

# Comparing Characteristics of Users of:

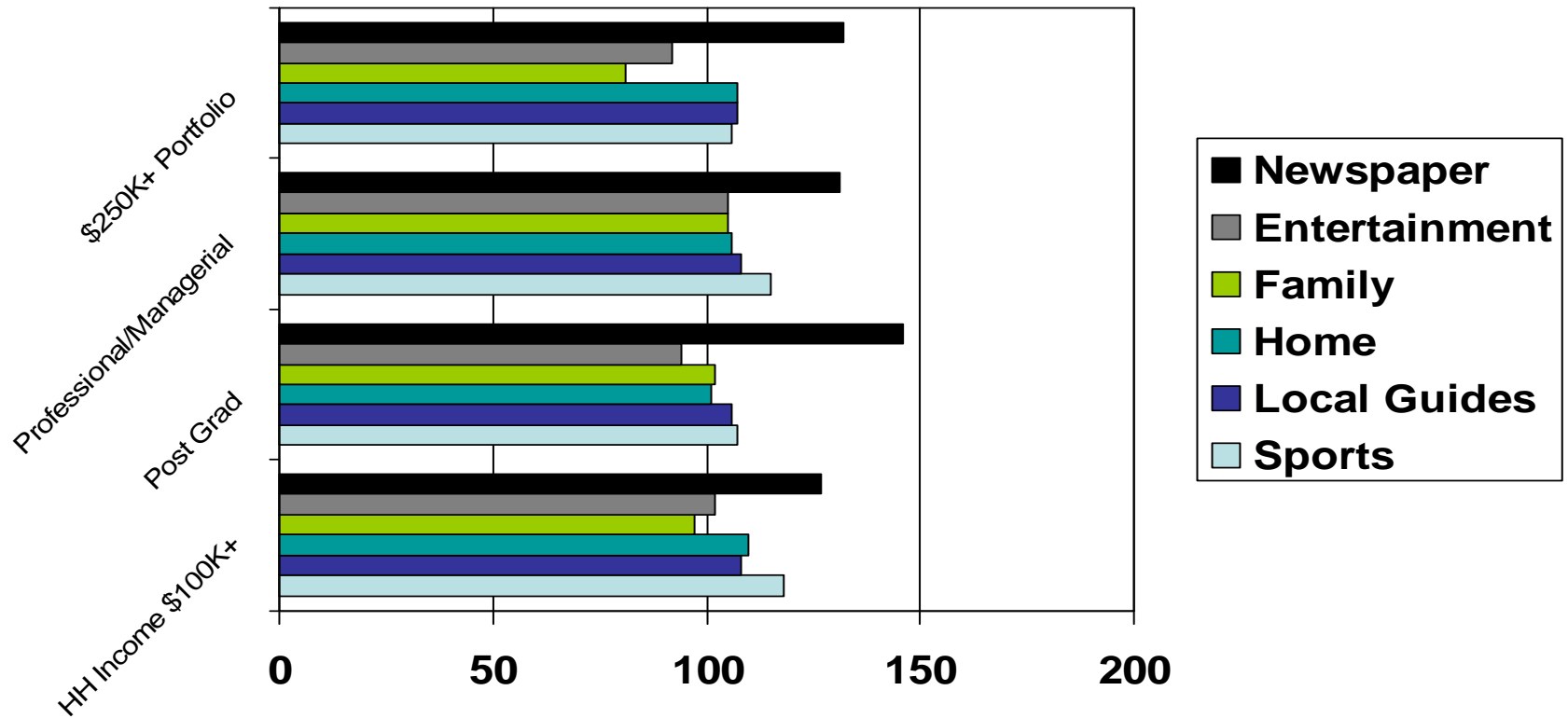
Newspaper Sites  
General Entertainment Sites  
Family and Education Sites  
Home & Garden/Food/Real Estate Sites  
Local Guides/Maps/Directories Sites  
Sports Sites

Source: Nielsen @Plan, Spring 2008



# Highly Attractive Demographics

Index Against Total 18+ Audience

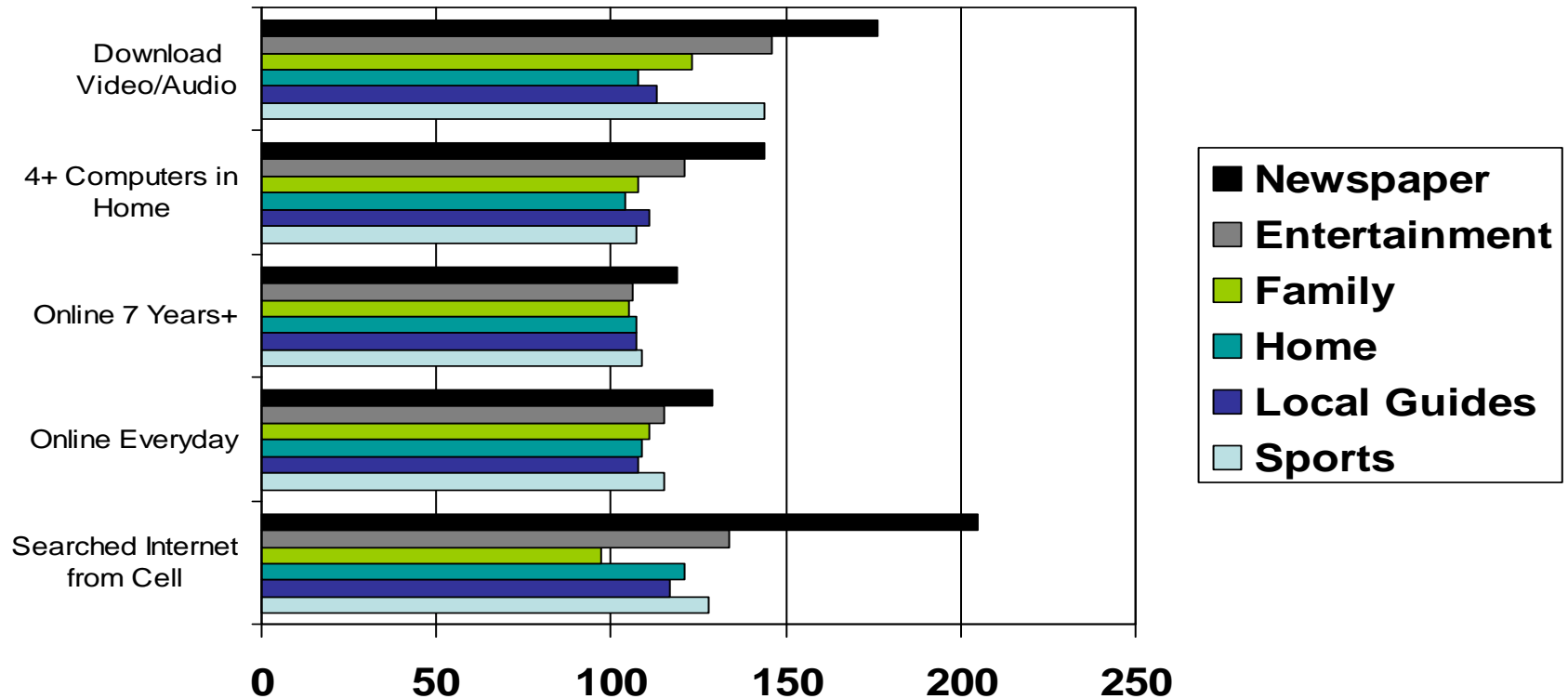


- Investments: Portfolio: \$250,000+
- Occupation: Professional/Managerial
- Education: Post Grad
- Household Income: HHI: \$100K+



# Multimedia Savvy

Index Against Total 18+ Internet Population

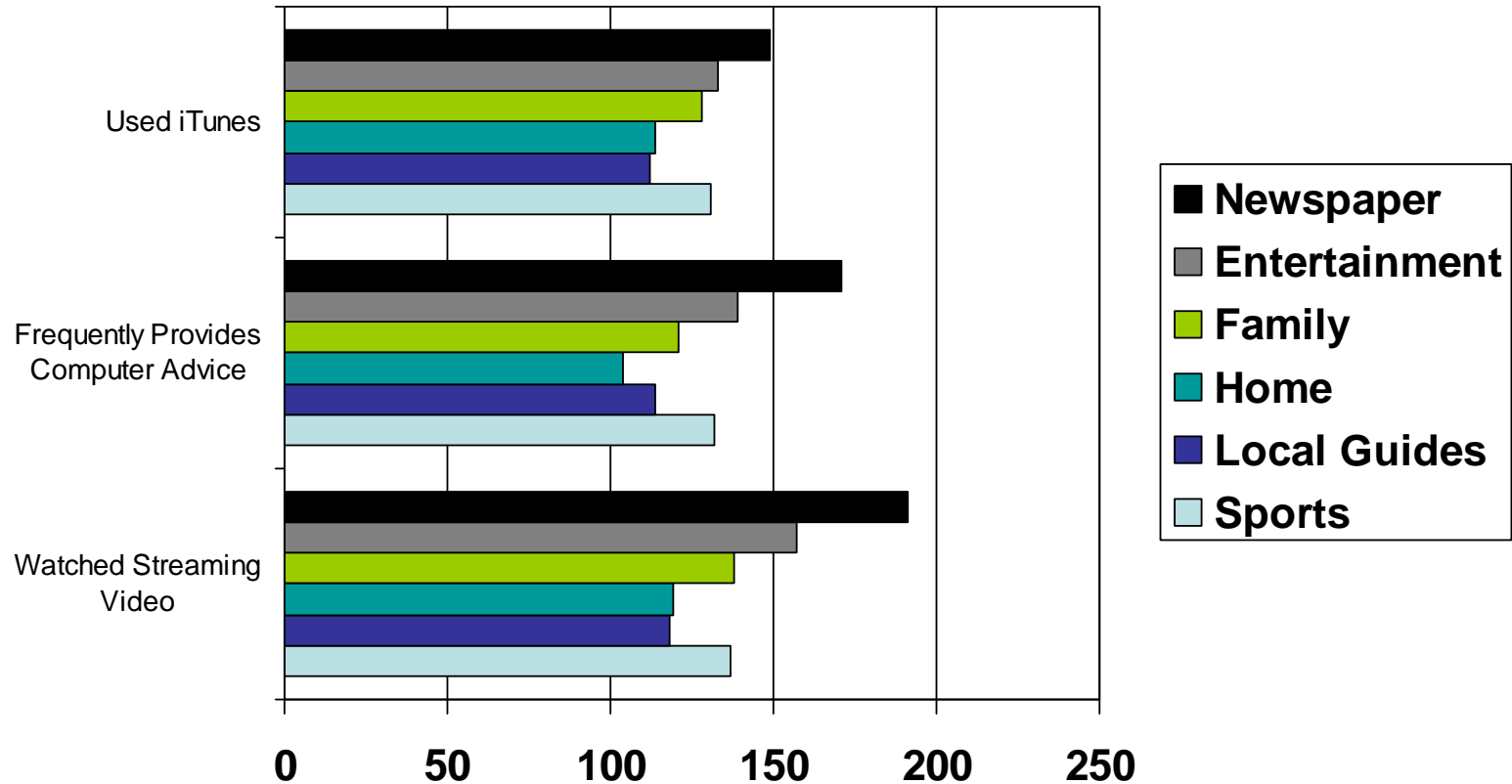


- Any Free Video or Music/Audio Download (computer - yesterday)
- 4+ Home Computers
- 7+ years online
- Online every day
- Internet - Searched/Surfed for information (cell phone/wireless - yesterday)



# Multimedia Savvy

Index Against Total 18+ Internet Population

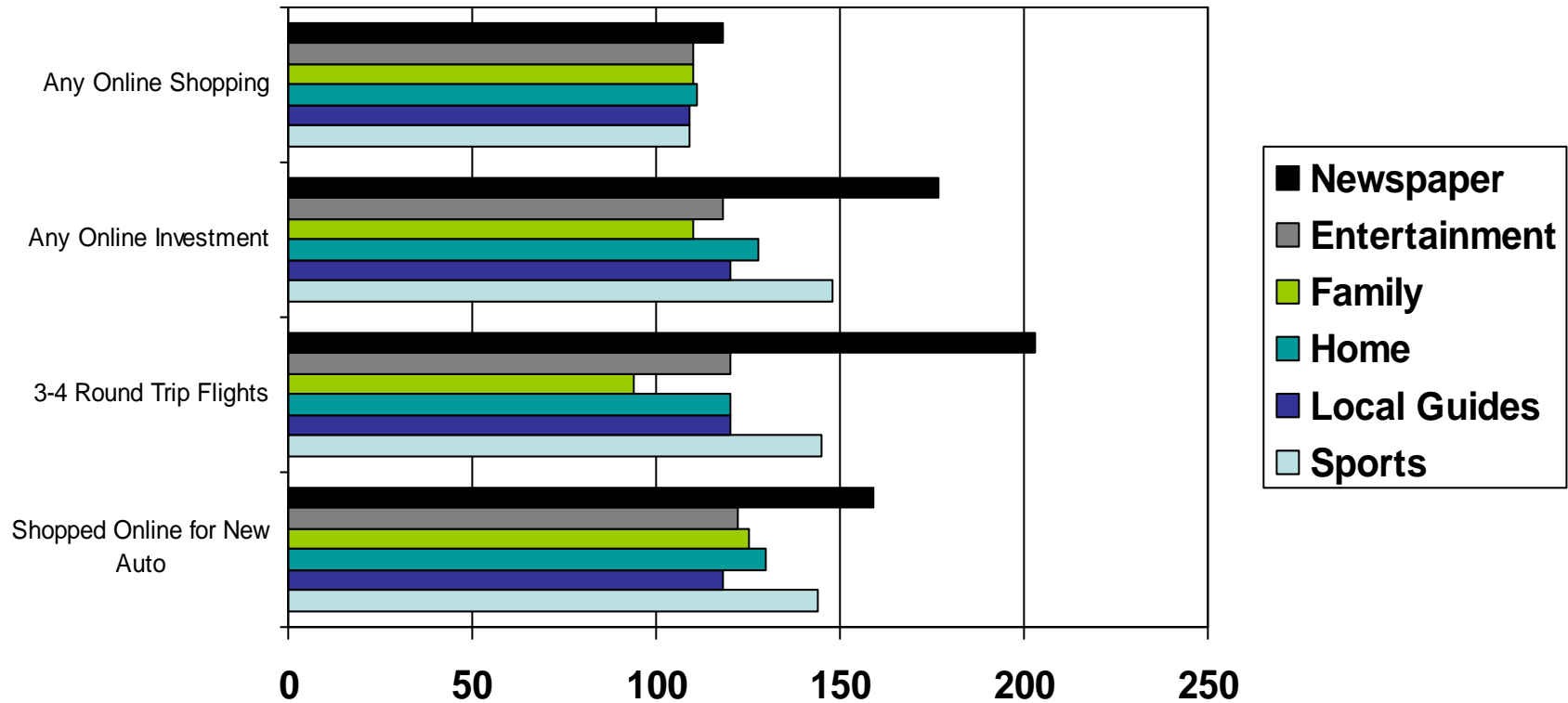


- iTunes (used, Last 30 days)
- Computer Hardware/Software (provide frequent advice)
- Video - Watched Streaming Video (computer - yesterday)



# Big Spenders

Index Against Total 18+ Internet Population

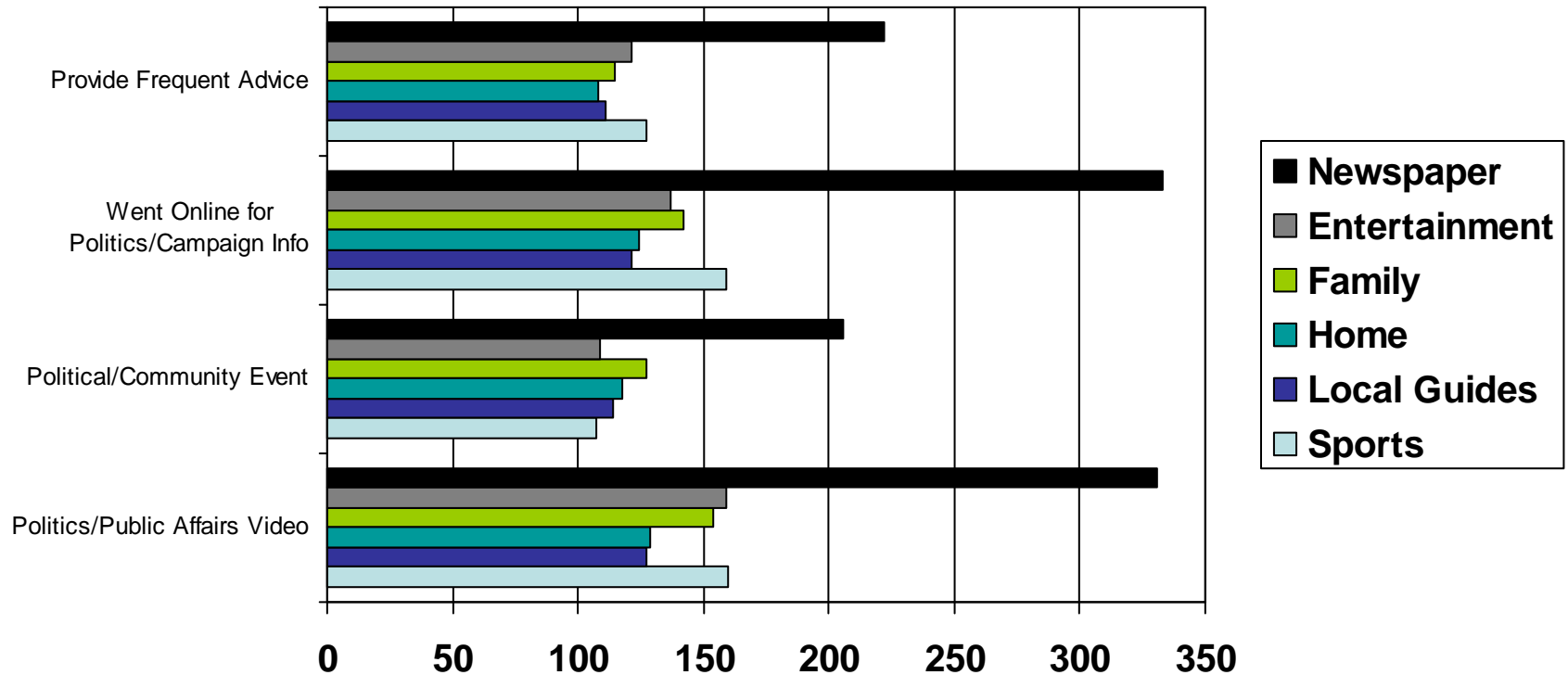


- Any Online Shopping (last 30 days)
- Any Online Investment Shopping (last 30 days)
- 3-4 (round trip flights, 30 days)
- Automobiles - New (shopped online/past 6 mo.)



# Politically Engaged

Index Against Total 18+ Internet Population



- Politics / Current Events (provide frequent advice)
- Went Online for Politics/Campaign Info (Yesterday)
- Attended Political/Community Event (last 30 days)
- Politics/Public Affairs (online video - last 30 days)

