

# MarketBook



Washington Post **Media**

# Foreword

We are pleased to present the 2012 Washington Market Book, our annual directory of information for advertising professionals.

These data sources use different geographic definitions to describe market areas. Consequently, throughout this publication, we have used two different market definitions: Designated Market Area (DMA) and metro market.

All data comparing the top 10 markets are reported using the DMA market definition. In most cases, data specific to the Washington area are reported using metro market definitions. Refer to page 11 for a detailed description of the Washington DMA and metro market.

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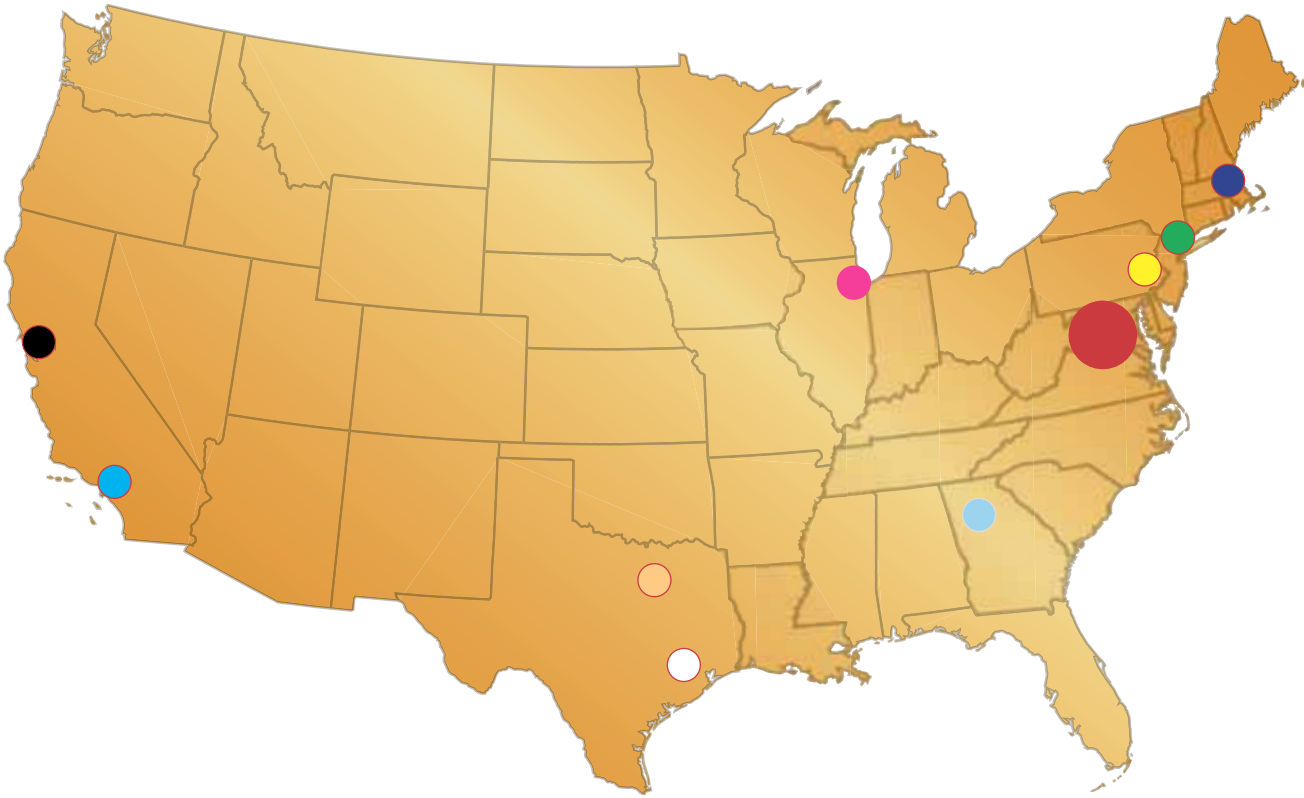
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# Locations



- Atlanta
- Boston
- Chicago
- Dallas-Fort Worth
- Houston
- Los Angeles
- New York
- Philadelphia
- San Francisco-Oakland-San Jose
- Washington

## Population and Households

### Washington is #8 in Population

With over 6.4 million people, over 2.4 million households and nearly 4.8 million adults, Washington ranks eighth in population among the nation's 10 largest DMAs.

DMA	Population	Adults	Households
New York	21,050,100	16,171,700	7,596,300
Los Angeles	17,741,200	13,561,600	5,649,600
Chicago	9,742,200	7,322,900	3,499,100
Philadelphia	8,077,600	6,070,700	3,056,000
Dallas-Fort Worth	7,283,300	5,243,200	2,613,500
S.F.-Oakland-San Jose	7,083,400	5,440,700	2,545,400
Atlanta	6,530,200	4,926,400	2,363,200
<b>Washington</b>	<b>6,428,900</b>	<b>4,786,200</b>	<b>2,430,500</b>
Boston	6,357,700	4,972,100	2,452,100
Houston	6,333,400	4,529,100	2,197,700
Total for the Top Ten DMAs	96,628,000	73,024,600	34,403,400
United States	310,650,800	235,017,100	116,862,400

Sources: Population and Households – Nielsen, 2011; Adults – Scarborough 2011, Release 1

## Education

### Washington Leads in Proportion of College and Postgraduates Age 25 and Over

At over 43%, Washington leads in the proportion of adults age 25 and over with college degrees.

Washington also leads in the top 10 DMAs in the proportion of adults with postgraduate education. Over 20% of area adults age 25 and over hold postgraduate degrees, indexing 100 points above the U.S. average.

### College Graduates Age 25 and Over

DMA	Number	Percent	Index (US=100)
<b>Washington</b>	<b>1,838,200</b>	<b>43.4%</b>	<b>154</b>
S.F.-Oakland-San Jose	2,024,800	41.9%	149
Boston	1,724,900	39.2%	140
New York	4,858,100	34.1%	121
Chicago	2,066,200	32.3%	115
Atlanta	1,379,900	32.0%	114
Dallas-Fort Worth	1,441,900	31.4%	112
Philadelphia	1,626,800	30.5%	109
Houston	1,186,900	30.2%	107
Los Angeles	3,174,700	27.2%	97
Total for the Top Ten DMAs	21,322,500	34.2%	122
United States	58,289,500	28.1%	100

### Adults Age 25 and Over with Postgraduate Degrees

DMA	Number	Percent	Index (US=100)
<b>Washington</b>	<b>862,200</b>	<b>20.4%</b>	<b>200</b>
S.F.-Oakland-San Jose	791,800	16.4%	160
Boston	696,100	15.8%	155
New York	2,046,100	14.4%	141
Chicago	821,900	12.8%	126
Philadelphia	637,500	12.0%	117
Atlanta	489,900	11.4%	111
Dallas-Fort Worth	504,400	11.0%	108
Houston	429,800	10.9%	107
Los Angeles	1,166,600	10.0%	98
Total for the Top Ten DMAs	8,446,300	13.5%	133
United States	21,154,300	10.2%	100

Source: Scarborough 2011, Release 1

## Income

### Washington is #2 in Average After-Tax Household Income; First in Adults in Multi-Income Households

Washington has an after-tax average household income of \$77,011 (41% above the U.S. average).

Washington's high proportion of multi-income households drives Washington's consistent position near the top in average after-tax household income. Over 52% percent of local adults reside in households with two or more wage earners.

#### Average After-Tax Household Income

DMA	Average Household Income	Index (US =100)
S.F.-Oakland-San Jose	\$79,902	147
<b>Washington</b>	<b>\$77,011</b>	<b>141</b>
New York	\$68,744	126
Boston	\$66,977	123
Los Angeles	\$62,792	115
Chicago	\$60,802	112
Houston	\$60,353	111
Dallas-Fort Worth	\$60,344	111
Philadelphia	\$60,154	110
Atlanta	\$58,063	107
Average for Top 10 DMAs	\$65,514	120
United States	\$54,466	100

#### Multi-Income Households

DMA	Adults in Multi-Income Households	% of DMA Adults	Index (US =100)
<b>Washington</b>	<b>2,514,400</b>	<b>52.5%</b>	<b>116</b>
Boston	2,530,800	50.9%	113
Chicago	3,482,600	47.6%	105
Los Angeles	6,438,200	47.5%	105
S.F.-Oakland-San Jose	2,559,500	47.0%	104
Philadelphia	2,845,100	46.9%	104
New York	7,572,900	46.8%	104
Dallas-Fort Worth	2,452,800	46.8%	103
Houston	2,112,400	46.6%	103
Atlanta	2,239,000	45.4%	101
Total for the Top Ten DMAs	34,747,800	47.8%	106
United States	106,277,700	45.2%	100

Sources: Nielsen, 2011; Scarborough 2011, Release 1

### Washington is #1 in Proportion of Adults in \$100,000+ and \$150,000+ Income Households

Washington is first among the top 10 DMAs in proportion of adults with household incomes of \$100,000 or more. About 42% of area adults fall in this category.

Washington also ranks first among the top 10 markets in the proportion of adults with household incomes of \$150,000 or more. Twenty-three percent of area adults belong to this upscale group (almost triple the U.S. average).

#### Household Incomes of \$100,000 or More

DMA	Adults in \$100k+ Households	% of DMA Adults	Index (US =100)
<b>Washington</b>	<b>2,026,700</b>	<b>42.3%</b>	<b>209</b>
S.F.-Oakland-San Jose	1,964,500	36.1%	178
New York	5,416,300	33.5%	165
Boston	1,496,100	30.1%	148
Philadelphia	1,666,000	27.4%	135
Houston	1,226,500	27.1%	133
Chicago	1,883,900	25.7%	127
Dallas-Fort Worth	1,329,600	25.4%	125
Los Angeles	3,085,500	22.8%	112
Atlanta	1,089,800	22.1%	109
Total for the Top Ten DMAs	21,184,900	29.3%	144
United States	47,678,300	20.3%	100

#### Household Incomes of \$150,000 or More

DMA	Adults in \$150k+ Households	% of DMA Adults	Index (US =100)
<b>Washington</b>	<b>1,099,400</b>	<b>23.0%</b>	<b>269</b>
S.F.-Oakland-San Jose	1,050,800	19.3%	227
New York	2,904,000	18.0%	211
Boston	685,200	13.8%	162
Houston	597,800	13.2%	155
Dallas-Fort Worth	668,200	12.7%	149
Philadelphia	691,600	11.4%	134
Atlanta	550,600	11.2%	131
Los Angeles	1,396,200	10.3%	121
Chicago	717,300	9.8%	115
Total for the Top Ten DMAs	10,361,100	14.3%	167
United States	20,039,800	8.5%	100

Source: Scarborough 2011, Release 1

### Washington Leads in Proportion of Black Adults in \$100,000+ and \$150,000+ Income Households

Thirty-three percent of Washington’s black adults have household incomes of at least \$100,000. That’s the highest proportion among the top 10 black population DMAs.

Among the top 10 black population DMAs, Washington ranks first in the proportion of black adults with household incomes of \$150,000 or more. Nearly 18% of black adults in Washington live in these high-income households.

#### Black Adults in \$100,000+ Income Households

DMA	Black Adults in \$100k+ Households	% of DMA Black Adults	Index (US=100)
<b>Washington</b>	<b>349,400</b>	<b>32.6%</b>	<b>276</b>
New York	518,700	20.4%	173
Chicago	205,900	17.3%	147
Dallas-Fort Worth	112,600	16.7%	142
Houston	119,800	16.4%	139
Philadelphia	152,400	14.6%	124
Los Angeles	136,000	14.5%	123
Atlanta	173,900	13.4%	113
Detroit	82,600	11.1%	94
Miami-Ft. Lauderdale	63,100	10.4%	88
<b>Total for Top 10 DMAs</b>	<b>1,914,300</b>	<b>16.7%</b>	<b>142</b>
United States	3,214,200	11.8%	100

#### Black Adults in \$150,000+ Income Households

DMA	Black Adults in \$150k+ Households	% of DMA Black Adults	Index (US =100)
<b>Washington</b>	<b>191,800</b>	<b>17.9%</b>	<b>366</b>
Dallas-Fort Worth	70,400	10.4%	213
New York	242,300	9.5%	195
Houston	56,900	7.8%	160
Los Angeles	68,100	7.3%	149
Atlanta	79,400	6.1%	125
Chicago	68,200	5.7%	117
Philadelphia	49,900	4.8%	98
Miami-Ft. Lauderdale	21,300	3.5%	72
Detroit	24,400	3.3%	67
<b>Total for Top 10 DMAs</b>	<b>872,700</b>	<b>7.6%</b>	<b>156</b>
United States	1,331,400	4.9%	100

Note: Top 10 black population DMAs are defined based on total black population as reported by Nielsen

Source: Scarborough 2011, Release 1

## Workforce

### Washington is #1 in Proportion of Professionals and Managers and in Proportion of White-Collar Employment

More than half of employed Washington adults are in professional or managerial jobs, and the market indexes 35 points above the U.S. average for professional employment.

Washington also ranks first among the nation’s 10 largest markets in proportion of adults in white-collar jobs, with over 73% of its workforce in this category.

#### Professionals/Managers

DMA	Number of Prof./Mgrs.	% of Workforce	Index (US =100)
<b>Washington</b>	<b>1,799,400</b>	<b>55.5%</b>	<b>135</b>
S.F.-Oakland-San Jose	1,746,900	52.3%	128
Boston	1,625,500	49.7%	121
Atlanta	1,375,000	46.0%	112
New York	4,489,500	44.9%	110
Philadelphia	1,619,700	43.5%	106
Houston	1,279,200	43.5%	106
Dallas-Fort Worth	1,473,000	43.3%	106
Chicago	1,874,900	41.4%	101
Los Angeles	3,064,000	38.0%	93
<b>Total for Top 10 DMAs</b>	<b>20,347,000</b>	<b>45.8%</b>	<b>112</b>
United States	57,898,700	41.0%	100

#### White-Collar Employment

DMA	Number in White-Collar Jobs	% of Workforce	Index (US =100)
<b>Washington</b>	<b>2,376,900</b>	<b>73.3%</b>	<b>116</b>
Boston	2,317,700	70.8%	112
S.F.-Oakland-San Jose	2,353,100	70.5%	112
Atlanta	2,048,500	68.5%	109
Philadelphia	2,517,500	67.6%	107
New York	6,729,600	67.3%	107
Dallas-Fort Worth	2,291,000	67.3%	107
Chicago	2,910,100	64.3%	102
Houston	1,795,700	61.1%	97
Los Angeles	4,843,800	60.0%	95
<b>Total for Top 10 DMAs</b>	<b>30,174,800</b>	<b>67.1%</b>	<b>106</b>
United States	89,006,000	63.0%	100

Source: Scarborough 2011, Release 1

### Washington Leads in Professional/Managerial Men and Professional/Managerial Women

With more than half of Washington's employed men holding professional or managerial positions, the market indexes 36 points above the U.S. average.

Washington also leads in the percentage of working women employed in professional or managerial positions (57%).

#### Professional/Managerial Men

DMA	Number of Employed Men	% of Prof./Mgrs.	Index (US =100)
<b>Washington</b>	<b>1,757,800</b>	<b>54.2%</b>	<b>136</b>
S.F.-Oakland-San Jose	1,844,200	51.6%	130
Boston	1,676,900	48.3%	121
Atlanta	1,648,500	47.1%	118
New York	5,282,200	45.0%	113
Houston	1,705,000	42.8%	108
Dallas-Fort Worth	1,957,400	42.8%	107
Philadelphia	1,959,900	42.2%	106
Chicago	2,403,800	41.9%	105
Los Angeles	4,563,600	36.1%	91
<b>Total for Top 10 DMAs</b>	<b>24,799,300</b>	<b>45.2%</b>	<b>114</b>
United States	76,208,700	39.8%	100

#### Professional/Managerial Women

DMA	Number of Employed Women	% of Prof./Mgrs.	Index (US =100)
<b>Washington</b>	<b>1,485,000</b>	<b>57.0%</b>	<b>135</b>
S.F.-Oakland-San Jose	1,494,000	53.2%	126
Boston	1,594,400	51.1%	121
Philadelphia	1,764,900	44.9%	106
New York	4,712,200	44.9%	106
Atlanta	1,340,800	44.6%	105
Houston	1,236,300	44.4%	105
Dallas-Fort Worth	1,446,900	43.9%	104
Chicago	2,123,500	40.8%	96
Los Angeles	3,499,100	40.4%	96
<b>Total for Top 10 DMAs</b>	<b>20,697,000</b>	<b>46.5%</b>	<b>110</b>
United States	65,085,500	42.3%	100

Source: Scarborough 2011, Release 1

### Washington is #1 in Computer Professionals and #2 in Computer and Engineering Professionals

Washington ranks first in the proportion of computer professionals; 69 out of every 1,000 area workers are employed in computer occupations, indexing 148 points above the U.S. average.

Washington ranks second in the proportion of computer and engineering professionals, with nearly 10% of the workforce in this category.

#### Computer Professionals

DMA	Number of Employed Adults	% That Are Computer Professionals	Index (US =100)
<b>Washington</b>	<b>3,242,800</b>	<b>6.9%</b>	<b>248</b>
S.F.-Oakland-San Jose	3,338,200	6.0%	215
Boston	3,271,300	3.8%	136
Philadelphia	3,724,800	3.7%	134
Atlanta	2,989,300	3.6%	129
New York	9,994,400	3.2%	114
Dallas-Fort Worth	3,404,300	2.8%	102
Chicago	4,527,300	2.6%	93
Los Angeles	8,062,600	2.1%	74
Houston	2,941,200	1.4%	51
<b>Total for Top 10 DMAs</b>	<b>45,496,200</b>	<b>3.6%</b>	<b>130</b>
United States	141,294,200	2.8%	100

#### Computer and Engineering Professionals

DMA	Number of Employed Adults	% That Are Computer/Engineering Professionals	Index (US =100)
S.F.-Oakland-San Jose	3,338,200	10.1%	187
<b>Washington</b>	<b>3,242,800</b>	<b>9.8%</b>	<b>181</b>
Dallas-Fort Worth	3,404,300	7.4%	135
Boston	3,271,300	7.4%	137
Atlanta	2,989,300	7.0%	128
Philadelphia	3,724,800	6.7%	124
Houston	2,941,200	5.6%	103
New York	9,994,400	5.0%	92
Chicago	4,527,300	4.6%	84
Los Angeles	8,062,600	4.4%	82
<b>Total for Top 10 DMAs</b>	<b>45,496,200</b>	<b>6.8%</b>	<b>125</b>
United States	141,294,200	5.4%	100

Source: Scarborough 2011, Release 1



## Affluent Consumer Group: Baby Boomers\*

### Washington is #1 in Proportion of Baby Boomers and in Affluent Baby Boomers

Washington is tied with the San Francisco Bay Area and Boston with the highest proportion of baby boomers among the top 10 DMAs, with 36% of the market's adult population falling into this category.

Washington ranks first in the proportion of affluent baby boomers (baby boomers who live in \$100,000+ income households) with nearly 18% of DMA adults fitting this profile.

#### Baby Boomers (Age 45-64)

DMA	Number of Baby Boomers	% of DMA Adults	Index (US =100)
<b>Washington</b>	<b>1,718,300</b>	<b>35.9%</b>	<b>104</b>
S.F.-Oakland-San Jose	1,952,100	35.9%	104
Boston	1,786,300	35.9%	104
Philadelphia	2,152,900	35.5%	102
New York	5,680,400	35.1%	101
Chicago	2,517,700	34.4%	99
Atlanta	1,693,300	34.4%	99
Houston	1,544,400	34.1%	98
Dallas-Fort Worth	1,738,600	33.2%	96
Los Angeles	4,403,100	32.5%	94
<b>Total for Top 10 DMAs</b>	<b>25,187,100</b>	<b>34.7%</b>	<b>100</b>
United States	81,402,900	34.6%	100

#### Affluent Baby Boomers (Age 45-64, HHI \$100,000+)

DMA	Number of Affluent Baby Boomers	% of DMA Adults	Index (US =100)
<b>Washington</b>	<b>856,200</b>	<b>17.9%</b>	<b>207</b>
S.F.-Oakland-San Jose	856,300	15.7%	182
New York	2,231,500	13.8%	160
Boston	676,000	13.6%	158
Houston	551,300	12.2%	141
Dallas-Fort Worth	597,200	11.4%	132
Philadelphia	647,300	10.7%	124
Atlanta	501,800	10.2%	118
Los Angeles	1,362,900	10.0%	116
Chicago	698,900	9.5%	111
<b>Total for Top 10 DMAs</b>	<b>8,979,400</b>	<b>12.5%</b>	<b>145</b>
United States	20,273,800	8.6%	100

\*Although definitions vary, "baby boomers" are generally accepted to have been born between 1946 and 1964. Data report the closest available age breaks to these years.

Source: Scarborough 2011, Release 1

## Young Adults (Age 18-34)

### Washington is #2 in Proportion of College Graduates or Higher and #1 in Professional/Managerial Workers Among Adults 18-34

Washington ranks second among the top 10 DMAs in proportion of adults 18-34 who have a bachelor's degree or higher, indexing 38 points above the U.S. average.

Washington leads in the proportion of employed adults age 18-34 who hold professional/managerial positions. Nearly 45% of young adults are professionals or managers.

#### College Graduates or Higher (Age 18-34)

DMA	Number of Adults Age 18-34	% of Adults Age 18-34	Index (US =100)
Boston	454,800	32.4%	146
<b>Washington</b>	<b>435,600</b>	<b>30.6%</b>	<b>138</b>
New York	1,345,700	29.3%	132
Chicago	655,700	29.1%	131
S.F.-Oakland-San Jose	426,100	28.2%	127
Philadelphia	449,400	26.0%	118
Atlanta	347,400	22.5%	102
Dallas-Fort Worth	362,400	21.1%	95
Houston	280,600	18.7%	85
Los Angeles	766,700	17.1%	77
<b>Total for Top 10 DMAs</b>	<b>5,524,200</b>	<b>25.5%</b>	<b>115</b>
United States	15,327,900	22.1%	100

#### Professional/Managers (Age 18-34)

DMA	Number of Employed Adults 18-34	% of DMA Adults	Index (US =100)
<b>Washington</b>	<b>463,500</b>	<b>44.8%</b>	<b>132</b>
Boston	469,600	44.1%	130
S.F.-Oakland-San Jose	401,400	41.4%	122
Philadelphia	471,700	40.1%	119
Atlanta	377,100	38.8%	115
New York	1,203,800	37.3%	110
Chicago	560,300	35.5%	105
Dallas-Fort Worth	415,700	34.9%	103
Houston	363,300	34.2%	101
Los Angeles	923,600	32.2%	95
<b>Total for Top 10 DMAs</b>	<b>5,650,200</b>	<b>38.3%</b>	<b>113</b>
United States	16,010,800	33.8%	100

Source: Scarborough 2011, Release 1

## PC Owners and Internet Access

### Washington is #2 in Proportion of Personal/Home Computer Owners and #1 in Internet Access in the Past 30 Days

Washington ranks second in the share of adults in households that own a personal or home computer. Eighty-nine percent of area adults have at least one computer in their household.

Among the nation's largest DMAs, Washington ranks number one in adults who accessed the Internet in the past 30 days, indexing 12 points above the U.S. average.

#### Personal/Home Computer Ownership

DMA	Number of PC Owners	% of DMA Adults	Index (US =100)
New York	14,418,800	89.2%	109
<b>Washington</b>	<b>4,239,900</b>	<b>88.6%</b>	<b>108</b>
Boston	4,373,500	88.0%	107
S.F.-Oakland-San Jose	4,771,700	87.7%	107
Atlanta	4,167,500	84.6%	103
Los Angeles	11,238,700	82.9%	101
Philadelphia	4,949,900	81.5%	99
Dallas-Fort Worth	4,266,200	81.4%	99
Houston	3,683,400	81.3%	99
Chicago	5,923,100	80.9%	98
<b>Total for Top 10 DMAs</b>	<b>62,032,700</b>	<b>84.6%</b>	<b>103</b>
United States	193,086,200	82.2%	100

#### Internet Access in the Past 30 Days

DMA	Number Who Accessed Internet in Past 30 Days	% of DMA Adults	Index (US =100)
<b>Washington</b>	<b>3,965,600</b>	<b>82.9%</b>	<b>112</b>
S.F.-Oakland-San Jose	4,415,000	81.1%	110
Boston	3,988,400	80.2%	109
Atlanta	3,906,500	79.3%	107
Dallas-Fort Worth	4,016,900	76.6%	104
Houston	3,392,600	74.9%	101
Chicago	5,473,300	74.7%	101
New York	11,903,600	73.6%	100
Philadelphia	4,458,300	73.4%	99
Los Angeles	9,697,600	71.5%	97
<b>Total for Top 10 DMAs</b>	<b>55,217,900</b>	<b>76.8%</b>	<b>104</b>
United States	173,626,400	73.9%	100

Source: Scarborough 2011, Release 1

## Internet Access and DVR Ownership

### Washington is #1 in Time Spent on the Internet and #4 in Percentage of DVR Owners

Among the nation's largest DMAs, Washington ranks first in the proportion of adults who spend 20+ hours on the Internet in an average week, indexing 51 points above the U.S. average.

Washington ranks fourth in the proportion of adults who own a digital video recorder (DVR), indexing 10 points above the U.S. average.

#### Time Spent on Internet in an Average Week (20+ hours)

DMA	Number 20+ Hours/Week	% of DMA Adults	Index (US =100)
<b>Washington</b>	<b>1,019,100</b>	<b>21.3%</b>	<b>151</b>
S.F.-Oakland-San Jose	1,084,100	19.9%	142
Boston	977,500	19.7%	140
Atlanta	833,000	16.9%	120
New York	2,603,900	16.1%	114
Chicago	1,147,800	15.7%	111
Houston	627,100	13.8%	98
Dallas-Fort Worth	682,700	13.0%	93
Los Angeles	1,755,800	12.9%	92
Philadelphia	770,300	12.7%	90
<b>Total for Top 10 DMAs</b>	<b>11,501,200</b>	<b>16.2%</b>	<b>115</b>
United States	33,076,000	14.1%	100

#### DVR Ownership

DMA	Number of Adult DVR Owners	% of DMA Adults	Index US =100)
Dallas-Fort Worth	2,690,900	51.3%	120
Chicago	3,552,800	48.5%	113
Houston	2,183,200	48.2%	113
<b>Washington</b>	<b>2,258,300</b>	<b>47.2%</b>	<b>110</b>
Atlanta	2,322,100	47.1%	110
S.F.-Oakland-San Jose	2,492,100	45.8%	107
Los Angeles	6,191,500	45.7%	107
Boston	2,259,100	45.4%	106
New York	6,979,300	43.2%	101
Philadelphia	2,591,900	42.7%	100
<b>Total for Top 10 DMAs</b>	<b>33,521,200</b>	<b>46.5%</b>	<b>109</b>
United States	100,625,100	42.8%	100

Source: Scarborough 2011, Release 1

## Knowledge Workers\* and Influentials\*\*

### Washington is #2 in Proportion of Knowledge Workers and #1 in Influentials

Washington ranks second in the share of employed adults classified as knowledge workers with over 35% falling into this category.

Among the nation's largest DMAs, Washington ranks first in adults who can be characterized as influentials. Nearly 11% of DMA adults are influentials.

#### Knowledge Workers

DMA	Number of Employed Adults	% of Knowledge Workers	Index (US =100)
Boston	3,271,300	35.9%	129
<b>Washington</b>	<b>3,242,800</b>	<b>35.3%</b>	<b>127</b>
S.F.-Oakland-San Jose	3,338,200	34.3%	124
Philadelphia	3,724,800	32.9%	119
New York	9,994,400	30.5%	110
Chicago	4,527,300	28.6%	103
Atlanta	2,989,300	27.5%	99
Houston	2,941,200	26.3%	95
Los Angeles	8,062,600	25.6%	92
Dallas-Fort Worth	3,404,300	25.3%	91
<b>Total for Top 10 DMAs</b>	<b>45,496,200</b>	<b>30.2%</b>	<b>109</b>
United States	141,294,200	27.7%	100

#### Influentials

DMA	% of Adults
<b>Washington</b>	<b>10.8%</b>
Detroit	10.4%
Boston	10.3%
S.F.-Oakland-San Jose	9.1%
Philadelphia	7.7%
Chicago	7.4%
Atlanta	7.3%
New York	7.0%
Los Angeles	6.3%
Dallas-Fort Worth	5.8%
United States	8.3%

\*"Knowledge Workers" here are broadly defined as employed in computer, architecture and engineering; education and training; life, physical and social sciences; financial, legal and medical professions; community and social services; or arts, design, entertainment and media professions.

\*\*"Influentials" are defined by MRI as having participated in 3 or more public activities the past 12 months.

Sources: Scarborough 2011, Release 1 (Knowledge Workers); 2011 MRI Doublebase (Influentials)

## Five-Year Ethnic Group Forecasts

### Washington is Continuing to Grow in Population Among Ethnic Groups

The Washington area Asian population growth rate is expected to be the fourth highest among the largest DMAs in the next five years. With 79,500 (17%) additional Asians by 2016, the Asian population in Washington is expected to grow to 585,600.

Washington's Hispanic/Latino population is expected to increase by 171,300 (over 21%) by 2016 to an estimated total of 955,300.

#### 2016 Asian Population

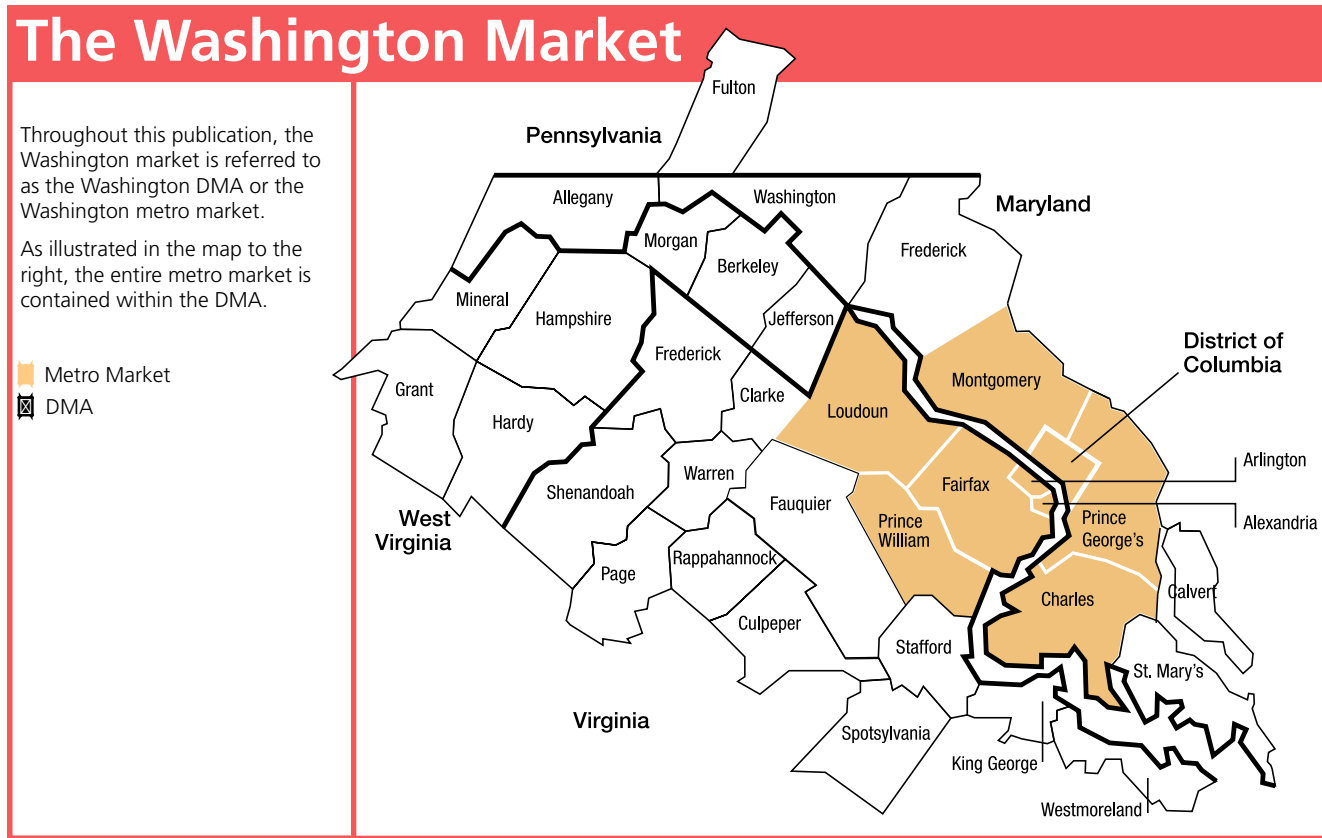
DMA	2016 Asian Population	2011-2016 Change	% Change
Atlanta	302,900	57,100	23.2%
Dallas-Fort Worth	393,800	68,700	21.1%
Houston	423,000	65,300	18.3%
<b>Washington</b>	<b>585,600</b>	<b>84,900</b>	<b>17.0%</b>
Philadelphia	405,400	53,100	15.1%
Boston	373,200	45,500	13.9%
Chicago	573,900	61,100	11.9%
S.F.-Oakland-San Jose	1,804,900	191,700	11.9%
Los Angeles	2,324,600	230,400	11.0%
New York	2,041,500	200,400	10.9%
<b>Total for Top 10 DMAs</b>	<b>9,228,800</b>	<b>1,058,200</b>	<b>13.0%</b>
United States	15,854,700	1,875,700	13.4%

#### 2016 Hispanic/Latino Population

DMA	2016 Hisp/Lat Population	2011-2016 Change	% Change
Atlanta	866,800	194,500	28.9%
<b>Washington</b>	<b>955,300</b>	<b>171,300</b>	<b>21.8%</b>
Dallas-Fort Worth	2,394,300	414,900	21.0%
Houston	2,560,200	384,700	17.7%
Philadelphia	873,100	125,200	16.7%
Boston	560,900	68,300	13.9%
S.F.-Oakland-San Jose	1,795,300	182,700	11.3%
Chicago	2,157,100	217,400	11.2%
Los Angeles	8,839,800	877,900	11.0%
New York	4,788,800	321,900	7.2%
<b>Total for Top 10 DMAs</b>	<b>25,791,600</b>	<b>2,958,800</b>	<b>13.0%</b>
United States	57,395,600	7,404,900	14.8%

Source: Nielsen, 2011

## The Washington DMA and Metro Market



### The Washington DMA

The Designated Market Area (DMA) is a term coined by Nielsen Media Research to define groupings of mutually exclusive television marketing areas. The Washington DMA in 2011 consists of 32 counties and seven independent cities in four states and the District of Columbia, with a total of 2,430,500 households.

### The Washington Metro Market

The metro market—the heart of the Washington area—consists of the District of Columbia; the Maryland counties of Charles, Montgomery and Prince George's; the Virginia counties of Arlington, Fairfax, Loudoun and Prince William; and the cities of Alexandria, Fairfax, Falls Church, Manassas and Manassas Park. With nearly 4.7 million people and \$151 billion in after-tax income, the metro market accounts for

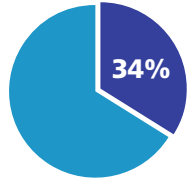
- 75% of the Washington DMA population
- 75% of DMA households
- 81% of DMA after-tax income
- 77% of DMA retail sales dollars

Source: Nielsen, 2011

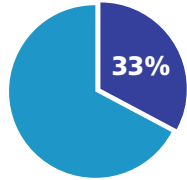
## Metro Market in Maryland

### The Metro Market Contribution to Maryland

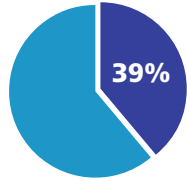
Washington's suburban areas contribute significant shares of population, income and retail sales dollars to their states. The Maryland portion of the Washington metro market—Charles, Montgomery and Prince George's counties—accounts for:



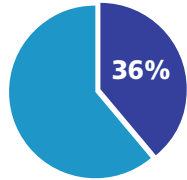
34% of Maryland's population



33% of Maryland's households



39% of Maryland's after-tax income



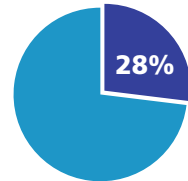
36% of Maryland's retail sales dollars

Source: Nielsen, 2011

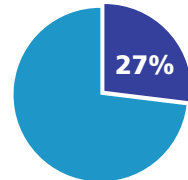
## Metro Market in Virginia

### The Metro Market Contribution to Virginia

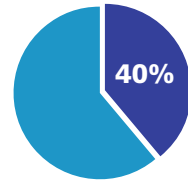
The Virginia portion of the Washington metro market—consisting of Arlington, Fairfax, Loudoun and Prince William counties, and the independent cities of Alexandria, Fairfax, Falls Church, Manassas and Manassas Park—contributes:



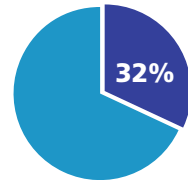
28% of Virginia's population



27% of Virginia's households



40% of Virginia's after-tax income



32% of Virginia's retail sales dollars

Source: Nielsen, 2011

## Population and Households

The Washington metro market population totaled 4.8 million people in 2011. The area has gained 648,400 people in the past 11 years. Twenty-three percent of the growth occurred in Loudoun County, which increased by 148,800 people since 2000.

### Population

	2011 Population	Change 2000-2011	Percent
<b>Washington Metro Market</b>	<b>4,831,100</b>	<b>648,400</b>	<b>15.5%</b>
District of Columbia	603,700	31,600	5.5%
Charles	145,600	25,100	20.8%
Montgomery	999,000	125,700	14.4%
Prince George's	844,700	43,200	5.4%
Alexandria	150,600	22,300	17.4%
Arlington	221,600	32,100	16.9%
Fairfax*	1,096,900	95,300	9.5%
Loudoun	318,400	148,800	87.7%
Prince William**	450,400	124,200	38.1%

### Households

Households	2011 Households	% of Metro Total
<b>Washington Metro Market</b>	<b>1,826,600</b>	<b>100%</b>
District of Columbia	265,600	14.5%
Charles	52,300	2.9%
Montgomery	366,800	20.1%
Prince George's	304,600	16.7%
Alexandria	69,900	3.8%
Arlington	100,100	5.5%
Fairfax*	400,800	21.9%
Loudoun	112,400	6.2%
Prince William**	154,200	8.4%

Note: Population and household estimates are as of 1/1/11.

\*Fairfax County includes the cities of Fairfax and Falls Church.

\*\*Prince William County includes the cities of Manassas and Manassas Park.

See page 11 for a definition of the metro market.

Sources: Nielsen, 2011

## After-Tax Income

After-tax income in the Washington metro market in 2011 was nearly \$152 billion, or \$83,121 per household. Fairfax and Montgomery counties together account for nearly half of the area's buying power, with respective per-household incomes of \$99,226 and \$95,158.

### Total After-Tax Income

	2011 Total After-Tax Income	% of Metro Total
<b>Washington Metro Market</b>	<b>\$151,829,400</b>	<b>100%</b>
District of Columbia	\$17,056,300	11.2%
Charles	\$3,772,900	2.5%
Montgomery	\$34,908,200	23.0%
Prince George's	\$19,332,500	12.7%
Alexandria	\$5,705,400	3.8%
Arlington	\$8,968,900	5.9%
Fairfax*	\$39,769,700	26.2%
Loudoun	\$10,681,500	7.0%
Prince William**	\$11,633,900	7.7%

### Average Household After-Tax Income

	2011 Average Household After-Tax Income
<b>Washington Metro Market</b>	<b>\$83,121</b>
District of Columbia	\$64,228
Charles	\$72,117
Montgomery	\$95,158
Prince George's	\$63,463
Alexandria	\$81,664
Arlington	\$89,618
Fairfax*	\$99,226
Loudoun	\$95,066
Prince William**	\$75,447

\* Fairfax County includes the cities of Fairfax and Falls Church.

\*\* Prince William County includes the cities of Manassas and Manassas Park.

See page 11 for a definition of the metro market.

Source: Nielsen, 2011

## Shopping Centers/Malls

### Metro Market Adult Shoppers at Shopping Centers/Malls (in Rank Order)

#### Shopped in Past Three Months at:

(in rank order)	Number of Adults	% of Metro Adults	(in rank order)	Number of Adults	% of Metro Adults
Any Metro Market Shopping Center/Mall	3,404,600	94.8%	Beltway Plaza	183,300	5.1%
Tysons Corner Center	836,300	23.3%	Forest Village Park Mall	174,900	4.9%
Fair Oaks Mall	646,900	18.0%	Centre at Forestville	171,900	4.8%
The Fashion Centre at Pentagon City	511,000	14.2%	Other shops in Georgetown	173,300	4.8%
Westfield Montgomery	490,500	13.7%	Manassas Mall	170,400	4.7%
Downtown Washington	461,700	12.9%	White Oak Shopping Center	163,300	4.5%
Rockville Pike area	445,600	12.4%	Crystal City shops	134,400	3.7%
Potomac Mills	421,800	11.7%	Westfield Annapolis	125,800	3.5%
Fair Lakes area	421,300	11.7%	City Place Mall	126,200	3.5%
Tysons Galleria	404,600	11.3%	St. Charles Towne Plaza	116,900	3.3%
Bailey's Crossroads area	395,800	11.0%			
White Flint Mall	393,200	10.9%			
Bowie Town Center	369,000	10.3%			
Dulles Town Center	350,400	9.8%			
Reston Town Center/Spectrum Center	342,900	9.5%			
Springfield Mall	324,000	9.0%			
Westfield Wheaton	312,200	8.7%			
Lakeforest	295,100	8.2%			
Union Station shops	294,000	8.2%			
Alexandria Old Town area	293,700	8.2%			
Leesburg Corner Premium Outlets	290,700	8.1%			
St. Charles Towne Center	288,600	8.0%			
Seven Corners (Willston area)	286,600	8.0%			
Mazza Gallerie	270,900	7.5%			
Ballston Common	270,200	7.5%			
Congressional Plaza	265,400	7.4%			
Arundel Mills	262,200	7.3%			
The Mall at Prince George's	264,000	7.3%			
Potomac Yard Center	262,600	7.3%			
The Boulevard at the Capital Centre	256,000	7.1%			
Shops in Friendship Heights (Western Wisconsin Ave.)	239,700	6.7%			
The Shops at Georgetown Park	229,200	6.4%			
Iverson Mall (Marlow Heights)	213,500	5.9%			
Midtown Washington/Connecticut Ave. area	207,000	5.8%			
Chevy Chase Pavilion	198,500	5.5%			
Landmark Mall	196,900	5.5%			

Source: Scarborough 2011, Release 1

## Five-Year Forecasts

### 2016: Over 95,000 Additional Metro Market Households

The Washington metro market is projected to gain 95,000 households from 2011 to 2016. The highest relative growth is projected to occur in Loudoun and Prince William counties.

Forecasts show that the metro area's average household income will rise by 4% from 2011 to 2016, reaching \$86,736. Average income growth rates are projected to range from 4% to 6% across local jurisdictions.

### 2016 Households by Jurisdiction

	2016 Forecast	Change 2011-2016	
		Number	Percent
<b>Washington Metro Market</b>	<b>1,921,600</b>	<b>95,000</b>	<b>5.2%</b>
District of Columbia	275,700	10,100	3.8%
Charles	55,000	2,700	5.2%
Montgomery	387,700	20,900	5.7%
Prince George's	306,300	1,700	0.6%
Alexandria	73,600	3,700	5.3%
Arlington	105,200	5,100	5.1%
Fairfax*	411,600	10,800	2.7%
Loudoun	134,400	22,000	19.6%
Prince William**	172,000	17,800	11.5%

### 2016 Average After-Tax Household Income

	2016 Forecast	Change 2011-2016	
		Number	Percent
<b>Washington Metro Market</b>	<b>\$86,736</b>	<b>\$3,615</b>	<b>4.3%</b>
District of Columbia	\$67,434	\$3,206	5.0%
Charles	\$75,767	\$3,650	5.1%
Montgomery	\$98,673	\$3,515	3.7%
Prince George's	\$65,683	\$2,220	3.5%
Alexandria	\$85,730	\$4,066	5.0%
Arlington	\$94,691	\$5,073	5.7%
Fairfax*	\$102,941	\$3,715	3.7%
Loudoun	\$99,281	\$4,215	4.4%
Prince William**	\$78,744	\$3,297	4.4%

Note: Household estimates projected from 1/1/11 to 1/1/16

\*Fairfax County includes the cities of Fairfax and Falls Church.

\*\*Prince William County includes the cities of Manassas and Manassas Park.

See page 11 for definition of the metro market.

Source: Nielsen, 2011

### 2016: Over 140,000 Additional Metro Market Hispanics/Latinos

The metro market's Hispanic/Latino population will rise by over 20% from 2011 to 2016, reaching nearly 850,000. The highest total growth is forecast in Prince William, Fairfax and Prince George's counties.

The metro market's Asian population will rise by 16% from 2011 to 2016, reaching nearly 550,000. The highest total growth is forecast in Loudoun and Fairfax counties.

### 2016 Hispanic/Latino Population Changes

	2016 Forecast	Change 2011-2016	
		Number	Percent
<b>Washington Metro Market</b>	<b>842,900</b>	<b>141,200</b>	<b>20.1%</b>
District of Columbia	58,300	4,400	8.2%
Charles	7,400	1,500	25.4%
Montgomery	197,300	31,400	18.9%
Prince George's	144,000	26,600	22.7%
Alexandria	23,400	1,200	5.4%
Arlington	37,900	300	0.8%
Fairfax*	196,200	26,700	15.8%
Loudoun	51,200	15,700	44.2%
Prince William**	127,200	33,300	35.5%

### 2016 Asian Population Changes

	2016 Forecast	Change 2011-2016	
		Number	Percent
<b>Washington Metro Market</b>	<b>548,400</b>	<b>77,400</b>	<b>16.4%</b>
District of Columbia	21,000	1,900	9.9%
Charles	4,400	700	18.9%
Montgomery	154,600	17,700	12.9%
Prince George's	31,100	-300	-1.0%
Alexandria	8,300	200	2.5%
Arlington	18,600	500	2.8%
Fairfax*	201,000	22,000	12.3%
Loudoun	65,800	22,400	51.6%
Prince William**	43,500	11,200	34.7%

\*Fairfax County includes the cities of Fairfax and Falls Church.

\*\*Prince William County includes the cities of Manassas and Manassas Park.

See page 11 for definition of the metro market.

Source: Nielsen, 2011



## Highest Daily Coverage in the Top 10 DMAs

### The Washington Post's Household Coverage Tops Other Major Dailies

Selling 21 daily papers for every 100 households, The Washington Post's DMA coverage is higher than that of any other major market daily newspaper.

#### Circulation and Coverage: Leading Daily Papers In The Top 10 DMAs

	2010 DMA Circulation	Daily Household Coverage
<b>Washington Post</b>	<b>498,340</b>	<b>20.5%</b>
San Jose Mercury News	487,645	19.5%
Houston Chronicle	344,891	15.6%
Dallas Morning News	382,279	14.6%
Chicago Tribune	439,412	12.6%
Chicago Sun-Times	432,348	12.4%
Philadelphia Inquirer	348,419	11.4%
Los Angeles Times	602,667	10.4%
San Francisco Chronicle	244,603	9.8%
Boston Globe	195,718	8.0%
Atlanta Journal-Constitution	185,440	7.8%
New York Daily News	490,881	6.5%
Fort Worth Star-Telegram	164,171	6.3%
New York Post	421,625	5.6%
New York Times	374,453	4.9%
Boston Herald	110,600	4.5%
Long Island Newsday	324,441	4.3%
Orange County Register	204,036	3.5%
Newark Star-Ledger	236,987	3.1%
Los Angeles Daily News	97,428	1.7%

Source: SRDS Circulation 2012

## Highest Sunday Coverage in the Top 10 DMAs

### The Washington Post Leads Other Major Sunday Papers in Household Coverage

The Washington Post sells 31 Sunday papers for every 100 households in the Washington DMA, providing coverage above that of any other top 10 DMA Sunday newspaper.

#### Circulation and Coverage: Leading Sunday Papers in the Top 10 DMAs

	2010 DMA Circulation	Sunday Household Coverage
<b>Washington Post</b>	<b>757,844</b>	<b>31.2%</b>
Houston Chronicle	510,244	23.1%
Chicago Tribune	762,074	21.8%
San Jose Mercury News	532,097	21.3%
Atlanta Journal-Constitution	386,949	16.4%
Philadelphia Inquirer	497,952	16.3%
Los Angeles Times	917,808	15.9%
Dallas Morning News	364,374	13.9%
Boston Globe	322,907	13.2%
Chicago Sun-Times	431,604	12.3%
San Francisco Chronicle	287,813	11.5%
Fort Worth Star-Telegram	248,168	9.5%
New York Daily News	541,746	7.1%
New York Times	501,293	6.6%
Long Island Newsday	384,944	5.1%
Orange County Register	283,890	4.9%
Newark Star-Ledger	358,620	4.7%
New York Post	253,247	3.3%
Boston Herald	79,664	3.2%
Los Angeles Daily News	102,054	1.8%

Source: SRDS Circulation 2012

## Highest Daily Reach in the Top 10 DMAs

### The Washington Post Leads Other Major Papers in Daily Readership

Daily readership of The Washington Post exceeds that of any other newspaper in the top 10 DMAs. In fact, it takes the combined readership of several papers in other markets to surpass that of The Washington Post: 29% for all adults and 36% for upscale adults.

### Average Issue Readership: Leading Daily Papers in the Top 10 DMAs

DMA	Total Adults		HH Income \$100k+	
	Number	Percent	Number	Percent
<b>Washington</b>	4,786,200	100%	2,026,700	100%
<b>Washington Post</b>	<b>1,394,500</b>	<b>29%</b>	<b>732,200</b>	<b>36%</b>
<b>Atlanta</b>	4,926,400	100%	1,089,800	100%
Atlanta Journal-Constitution	719,100	15%	228,700	21%
<b>Boston</b>	4,972,100	100%	1,496,100	100%
Boston Globe	621,200	13%	246,900	17%
Boston Herald	406,200	8%	128,500	9%
(2 Paper Net)	913,900	18%	343,200	23%
<b>Chicago</b>	7,322,900	100%	1,883,900	100%
Chicago Tribune	1,198,100	16%	357,700	19%
Chicago Sun-Times	1,004,400	14%	267,000	14%
(2 Paper Net)	1,971,400	27%	562,200	30%
<b>Dallas</b>	5,243,200	100%	1,329,600	100%
Dallas Morning News	806,500	15%	264,900	20%
Star-Telegram (Fort Worth)	443,200	9%	134,200	10%
(2 Paper Net)	1,208,600	23%	387,400	29%
<b>Houston</b>	4,529,100	100%	1,226,500	100%
Houston Chronicle	900,600	20%	319,100	26%
<b>Los Angeles</b>	13,561,600	100%	3,085,500	100%
Los Angeles Times	1,771,500	13%	604,200	20%
Orange County Register	578,000	4%	210,800	7%
Los Angeles Daily News	331,700	2%	71,900	2%
(3 Paper Net)	2,488,800	18%	821,100	27%
<b>New York</b>	16,171,700	100%	5,416,300	100%
New York Daily News	2,204,700	14%	651,200	12%
New York Post	1,825,200	11%	714,800	13%
New York Times	1,456,900	9%	794,700	15%
Newsday	1,129,100	7%	448,400	8%
Newark Star-Ledger	789,800	5%	296,400	6%
(5 Paper Net)	5,533,600	34%	2,177,300	40%
<b>Philadelphia</b>	6,070,700	100%	1,666,000	100%
Philadelphia Inquirer	683,200	11%	256,700	15%
Philadelphia Daily News	390,200	6%	82,000	5%
(2 Paper Net)	954,200	16%	308,900	19%
<b>San Francisco</b>	5,440,700	100%	1,964,500	100%
San Francisco Chronicle	736,200	12%	249,900	13%
San Jose Mercury News	556,700	10%	260,600	13%
Contra Costa Times	285,400	5%	112,300	6%
Oakland Tribune	108,600	2%	28,900	2%
(4 Paper Net)	1,468,700	27%	602,200	31%

Source: Scarborough 2011, Release 1

## Highest Sunday Reach in the Top 10 DMAs

### The Washington Post Leads Other Major Papers in Sunday Readership

In every other major market, it takes a combination of newspapers to approach The Washington Post's Sunday coverage. The Sunday edition of The Washington Post reaches 41% of total DMA adults and 48% of adults in households with incomes of \$100,000 or more.

### Average Issue Readership: Leading Sunday Papers in the Top 10 DMAs

	Total Adults		HH Income \$100k+	
	Number	Percent	Number	Percent
<b>Washington</b>	4,786,200	100%	2,026,700	100%
<b>Washington Post</b>	<b>1,947,500</b>	<b>41%</b>	<b>963,400</b>	<b>48%</b>
<b>Atlanta</b>	4,926,400	100%	1,089,800	100%
Atlanta Journal-Constitution	1,320,600	27%	386,800	36%
<b>Boston</b>	4,972,100	100%	1,496,100	100%
Boston Globe	1,097,100	22%	462,200	31%
Boston Herald	350,500	7%	77,200	5%
(2 Paper Net)	1,341,100	27%	506,100	34%
<b>Chicago</b>	7,322,900	100%	1,883,900	100%
Chicago Tribune	1,994,600	27%	659,800	35%
Chicago Sun-Times	1,045,200	14%	278,800	15%
(2 Paper Net)	2,672,600	37%	825,600	44%
<b>Dallas</b>	5,243,200	100%	1,329,600	100%
Dallas Morning News	1,099,200	21%	344,000	26%
Star-Telegram (Fort Worth)	683,100	13%	205,500	16%
(2 Paper Net)	1,731,400	33%	537,900	41%
<b>Houston</b>	4,529,100	100%	1,226,500	100%
Houston Chronicle	1,470,700	33%	484,600	40%
<b>Los Angeles</b>	13,561,600	100%	3,085,500	100%
Los Angeles Times	2,823,500	21%	912,700	30%
Orange County Register	824,000	6%	284,500	9%
Los Angeles Daily News	389,400	3%	99,600	3%
(3 Paper Net)	3,707,100	27%	1,182,100	38%
<b>New York</b>	16,171,700	100%	5,416,300	100%
New York Daily News	2,312,600	14%	567,100	11%
New York Times	2,060,700	13%	1,088,100	20%
Newark Star-Ledger	1,212,200	8%	443,200	8%
Newsday	1,154,500	7%	497,500	9%
New York Post	1,134,400	7%	425,900	8%
(5 Paper Net)	6,160,900	38%	2,243,700	43%
<b>Philadelphia</b>	6,070,700	100%	1,666,000	100%
Philadelphia Inquirer	1,393,000	23%	475,300	29%
<b>San Francisco</b>	5,440,700	100%	1,964,500	100%
San Francisco Chronicle	871,100	16%	365,900	19%
San Jose Mercury News	674,000	12%	303,100	15%
Sunday Times (Contra Costa Newspapers)	319,000	6%	142,400	7%
Oakland Tribune	123,100	2%	31,500	2%
(4 Paper Net)	1,843,800	34%	772,200	39%

Source: Scarborough 2011, Release 1

## Washington DMA Daily Audience Composition

The Washington Post Averages 1.4 Million Readers Daily

	Total Daily Readers <sup>1</sup>	% Audience Composition	% US Adults	Index <sup>2</sup>
<b>Total Adults</b>	<b>1,394,500</b>	<b>100%</b>		
<b>Age</b>				
Median Age	53		46	
35-64	797,400	57.2%	52.7%	109
35-54	481,500	34.5%	37.2%	93
25-54	619,500	44.4%	54.9%	81
18-49	566,900	40.7%	56.1%	73
18-34	238,000	17.1%	29.5%	58
<b>Household Income</b>				
Median Household Income	\$105,973		\$52,832	
\$150,000+	439,700	31.5%	8.5%	371
\$100,000+	732,200	52.5%	20.3%	259
\$75,000+	959,000	68.8%	34.5%	199
\$50,000+	1,132,500	81.2%	52.0%	156
<b>Education</b>				
College Graduate or More	773,200	55.4%	25.9%	214
<b>Occupation</b>				
Professional/Management	604,200	43.3%	24.6%	176

<sup>1</sup> Readership of one issue

<sup>2</sup> Index based on U.S. adults (U.S. = 100)

Source: Scarborough 2011, Release 1

## Washington DMA Sunday Audience Composition

The Washington Post Averages Nearly 2 Million Readers on Sunday

	Total Sunday Readers <sup>1</sup>	% Audience Composition	% US Adults	Index <sup>2</sup>
<b>Total Adults</b>	<b>1,947,500</b>	<b>100%</b>		
<b>Age</b>				
Median Age	51		46	
35-64	1,122,200	57.6%	52.7%	109
35-54	728,700	37.4%	37.2%	101
25-54	979,300	50.3%	54.9%	92
18-49	920,200	47.3%	56.1%	84
18-34	391,800	20.1%	29.5%	68
<b>Household Income</b>				
Median Household Income	\$99,213		\$52,832	
\$150,000+	552,200	28.4%	8.5%	334
\$100,000+	963,400	49.5%	20.3%	244
\$75,000+	1,293,700	66.4%	34.5%	192
\$50,000+	1,557,600	80.0%	52.0%	154
<b>Education</b>				
College Graduate or More	967,600	49.7%	25.9%	192
<b>Occupation</b>				
Professional/Management	787,900	40.5%	24.6%	165

<sup>1</sup> Readership of one issue

<sup>2</sup> Index based on U.S. adults (U.S. = 100)

Source: Scarborough 2011, Release 1

## Maryland State Newspaper Circulation

### The Washington Post is the #1 Paper in Maryland

The Washington Post ranks first among newspapers circulated in Maryland, with more paid daily circulation in Maryland than any other newspaper.

#### Paid Circulation in Maryland

	Morning	Evening	Sunday
<b>The Washington Post</b>	<b>237,039</b>		<b>371,348</b>
Baltimore Sun	187,165		328,645
Washington Examiner*	94,847		87,945
Express*	65,800		
Annapolis Capital		39,146	40,674
Frederick News-Post	34,792		35,726
Carroll County Times	23,497		25,099
Hagerstown Herald-Mail	21,474		24,271
Cumberland Times-News	17,971		19,400
Salisbury Daily Times	16,314		20,271
Easton Star-Democrat*	15,317		15,814
Cecil Whig*	15,015		

\*Not ABC audited  
Source: SRDS Circulation 2012

## Virginia State Newspaper Circulation

### The Washington Post is the #1 Paper in Virginia

The Washington Post ranks as Virginia's circulation leader, with more paid circulation (daily and Sunday) than any newspaper circulated in Virginia.

#### Paid Circulation in Virginia

	Morning	Evening	Sunday
<b>The Washington Post</b>	<b>229,589</b>		<b>361,965</b>
Norfolk Virginian-Pilot	133,662		163,380
Richmond Times-Dispatch	129,328		174,822
Washington Examiner*	127,222		146,933
Roanoke Times	77,407		91,191
Newport News Daily Press	63,261		90,164
Fredericksburg Free Lance-Star	42,858		47,665
Express*	42,017		
Lynchburg News & Advance	31,662		37,409
Harrisonburg Daily News-Record	24,395		
Bristol Herald-Courier	23,996		26,206
Charlottesville Daily Progress	23,384		26,728
Winchester Star	18,259		
Danville Register & Bee	17,164		19,415
News & Messenger	16,642		15,110
Petersburg Progress-Index		12,169	13,419
Staunton Daily News Leader	15,867		17,728
Martinsburg Bulletin	14,697		17,149
Strasburg Northern Virginia Daily	14,062		
Suffolk News-Herald*	11,224		11,224
Covington Virginian-Review		6,808	
Culpeper Star-Exponent	6,615		6,615
Waynesboro News-Virginian	6,138		5,940
Pulaski Southwest Times*		5,000	5,500

\*Not ABC audited  
Source: SRDS Circulation 2012

## DMA Circulation and Household Coverage

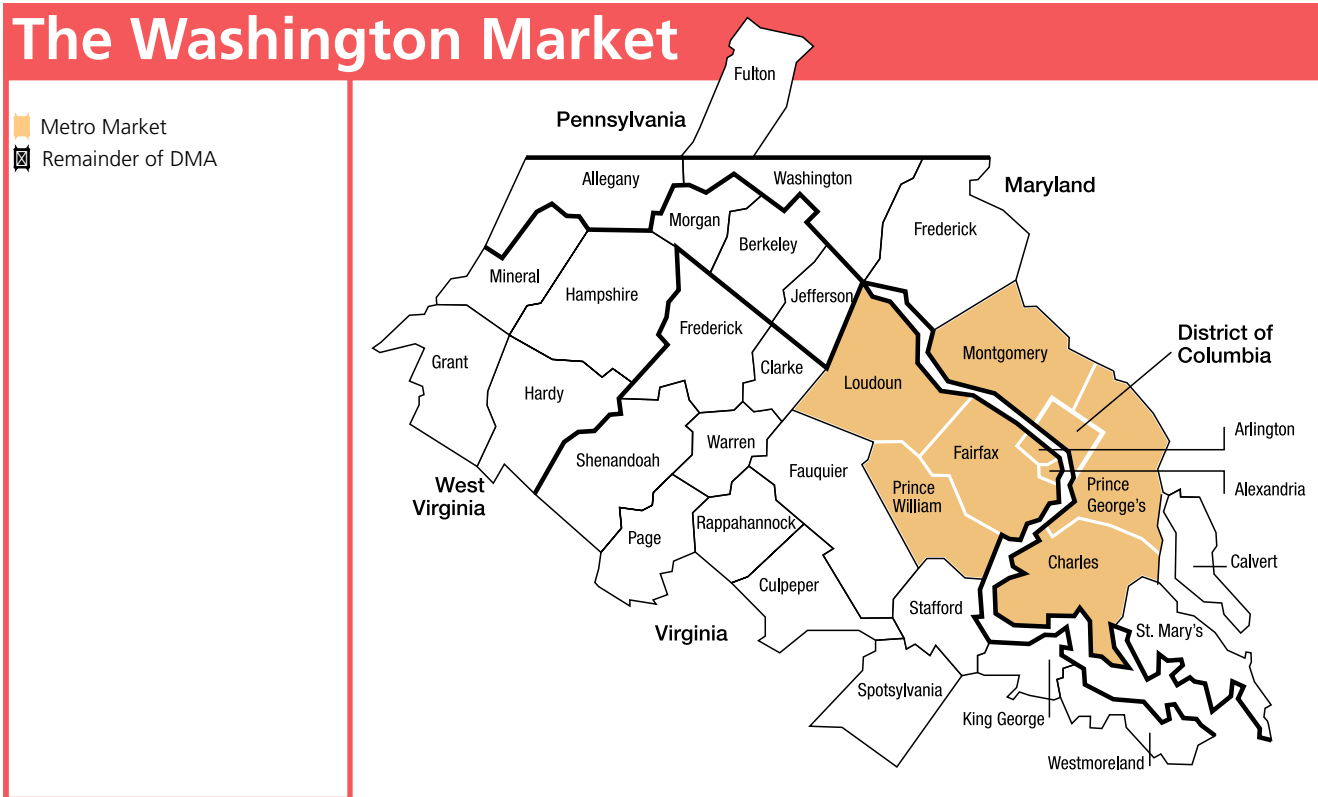
### In the DMA, The Washington Post has a Daily circulation of 90%

The Washington DMA consists of the District of Columbia, 32 counties and seven independent cities in four states surrounding the District.

At the heart of the DMA is the affluent Washington metro market composed of the District and eight major jurisdictions in Maryland and Virginia (which accounts for three-quarters of all DMA households).

Within the metro market, The Washington Post covers 26% of households daily and 39% on Sunday.

Note: The DMA (Designated Market Area) is Nielsen's TV market definition.



## Washington Metro Market

Area	Households	Daily Circ.	% Cov.	Sunday Circ.	% Cov.
<b>District of Columbia</b>	262,976	81,040	31%	100,591	38%
<b>Maryland Portion</b>					
Charles	50,575	11,240	22%	18,022	36%
Montgomery	356,073	109,006	31%	150,530	42%
Prince George's	293,087	57,425	20%	107,598	37%
<b>Virginia Portion</b>					
Alexandria (Ind. City)	67,111	14,881	22%	22,959	34%
Arlington	95,904	25,259	26%	34,209	36%
Fairfax <sup>2</sup>	387,072	119,915	31%	171,549	44%
Loudoun	107,999	22,597	21%	38,340	36%
Prince William <sup>2</sup>	147,783	24,120	16%	50,986	35%
<b>Maryland</b>					
Allegany	28,214	163	1%	269	1%
Anne Arundel <sup>1</sup>	192,331	17,021	9%	27,722	14%
Calvert	30,747	5,135	17%	9,576	31%
Frederick	83,279	7,454	9%	12,506	15%
Howard <sup>1</sup>	101,362	13,883	14%	20,905	21%
St. Mary's	38,069	5,018	13%	8,691	23%
Washington	55,969	1,032	2%	1,871	3%
<b>Virginia</b>					
Clarke	6,169	493	8%	1,010	16%
Culpeper	17,936	980	5%	2,026	11%
Fauquier	24,944	3,254	13%	5,897	24%
Frederick <sup>2</sup>	39,830	1,680	4%	4,240	11%
King George	8,953	172	2%	353	4%
Page	10,174	214	2%	660	6%
Rappahannock	2,920	256	9%	413	14%
Shenandoah	17,432	412	2%	1,567	9%
Spotsylvania <sup>2</sup>	54,418	1,839	3%	3,367	6%
Stafford	41,374	2,151	5%	4,400	11%
Warren	14,258	550	4%	1,602	11%
Westmoreland	7,388	233	3%	493	7%
<b>West Virginia</b>					
Berkeley	41,732	551	1%	1,214	3%
Grant	5,213	2	---	116	2%
Hampshire	9,318	24	0%	216	2%
Hardy	5,786	6	0%	239	4%
Jefferson	21,114	1,121	5%	2,065	10%
Mineral	11,060	35	0%	64	1%
Morgan	6,977	55	1%	170	2%
<b>Pennsylvania</b>					
Fulton	6,210	27	0%	35	1%
<b>Total Metro Market</b>	<b>1,768,580</b>	<b>465,482</b>	<b>26%</b>	<b>694,784</b>	<b>39%</b>
<b>Total DMA</b>	<b>2,358,064</b>	<b>498,340</b>	<b>21%</b>	<b>757,844</b>	<b>32%</b>
<b>Total Circulation</b>		<b>562,108</b>		<b>780,849</b>	

<sup>1</sup> Non-DMA county

<sup>2</sup> Includes independent cities within these counties

Source: ABC Audit for the 12 months ended October 3, 2010

## Washington Opinion Leaders Inside the Beltway

### The Washington Post is the #1 Media Source Used Regularly by Opinion Leaders Inside the Beltway.

The Washington Post is regularly read by more than three out of four Inside the Beltway opinion leaders, and 62 percent visit washingtonpost.com each month.

### The Leading Source of News Inside the Beltway

	% regular readership*		% unique monthly visitors
<b>Washington Post</b>	<b>76%</b>	<b>washingtonpost.com (Washington Post)</b>	<b>62%</b>
New York Times	36%	nytimes.com (New York Times)	42%
Politico	29%	cnn.com (CNN)	35%
Roll Call	24%	politico.com (Politico)	28%
Wall Street Journal	21%	wsj.com (Wall Street Journal)	24%
The Hill	19%	huffingtonpost.com (Huffington Post)	19%
CQ Today	15%	drudgereport.com (Drudge Report)	15%
CongressDaily AM	14%	abcnews.go.com (ABC News)	15%
Washington Times	8%	rollcall.com (Roll Call)	15%
USA Today	7%	govexec.com (Government Executive)	14%
Financial Times	6%	federaltimes.com (Federal Times)	14%
			<b>% regular viewership*</b>
		NBC Nightly News with Brian Williams	17%
		PBS NewsHour	13%
		The Daily Show with Jon Stewart (Comedy)	11%
		BBC World News (PBS)	11%
		Anderson Cooper 360 (CNN)	8%
		Morning Joe (MSNBC)	7%
		The Colbert Report (Comedy)	7%
		The Rachel Maddow Show (MSNBC)	6%
		The Situation Room (CNN)	6%
		CBS Evening News with Katie Couric	5%
		Hardball with Chris Matthews (MSNBC)	5%

\*Regular readership/viewership is defined as at least three out of every four issues/programs.

Source: 2011 Opinion Leaders Study conducted by Erdos and Morgan



## Metro Market Composition and Post Reach

### The Washington Post: 1.3 Million Readers Daily; 1.7 Million Readers on Sunday

On average, The Washington Post reaches 36% of metro market adults daily and 48% on Sunday.

	Metro Market Composition Total Number	% of Market	Washington Post Daily Avg. Issue <sup>1</sup>	Sunday Avg. Issue <sup>1</sup>
Total Adults	3,592,900	100%	36%	48%
<b>Gender</b>				
Men	1,724,500	48%	36%	47%
Employed Men	1,332,400	37%	35%	44%
Women	1,868,400	52%	37%	50%
Employed Women	1,159,000	32%	33%	46%
<b>Age</b>				
18-24	423,400	12%	22%	30%
25-34	640,100	18%	19%	32%
35-44	706,600	20%	27%	38%
45-54	729,400	20%	37%	52%
55-64	574,600	16%	52%	62%
65+	518,900	14%	64%	76%
<b>Education</b>				
Any Postgraduate Education	929,500	26%	48%	57%
College Graduate (4 Years)	724,300	20%	39%	50%
Some College (1-3 Years)	899,100	25%	34%	48%
High School Grad (No College)	800,500	22%	29%	42%
Less Than High School Grad	239,600	7%	13%	26%
<b>Occupation</b>				
White Collar	1,904,600	53%	37%	47%
Professional Specialty	868,600	24%	39%	48%
Management	607,200	17%	40%	51%
Sales and Administrative	428,800	12%	28%	40%
Blue Collar/Service	586,800	16%	24%	37%
Not Currently Employed	1,101,500	31%	42%	56%
<b>Household Income</b>				
\$150,000+	947,900	26%	45%	55%
\$100,000 +	1,657,600	46%	42%	53%
\$75,000 - \$99,999	568,900	16%	37%	49%
\$50,000 - \$74,999	497,800	14%	31%	46%
\$35,000 - \$49,999	419,900	12%	28%	42%
< \$35,000	448,600	13%	27%	37%
<b>Marital status</b>				
Married	2,001,800	56%	39%	51%
Single, Never Married/ Widowed /Separated / Divorced	1,075,100	30%	27%	38%
516,100	14%	45%	59%	
Any Children in HH	1,439,200	40%	27%	42%
One child < 18 in HH	553,800	15%	27%	42%
Two + children <18 in HH	885,400	25%	27%	42%
No children <18 in HH	2,153,700	60%	42%	52%

	Metro Market Composition Total Number	% of Market	Washington Post Daily Avg. Issue <sup>1</sup>	Sunday Avg. Issue <sup>1</sup>
<b>Area of Residence in Metro Market</b>				
District of Columbia	485,000	14%	42%	47%
Maryland Portion	1,468,500	41%	37%	50%
Montgomery County	738,000	21%	42%	53%
Prince George's County	624,000	17%	32%	46%
Charles County	106,500	3%	24%	50%
Virginia Portion	1,639,500	46%	34%	47%
Arlington or Alexandria	295,600	8%	41%	53%
Fairfax County <sup>2</sup>	814,600	23%	39%	50%
Loudoun County	216,900	6%	26%	41%
Prince William County <sup>3</sup>	312,300	9%	21%	37%
<b>Race</b>				
White	2,299,200	64%	41%	53%
Black/African American	969,600	27%	31%	44%
Asian /Other	324,100	9%	21%	31%
Hispanic origin/descent	452,200	13%	19%	29%
<b>Home Ownership</b>				
Own residence	2,491,000	69%	41%	54%
Rent /Other	1,101,900	31%	26%	36%
Single Unit Detached Dwelling	2,006,800	56%	41%	53%
Townhouse	723,400	20%	32%	45%
Multi-Unit and/or Condo	818,500	23%	28%	39%
<b>Market Value of Owned Home</b>				
Home Value \$500,000+	835,800	23%	51%	60%
Home Value \$350,000- \$499,999	656,200	18%	40%	54%
Home Value \$200,000- \$349,999	722,600	20%	36%	50%
Home Value < \$200,000	276,400	8%	26%	42%
<b>Lifestage*</b>				
Baby Boomers (45-64)	1,303,900	36%	43%	56%
Professional Boomers	653,400	18%	49%	58%
Accumulated Wealth	449,300	13%	38%	52%
Affluent Empty Nesters	476,500	13%	61%	70%
Married w/ Children	1,010,900	28%	29%	42%

\*Although definitions vary, "baby boomers" are generally accepted to have been born between 1946 and 1964. Data report the closest available age break to these years. All other "lifestages" are simply based on logical demographic definitions.

<sup>1</sup> Reach of one issue.

<sup>2</sup> Includes Fairfax County, Fairfax City and Falls Church City.

<sup>3</sup> Includes Manassas City and Manassas Park City.

Source: Scarborough 2011, Release 1

## Washington Post Digital and The Slate Group

### Nearly 19 Million Unique Visitors Access washingtonpost.com in the United States Each Month

Washington Post Digital and The Slate Group publish several branded news sites: washingtonpost.com, Washington Post Mobile, Slate, The Root and Foreign Policy. Together, the sites\* reach over 26 million<sup>1</sup> adults in the United States.

washingtonpost.com	
Monthly Unique Visitors <sup>1</sup>	19,296,000
Monthly Page Views <sup>2</sup>	292,114,000
Active Reach % (Online Adults) <sup>1</sup>	8.7%
Web Pages per Person <sup>1</sup>	11
Minutes per Person <sup>1</sup>	12.4
% Who Also Read Slate in an Average Month <sup>1</sup>	8%
Monthly Unique Visitors from the DC DMA <sup>3</sup>	1,413,300
Monthly Page Views from the DC DMA <sup>2</sup>	82,443,000
Monthly Unique Visitors from the Baltimore DMA <sup>3</sup>	246,300
Monthly Page Views from the Baltimore DMA <sup>2</sup>	8,671,000
Washington Post Mobile	
Monthly Unique Visitors <sup>4</sup>	2,465,000
Accessed via App <sup>4</sup>	970,000
Accessed via Browser <sup>4</sup>	1,914,000

18+ and own a smartphone

Slate	
Monthly Unique Visitors <sup>1</sup>	7,385,000
Monthly Page Views <sup>2</sup>	81,721,000
Active Reach % (Online Adults) <sup>1</sup>	3.3%
Web Pages per Person <sup>1</sup>	7
Minutes per Person <sup>1</sup>	8.7
% Who Also Read WP.com in an Average Month <sup>1</sup>	20%
Monthly Unique Visitors from the DC DMA <sup>3</sup>	98,000
Monthly Page Views from the DC DMA <sup>2</sup>	4,755,000

The Root	
Monthly Unique Visitors <sup>1</sup>	1,205,000
Monthly Page Views <sup>2</sup>	14,603,000

Foreign Policy	
Monthly Unique Visitors <sup>1</sup>	780,000
Monthly Page Views <sup>2</sup>	13,885,000

Slate Mobile	
Monthly Unique Visitors <sup>4</sup>	667,000
Accessed via App <sup>4</sup>	356,000
Accessed via Browser <sup>4</sup>	416,000

18+ and own a smartphone

Sources: <sup>1</sup> comScore Media Metrix, Oct.-Dec. 2011, three-month average

<sup>2</sup> Omniture, Oct.-Dec. 2011 three-month average

<sup>3</sup> Scarborough 2011, Release 1

<sup>4</sup> comScore MobiLens, Oct.-Dec. 2011, three-month average

\*Excludes mobile

## National Audience Demographics for washingtonpost.com

Compared to the U.S. online population, washingtonpost.com users are much more likely to have a college degree or higher (50%) and live in \$100,000+ income households (29%).

	%comp	index
<b>Gender:</b>		
Female	48%	89
Male	52%	113
<b>Age: Average Age 46</b>		
18-24	8%	73
25-34	19%	103
35-44	18%	89
45-54	23%	108
55-64	19%	113
65+	14%	106
<b>Education Level Obtained</b>		
High School Grad or Less	15%	47
College Degree	28%	151
Postgraduate Degree	22%	211
College Degree or More	50%	173
<b>Household Income (HHI): Average Income \$80,885</b>		
HHI: <\$50,000	26%	73
HHI: \$50,000 - \$74,999	22%	93
HHI: \$75,000 - \$99,999	20%	114
HHI: \$100,000 - \$149,999	20%	140
HHI: \$150,000+	10%	152
HHI: \$75,000+	49%	130
HHI: \$100,000+	29%	144
<b>Race/Ethnicity</b>		
White	81%	103
Hispanic	7%	64
African American/Black	9%	87
Asian	4%	127
Native American	1%	76
<b>Employment Status</b>		
Employed Full-Time or Part-Time	71%	103
Employed Full-Time	60%	104
Employed Part-Time	11%	99
Homemaker	5%	87
Retired	10%	101
Student	3%	80

Source: Nielsen @Plan, Rel 4 2011

	% comp	index
<b>State of Residence</b>		
California	9.9%	83
Virginia	7.5%	268
Maryland	6.7%	295
Florida	6.3%	98
Texas	5.7%	79
New York	5.6%	88
Illinois	4.0%	96
Pennsylvania	3.8%	85
Ohio	3.5%	95
Georgia	3.1%	101
Massachusetts	3.0%	141
New Jersey	2.9%	91
North Carolina	2.7%	89
Arizona	2.6%	117
Missouri	2.5%	118
Wisconsin	2.5%	129
Michigan	2.1%	66
Minnesota	2.1%	119
Washington	1.8%	74
Indiana	1.6%	81
Tennessee	1.6%	83
Oregon	1.5%	95
Colorado	1.4%	80
South Carolina	1.3%	100
Kentucky	1.1%	89
Alabama	1.0%	77
District of Columbia	1.0%	712
Connecticut	0.9%	80
Kansas	0.8%	80
Louisiana	0.8%	69
Utah	0.8%	87
Iowa	0.7%	61
Maine	0.7%	76
Nebraska	0.7%	121
Nevada	0.7%	86
New Hampshire	0.7%	100
Oklahoma	0.7%	60
Idaho	0.6%	109
Arkansas	0.5%	66
West Virginia	0.4%	57
Hawaii	0.3%	139
New Mexico	0.3%	66
Mississippi	0.2%	29

## Washington DMA Audience Demographics for washingtonpost.com

Compared to the Washington DMA online population, washingtonpost.com users are much more likely to have a postgraduate education (39%) and live in \$150,000 income households (35%).

	Washington DMA Adults	All Internet Users <sup>1</sup>	Access washingtonpost.com <sup>2</sup>
Total Adults	4,786,200	3,965,600	1,346,100
	100%	83%	28%
<b>Gender</b>			
Men	48%	49%	51%
Employed Men	37%	40%	43%
Women	52%	51%	49%
Employed Women	31%	34%	37%
<b>Age</b>			
18-24	12%	13%	9%
25-34	18%	20%	22%
35-44	20%	21%	24%
45-54	20%	21%	22%
55-64	16%	16%	15%
65+	15%	10%	8%
<b>Household Income</b>			
\$150,000+	23%	26%	35%
\$100,000 +	42%	48%	59%
\$75,000 - \$99,999	17%	17%	16%
\$50,000 - \$74,999	15%	15%	14%
\$35,000 - \$49,999	12%	10%	7%
Less than \$35,000	14%	10%	4%
<b>Education</b>			
Any Postgraduate Education	22%	25%	39%
College Graduate (4 Years)	18%	20%	25%
Some College (1-3 Years)	26%	27%	20%
High School Grad	27%	24%	14%
Less Than High School Grad	7%	4%	2%
<b>Occupation</b>			
White Collar	50%	57%	71%
Professional Specialty	22%	26%	34%
Management	16%	18%	25%
Sales and Administrative	12%	14%	12%
Blue Collar/Service	18%	17%	9%
Not Currently Employed	32%	26%	21%

	Washington DMA Adults	All Internet Users <sup>1</sup>	Access washingtonpost.com <sup>2</sup>
<b>Race</b>			
White	71%	70%	69%
African American/Black	22%	22%	21%
Asian /Other	7%	8%	9%
Hispanic origin/descent	10%	9%	8%
<b>Marital status</b>			
Married	58%	60%	60%
Single, Never Married	28%	29%	29%
Widowed /Separated / Divorced	15%	12%	11%
<b>Presence of Children in Household</b>			
Any	41%	44%	43%
<b>Home Ownership</b>			
Own residence	72%	74%	75%
Rent /Other	28%	26%	25%
<b>Market Value of Owned Home</b>			
\$500,000+	20%	22%	27%
\$350,000+	37%	41%	49%
\$250,000+	53%	56%	64%
<b>Ways online services used past 30 days</b>			
Job/Employment Search	17%	21%	23%
Real Estate Listings	14%	17%	21%
Social Networking	49%	59%	64%
Automotive Info/Listings	12%	15%	17%
Financial Information/Services	20%	24%	29%
Local/Community News	34%	42%	51%

Note: Figures based on Washington metro market

<sup>1</sup> Adults who accessed the Internet in the past 30 days.

<sup>2</sup> Adults who accessed washingtonpost.com in the past 30 days.

Source: Scarborough 2011, Release 1

## Reach Against Competition for washingtonpost.com

### In the Washington DMA, washingtonpost.com is the Highest-Audience Local Media Site

Over 1.4 million Washington DMA adults use washingtonpost.com each month.

#### Average Monthly Reach to Residents of DC DMA Counties

	Monthly Unique Visitors	% of County's Online Adults Reached
<b>Entire DMA</b>	<b>1,413,300</b>	<b>35%</b>
<b>District of Columbia</b>	177,900	50%
<b>Virginia</b>		
Fairfax/Fairfax City/Falls Church City	292,600	40%
Arlington	83,400	55%
Prince William County/Manassas/M.P. City	82,100	28%
Loudoun	79,400	39%
Alexandria City	62,800	58%
Fredericksburg/Spotsylvania/Stafford	28,600	15%
Fauquier/Culpeper/Page/Rappahannock	15,400	21%
Clarke/Frederick/Shen./Warren/Winc. City	15,800	15%
<b>Maryland/Pennsylvania</b>		
Montgomery, MD	282,100	44%
Prince George's, MD	186,500	37%
Calvert/Charles/St. Mary's, MD	53,800	24%
Allegany/Frederick/Washington/Fulton, MD	33,500	12%
<b>Any West Virginia</b>	15,100	11%

#### Average Monthly Reach to Residents of Baltimore DMA Counties

	Monthly Unique Visitors	% of County's Online Adults Reached
<b>Entire DMA</b>	<b>246,300</b>	<b>14%</b>
Howard, MD	48,900	25%
Anne Arundel, MD	67,000	20%
Baltimore, MD	56,400	11%
Baltimore City, MD	43,900	14%
All others	30,200	8%

Source: Scarborough 2011, Release 1

#### Local Media Websites in the DC DMA

Reached	Monthly Unique Visitors	% of Online Adults
<b>washingtonpost.com</b>	<b>1,413,300</b>	<b>35%</b>
MyFoxDC.com	620,000	16%
NBCWashington.com	532,000	13%
Politico.com	361,200	9%
WUSA9.com	349,800	9%
WTOPNews.com	326,700	8%
WETA.org	322,500	8%
TBD.com	309,100	8%
WashingtonTimes.com	239,800	6%
WAMU.org	172,900	4%
hott99.5.com	153,900	4%
Fredericksburg.com	131,100	3%
Univision.com	126,500	3%
dc101.com	116,000	3%
Your4State.com	113,300	3%
WPGC.com	88,200	2%
630wmal.com	84,900	2%
Telemundo.com	78,300	2%
My20DC.com	76,600	2%
whur.com	65,600	2%
kysdc.com	65,600	2%

#### Media Websites in Howard and Anne Arundel Counties

Adults Reached	Monthly Unique Visitors	% of Online Adults
WBALTV.com	127,000	23%
<b>washingtonpost.com</b>	<b>115,900</b>	<b>21%</b>
CBSBaltimore.com/WJZ.com	96,500	18%
BaltimoreSun.com	91,900	17%
ABC2News.com	45,200	8%
FoxBaltimore.com	44,600	8%
WTOPNews.com	31,400	6%
98online.com	22,400	4%
DC101.com	16,400	3%
WPOC.com	13,400	3%
WPGC.com	12,100	2%
WMZQ.com	11,600	2%

## Washington Post Mobile Demographics

### Washington Post Mobile Reaches More Than 2.4 Million Smartphone Users Age 18 and Over

Washington Post Mobile users tend to be male (58%), age 25-54 (64%) and live in \$100,000+ income households (43%).

#### Title

	% Comp	Index versus all smartphone owners 18+
<b>Geography</b>		
Reside in South Region	47%	123
Reside in West Region	22%	89
Reside in Midwest Region	17%	85
Reside in Northeast Region	15%	83
<b>Mobile Service Operators</b>		
AT&T (Cingular)	45%	135
Sprint	12%	87
T-Mobile	8%	72
Verizon	27%	88
Other	1%	32
<b>Mobile Platform</b>		
Microsoft	2%	53
RIM	14%	85
Apple	44%	147
Google	39%	83
<b>Demographics</b>		
<b>Gender:</b>		
Male	58%	113
Female	42%	86
<b>Age:</b>		
18-24	23%	127
25-34	35%	129
35-44	17%	75
45-54	12%	71
55-64	7%	74
65+	6%	97
<b>Annual Household Income</b>		
<\$25,000	10%	95
\$25,000 to <\$50,000	13%	67
\$50,000 to <\$75,000	15%	79
\$75,000 to <\$100,000	19%	116
\$100,000+	43%	125
<b>Education</b>		
Bachelor's Degree	30%	104
Graduate Degree	27%	179
<b>Employment Status</b>		
Employed Full-Time	60%	108
Full-Time Student (also employed)	6%	144

### Mobile Brands Accessed in an Average Month (via app or mobile web)

Mobile Brand	Unique Visitors
CNN	16,893,000
Fox News	11,835,000
ABC News	9,052,000
MSNBC	7,225,000
USA Today	6,947,000
CNBC	6,158,000
New York Times	5,930,000
Huffington Post	4,726,000
BBC	4,560,000
Wall Street Journal	3,705,000
Bloomberg	3,469,000
<b>Washington Post</b>	<b>2,465,000</b>
Reuters	2,361,000
NPR	2,067,000
Drudge Report	1,939,000
Time.com	1,554,000
Economist	1,489,000
Financial Times	1,445,000
Los Angeles Times	1,361,000
Business Week	1,180,000
Chicago Tribune	1,030,000
Daily Finance	863,000
<b>Slate</b>	<b>667,000</b>
Forbes.com	393,000

	% Comp	Index versus all smartphone owners 18+
<b>Key Target Audiences<sup>1</sup></b>		
Business Decision Makers	10%	111
Influentials	57%	173
PFA* on Politics	32%	185
PFA on Financial Information	32%	193
PFA on Web/Internet Content	42%	168

\*Provides Frequent Advice

Sources: <sup>1</sup>comScore Plan Metrix Mobile, Dec 2011, 12-month average; comScore MobiLens, Oct-Dec 2011, 12-month average

## Express Reader Composition

### An Average Issue of Express is Read by Over 320,000 Metro Market Adults

Forty-five percent of Washington metro market Express readers are age 18 to 34, while 49% have household incomes of \$75,000 or more.

	Washington Metro Market	Express Average Issue <sup>1</sup>
Total Adults	3,592,900	324,800
<b>Gender</b>		
Men	48%	52%
Employed Men	37%	49%
Women	52%	48%
Employed Women	32%	36%
<b>Age</b>		
18-24	12%	28%
25-34	18%	19%
35-44	20%	16%
45-54	20%	18%
55-64	16%	12%
65+	14%	6%
<b>Education</b>		
Any Postgraduate Education	26%	22%
College Graduate (4 Years)	20%	13%
Some College (1-3 Years)	25%	24%
High School Graduate or Less	29%	40%
<b>Occupation</b>		
Professional Specialty	24%	22%
Management	17%	20%
Sales and Administrative	12%	19%
Blue Collar/Service	16%	23%
Not Currently Employed	31%	15%
<b>Household Income</b>		
\$100,000+	46%	36%
\$75,000 - \$99,999	16%	13%
\$50,000 - \$74,999	14%	12%
Less Than \$50,000	24%	39%
<b>Marital Status</b>		
Married	56%	37%
Single, Never Married	30%	51%
Widowed/Separated/Divorced	14%	11%

	Washington Metro Market	Express Average Issue <sup>1</sup>
<b>Presence of Children in Household</b>		
Any	40%	38%
<b>Area of Residence in Metro Market</b>		
District of Columbia	14%	39%
Montgomery County	20%	19%
Prince George's County	17%	21%
Arlington or Alexandria	8%	7%
Fairfax County <sup>2</sup>	23%	13%
<b>Race</b>		
White	64%	35%
Black/African American	27%	53%
Asian/Other	9%	12%
Hispanic origin/descent	13%	10%
<b>Home Ownership</b>		
Own Residence	69%	51%
Rent/Other	31%	49%
<b>Type of Dwelling</b>		
Single Unit Detached	56%	43%
Townhouse	20%	26%
Multi-Unit and/or Condo	23%	30%
<b>Metrorail</b>		
Past 7 days	24%	49%

<sup>1</sup> Reach of one issue.

<sup>2</sup> Includes Fairfax County, Fairfax City and Falls Church City.

Source: Scarborough 2011, Release 1

## Daily and Sunday Newspapers by Jurisdiction

### Daily Circulation, Household Coverage and Readership by Jurisdiction

Coverage Area Publication	Circulation*	Coverage	Readers	Reach	Add On <sup>1</sup>
<b>METRO MARKET</b>					
The Washington Post	465,482	26%	1,299,900	36%	
The Washington Times	28,329	2%	106,400	3%	2%
The Washington Examiner	285,660	16%	141,000	4%	2%
Express	179,118	10%	324,700	9%	5%
<b>DISTRICT OF COLUMBIA</b>					
The Washington Post	81,040	31%	205,400	42%	
The Washington Times	NA	NA	9,800	2%	1%
The Washington Examiner	62,828	24%	24,600	5%	2%
Express	72,853	27%	114,900	24%	15%
<b>MARYLAND</b>					
<b>Charles</b>					
The Washington Post	11,240	22%	25,900	24%	
The Washington Times	NA	NA	1,300	1%	1%
<b>Montgomery</b>					
The Washington Post	109,006	31%	311,600	42%	
The Washington Times	NA	NA	22,700	3%	2%
The Washington Examiner	65,953	18%	27,400	4%	2%
Express	31,375	9%	60,000	8%	5%
<b>Prince George's</b>					
The Washington Post	57,425	20%	198,000	32%	
The Washington Times	NA	NA	11,200	2%	0%
The Washington Examiner	28,765	9%	32,000	5%	2%
Express	35,323	12%	69,300	11%	6%
<b>VIRGINIA</b>					
<b>Alexandria City</b>					
The Washington Post	14,881	22%	46,800	40%	
The Washington Times	NA	NA	4,700	4%	2%
The Washington Examiner	10,759	15%	6,600	6%	4%
Express	6,343	9%	10,400	9%	4%
<b>Arlington</b>					
The Washington Post	25,259	26%	74,600	42%	
The Washington Times	NA	NA	11,000	6%	2%
The Washington Examiner	17,456	17%	7,800	4%	2%
Express	17,090	17%	13,000	7%	3%
<b>Fairfax</b>					
The Washington Post	119,915	31%	316,100	39%	
The Washington Times	NA	NA	31,400	4%	2%
The Washington Examiner	69,887	17%	35,200	4%	2%
Express	18,386	5%	42,900	5%	3%
<b>Loudoun</b>					
The Washington Post	22,597	21%	56,000	26%	
The Washington Times	NA	NA	5,000	2%	1%
The Washington Examiner	14,338	13%	NA	NA	NA
<b>Prince William</b>					
The Washington Post	24,120	16%	65,600	21%	
The Washington Times	NA	NA	9,400	3%	2%
The Washington Examiner	15,658	10%	6,700	2%	2%
News & Messenger	13,614	9%	31,500	10%	7%

## Sunday Circulation, Household Coverage and Readership by Jurisdiction

Coverage Area Publication	Circulation*	Coverage	Readers	Reach	Add On <sup>1</sup>
<b>METRO MARKET</b>					
The Washington Post	694,784	39%	1,728,300	48%	
The Washington Examiner	229,380	13%	93,800	3%	1%
<b>DISTRICT OF COLUMBIA</b>					
The Washington Post	100,591	38%	229,300	47%	
The Washington Examiner	18,722	7%	2,500	1%	1%
<b>MARYLAND</b>					
<b>Charles</b>					
The Washington Post	18,022	36%	53,300	50%	
<b>Montgomery</b>					
The Washington Post	150,530	42%	393,000	53%	
The Washington Examiner	61,050	17%	18,800	3%	1%
<b>Prince George's</b>					
The Washington Post	107,598	37%	286,200	46%	
The Washington Examiner	18,536	6%	10,200	2%	1%
<b>VIRGINIA</b>					
<b>Alexandria City</b>					
The Washington Post	22,959	34%	59,000	50%	
The Washington Examiner	7,463	11%	5,200	4%	2%
<b>Arlington</b>					
The Washington Post	34,209	36%	97,300	55%	
The Washington Examiner	9,328	9%	9,700	6%	0%
<b>Fairfax</b>					
The Washington Post	171,549	44%	405,100	50%	
The Washington Examiner	75,205	19%	40,500	5%	1%
<b>Loudoun</b>					
The Washington Post	38,340	36%	88,200	41%	
The Washington Examiner	13,752	12%	NA	NA	NA
<b>Prince William</b>					
The Washington Post	50,986	35%	116,900	37%	
The Washington Examiner	25,322	16%	7,000	2%	1%
News & Messenger	12,777	8%	32,100	10%	3%

Note: Readership is based on the number of adults age 18 and over. Fairfax County includes the cities of Fairfax and Falls Church. Prince William County includes the cities of Manassas and Manassas Park.

\*Circulation for The Washington Post is paid, circulation for The Washington Examiner and Express is freely distributed.

<sup>1</sup> Proportion of adults added to Washington Post by second newspaper.

Sources: Scarborough 2011, Release 1 (for Readership); 2011 CAC Audit (Examiner and Washington Times) for Circulation; 2010 ABC Audits (Washington Post and News & Messenger) for Circulation



## Community/Weekly Newspapers: Northern Virginia and DC/Metro

Ownership/ Publication	Circulation Non-Paid	Paid	Readers	% Duplicated w/ Daily Post <sup>1</sup>
<b>DISTRICT OF COLUMBIA/METRO</b>				
City Paper	75,178	-	182,900	54%
Washington Informer	19,000	-	*	*
Washington Business Journal	-	16,395	114,100	51%
El Pregonero	39,815	-	*	*
El Tiempo Latino	49,204	-	83,800	24%
Washington Hispanic	55,000	-	*	*
Washington Jewish Times	10,000	-	*	*
Current Newspapers (NW DC)	52,874	-	59,100	63%
<b>VIRGINIA</b>				
<b>The Connection Papers</b>	<b>113,098</b>	-	<b>148,600</b>	<b>51%</b>
Alexandria Gazette Packet	12,039	-	*	*
Arlington	7,870	-	*	*
Burke	6,695	-	-	-
Centre View North/ Centre View South	15,213	-	-	-
Fairfax	6,087	-	-	-
Fairfax Station/Clifton/ Laurel Hill	6,885	-	-	-
Great Falls	6,079	-	-	-
Herndon	5,486	-	-	-
McLean	7,470	-	-	-
Reston	7,155	-	-	-
Springfield	6,308	-	-	-
Vienna/Oakton	6,972	-	-	-
<b>Falls Church News- Press</b>	<b>25,000</b>	-	<b>28,700</b>	<b>42%</b>
<b>Leesburg Today</b>	<b>44,791</b>	-	<b>79,800</b>	<b>33%</b>
<b>Times Community Papers</b>				
Fairfax County Times	130,000	-	-	-
Loudoun Times-Mirror	61,045	-	-	-
Culpeper Times	9,817	-	-	-
Fauquier Times- Democrat	12,116	-	-	-
Rappahannock News	2,557	-	-	-
Gainesville Times	16,089	-	-	-

## Community/Weekly Newspapers: Suburban Maryland

Ownership/ Publication	Circulation Non-Paid	Paid	Readers	% Duplicated w/ Daily Post <sup>1</sup>
<b>MARYLAND</b>				
<b>Gazette Newspapers (Montgomery)</b>			<b>212,000</b>	<b>59%</b>
Bethesda/Chevy Chase/ Potomac	63,256	-	-	-
Damascus	10,262	-	-	-
Gaithersburg/Germantown	70,230	-	-	-
Olney	15,411	-	-	-
Rockville	29,669	-	-	-
Silver Spring/Takoma Park/ Wheaton/Burtonsville	65,000	-	-	-
<b>Gazette Newspapers (Prince George's)</b>			<b>119,400</b>	<b>45%</b>
Laurel/Hyattsville/Port Towns/ College Park/Greenbelt	48,128	-	-	-
Lanham/Largo/New Carrollton/Bowie Star	68,362	-	-	-
Clinton/Andrews/Fort Washington/Upper Marlboro	36,668	-	-	-
<b>Patuxent Publishing</b>				
Laurel Leader	30,268	-	-	-
Soundoff!	10,770	-	-	-
<b>Sentinel Publications</b>				
Prince George's Sentinel	20,000	-	32,900	46%
<b>Southern Maryland Newspapers (Gazette Publishing)</b>				
Calvert Recorder <sup>2</sup>	-	10,532	51,500	22%
St. Mary's Enterprise	-	14,842	-	-
MD Independent	-	19,480	43,500	35%

<sup>1</sup> "% Duplicated" is the proportion of adults reached by the other medium who also read the daily Washington Post. For example, of the 182,900 adults reached by the City Paper, 54% also read the daily Post (about 98,800).

<sup>2</sup> Readership figures are for the Calvert Recorder and St. Mary's Enterprise combined.

- Marginal or no distribution

Sources: Scarborough 2011, Release 1 (for Readership); SRDS Newspaper Advertising Source, Jan. 2012 (for Circulation); 2012 Washington Suburban Press Network rate card (for Circulation)

\* No Data

## Washington Post Media Reach

### Washington Post Media Reaches Nearly Four in Five Metro Market Adults

The seven day cumulative reach of The Washington Post's suite of products reaches 75% of metro market adults and 79% of adults in households with incomes of \$100,000 or more.

	Total Adults		HH Income \$100K+	
	Number	Percent	Number	Percent
Metro Market Adults	3,592,900	100%	1,657,600	100%
WP Media past 7 day cumulative reach	2,678,200	75%	1,310,500	79%
WP Media average weekday reach	1,814,100	51%	925,800	56%
Washington Post average daily reach	1,299,900	36%	692,600	42%
Washington Post average Sunday reach	1,728,300	48%	880,000	53%
Washington Post newspaper 7 day cumulative reach	2,284,100	64%	1,118,300	68%
Average weekday washingtonpost.com reach	541,300	15%	328,400	20%
washingtonpost.com past 7 day reach	918,200	26%	559,700	34%
Express average weekday reach	324,700	9%	116,900	7%
Express 5 weekday reach	577,000	16%	234,700	14%
El Tiempo Latino average week reach	83,800	2%	25,600	2%

Source: Scarborough 2011, Release 1

## The Washington Post Magazine Reach

### The Washington Post Magazine Outreaches Other Magazines in the Washington Area

Leading in the number of readers and the percent of adults reached, The Washington Post Magazine outdistances all other magazines in the Washington marketplace.

Local Magazines	Readers	% Reach
<b>The Washington Post Magazine</b>	<b>1,115,000</b>	<b>31.0%</b>
Washingtonian	339,300	9.4%
Smithsonian	236,700	6.6%
Bethesda Magazine (6x a year)	46,400	1.3%
Northern Virginia (11x a year)	39,000	1.1%
Washington Life (10x a year)	14,000	0.4%
National Magazines	Readers	% Reach
Time	269,000	7.5%
Newsweek	240,300	6.7%
The Economist	134,200	3.7%
U.S. News & World Report	78,000	2.2%
Forbes	72,700	2.0%
Bloomberg Businessweek	71,000	2.0%
Fortune	55,100	1.5%

Source: Scarborough 2011, Release 1

## Broadcast Television

### Major Local Broadcast Stations

An average half-hour on each of the metro area's six major commercial stations during prime time would reach a net audience of nearly 16% of all adults in the market.

Station	Channel	Affiliation	Metro Market Adult Viewers Average Prime Time ½ Hour	
			Number	Percent
WTTG	5	FOX	176,800	4.9%
WUSA	9	CBS	169,500	4.7%
WJLA	7	ABC	115,500	3.2%
WRC	4	NBC	110,000	3.1%
WETA	26	PBS	30,800	0.9%
WFDC	14	UNIVISION	29,500	0.8%
All six stations combined			571,700	15.9%

Source: Scarborough 2010, Release 1

### Other Local Broadcast Stations

Station	Channel	Affiliation
NewsChannel	8	Independent
WHUT	32	PBS
WMDO	47	Telefutura
WNUV	54	CW
WPXW	66	ion
WZDC	25	Telemundo

Source: Washington Post TV Week

## Cable and Satellite Television

### Cable Subscribers by Metro Jurisdiction

	Adults in Households that Subscribe to Cable Service	
	Number	Percent
<b>Washington Metro Market</b>	<b>2,776,100</b>	<b>77.3%</b>
District of Columbia	333,400	68.8%
Charles, MD	75,300	70.7%
Montgomery, MD	568,100	77.0%
Prince George's, MD	497,400	79.7%
Arlington/Alexandria	236,600	80.0%
Fairfax, VA	677,900	83.2%
Loudoun, VA	155,700	71.8%
Prince William, VA	231,700	74.0%

Source: Scarborough 2011, Release 1

### Satellite Subscribers by Metro Jurisdiction

	Adults in Households that currently have Satellite TV Subscription	
	Number	Percent
<b>Washington Metro Market</b>	<b>584,400</b>	<b>16.3%</b>
District of Columbia	78,100	16.1%
Charles, MD	27,500	25.8%
Montgomery, MD	108,600	14.7%
Prince George's, MD	90,500	14.5%
Arlington/Alexandria	31,300	10.6%
Fairfax, VA	107,600	13.2%
Loudoun, VA	61,800	28.5%
Prince William, VA	79,000	25.3%

Note: Figures project the number of adults in households, not the number of household subscribers. Fairfax County includes the cities of Fairfax and Falls Church. Prince William County includes the cities of Manassas and Manassas Park.

Source: Scarborough 2011, Release 1

## Radio

### Top 25 Local Stations and Formats

More than 50 radio stations broadcast in the Washington area.

Station	Frequency	Format
WTOP	103.5 FM	All News
WASH	97.1 FM	Soft Rock
WIHT	99.5 FM	Top 40
WPGC	95.5 FM	Urban Hits
WBIG	100.3 FM	Oldies
WIAD	94.7 FM	Adult Contemporary
WHUR	96.3 FM	Urban Adult
WMMJ	102.3 FM	Urban Oldies
WRQX	107.3 FM	Modern Adult Hits
WKYS	93.9 FM	Urban Hits
WWDC	101.1 FM	Rock
WAMU*	88.5 FM	NPR News/Talk/Music
WMZQ	98.7 FM	Country
WETA*	90.9 FM	Classical/NPR News
WVRX**	105.9 FM	Classic Rock
WTEM	92.7 FM	Sports Talk
WPRS	104.1 FM	Urban Gospel
WLZL	99.1 FM	Spanish Language
WJFK	106.7 FM	Talk/Sports
WGTS*	91.9 FM	Contemporary Christian
WMAL	630 AM	News/Talk
WINC	92.5 FM	Top 40
WERQ	92.3 FM	Urban Hits
WPFW*	89.3 FM	Jazz
WBQB	101.5 FM	Adult Contemporary

Note: Radio information reflects Washington radio market in 2011.

\*Public or non-commercial radio

\*\*Format change subsequent to measurement period.

Source: Scarborough 2011, Release 1

### Top 25 Local Stations: Seven-Day Cume and Average Quarter-Hour Audience

To reach a radio station's seven-day cume, an advertiser would have to buy a spot every 15 minutes for a week.

	Washington Metro Market Seven-Day Cume Audience		Average Quarter-Hour Audience	
	%		%	
	Adults	Reach	Adults	Reach
1. WTOP FM	1,102,500	30.7%	60,000	1.7%
2. WASH FM	1,099,000	30.6%	25,500	0.7%
3. WIHT FM	860,000	23.9%	21,600	0.6%
4. WPGC FM	653,000	18.2%	11,300	0.3%
5. WBIG FM	648,500	18.0%	12,500	0.3%
6. WIAD FM	639,000	17.8%	11,000	0.3%
7. WHUR FM	622,500	17.3%	32,500	0.9%
8. WMMJ FM	614,900	17.1%	24,800	0.7%
9. WRQX FM	606,900	16.9%	15,700	0.4%
10. WKYS FM	590,400	16.4%	13,900	0.4%
11. WWDC FM	557,000	15.5%	13,600	0.4%
12. WAMU FM*	526,100	14.6%	32,800	0.9%
13. WMZQ FM	469,200	13.1%	14,000	0.4%
14. WETA FM*	408,300	11.4%	21,200	0.6%
15. WVRX FM**	384,400	10.7%	6,300	0.2%
16. WTEM AM	341,400	9.5%	10,400	0.3%
17. WPRS FM	317,400	8.8%	11,000	0.3%
18. WLZL FM	295,700	8.2%	12,100	0.3%
19. WJFK FM	247,600	6.9%	12,000	0.3%
20. WGTS FM*	226,300	6.3%	6,700	0.2%
21. WMAL AM	216,100	6.0%	17,200	0.5%
22. WINC FM	164,100	4.6%	3,300	0.1%
23. WERQ FM	152,500	4.2%	2,300	0.1%
24. WPFW FM*	150,500	4.2%	1,800	0.0%
25. WBQB FM	131,500	3.7%	2,300	0.1%

Note: The top 25 stations are defined as those with the largest seven-day cumulative audience as reported by Scarborough. Radio information reflects the Washington radio market in 2011.

\*Public or non-commercial radio

Source: Scarborough 2011, Release 1

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**The Washington Post**

(Main Number) ..... 202 334-6000

**Notes**

Lined area for notes, consisting of multiple horizontal lines.