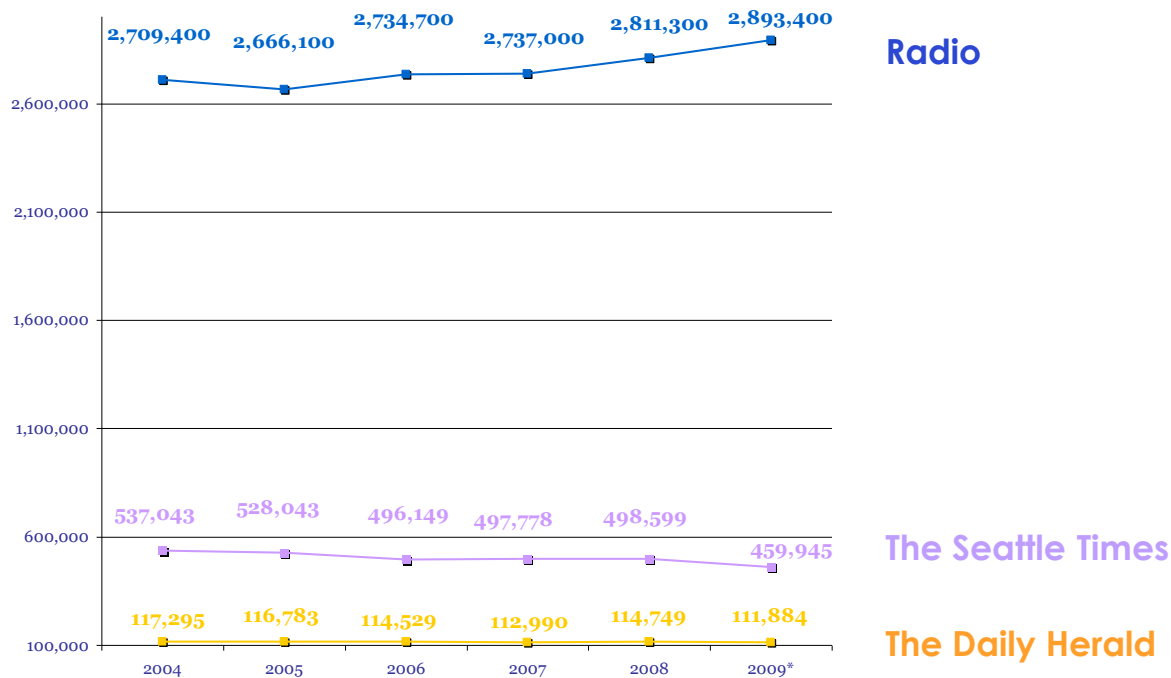


# Consumers' Media Choice Changes

The change in people's media choices reflects what's possible for them in their daily lives. The number of people listening to Radio in Seattle since 2004 has increased while the number of people reading *The Seattle Times* or *The Daily Herald* has gone down.



**Bottom Line: The Seattle Times, down 14.3%. Radio, up 6.7%**

Note: Between 2002-2005, the reader per copy (RPC) varied from 2.2 to 2.3 per the Newspaper Association of America. To be as fair as possible, we have elected to use the higher, 2.3 RPC, for this comparison.

Source: Arbitron, Spring 2004 – Spring 2008, Seattle-Tacoma Metro, Monday-Sunday, 5a-mid, Adults 18+ *and* RAB Newspaper Performance Reports, Audit Period Ending March 31, 2009, (Circulation numbers from Audit Bureau of Circulations).

\*Arbitron PPM, June – July 2009, Seattle-Tacoma Metro, Monday - Sunday, 5a-mid, Adults 18+.

