

The Des Moines Register

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	829,176	309,127	37	436,889	53	416,539	180,994	44	257,757	62
Men	404,935	154,263	38	215,197	53	200,647	90,801	45	121,886	61
Women	424,241	154,864	37	221,692	52	215,892	90,193	42	135,871	63
18-24 Years of Age	107,639	32,507	30	39,153	36	49,131	8,557	17	19,340	39
25-34	145,758	39,794	27	61,617	42	78,503	20,948	27	35,739	46
35-44	143,947	48,992	34	72,358	50	82,809	31,137	38	52,176	63
45-54	155,898	52,960	34	91,538	59	81,258	37,694	46	53,610	66
55-64	121,328	61,432	51	77,629	64	60,836	37,818	62	47,167	78
65+	154,606	73,442	48	94,594	61	64,002	44,840	70	49,725	78
College Graduate+	207,075	86,314	42	125,853	61	124,775	62,625	50	86,251	69
Any College+	470,917	184,492	39	270,359	57	254,189	118,275	47	169,202	67
Prof'l/Mgmt/Busn & Finc'l Operations	200,592	80,329	40	124,756	62	119,674	54,761	46	82,414	69
Mgmt/Busn & Finc'l Operations	83,098	36,009	43	53,682	65	48,189	21,254	44	33,040	69
White collar	350,576	145,491	42	210,735	60	202,288	86,585	43	132,115	65
Employed	568,097	214,323	38	310,893	55	299,545	127,360	43	187,082	63
Married	519,855	202,920	39	294,149	57	253,983	121,939	48	166,862	66
1+ Children in HH	364,302	116,196	32	172,489	47	179,978	58,382	32	96,180	53
White	779,861	296,140	38	420,217	54	380,931	173,775	46	242,576	64
Black/African American	22,445	4,323	19	8,122	36	19,373	4,323	22	6,995	36
Hispanic	19,802	4,932	25	6,441	33	17,456	4,873	28	6,110	35
HHI \$75,000+	276,256	115,260	42	171,192	62	166,420	81,969	49	114,016	69
HHI \$50,000+	470,925	189,314	40	274,714	58	250,809	121,130	48	163,972	65
HHI \$35,000+	623,328	245,561	39	352,883	57	324,078	154,249	48	212,813	66
Own Home	681,459	269,911	40	381,863	56	326,216	156,166	48	221,628	68
New Cars Owned/Leased										
Owens/Leased 1+ Domestic Vehicle	732,881	271,436	37	378,649	52	342,604	149,840	44	211,703	62
Own/lease 1+ Foreign Vehicles	264,788	102,335	39	158,191	60	164,471	78,440	48	112,191	68
HH Owns 2+ Vehicles	635,816	238,923	38	339,830	53	296,716	131,622	44	186,978	63
HH Own any Vehicle Bght New or Leased	430,108	175,513	41	252,811	59	229,926	117,209	51	151,233	66
HH Plans to Buy Veh New/leased Next Yr.	61,486	29,562	48	44,665	73	35,490	23,218	65	27,989	79
Business Decision Maker For:										
Computer Hardware/Software	70,415	21,178	30	38,391	55	25,167	6,745	27	13,775	55
Information Technology (Network/Internet)	29,945	6,527	22	16,302	54	14,879	5,105	34	8,643	58
Communication Equipment	7,916	1,080	14	5,051	64	2,034	813	40	1,475	73
Communication Services	7,206	864	12	4,919	68	3,992	813	20	3,312	83
Overnight Delivery Services	28,019	16,260	58	14,961	53	10,559	5,235	50	5,795	55
Business Travel or Convention	39,542	13,400	34	18,041	46	19,693	8,789	45	11,142	57
Office Equipment (Photocopier, Fax, Etc.)	22,668	5,230	23	4,993	22	7,087	3,653	52	2,539	36



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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	295,885	116,633	39	170,185	58	158,578	76,652	48	107,076	68
Account With Broker	101,291	46,406	46	60,939	60	60,405	32,020	53	39,487	65
Own Mutual Funds	294,686	127,685	43	171,885	58	171,655	87,827	51	114,388	67
Used Any Amex Card-3 Months	42,088	25,416	60	24,713	59	24,038	11,903	50	13,681	57
Used Any Visa Card-3 Months	430,691	174,941	41	243,365	57	223,655	103,911	47	153,523	69
Domestic Travel										
1+ Trips	322,590	124,749	39	176,130	55	156,408	72,633	46	102,599	66
1+ Air Trips	280,764	119,222	43	156,897	56	171,163	82,022	48	111,195	65
1+ Personal/Vacation Air Trips	239,904	100,856	42	136,592	57	148,605	69,898	47	95,921	65
1+ Business Air Trips	111,061	39,132	35	66,007	59	50,258	25,629	51	38,103	76
Used Travel Agent	62,286	26,221	42	38,892	62	38,191	20,917	55	27,286	71
Car Rental For Business	49,241	22,180	45	34,407	70	36,654	17,177	47	27,313	75
Car Rental For Personal/Vacation	111,992	51,360	46	71,105	64	71,771	36,648	51	49,028	68
Hotel/Motels-For Business	179,075	61,009	34	92,245	52	89,423	38,269	43	58,727	66
Hotel/Motels-For Personal/Vacation	512,967	191,356	37	280,855	55	242,631	107,656	44	159,984	66
Foreign Travel										
1+ Foreign Trips	235,024	93,310	40	143,282	61	133,849	64,373	48	88,696	66
1+ Cruise	70,377	32,567	46	43,134	61	47,122	22,814	48	32,571	69
Domestic Destinations										
Chicago	107,283	39,298	37	62,686	58	60,237	28,113	47	42,529	71
Minneapolis - St. Paul	132,003	50,034	38	79,313	60	70,478	31,762	45	44,436	63
Florida	80,669	27,509	34	47,004	58	45,796	21,134	46	33,410	73
Foreign Destinations										
Canada	62,555	26,326	42	39,582	63	27,687	14,203	51	21,204	77
Mexico	86,932	37,157	43	56,522	65	66,298	30,353	46	43,897	66
Hawaii	41,090	15,364	37	25,812	63	19,140	10,036	52	12,986	68
Europe	34,998	15,833	45	21,904	63	20,879	9,174	44	12,444	60
Caribbean/Bahamas	62,634	25,238	40	41,463	66	42,054	18,867	45	28,962	69
Technology										
Own Cellular Phone	647,437	245,262	38	346,508	54	327,201	140,102	43	204,511	63
Own PC	629,224	236,362	38	332,637	53	320,490	134,251	42	197,037	62
Bought Hardware/Software	311,020	118,190	38	171,899	55	161,119	69,682	43	98,537	61
Have Online Service	627,436	239,608	38	337,931	54	329,371	139,384	42	206,347	63
Shop Online	463,958	179,962	39	248,547	54	258,192	104,756	41	153,145	59
Purchase Online	424,655	168,880	40	231,926	55	230,999	94,812	41	142,195	62