

2008



E-BAG PENETRATION BY ZIP

Source: EBAG and Claritas, 2006

Zip	Community	EBAG Count	2006 HHlds.	Penetration	Zip	Community	EBAG Count	2006 HHlds.	Penetration
43001	ALEXANDRIA	50	616	.8%	43209	COLUMBUS	1377	12461	.11%
43003	ASHLEY	42	1612	.3%	43210	COLUMBUS	403	717	.56%
43004	BLACKLICK	793	5634	.14%	43211	COLUMBUS	515	8624	.6%
43011	CENTERBURG	151	2472	.6%	43212	COLUMBUS	992	9368	.11%
43013	CROTON	31	533	.6%	43213	COLUMBUS	1043	12913	.8%
43014	DANVILLE	29	1229	.2%	43214	COLUMBUS	1265	12288	.10%
43015	DELAWARE	1381	18351	.8%	43215	COLUMBUS	1595	6092	.26%
43016	DUBLIN	1407	9804	.14%	43217	COLUMBUS	77	703	.11%
43017	DUBLIN	2121	13246	.16%	43219	COLUMBUS	792	9293	.9%
43019	FREDERICKTOWN	84	3506	.2%	43220	COLUMBUS	1379	11230	.12%
43021	GALENA	335	2879	.12%	43221	COLUMBUS	1721	12106	.14%
43022	GAMBIER	40	869	.5%	43222	COLUMBUS	112	2153	.5%
43023	GRANVILLE	325	3941	.8%	43223	COLUMBUS	767	9935	.8%
43025	HEBRON	107	2830	.4%	43224	COLUMBUS	1055	16546	.6%
43026	HILLIARD	2315	20486	.11%	43227	COLUMBUS	672	9274	.7%
43028	HOWARD	115	2675	.4%	43228	COLUMBUS	1785	21423	.8%
43031	JOHNSTOWN	338	4208	.8%	43229	COLUMBUS	1529	21014	.7%
43035	LEWIS CENTER	924	6702	.14%	43230	COLUMBUS	2501	20214	.12%
43040	MARYSVILLE	734	9854	.7%	43231	COLUMBUS	653	7419	.9%
43044	MECHANICSBURG	49	2061	.2%	43232	COLUMBUS	1311	17078	.8%
43045	MILFORD CENTER	39	658	.6%	43235	COLUMBUS	2036	17036	.12%
43046	MILLERSPORT	79	1427	.6%	43240	COLUMBUS	176	850	.21%
43050	MOUNT VERNON	427	11006	.4%	43302	MARION	480	20545	.2%
43054	NEW ALBANY	878	4186	.21%	43311	BELLEFONTAINE	163	7690	.2%
43055	NEWARK	912	24575	.4%	43315	CARDINGTON	80	2703	.3%
43056	HEATH	196	6439	.3%	43326	KENTON	116	5494	.2%
43060	NORTH LEWISBURG	42	1033	.4%	43331	LAKEVIEW	26	2439	.1%
43061	OSTRANDER	95	1749	.5%	43334	MARENGO	123	2306	.5%
43062	PATASKALA	909	8831	.10%	43338	MOUNT GILEAD	121	3763	.3%
43064	PLAIN CITY	430	4295	.10%	43342	PROSPECT	47	1235	.4%
43065	POWELL	1830	11819	.15%	43344	RICHWOOD	82	2149	.4%
43067	RAYMOND	28	647	.4%	43351	UPPER SANDUSKY	44	4109	.1%
43068	REYNOLDSBURG	1997	20142	.10%	43358	WEST MANSFIELD	33	871	.4%
43071	SAINT LOUISVILLE	33	759	.4%	43701	ZANESVILLE	421	22606	.2%
43074	SUNBURY	364	5196	.7%	43725	CAMBRIDGE	77	8962	.1%
43076	THORNVILLE	149	3325	.4%	43731	CROOKSVILLE	49	1876	.3%
43078	URBANA	131	8643	.2%	43756	MC CONNELLSVILLE	42	2286	.2%
43080	UTICA	67	2060	.3%	43762	NEW CONCORD	39	1719	.2%
43081	WESTERVILLE	2535	20593	.12%	43764	NEW LEXINGTON	64	3198	.2%
43082	WESTERVILLE	1473	7348	.20%	43783	SOMERSET	50	1630	.3%
43085	COLUMBUS	1319	9473	.14%	43812	COSHOCOTON	96	8543	.1%
43102	AMANDA	54	1495	.4%	43821	DRESDEN	30	1722	.2%
43103	ASHVILLE	283	4138	.7%	43830	NASHPORT	41	2030	.2%
43105	BALTIMORE	190	3329	.6%	44805	ASHLAND	63	12904	.0%
43106	BLOOMINGBURG	32	630	.5%	44813	BELLVILLE	31	2967	.1%
43107	BREMEN	54	1187	.5%	44820	BUCYRUS	95	7726	.1%
43110	CANAL WINCHESTER	1124	9521	.12%	44827	CRESTLINE	26	2866	.1%
43112	CARROLL	111	1706	.7%	44833	GALION	98	7601	.1%
43113	CIRCLEVILLE	451	9079	.5%	44875	SHELBY	40	5876	.1%
43116	COMMERCIAL POINT	37	155	.24%	44903	MANSFIELD	73	10607	.1%
43119	GALLOWAY	1079	9298	.12%	44904	MANSFIELD	55	5668	.1%
43123	GROVE CITY	2511	19498	.13%	44905	MANSFIELD	36	5114	.1%
43125	GROVEPORT	520	4390	.12%	44906	MANSFIELD	59	7214	.1%
43130	LANCASTER	999	23366	.4%	44907	MANSFIELD	64	6753	.1%
43135	LAURELVILLE	42	1979	.2%	45123	GREENFIELD	65	3192	.2%
43137	LOCKBOURNE	67	944	.7%	45133	HILLSBORO	37	9426	.0%
43138	LOGAN	160	7404	.2%	45324	FAIRBORN	66	16561	.0%
43140	LONDON	483	7611	.6%	45385	XENIA	63	14102	.0%
43143	MOUNT STERLING	114	2081	.5%	45431	DAYTON	38	9769	.0%
43146	ORIENT	279	2924	.10%	45440	DAYTON	27	8290	.0%
43147	PICKERINGTON	1758	13006	.14%	45502	SPRINGFIELD	60	7157	.1%
43148	PLEASANTVILLE	26	821	.3%	45503	SPRINGFIELD	104	13438	.1%
43154	STOUTSVILLE	40	1286	.3%	45504	SPRINGFIELD	55	7292	.1%
43155	SUGAR GROVE	28	785	.4%	45505	SPRINGFIELD	42	8673	.0%
43160	WASHINGTON COURT HOUSE	282	8661	.3%	45601	CHILLICOTHE	518	21134	.2%
43162	WEST JEFFERSON	203	2632	.8%	45628	FRANKFORT	36	1721	.2%
43164	WILLIAMSPORT	33	826	.4%	45640	JACKSON	142	6196	.2%
43201	COLUMBUS	1015	13962	.7%	45644	KINGSTON	46	1432	.3%
43202	COLUMBUS	658	9859	.7%	45651	MC ARTHUR	46	2499	.2%
43203	COLUMBUS	181	4443	.4%	45661	PIKETON	46	2736	.2%
43204	COLUMBUS	1348	16264	.8%	45690	WAVERLY	116	5796	.2%
43205	COLUMBUS	419	5528	.8%	45692	WELLSTON	60	3834	.2%
43206	COLUMBUS	862	10218	.8%	45701	ATHENS	352	10804	.3%
43207	COLUMBUS	1449	16960	.9%	45710	ALBANY	28	1897	.1%
					45732	GLOUSTER	26	2670	.1%
					45764	NELSONVILLE	58	3876	.1%
					45780	THE PLAINS	43	1323	.3%
							70890	1069425	6.63%

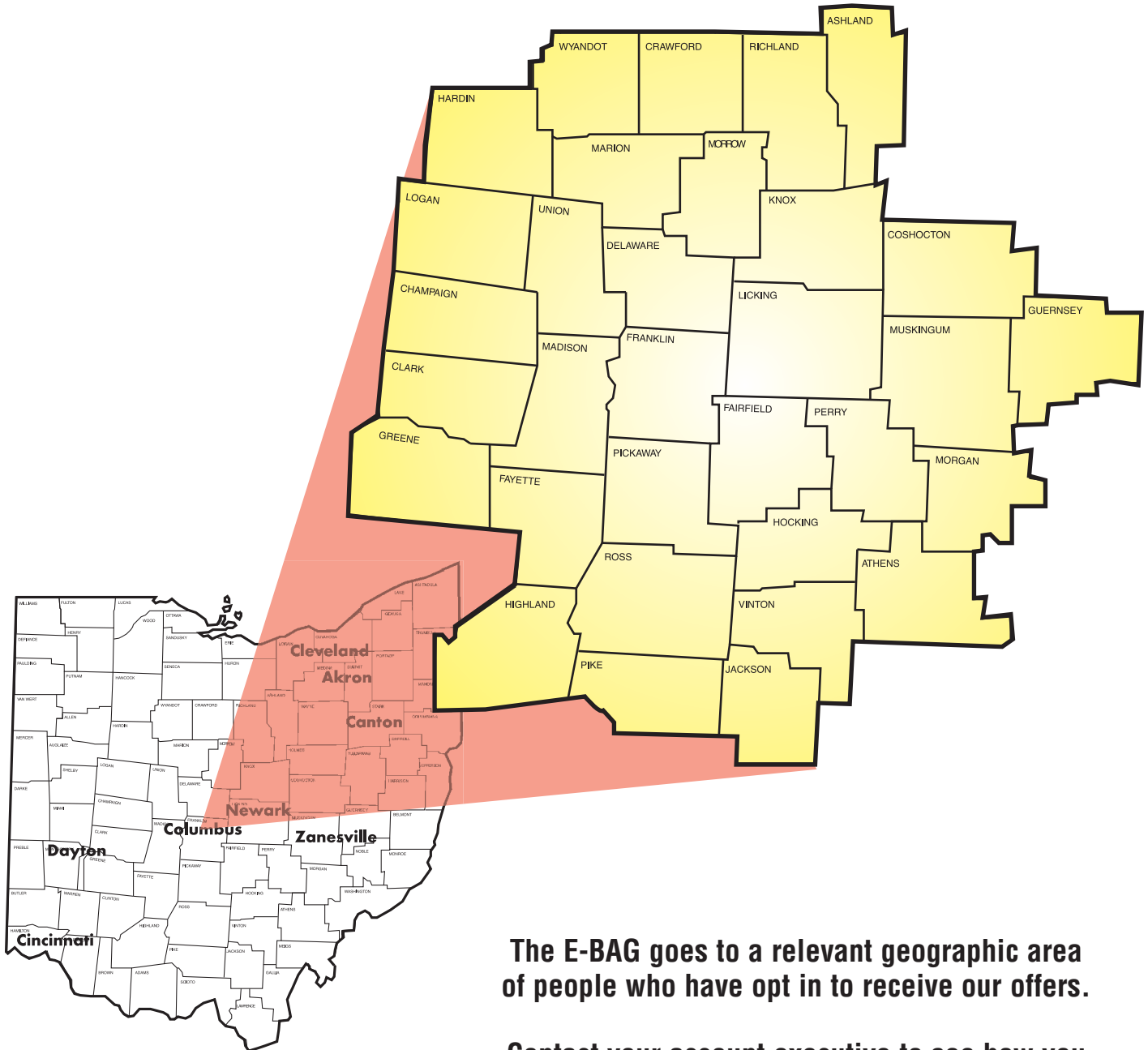
KEY DEMOGRAPHIC INFORMATION ON E-BAG RECIPIENTS VERSUS STATE AVERAGE

	OHIO	E-BAG
Median Age	38.03	35.90
Bachelor Grad	9%	22%
Median HH Income	\$46,315	\$58,806
Median Home Value	\$118,838	\$164,482

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E-BAG DISTRIBUTION AREA



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