

# The Colorado Springs Gazette

**Newspapers First**  
THE LEADER IN MAJOR MARKETS



## Target Reach And Coverage

	DMA					CBSA				
	# 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	664,407	172,149	26	207,620	31	455,696	167,522	37	203,987	45
Men	330,935	86,601	26	94,046	28	224,402	84,967	38	92,568	41
Women	333,472	85,548	26	113,574	34	231,294	82,555	36	111,419	48
18-24 Years of Age	82,836	17,019	21	16,643	20	62,168	17,019	27	16,643	27
25-34	132,234	17,927	14	23,915	18	89,471	17,201	19	23,496	26
35-44	120,263	25,741	21	36,125	30	89,273	24,574	28	35,677	40
45-54	132,977	36,454	27	47,559	36	91,188	36,454	40	47,301	52
55-64	93,886	32,907	35	37,601	40	63,796	31,093	49	36,372	57
65+	102,211	42,101	41	45,777	45	59,800	41,181	69	44,498	74
College Graduate+	183,694	60,612	33	79,441	43	146,671	59,173	40	78,175	53
Any College+	422,400	123,979	29	151,809	36	316,652	121,176	38	148,958	47
Prof'l/Mgmt/Busn & Finc'l Operations	153,288	48,483	32	57,063	37	125,291	46,999	38	56,298	45
Mgmt/Busn & Finc'l Operations	59,648	17,774	30	20,110	34	49,041	17,774	36	20,110	41
White collar	242,110	71,441	30	89,450	37	194,824	69,680	36	88,408	45
Employed	403,191	103,559	26	124,405	31	290,343	100,603	35	122,649	42
Married	407,338	112,618	28	141,220	35	277,975	108,959	39	138,522	50
1+ Children in HH	283,951	59,883	21	77,857	27	201,463	58,830	29	77,438	38
White	595,832	155,112	26	184,403	31	398,035	150,782	38	181,189	46
Black/African American	32,823	9,445	29	11,143	34	29,118	9,445	32	10,724	37
Hispanic	108,401	15,165	14	17,821	16	51,532	14,223	28	17,425	34
HHI \$75,000+	217,111	70,629	33	85,110	39	175,992	68,589	39	84,074	48
HHI \$50,000+	359,180	111,645	31	131,459	37	275,259	108,801	40	129,286	47
HHI \$35,000+	500,921	142,757	29	171,565	34	367,832	139,636	38	169,115	46
Own Home	511,252	145,580	29	174,905	34	352,086	141,639	40	171,856	49
<b>New Cars Owned/Leased</b>										
Owns/Leased 1+ Domestic Vehicle	505,004	123,896	25	150,624	30	329,718	119,981	36	147,960	45
Own/lease 1+ Foreign Vehicles	361,035	102,864	29	125,795	35	272,216	101,187	37	123,872	46
HH Owns 2+ Vehicles	473,810	124,218	26	153,155	32	328,349	120,501	37	151,177	46
HH Own any Vehicle Bght New or Leased	360,817	100,713	28	121,358	34	262,620	99,034	38	119,154	45
HH Plans to Buy Veh New/leased Next Yr.	22,874	3,775	17	6,228	27	17,711	3,448	20	6,228	35
<b>Business Decision Maker For:</b>										
Computer Hardware/Software	59,922	11,191	19	16,086	27	38,331	10,787	28	15,560	41
Information Technology (Network/Internet)	40,594	5,121	13	8,465	21	16,241	5,121	32	8,046	50
Communication Equipment	9,013	2,123	24	3,702	41	6,324	2,123	34	3,283	52
Communication Services	15,994	3,197	20	4,953	31	9,027	3,197	35	4,534	50
Overnight Delivery Services	34,581	2,175	6	3,932	11	13,200	2,175	17	3,513	27
Business Travel or Convention	49,876	4,330	9	5,950	12	20,996	3,908	19	5,531	26
Office Equipment (Photocopier, Fax, Etc.)	22,569	2,682	12	3,770	17	11,809	2,682	23	3,351	28

Source: The Scarborough Report – 2009, Wave 1. Past Year For All Product Purchase/Travel Except International & Cruise Travel COSP-D-501-R4©2009 Newspapers First

\* Percentages relatively unstable due to small base

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	<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>Financial</b>										
Own Any Stock	186,123	64,924	35	80,030	43	154,152	64,071	42	79,903	52
Account With Broker	73,031	27,686	38	31,878	44	60,030	27,648	46	31,295	52
Own Mutual Funds	186,094	57,649	31	75,511	41	139,081	56,278	41	74,162	53
Used Any Amex Card-3 Months	58,400	17,795	31	24,289	42	50,786	17,795	35	24,031	47
Used Any Visa Card-3 Months	367,981	106,462	29	126,529	34	260,900	102,721	39	124,199	48
<b>Domestic Travel</b>										
1+ Trips	252,383	68,215	27	75,988	30	180,813	66,471	37	74,828	41
1+ Air Trips	305,315	85,791	28	102,840	34	225,925	83,232	37	101,317	45
1+ Personal/Vacation Air Trips	268,697	69,597	26	89,375	33	195,019	67,335	35	87,852	45
1+ Business Air Trips	85,845	23,634	28	24,796	29	60,894	23,337	38	24,377	40
Used Travel Agent	43,218	15,349	36	18,876	44	31,257	15,349	49	18,749	60
Car Rental For Business	79,734	26,784	34	27,261	34	60,201	25,770	43	26,547	44
Car Rental For Personal/Vacation	169,215	45,980	27	57,451	34	118,925	43,734	37	55,807	47
Hotel/Motels-For Business	168,169	48,885	29	55,539	33	110,933	47,871	43	54,825	49
Hotel/Motels-For Personal/Vacation	364,639	98,477	27	124,388	34	252,819	96,006	38	122,714	49
<b>Foreign Travel</b>										
1+ Foreign Trips	238,608	74,496	31	89,426	38	186,390	73,479	39	88,160	47
1+ Cruise	66,084	25,144	38	32,027	49	56,229	24,274	43	31,452	56
<b>Domestic Destinations</b>										
Las Vegas	73,745	25,242	34	26,713	36	61,392	24,800	40	26,568	43
Denver	205,015	44,558	22	56,592	28	121,401	42,432	35	55,784	46
Albuquerque	56,418	17,097	30	21,641	38	40,468	16,802	42	21,346	53
<b>Foreign Destinations</b>										
Canada	42,476	13,082	31	16,766	40	35,224	12,507	36	15,772	45
Mexico	85,998	22,777	27	27,641	32	58,245	22,670	39	27,407	47
Hawaii	50,394	18,212	36	18,750	37	39,940	18,174	46	18,712	47
Europe	60,233	24,335	40	25,771	43	53,020	23,849	45	24,866	47
Caribbean/Bahamas	39,806	13,873	35	18,796	47	36,131	13,873	38	18,796	52
<b>Technology</b>										
Own Cellular Phone	522,735	140,339	27	165,098	32	374,385	137,342	37	162,524	43
Own PC	528,542	144,360	27	173,845	33	379,247	141,602	37	171,032	45
Bought Hardware/Software	251,626	73,772	29	91,723	37	192,224	72,188	38	90,580	47
Have Online Service	512,623	137,982	27	166,164	32	371,341	135,043	36	163,312	44
Shop Online	398,651	106,583	27	136,361	34	295,079	103,644	35	134,312	46
Purchase Online	369,652	101,441	27	130,768	35	275,494	98,502	36	128,719	47