

OUR READERS CONSUMER HABITS

DISTANCE SHOPPING

READERS ANNUAL SPENDING ON CATALOG PURCHASES

▶ \$1,750 or more	4%
▶ \$1,250 -1,750	21%
▶ \$ 750 -1,250	17%
▶ \$ 250 -750	24%
▶ \$ 250 or less	34%

READERS ANNUAL PURCHASES BY MAIL ORDER

▶ Clothing and shoes	2%
▶ Books	48%
▶ Gifts	48%
▶ Food and household items	23%
▶ Computer equipment	23%
▶ CDs	34%

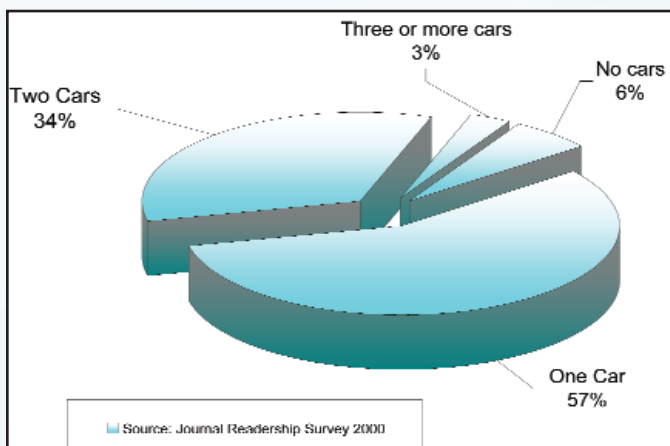
Our readers average annual spending on catalog purchases is \$590.

* All figures from the 2000 *Journal* readership survey

CARS

PURCHASES (AUTOMOBILES)

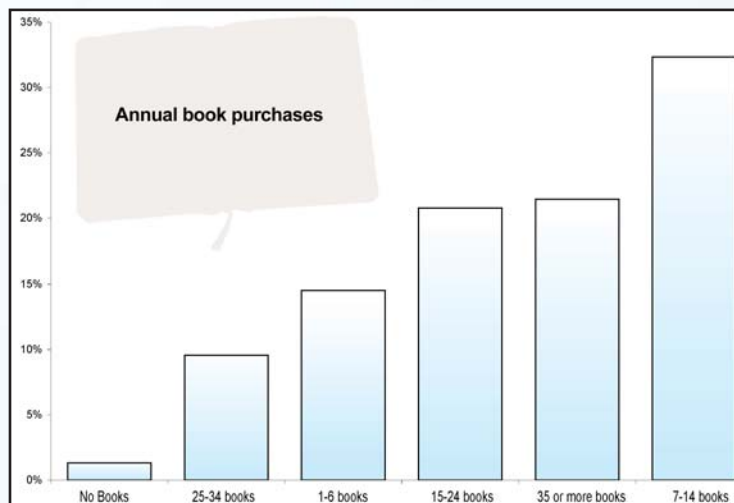
- ▶ 94% own one or more cars
- ▶ 37% own two or more cars
- ▶ 24% of our readers purchased a new car in 2006
- ▶ 30% are thinking about purchasing a new car within the next year



READERS ANNUAL SPENDING ON ONLINE PURCHASES

▶ \$150 or less	4%
▶ \$151-\$249	4%
▶ \$250-\$499	8%
▶ \$500-\$749	15%
▶ \$750-\$1,499	31%
▶ more than \$1,500	38%

Our readers average annual spending on online purchases is \$1,082
38% have children/dependents that are interested in online education



- ▶ 52% of our readers purchase more than 15 books a year.
- ▶ On average, our readers purchase 25 books a year.

OUR READERS 2005 MOST POPULAR AUTO PURCHASES

▶ Imported luxury car	3%
▶ Domestic mid-size sedan	3%
▶ Imported sports car	5%
▶ Imported mid-size sedan	6%
▶ Domestic SUV/truck/van	8%
▶ Imported SUV/truck/van	12%