



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	2,096,958	573,343	27	754,581	36	1,262,107	482,780	38	660,752	52
Men	1,015,371	299,900	30	369,316	36	611,058	240,163	39	317,792	52
Women	1,081,587	273,443	25	385,265	36	651,049	242,617	37	342,960	53
18-24 Years of Age	276,149	47,953	17	71,276	26	151,665	36,031	24	63,193	42
25-34	371,311	72,111	19	111,562	30	232,750	72,111	31	105,001	45
35-44	394,648	81,519	21	127,558	32	256,890	67,875	26	115,419	45
45-54	401,873	117,117	29	152,388	38	252,984	100,560	40	136,765	54
55-64	305,820	113,373	37	122,476	40	180,101	97,298	54	111,038	62
65+	347,157	141,270	41	169,321	49	187,717	108,905	58	129,336	69
College Graduate+	505,023	189,819	38	240,181	48	359,588	168,710	47	218,853	61
Any College+	1,081,584	354,158	33	471,328	44	702,910	317,177	45	421,979	60
Prof'l/Mgmt/Busn & Finc'l Operations	550,901	165,722	30	219,227	40	378,931	160,264	42	207,725	55
Mgmt/Busn & Finc'l Operations	216,580	72,018	33	86,686	40	152,493	66,560	44	83,298	55
White collar	848,111	247,175	29	332,291	39	571,209	230,914	40	307,982	54
Employed	1,359,163	353,666	26	469,944	35	859,765	320,212	37	432,564	50
Married	1,274,810	375,207	29	473,516	37	734,748	310,519	42	405,559	55
1+ Children in HH	887,815	191,978	22	291,508	33	556,128	167,444	30	265,220	48
White	1,822,646	470,819	26	635,570	35	1,044,142	387,463	37	543,677	52
Black/African American	206,506	81,265	39	93,998	46	169,602	75,994	45	93,998	55
Hispanic	74,240	5,845	8	8,260	11	52,412	4,756	9	8,260	16
HHI \$75,000+	657,387	248,338	38	302,140	46	459,747	212,539	46	284,296	62
HHI \$50,000+	1,077,481	358,459	33	450,465	42	701,732	304,469	43	406,243	58
HHI \$35,000+	1,485,117	460,163	31	584,692	39	918,138	385,108	42	518,964	57
Own Home	1,607,687	492,374	31	625,833	39	952,299	406,312	43	545,230	57
New Cars Owned/Leased										
Owens/Leased 1+ Domestic Vehicle	1,715,541	461,047	27	598,910	35	958,817	373,695	39	517,186	54
Own/lease 1+ Foreign Vehicles	706,351	211,887	30	283,864	40	473,289	192,077	41	261,663	55
HH Owns 2+ Vehicles	1,467,755	425,400	29	551,178	38	852,581	349,377	41	476,246	56
HH Own any Vehicle Bght New or Leased	1,221,328	384,956	32	490,282	40	747,660	324,150	43	427,733	57
HH Plans to Buy Veh New/leased Next Yr.	163,885	64,179	39	82,514	50	121,071	55,012	45	76,785	63
Business Decision Maker For:										
Computer Hardware/Software	198,198	56,039	28	91,272	46	120,420	48,709	40	70,502	59
Information Technology (Network/Internet)	83,804	31,046	37	48,978	58	51,837	28,519	55	33,301	64
Communication Equipment	24,494	9,416	38	10,572	43	19,306	5,289	27	8,268	43
Communication Services	47,659	18,027	38	22,628	48	33,223	13,900	42	18,762	57
Overnight Delivery Services	77,909	30,358	39	48,778	63	64,189	29,115	45	38,391	60
Business Travel or Convention	98,197	29,319	30	46,138	47	61,293	25,103	41	38,194	62
Office Equipment (Photocopier, Fax, Etc.)	78,054	21,285	27	31,285	40	46,928	18,212	39	25,253	54



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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	705,851	231,556	33	304,409	43	451,525	206,614	46	262,702	58
Account With Broker	236,806	83,486	35	104,622	44	120,912	63,301	52	79,974	66
Own Mutual Funds	608,932	216,091	36	273,530	45	402,667	184,279	46	244,282	61
Used Any Amex Card-3 Months	141,420	58,790	42	79,421	56	125,535	57,954	46	73,969	59
Used Any Visa Card-3 Months	1,149,438	346,333	30	426,228	37	689,224	285,488	41	372,701	54
Domestic Travel										
1+ Trips	693,905	178,403	26	258,900	37	458,088	157,459	34	228,200	50
1+ Air Trips	752,403	239,439	32	347,063	46	535,123	217,184	41	305,363	57
1+ Personal/Vacation Air Trips	662,857	215,121	33	300,213	45	474,740	196,158	41	272,674	57
1+ Business Air Trips	233,164	62,197	27	93,240	40	146,746	55,538	38	79,046	54
Used Travel Agent	108,675	47,951	44	63,594	59	89,549	45,723	51	60,096	67
Car Rental For Business	216,329	67,163	31	95,062	44	165,967	62,798	38	86,969	52
Car Rental For Personal/Vacation	505,533	170,600	34	215,792	43	343,116	159,741	47	193,837	57
Hotel/Motels-For Business	404,911	114,908	28	168,879	42	291,817	108,160	37	152,004	52
Hotel/Motels-For Personal/Vacation	1,201,475	353,768	29	477,451	40	732,376	300,106	41	419,147	57
Foreign Travel										
1+ Foreign Trips	540,665	160,358	30	223,760	41	342,961	142,252	42	192,711	56
1+ Cruise	147,240	46,773	32	66,761	45	91,168	41,863	46	54,946	60
Domestic Destinations										
Las Vegas	137,761	51,160	37	60,504	44	84,705	43,968	52	56,449	67
Orlando	125,750	46,606	37	63,159	50	93,876	46,606	50	56,120	60
Chicago	343,474	100,387	29	168,182	49	264,411	93,381	35	147,698	56
Foreign Destinations										
Canada	116,482	36,604	31	57,498	49	72,387	30,738	43	45,234	63
Mexico	147,607	47,049	32	58,121	39	90,281	44,666	50	55,608	62
Hawaii	84,669	22,902	27	29,061	34	54,688	21,072	39	23,503	43
Europe	187,308	47,938	26	69,567	37	102,746	44,965	44	60,472	59
Caribbean/Bahamas	164,149	57,874	35	82,740	50	109,701	52,278	48	68,702	63
Technology										
Own Cellular Phone	1,556,038	428,363	28	577,501	37	936,619	369,956	40	506,014	54
Own PC	1,579,088	446,856	28	598,525	38	979,100	375,275	38	527,063	54
Bought Hardware/Software	845,630	250,312	30	315,992	37	552,282	217,216	39	294,077	53
Have Online Service	1,532,392	434,441	28	572,333	37	932,638	369,533	40	514,442	55
Shop Online	1,129,711	325,811	29	431,013	38	702,502	275,811	39	381,473	54
Purchase Online	1,065,462	294,695	28	402,276	38	654,119	256,279	39	354,797	54