

The Honolulu Advertiser

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	990,085	370,544	37	428,573	43	701,777	343,458	49	408,617	58
Men	488,889	192,387	39	211,872	43	345,998	174,990	51	200,362	58
Women	501,196	178,157	36	216,701	43	355,779	168,468	47	208,255	59
18-24 Years of Age	119,513	30,995	26	39,881	33	83,299	27,519	33	36,405	44
25-34	167,883	41,051	25	59,588	36	122,399	39,095	32	59,588	49
35-44	174,487	57,320	33	71,470	41	126,544	51,520	41	66,586	53
45-54	188,740	76,427	41	79,865	42	129,591	71,229	55	76,097	59
55-64	156,067	71,696	46	77,378	50	107,492	63,992	60	72,074	67
65+	183,395	93,055	51	100,391	55	132,452	90,103	68	97,867	74
College Graduate+	252,684	112,738	45	130,443	52	190,341	102,841	54	122,857	65
Any College+	564,678	225,959	40	259,623	46	408,759	206,172	50	243,188	60
Prof'l/Mgmt/Busn & Finc'l Operations	229,549	90,653	40	102,656	45	156,342	78,902	51	94,069	60
Mgmt/Busn & Finc'l Operations	107,204	42,900	40	45,899	43	70,534	36,523	52	43,045	61
White collar	386,588	148,858	39	166,385	43	268,326	130,546	49	154,322	58
Employed	681,745	245,885	36	277,875	41	474,097	223,459	47	263,712	56
Married	567,906	220,066	39	257,983	45	401,619	208,333	52	246,653	61
1+ Children in HH	425,155	129,025	30	164,411	39	308,960	123,778	40	159,220	52
White	354,510	113,651	32	121,056	34	212,552	99,860	47	116,431	55
Black/African American	17,439	2,811	16	1,844	11	16,996	2,811	17	1,844	11
Hispanic	83,711	20,542	25	27,885	33	52,603	19,649	37	27,885	53
HHI \$75,000+	432,598	183,193	42	210,752	49	318,260	162,227	51	199,659	63
HHI \$50,000+	606,656	251,775	42	285,019	47	442,238	229,431	52	271,004	61
HHI \$35,000+	785,856	322,420	41	366,684	47	580,421	297,887	51	350,276	60
Own Home	602,932	261,582	43	290,437	48	427,364	241,212	56	276,975	65
New Cars Owned/Leased										
Owens/Leased 1+ Domestic Vehicle	84,872	26,347	31	28,287	33	45,702	18,342	40	23,999	53
Own/lease 1+ Foreign Vehicles	223,682	77,937	35	89,191	40	144,615	73,558	51	85,439	59
HH Owns 2+ Vehicles	670,576	241,212	36	280,737	42	442,374	219,421	50	264,175	60
HH Own any Vehicle Bght New or Leased	677,946	262,444	39	308,909	46	478,906	241,239	50	290,985	61
HH Plans to Buy Veh New/leased Next Yr.	125,582	49,555	40	66,685	53	99,871	47,108	47	65,136	65
Business Decision Maker For:										
Computer Hardware/Software	113,073	42,240	37	50,244	44	70,920	35,675	50	44,679	63
Information Technology (Network/Internet)	38,326	12,930	34	14,889	39	23,559	12,696	54	14,260	61
Communication Equipment	38,088	18,994	50	16,630	44	23,597	15,549	66	15,471	66
Communication Services	50,965	18,103	36	17,055	34	25,858	14,658	57	15,042	58
Overnight Delivery Services	47,900	20,036	42	20,956	44	29,616	17,575	59	18,477	62
Business Travel or Convention	53,500	18,385	34	23,980	45	36,066	17,766	49	22,362	62
Office Equipment (Photocopier, Fax, Etc.)	93,724	34,601	37	37,593	40	59,575	29,455	49	34,584	58

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Financial										
Own Any Stock	309,442	139,756	45	165,230	53	241,782	128,263	53	155,684	64
Account With Broker	108,653	52,301	48	55,845	51	85,668	49,998	58	54,125	63
Own Mutual Funds	351,695	153,796	44	162,006	46	267,663	139,431	52	154,536	58
Used Any Amex Card-3 Months	236,224	100,874	43	116,682	49	159,910	93,259	58	108,862	68
Used Any Visa Card-3 Months	585,218	229,214	39	267,394	46	425,352	212,287	50	253,604	60
Domestic Travel										
1+ Trips	544,628	221,570	41	242,420	45	375,952	198,722	53	225,589	60
1+ Air Trips	659,748	265,600	40	297,371	45	465,302	242,061	52	279,601	60
1+ Personal/Vacation Air Trips	625,585	252,810	40	281,130	45	436,962	229,271	53	263,360	60
1+ Business Air Trips	236,461	97,087	41	108,593	46	160,635	87,752	55	101,926	64
Used Travel Agent	177,158	84,910	48	95,723	54	143,621	81,991	57	94,457	66
Car Rental For Business	152,010	52,172	34	60,158	40	87,568	47,383	54	56,330	64
Car Rental For Personal/Vacation	422,799	158,368	38	187,788	44	282,779	142,491	50	173,146	61
Hotel/Motels-For Business	185,964	72,324	39	76,911	41	112,921	61,064	54	70,990	63
Hotel/Motels-For Personal/Vacation	505,007	190,805	38	221,030	44	342,080	174,983	51	204,430	60
Foreign Travel										
1+ Trips Outside Hawaii	769,539	309,513	40	359,082	47	568,337	285,333	50	340,683	60
1+ Cruise	98,947	40,463	41	41,230	42	66,339	35,914	54	40,401	61
Domestic Destinations										
Las Vegas	261,383	122,201	47	140,851	54	190,251	109,875	58	130,587	69
Los Angeles	100,298	35,720	36	43,302	43	64,836	31,789	49	42,795	66
Other California	216,447	77,100	36	95,234	44	142,476	69,403	49	90,692	64
Foreign Destinations										
Canada	122,286	54,077	44	61,535	50	93,092	52,330	56	57,959	62
Mexico	46,166	19,423	42	23,973	52	33,885	16,903	50	23,119	68
Japan/China/Far East	203,246	80,970	40	96,248	47	156,782	78,396	50	94,404	60
Europe	93,690	39,821	43	47,244	50	68,790	38,105	55	44,506	65
Caribbean/Bahamas	26,122	10,239	39	14,765	57	24,057	9,304	39	14,765	61
Technology										
Own Cellular Phone	772,846	281,365	36	331,035	43	549,911	261,901	48	315,513	57
Own PC	738,869	279,705	38	330,972	45	540,403	259,218	48	314,326	58
Bought Hardware/Software	443,409	159,169	36	197,287	45	329,332	149,068	45	186,879	57
Have Online Service	667,585	244,705	37	289,752	43	480,898	223,821	47	272,942	57
Shop Online	544,180	198,854	37	227,400	42	381,007	179,149	47	214,861	56
Purchase Online	524,302	190,341	36	219,355	42	361,129	170,636	47	206,816	57

Source: The Scarborough Report – 2008, Wave 1. Past Year For All Product Purchase/Travel Except International & Cruise Travel HON-D-501-R5/©2008 Newspapers First

* Percentages relatively unstable due to small base

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