%	SUN H%	THE CALGARY (OO)	V%	SUN H%	THE CALGARY (OO)	V%	SUN H%
TOTAL (OO)	153	100	82	100	*21	100	26	*19	100	24	*19	100	23
GENDER													
Male	56	37	44	54	**16	75	35	**13	68	30	**13	71	29
Female	97	63	38	46	**5	25	14	**6	32	17	**5	29	15
AGE													
Under 40 years	59	39	30	36	**10	48	34	**8	40	26	**9	51	32
40 + years	94	61	52	64	**11	52	21	**12	60	22	**9	49	18
FAMILY STATUS													
Unattached	44	29	31	38	**7	33	22	**8	40	25	**8	43	25
Attached	108	71	50	61	*14	67	28	*11	57	22	*11	57	21
With children	53	35	22	27	**8	40	38	**7	37	33	**7	38	31
Without children	100	65	60	73	**13	60	21	*12	63	20	**12	62	19
EDUCATION													
Sec High Sch or less	88	58	47	57	**13	64	29	**10	51	21	**10	52	20
Tech/ Comm Coll	*37	24	*20	24	**4	20	21	**4	22	21	**7	36	34
Univ, Bachel Deg/Postgrad +	*24	16	*14	17	**2	10	16	**5	24	34	**2	9	12
EMPLOYMENT STATUS													
Self-employed	*29	19	*14	17	**3	12	18	**4	18	25	**2	12	16
Employed Full/ Part time	69	45	39	48	**13	60	32	*12	60	29	*12	67	31
Not Employed	55	36	28	35	**6	28	21	**4	22	15	**4	21	14
MOTHER TONGUE													
English	151	99	81	99	*21	98	25	*19	100	24	*19	100	23
French	**12	8	**5	6	*1	5	18	*1	5	18	*1	8	26
Other	**12	8	**7	9	**2	11	32	**4	19	50	**2	8	20
HOME LANGUAGE													
English	150	98	81	99	*21	98	26	*19	100	24	*19	100	23
French	**1	1	**0	*	**0	-	-	**0	-	-	**0	-	-
Other	**2	1	**1	1	**0	2	33	**0	-	-	**0	-	-
RESIDENCE													
Own	132	86	67	82	*18	83	26	*15	78	23	*15	80	22
Rent	**18	12	**11	14	**4	17	32	**4	22	38	**4	20	34
DWELLING TYPE													
Single/Semi-Detd/Row/Tnhouse	136	89	69	84	*20	94	29	*18	94	27	*15	80	21
High-Rise apartment	**2	1	**1	1	**0	1	30	**0	1	30	**0	1	30
Other Dwelling	**12	8	**10	12	**1	3	6	**1	3	6	**1	4	8
HOUSEHOLD SIZE													
One	*25	16	*21	25	**3	16	16	**5	23	22	**5	26	23
Two	56	37	32	39	**8	38	26	**6	32	19	**6	30	18
Three	*26	17	*11	13	**2	12	22	**2	12	22	**2	9	16
Four or more	43	28	17	21	**7	32	40	**6	31	35	**6	32	36
# IN HOUSEHOLD EMPLOYED													
One	42	27	19	23	**6	28	31	**6	29	30	**4	21	21
Two	54	35	25	31	**8	36	30	**5	25	19	**6	30	22
Three or more	**9	6	**5	6	**1	3	15	**1	6	25	**1	5	17
HOUSEHOLD INCOME													
Under \$30,000	**16	10	**9	11	**1	6	13	**2	10	21	**1	6	13
\$30,000 to \$49,999	*29	19	*18	22	**7	34	40	**6	32	34	**7	39	40
\$50,000 to \$74,999	*25	16	*14	17	**3	14	21	**2	11	16	**4	22	30
\$75,000 or more	*21	14	*10	12	**3	14	29	**4	20	38	**2	13	24

NEWSPAPER READERSHIP													
=====													
	UNWEIGHTED		WEIGHTED		READ ANY COMMUNITY NEWSPAPER WDAY			READ ANY COMMUNITY NEWSPAPER WEND			READ ANY COMMUNITY NEWSPAPER		
	(#)	V%	(00)	V%	(00)	V%	H%	(00)	V%	H%	(00)	V%	H%
=====													
TOTAL (00)	153	100	82	100	60	100	73	**0	-	-	60	100	73
GENDER													
Male	56	37	44	54	31	52	69	**0	-	-	31	52	69
Female	97	63	38	46	29	48	77	**0	-	-	29	48	77
AGE													
Under 40 years	59	39	30	36	23	38	77	**0	-	-	23	38	77
40 + years	94	61	52	64	37	62	71	**0	-	-	37	62	71
FAMILY STATUS													
Unattached	44	29	31	38	*18	31	59	**0	-	-	*18	31	59
Attached	108	71	50	61	41	68	81	**0	-	-	41	68	81
With children	53	35	22	27	18	30	80	**0	-	-	18	30	80
Without children	100	65	60	73	42	70	70	**0	-	-	42	70	70
EDUCATION													
Sec High Sch or less	88	58	47	57	34	57	73	**0	-	-	34	57	73
Tech/ Comm Col	*37	24	*20	24	*14	23	72	**0	-	-	*14	23	72
Uni v, Bachel Deg/Postgrad +	*24	16	*14	17	**10	17	74	**0	-	-	**10	17	74
EMPLOYMENT STATUS													
Self-employed	*29	19	*14	17	*11	18	77	**0	-	-	*11	18	77
Employed Full/ Part time	69	45	39	48	29	48	73	**0	-	-	29	48	73
Not Employed	55	36	28	35	20	34	71	**0	-	-	20	34	71
MOTHER TONGUE													
English	151	99	81	99	59	99	73	**0	-	-	59	99	73
French	**12	8	**5	6	**2	4	45	**0	-	-	**2	4	45
Other	**12	8	**7	9	**5	8	62	**0	-	-	**5	8	62
HOME LANGUAGE													
English	150	98	81	99	59	98	73	**0	-	-	59	98	73
French	**1	1	**0	*	**0	*	100	**0	-	-	**0	*	100
Other	**2	1	**1	1	**1	2	100	**0	-	-	**1	2	100
RESIDENCE													
Own	132	86	67	82	51	85	76	**0	-	-	51	85	76
Rent	**18	12	**11	14	**9	15	79	**0	-	-	**9	15	79
DWELLING TYPE													
Single/Semi-Detd/Row/Tnhouse	136	89	69	84	54	90	78	**0	-	-	54	90	78
High-Rise apartment	**2	1	**1	1	**1	1	100	**0	-	-	**1	1	100
Other Dwelling	**12	8	**10	12	**5	8	48	**0	-	-	**5	8	48
HOUSEHOLD SIZE													
One	*25	16	*21	25	**12	20	57	**0	-	-	**12	20	57
Two	56	37	32	39	26	44	83	**0	-	-	26	44	83
Three	*26	17	*11	13	**6	10	53	**0	-	-	**6	10	53
Four or more	43	28	17	21	*15	25	88	**0	-	-	*15	25	88
# IN HOUSEHOLD EMPLOYED													
One	42	27	19	23	*16	26	84	**0	-	-	*16	26	84
Two	54	35	25	31	21	35	84	**0	-	-	21	35	84
Three or more	**9	6	**5	6	**2	3	35	**0	-	-	**2	3	35
HOUSEHOLD INCOME													
Under \$30,000	**16	10	**9	11	**7	13	82	**0	-	-	**7	13	82
\$30,000 to \$49,999	*29	19	*18	22	*12	20	66	**0	-	-	*12	20	66
\$50,000 to \$74,999	*25	16	*14	17	**11	18	78	**0	-	-	**11	18	78
\$75,000 or more	*21	14	*10	12	**9	14	87	**0	-	-	**9	14	87

NEWSPAPER READERSHIP																
=====																
	UNWEIGHTED		WEIGHTED		READ ANY DAILY NEWSPAPER WDAY			READ ANY DAILY NEWSPAPER WEND			READ ANY DAILY NEWSPAPER			READ ANY COMMUNITY NOT DAILY		
	(#)	V%	(OO)	V%	(OO)	V%	H%	(OO)	V%	H%	(OO)	V%	H%	(OO)	V%	H%
=====																
TOTAL (OO)	153	100	82	100	32	100	40	36	100	44	43	100	53	23	100	28
GENDER																
Male	56	37	44	54	*19	59	43	*21	58	47	*26	60	59	**9	40	21
Female	97	63	38	46	*13	41	35	*15	42	40	17	40	46	14	60	38
AGE																
Under 40 years	59	39	30	36	*12	38	42	*14	39	47	*17	39	57	*10	43	34
40 + years	94	61	52	64	*20	62	38	22	61	42	26	61	51	*13	57	26
FAMILY STATUS																
Unattached	44	29	31	38	**11	35	37	*15	41	47	*17	39	54	**7	30	22
Attached	108	71	50	61	*21	65	42	21	57	41	26	60	52	16	70	33
With children	53	35	22	27	*9	27	39	*11	30	48	*12	28	54	*7	29	31
Without children	100	65	60	73	24	73	40	25	70	42	31	72	52	*16	71	28
EDUCATION																
Sec High Sch or less	88	58	47	57	*19	60	41	*16	46	35	*23	52	48	*14	58	29
Tech/ Comm Col	*37	24	*20	24	**6	20	33	**10	27	50	**11	24	54	**6	25	30
Univ, Bachel Deg/Postgrad +	*24	16	*14	17	**5	14	34	**9	24	63	**9	20	63	**4	16	28
EMPLOYMENT STATUS																
Self-employed	*29	19	*14	17	**3	10	23	**5	14	35	**5	12	35	**7	29	48
Employed Full/ Part time	69	45	39	48	*17	52	43	*19	53	48	24	55	61	*10	41	24
Not Employed	55	36	28	35	*12	38	43	*12	33	42	*15	33	51	**7	29	24
MOTHER TONGUE																
English	151	99	81	99	32	99	39	36	99	44	43	99	53	23	99	29
French	**12	8	**5	6	*2	5	32	*2	7	45	*2	6	45	*2	7	29
Other	**12	8	**7	9	*3	9	41	*5	14	70	*6	15	85	*1	2	7
HOME LANGUAGE																
English	150	98	81	99	31	97	39	35	97	43	42	98	52	23	99	29
French	*1	1	*0	*	*0	-	-	*0	-	-	*0	-	-	*0	1	100
Other	*2	1	*1	1	*1	3	100	*1	3	100	*1	2	100	*0	-	-
RESIDENCE																
Own	132	86	67	82	28	87	42	31	86	46	38	88	57	19	80	28
Rent	*18	12	*11	14	*4	13	37	*5	14	45	*5	12	45	*4	19	40
DWELLING TYPE																
Single/Semi-Detd/Row/Tnhouse	136	89	69	84	31	95	45	32	88	46	39	90	57	19	83	28
High-Rise apartment	*2	1	*1	1	*1	3	100	*1	2	100	*1	2	100	*0	-	-
Other Dwelling	*12	8	*10	12	*1	2	6	*1	2	8	*1	2	8	*4	17	40
HOUSEHOLD SIZE																
One	*25	16	*21	25	*6	20	31	*10	28	49	*11	26	55	*5	20	23
Two	56	37	32	39	*15	46	46	*12	34	38	*17	39	53	**10	43	32
Three	*26	17	*11	13	*3	10	29	*4	11	35	*5	11	42	*3	11	23
Four or more	43	28	17	21	*7	22	42	*9	24	51	*9	22	56	*5	23	32
# IN HOUSEHOLD EMPLOYED																
One	42	27	19	23	*8	24	42	*9	25	47	*9	22	50	*7	31	39
Two	54	35	25	31	*10	32	40	*8	22	31	*13	29	50	*9	36	34
Three or more	*9	6	*5	6	*1	4	29	*2	6	41	*2	5	41	*0	-	-
HOUSEHOLD INCOME																
Under \$30,000	*16	10	*9	11	*2	7	23	*3	8	31	*3	7	31	*5	21	54
\$30,000 to \$49,999	*29	19	*18	22	*9	29	52	*10	29	58	*14	31	75	*3	13	17
\$50,000 to \$74,999	*25	16	*14	17	*6	17	40	*7	19	49	*7	16	49	*4	19	32
\$75,000 or more	*21	14	*10	12	*5	14	46	*6	17	61	*7	16	69	*3	12	28