

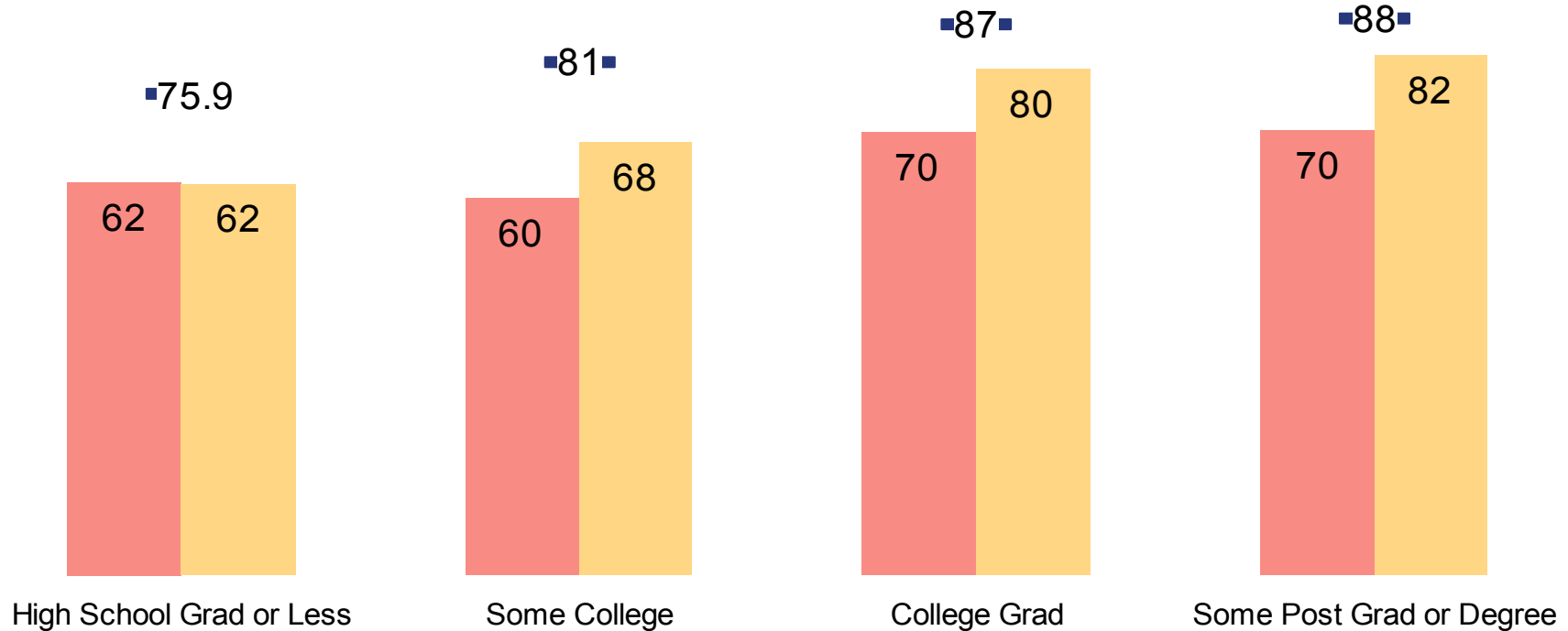


The Oregonian

# The Well-educated Are Heavy Readers

Percent of adults reached by Weekday and Sunday Oregonian, by educational attainment

■ Weekday ■ Sunday — WD+SN Net Cume



BASE: Portland Four-County Area adults (1,301,500)

SOURCE: Scarborough 2008R2 (9/07-8/08)

Weekday = 5 daily issues net cume; Sunday = 4 Sunday issues net cume