

The Asheville Citizen-Times

Newspapers First
THE LEADER IN MAJOR MARKETS



Target Reach And Coverage

Greenville/Spartanburg/Asheville/Anderson DMA

Asheville CBSA

	# of Adults in DMA	Daily 1 Issue	%	Sunday 1 Issue	%	# of Adults in CBSA	Daily 1 Issue	%	Sunday 1 Issue	%
Demos										
Total Adults	1,641,166	113,937	7	172,228	11	323,552	94,733	29	136,300	42
Men	786,596	53,234	7	90,517	12	153,538	44,201	29	65,837	43
Women	854,570	60,703	7	81,711	10	170,014	50,532	30	70,463	41
18-24 Years of Age	196,856	9,087	5	16,186	8	33,308	7,459	22	14,558	44
25-34	270,681	8,250	3	17,445	6	50,630	8,250	16	17,445	35
35-44	288,092	11,190	4	27,162	9	54,957	9,444	17	24,625	45
45-54	298,569	23,543	8	29,901	10	58,131	17,624	30	18,681	32
55-64	260,118	23,836	9	33,996	13	52,377	19,975	38	23,429	45
65+	326,850	38,031	12	47,538	15	74,149	31,981	43	37,562	51
College Graduate+	335,971	36,594	11	44,294	13	77,258	29,312	38	39,307	51
Any College+	795,888	62,691	8	98,667	12	174,704	52,875	30	78,455	45
Prof'l/Mgmt/Busn & Finc'l Operations	345,321	26,664	8	39,112	11	75,119	17,903	24	32,309	43
Mgmt/Busn & Finc'l Operations	125,976	7,923	6	12,123	10	25,898	7,100	27	11,723	45
White collar	548,482	45,370	8	66,871	12	125,630	34,245	27	55,901	45
Employed	948,012	62,614	7	99,499	11	191,358	49,413	26	78,505	41
Married	925,441	65,547	7	98,172	11	187,337	55,990	30	72,027	38
1+ Children in HH	607,795	23,692	4	46,807	8	101,278	20,434	20	37,770	37
White	1,365,473	103,085	8	159,116	12	295,605	85,627	29	126,689	43
Black/African American	216,864	5,665	3	9,101	4	17,571	5,665	32	5,600	32
Hispanic	66,631	1,239	2	1,533	2	9,776	596	6	890	9
HHI \$75,000+	422,876	33,224	8	44,709	11	81,947	26,549	32	33,935	41
HHI \$50,000+	714,803	57,726	8	78,722	11	145,003	47,493	33	59,373	41
HHI \$35,000+	1,060,031	78,742	7	117,312	11	210,148	64,582	31	88,949	42
Own Home	1,217,831	97,395	8	144,273	12	248,978	82,462	33	112,937	45
New Cars Owned/Leased										
Owns/Leased 1+ Domestic Vehicle	1,182,512	80,777	7	124,435	11	214,408	64,122	30	90,741	42
Own/lease 1+ Foreign Vehicles	922,012	66,874	7	92,390	10	199,916	56,884	29	79,298	40
HH Owns 2+ Vehicles	1,071,792	82,039	8	131,021	12	228,143	67,560	30	98,695	43
HH Own any Vehicle Bght New or Leased	913,284	73,047	8	109,373	12	198,141	57,398	29	79,296	40
HH Plans to Buy Veh New/leased Next Yr.	88,693	2,141	2	4,884	6	12,538	1,741	14	4,484	36
Business Decision Maker For:										
Computer Hardware/Software	119,264	13,171	11	14,074	12	20,210	11,092	55	11,995	59
Information Technology (Network/Internet)	44,689	5,959	13	5,919	13	8,432	3,880	46	3,840	46
Communication Equipment	14,891	3,003	20	2,348	16	2,681	2,681	10	2,026	76
Communication Services	24,123	3,792	16	2,863	12	4,325	3,070	71	2,141	50
Overnight Delivery Services	44,933	4,081	9	6,989	16	9,093	4,081	45	6,989	77
Business Travel or Convention	76,794	8,222	11	6,809	9	14,770	8,222	56	6,809	46
Office Equipment (Photocopier, Fax, Etc.)	31,270	5,927	19	6,005	19	8,245	4,170	51	4,248	52



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Asheville CBSA

	# of Adults in DMA	Daily 1 Issue	%	Sunday 1 Issue	%	# of Adults in CBSA	Daily 1 Issue	%	Sunday 1 Issue	%
Financial										
Own Any Stock	418,402	30,055	7	45,712	11	76,785	25,519	33	34,567	45
Account With Broker	183,371	12,162	7	18,623	10	34,802	11,487	33	15,374	44
Own Mutual Funds	374,247	30,399	8	42,133	11	73,605	25,725	35	32,284	44
Used Any Amex Card-3 Months	161,473	12,162	8	12,152	8	28,395	10,603	37	10,835	38
Used Any Visa Card-3 Months	845,919	69,932	8	116,287	14	189,038	62,622	33	98,176	52
Domestic Travel										
1+ Trips	615,101	48,819	8	74,489	12	122,730	38,824	32	58,040	47
1+ Air Trips	430,221	28,724	7	45,350	11	81,978	24,247	30	37,001	45
1+ Personal/Vacation Air Trips	380,326	25,650	7	40,545	11	74,366	22,930	31	35,102	47
1+ Business Air Trips	195,921	12,465	6	14,211	7	37,069	11,743	32	13,489	36
Used Travel Agent	104,894	7,236	7	9,675	9	18,115	5,480	30	8,266	46
Car Rental For Business	121,075	9,505	8	14,577	12	25,159	8,724	35	13,796	55
Car Rental For Personal/Vacation	282,197	22,282	8	27,713	10	41,941	16,869	40	20,330	49
Hotel/Motels-For Business	325,447	22,045	7	35,061	11	64,776	18,571	29	26,206	41
Hotel/Motels-For Personal/Vacation	892,127	60,377	7	93,373	11	167,591	52,631	31	73,778	44
Foreign Travel										
1+ Foreign Trips	458,895	37,376	8	55,702	12	95,763	31,881	33	46,911	49
1+ Cruise	206,658	12,425	6	21,874	11	36,873	10,191	28	18,058	49
Domestic Destinations										
Las Vegas	32,145	3,122	10	3,222	10	5,960	3,122	52	3,222	54
Atlanta	266,651	13,708	5	22,050	8	47,671	13,386	28	18,227	38
Orlando	96,827	8,349	9	11,600	12	20,827	8,349	40	11,600	56
Foreign Destinations										
Canada	60,656	5,137	9	5,649	9	10,666	5,137	48	5,649	53
Mexico	107,597	9,921	9	13,297	12	19,854	6,409	32	8,157	41
Hawaii	49,080	2,202	5	4,210	9	9,556	2,202	23	3,859	40
Europe	94,146	12,516	13	15,251	16	25,682	12,274	48	15,251	59
Caribbean/Bahamas	210,328	15,043	7	26,739	13	41,753	13,483	32	23,439	56
Technology										
Own Cellular Phone	1,215,951	89,368	7	139,512	12	244,795	75,120	31	112,462	46
Own PC	1,108,824	77,568	7	132,138	12	231,776	64,629	28	103,935	45
Bought Hardware/Software	540,386	38,843	7	67,845	13	119,907	31,693	26	55,959	47
Have Online Service	1,045,125	72,370	7	120,951	12	220,506	59,644	27	96,239	44
Shop Online	754,478	51,529	7	94,817	13	164,439	43,838	27	75,928	46
Purchase Online	686,106	47,451	7	85,110	12	146,666	41,272	28	67,733	46