

The Detroit Free Press & News

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	3,777,375	1,068,123	28	1,492,753	40	3,352,009	1,026,860	31	1,435,314	43
Men	1,818,542	570,191	31	726,285	40	1,609,379	546,502	34	697,836	43
Women	1,958,833	497,932	25	766,468	39	1,742,630	480,358	28	737,478	42
18-24 Years of Age	466,727	52,675	11	114,014	24	411,400	48,977	12	106,501	26
25-34	627,945	93,124	15	217,853	35	544,072	91,424	17	214,477	39
35-44	744,734	191,391	26	293,059	39	660,290	183,808	28	280,047	42
45-54	764,409	270,030	35	323,533	42	684,789	255,821	37	306,590	45
55-64	563,908	198,910	35	253,430	45	503,925	191,933	38	247,230	49
65+	609,652	261,993	43	290,864	48	547,533	254,897	47	280,469	51
College Graduate+	929,330	310,524	33	408,884	44	785,784	291,968	37	387,542	49
Any College+	2,112,055	650,510	31	916,792	43	1,829,696	619,418	34	873,003	48
Prof'l/Mgmt/Busn & Finc'l Operations	909,919	256,261	28	359,056	40	761,859	240,026	32	334,427	44
Mgmt/Busn & Finc'l Operations	412,475	112,071	27	160,435	39	358,698	105,224	29	150,261	42
White collar	1,441,557	399,271	28	557,077	39	1,241,041	380,482	31	525,878	42
Employed	2,359,854	609,850	26	887,343	38	2,063,238	580,283	28	848,306	41
Married	2,069,341	626,052	30	835,095	40	1,817,177	605,434	33	801,877	44
1+ Children in HH	1,485,565	317,741	21	537,427	36	1,317,204	310,813	24	519,051	39
White	2,803,083	790,700	28	1,063,204	38	2,439,377	750,463	31	1,011,722	42
Black/African American	741,722	238,082	32	360,753	49	712,059	237,056	33	357,227	50
Hispanic	135,031	18,745	14	29,514	22	120,285	18,745	16	29,514	25
HHI \$75,000+	1,480,953	442,626	30	650,173	44	1,305,885	422,097	32	620,414	48
HHI \$50,000+	2,218,534	668,355	30	925,103	42	1,966,185	641,614	33	888,191	45
HHI \$35,000+	2,892,514	849,911	29	1,195,100	41	2,564,079	815,420	32	1,150,408	45
Own Home	2,906,511	901,903	31	1,207,615	42	2,569,249	868,326	34	1,160,388	45
New Cars Owned/Leased										
Owens/Leased 1+ Domestic Vehicle	748,123	195,708	26	282,559	38	669,549	188,247	28	271,982	41
Own/lease 1+ Foreign Vehicles	196,066	53,903	28	95,454	49	152,858	49,756	33	88,202	58
HH Owns 2+ Vehicles	2,148,704	607,179	28	807,215	38	1,872,041	583,697	31	775,280	41
HH Own any Vehicle Bght New or Leased	2,522,078	754,518	30	1,052,220	42	2,256,593	728,981	32	1,013,280	45
HH Plans to Buy Veh New/leased Next Yr.	673,311	198,183	29	281,541	42	593,482	194,670	33	269,132	45
Business Decision Maker For:										
Computer Hardware/Software	243,628	53,904	22	91,522	38	177,950	50,634	29	85,853	48
Information Technology (Network/Internet)	115,475	29,521	26	46,522	40	88,037	26,177	30	43,178	49
Communication Equipment	59,466	15,559	26	24,101	41	50,439	15,009	30	22,353	44
Communication Services	115,082	28,539	25	39,886	35	96,308	25,213	26	34,948	36
Overnight Delivery Services	80,274	23,100	29	28,627	36	60,924	20,250	33	24,143	40
Business Travel or Convention	131,228	30,070	23	41,021	31	94,644	27,220	29	34,542	37
Office Equipment (Photocopier, Fax, Etc.)	171,080	37,942	22	60,177	35	135,376	36,890	27	55,881	41



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	<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	%
Financial										
Own Any Stock	1,227,456	401,204	33	556,101	45	1,068,676	379,394	36	530,372	50
Account With Broker	404,337	136,787	34	183,634	45	355,510	129,292	36	169,508	48
Own Mutual Funds	1,293,133	416,046	32	604,673	47	1,130,896	395,195	35	575,141	51
Used Any Amex Card-3 Months	467,285	142,954	31	218,106	47	415,827	134,997	33	206,791	50
Used Any Visa Card-3 Months	1,996,469	571,355	29	838,922	42	1,740,669	537,766	31	798,380	46
Domestic Travel										
1+ Trips	2,675,987	765,547	29	1,097,035	41	2,343,153	729,545	31	1,046,745	45
1+ Air Trips	1,598,377	445,472	28	646,652	41	1,381,481	421,818	31	617,455	45
1+ Personal/Vacation Air Trips	1,431,572	416,568	29	591,321	41	1,238,686	393,377	32	562,124	45
1+ Business Air Trips	818,715	211,639	26	315,456	39	711,148	199,925	28	303,627	43
Used Travel Agent	232,442	86,091	37	116,294	50	206,534	84,182	41	111,952	54
Car Rental For Business	367,432	85,510	23	119,919	33	324,431	83,427	26	116,098	36
Car Rental For Personal/Vacation	948,168	281,409	30	426,716	45	813,312	270,747	33	409,865	50
Hotel/Motels-For Business	755,173	182,856	24	276,351	37	651,449	177,037	27	269,744	41
Hotel/Motels-For Personal/Vacation	2,102,715	579,290	28	864,549	41	1,830,192	554,614	30	820,660	45
Foreign Travel										
1+ Foreign Trips	1,795,654	534,155	30	766,943	43	1,574,804	512,683	33	731,358	46
1+ Cruise	442,970	155,196	35	211,836	48	392,890	148,843	38	199,350	51
Domestic Destinations										
Las Vegas	245,154	70,574	29	113,570	46	229,600	68,369	30	110,842	48
Florida	606,806	181,067	30	267,255	44	543,988	170,704	31	254,987	47
Chicago	581,945	152,041	26	219,799	38	518,399	150,755	29	212,643	41
Foreign Destinations										
Canada	1,278,278	400,444	31	566,991	44	1,150,579	386,971	34	546,023	48
Mexico	338,246	85,057	25	140,770	42	286,599	82,548	29	135,029	47
Hawaii	144,924	37,748	26	54,458	38	109,621	34,679	32	47,096	43
Europe	296,807	98,096	33	146,851	50	243,685	92,492	38	138,353	57
Caribbean/Bahamas	403,109	129,868	32	167,861	42	362,635	125,166	35	163,525	45
Technology										
Own Cellular Phone	2,833,364	786,993	28	1,143,543	40	2,510,458	760,454	30	1,099,682	44
Own PC	2,675,961	757,805	28	1,100,122	41	2,351,323	726,984	31	1,053,734	45
Bought Hardware/Software	1,491,032	403,821	27	627,979	42	1,309,466	388,355	30	603,579	46
Have Online Service	2,705,446	730,386	27	1,079,781	40	2,365,825	700,241	30	1,033,747	44
Shop Online	2,001,198	544,115	27	823,781	41	1,730,475	519,363	30	784,128	45
Purchase Online	1,820,070	484,110	27	739,355	41	1,563,174	459,649	29	702,276	45