

FOX TOLEDO.COM

2010 Toledo Area Consumer Research

Live Streaming
Event

Presented Exclusively To:

FOX TOLEDO.com

Visitor Profile

**Presented By:
WUPW-TV**

Marshall Marketing

- Operating as a Research & Consulting company since 1985
- Based in Pittsburgh with offices in Orlando, Raleigh, Knoxville, Seattle & Spokane
- Survey over 100 markets annually (75,000+ interviews each year)
- Data collection methods available: telephone, mail, online, polling
- Media clients include: TV & radio stations, cable, newspapers, circular printers, direct mail
- Provide customized research and consulting to various companies including financial institutions, auto dealers, furniture stores, hospitals, restaurants, grocery stores and more

Interview Method

Telephone Interview

Random Digit Dialing (RDD)
Listed & Unlisted numbers

Dates of Interviewing

March 29 - April 11, 2010

In-Tab

600 Respondents
18 Years of Age or Older

Demographics: Gender, Age, HH income, Ethnic background, # of children, occupation, etc. (13 initial demographic questions)

Consumer Categories: You have access to over 40 categories of business

Media Usage: Newspaper, Radio, Television, Direct Mail, Internet, and more.

Distributed Proportionately

County	Pop.	%	In-Tab
Lucas	328,938	63%	375
Wood	99,997	19%	114
Fulton	32,455	6%	37
Monroe MI	32,455	6%	37
Ottawa	32,455	6%	37
Total	526,300	100%	600

Marshall Marketing Info:

Data is proportionate by Gender, Age, Income, County & Ethnic Background, and is compared to projected Census Data.

2010 Toledo Demographic Profile

Adults 18+

GENDER	
Women	52.2%
Men	47.8%

AGE RANGES	
18 - 24	13.8%
25 - 34	16.7%
35 - 49	26.8%
50 - 54	9.8%
55 - 64	15.7%
65+	17.2%

EDUCATION	
High School	29.7%
Some College	22.3%
College Graduate	24.5%
Graduate degree	14.0%

ETHNIC BACKGROUND	
Caucasian	81.7%
African American	11.3%
Hispanic	3.7%
Other	3.3%

HOUSEHOLD INCOME	
Less Than \$20K	16.3%
\$20-\$30K	15.2%
\$30-\$50K	21.0%
\$50-\$75K	18.5%
\$75K+	29.0%

OCCUPATION	
White Collar/Mgr/Prof	30.7%
Working Women	26.7%
Retired	21.8%
Blue Collar/Operative Worker	13.7%
Clerical	9.0%
Homemaker	5.2%
Student	4.7%
Service	3.3%

NUMBER OF CHILDREN	
No Children	58.5%
1 Child	14.8%
2+ Children	26.7%

YEARS/PRESENT COMMUNITY	
1 - 2 Years	8.5%
3 - 4 Years	6.5%
5 - 9 Years	14.0%
10+ Years	71.0%

Greater Toledo Area FoxToledo.com Visitors

Adults 18+

GENDER

Women	48.8%
Men	51.2%

AGE RANGES

18 - 24	18.6%
25 - 34	23.3%
35 - 49	30.2%
50 - 54	9.3%
55 - 64	11.6%
65+	7.0%

EDUCATION

High School	30.2%
Some College	30.2%
College Graduate	25.6%
Graduate degree	7.0%

ETHNIC BACKGROUND

Caucasian	88.4%
African American	9.3%
Hispanic	>1%
Other	2.3%

HOUSEHOLD INCOME

Less Than \$20K	7.0%
\$20-\$30K	18.6%
\$30-\$50K	16.3%
\$50-\$75K	25.6%
\$75K+	32.6%

OCCUPATION

White Collar/Mgr/Prof	34.9%
Working Women	32.6%
Retired	9.3%
Blue Collar/Operative Worker	23.3%
Clerical	11.6%
Homemaker	7.0%
Student	4.7%
Service	2.3%

NUMBER OF CHILDREN

No Children	41.9%
1 Child	16.3%
2+ Children	41.9%

YEARS/PRESENT COMMUNITY

1 - 2 Years	23.3%
3 - 4 Years	2.3%
5 - 9 Years	11.6%
10+ Years	62.8%

ACTIVITIES 12 MONTHS

In the past 12 months, which of the following have you participated in or attended?

	Total Adults	Fox Toledo.com
Shopping	55.7%	46.5%
Reading/Writing	51.2%	48.8%
Computer/Internet/Video Games	48.8%	53.5%
Gardening/Yard Work	46.2%	44.2%
Go to the Movies	43.8%	34.9%
Exercise Regularly	33.5%	30.2%
Attend Theatre/Symphony/Plays	30.8%	32.6%
Traveling	28.8%	30.2%
Attend Pro Sporting Events	22.5%	27.9%
Bicycling	20.5%	23.3%
Fishing	17.3%	20.9%
Games (Bingo/Bridge/etc.)	16.5%	18.6%
Work on Automobile	14.8%	18.6%
Crafts (Ceramic/Painting/etc.)	14.2%	18.6%
Bowling	13.8%	14.0%
Camping	11.3%	14.0%
Running/Jogging	10.0%	11.6%
Boating/Sailing	9.3%	11.6%

The numbers in **RED** indicate a significantly higher degree of interest by FoxToledo.com Visitors when compared to adults 18+ in the Toledo Market.

HAVE DONE PAST 12 MONTHS

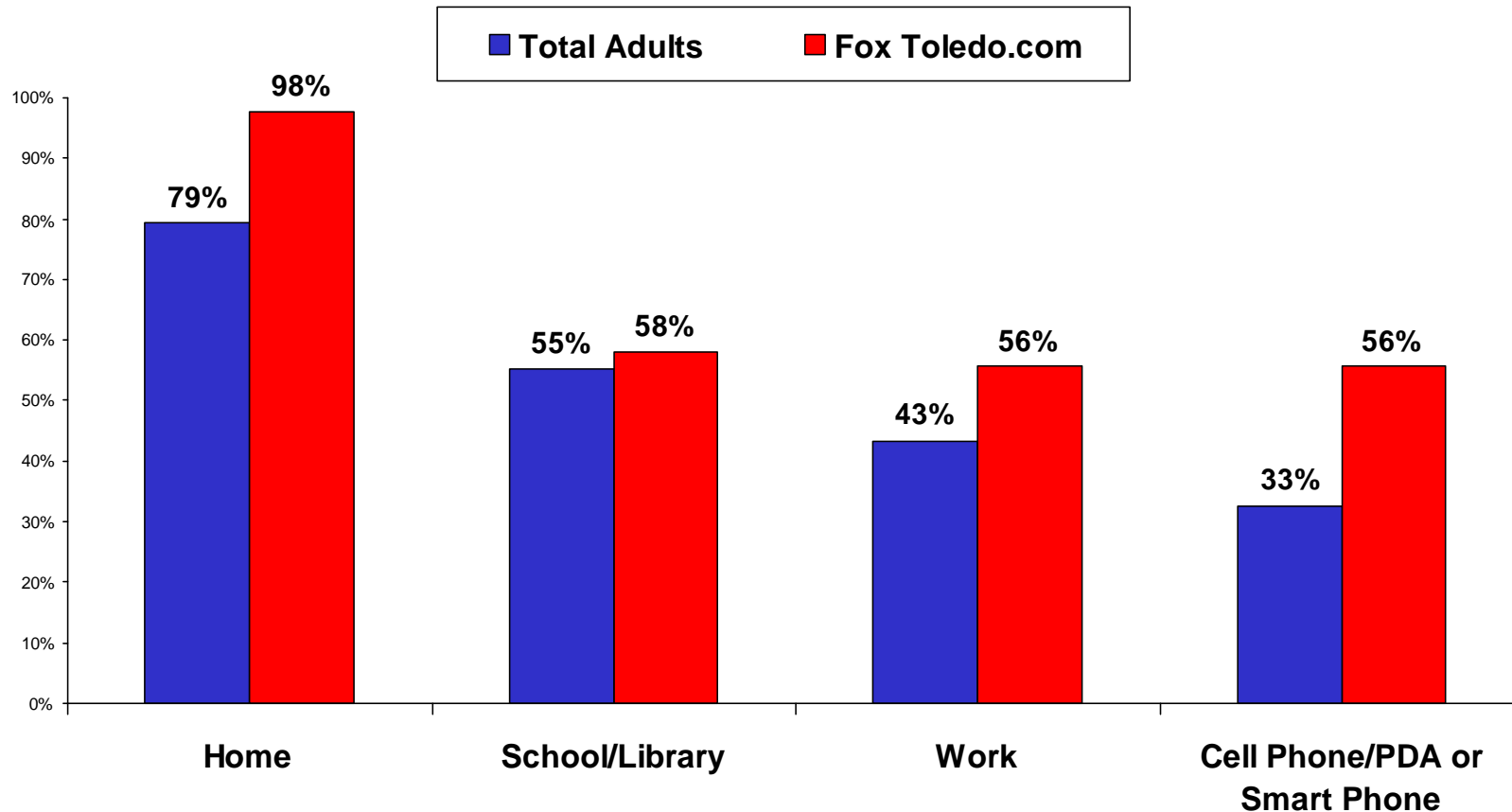
In the past 12 months, which of the following have you done?

	Total Adults	Fox Toledo.com
Taken a trip inside the state of Ohio	56.2%	65.1%
Visited Michigan	44.7%	44.2%
Taken a trip requiring flight (vacation/business)	27.2%	30.2%
Visited any Casino	24.5%	23.3%
Booked travel plans online	22.2%	23.3%
Gone fishing/hunting	20.7%	27.9%
Gone shopping in Detroit/Chicago/New York City	20.0%	20.9%
Gone camping/RVing	13.0%	16.3%
Visited any resort	12.0%	11.6%
Visited a National Park	11.5%	11.6%
Taken a trip to Canada	7.5%	4.7%
Visited any amusement/theme park outside of OH	7.0%	7.0%
Gone skiing/snow-mobiling	6.7%	7.0%
Been on a cruise	1.8%	2.3%
Taken a trip out of the Country (other than Canada)	1.3%	2.3%

The numbers in **RED** indicate a higher propensity of FoxToledo.com Visitors to participate in that area of interest when compared to adults 18+ in the Toledo Market.

INTERNET/ON-LINE-ACCESS

Where do you have access to a computer on-line service or the internet ...?

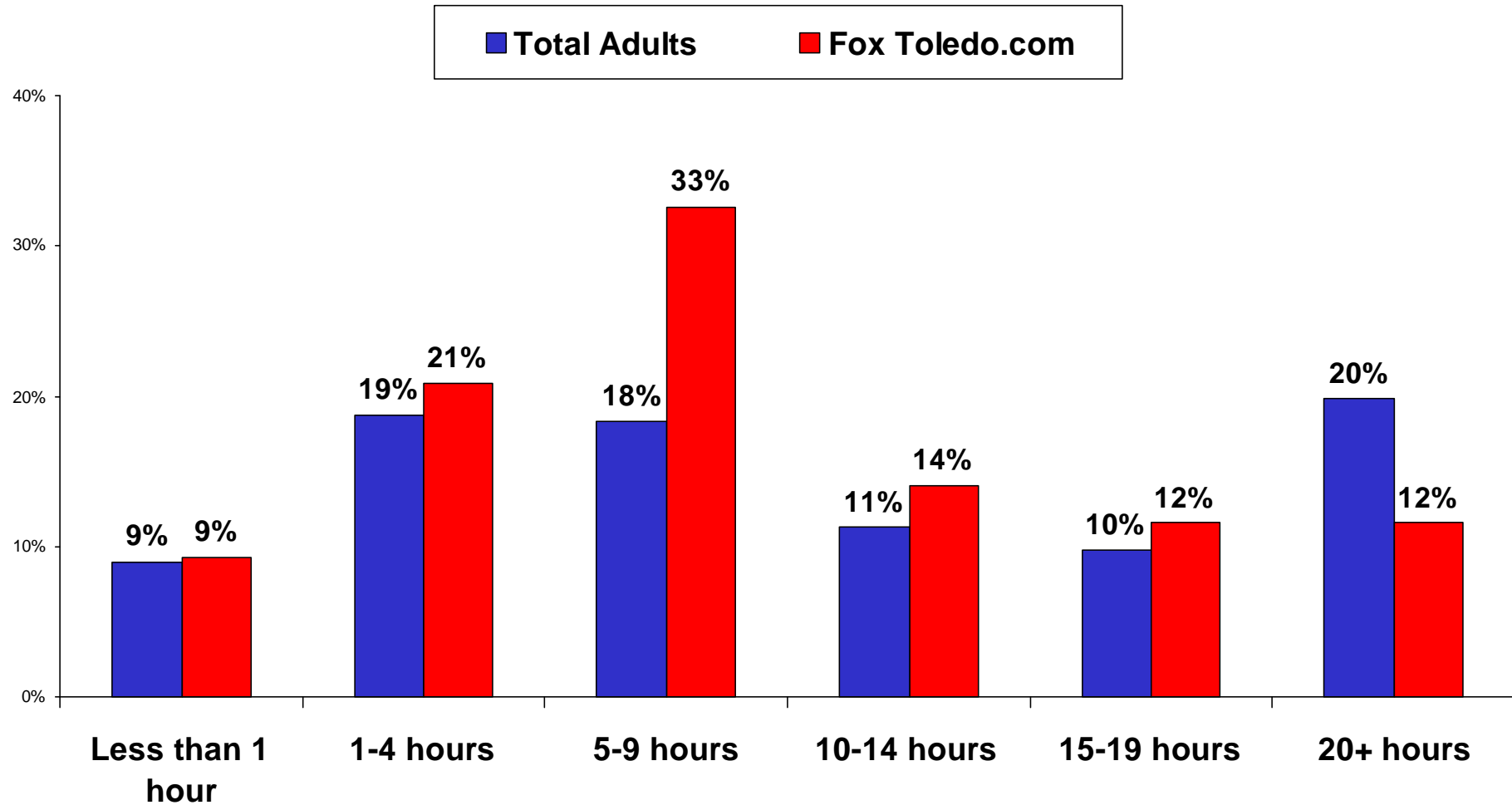


FoxToledo.com Visitors are well-connected to the Internet!

- Note: Over half of FoxToledo.com Visitors have access via Cell Phone/PDA or Smart Phone!

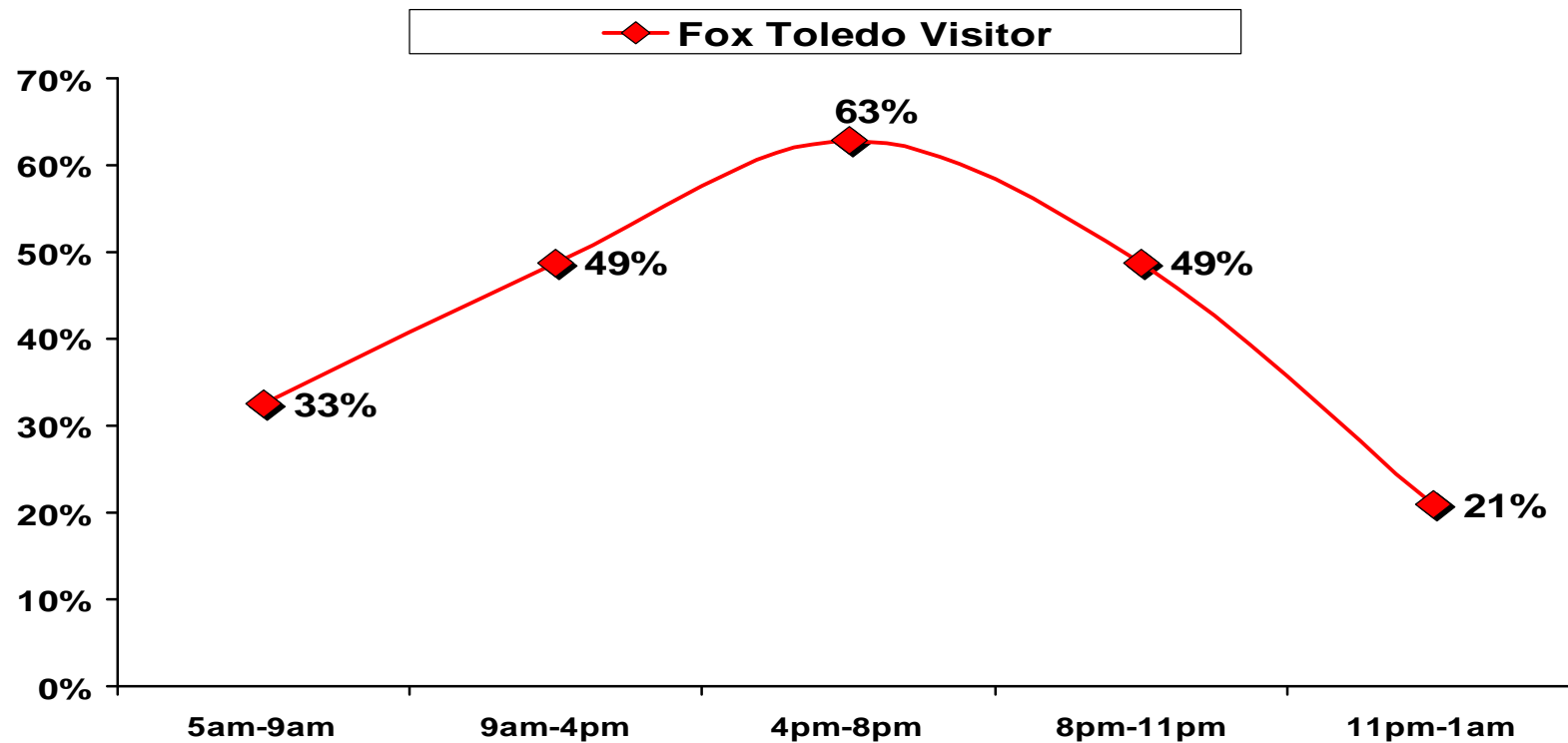
HOURS SPEND ON INTERNET

Approximately, how many hours do you spend on the internet each week?



TIMES OF DAY ACCESS INTERNET

Which of the following times of the day do you typically access the internet at any location?



Nearly two-thirds of FoxToledo.com Visitors are online between 4pm – 8pm.

INTERNET USAGE

Which of the following activities do you use the internet?

	Total Adults	Fox Toledo.com
On-line banking/Pay Bills	52.7%	60.5%
Local Weather	48.1%	53.5%
Make purchases/shopping	36.0%	46.5%
Local News	30.7%	32.6%
Research Vacation Sites	30.7%	30.2%
Travel	30.3%	23.3%
Online Games	29.1%	25.6%
Music/Movies	28.5%	27.9%
National News/Weather/Sports	28.2%	25.6%
Research on products or services	27.0%	30.2%
Work related use	26.6%	30.2%
Entertainment Information	21.8%	20.9%
Financial Information	19.7%	23.3%
Job listings or help wanted	18.6%	20.9%
Medical services/info./research	17.6%	16.3%
Home Improvement Information	14.6%	14.0%
Research Colleges/Universities	12.3%	11.6%
Stocks/Bonds	10.2%	11.6%
Classifieds	9.0%	11.6%

The numbers in **RED** indicate a higher degree interest of FoxToledo.com Visitors when compared to adults 18+ in the Toledo Market.

SHOPPED ON THE INTERNET PAST 12 MONTHS

Which of the following items have you shopped for on the internet in the past 12 months?

	Total Adults	Fox Toledo.com
Clothing	32.6%	34.9%
Airline Tickets	32.4%	32.6%
Books	31.0%	34.9%
Gifts	31.0%	25.6%
Music	28.5%	23.3%
Tickets to cultural/sporting/other events	27.6%	27.9%
Electronic equipment	21.6%	23.3%
Vehicle (car/truck/SUV)	18.8%	25.6%
Appliances	18.4%	23.3%
Computer software	16.1%	14.0%
Movie tickets	14.8%	16.3%
Computer hardware	14.0%	18.6%
Jewelry	12.3%	11.6%
Bedding	10.2%	16.3%
Television	10.0%	14.0%
Furniture	9.8%	18.6%
Gift Cards/Restaurant Cards	9.0%	11.6%

The numbers in **RED** indicate areas of significant interest to FoxToledo.com Visitors compared to adults 18+ in the Toledo Market.

BOUGHT ON THE INTERNET PAST 12 MONTHS

Which of the following items have you bought on the internet in the past 12 months?

	Total Adults	Fox Toledo.com
Gifts	24.7%	20.9%
Books	23.6%	27.9%
Clothing	23.0%	27.9%
Tickets to cultural/sporting/other events	21.5%	23.3%
Airline Tickets	17.8%	14.0%
Music	14.4%	9.3%
Electronic equipment	11.3%	18.6%
Movie tickets	8.8%	14.0%
Computer hardware	8.0%	16.3%
Bedding	7.1%	16.3%
Jewelry	6.7%	11.6%
Gift Cards/Restaurant Cards	5.9%	7.0%
Computer software	5.6%	11.6%
Appliances	4.2%	4.7%
Furniture	2.5%	7.0%
Vehicle (car/truck/SUV)	2.5%	4.7%

The numbers in **RED** indicate items of higher interest for FoxToledo.com Visitors to purchase online, when compared to adults 18+ in the Toledo Market.

LOCAL NEWS WEBSITE

When visiting a local TV station or newspaper website, what kinds of information did you access when visiting those websites?

	Total Adults	Fox Toledo.com
Weather	51.3%	51.2%
Local News	45.6%	44.2%
Breaking News	35.2%	44.2%
Obituaries	27.0%	20.9%
Breaking News for Severe Weather	19.5%	25.6%
Local Sports	18.6%	14.0%
Community Information	13.2%	14.0%
Contests	12.6%	7.0%
More Information on a TV News Story	11.1%	18.6%
Television program lineup	10.9%	7.0%
Classifieds	9.8%	9.3%
Employment Opportunities	9.8%	9.3%
Traffic	3.4%	4.7%
Health/Health Care	2.5%	2.3%

The numbers in **RED** indicate FoxToledo.com Visitors are actively interested in Breaking News and Weather compared to adults 18+ in the Toledo Market.

SPECIFIC INTERNET WEBSITE

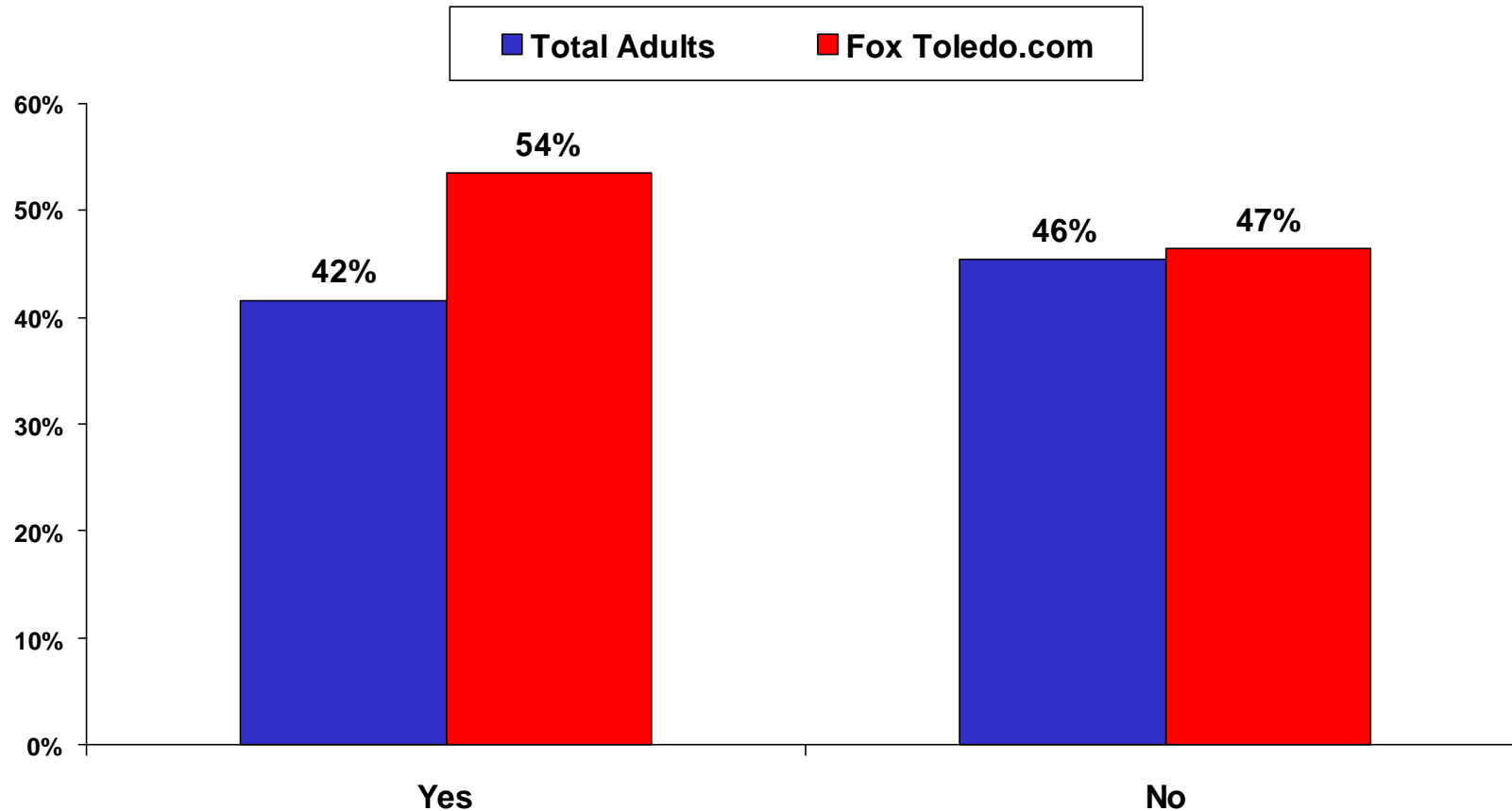
Which of the following typically drives you to visit a specific internet website?

	Fox Toledo.com
Results from a search engine website	37.2%
Word of mouth (friend/family/coworker)	34.9%
TV advertisement	27.9%
Advertisement or link on another website	20.9%
Print advertisement	18.6%
News Segment/Story on TV	16.3%
Radio advertisement	16.3%
A link or advertisement emailed to you	14.0%
A business card given to you	14.0%
Billboard	4.7%
Yellow Pages	2.3%

FoxToledo.com Visitors are likely to visit specific Internet Websites through a wide variety of ways.

PURCHASED VIA THE INTERNET

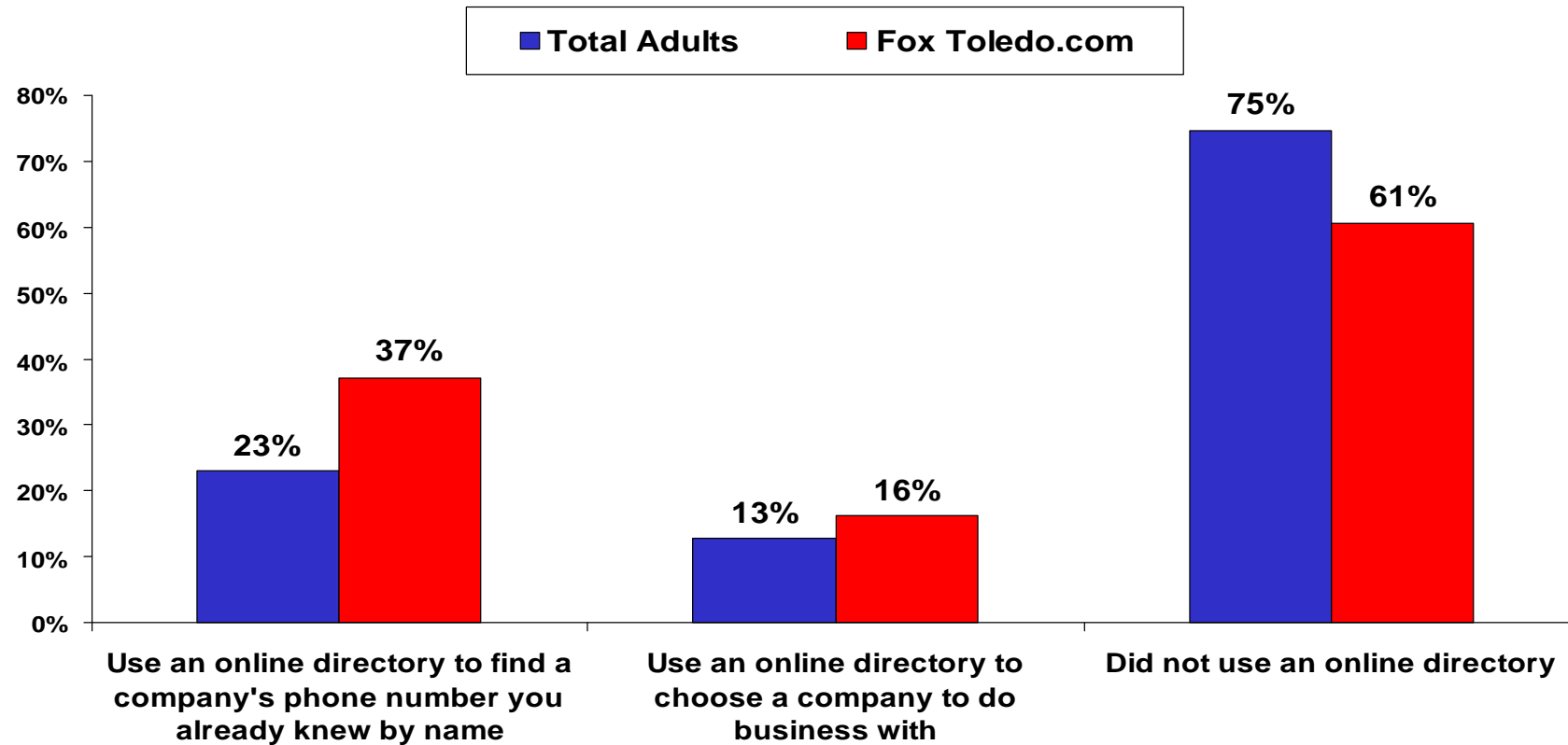
In the past 6 months, have you purchased anything via the internet?



FoxToledo.com Visitors are more likely to make a purchase on the Internet when compared to Adults 18+ in the Toledo, Ohio Market.

ONLINE DIRECTORY

In the past 30 days, did you...



This slide clearly indicates online directories have minimal impact in the decision-making process of Internet Users.

FOX TOLEDO PROGRAMS

In the past 7 days, which of the following programs did you watch at least once?

	Total Adults	Fox Toledo.com
Fox Toledo News at 10	31.8%	67.4%
Fox Toledo News 6:30p	15.0%	32.6%
Judge Mathis 2p	13.0%	20.9%
The Simpsons Saturday 7p	9.5%	20.9%
The People's Court 3p	14.5%	18.6%
Maury Povich 10a	9.3%	18.6%
Everybody Loves Raymond 4:30p	17.3%	16.3%
Seinfeld 11p	12.8%	18.6%
The Office 7p	14.5%	14.0%
Are You Smarter than a 5th Grader? 5:30p	13.3%	14.0%
TMZ 6p	12.5%	14.0%
Divorce Court 1p	11.0%	14.0%
King of the Hill 11:30p	9.0%	14.0%
Family Feud Noon	9.0%	11.6%
Judge Alex 1:30p	10.5%	9.3%
The Office Sunday 11p	6.0%	9.3%
The Rychnovsky Recap Sunday 10:30p	2.5%	4.7%

FoxToledo.com Visitors are also fans of FOX Toledo programming!

FOX TOLEDO SPORTS WATCHED

In the past 12 months, which of the following sports programs on FOX Toledo WUPW ch.36, have you watched?

	Total Adults	Fox Toledo.com
NFL Football	47.2%	51.2%
Major League Baseball	24.8%	25.6%
NASCAR	22.2%	37.2%
Cotton Bowl	15.0%	16.3%
Fox Sports Specials	12.2%	14.0%

FoxToledo.com Visitors are also FOX Toledo Sports Fans!

FOX TOLEDO.COM

THANK YOU!

FOX TOLEDO.com

Visitor Profile