



Interactive Media & Advertising Profile

Market:
Your DMA



Market Demographics

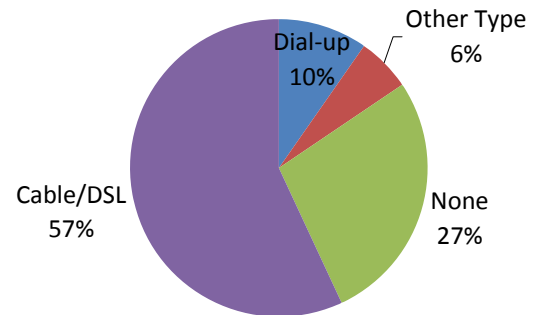
	2009
Total Population:	2,125,420
Adult Population:	1,621,130
Households:	820,470
Median Age:	36.4
Avg. Household Income:	\$59,714
GRP (\$ Millions):	\$86,375
Retail Sales (\$ Millions):	\$23,335
Avg. HH Retail Expenditure:	\$28,440

Interactive Market Profile

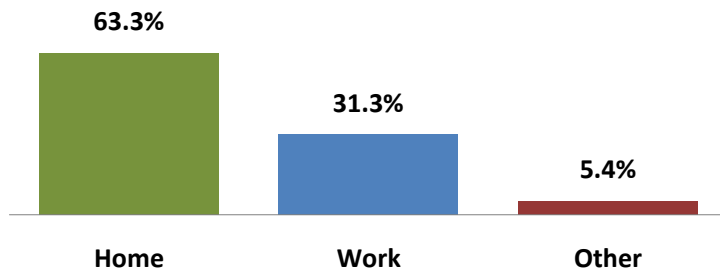
Adults 18+

HH with Internet Access 72.5%

Home Internet Connection Type



Places Accessed the Internet



Media Sites Visited During Past Month

	Share	Index to US
Any Broadcast TV Site	26.5%	102
Any Newspaper Site	23.5%	101
Any Radio Station Site	12.9%	103

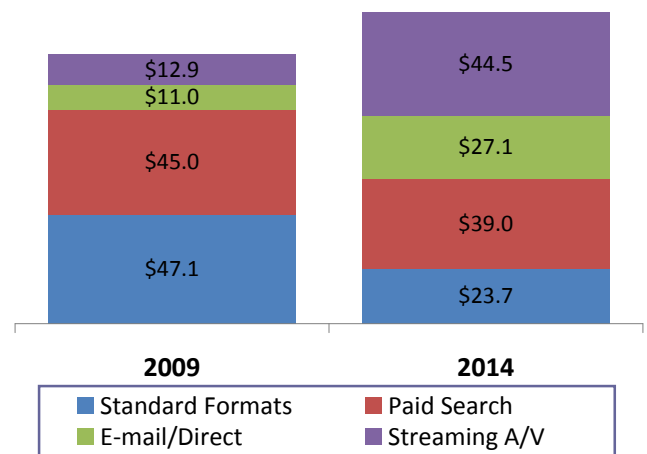
Local Interactive Advertising Projections

2009 Projections (In \$ Millions)

Local Advertising Projections 2009 -2014

Ad Spending	2009 Projection	2014 Forecast	Local % Change
Offline	\$ 758.0	\$ 728.6	-3.9%
Interactive	\$ 116.0	\$ 134.3	15.7%
Total Advertising	\$ 874.0	\$ 862.9	-1.3%

2009 vs. 2014 Local Interactive Category Spending Change

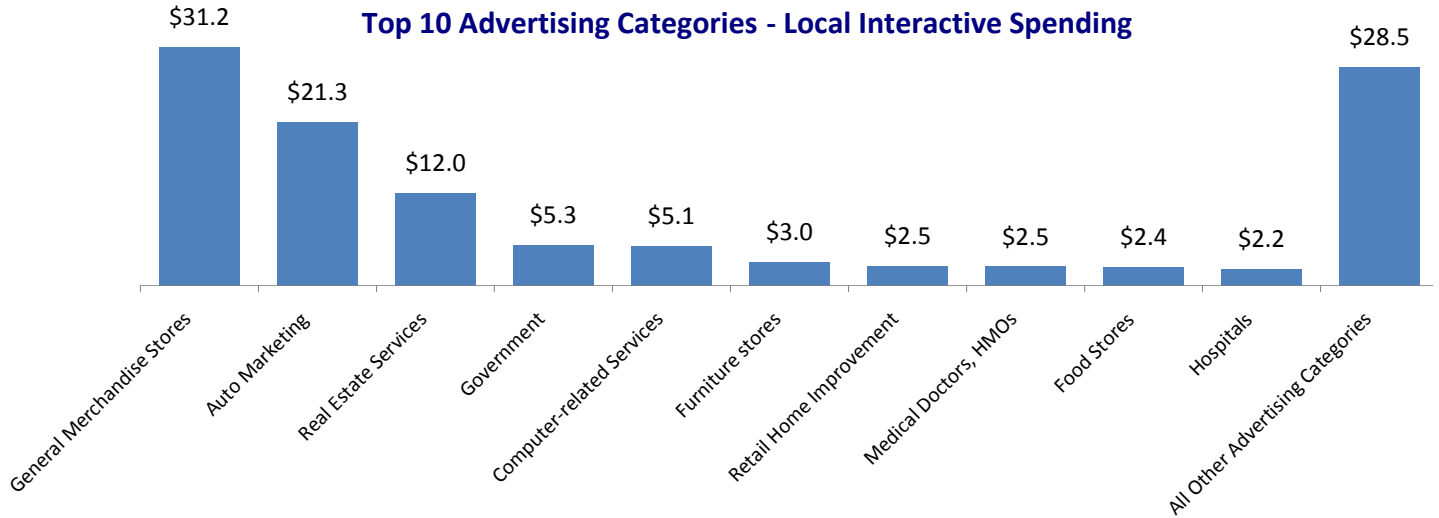


Local Interactive Category Spending 2009 - 2014

	2009 Projection	2014 Forecast	Local % Change
Standard Formats	\$ 47.1	\$ 23.7	-49.8%
Paid Search	\$ 45.0	\$ 39.0	-13.4%
E-mail/Direct	\$ 11.0	\$ 27.1	146.9%
Streaming A/V	\$ 12.9	\$ 44.5	243.5%
Interactive Projection	\$ 116.0	\$ 134.3	15.7%

Top 10 Advertising Categories for Local Interactive Ad Spending

Advertising Category Description	Local Online Ad Spending Projection (\$ millions)	Projected Total '09 Local Ad \$ (\$ millions)	Percent of Ad Budget Spent on Online Media
General Merchandise Stores	\$31.2	\$199.7	15.6%
Auto Marketing	\$21.3	\$67.7	31.5%
Real Estate Services	\$12.0	\$24.9	48.3%
Government	\$5.3	\$59.6	8.9%
Computer-related Services	\$5.1	\$12.3	41.6%
Furniture stores	\$3.0	\$26.9	11.3%
Retail Home Improvement	\$2.5	\$17.7	14.1%
Medical Doctors, HMOs	\$2.5	\$30.4	8.2%
Food Stores	\$2.4	\$19.9	12.2%
Hospitals	\$2.2	\$32.9	6.6%
All Other Advertising Categories	\$28.5	\$382.0	7.2%
Market Total	\$116.0	\$874.0	13.3%



Sources: Borrell Associates, Woods & Poole, Scarborough Research 2008 Q2, Claritas PrizmNE

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