

The Greenville News
Delivers The
Greenville DMA

Newspapers First
THE LEADER IN MAJOR MARKETS



Target Reach And Coverage

	DMA			Greenville and Pickens Counties						
	# of Adults in DMA	Daily 1 Issue	%	Sunday 1 Issue	%	# of Adults in CBSA	Daily 1 Issue	%	Sunday 1 Issue	%
Demos										
Total Adults	1,589,214	221,968	14	303,212	19	402,400	166,013	41	217,372	54
Men	760,924	110,882	15	134,942	18	197,922	88,523	45	103,597	52
Women	828,290	111,086	13	168,270	20	204,478	77,490	38	113,775	56
18-24 Years of Age	188,074	15,966	9	29,429	16	54,583	13,525	25	18,054	33
25-34	270,008	36,294	13	44,094	16	69,087	26,287	38	30,715	45
35-44	286,278	35,412	12	56,546	20	77,114	25,953	34	42,247	55
45-54	289,865	40,485	14	60,690	21	76,613	32,269	42	45,576	60
55-64	242,844	35,166	15	46,595	19	59,908	26,578	44	34,667	58
65+	312,145	58,645	19	65,858	21	65,095	41,401	64	46,113	71
College Graduate+	310,146	58,042	19	76,155	25	98,659	48,162	49	58,542	59
Any College+	745,134	129,367	17	167,850	23	218,483	101,701	47	121,552	56
Prof'l/Mgmt/Busn & Finc'l Operations	311,342	49,498	16	66,946	22	94,023	38,257	41	47,215	50
Mgmt/Busn & Finc'l Operations	116,830	19,387	17	28,158	24	36,736	13,575	37	18,088	49
White collar	528,166	84,568	16	111,706	21	142,215	63,674	45	75,571	53
Employed	964,255	131,132	14	179,733	19	259,855	103,628	40	130,366	50
Married	947,906	154,334	16	191,601	20	227,914	113,091	50	137,325	60
1+ Children in HH	573,721	74,051	13	110,099	19	156,608	54,513	35	75,741	48
White	1,349,501	196,336	15	259,340	19	324,484	144,867	45	186,662	58
Black/African American	206,921	23,422	11	38,625	19	64,941	19,457	30	26,791	41
Hispanic	70,701	6,000	9	8,802	12	31,465	6,000	19	7,998	25
HHI \$75,000+	353,473	65,646	19	90,457	26	114,540	53,572	47	69,935	61
HHI \$50,000+	666,460	108,702	16	147,424	22	195,993	85,636	44	109,643	56
HHI \$35,000+	1,020,174	163,113	16	219,250	22	277,937	125,616	45	160,838	58
Own Home	1,196,117	178,500	15	239,880	20	285,855	135,531	47	173,917	61
New Cars Owned/Leased										
Owns/Leased 1+ Domestic Vehicle	1,242,044	171,146	14	234,791	19	308,728	130,569	42	172,274	56
Own/lease 1+ Foreign Vehicles	751,430	127,493	17	163,152	22	223,466	95,926	43	120,276	54
HH Owns 2+ Vehicles	1,124,068	166,304	15	216,995	19	283,915	127,890	45	159,426	56
HH Own any Vehicle Baht New or Leased	829,383	141,327	17	181,292	22	221,469	101,027	46	129,638	59
HH Plans to Buy Veh New/leased Next Yr.	108,559	12,314	11	20,320	19	23,774	8,330	35	13,096	55
Business Decision Maker For:										
Computer Hardware/Software	129,435	18,790	15	30,451	24	30,787	13,788	45	18,101	59
Information Technoloav (Network/Internet)	70,958	14,064	20	22,276	31	24,828	11,179	45	14,749	59
Communication Equipment	70,102	8,544	12	20,776	30	17,672	5,365	30	10,924	62
Communication Services	85,456	11,750	14	21,439	25	16,524	6,960	42	11,641	70
Overnight Delivery Services	76,194	13,719	18	21,236	28	16,293	10,443	64	11,762	72
Business Travel or Convention arrangements	87,903	18,574	21	25,024	29	27,593	15,889	58	16,795	61
Office Equipment (Photocopier, Fax, Etc.)	93,209	19,307	21	27,505	30	28,508	15,351	54	18,517	65

Source: The Scarborough Report - 2007, Wave 1. Past Year For All Product Purchase/Travel Except International & Cruise Travel GRN-D-501-R4/©2007 Newspapers First

* Percentages relatively unstable due to small base

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Financial										
Own Any Stock	398.574	64.505	16	85.134	21	98.055	56.396	58	65.642	67
Account With Broker	154.123	27.786	18	35.875	23	34.852	23.383	67	27.196	78
Own Mutual Funds	357.837	73.779	21	87.585	25	117.823	64.433	55	67.668	57
Used Anv Amex Card-3 Months	93.360	13.430	14	15.912	17	18.275	8.133	45	10.092	55
Used Anv Visa Card-3 Months	419.804	69.343	17	97.466	23	119.297	49.045	41	65.567	55
Domestic Travel										
1+ Trios	1,212.783	172.690	14	242.676	20	333.697	131.458	39	174.683	52
1+ Air Trios	335.413	50.681	15	84.287	25	100.658	41.895	42	63.412	63
1+ Personal/Vacation Air Trios	279.745	42.263	15	72.129	26	81.735	34.817	43	51.621	63
1+ Business Air Trios	138.144	20.681	15	33.546	24	46.403	16.963	37	25.998	56
Used Travel Agent	89.211	15.153	17	20.673	23	22.320	12.440	56	15.428	69
Car Rental For Business	111.267	23.957	22	28.072	25	40.062	19.046	48	21.838	55
Car Rental For Personal/Vacation	215.332	34.766	16	62.378	29	62.347	24.095	39	43.849	70
Hotel/Motels-For Business	337.084	56.635	17	83.026	25	100.863	44.921	45	62.423	62
Hotel/Motels-For Personal/Vacation	848.554	116.434	14	165.980	20	233.549	91.119	39	121.283	52
Foreign Travel										
1+ Foreign Trios	384.926	60.633	16	87.711	23	100.644	45.612	45	61.771	61
1+ Cruise	160.739	18.529	12	28.728	18	26.617	10.022	38	14.774	56
Domestic Destinations										
Las Vegas	36.313	6.983	19	10.110	28	10.378	4.984	48	5.712	55
Atlanta	235.354	39.817	17	51.546	22	80.135	30.963	39	38.507	48
Orlando	101.300	18.193	18	23.426	23	31.012	12.114	39	17.916	58
Foreign Destinations										
Canada	70.943	8.880	13	13.737	19	18.899	7.991	42	11.515	61
Mexico	106.958	14.311	13	15.403	14	17.952	10.455	58	10.285	57
Hawaii	39.611	7.373	19	12.257	31	9.473	3.157	33	6.708	71
Europe	105.927	25.712	24	25.962	25	32.014	20.515	64	19.606	61
Caribbean/Bahamas	165.695	25.095	15	43.161	26	43.626	18.346	42	26.049	60
Technology										
Own Cellular Phone	1,070.625	152.395	14	214.022	20	282.992	118.181	42	151.155	53
Own PC	1,074.794	152.359	14	221.315	21	280.982	114.555	41	156.673	56
Bought Hardware/Software	550.203	70.823	13	107.924	20	141.011	53.162	38	74.316	53
Have Online Service	947.657	145.350	15	205.211	22	263.447	112.059	43	148.246	56
Shop Online	654.111	99.214	15	140.801	22	181.441	80.092	44	104.645	58
Purchase Online	576.162	86.540	15	121.794	21	158.636	71.959	45	88.569	56

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