

READER PROFILE

Continental readers are fully engaged in what life has to offer – from global travel to new technology products to real estate and cultural and social activities.

	<i>Continental</i>	Total 2008 Affluent Audience Average	<i>Continental</i> Index
Frequent Travelers			
11 or more commercial roundtrip flights in the past year	43%	11%	405
11 or more nights spent in motel/hotel in the past year	78%	46%	171
15 or more nights spent in motel/hotel for business in the past year	35%	11%	324
Plan to take a trip or cruise outside the U.S. in the next year	60%	39%	153
Nine or more car rentals in the past year	28%	7%	377
Used credit card/debit card for any purpose in the past month	76%	73%	105
Tech Savvy			
Household owns a laptop computer	85%	73%	117
Household owns a handheld device*	88%	81%	108
Spent \$1,000 or more on a laptop/desktop in the past year	35%	24%	143
Spent \$2,000 or more on an HDTV flat panel/HDTV projection screen in the past year	16%	13%	128
Fashion Conscious			
Spent \$1,000 or more on fine jewelry in the past year	19%	12%	164
Spent \$500 or more on watches in the past year	11%	7%	167

Source: 2008 Ipsos Mendelsohn Affluent Survey, based on households with income of \$100,000+

*Spring 2008 MRI



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CONTINUED

	<i>Continental</i>	Total 2008 Affluent Audience Average	<i>Continental Index</i>
Homeowners			
Plans to redecorate home in the next year	21%	21%	99
Plans to remodel/renovate kitchen, bathroom, or other room in home in the next year	35%	32%	108
Culturally Minded			
Attended live theater performances in the past year	67%	50%	135
Attended other music/concert performances in the past year	56%	46%	121
Visited museums in the past year	67%	50%	132
Attended sports events in the past year	70%	64%	109
Health Conscious			
Spent any amount in the past year on fitness center, gym membership, etc.	53%	46%	115
Participated in fitness walking/exercise past year	75%	75%	100
One or more days in past year jogging or running	39%	35%	111
One or more days participated in fitness workout	65%	62%	105
In past year spent \$500 or more on vitamins/nutritional supplements	16%	12%	140
Visited spas for leisure on a regular basis	18%	12%	156

Source: 2008 Ipsos Mendelsohn Affluent Survey, based on households with income of \$100,000+



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