

■ MEDIA

Newspaper Readers

Any Daily	78%
Any Sunday	60%
Online (past 30 days)	25%

Out of Home

COMMUTING TIME

10-19 minutes	13%
20-29 minutes	12%
30-59 minutes	19%
60+ minutes	7%
Don't commute	4%

MODE OF TRAVEL

Drive (not carpool)	76%
Carpool	4%
Public Transit	44%

Web Connection

Dial-Up	2%
Cable modem	3%
DSL	3%
Other	1%
None	18%

Radio Usage

AM Drive (6a-10a)	75%
Midday (10a-3p)	71%
PM Drive (3p-7p)	74%
Evening (7p-Mid)	53%

Cable Penetration

Cable, non ADS	78%
Alternate delivery sys.	17%
Digital Cable	62%
Cable with pay	53%

Television Usage

Early AM (5a-9a)	24%
Early Fringe (4p-6p)	41%
Early News (6p-6:30p)	47%
Prime Access (7-8p)	54%
Prime	63%
Late News (11p-11:30p)	53%

NEWSPAPER, OOH AND WEB: SCARBOROUGH NEW YORK, 2007; RADIO: ARBITRON SUMMER 2007, PERSONS 12+; CABLE: NIELSEN; TV:NIELSEN NOV. 2007 LIVE+7