

The Houston Chronicle

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	4,389,828	1,197,736	27	1,726,367	39	4,140,157	1,160,202	28	1,683,715	41
Men	2,181,220	642,456	30	829,676	38	2,048,471	618,198	30	802,241	39
Women	2,208,608	555,280	25	896,691	41	2,091,686	542,004	26	881,474	42
18-24 Years of Age	586,746	87,558	15	165,298	28	550,836	81,536	15	165,298	30
25-34	884,335	125,408	14	227,004	26	833,802	125,408	15	227,004	27
35-44	893,575	197,548	22	311,409	35	854,676	193,580	23	300,493	35
45-54	865,884	264,079	31	355,380	41	824,471	259,599	32	348,358	42
55-64	613,920	249,575	41	334,340	55	579,887	243,598	42	326,046	56
65+	545,368	273,568	50	332,936	61	496,485	256,481	52	316,516	64
College Graduate+	1,157,634	425,995	37	587,625	51	1,122,429	417,195	37	576,322	51
Any College+	2,396,854	830,208	35	1,162,141	49	2,289,264	809,122	35	1,136,267	50
Prof'l/Mgmt/Busn & Finc'l Operations	1,295,981	402,203	31	593,640	46	1,251,009	394,997	32	583,489	47
Mgmt/Busn & Finc'l Operations	662,362	218,921	33	327,111	49	645,114	215,077	33	321,379	50
White collar	1,873,653	562,053	30	811,801	43	1,790,627	546,284	31	794,861	44
Employed	2,944,478	749,276	25	1,101,493	37	2,778,259	727,309	26	1,075,585	39
Married	2,635,066	799,698	30	1,142,829	43	2,492,561	776,026	31	1,112,170	45
1+ Children in HH	2,110,117	381,402	18	660,714	31	1,982,962	372,597	19	650,759	33
White	3,483,632	962,766	28	1,381,748	40	3,265,780	935,266	29	1,343,762	41
Black/African American	700,882	174,891	25	261,056	37	671,789	165,634	25	257,167	38
Hispanic	1,325,929	180,260	14	288,283	22	1,266,020	178,974	14	283,648	22
HHI \$75,000+	1,813,778	650,961	36	905,554	50	1,745,663	638,682	37	889,025	51
HHI \$50,000+	2,520,859	826,752	33	1,181,863	47	2,403,688	806,356	34	1,157,217	48
HHI \$35,000+	3,287,582	1,007,403	31	1,444,639	44	3,105,932	984,159	32	1,411,561	45
Own Home	3,144,837	1,022,252	33	1,447,890	46	2,950,592	989,370	34	1,410,325	48
New Cars Owned/Leased										
Owens/Leased 1+ Domestic Vehicle	3,023,761	808,801	27	1,187,789	39	2,808,057	775,945	28	1,150,469	41
Own/lease 1+ Foreign Vehicles	2,261,151	665,438	29	986,002	44	2,180,346	651,509	30	962,674	44
HH Owns 2+ Vehicles	2,911,406	834,564	29	1,215,528	42	2,704,943	800,491	30	1,178,297	44
HH Own any Vehicle Bght New or Leased	2,831,548	885,304	31	1,274,016	45	2,643,445	853,024	32	1,242,613	47
HH Plans to Buy Veh New/leased Next Yr.	558,150	184,819	33	253,902	46	529,848	183,680	35	252,763	48
Business Decision Maker For:										
Computer Hardware/Software	426,225	123,508	29	192,030	45	400,882	119,536	30	186,335	47
Information Technology (Network/Internet)	249,056	85,941	35	117,406	47	232,806	83,791	36	115,256	50
Communication Equipment	70,465	20,079	29	23,985	34	69,708	20,079	29	23,985	34
Communication Services	119,980	37,825	32	62,680	52	118,788	36,633	31	61,488	52
Overnight Delivery Services	192,459	65,701	34	97,766	51	192,459	65,701	34	97,766	51
Business Travel or Convention	250,588	96,069	38	115,366	46	246,567	95,439	39	114,736	47
Office Equipment (Photocopier, Fax, Etc.)	166,877	52,220	31	66,549	40	165,685	51,028	31	65,357	39



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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	1,364,422	452,927	33	653,198	48	1,279,403	436,955	34	630,840	49
Account With Broker	568,947	219,673	39	297,281	52	526,544	207,530	39	283,766	54
Own Mutual Funds	1,242,037	449,218	36	601,526	48	1,169,578	436,502	37	580,292	50
Used Any Amex Card-3 Months	694,365	278,799	40	373,028	54	671,890	276,450	41	370,926	55
Used Any Visa Card-3 Months	2,124,812	648,612	31	906,411	43	1,995,284	628,842	32	886,826	44
Domestic Travel										
1+ Trips	1,601,042	525,306	33	713,014	45	1,515,183	509,507	34	693,560	46
1+ Air Trips	1,829,444	613,024	34	880,156	48	1,791,742	607,526	34	868,989	49
1+ Personal/Vacation Air Trips	1,605,638	554,979	35	779,809	49	1,580,383	551,601	35	772,070	49
1+ Business Air Trips	688,664	211,862	31	291,440	42	661,822	207,012	31	279,411	42
Used Travel Agent	323,138	121,551	38	177,235	55	315,235	119,179	38	174,390	55
Car Rental For Business	572,895	169,503	30	263,195	46	558,824	166,779	30	257,687	46
Car Rental For Personal/Vacation	1,281,377	451,004	35	639,757	50	1,249,296	447,852	36	631,472	51
Hotel/Motels-For Business	1,095,703	342,915	31	486,852	44	1,061,861	331,998	31	472,877	45
Hotel/Motels-For Personal/Vacation	2,477,366	767,166	31	1,090,234	44	2,335,301	744,295	32	1,064,550	46
Foreign Travel										
1+ Foreign Trips	1,874,637	579,292	31	813,989	43	1,766,915	560,987	32	791,235	45
1+ Cruise	689,843	240,638	35	326,040	47	628,773	234,417	37	312,668	50
Domestic Destinations										
Las Vegas	394,922	161,363	41	195,910	50	388,201	160,040	41	194,180	50
Orlando	263,335	81,328	31	121,894	46	257,079	80,551	31	119,895	47
New Orleans	374,399	122,054	33	168,310	45	367,280	122,054	33	168,310	46
Foreign Destinations										
Canada	307,570	96,111	31	145,153	47	293,820	95,229	32	139,792	48
Mexico	1,023,933	306,695	30	424,101	41	962,663	294,759	31	412,978	43
Hawaii	242,545	90,640	37	129,652	54	220,655	89,215	40	125,161	57
Europe	504,020	196,418	39	258,174	51	493,223	193,851	39	252,604	51
Caribbean/Bahamas	411,731	128,029	31	182,127	44	393,788	127,152	32	176,041	45
Technology										
Own Cellular Phone	3,554,342	995,781	28	1,482,219	42	3,339,463	966,360	29	1,441,658	43
Own PC	3,160,346	934,895	30	1,394,568	44	2,991,542	912,088	31	1,359,200	45
Bought Hardware/Software	2,011,463	587,126	29	889,497	44	1,918,892	573,730	30	870,396	45
Have Online Service	3,165,336	919,376	29	1,362,328	43	3,023,796	906,665	30	1,337,666	44
Shop Online	2,448,731	761,109	31	1,130,207	46	2,358,242	750,729	32	1,109,924	47
Purchase Online	2,323,866	738,496	32	1,069,286	46	2,248,635	728,116	32	1,049,003	47