

The Colorado Springs Gazette
Is The Way To Reach The
Colorado Springs 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 | % |
| Demos | | | | | | | | | | |
| Total Adults | 633,498 | 161,458 | 26 | 219,418 | 35 | 426,150 | 156,954 | 37 | 214,606 | 50 |
| Men | 317,410 | 76,702 | 24 | 101,628 | 32 | 211,718 | 75,722 | 36 | 100,672 | 48 |
| Women | 316,088 | 84,756 | 27 | 117,790 | 37 | 214,432 | 81,232 | 38 | 113,934 | 53 |
| 18-24 Years of Age | 87,710 | 14,842 | 17 | 22,346 | 26 | 60,758 | 14,842 | 24 | 22,346 | 37 |
| 25-34 | 114,590 | 12,088 | 11 | 23,732 | 21 | 78,778 | 11,568 | 15 | 23,346 | 30 |
| 35-44 | 126,344 | 29,442 | 23 | 38,824 | 31 | 89,352 | 29,442 | 33 | 38,824 | 44 |
| 45-54 | 124,704 | 37,836 | 30 | 56,434 | 45 | 87,050 | 37,306 | 43 | 55,356 | 64 |
| 55-64 | 84,528 | 29,512 | 35 | 35,916 | 43 | 56,160 | 28,852 | 51 | 34,560 | 62 |
| 65+ | 95,622 | 37,738 | 40 | 42,166 | 44 | 54,052 | 34,944 | 65 | 40,174 | 74 |
| College Graduate+ | 168,094 | 54,910 | 33 | 75,290 | 45 | 132,760 | 53,464 | 40 | 73,438 | 55 |
| Any College+ | 392,170 | 117,486 | 30 | 155,442 | 40 | 290,340 | 116,040 | 40 | 152,590 | 53 |
| Prof'l/Mgmt/Busn & Finc'l Operations | 140,106 | 36,442 | 26 | 50,504 | 36 | 102,864 | 35,424 | 34 | 50,006 | 49 |
| Mgmt/Busn & Finc'l Operations | 54,544 | 13,722 | 25 | 18,514 | 34 | 39,960 | 12,982 | 33 | 18,294 | 46 |
| White collar | 234,646 | 59,184 | 25 | 85,166 | 36 | 172,166 | 57,650 | 34 | 83,656 | 49 |
| Employed | 413,718 | 102,236 | 25 | 140,816 | 34 | 293,434 | 99,660 | 34 | 139,066 | 47 |
| Married | 383,780 | 110,280 | 29 | 147,652 | 39 | 264,558 | 107,412 | 41 | 143,378 | 54 |
| 1+ Children in HH | 261,346 | 55,094 | 21 | 85,798 | 33 | 194,082 | 54,574 | 28 | 84,916 | 44 |
| White | 583,026 | 149,936 | 26 | 201,052 | 35 | 381,196 | 145,510 | 38 | 196,318 | 52 |
| Black/African American | 20,582 | 5,570 | 27 | 8,426 | 41 | 19,786 | 5,570 | 28 | 8,426 | 43 |
| Hispanic | 107,254 | 9,252 | 9 | 16,328 | 15 | 44,834 | 8,736 | 20 | 14,316 | 32 |
| HHI \$75,000+ | 192,294 | 58,900 | 31 | 85,558 | 45 | 155,964 | 58,680 | 38 | 83,842 | 54 |
| HHI \$50,000+ | 308,394 | 98,874 | 32 | 133,428 | 43 | 239,384 | 95,708 | 40 | 129,242 | 54 |
| HHI \$35,000+ | 461,642 | 131,272 | 28 | 178,046 | 39 | 332,238 | 127,866 | 39 | 173,234 | 52 |
| Own Home | 476,880 | 135,488 | 28 | 179,462 | 38 | 318,362 | 131,786 | 41 | 174,650 | 55 |
| New Cars Owned/Leased | | | | | | | | | | |
| Owns/Leased 1+ Domestic Vehicle | 501,840 | 122,854 | 25 | 165,296 | 33 | 330,432 | 118,550 | 36 | 161,180 | 49 |
| Own/lease 1+ Foreign Vehicles | 270,832 | 83,538 | 31 | 109,994 | 41 | 212,968 | 81,792 | 38 | 108,420 | 51 |
| HH Owns 2+ Vehicles | 449,114 | 119,204 | 27 | 160,658 | 36 | 311,820 | 115,218 | 37 | 156,364 | 50 |
| HH Own any Vehicle Bqht New or Leased | 327,276 | 98,900 | 30 | 131,540 | 40 | 240,714 | 97,372 | 41 | 129,274 | 54 |
| HH Plans to Buy Veh New/leased Next Yr. | 52,902 | 15,102 | 29 | 19,764 | 37 | 38,660 | 14,946 | 39 | 19,764 | 51 |
| Business Decision Maker For: | | | | | | | | | | |
| Computer Hardware/Software | 63,098 | 13,164 | 21 | 16,284 | 26 | 39,824 | 11,602 | 29 | 16,044 | 40 |
| Information Technology (Network/Internet) | 32,048 | 7,366 | 23 | 10,972 | 34 | 25,390 | 7,366 | 29 | 10,972 | 43 |
| Communication Equipment | 17,278 | 3,258 | 19 | 3,082 | 18 | 9,062 | 3,258 | 36 | 3,082 | 34 |
| Communication Services | 26,922 | 5,474 | 20 | 5,838 | 22 | 15,822 | 5,234 | 33 | 5,598 | 35 |
| Overnight Delivery Services | 27,158 | 3,744 | 14 | 6,264 | 23 | 16,706 | 3,744 | 22 | 6,264 | 38 |
| Business Travel or Convention | 15,692 | 1,466 | 9 | 2,898 | 19 | 7,694 | 1,168 | 15 | 2,600 | 34 |
| Office Equipment (Photocopier, Fax, Etc.) | 28,018 | 6,398 | 23 | 9,204 | 33 | 21,898 | 6,178 | 28 | 8,984 | 41 |

Source: The Scarborough Report – 2006, Wave 2, 6 months only. Past Year For All Product Purchase/Travel Except International & Cruise Travel/COSP-D-501-R3/©2007 Newspapers First

* Percentages relatively unstable due to small base

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| | DMA | | | | 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 | 190,136 | 53,822 | 28 | 67,072 | 35 | 132,050 | 52,686 | 40 | 65,916 | 50 |
| Account With Broker | 71,758 | 22,952 | 32 | 28,336 | 40 | 47,700 | 22,492 | 47 | 27,876 | 58 |
| Own Mutual Funds | 182,430 | 59,116 | 32 | 71,860 | 39 | 135,736 | 58,000 | 43 | 70,724 | 52 |
| Used Any Amex Card-3 Months | 37,172 | 6,438 | 17 | 14,910 | 40 | 26,208 | 6,282 | 24 | 14,524 | 55 |
| Used Any Visa Card-3 Months | 205,708 | 56,380 | 27 | 77,040 | 38 | 148,188 | 55,812 | 38 | 76,768 | 52 |
| Domestic Travel | | | | | | | | | | |
| 1+ Trips | 435,156 | 112,806 | 26 | 154,366 | 36 | 287,302 | 108,302 | 38 | 149,554 | 52 |
| 1+ Air Trips | 265,616 | 78,942 | 30 | 107,786 | 41 | 199,758 | 77,656 | 39 | 104,418 | 52 |
| 1+ Personal/Vacation Air Trips | 229,134 | 67,516 | 30 | 93,364 | 41 | 173,246 | 66,824 | 39 | 90,590 | 52 |
| 1+ Business Air Trips | 91,924 | 28,486 | 31 | 39,870 | 43 | 68,090 | 27,672 | 41 | 37,560 | 55 |
| Used Travel Agent | 49,314 | 14,648 | 30 | 18,744 | 38 | 33,412 | 13,192 | 40 | 18,246 | 55 |
| Car Rental For Business | 59,494 | 18,162 | 31 | 24,980 | 42 | 47,202 | 17,942 | 38 | 24,264 | 51 |
| Car Rental For Personal/Vacation | 147,660 | 51,356 | 35 | 64,478 | 44 | 118,812 | 50,416 | 42 | 62,976 | 53 |
| Hotel/Motels-For Business | 140,548 | 25,994 | 19 | 40,538 | 29 | 71,850 | 24,220 | 34 | 37,402 | 52 |
| Hotel/Motels-For Personal/Vacation | 332,624 | 90,436 | 27 | 125,182 | 38 | 231,880 | 87,924 | 38 | 121,404 | 52 |
| Foreign Travel | | | | | | | | | | |
| 1+ Foreign Trips | 211,890 | 64,348 | 30 | 90,480 | 43 | 172,950 | 63,312 | 37 | 89,564 | 52 |
| 1+ Cruise | 61,068 | 23,110 | 38 | 27,244 | 45 | 43,968 | 22,590 | 51 | 27,244 | 62 |
| Domestic Destinations | | | | | | | | | | |
| Las Vegas | 96,292 | 27,952 | 29 | 34,746 | 36 | 66,062 | 27,134 | 41 | 32,752 | 50 |
| Denver | 190,876 | 41,082 | 22 | 56,878 | 30 | 100,622 | 38,898 | 39 | 53,132 | 53 |
| Albuquerque | 63,592 | 16,558 | 26 | 26,056 | 41 | 38,792 | 15,842 | 41 | 25,140 | 65 |
| Foreign Destinations | | | | | | | | | | |
| Canada | 32,558 | 12,326 | 38 | 13,914 | 43 | 24,492 | 11,806 | 48 | 13,714 | 56 |
| Mexico | 94,834 | 28,754 | 30 | 38,944 | 41 | 74,840 | 28,458 | 38 | 38,248 | 51 |
| Hawaii | 36,814 | 14,454 | 39 | 17,046 | 46 | 32,794 | 14,454 | 44 | 17,046 | 52 |
| Europe | 53,766 | 19,466 | 36 | 25,724 | 48 | 51,078 | 19,246 | 38 | 25,304 | 50 |
| Caribbean/Bahamas | 9,608 | 5,058 | 53 | 6,658 | 69 | 8,964 | 5,058 | 56 | 6,658 | 74 |
| Technology | | | | | | | | | | |
| Own Cellular Phone | 412,514 | 105,798 | 26 | 149,154 | 36 | 286,274 | 102,908 | 36 | 144,858 | 51 |
| Own PC | 470,246 | 126,340 | 27 | 167,904 | 36 | 334,452 | 123,556 | 37 | 165,694 | 50 |
| Bought Hardware/Software | 274,160 | 73,788 | 27 | 100,202 | 37 | 209,522 | 72,324 | 35 | 99,710 | 48 |
| Have On-line Service | 443,000 | 120,214 | 27 | 161,556 | 37 | 319,872 | 117,966 | 37 | 159,586 | 50 |
| Shop On-line | 314,194 | 94,304 | 30 | 124,768 | 40 | 241,102 | 93,364 | 39 | 123,148 | 51 |
| Purchase On-line | 335,654 | 97,480 | 29 | 128,770 | 38 | 252,114 | 96,384 | 38 | 127,150 | 50 |
| Own Any Stock | 190,136 | 53,822 | 28 | 67,072 | 35 | 132,050 | 52,686 | 40 | 65,916 | 50 |

Source: The Scarborough Report – 2006, Wave 2, 6 months only. Past Year For All Product Purchase/Travel Except International & Cruise Travel/COSP-D-501-R3/©2007 Newspapers First

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