

MEDIA

WHAT THEY WATCH

	DMA%	U.S.%
Comedies	50	49
Court shows	19	18
Daytime soap operas	10	11
Daytime talk shows	11	13
Documentaries	34	31
Dramas	36	32
Game shows	20	23
Kids shows	15	17
Late-night talk	14	15
Local news-evening	46	52
Local news-late	28	28
Local news-morning	38	42
Movies	55	58
Music videos	13	13
Mystery/suspense/crime	36	35
National/network news	31	27
Novelas	3	5
Reality-adventure	16	16
Reality-dating	8	7
Reality-talent	17	15
Religious	10	12
Science fiction	19	18
Sports	39	41

Source: Scarborough USA+ 2009, Release 1

PERSONAL TECH (VS. U.S.)

Device	DMA%	U.S.%
Wireless/cell	83	77
DVD player	77	74
Digital camera	69	62
HDTV	48	43
MP3 player	46	39
DVR	40	36
Videogame	35	35
Satellite TV	28	30
PDA	21	12
Satellite radio	14	10

Source: Scarborough USA+ 2009, Release 1

OUT-OF-HOME

Commuting Time (one way)	
Less than 10 minutes	13%
10 - 19 minutes	19%
20 - 29 minutes	21%
30 - 59 minutes	27%
60+ minutes	13%
Don't commute	7%
Mode of Travel	
Carpool	6%
Drive (not carpool)	91%
Public transit	31%

Source: Scarborough Washington, D.C. Study 2009, Release 1

RADIO USAGE

AM Drive (6-10a)	66%
Midday (10a-3p)	71%
PM Drive (3-7p)	76%
Evening (7p-Mid)	61%

Source: Arbitron PPM August 2009, P6+

TELEVISION USAGE

Early AM (5-9a)	22%
Early Fringe (4-6p)	35%
Early News (6-6:30p)	40%
Prime Access (7-8p)	46%
Prime (8-11p)	54%
Late News (11-11:30p)	48%

Source: Nielsen, July 2009, Live + 7 Day

WEB CONNECTION

DSL	33%
Cable modem	31%
None	17%
Other connection	12%
Dial-up	8%

Source: Scarborough Washington, D.C. Study 2009, Release 1

CABLE PENETRATION

Cable, non-ADS	65%
Digital cable	51%
Cable with pay	44%
Alternate delivery sys.	27%

Source: Nielsen

NEWSPAPER READERS

Any Daily (avg)	51%
Any Sunday (avg)	54%
Online (past 30 days)	37%

Source: Scarborough Washington, D.C. Study 2009, Release 1

MARKETPLACE

LOCAL ONLINE AD REVENUE (MIL.)

	LOCAL	NAT'L	TOTAL	SHARE
Pure Play	\$276.0	\$825.9	\$1,102.0	66.5%
Newspapers	\$142.7	\$49.2	\$191.9	11.6%
Television	\$70.8	\$94.5	\$165.2	10.0%
Magazines	\$12.2	\$97.5	\$109.7	6.6%
Directories	\$48.2	\$19.7	\$67.9	4.1%
Radio	\$9.8	\$3.7	\$13.5	0.8%
Other Print	\$6.9	\$1.1	\$8.0	0.5%
Total:	\$566.5	\$1,091.6	\$1,658.1	

Source: Borrell Associates 2009 Q2

LOCAL AD REVENUE (MIL.)

	2007	2008	% CHG
Spot TV	\$637.1	\$715.7	12%
Newspaper	\$251.8	\$216.6	-14%
Radio	\$214.2	\$203.2	-5%
Outdoor	\$101.9	\$94.7	-7%
Local Mags	\$18.4	\$19.3	5%
Total	\$1,223.5	\$1,249.6	2%

Source: Nielsen Monitor-Plus

TV MONITOR SQUAD COST PER POINT

TV P25-54	EARLY AM	EARLY NEWS	PRIME	LATE NEWS
Sept-13	333	470	1,254	704
Aug-13	327	477	1,241	698
Jun-13	362	553	1,259	725
Mar-13	373	538	1,223	777

Source: SOAD 2009, 03

COLOR KEY

■ TRENDING UPWARD	■ TRENDING DOWNWARD
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RADIO MONITOR SQUAD COST PER POINT

RADIO P18-49	AM DRIVE	MIDDAY	PM DRIVE
Sept-13	430	378	396
Aug-13	414	383	381
Jun-13	456	405	423
Mar-13	392	381	373

Source: SOAD 2009, 03

