



## 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	%
<b>Demos</b>										
Total Adults	1,798,384	513,855	29	765,473	43	1,500,272	498,974	33	734,799	49
Men	872,025	271,699	31	378,753	43	726,465	259,858	36	360,097	50
Women	926,359	242,156	26	386,720	42	773,807	239,116	31	374,702	48
18-24 Years of Age	234,753	36,201	15	58,867	25	176,536	36,201	21	58,867	33
25-34	321,105	77,551	24	126,285	39	267,642	77,551	29	123,259	46
35-44	336,843	76,010	23	117,153	35	290,985	74,028	25	111,825	38
45-54	349,280	98,290	28	161,823	46	300,625	90,505	30	153,627	51
55-64	265,271	101,182	38	154,082	58	226,623	98,346	43	142,398	63
65+	291,132	124,621	43	147,263	51	237,861	122,343	51	144,823	61
College Graduate+	515,426	199,417	39	277,800	54	448,335	190,990	43	266,327	59
Any College+	1,067,521	350,769	33	500,352	47	904,001	342,342	38	483,022	53
Prof'l/Mgmt/Busn & Finc'l Operations	478,870	162,402	34	231,106	48	430,929	156,619	36	222,277	52
Mgmt/Busn & Finc'l Operations	193,947	64,641	33	106,578	55	185,432	63,496	34	105,433	57
White collar	795,530	250,958	32	366,961	46	698,244	245,175	35	354,270	51
Employed	1,236,139	344,007	28	518,486	42	1,037,651	333,344	32	503,813	49
Married	1,074,720	326,683	30	479,286	45	879,432	316,289	36	457,684	52
1+ Children in HH	707,061	173,683	25	282,136	40	592,225	169,468	29	273,766	46
White	1,575,648	452,669	29	673,827	43	1,286,805	437,788	34	643,153	50
Black/African American	168,927	45,382	27	72,030	43	164,731	45,382	28	72,030	44
Hispanic	83,037	21,090	25	37,230	45	77,735	20,321	26	36,461	47
HHI \$75,000+	671,138	239,540	36	335,446	50	605,576	235,358	39	328,893	54
HHI \$50,000+	1,023,909	340,696	33	489,542	48	910,214	332,359	37	476,331	52
HHI \$35,000+	1,369,729	429,831	31	621,201	45	1,189,868	416,526	35	597,335	50
Own Home	1,372,591	417,234	30	607,311	44	1,150,515	405,262	35	584,991	51
<b>New Cars Owned/Leased</b>										
Owens/Leased 1+ Domestic Vehicle	1,409,066	404,669	29	603,767	43	1,160,242	392,821	34	579,152	50
Own/lease 1+ Foreign Vehicles	769,049	233,042	30	342,103	45	673,512	227,639	34	334,872	50
HH Owns 2+ Vehicles	1,258,163	366,226	29	549,102	44	1,031,971	354,519	34	527,301	51
HH Own any Vehicle Bght New or Leased	979,445	311,352	32	454,863	46	868,211	304,373	35	441,451	51
HH Plans to Buy Veh New/leased Next Yr.	175,939	53,984	31	82,002	47	166,860	53,984	32	77,852	47
<b>Business Decision Maker For:</b>										
Computer Hardware/Software	160,727	48,576	30	72,894	45	135,737	48,576	36	72,578	54
Information Technology (Network/Internet)	57,881	16,523	29	18,379	32	45,394	16,523	36	18,379	41
Communication Equipment	25,951	6,941	27	8,317	32	22,490	6,941	31	8,317	37
Communication Services	31,910	8,921	28	12,743	40	26,038	8,921	34	12,743	49
Overnight Delivery Services	48,124	14,930	31	21,349	44	44,277	14,930	34	21,349	48
Business Travel or Convention	92,930	36,044	39	46,637	50	73,557	33,654	46	44,247	60
Office Equipment (Photocopier, Fax, Etc.)	43,712	7,825	18	16,362	37	40,666	7,825	19	16,362	40



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	<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	%
<b>Financial</b>										
Own Any Stock	633,246	225,627	36	310,467	49	577,304	221,647	38	304,116	53
Account With Broker	190,389	81,846	43	105,415	55	179,388	81,047	45	104,616	58
Own Mutual Funds	718,746	257,526	36	344,915	48	645,062	251,072	39	337,154	52
Used Any Amex Card-3 Months	191,663	68,476	36	86,196	45	156,082	65,889	42	80,806	52
Used Any Visa Card-3 Months	974,819	309,353	32	431,964	44	842,175	300,672	36	426,181	51
<b>Domestic Travel</b>										
1+ Trips	643,672	180,584	28	280,976	44	545,848	177,742	33	272,667	50
1+ Air Trips	755,571	267,120	35	380,553	50	692,933	259,886	38	367,130	53
1+ Personal/Vacation Air Trips	644,789	230,106	36	315,379	49	590,826	223,682	38	302,766	51
1+ Business Air Trips	203,934	72,948	36	104,802	51	179,513	72,602	40	100,375	56
Used Travel Agent	112,806	39,396	35	49,618	44	93,666	37,371	40	46,257	49
Car Rental For Business	195,354	82,127	42	102,033	52	180,729	79,273	44	97,828	54
Car Rental For Personal/Vacation	419,499	133,206	32	179,631	43	337,658	125,083	37	168,689	50
Hotel/Motels-For Business	383,976	142,342	37	206,874	54	333,921	138,127	41	194,916	58
Hotel/Motels-For Personal/Vacation	997,763	308,317	31	445,301	45	845,188	300,981	36	434,208	51
<b>Foreign Travel</b>										
1+ Foreign Trips	536,356	189,224	35	256,105	48	496,560	184,356	37	249,901	50
1+ Cruise	200,503	65,668	33	95,822	48	190,597	65,668	35	95,822	50
<b>Domestic Destinations</b>										
Las Vegas	141,629	47,571	34	65,048	46	129,799	45,527	35	62,688	48
Orlando	71,832	27,752	39	42,456	59	62,442	23,683	38	33,705	54
Chicago	140,668	51,757	37	62,549	45	118,824	49,367	42	60,159	51
Denver	137,675	44,588	32	71,026	52	120,119	43,778	36	70,216	59
<b>Foreign Destinations</b>										
Canada	85,828	35,738	42	42,950	50	81,072	35,738	44	42,950	53
Mexico	232,552	88,336	38	116,658	50	219,117	84,267	39	111,253	51
Hawaii	97,262	30,540	31	47,481	49	83,406	27,697	33	44,638	54
Europe	114,726	44,177	39	54,110	47	106,652	42,133	40	52,066	49
Caribbean/Bahamas	143,449	47,780	33	70,682	49	138,910	45,736	33	68,638	49
<b>Technology</b>										
Own Cellular Phone	1,433,764	420,215	29	616,015	43	1,200,266	408,367	34	596,073	50
Own PC	1,387,430	420,934	30	593,844	43	1,178,170	410,228	35	576,464	49
Bought Hardware/Software	754,524	226,119	30	336,663	45	682,278	222,741	33	325,065	48
Have Online Service	1,362,520	400,914	29	582,862	43	1,149,682	389,207	34	561,970	49
Shop Online	1,085,137	314,169	29	460,712	43	927,659	304,246	33	444,334	48
Purchase Online	978,359	288,220	30	412,564	42	822,626	278,297	34	396,995	48