

The Columbus Dispatch

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	1,764,891	523,504	30	819,198	46	1,324,131	478,786	36	746,604	56
Men	863,773	262,974	30	390,759	45	644,799	243,452	38	354,944	55
Women	901,118	260,530	29	428,439	48	679,332	235,334	35	391,660	58
18-24 Years of Age	238,530	37,750	16	59,087	25	171,382	37,750	22	52,257	31
25-34	333,355	67,804	20	109,986	33	257,374	56,531	22	109,986	43
35-44	341,521	111,114	33	186,406	55	266,879	95,980	36	168,066	63
45-54	335,872	97,217	29	172,386	51	255,937	94,654	37	159,528	62
55-64	250,151	95,228	38	140,363	56	185,776	90,680	49	127,744	69
65+	265,462	114,391	43	150,970	57	186,783	103,191	55	129,023	69
College Graduate+	438,770	172,148	39	267,372	61	383,373	160,742	42	252,059	66
Any College+	935,246	334,176	36	518,853	56	764,964	313,938	41	486,645	64
Prof'l/Mgmt/Busn & Finc'l Operations	549,811	194,974	36	285,826	52	460,646	176,801	38	268,194	58
Mgmt/Busn & Finc'l Operations	228,056	75,604	33	122,352	54	180,122	67,527	38	110,968	62
White collar	794,249	248,365	31	385,090	49	638,575	230,192	36	360,390	56
Employed	1,163,267	348,458	30	540,699	47	899,211	313,398	35	500,975	56
Married	995,940	320,409	32	525,459	53	736,302	289,120	39	477,595	65
1+ Children in HH	724,308	187,736	26	311,029	43	540,917	165,931	31	292,433	54
White	1,527,677	453,224	30	722,297	47	1,100,454	408,506	37	649,703	59
Black/African American	175,576	56,607	32	78,708	45	172,812	56,607	33	78,708	46
Hispanic	77,260	12,010	16	7,477	10	65,992	10,844	16	6,311	10
HHI \$75,000+	548,759	215,450	39	326,377	60	465,454	198,822	43	309,353	67
HHI \$50,000+	891,392	328,059	37	510,394	57	732,651	297,547	41	475,482	65
HHI \$35,000+	1,241,517	413,252	33	644,559	52	987,589	376,186	38	591,488	60
Own Home	1,293,536	408,847	32	641,281	50	951,802	380,070	40	577,135	61
New Cars Owned/Leased										
Owns/Leased 1+ Domestic Vehicle	1,287,034	370,506	29	589,004	46	922,979	327,206	36	532,978	58
Own/lease 1+ Foreign Vehicles	834,431	274,653	33	428,713	51	680,126	263,433	39	394,671	58
HH Owns 2+ Vehicles	1,173,133	355,796	30	553,406	47	848,201	316,006	37	503,737	59
HH Own any Vehicle Bght New or Leased	968,586	343,553	36	516,940	53	763,321	317,955	42	469,075	62
HH Plans to Buy Veh New/leased Next Yr.	139,864	55,772	40	82,921	59	112,544	47,211	42	76,800	68
Business Decision Maker For:										
Computer Hardware/Software	136,494	43,175	32	84,548	62	101,558	32,718	32	70,709	70
Information Technology (Network/Internet)	71,708	26,671	37	40,587	57	43,213	17,755	41	31,002	72
Communication Equipment	23,624	7,897	33	16,805	71	16,052	4,282	27	11,982	75
Communication Services	37,653	15,586	41	24,465	65	24,343	6,831	28	18,826	77
Overnight Delivery Services	44,607	18,229	41	25,487	57	39,391	14,040	36	21,298	54
Business Travel or Convention	69,399	29,942	43	45,964	66	61,224	26,327	43	41,474	68
Office Equipment (Photocopier, Fax, Etc.)	46,443	16,207	35	24,071	52	27,608	8,026	29	17,798	65

Source: The Scarborough Report – 2009, Wave 1. Past Year For All Product Purchase/Travel Except International & Cruise Travel CLMB-D-501-R1/©2009 Newspapers First

* Percentages relatively unstable due to small base

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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	525,980	190,845	36	279,547	53	414,381	168,956	41	262,884	63
Account With Broker	185,667	85,280	46	113,453	61	149,202	80,028	54	100,613	67
Own Mutual Funds	433,608	177,011	41	258,212	60	345,359	156,743	45	239,961	70
Used Any Amex Card-3 Months	115,240	45,277	39	73,134	64	111,393	44,966	40	70,742	64
Used Any Visa Card-3 Months	970,936	313,095	32	480,191	50	744,839	292,293	39	446,851	60
Domestic Travel										
1+ Trips	601,399	173,556	29	283,987	47	450,865	166,154	37	265,301	59
1+ Air Trips	589,898	217,795	37	338,495	57	509,165	203,470	40	319,454	63
1+ Personal/Vacation Air Trips	531,998	195,688	37	306,973	58	460,791	182,098	40	288,027	63
1+ Business Air Trips	193,172	59,927	31	95,695	50	144,273	54,930	38	87,400	61
Used Travel Agent	79,533	44,379	56	51,471	65	65,530	38,327	59	48,021	73
Car Rental For Business	144,243	51,640	36	79,929	55	116,615	45,765	39	75,175	65
Car Rental For Personal/Vacation	362,409	125,619	35	205,564	57	322,617	114,956	36	189,741	59
Hotel/Motels-For Business	320,967	107,947	34	157,468	49	236,247	96,697	41	147,752	63
Hotel/Motels-For Personal/Vacation	918,817	286,647	31	461,541	50	706,841	262,027	37	424,150	60
Foreign Travel										
1+ Foreign Trips	526,216	187,037	36	291,244	55	418,625	173,657	42	273,932	65
1+ Cruise	146,057	68,383	47	88,421	61	127,363	62,034	49	84,936	67
Domestic Destinations										
Las Vegas	87,529	42,379	48	58,153	66	76,181	37,020	49	54,260	71
Chicago	125,184	43,197	35	68,793	55	113,286	43,197	38	63,943	56
Orlando	99,983	38,377	38	65,463	66	87,175	38,377	44	62,311	72
Foreign Destinations										
Canada	195,212	63,941	33	101,852	52	145,869	57,973	40	96,573	66
Mexico	112,385	41,466	37	63,537	57	94,661	36,107	38	61,890	65
Hawaii	48,144	17,751	37	35,648	74	47,560	17,751	37	35,648	75
Europe	118,969	52,947	45	70,349	59	94,672	47,457	50	65,527	69
Caribbean/Bahamas	156,976	73,522	47	96,393	61	140,738	66,622	47	92,939	66
Technology										
Own Cellular Phone	1,302,797	399,348	31	628,827	48	1,001,268	365,021	37	577,424	58
Own PC	1,271,597	405,943	32	632,693	50	993,923	370,140	37	583,118	59
Bought Hardware/Software	730,795	233,829	32	362,768	50	565,370	206,515	37	334,770	59
Have Online Service	1,278,297	394,226	31	633,129	50	998,532	362,587	36	584,401	59
Shop Online	926,712	299,743	32	478,985	52	752,740	278,395	37	446,990	59
Purchase Online	863,637	284,585	33	451,819	52	697,517	263,237	38	421,054	60