



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 | % |
| Demos | | | | | | | | | | |
| Total Adults | 1,327,638 | 381,600 | 29 | 502,570 | 38 | 1,216,600 | 362,779 | 30 | 481,127 | 40 |
| Men | 667,572 | 197,969 | 30 | 259,204 | 39 | 614,203 | 189,789 | 31 | 249,294 | 41 |
| Women | 660,066 | 183,631 | 28 | 243,366 | 37 | 602,397 | 172,990 | 29 | 231,833 | 39 |
| 18-24 Years of Age | 189,935 | 28,988 | 15 | 41,662 | 22 | 181,529 | 28,988 | 16 | 41,662 | 23 |
| 25-34 | 284,427 | 39,547 | 14 | 69,911 | 25 | 264,725 | 38,242 | 14 | 68,510 | 26 |
| 35-44 | 269,185 | 70,087 | 26 | 92,347 | 34 | 253,198 | 68,591 | 27 | 89,262 | 35 |
| 45-54 | 249,139 | 85,704 | 34 | 117,816 | 47 | 230,507 | 83,054 | 36 | 116,408 | 51 |
| 55-64 | 170,702 | 73,241 | 43 | 84,938 | 50 | 153,578 | 69,011 | 45 | 81,566 | 53 |
| 65+ | 164,250 | 84,033 | 51 | 95,896 | 58 | 133,063 | 74,893 | 56 | 83,719 | 63 |
| College Graduate+ | 445,814 | 176,327 | 40 | 207,699 | 47 | 423,999 | 170,151 | 40 | 201,351 | 48 |
| Any College+ | 857,940 | 296,973 | 35 | 368,225 | 43 | 806,128 | 282,533 | 35 | 352,388 | 44 |
| Prof'l/Mgmt/Busn & Finc'l Operations | 418,712 | 138,571 | 33 | 167,674 | 40 | 393,391 | 133,485 | 34 | 164,284 | 42 |
| Mgmt/Busn & Finc'l Operations | 169,046 | 58,890 | 35 | 69,064 | 41 | 156,571 | 56,909 | 36 | 67,083 | 43 |
| White collar | 629,731 | 196,050 | 31 | 237,992 | 38 | 588,490 | 188,337 | 32 | 232,802 | 40 |
| Employed | 909,646 | 250,605 | 28 | 324,043 | 36 | 842,654 | 242,004 | 29 | 316,778 | 38 |
| Married | 792,102 | 250,410 | 32 | 329,741 | 42 | 717,168 | 234,007 | 33 | 312,806 | 44 |
| 1+ Children in HH | 605,558 | 149,430 | 25 | 201,097 | 33 | 570,282 | 145,395 | 26 | 198,012 | 35 |
| White | 1,124,889 | 334,508 | 30 | 438,785 | 39 | 1,021,174 | 316,992 | 31 | 417,342 | 41 |
| Black/African American | 119,262 | 29,642 | 25 | 46,009 | 39 | 114,173 | 28,337 | 25 | 46,009 | 40 |
| Hispanic | 339,204 | 67,788 | 20 | 87,701 | 26 | 330,529 | 66,175 | 20 | 87,393 | 26 |
| HHI \$75,000+ | 504,633 | 181,932 | 36 | 226,034 | 45 | 484,195 | 177,779 | 37 | 219,480 | 45 |
| HHI \$50,000+ | 775,931 | 267,938 | 35 | 334,205 | 43 | 725,393 | 252,447 | 35 | 320,492 | 44 |
| HHI \$35,000+ | 1,037,736 | 346,241 | 33 | 445,913 | 43 | 958,746 | 329,045 | 34 | 427,429 | 45 |
| Own Home | 920,584 | 312,435 | 34 | 405,073 | 44 | 839,685 | 294,919 | 35 | 386,421 | 46 |
| New Cars Owned/Leased | | | | | | | | | | |
| Owens/Leased 1+ Domestic Vehicle | 870,119 | 236,101 | 27 | 337,342 | 39 | 770,610 | 220,067 | 29 | 319,216 | 41 |
| Own/lease 1+ Foreign Vehicles | 792,714 | 252,867 | 32 | 323,355 | 41 | 766,295 | 247,894 | 32 | 318,799 | 42 |
| HH Owns 2+ Vehicles | 925,149 | 281,527 | 30 | 375,336 | 41 | 835,144 | 264,990 | 32 | 359,464 | 43 |
| HH Own any Vehicle Bght New or Leased | 843,997 | 272,070 | 32 | 362,140 | 43 | 776,206 | 258,135 | 33 | 348,183 | 45 |
| HH Plans to Buy Veh New/leased Next Yr. | 108,727 | 36,510 | 34 | 49,698 | 46 | 101,296 | 35,480 | 35 | 48,358 | 48 |
| Business Decision Maker For: | | | | | | | | | | |
| Computer Hardware/Software | 139,503 | 45,233 | 32 | 59,720 | 43 | 131,960 | 43,975 | 33 | 57,619 | 44 |
| Information Technology (Network/Internet) | 61,524 | 17,371 | 28 | 23,801 | 39 | 56,567 | 16,113 | 29 | 22,072 | 39 |
| Communication Equipment | 21,176 | 3,795 | 18 | 8,668 | 41 | 19,888 | 3,795 | 19 | 8,668 | 44 |
| Communication Services | 31,880 | 5,786 | 18 | 10,711 | 34 | 30,592 | 5,786 | 19 | 10,711 | 35 |
| Overnight Delivery Services | 51,404 | 14,895 | 29 | 25,232 | 49 | 51,130 | 14,621 | 29 | 24,958 | 49 |
| Business Travel or Convention | 94,732 | 30,463 | 32 | 40,749 | 43 | 84,764 | 30,463 | 36 | 40,377 | 48 |
| Office Equipment (Photocopier, Fax, Etc.) | 52,603 | 15,935 | 30 | 25,349 | 48 | 46,142 | 14,951 | 32 | 23,522 | 51 |



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|------------------------------------|-----------------------|------------------|----|-------------------|-------------|------------------------|------------------|----|-------------------|----|
| | # of Adults in DMA | Daily 1 Issue | % | Sunday 1 Issue | % | # of Adults in CBSA | Daily 1 Issue | % | Sunday 1 Issue | % |
| Financial | | | | | | | | | | |
| Own Any Stock | 446,624 | 172,817 | 39 | 198,913 | 45 | 410,282 | 164,691 | 40 | 189,911 | 46 |
| Account With Broker | 166,393 | 82,705 | 50 | 87,792 | 53 | 154,697 | 79,535 | 51 | 84,027 | 54 |
| Own Mutual Funds | 403,410 | 158,905 | 39 | 189,549 | 47 | 382,470 | 153,637 | 40 | 183,963 | 48 |
| Used Any Amex Card-3 Months | 222,392 | 81,188 | 37 | 106,664 | 48 | 217,879 | 79,312 | 36 | 104,788 | 48 |
| Used Any Visa Card-3 Months | 697,723 | 215,318 | 31 | 268,735 | 39 | 640,658 | 205,062 | 32 | 257,151 | 40 |
| Domestic Travel | | | | | | | | | | |
| 1+ Trips | 512,974 | 158,154 | 31 | 214,068 | 42 | 469,005 | 149,026 | 32 | 203,215 | 43 |
| 1+ Air Trips | 662,792 | 227,725 | 34 | 286,691 | 43 | 634,806 | 222,482 | 35 | 281,112 | 44 |
| 1+ Personal/Vacation Air Trips | 603,286 | 215,935 | 36 | 269,127 | 45 | 577,640 | 210,692 | 37 | 263,548 | 46 |
| 1+ Business Air Trips | 180,672 | 54,498 | 30 | 77,749 | 43 | 164,180 | 52,546 | 32 | 74,215 | 45 |
| Used Travel Agent | 90,079 | 34,352 | 38 | 37,074 | 41 | 83,228 | 31,689 | 38 | 34,128 | 41 |
| Car Rental For Business | 170,382 | 50,818 | 30 | 71,431 | 42 | 160,237 | 50,444 | 32 | 69,878 | 44 |
| Car Rental For Personal/Vacation | 378,267 | 132,641 | 35 | 161,366 | 43 | 357,806 | 130,700 | 37 | 158,744 | 44 |
| Hotel/Motels-For Business | 332,980 | 102,641 | 31 | 134,329 | 40 | 311,996 | 102,437 | 33 | 133,735 | 43 |
| Hotel/Motels-For Personal/Vacation | 774,008 | 256,829 | 33 | 326,245 | 42 | 717,873 | 247,576 | 35 | 315,586 | 44 |
| Foreign Travel | | | | | | | | | | |
| 1+ Foreign Trips | 544,568 | 176,839 | 33 | 214,810 | 39 | 513,153 | 170,441 | 33 | 207,655 | 41 |
| 1+ Cruise | 154,693 | 68,379 | 44 | 80,435 | 52 | 141,722 | 66,192 | 47 | 77,501 | 55 |
| Domestic Destinations | | | | | | | | | | |
| Las Vegas | 115,551 | 47,258 | 41 | 58,320 | 51 | 109,291 | 46,465 | 43 | 57,113 | 52 |
| Florida | 136,127 | 50,455 | 37 | 59,493 | 44 | 132,420 | 48,076 | 36 | 56,838 | 43 |
| California | 176,448 | 65,706 | 37 | 73,999 | 42 | 173,944 | 65,706 | 38 | 73,999 | 43 |
| Foreign Destinations | | | | | | | | | | |
| Canada | 86,757 | 34,833 | 40 | 42,559 | 49 | 81,448 | 31,927 | 39 | 39,539 | 49 |
| Mexico | 297,069 | 96,634 | 33 | 118,234 | 40 | 283,084 | 95,013 | 34 | 115,770 | 41 |
| Hawaii | 66,161 | 24,237 | 37 | 30,935 | 47 | 63,038 | 23,444 | 37 | 30,142 | 48 |
| Europe | 135,167 | 56,978 | 42 | 67,243 | 50 | 130,732 | 56,412 | 43 | 65,848 | 50 |
| Caribbean/Bahamas | 119,728 | 40,302 | 34 | 52,642 | 44 | 113,076 | 39,665 | 35 | 52,005 | 46 |
| Technology | | | | | | | | | | |
| Own Cellular Phone | 1,094,014 | 317,053 | 29 | 422,375 | 39 | 1,010,359 | 301,895 | 30 | 404,150 | 40 |
| Own PC | 1,048,102 | 329,983 | 32 | 435,857 | 42 | 965,378 | 314,029 | 33 | 417,427 | 43 |
| Bought Hardware/Software | 681,518 | 222,469 | 33 | 276,372 | 41 | 644,369 | 215,123 | 33 | 267,630 | 42 |
| Have Online Service | 1,044,470 | 330,392 | 32 | 428,736 | 41 | 975,415 | 316,423 | 32 | 412,736 | 42 |
| Shop Online | 886,287 | 288,381 | 33 | 367,634 | 42 | 830,969 | 276,382 | 33 | 355,909 | 43 |
| Purchase Online | 820,515 | 275,505 | 34 | 351,678 | 43 | 768,411 | 263,640 | 34 | 340,087 | 44 |