

# Increasing Revenue Using The Media Audit

## Employment

Portland, OR  
March-April 2008 Report

Presented by:  
Rick Gardner, VP  
**The Media Audit**



OregonLive.com

Everything Oregon



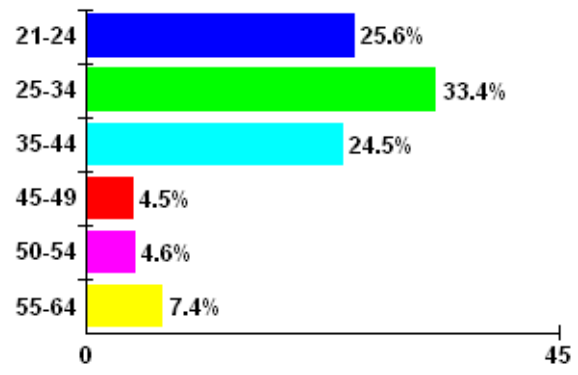
# Visitor Profile of OregonLive.com Jobs

Report: MEDIA QUICK PROFILE THE MEDIA AUDIT All Groups  
 Market: PORTLAND, OR for MAR-APR 2008 TOTAL  
 Bases: ADULTS AGE 18+  
 Media: OREGONLIVE.COM JOBS  
 Base Population: 1,850,700 % in Media: 4.8 Media Persons: 88,300

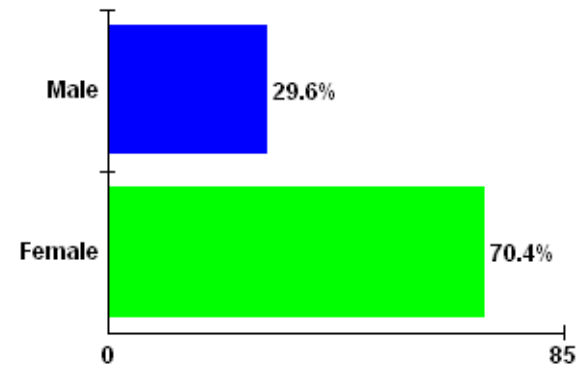
### Audience Profile

**Total Income: \$5,248,000,000**  
**Mean Income: \$59,367**  
**Mean Age: 34**  
**Home Owners: 45%**  
**Mean Home Value: \$314,838**  
**Mean Miles Past Week: 115**

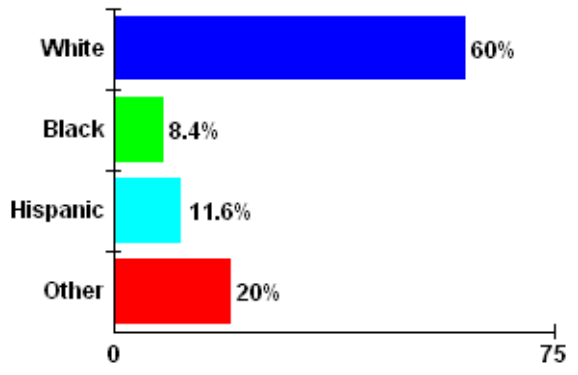
### Age Analysis



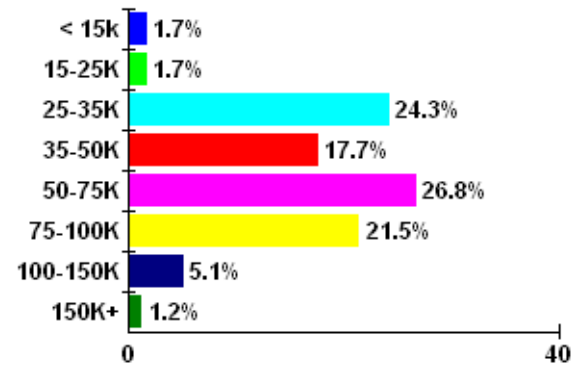
### Gender Profile



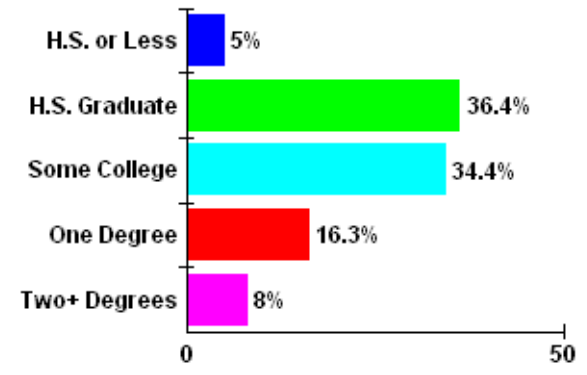
### Ethnicity Profile



### Annual Income



### Education Profile



# Over 63% of OregonLive.com monthly visitors never read newspaper employment ads

Report: MEDIA PROFILE REPORT  
Market: PORTLAND, OR for MAR-APR 2008  
Bases: ADULTS AGE 18+  
Media: OREGONLIVE.COM  
Target: READ NEWSPAPER EMPLOYMENT ADS--NEVER  
Media Persons: 518,600

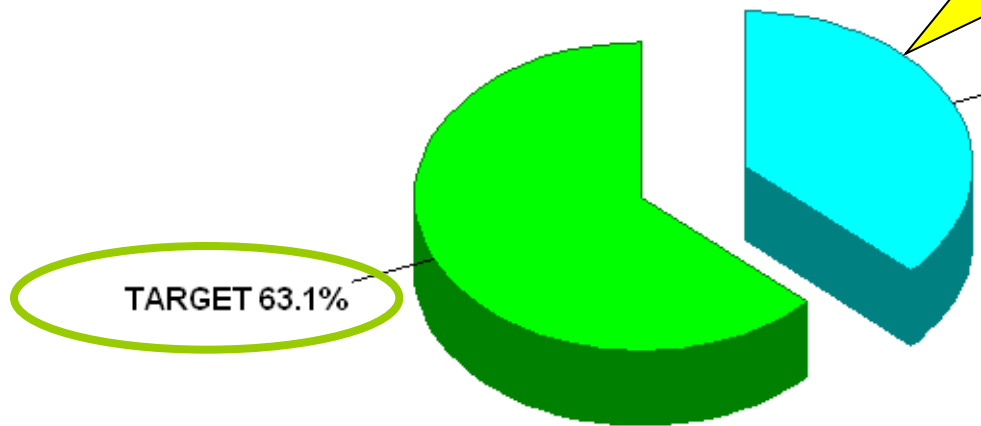
THE MEDIA AUDIT

All Groups

Target Percent: 63.1%

Target Persons: 327,100

OregonLive.com



TARGET 63.1%

# 1<sup>st</sup> Page of Occupation Prospects for OregonLive.com

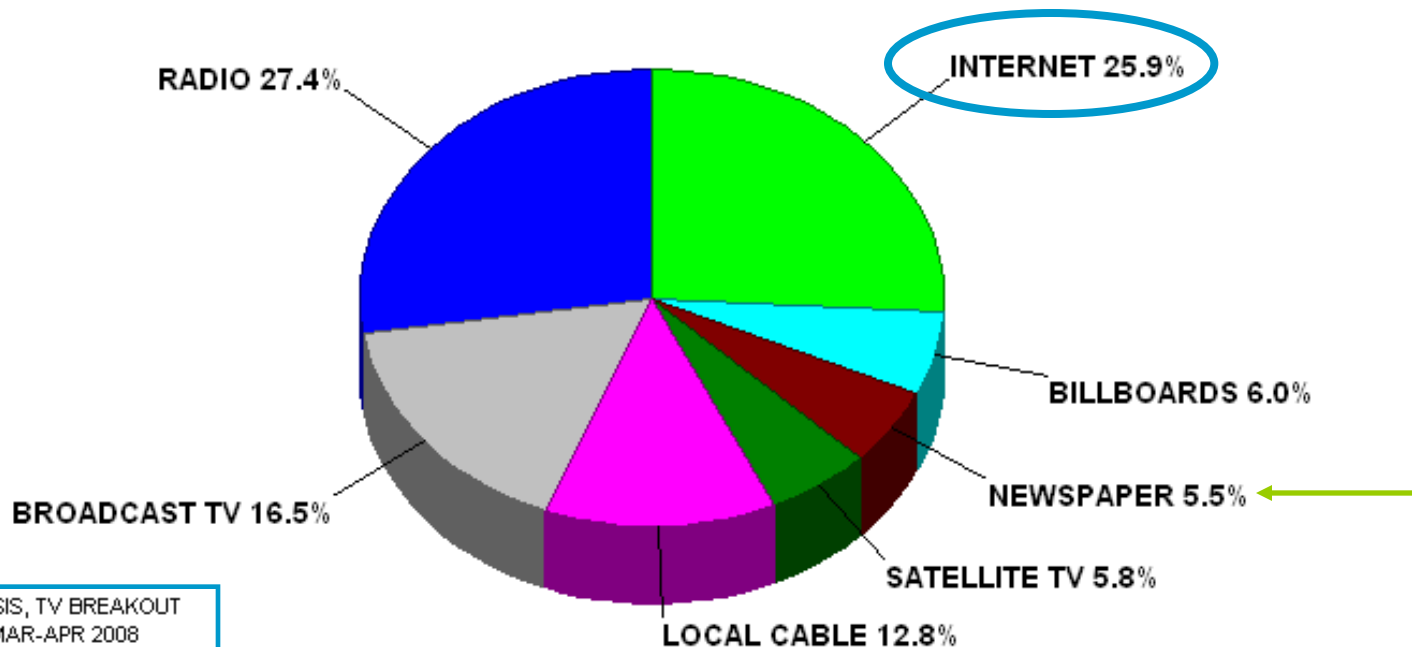
Bases: ADULTS AGE 18+  
Media: OREGONLIVE.COM

Base Population: 1,850,700

% In Media Audience: 28.0%

Target	Market Persons	Media Persons	Media Rating	Audience Composition	Target Index
OCCUPATION--LEGAL INDUSTRY--LAWYERS, COURTS, ETC	19,100	12,300	64.4	2.4	230
OCCUPATION--COMPUTER-INFORMATION PROCESSING	70,800	44,100	62.3	8.5	222
OCCUPATION--HOTEL/LODGING INDUSTRY	3,600	2,000	55.6	0.4	198
OCCUPATION--OCCUPATION--ARTS--MUSICIAN/ACTOR/ARTIST/WRITER/ETC.	28,800	15,100	52.4	2.9	187
OCCUPATION--CALL CENTER/MARKETING RESEARCH INTERVIEWER	2,500	1,300	52.0	0.3	186
OCCUPATION--SERVICE WORKERS--PROTECTIVE POLICE, FIRE, ETC.	28,000	14,200	50.7	2.7	181
OCCUPATION--PROFESSIONAL, TECHNICAL	262,000	132,400	50.5	25.5	180
OCCUPATION--PROFESSIONAL	262,000	132,400	50.5	25.5	180
OCCUPATION--WAREHOUSE/STORAGE	15,900	7,600	47.8	1.5	171
OCCUPATION--INSURANCE INDUSTRY	12,300	5,800	47.2	1.1	168
OCCUPATION--TELECOMMUNICATIONS INDUSTRY	3,400	1,600	47.1	0.3	168
OCCUPATION--BANKING INDUSTRY--INCLUDING STOCK BROKERS	70,700	30,400	43.0	5.9	153
OCCUPATION--BUSINESS OWNER/PARTNER/CORP. OFFICER	95,400	40,800	42.8	7.9	153
OCCUPATION--WHITE COLLAR--MANAGER/SUPERVISOR	193,700	82,500	42.6	15.9	152
OCCUPATION--WHITE COLLAR WORKERS	768,100	307,900	40.1	59.4	143
OCCUPATION--PROPRIETORS, MANAGERS	256,700	101,800	39.7	19.6	142
OCCUPATION--PROPRIETOR/MANAGER	256,700	101,800	39.7	19.6	142
OCCUPATION--SCIENCE/ENGINEER/ARCHITECT/PHYSICIAN/ETC.	33,600	12,700	37.8	2.4	135
OCCUPATION--GOVERNMENT EMPLOYEES	53,600	18,400	34.3	3.5	123
OCCUPATION--RESTAURANT/FOOD SERVICE	50,200	17,000	33.9	3.3	121
OCCUPATION--CLERICAL	204,000	68,500	33.6	13.2	120
OCCUPATION--EDUCATION	102,700	33,900	33.0	6.5	118
OCCUPATION--MEDIA--NEWSPAPERS/TV/RADIO/CABLE/OUTDOOR/ETC.	6,300	2,000	31.7	0.4	113
OCCUPATION--HEALTH/MEDICAL SERVICES INDUSTRY	122,200	38,600	31.6	7.4	113
OCCUPATION--LOOKING FOR WORK	72,300	21,900	30.3	4.2	108
OCCUPATION--TOTAL EMPLOYED	1,376,400	413,900	30.1	79.8	107
OCCUPATION--CLERICAL/SALES WORKER	249,300	73,700	29.6	14.2	105
OCCUPATION--BLUE COLLAR--MANAGER/SUPERVISOR/FOREMAN	12,600	3,700	29.4	0.7	105
OCCUPATION--HOMEMAKER	119,500	34,200	28.6	6.6	102
OCCUPATION--HOMEMAKER	119,500	34,200	28.6	6.6	102
OCCUPATION--SERVICE WORKERS	158,300	44,400	28.0	8.6	100

# Adults looking for work spend over a fourth of their media day with the internet, 172 minutes daily.



Report: MEDIA DAY ANALYSIS, TV BREAKOUT  
 Market: PORTLAND, OR for MAR-APR 2008  
 Bases: ADULTS AGE 18+  
 Target: OCCUPATION--LOOKING FOR WORK

Base Population: 1,850,700

Media	Target Market Minutes	Total Market Percent	Target Market Percent
Radio	181.88	23.8	27.4
Broadcast TV	109.73	14.3	16.5
Local Cable	85.18	12.7	12.8
Satellite TV	38.41	6.1	5.8
Newspaper	36.25	7.1	5.5
Billboards	39.71	6.9	6.0
Internet	171.96	29.2	25.9
<b>Total</b>	<b>663.11</b>	<b>100.00</b>	<b>100.00</b>

# OregonLive.com is the market leader for reaching job seekers online.

Report: RANKER REPORT  
 Market: PORTLAND, OR for MAR-APR 2008  
 Bases: ADULTS AGE 18+  
 Target: OCCUPATION--LOOKING FOR WORK  
 Base Population: 1,850,700

THE MEDIA AUDIT

% In Target: 3.9%

Rank	Media	Cume Persons	Cume Rating	
1	OREGONLIVE.COM	21,900	30.3	
2	CRAIGSLIST.ORG JOBS	13,800	19.1	
3	JOB DANGO.COM	7,700	10.7	
4	MONSTER.COM	7,100	9.8	
5	YAHOOHOTJOBS.COM	6,100	8.4	
6	CAREERBUILDER.COM	4,800	6.6	
7	OREGON EMPL. DEPT.	*	*	



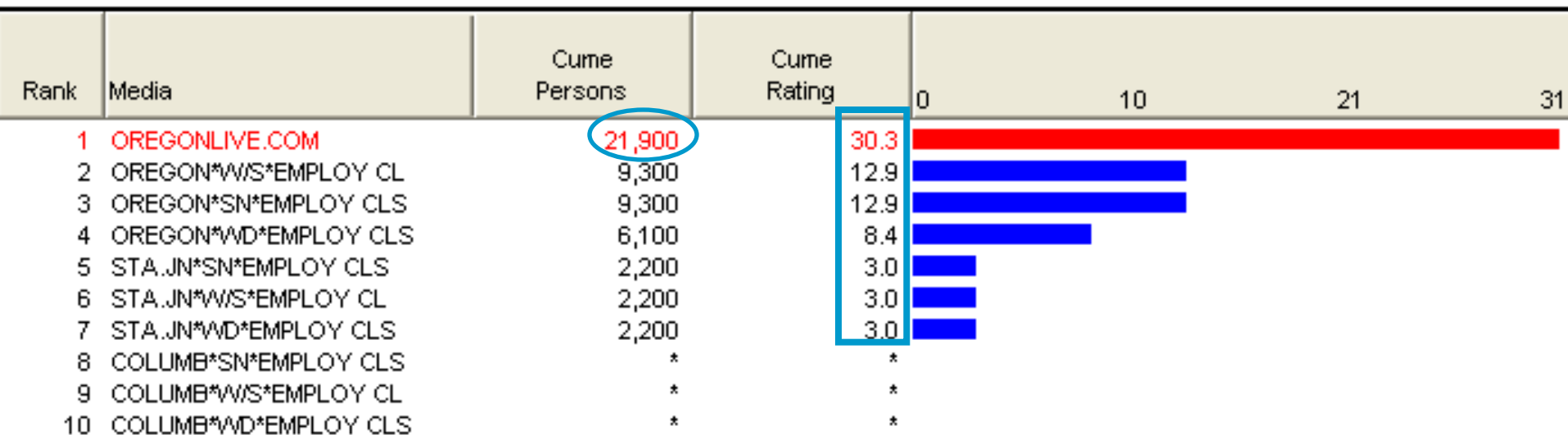
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# Print Employment Classifieds don't come close to OregonLive.com In Reaching Job Seekers

Report: RANKER REPORT  
 Market: PORTLAND, OR for MAR-APR 2008  
 Bases: ADULTS AGE 18+  
 Target: OCCUPATION--LOOKING FOR WORK  
 Base Population: 1,850,700

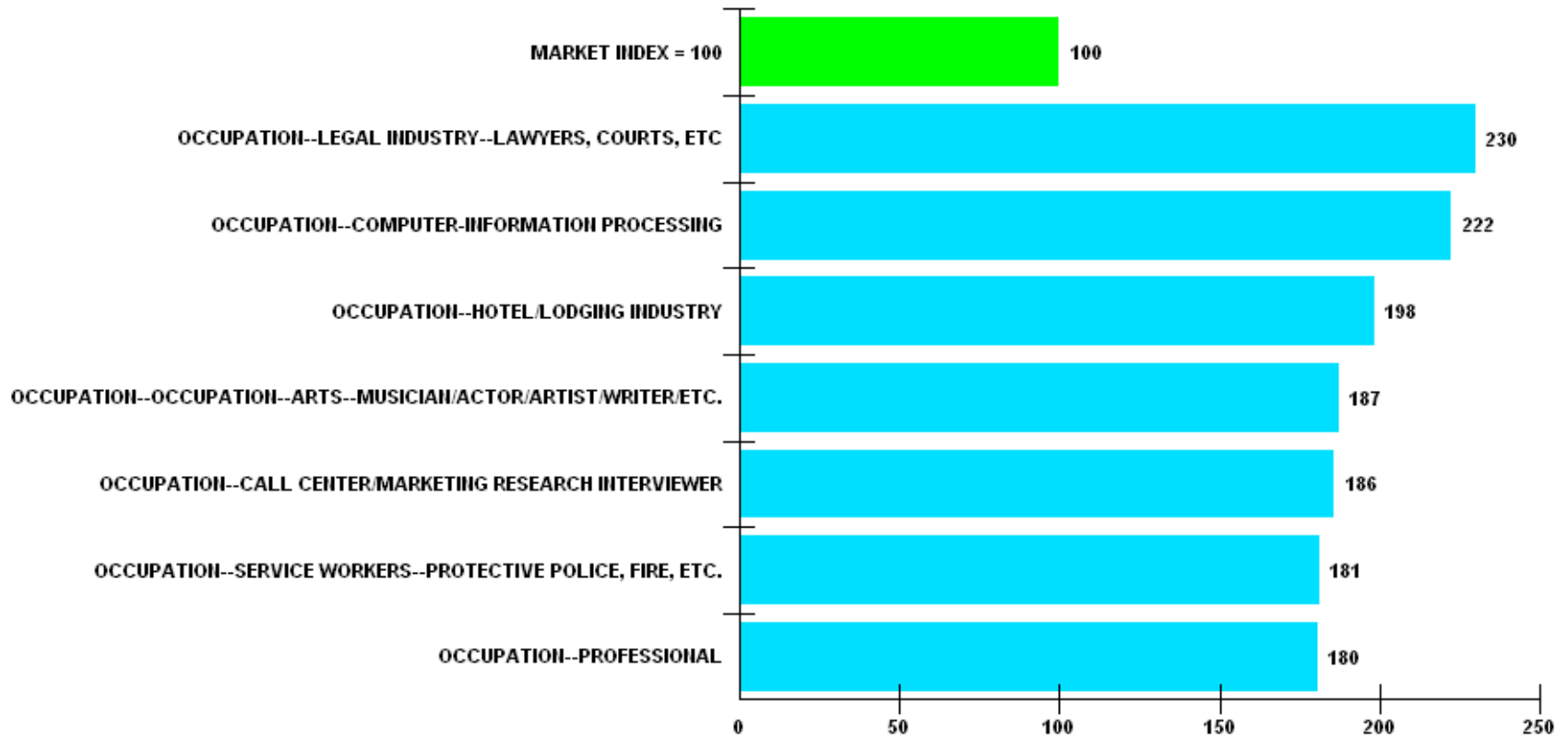
THE MEDIA AUDIT

% In Target: 3.9%



# OregonLive.com outperforms the market with key occupations-

OregonLive.com



Everything Oregon



# High Income Professionals with multiple degrees are easier to find at OregonLive.com than at other employment websites

Report: RANKER REPORT THE MEDIA AUDIT  
 Market: PORTLAND, OR for MAR-APR 2008  
 Bases: ANNUAL HOUSEHOLD INCOME--\$100,000 PLUS \*AND\* EDUCATION--SINGLE AND/OR ADVANCED DEGREE  
 Target: OCCUPATION--PROFESSIONAL, TECHNICAL  
 Base Population: 169,600 % In Target: 29.1%

Rank	Media	Cume Persons	Cume Rating	0	18	35	53
1	OREGONLIVE.COM	25,800	52.3				
2	CAREERBUILDER.COM	1,300	2.6				
3	MONSTER.COM	1,300	2.6				
4	CRAIGSLIST.ORG JOBS	800	1.6				
5	JOBDANGO.COM	*	*				
6	OREGON EMPL. DEPT.	*	*				
7	YAHOOHOTJOBS.COM	*	*				

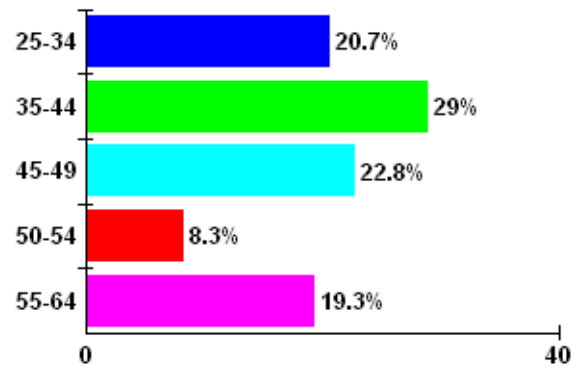
# Profile of OregonLive.com Professionals with \$100,000+ Income

Report: MEDIA QUICK PROFILE THE MEDIA AUDIT All Groups  
 Market: PORTLAND, OR for MAR-APR 2008 TOTAL  
 Bases: ANNUAL HOUSEHOLD INCOME--\$100,000 PLUS \*AND\* OCCUPATION--PROFESSIONAL, TECHNICAL  
 Media: OREGONLIVE.COM  
 Base Population: 53,600 % in Media: 54.1 Media Persons: 29,000

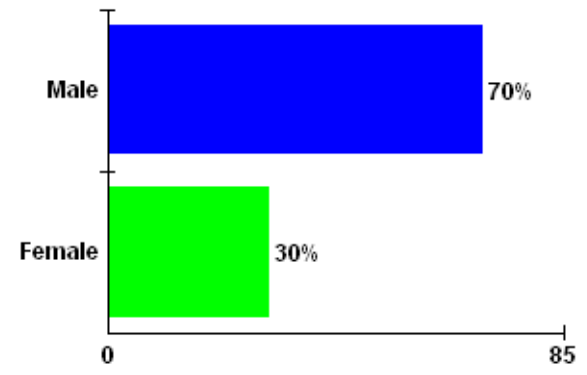
### Audience Profile

Total Income: \$4,185,000,000  
**Mean Income: \$144,310**  
**Mean Age: 43**  
 Home Owners: 100%  
 Mean Home Value: \$407,721  
 Mean Miles Past Week: 183

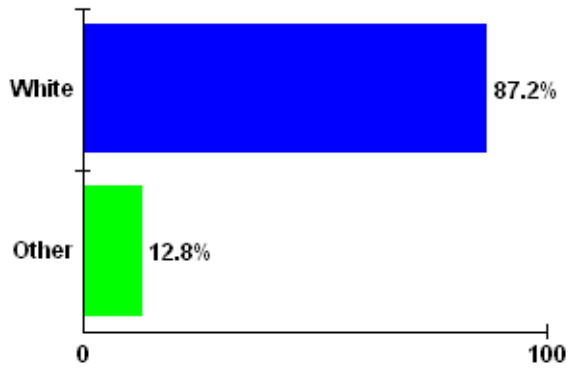
### Age Analysis



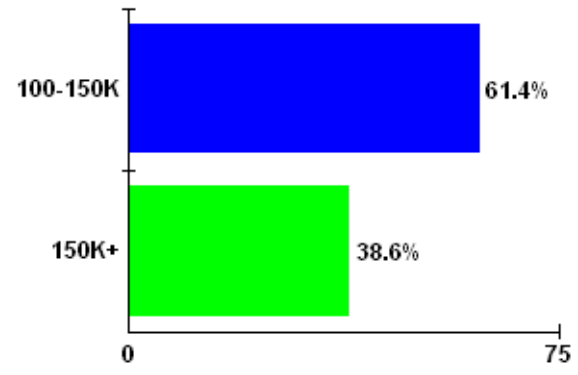
### Gender Profile



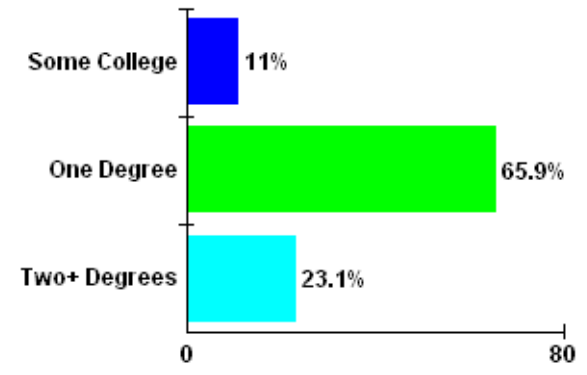
### Ethnicity Profile



### Annual Income



### Education Profile



# OregonLive.com Reaches Thousands of Job Seekers not delivered by other job sites

Report: RANKER REPORT  
 Market: PORTLAND, OR for MAR-APR 2008  
 Bases: ADULTS AGE 18+  
 Target: OCCUPATION--LOOKING FOR WORK

THE MEDIA AUDIT

Base Population: 1,850,700

% In Target: 3.9%

Rank	Media	Cume Persons	Cume Rating	0	17	34	51
1	JOBSITES2	36,300	50.2				
2	JOBSITES1	26,600	36.8				

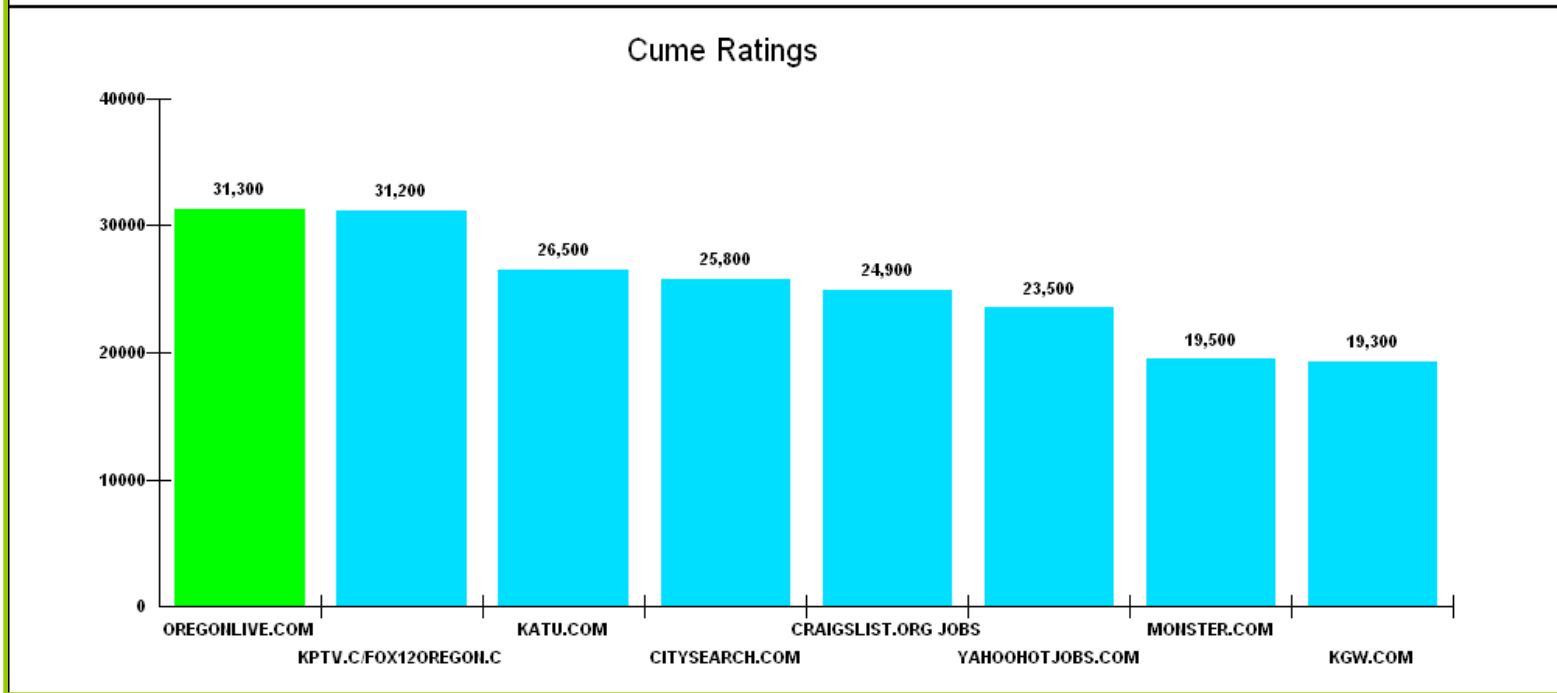
JOBSITES1 =  
 CAREERBUILDER.COM  
 CRAIGSLIST.ORG JOBS  
 MONSTER.COM  
 JOBDANGO.COM  
 YAHOOHOTJOBS.COM

JOBSITES2 =  
**OREGONLIVE.COM**  
 CAREERBUILDER.COM  
 CRAIGSLIST.ORG JOBS  
 MONSTER.COM  
 JOBDANGO.COM  
 YAHOOHOTJOBS.COM



# OregonLive.com reaches the most people “Visiting Web Classified Job Sites - Regularly”

Report: RANKER REPORT THE MEDIA AUDIT Cume Ratings  
Market: PORTLAND, OR for MAR-APR 2008  
Bases: ADULTS AGE 18+  
Target: VISIT WEB CLASSIFIED JOB SITES--REGULARLY  
Base Population: 1,850,700 % In Target: 5.8% Target Persons: 107,800



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**The Media Audit**  
for assistance call  
**800-324-9921**  
**8:30 AM – 8:30 PM**

**Employment**



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