

WCPO.com vs. Cincinnati Magazine

		WCPO.com - Last 30 Days	Cincinnati Magazine: average- issue readership
Age summaries:	Women 25 - 54	139,380	86,240
Own Residence:	Own Home	113,805	74,511
Household Income:	\$75,000 or more	63,236	41,331
Market Value of Owned Home:	\$200,000-\$500,000	39,879	34,757
Home Improvement Last 12 Months:	Remodeling	49,431	26,195
Shopped Last 12 Months:	Home Accessories	113,296	80,136
Purchased Last 12 Months:	Hardware, building, paint, lawn & garden items	114,171	77,898
Purchased Last 12 Months:	Children's Clothing	61,106	32,075
Purchased Last 12 Months:	Landscaping	46,044	27,570
Purchased Last 12 Months:	Camera or Accessories	39,705	24,450
Purchased Last 12 Months:	Television	38,146	24,677
Purchased Last 12 Months:	Fine Jewelry	37,266	13,090
Purchased Last 12 Months:	Mattress	27,495	17,477
Purchased Last 12 Months:	Stereo equipment/home music system	20,301	5,581

Source - Scarborough 2009, Release 1 Total (Mar2008 – Feb2009). W25-54, WCPO.com/KYPost.com visitors indexed against W25-54 average-issue readership of Cincinnati Magazine.

