

The Columbus Dispatch
Is The Way To Reach
The Columbus 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	1,717,919	551,803	32	840,184	49	1,289,330	479,130	37	735,424	57
Men	838,442	297,022	35	426,220	51	627,354	244,337	39	360,720	58
Women	879,477	254,781	29	413,964	47	661,976	234,793	36	374,704	57
18-24 Years of Age	234,257	33,203	14	88,740	38	167,884	27,834	17	76,756	46
25-34	328,555	64,229	20	117,568	36	256,813	56,635	22	100,038	39
35-44	343,631	110,242	32	163,781	48	267,920	89,080	33	148,266	55
45-54	325,903	122,034	37	191,862	59	246,847	106,273	43	164,801	67
55-64	229,437	94,304	41	124,482	54	169,649	88,599	52	113,392	67
65+	256,136	127,791	50	153,751	60	180,217	110,709	61	132,171	73
College Graduate+	410,518	178,441	44	256,252	62	358,699	165,949	46	235,983	66
Any College+	887,788	345,868	39	503,109	57	726,379	307,314	42	446,769	62
Prof'l/Mgmt/Busn & Finc'l Operations	445,300	163,082	37	246,182	55	359,477	145,405	40	219,471	61
Mgmt/Busn & Finc'l Operations	163,207	63,454	39	97,754	60	134,558	58,292	43	89,582	67
White collar	702,038	234,637	33	377,603	54	567,656	212,577	37	341,959	60
Employed	1,152,901	346,776	30	571,716	50	890,198	304,933	34	499,734	56
Married	986,182	352,542	36	521,540	53	722,630	297,414	41	441,439	61
1+ Children in HH	708,944	186,019	26	312,674	44	521,517	147,248	28	262,671	50
White	1,495,262	482,677	32	733,652	49	1,078,884	411,526	38	638,250	59
Black/African American	166,269	52,797	32	80,084	48	159,415	51,901	33	74,639	47
Hispanic	49,116	4,602	9	10,510	21	48,312	4,602	10	10,510	22
HHI \$75,000+	552,266	217,861	39	320,294	58	473,635	201,726	43	299,137	63
HHI \$50,000+	880,568	327,244	37	495,732	56	704,342	289,311	41	439,993	63
HHI \$35,000+	1,221,213	436,320	36	669,024	55	951,503	380,278	40	586,810	62
Own Home	1,223,852	434,211	36	653,220	53	899,100	375,464	42	570,933	64
New Cars Owned/Leased										
Owns/Leased 1+ Domestic Vehicle	1,292,724	409,531	32	624,523	48	931,581	345,267	37	528,889	57
Own/lease 1+ Foreign Vehicles	680,533	242,386	36	378,859	56	558,223	218,267	39	342,032	61
HH Owns 2+ Vehicles	1,103,253	351,215	32	548,863	50	796,220	290,391	37	454,105	57
HH Own any Vehicle Bght New or Leased	952,295	341,364	36	516,818	54	743,314	297,651	40	450,840	61
HH Plans to Buy Veh New/leased Next Yr.	156,468	52,842	34	79,331	51	139,419	48,955	35	77,066	55
Business Decision Maker For:										
Computer Hardware/Software	170,903	53,375	31	87,740	51	133,582	46,759	35	78,214	59
Information Technology (Network/Internet)	70,627	19,125	27	32,700	46	51,197	15,385	30	28,960	57
Communication Equipment	44,466	22,154	50	25,939	58	33,080	18,168	55	21,953	66
Communication Services	77,894	30,291	39	37,534	48	63,265	24,680	39	32,821	52
Overnight Delivery Services	50,482	16,677	33	28,477	56	45,832	14,372	31	28,477	62
Business Travel or Convention	77,819	23,664	30	42,335	54	63,464	20,576	32	39,603	62
Office Equipment (Photocopier, Fax, Etc.)	84,352	28,866	34	41,911	50	67,038	22,250	33	37,600	56

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

* Percentages relatively unstable due to small base

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	DMA					CBSA				
	# of Adults	Daily 1 Issue	%	Sunday 1 Issue	%	# of Adults	Daily 1 Issue	%	Sunday 1 Issue	%
Financial										
Own Any Stock	472,235	202,273	43	290,673	62	378,735	179,426	47	253,877	67
Account With Broker	211,566	89,657	42	135,521	64	170,754	83,995	49	115,786	68
Own Mutual Funds	514,021	206,049	40	302,216	59	410,225	184,865	45	267,414	65
Used Any Amex Card-3 Months	70,320	30,224	43	46,371	66	63,143	28,406	45	40,928	65
Used Any Visa Card-3 Months	546,187	185,209	34	291,322	53	461,379	171,982	37	271,245	59
Domestic Travel										
1+ Trips	1,252,877	409,909	33	642,110	51	974,274	361,447	37	565,588	58
1+ Air Trips	588,933	227,378	39	343,797	58	509,641	211,775	42	312,398	61
1+ Personal/Vacation Air Trips	506,382	198,963	39	295,619	58	441,539	188,893	43	273,040	62
1+ Business Air Trips	248,484	81,843	33	137,363	55	217,789	75,527	35	119,763	55
Used Travel Agent	134,186	51,527	38	83,122	62	110,406	45,850	42	74,277	67
Car Rental For Business	128,645	37,035	29	72,204	56	111,773	33,456	30	63,616	57
Car Rental For Personal/Vacation	340,394	122,318	36	191,189	56	291,884	115,548	40	177,749	61
Hotel/Motels-For Business	362,960	109,220	30	182,432	50	294,029	94,960	32	154,492	53
Hotel/Motels-For Personal/Vacation	884,218	316,109	36	474,641	54	694,317	276,617	40	424,290	61
Foreign Travel										
1+ Foreign Trips	478,674	178,968	37	277,012	58	426,371	174,204	41	261,048	61
1+ Cruise	159,452	53,896	34	87,960	55	134,879	53,643	40	84,519	63
Domestic Destinations										
Las Vegas	153,656	65,224	42	90,165	59	128,457	58,038	45	82,410	64
Chicago	140,169	44,405	32	80,866	58	129,870	43,166	33	76,002	59
Orlando	135,614	46,927	35	73,221	54	107,599	39,574	37	62,253	58
Foreign Destinations										
Canada	216,543	83,272	39	131,902	61	191,908	80,658	42	121,614	63
Mexico	117,769	53,464	45	65,843	56	112,437	52,406	47	64,785	58
Hawaii	55,827	17,900	32	31,190	56	46,783	16,808	36	30,098	64
Europe	98,717	45,939	47	69,954	71	89,675	45,939	51	67,111	75
Caribbean/Bahamas	95,908	28,850	30	46,993	49	77,746	28,597	37	43,552	56
Technology										
Own Cellular Phone	1,127,255	377,364	34	569,988	51	876,690	325,176	37	508,287	58
Own PC	1,238,374	399,428	32	640,429	52	940,895	343,706	37	561,110	60
Bought Hardware/Software	666,780	230,742	35	374,656	56	539,179	204,965	38	333,809	62
Have On-line Service	1,122,204	372,160	33	601,881	54	897,166	327,254	37	537,906	60
Purchase On-line	757,405	258,720	34	420,388	56	610,878	228,628	37	377,467	62
Shop On-line	848,542	285,181	34	461,838	54	678,072	247,363	37	410,659	61

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

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