

# online audience

**Columbian.com**  
reaches every demographic group

**The  
Columbian  
has  
higher than  
average  
Online reach  
among:**

- Working women
- 35-54 year olds
- Home owners
- Upper income households (\$75k+)
- Households with kids under 18 years

**Base:** Clark County  
Adults (320,800)

**Source:** 2011  
Thoroughbred  
Research Group

**Visited  
Columbian.com  
Past 30 Days**

<b>WHO</b>	<b>Clark County</b>	<b>Visited Columbian.com Past 30 Days</b>
Men	49%	54%
Women	51%	46%
Employed Women	28%	35%
Employed in Oregon	15%	14%
<b>AGE</b>		
Age 18-34	32%	31%
Age 35-54	39%	45%
Age 55+	29%	23%
<b>HOUSEHOLD INCOME</b>		
<35K	28%	10%
\$35-\$49.9K	12%	18%
\$50-\$74.9K	22%	23%
\$75K+	38%	49%
<b>OTHER</b>		
Newcomers <5yrs	14%	16%
Have Kids <18	40%	51%
Home Owners	70%	83%

