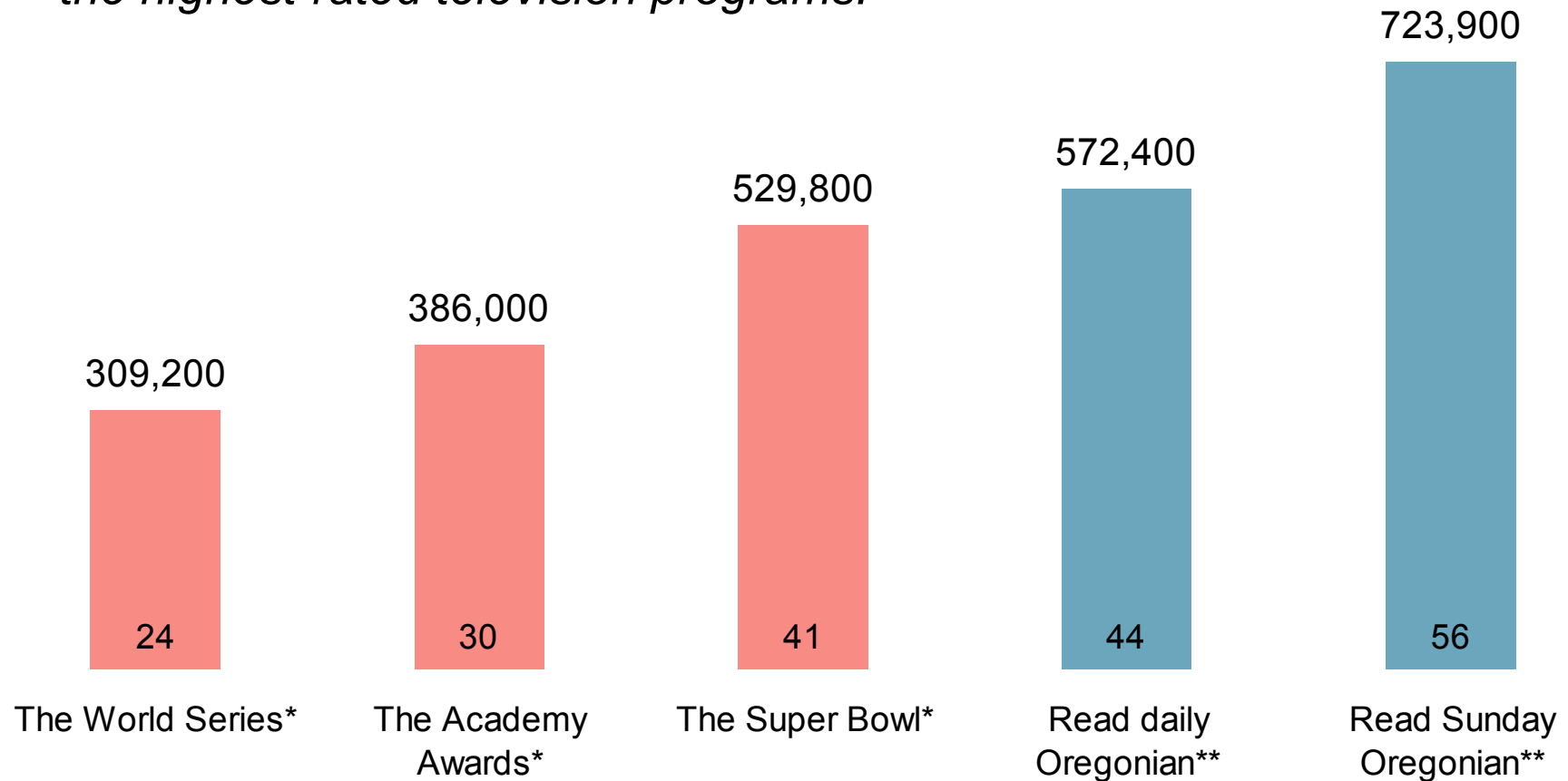




The Oregonian

Better Reach Than Popular TV Shows


▼ More Portland-area adults read The Oregonian every day than watch the highest-rated television programs.



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

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

*Watched in past 12 months; **1 weekday issue; 1 Sunday issue

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