

Medford – Klamath DMA

Fall 2009 Survey

Personal Demographics Medford-Klamath DMA

Demographic	% DMA
Men	48.2%
Women	51.8%
18 – 24	11.2%
25 – 34	15.4%
35 – 44	14.5%
45 – 54	17.8%
55 – 64	17.4%
65 +	23.6%
High School Grad	37.9%
Some College/Trade School	34.6%
College Grad 4+ years	11.3%
Employed – Full-time 35+hrs	38.6%
Employed – Part-time	14.9%
Retired	28.5%
Homemaker	10.7%
\$0 - \$29,999	11.4%
\$30,000 - \$49,999	24.7%
\$50,000 - \$99,999	31.9%
\$100,000 - \$249,999	11.1%
\$250,000 +	1.6%
Have Children in the home	38.9%
Have Pets in the home	76.7%

Medford Office:
109 S. Grape Street
Medford, OR 97501
541.282.8652

Study/Release: Medford/Klamath Falls, OR Mid-Tier Fall
2009 Study - Base Definition: Total Adults 18+
Projected: 333,391 - Respondents: 1,041
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Top 20 Cable Networks Watched in Last 7 days

Network	% DMA
Discovery	35.9%
History Channel	31.3%
FOX News Channel	31.0%
ESPN	29.1%
A&E	27.2%
National Geographic	25.6%
TNT	25.2%
Food Network	23.5%
Animal Planet	22.6%
The Weather Channel	22.5%
USA Network	21.7%
TBS	21.0%
Comedy Central	18.9%
Spike TV	18.6%
ABC Family	18.1%
Hallmark Channel	17.2%
TLC	17.0%
Syfy	16.6%
CNN	16.4%
HGTV	15.6%

Top 10 Activities in Last 12 months

Activity	% DMA
Gardening	54.4%
Camping	45.9%
Fishing	36.8%
Swimming	33.9%
Hiking	29.2%
Photography	29.1%
Volunteer work	25.6%
Bowling	24.3%
Bicycling	23.1%
Hunting	22.8%