

The Akron Beacon Journal

Newspapers First
THE LEADER IN MAJOR MARKETS



Target Reach And Coverage

Cleveland-Akron DMA

Greater Akron Market*

	# of Adults in DMA	Daily 1 Issue	%	Sunday 1 Issue	%	# of Adults in PMA	Daily 1 Issue	%	Sunday 1 Issue	%
Demos										
Total Adults	2,977,572	296,247	10	433,300	15	1,051,038	294,361	28	423,745	40
Men	1,415,826	143,637	10	189,547	13	477,448	142,754	30	184,773	39
Women	1,561,746	152,610	10	243,753	16	573,590	151,607	26	238,972	42
18-24 Years of Age	360,788	21,204	6	44,374	12	121,643	21,204	17	41,973	35
25-34	459,561	33,551	7	67,641	15	162,849	33,551	21	65,914	41
35-44	532,061	53,130	10	69,150	13	195,702	53,130	27	67,728	35
45-54	594,368	51,262	9	78,521	13	210,061	50,259	24	78,131	37
55-64	457,781	66,489	15	85,536	19	170,398	66,489	39	84,323	50
65+	573,013	70,611	12	88,078	15	190,385	69,728	37	85,676	45
College Graduate+	649,104	66,914	10	99,152	15	241,545	65,911	27	95,613	40
Any College+	1,456,124	173,626	12	220,311	15	504,810	171,740	34	215,889	43
Prof'l/Mgmt/Busn & Finc'l Operations	657,355	54,507	8	80,958	12	230,385	53,504	23	77,419	34
Mgmt/Busn & Finc'l Operations	272,444	25,834	10	30,821	11	98,421	25,834	26	29,094	30
White collar	1,082,917	90,447	8	134,945	13	411,851	89,444	22	131,406	32
Employed	1,915,824	181,716	10	256,208	13	691,527	180,713	26	250,268	36
Married	1,685,095	184,091	11	270,138	16	640,079	184,091	29	266,726	42
1+ Children in HH	1,144,792	94,235	8	158,591	14	421,190	94,235	22	158,591	38
White	2,520,232	258,322	10	389,354	15	952,992	256,826	27	380,189	40
Black/African American	378,862	34,622	9	37,940	10	73,694	34,232	47	37,550	51
Hispanic	76,121	2,334	3	2,986	4	6,547	2,334	36	2,986	46
HHI \$75,000+	878,913	97,764	11	124,176	14	336,406	96,761	29	120,637	36
HHI \$50,000+	1,458,744	166,969	11	256,606	18	580,092	165,966	29	250,666	43
HHI \$35,000+	2,129,448	233,118	11	343,243	16	798,883	232,115	29	336,090	42
Own Home	2,200,819	239,939	11	328,457	15	809,835	238,443	29	321,693	40
New Cars Owned/Leased										
Owns/Leased 1+ Domestic Vehicle	614,987	51,147	8	81,657	13	194,967	50,264	26	78,373	40
Own/lease 1+ Foreign Vehicles	265,560	26,364	10	41,298	16	87,680	26,364	30	39,571	45
HH Owns 2+ Vehicles	1,981,997	186,243	9	295,454	15	729,286	185,853	26	288,981	40
HH Own any Vehicle Bght New or Leased	1,890,223	195,529	10	289,598	15	673,613	194,916	29	282,058	42
HH Plans to Buy Veh New/leased Next Yr.	321,020	24,929	8	42,379	13	101,872	24,929	25	40,957	40
Business Decision Maker For:										
Computer Hardware/Software	190,637	18,858	10	33,200	17	76,407	18,858	25	33,200	44
Information Technology (Network/Internet)	99,930	4,433	4	8,947	9	24,337	4,433	18	8,947	37
Communication Equipment	98,821	8,806	9	15,797	16	26,386	8,806	33	15,797	60
Communication Services	90,958	13,420	15	18,176	20	35,820	13,420	38	18,176	51
Overnight Delivery Services	82,172	15,722	19	23,595	29	41,211	15,722	38	23,595	57
Business Travel or Convention	113,507	17,309	15	9,598	9	65,221	17,309	27	9,598	15
Office Equipment (Photocopier, Fax, Etc.)	139,646	23,344	17	30,523	22	65,618	23,344	36	30,523	47



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	# of Adults in DMA	Daily 1 Issue	%	Sunday 1 Issue	%	# of Adults in PMA	Daily 1 Issue	%	Sunday 1 Issue	%
Financial										
Own Any Stock	969,474	107,291	11	158,217	16	343,737	105,405	31	153,018	45
Account With Broker	320,600	42,321	13	48,028	15	131,143	41,438	32	45,418	35
Own Mutual Funds	904,160	92,698	10	146,963	16	336,483	91,202	27	142,931	43
Used Any Amex Card-3 Months	210,527	34,101	16	28,715	14	93,501	33,488	36	28,715	31
Used Any Visa Card-3 Months	1,467,939	167,363	11	242,558	17	563,447	167,363	30	238,196	42
Domestic Travel										
1+ Trips	2,096,602	231,323	11	323,371	15	772,368	230,320	30	317,877	41
1+ Air Trips	1,050,183	127,754	12	166,657	16	413,158	126,751	31	162,376	39
1+ Personal/Vacation Air Trips	926,781	121,143	13	154,062	17	373,382	120,140	32	149,781	40
1+ Business Air Trips	356,700	34,495	10	38,400	11	136,032	33,882	25	36,978	27
Used Travel Agent	199,264	13,409	7	16,970	9	51,407	13,409	26	16,970	33
Car Rental For Business	240,141	32,954	14	32,492	14	112,797	32,954	29	32,492	29
Car Rental For Personal/Vacation	606,338	72,226	12	80,919	13	231,916	71,223	31	78,802	34
Hotel/Motels-For Business	533,399	63,647	12	69,767	13	229,232	63,034	28	68,345	30
Hotel/Motels-For Personal/Vacation	1,615,392	172,647	11	234,050	15	550,153	172,257	31	229,769	42
Foreign Travel										
1+ Foreign Trips	1,094,924	121,462	11	153,936	14	364,570	120,459	33	151,382	42
1+ Cruise	294,410	39,700	14	48,031	16	85,176	39,700	47	48,031	56
Domestic Destinations										
Las Vegas	206,318	27,585	13	32,406	16	63,161	26,972	43	31,664	50
Florida	412,456	55,278	13	68,946	17	172,468	55,278	32	68,946	40
Chicago	198,251	22,745	12	29,605	15	69,277	22,745	33	29,605	43
Foreign Destinations										
Canada	730,454	86,460	12	100,607	14	237,024	85,457	36	98,053	41
Mexico	185,198	23,920	13	40,984	22	77,929	23,920	31	40,984	53
Hawaii	107,187	9,807	9	10,780	10	29,237	9,807	34	9,358	32
Europe	161,664	18,856	12	17,576	11	61,553	18,856	31	17,576	29
Caribbean/Bahamas	289,347	41,832	15	48,614	17	94,956	41,832	44	48,614	51
Technology										
Own Cellular Phone	2,001,335	209,676	11	305,411	15	731,668	208,673	29	296,739	41
Own PC	2,141,834	223,211	10	312,707	15	759,092	221,325	29	304,671	40
Bought Hardware/Software	1,178,848	125,567	11	197,863	17	438,407	125,567	29	194,923	45
Have Online Service	2,050,005	219,916	11	324,441	16	745,708	218,030	29	317,618	43
Shop Online	1,464,631	147,877	10	218,612	15	549,269	145,991	27	214,190	39
Purchase Online	1,349,061	135,844	10	203,495	15	520,141	134,571	26	199,073	38