

The Denver Post Delivers the Denver 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	2,977,528	809,220	27	1,160,974	39	1,868,973	659,850	35	944,463	51
Men	1,495,489	417,314	28	582,172	39	931,669	330,339	36	477,375	51
Women	1,482,039	391,906	26	578,802	39	937,304	329,511	35	467,088	50
18-24 Years of Age	367,139	23,888	7	67,082	18	214,598	22,790	11	58,230	27
25-34	597,496	97,720	16	148,775	25	368,543	73,265	20	126,917	34
35-44	584,547	129,239	22	221,779	38	384,454	113,305	30	187,875	49
45-54	590,912	156,905	27	242,748	41	378,370	139,586	37	199,905	53
55-64	434,855	194,221	45	238,134	55	274,744	149,702	55	181,436	66
65+	402,579	207,247	52	242,456	60	248,264	161,202	65	190,100	77
College Graduate+	1,011,111	329,014	33	462,332	46	649,306	269,894	42	375,866	58
Any College+	1,951,628	592,074	30	853,625	44	1,224,689	479,705	39	684,548	56
Prof'l/Mgmt/Busn & Finc'l Operations	844,510	216,686	26	342,771	41	507,892	175,002	35	288,924	57
Mgmt/Busn & Finc'l Operations	385,955	94,468	25	150,069	39	215,955	77,437	36	125,914	58
White collar	1,305,489	346,619	27	535,797	41	829,405	293,993	35	450,532	54
Employed	2,058,133	493,551	24	759,012	37	1,282,948	413,536	32	629,728	49
Married	1,800,810	561,786	31	785,850	44	1,154,022	447,847	39	626,015	54
1+ Children in HH	1,262,641	262,371	21	414,731	33	828,681	214,422	26	336,336	41
White	2,739,673	758,324	28	1,071,314	39	1,675,931	612,384	37	865,037	52
Black/African American	128,540	31,632	25	51,079	40	108,002	31,212	29	50,659	47
Hispanic	535,438	100,080	19	143,711	27	378,772	81,611	22	126,657	33
HHI \$75,000+	1,222,676	385,174	32	538,389	44	784,757	310,381	40	445,381	57
HHI \$50,000+	1,773,757	541,518	31	761,643	43	1,128,948	436,133	39	618,685	55
HHI \$35,000+	2,274,652	672,876	30	946,587	42	1,459,046	545,194	37	777,557	53
Own Home	2,225,421	697,436	31	969,685	44	1,397,827	571,121	41	790,132	57
New Cars Owned/Leased										
Owens/Leased 1+ Domestic Vehicle	2,228,466	605,957	27	862,399	39	1,398,145	501,466	36	697,532	50
Own/lease 1+ Foreign Vehicles	1,632,295	450,241	28	652,844	40	1,059,026	355,583	34	533,984	50
HH Owns 2+ Vehicles	2,192,658	627,620	29	853,155	39	1,385,792	514,185	37	708,131	51
HH Own any Vehicle Bght New or Leased	1,669,790	502,092	30	715,723	43	1,076,633	415,419	39	574,359	53
HH Plans to Buy Veh New/leased Next Yr.	275,055	48,183	18	80,939	29	119,974	39,876	33	68,695	57
Business Decision Maker For:										
Computer Hardware/Software	366,890	73,404	20	120,049	33	210,892	61,964	29	97,813	46
Information Technology (Network/Internet)	196,114	50,936	26	72,795	37	124,459	39,797	32	65,405	53
Overnight Delivery Services	119,608	24,848	21	33,930	28	69,297	22,604	33	31,319	45
Business Travel or Convention	208,288	61,862	30	91,677	44	133,294	52,733	40	80,795	61

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Financial										
Own Any Stock	1,081,656	308,186	29	448,080	41	665,846	251,469	38	352,728	53
Account With Broker	355,755	119,077	34	145,859	41	187,234	94,081	50	110,519	59
Own Mutual Funds	1,127,454	379,331	34	526,764	47	730,714	307,060	42	415,239	57
Used Any Amex Card-3 Months	464,313	141,123	30	189,756	41	266,412	105,296	40	141,910	53
Used Any Visa Card-3 Months	1,779,625	559,559	31	814,855	46	1,163,463	461,949	40	671,615	58
Domestic Travel										
1+ Air Trips	1,702,935	509,405	30	734,212	43	1,115,279	416,260	37	605,217	54
1+ Personal/Vacation Air Trips	1,570,583	480,053	31	695,019	44	1,041,742	402,014	39	582,171	56
1+ Business Air Trips	437,457	116,996	27	170,638	39	214,331	89,784	42	132,959	62
Used Travel Agent	287,509	82,872	29	112,921	39	128,082	67,479	53	78,347	61
Car Rental For Business	441,021	122,751	28	194,754	44	269,079	100,074	37	155,939	58
Car Rental For Personal/Vacation	954,810	293,873	31	417,116	44	610,725	239,925	39	346,128	57
Hotel/Motels-For Business	763,291	217,553	29	303,898	40	426,529	163,863	38	229,562	54
Hotel/Motels-For Personal/Vacation	1,816,817	525,419	29	753,881	42	1,146,390	435,313	38	618,945	54
Foreign Travel										
1+ Foreign Trips	1,271,972	387,951	31	521,193	41	795,720	310,757	39	413,806	52
1+ Cruise	341,971	114,937	34	138,135	40	225,994	102,238	45	120,115	53
Domestic Destinations										
Las Vegas	493,637	148,367	30	205,355	42	336,831	128,802	38	178,348	53
Florida	331,166	85,333	26	136,863	41	218,105	68,026	31	112,744	52
California	499,482	129,351	26	167,640	34	324,677	113,247	35	143,987	44
Foreign Destinations										
Canada	289,203	87,460	30	127,725	44	201,361	68,884	34	104,222	52
Mexico	657,203	166,978	25	230,913	35	376,136	137,149	37	185,878	49
Hawaii	259,071	83,857	32	123,026	48	167,522	61,995	37	98,898	59
Europe	265,293	81,313	31	112,251	42	173,090	68,252	39	93,547	54
Caribbean/Bahamas	309,752	88,615	29	126,485	41	185,668	70,738	38	98,166	53
Technology										
Own Cellular Phone	2,293,097	616,552	27	877,793	38	1,414,691	498,820	35	716,750	51
Own PC	2,384,963	673,004	28	964,016	40	1,522,829	552,155	36	790,929	52
Bought Hardware/Software	1,328,372	410,968	31	573,837	43	885,469	339,999	38	482,998	55
Have Online Service	2,349,547	663,321	28	954,187	41	1,495,089	542,355	36	772,641	52
Shop Online	1,886,861	526,471	28	765,194	41	1,213,942	430,280	35	625,919	52
Purchase Online	1,788,430	498,426	28	716,051	40	1,150,122	405,141	35	582,648	51

Source: The Scarborough Report – 2009, Wave 1. Past Year For All Product Purchase/Travel Except International & Cruise Travel DV-D-501-R10/©2009 Newspapers First

* Percentages relatively unstable due to small base

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