



## 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	1,729,378	526,529	30	811,406	47	1,584,194	513,463	32	776,133	49
Men	832,392	271,750	33	398,348	48	761,741	266,136	35	379,769	50
Women	896,986	254,779	28	413,058	46	822,453	247,327	30	396,364	48
18-24 Years of Age	223,583	37,783	17	84,436	38	205,466	37,783	18	84,436	41
25-34	299,115	65,233	22	120,191	40	274,117	65,233	24	114,403	42
35-44	332,339	88,192	27	148,315	45	306,035	88,192	29	143,298	47
45-54	344,323	121,582	35	186,281	54	316,624	114,673	36	177,194	56
55-64	248,147	97,405	39	123,905	50	226,563	94,981	42	117,033	52
65+	281,871	116,334	41	148,278	53	255,389	112,601	44	139,769	55
College Graduate+	406,672	153,783	38	204,021	50	390,359	151,826	39	197,845	51
Any College+	876,015	323,529	37	463,871	53	826,143	318,391	39	445,849	54
Prof'l/Mgmt/Busn & Finc'l Operations	390,231	135,353	35	194,233	50	373,430	135,287	36	189,872	51
Mgmt/Busn & Finc'l Operations	162,210	52,190	32	79,234	49	153,842	52,190	34	78,586	51
White collar	658,198	206,622	31	314,363	48	616,745	206,370	34	305,121	50
Employed	1,097,949	327,122	30	512,013	47	1,033,974	326,771	32	502,132	49
Married	982,761	333,119	34	502,601	51	886,686	321,173	36	475,683	54
1+ Children in HH	733,420	195,656	27	335,197	46	672,055	192,566	29	323,018	48
White	1,514,357	474,955	31	719,282	48	1,374,454	462,807	34	684,927	50
Black/African American	175,242	41,671	24	76,683	44	172,647	40,852	24	75,864	44
Hispanic	45,883	6,207	14	13,190	29	42,448	6,207	15	13,190	31
HHI \$75,000+	615,437	235,386	38	325,254	53	576,618	229,847	40	309,668	54
HHI \$50,000+	949,771	330,975	35	482,123	51	884,064	322,280	37	462,386	52
HHI \$35,000+	1,308,778	428,676	33	650,920	50	1,211,497	417,322	34	625,698	52
Own Home	1,253,905	422,154	34	621,160	50	1,156,534	410,071	36	593,966	51
<b>New Cars Owned/Leased</b>										
Owens/Leased 1+ Domestic Vehicle	255,852	64,547	25	99,677	39	219,938	64,547	29	93,241	42
Own/lease 1+ Foreign Vehicles	216,153	54,246	25	101,795	47	208,679	52,792	25	99,802	48
HH Owns 2+ Vehicles	1,209,086	372,066	31	579,140	48	1,082,671	359,884	33	551,986	51
HH Own any Vehicle Bght New or Leased	1,016,398	352,918	35	508,892	50	956,457	344,836	36	491,154	51
HH Plans to Buy Veh New/leased Next Yr.	196,625	71,424	36	102,091	52	185,653	71,424	39	101,286	55
<b>Business Decision Maker For:</b>										
Computer Hardware/Software	165,087	58,977	36	95,047	58	157,691	58,977	37	91,469	58
Information Technology (Network/Internet)	79,314	24,673	31	34,727	44	71,852	24,607	34	31,149	43
Communication Equipment	51,125	18,150	36	25,290	50	45,568	18,150	40	25,290	56
Communication Services	61,779	22,749	37	33,067	54	59,651	22,749	38	33,067	55
Overnight Delivery Services	77,071	33,055	43	48,757	63	72,971	33,055	45	48,757	67
Business Travel or Convention	69,922	22,278	32	34,764	50	68,950	22,278	32	34,764	50
Office Equipment (Photocopier, Fax, Etc.)	101,814	32,337	32	54,400	53	92,657	32,337	35	50,822	55



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	# of Adults in DMA	Daily 1 Issue	%	Sunday 1 Issue	%	# of Adults in CBSA	Daily 1 Issue	%	Sunday 1 Issue	%
<b>Financial</b>										
Own Any Stock	601,805	218,627	36	318,948	53	578,087	215,607	37	310,049	54
Account With Broker	185,563	75,533	41	109,910	59	179,969	75,533	42	108,834	61
Own Mutual Funds	544,565	196,650	36	277,538	51	515,001	193,564	38	272,425	53
Used Any Amex Card-3 Months	227,715	89,302	39	121,616	53	214,286	87,698	41	116,434	54
Used Any Visa Card-3 Months	890,727	271,209	30	431,146	48	824,567	266,456	32	416,983	51
<b>Domestic Travel</b>										
1+ Trips	1,285,279	405,012	32	626,643	49	1,189,750	395,830	33	604,125	51
1+ Air Trips	609,747	215,005	35	318,516	52	589,919	211,985	36	314,541	53
1+ Personal/Vacation Air Trips	495,756	182,056	37	258,997	52	479,159	179,036	37	255,455	53
1+ Business Air Trips	446,932	141,405	32	222,244	50	425,065	137,405	32	218,244	51
Used Travel Agent	101,864	40,599	40	55,674	55	98,633	40,599	41	54,613	55
Car Rental For Business	156,577	48,871	31	84,232	54	143,917	48,871	34	81,224	56
Car Rental For Personal/Vacation	336,236	131,155	39	173,604	52	324,731	131,059	40	173,490	53
Hotel/Motels-For Business	404,752	115,229	29	193,723	48	375,222	112,048	30	190,109	51
Hotel/Motels-For Personal/Vacation	956,864	305,434	32	463,895	49	885,226	300,137	34	450,407	51
<b>Foreign Travel</b>										
1+ Trips Outside Hawaii	506,790	180,248	36	264,594	52	490,228	178,999	37	255,078	52
1+ Cruise	194,880	89,140	46	118,243	61	188,824	87,536	46	115,010	61
<b>Domestic Destinations</b>										
Las Vegas	106,663	37,908	36	65,975	62	98,980	36,304	37	63,849	65
Orlando	120,331	40,361	34	54,701	46	118,199	40,361	34	54,701	46
Chicago	179,303	66,516	37	92,013	51	177,628	66,516	37	92,013	52
<b>Foreign Destinations</b>										
Canada	154,404	72,759	47	86,207	56	152,957	72,663	48	85,589	56
Mexico	123,647	35,212	29	66,718	54	118,982	35,212	30	62,969	53
Japan/China/Far East	87,768	36,926	42	53,782	61	87,246	36,926	42	53,260	61
Europe	118,317	40,234	34	61,260	52	110,513	39,081	35	55,724	50
Caribbean/Bahamas	190,734	64,744	34	96,564	51	188,156	64,744	34	95,592	51
<b>Technology</b>										
Own Cellular Phone	1,247,890	396,211	32	600,177	48	1,154,843	386,550	34	580,171	50
Own PC	1,257,995	406,071	32	616,626	49	1,147,071	395,957	35	588,497	51
Bought Hardware/Software	728,094	251,146	35	359,716	49	667,259	241,690	36	345,255	52
Have Online Service	1,212,911	385,862	32	593,101	49	1,123,245	379,715	34	575,291	51
Shop Online	905,453	287,235	32	432,307	48	837,436	283,350	34	418,504	50
Purchase Online	854,508	272,019	32	404,499	47	790,021	268,134	34	391,218	50