

San Luis Obispo – Santa Maria DMA

Fall 2009 Survey Results

Personal Demographics San Luis Obispo – Santa Maria DMA

| Demographic | % DMA |
|-----------------------------|-------|
| Men | 50.5% |
| Women | 49.5% |
| 18 – 24 | 17.4% |
| 25 – 34 | 17.6% |
| 35 – 44 | 16.0% |
| 45 – 54 | 17.5% |
| 55 – 64 | 13.9% |
| 65 + | 17.6% |
| High School Grad | 30.7% |
| Some College/Trade School | 37.5% |
| College Grad 4+ years | 26.3% |
| Employed – Full-time 35+hrs | 46.6% |
| Employed – Part-time | 15.1% |
| Retired | 19.8% |
| Homemaker | 8.0% |
| \$0 - \$29,999 | 21.5% |
| \$30,000 - \$49,999 | 18.5% |
| \$50,000 - \$99,999 | 33.9% |
| \$100,000 - \$249,999 | 23.7% |
| \$250,000 + | 2.4% |
| Have Children in the home | 40.8% |
| Have Pets in the home | 64.6% |

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Study/Release: San Luis Obispo/Santa Maria CA Mid-Tier
Fall 2009 Study - Base Definition: Total Adults 18+
Projected: 530,965 - Respondents: 1,447
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Top 20 Cable Networks Watched in Last 7 days

| Network | % DMA |
|---------------------|-------|
| Discovery | 40.1% |
| History Channel | 34.5% |
| Fox News Channel | 28.9% |
| A&E | 28.8% |
| ESPN | 28.8% |
| CNN | 28.2% |
| Food Network | 27.7% |
| TNT | 27.2% |
| Comedy Central | 23.5% |
| USA | 22.9% |
| Animal Planet | 22.5% |
| National Geographic | 21.2% |
| Weather Channel | 20.7% |
| TLC | 20.0% |
| TBS | 18.4% |
| Lifetime | 16.8% |
| ESPN2 | 16.8% |
| Spike TV | 15.8% |
| Travel Channel | 15.5% |
| E! | 15.4% |

Top 10 Activities in Last 12 months

| Activity | % DMA |
|-------------------------------|-------|
| Gardening | 44.9% |
| Jogging – Running | 30.7% |
| Bicycling | 30.3% |
| Swimming | 29.2% |
| Camping | 27.9% |
| Volunteer work | 26.1% |
| Photography | 25.0% |
| Hiking | 24.9% |
| Free Weights-circuit training | 23.8% |
| Fishing | 18.5% |