

The Contra Costa
Newspapers Are All
You Need To Reach The
Contra Costa Market

Newspapers First
THE LEADER IN MAJOR MARKETS



Target Reach And Coverage

	DMA					Contra Costa Primary Market Area				
	# of Adults in DMA	Daily 1 Issue	%	Sunday 1 Issue	%	# of Adults in PMA	Daily 1 Issue	%	Sunday 1 Issue	%
Demos										
Total Adults	5,419,600	498,100	9	457,300	8	903,100	456,000	50	405,900	45
Males	2,679,000	238,000	9	212,200	8	440,700	222,000	50	185,600	42
Females	2,740,600	260,100	9	245,100	9	462,400	234,000	51	220,300	48
18-24 Years of Age	610,100	39,100	6	41,000	7	91,900	36,500	40	31,500	34
25-34	1,084,900	75,300	7	65,900	6	159,700	65,200	41	54,600	34
35-44	1,246,600	92,000	7	90,200	7	204,000	87,300	43	83,300	41
45-54	1,094,200	125,800	11	108,100	10	211,200	116,300	55	99,400	47
Age 55-64	588,900	68,900	12	62,400	11	104,100	58,400	56	56,400	54
Age 65+	794,800	97,100	12	89,700	11	132,100	92,200	20	80,600	61
College Graduate +	1,581,100	161,600	10	141,100	9	265,200	141,600	53	120,300	45
Any College +	3,761,600	366,300	10	342,100	9	641,800	338,100	53	302,500	47
Professional/Manager	1,494,100	150,700	10	129,300	9	243,300	131,200	54	111,500	46
Executive/Admin/Managerial	599,900	62,500	10	48,000	8	101,000	58,800	58	44,100	44
Professional Specialty	894,200	88,100	10	81,300	9	142,200	72,400	51	67,400	47
White Collar	1,494,100	150,700	10	129,300	9	243,300	131,200	54	111,500	46
Employed	3,639,500	323,200	9	289,300	8	616,100	293,700	48	252,100	41
Married	2,976,200	311,000	10	290,500	10	542,300	288,500	53	267,600	49
1+ Children in HH	1,949,200	180,800	9	165,000	8	345,200	170,900	50	154,300	45
White	3,836,800	389,200	10	356,600	9	710,400	365,500	51	331,900	47
Black	405,500	38,100	9	39,300	10	77,000	34,300	44	27,900	36
Hispanic	930,100	46,700	5	44,000	5	125,900	44,300	35	40,100	32
HHI \$75,000+	2,259,200	249,700	11	236,000	10	439,300	227,200	52	209,600	48
HHI \$50,000+	3,218,100	342,300	11	315,400	10	602,100	311,600	52	278,800	46
HHI \$35,000+	3,883,200	400,300	10	363,900	9	706,800	364,900	52	323,700	46
Home Owner	2,933,600	371,900	13	342,800	12	616,700	347,300	56	310,300	50
New Cars Owned/Leased										
Own 1+ Domestic Vehicles**	3,714,400	358,600	10	344,200	9	658,000	337,600	51	316,200	48
Own 1+ Foreign Vehicles**	3,470,900	34,200	10	313,600	9	604,300	309,300	51	278,400	46
Any New Vehicle 0-3 Years	1,727,300	209,500	12	200,300	12	354,700	191,200	54	181,700	51
Any New Vehicle 3+ Years	2,361,600	246,100	10	230,900	10	449,300	229,000	51	216,400	48

*not asked if vehicle bought new

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	# of Adults in DMA	Daily 1 Issue	%	Sunday 1 Issue	%	# of Adults in PMA	Daily 1 Issue	%	Sunday 1 Issue	%
Financial										
Have 401-K Plan	2,464,900	298,600	12	275,500	11	465,300	274,200	59	246,000	53
Own Stock-Not From Employer	2,375,400	239,300	10	206,200	9	389,100	217,300	56	182,100	47
Own Mutual Funds	1,988,400	228,200	11	186,800	9	374,800	209,500	56	167,200	45
Own Certificates of Deposit	1,303,600	143,900	11	127,900	10	216,400	130,000	60	114,000	53
Own Money Market Funds	1,060,000	108,600	10	95,000	9	190,500	101,800	53	89,300	47
Own Bonds	994,800	120,500	12	96,600	10	174,700	107,900	62	81,000	46
Used Broker – Past Year	1,375,800	123,800	9	112,800	8	216,200	108,000	50	97,400	45
Used Financial Planner – Past Year	726,000	101,800	14	80,200	11	139,300	95,100	68	74,800	54
Domestic Travel										
1+ Trips	4,003,600	414,700	10	390,700	10	729,000	384,000	53	354,500	49
1+ Air Trips	3,181,900	337,400	11	294,900	9	523,700	304,100	58	251,800	48
1+ Personal/Vacation Air Trips	2,842,700	294,300	10	25,5600	9	459,600	263,600	57	219,200	48
1+ Business Air Trips	1,045,100	108,400	10	92,100	9	174,000	89,300	51	72,100	41
Car Rental	2,288,600	255,700	11	224,100	10	387,200	224,100	58	199,000	51
Spent \$1,000+ For Vacation	2,470,200	256,200	10	234,300	9	414,100	228,900	55	201,400	49
Hotel/Motels-For Business	948,700	112,300	12	100,500	11	170,700	97,100	57	83,300	49
Hotel/Motels-For Personal/Vacation	3,337,400	329,700	10	281,300	8	560,500	298,300	53	249,400	44
Foreign Travel										
1+ Foreign Trips	2,776,400	252,100	9	209,900	8	430,100	226,500	53	186,900	43
1+ Cruise	781,100	118,300	15	109,100	14	172,400	105,600	61	95,900	56
Domestic Destinations										
Las Vegas	1,182,700	96,800	8	96,900	8	200,700	85,700	43	89,400	45
Disneyland (Anaheim)	1,201,100	140,800	12	140,700	12	252,900	126,100	50	129,000	51
Reno	1,337,400	137,600	10	136,300	10	262,500	129,900	43	123,800	47
Any Major Theme Park/Attraction	3,327,800	332,500	10	279,600	8	540,600	299,900	55	248,100	46
Foreign Destinations										
Alaska	398,600	70,600	18	48,200	12	88,100	58,700	67	36,600	42
Baja/Cabo San Lucas	271,000	22,100	8	29,100	11	45,700	20,400	45	27,600	60
Hawaii	1,224,900	127,500	10	85,000	7	219,100	119,900	55	78,700	36
England/Ireland/Scotland/Wales	453,200	46,700	10	38,200	8	53,700	32,500	61	27,500	51
Any Caribbean locale	276,900	47,700	17	45,100	16	62,800	43,100	69	3,8300	61
Technology										
Own Cellular Phone	3,238,400	325,600	10	279,500	9	590,100	300,200	51	255,600	43
Own PC	3,824,600	375,500	10	321,800	8	673,700	348,000	52	315,900	47
Bought	1,831,200	178,800	10	162,300	9	297,200	161,100	54	155,400	52
Have On-line Service*	4,689,600	455,600	10	415,100	9	817,000	415,700	51	366,800	45
Shop On-line*	3,380,200	324,400	10	300,200	9	607,200	469,300	52	27,2200	45
Purchase On-line*	2,902,500	294,400	10	264,000	9	539,500	268,600	50	237,500	44

Source: The Gallup Study – 2002, CC-D-501-R2/©2003 Newspapers First
* Percentages relatively unstable due to small base