

The Atlanta Journal-  
Constitution Delivers  
The Atlanta Market

Newspapers First  
THE LEADER IN MAJOR MARKETS



**Target Reach And Coverage**

	<u>DMA</u>					<u>CBSA</u>				
	# of Adults in DMA	Daily 1 Issue	%	Sunday 1 Issue	%	# of Adults in CBSA	Daily 1 Issue	%	Sunday 1 Issue	%
<b>Demos</b>										
Total Adults	4,552,052	1,092,932	24	1,618,973	36	3,778,060	992,747	26	1,489,114	39
Men	2,236,974	611,319	27	782,034	35	1,856,102	551,314	30	727,937	39
Women	2,315,078	481,613	21	836,939	36	1,921,958	441,433	23	761,177	40
18-24 Years of Age	601,503	78,106	13	183,661	31	481,767	66,986	14	161,602	34
25-34	929,772	197,299	21	253,187	27	784,301	180,848	23	244,109	31
35-44	983,602	191,210	19	333,085	34	842,174	170,916	20	300,809	36
45-54	865,130	223,596	26	349,895	40	734,264	210,533	29	335,983	46
55-64	600,169	197,527	33	238,550	40	494,696	178,235	36	212,340	43
65+	571,876	205,194	36	260,595	46	440,858	185,229	42	234,271	53
College Graduate+	1,258,474	426,993	34	564,221	45	1,127,081	387,347	34	519,923	46
Any College+	2,500,606	755,133	30	1,067,738	43	2,183,607	692,941	32	981,090	45
Prof'l/Mgmt/Busn & Finc'l Operations	1,311,480	333,549	25	534,500	41	1,150,957	306,927	27	485,876	42
Mgmt/Busn & Finc'l Operations	660,389	168,556	26	278,709	42	567,637	156,897	28	257,243	45
White collar	2,092,168	550,453	26	842,286	40	1,829,679	497,487	27	786,393	43
Employed	3,167,582	741,431	23	1,118,899	35	2,689,269	674,016	25	1,043,058	39
Married	2,595,597	688,387	27	977,636	38	2,157,923	621,765	29	907,242	42
1+ Children in HH	1,961,835	388,218	20	660,066	34	1,630,014	357,018	22	610,988	38
White	3,165,434	758,637	24	1,131,873	36	2,497,048	664,801	27	1,008,579	40
Black/African American	1,171,037	310,291	27	423,315	36	1,079,774	303,942	28	418,851	39
Hispanic	383,833	30,771	8	77,938	20	321,692	26,869	8	72,867	23
HHI \$75,000+	1,969,425	559,080	28	826,576	42	1,737,235	523,507	30	770,606	44
HHI \$50,000+	2,782,750	761,314	27	1,102,798	40	2,405,406	698,690	29	1,015,762	42
HHI \$35,000+	3,670,869	937,874	26	1,408,796	38	3,147,441	858,598	27	1,297,007	41
Own Home	3,414,418	886,151	26	1,287,393	38	2,830,737	809,946	29	1,185,602	42
<b>New Cars Owned/Leased</b>										
Owens/Leased 1+ Domestic Vehicle	3,328,435	782,777	24	1,158,002	35	2,663,341	696,114	26	1,057,271	40
Own/lease 1+ Foreign Vehicles	2,530,363	659,967	26	968,343	38	2,230,518	608,248	27	923,563	41
HH Owns 2+ Vehicles	3,271,781	800,074	25	1,196,509	37	2,707,868	719,761	27	1,097,092	41
HH Own any Vehicle Bght New or Leased	2,831,654	728,611	26	1,067,161	38	2,367,656	662,312	28	976,205	41
HH Plans to Buy Veh New/leased Next Yr.	665,560	163,827	25	227,617	34	577,929	155,651	27	213,689	37
<b>Business Decision Maker For:</b>										
Computer Hardware/Software	491,613	139,478	28	187,245	38	435,823	129,848	30	166,377	38
Information Technology (Network/Internet)	283,010	63,821	23	104,506	37	244,325	57,778	24	93,858	38
Communication Equipment	186,356	44,207	24	66,141	36	146,178	41,251	28	51,765	35
Communication Services	256,592	58,485	23	90,219	35	210,553	55,075	26	74,679	36
Overnight Delivery Services	199,476	41,222	21	71,313	36	156,292	31,929	20	52,654	34
Business Travel or Convention	273,120	92,720	34	117,077	43	226,964	85,942	38	102,209	45
Office Equipment (Photocopier, Fax, Etc.)	298,941	70,266	24	109,855	37	235,256	62,907	27	83,825	36

Source: The Scarborough Report – 2007, Wave 2. Past Year For All Product Purchase/Travel Except International & Cruise Travel ATL-D-501-R7/©2008 Newspapers First

\* Percentages relatively unstable due to small base

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<b>Financial</b>										
Own Any Stock	1,560,639	460,472	30	633,486	41	1,347,271	416,521	31	587,393	44
Account With Broker	434,701	162,512	37	217,685	50	369,479	145,451	39	194,994	53
Own Mutual Funds	1,245,303	420,193	34	566,802	46	1,088,393	381,502	35	517,614	48
Used Any Amex Card-3 Months	364,263	97,311	27	161,315	44	349,423	92,620	27	157,397	45
Used Any Visa Card-3 Months	1,344,462	328,543	24	450,206	34	1,152,736	301,850	26	424,770	37
<b>Domestic Travel</b>										
1+ Trips	3,548,961	880,290	25	1,299,568	37	2,933,933	789,669	27	1,184,930	40
1+ Air Trips	1,933,641	529,053	27	800,299	41	1,733,459	486,426	28	725,292	42
1+ Personal/Vacation Air Trips	1,650,275	449,129	27	699,758	42	1,485,662	418,546	28	632,517	43
1+ Business Air Trips	843,193	238,894	28	336,328	40	783,878	216,247	28	315,645	40
Used Travel Agent	304,639	107,039	35	138,928	46	261,213	89,997	35	113,098	43
Car Rental For Business	618,730	204,746	33	280,608	45	564,061	182,899	32	258,625	46
Car Rental For Personal/Vacation	1,304,242	346,510	27	532,844	41	1,190,549	322,498	27	494,565	42
Hotel/Motels-For Business	1,212,634	360,483	30	477,590	39	1,015,171	316,313	31	436,573	43
Hotel/Motels-For Personal/Vacation	2,707,139	715,719	26	1,062,077	39	2,288,710	649,189	28	962,941	42
<b>Foreign Travel</b>										
1+ Foreign Trips	1,792,886	506,858	28	734,173	41	1,622,861	464,954	29	681,786	42
1+ Cruise	756,442	204,371	27	311,010	41	669,366	185,060	28	274,781	41
<b>Domestic Destinations</b>										
Las Vegas	358,030	79,508	22	142,175	40	331,672	78,192	24	134,995	41
New York City	281,121	67,727	24	108,122	39	265,932	61,003	23	101,253	38
Orlando	552,958	130,408	24	210,545	38	473,854	119,019	25	186,137	39
<b>Foreign Destinations</b>										
Canada	367,147	130,949	36	175,824	48	327,968	114,450	35	157,994	48
Mexico	584,458	137,176	24	213,724	37	534,975	125,550	24	194,961	36
Hawaii	198,171	67,746	34	100,616	51	183,983	61,518	33	94,243	51
Europe	495,840	173,287	35	219,321	44	455,100	160,975	35	199,165	44
Caribbean/Bahamas	676,563	160,118	24	253,467	38	640,843	156,203	24	241,141	38
<b>Technology</b>										
Own Cellular Phone	3,446,032	882,365	26	1,303,062	38	2,942,486	797,952	27	1,200,491	41
Own PC	3,366,422	862,854	26	1,299,146	39	2,855,717	784,580	28	1,198,469	42
Bought Hardware/Software	2,113,222	535,167	25	821,296	39	1,807,589	483,702	27	752,802	42
Have Online Service	3,263,195	821,862	25	1,275,634	39	2,813,798	749,285	27	1,180,782	42
Shop Online	2,537,351	633,362	25	988,362	39	2,262,870	593,303	26	928,247	41
Purchase Online	2,384,466	588,982	25	924,791	39	2,122,565	552,604	26	871,073	41