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Times of the Islands: 2006 Reader Profile Survey



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Times of the Islands: 2006 Reader Profile Survey

EXECUTIVE SUMMARY:

Key Learnings and Findings

The Times of the Islands Readership Survey was implemented at the request of the publication's management on April 3rd, 2006. This survey was conducted as an Internet survey using the publication's subscriber list. As of April 10th, 501 surveys were returned. Since the researcher parameters mandated a 95% level of confidence and a precision factor (standard error) of $\pm 5\%$, the collection of survey data was limited to 500 completed questionnaires.

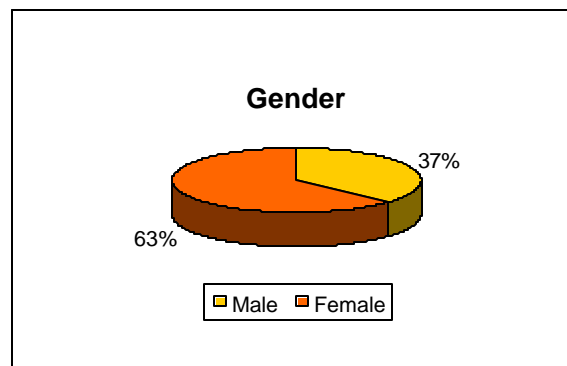
The following are the findings of the Times of the Islands Readership Survey:

- A. Times of the Islands typically serves an up-scale, well to do clientele, with a high level of education and professional accomplishment. Regularly cross-read national publications include:

Coastal Living	29%	The New York Times	19%
Southern Living	28%	The Wall Street Journal	17%
National Geographic	21%	Time	17%
People	24%	Newsweek	15%)

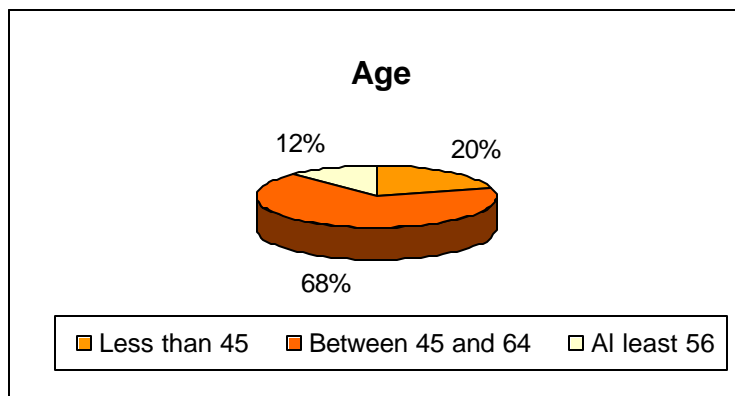
- B. Regionally, the majority of respondents only read Times of the Islands (57%), with Gulf Shore Life's readership reaching 28%.

- C. Roughly two thirds (63%) of the respondents are female.



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- D. The estimated median age of the respondents is 55 years. Most respondents (70%) report having earned at least a bachelor's degree and report white-collar careers (64%): executive / managerial (26%), professional / technical (26%), and self-employed (12%). A majority of the respondents (51%) report earning annual household incomes ranging from \$100,000 to \$299,999 before taxes. Respondents' median household income is estimated as \$200,000.



- E. Most respondents (77.6%) do not have children under the age of 18 or grandchildren (64.5%).
- F. Respondents currently anticipate multiple purchases over the next 12 months, specifically (by category):

Indoor Furniture	39%	Art / Antiques	28%
Interior Design Accessories	38%	Jewelry	27%
CD Player / TV	33%	Cellular Phone	21%
Outdoor Furniture	31%	Home Computer	20%
A Major Appliance	29%		

- G. More than one third of respondents (38%) report planning to purchase a vehicle (car) within two years. Some 23% of respondents report owning a motorboat, with 5% owning a sailboat.

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- H. Times of the Islands readers are active. The following activities are reported most prominently:

Restaurants	99%	Boating	47%
Social Events	86%	Theater	43%
Travel in the U.S.	84%	Bird-Watching	42%
Movies	65%	Golf / Tennis	34%
Art Galleries / Events	59%	Fishing	34%
Shelling	57%	Travel, Foreign	11%
Renting a Car	50%	Taking a Cruise	4%
Concerts	50%		

- I. The following are the reported average annual (2005) expenditures on some basic personal items (of those who spent in that category):

Women's Apparel	\$1,755	Shoes / Footwear	\$420
Men's Apparel	\$891	Vitamins / Supplements	\$260
Children's Clothing	\$634	Perfume / Cologne	\$179
Cosmetics / Skin Care	\$434		

- J. Roughly two thirds of respondents say that their primary home is within 100 miles of a coastal area. Nearly half of the respondents (44%) stay in their own home when visiting Southwest Florida and / or the Barrier Islands. Some 30% report staying in a hotel / resort, with 26% renting a condo unit.
- K. The unusually high level and rapid response of interviewees suggests a strong level of 'good will' and interest in the Times of the Islands among its readership.

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L. The following maps depict the geographic clusterings³ of Times of the Islands subscribers:

