



FOR IMMEDIATE RELEASE

Rochester, Cleveland and Buffalo are Tops for Print/Online Newspaper Readers According to Scarborough Research

Three-Fourths (75%) of Adult Population in Scarborough-Measured Markets Read a Newspaper Weekly

NEW YORK (March 25, 2009) – Rochester, NY, is the top U.S. city for newspaper readership, according to a new analysis of Integrated Newspaper Audience* (INA) data from newspaper ratings service Scarborough Research. A higher percentage of adults in Rochester, NY, are reading newspapers in print or online than in any other U.S. market. The Integrated Newspaper Audience of Rochester is 87% - meaning that 87% of adults in the Rochester DMA read a printed newspaper, a newspaper's website, or did both during the past week. Following closely behind are Cleveland, OH and Buffalo, NY, each with an INA of 86%. In the 81 local markets measured by Scarborough, 75% of adults read the newspaper weekly in print or online.

"This data begs the question: is the constant negative news feed on the industry warranted when newspapers are actually being read by three-fourths of the adult population? When you look at audience data, it seems irrational that advertisers are leaving newspapers because the numbers speak for themselves," said Gary Meo, senior vice president, print and digital media, Scarborough Research. "If you are an advertiser seeking to reach a large, upscale audience, newspapers are among the most effective media for doing so. Further, readership rates vary market-by-market and frequently defy local generalizations about declining audience. In order to obtain an accurate, in-depth portrait of newspaper health, in print and online, one needs to drill down to this local level."

More than half of the adult population reads the newspaper even in those cities with lower than average Integrated Newspaper Audience. For example, in Bakersfield, CA, and Las Vegas, NV, (the two lowest ranking markets for Integrated Newspaper Audience), 59% of the adult population read a printed newspaper, a newspaper's website, or did both during the past week.

**Integrated Newspaper Audience is the percentage of adults in the market who have read the printed newspaper, or visited the newspaper's website(s), or did both during the past seven days.*

**Scarborough Local Market Ranking:
Top Local Markets for Integrated Newspaper Audience**

DMA®	%
Rochester, NY	87%
Cleveland/Akron, OH	86%
Buffalo, NY	86%
Pittsburgh, PA	85%
Syracuse, NY	85%
Boston, MA	85%
Hartford/New Haven, CT	85%
Albany/Schenectady/Troy, NY	85%
New York, NY	84%
Wilkes-Barre/Scranton, PA	84%
Harrisburg/Lancaster/Lebanon/ York, PA	84%
Providence/New Bedford, RI	83%
Milwaukee, WI	83%
Tampa/St.Petersburg, FL	83%
Toledo, OH	83%
West Palm Beach/Fort Pierce, FL	83%
Honolulu, HI	82%
Green Bay/Appleton, WI	82%
Philadelphia, PA	82%
Dayton, OH	81%
Grand Rapids/Kalamazoo/Battle Creek, MI	80%
Des Moines/Ames, IA	80%
Flint/Saginaw/Bay City, MI	80%
Indianapolis, IN	80%
Washington, D.C.	80%
New Orleans, LA	79%
Chicago, IL	79%
Orlando/Daytona Beach/ Melbourne, FL	78%
Baltimore, MD	77%
Columbus, OH	77%
Minneapolis/St. Paul, MN	77%
Portland, OR	77%
Fort Myers/Naples, FL	77%
Norfolk/Portsmouth/Newport News, VA	77%
San Francisco/Oakland/San Jose, CA	76%
Mobile/Pensacola, FL	76%
Seattle/Tacoma, WA	76%
El Paso, TX	76%
Birmingham, AL	75%
Wichita/Hutchinson, KS	75%
Cincinnati, OH	75%

DMA®	%
Colorado Springs/Pueblo, CO	75%
Louisville, KY	75%
Little Rock/Pine Bluff, AR	74%
Greensboro/High Point/ Winston-Salem, NC	74%
Roanoke/Lynchburg, VA	74%
Sacramento/Stockton/Modesto, CA	74%
Richmond/Petersburg, VA	73%
Detroit, MI	73%
Greenville/Spartanburg/ Asheville/Anderson, SC	73%
St. Louis, MO	72%
Charlotte, NC	72%
Oklahoma City, OK	71%
Jacksonville, FL	71%
Raleigh/Durham, NC	71%
Knoxville, TN	71%
Kansas City, MO	70%
Miami/Ft.Lauderdale, FL	70%
Tucson, AZ	70%
Albuquerque/Santa Fe, NM	70%
Chattanooga, TN	70%
Charleston/Huntington, WV	70%
San Antonio, TX	70%
Denver, CO	69%
Spokane, WA	69%
Tulsa, OK	69%
Dallas/Fort Worth, TX	68%
Austin, TX	67%
Phoenix, AZ	67%
San Diego, CA	67%
Lexington, KY	67%
Salt Lake City, UT	67%
Atlanta, GA	66%
Los Angeles, CA	66%
Memphis, TN	66%
Nashville, TN	66%
Fresno/Visalia, CA	66%
Houston, TX	64%
Harlingen/Weslaco/Brownsville/ McAllen, TX	63%
Bakersfield, CA	59%
Las Vegas, NV	59%

DMA, or Designated Market Area, is a trademark of Nielsen Media Research.

About Scarborough Research

Scarborough Research (www.scarborough.com, info@scarborough.com) measures the lifestyle and shopping patterns, media behaviors and demographics of American consumers, and is considered the authority on local market research. Scarborough's core syndicated consumer insight studies in 81 Top-Tier Markets, its Multi-Market Study and its national USA+ Study are Media Rating Council (MRC) accredited. Other products and services include Scarborough Mid-Tier Local Market Studies, Hispanic Studies and Custom Research Solutions. Scarborough measures 2,000 consumer categories and serves a broad client base that includes marketers, advertising agencies, print and electronic media (broadcast and cable television, radio stations), sports teams and leagues and out-of-home media companies. Surveying more than 220,000 adults annually, Scarborough is a joint venture between Arbitron Inc. (www.arbitron.com) and The Nielsen Company (www.nielsen.com).

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