

The Greenville 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	1,641,166	199,430	12	311,015	19	422,894	152,153	36	230,409	55
Men	786,596	103,156	13	150,913	19	201,525	78,258	39	112,909	56
Women	854,570	96,274	11	160,102	19	221,369	73,895	33	117,500	53
18-24 Years of Age	196,856	15,401	8	32,407	17	54,578	15,401	28	26,985	49
25-34	270,681	20,325	8	37,302	14	73,295	16,672	23	29,525	40
35-44	288,092	30,410	11	57,585	20	78,393	21,741	28	40,508	52
45-54	298,569	33,212	11	56,532	19	78,525	23,706	30	42,508	54
55-64	260,118	37,295	14	51,266	20	65,775	30,252	46	39,880	61
65+	326,850	62,787	19	75,923	23	72,328	44,381	61	51,003	71
College Graduate+	335,971	57,468	17	80,882	24	108,223	45,175	42	60,665	56
Any College+	795,888	107,866	14	163,737	21	236,978	89,346	38	125,940	53
Prof'l/Mgmt/Busn & Finc'l Operations	345,321	49,872	14	74,650	22	115,203	39,736	35	61,772	54
Mgmt/Busn & Finc'l Operations	125,976	18,537	15	29,441	23	45,571	15,128	33	27,722	61
White collar	548,482	72,774	13	109,712	20	171,268	58,496	34	88,522	52
Employed	948,012	113,457	12	179,909	19	253,984	87,144	34	130,316	51
Married	925,441	133,912	15	195,836	21	248,290	100,327	40	137,434	55
1+ Children in HH	607,795	59,919	10	116,545	19	167,538	46,503	28	85,278	51
White	1,365,473	167,652	12	244,517	18	341,632	126,165	37	184,410	54
Black/African American	216,864	23,357	11	51,879	24	62,444	17,567	28	35,996	58
Hispanic	66,631	4,445	7	2,615	4	19,096	2,649	14	2,171	11
HHI \$75,000+	422,876	79,246	19	110,990	26	154,976	65,511	42	86,647	56
HHI \$50,000+	714,803	117,235	16	171,020	24	223,473	95,746	43	130,316	58
HHI \$35,000+	1,060,031	147,777	14	232,972	22	302,958	115,310	38	173,119	57
Own Home	1,217,831	166,188	14	258,705	21	312,077	130,845	42	188,957	61
New Cars Owned/Leased										
Owens/Leased 1+ Domestic Vehicle	1,182,512	133,333	11	200,000	17	269,717	100,687	37	139,158	52
Own/lease 1+ Foreign Vehicles	922,012	118,597	13	189,155	21	247,396	91,161	37	139,236	56
HH Owns 2+ Vehicles	1,071,792	132,635	12	201,207	19	260,380	102,312	39	140,927	54
HH Own any Vehicle Bght New or Leased	913,284	132,096	15	192,818	21	236,689	103,249	44	144,630	61
HH Plans to Buy Veh New/leased Next Yr.	88,693	11,980	14	23,335	26	30,950	10,225	33	21,143	68
Business Decision Maker For:										
Computer Hardware/Software	119,264	16,857	14	33,237	28	40,878	15,029	37	20,462	50
Information Technology (Network/Internet)	44,689	6,951	16	10,273	23	17,256	6,300	37	8,974	52
Communication Equipment	14,891	1,618	11	8,848	59	3,282	1,112	34	3,282	10
Communication Services	24,123	1,112	5	10,621	44	5,597	1,112	20	4,127	74
Overnight Delivery Services	44,933	6,452	14	8,941	20	20,818	5,422	26	7,927	38
Business Travel or Convention	76,794	24,765	32	30,386	40	44,862	22,996	51	27,183	61
Office Equipment (Photocopier, Fax, Etc.)	31,270	3,536	11	6,236	20	5,784	3,242	56	4,508	78



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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	418,402	70,704	17	101,409	24	137,125	53,099	39	76,060	56
Account With Broker	183,371	37,068	20	43,306	24	66,339	29,587	45	37,045	56
Own Mutual Funds	374,247	76,338	20	103,118	28	131,391	59,615	45	78,899	60
Used Any Amex Card-3 Months	161,473	39,960	25	57,607	36	75,698	34,807	46	47,636	63
Used Any Visa Card-3 Months	845,919	122,921	15	189,883	22	238,402	97,713	41	140,184	59
Domestic Travel										
1+ Trips	615,101	72,384	12	120,271	20	170,829	56,506	33	88,519	52
1+ Air Trips	430,221	69,838	16	106,482	25	153,940	54,861	36	85,140	55
1+ Personal/Vacation Air Trips	380,326	57,952	15	91,210	24	135,591	45,533	34	74,727	55
1+ Business Air Trips	195,921	33,185	17	53,305	27	75,465	27,793	37	40,107	53
Used Travel Agent	104,894	21,666	21	27,776	27	39,085	17,756	45	23,038	59
Car Rental For Business	121,075	21,719	18	31,373	26	41,139	15,740	38	22,745	55
Car Rental For Personal/Vacation	282,197	47,818	17	58,135	21	100,471	37,624	37	47,023	47
Hotel/Motels-For Business	325,447	54,581	17	77,300	24	112,980	46,090	41	63,884	57
Hotel/Motels-For Personal/Vacation	892,127	123,273	14	188,478	21	268,438	93,498	35	143,679	54
Foreign Travel										
1+ Foreign Trips	458,895	73,869	16	112,550	25	155,508	63,790	41	90,641	58
1+ Cruise	206,658	36,836	18	52,563	25	67,415	30,298	45	43,165	64
Domestic Destinations										
Las Vegas	32,145	5,904	18	13,430	42	13,934	5,420	39	11,006	79
Atlanta	266,651	52,603	20	80,372	30	114,036	41,131	36	61,545	54
Orlando	96,827	11,572	12	19,608	20	34,607	9,679	28	14,326	41
Foreign Destinations										
Canada	60,656	11,140	18	15,113	25	22,195	8,597	39	11,895	54
Mexico	107,597	13,635	13	22,932	21	24,252	10,319	43	14,960	62
Hawaii	49,080	11,638	24	14,252	29	19,534	10,253	53	11,195	57
Europe	94,146	17,245	18	28,525	30	47,153	15,517	33	26,111	55
Caribbean/Bahamas	210,328	44,992	21	56,071	27	85,738	39,444	46	48,043	56
Technology										
Own Cellular Phone	1,215,951	159,196	13	232,791	19	309,877	118,963	38	169,892	55
Own PC	1,108,824	155,204	14	241,640	22	323,718	123,855	38	182,254	56
Bought Hardware/Software	540,386	74,285	14	108,682	20	145,497	61,271	42	74,865	52
Have Online Service	1,045,125	140,448	13	226,658	22	296,071	114,076	39	170,155	58
Shop Online	754,478	104,736	14	172,524	23	230,600	83,631	36	127,886	56
Purchase Online	686,106	100,977	15	159,040	23	212,608	80,711	38	118,981	56