



Target Reach And Coverage

	# of Adults in DMA	Daily Print 1X		Sunday Print 1X		Weekly Print		Website 30X		Weekly Print/ Website 30X	
		Target Pop.	%	Target Pop.	%	Target Pop.	%	Target Pop.	%	Target Pop.	%
Demos											
Total Adults	1,472,864	409,822	28	541,588	37	717,98	49	246,883	17	815,999	55
Men	742,866	218,790	30	268,462	36	355,57	48	130,062	18	408,636	55
Women	729,998	191,032	26	273,126	37	362,41	50	116,821	16	407,363	56
18-24 Years of Age	168,947	12,717	8	30,752	18	41,558	25	21,624	13	51,210	30
25-34	294,557	50,443	17	75,853	26	114,68	39	60,879	21	144,311	49
35-44	300,567	59,648	20	81,677	27	114,27	38	66,672	22	141,364	47
45-54	266,297	75,785	29	104,506	39	148,08	56	53,858	20	166,723	63
55-64	216,369	87,003	40	106,572	49	133,86	62	29,261	14	142,661	66
65+	226,127	124,226	55	142,228	63	165,51	73	14,589	7	169,730	75
College Graduate+	283,722	104,167	37	130,769	46	170,50	60	74,726	26	196,679	69
Any College+	779,829	257,686	33	335,257	43	428,56	55	182,058	23	505,876	65
Prof'l/Mgmt/Busn & Finc'l Operations	294,898	84,601	29	117,085	40	148,88	51	86,771	29	189,206	64
Mgmt/Busn & Finc'l Operations	140,367	46,814	33	57,926	41	68,112	49	41,570	30	89,933	64
White collar	488,425	133,186	27	183,291	38	240,55	49	123,185	25	292,922	60
Employed	884,282	217,705	25	294,718	33	409,52	46	176,409	20	482,576	55
Married	787,855	242,035	31	307,298	39	414,40	53	134,127	17	464,032	59
1+ Children in HH	660,332	117,386	18	173,992	26	257,94	39	107,613	16	308,201	47
White	1,226,713	359,117	29	465,972	38	610,29	50	216,985	18	697,643	57
Black/African American	131,652	19,220	15	34,192	26	55,073	42	16,941	13	61,219	47
Hispanic	358,981	34,323	10	48,348	14	89,280	25	30,820	9	106,163	30
HHI \$75,000+	527,109	166,042	32	219,348	42	277,20	53	139,603	27	336,464	64
HHI \$50,000+	781,671	246,694	32	318,699	41	412,15	53	180,135	23	482,225	62
HHI \$35,000+	1,119,857	339,148	30	436,888	39	571,62	51	213,935	19	655,763	59
Own Home	969,616	323,178	33	406,893	42	521,92	54	184,162	19	594,684	61
1											
New Cars Owned/Leased											
Owns/Leased 1+ Domestic Vehicle	1,015,092	281,947	28	367,149	36	484,42	48	166,330	16	549,026	54
Own/lease 1+ Foreign Vehicles	839,507	221,670	26	312,531	37	416,76	50	158,221	19	482,259	57
HH Owns 2+ Vehicles	935,135	255,616	27	339,175	36	453,75	49	166,796	18	522,054	56
HH Own any Vehicle Bght New or Leased	884,226	272,965	31	361,471	41	473,08	54	175,772	20	539,376	61
HH Plans to Buy Veh New/leased Next Yr.	146,553	32,661	22	56,050	38	68,401	47	33,205	23	84,189	57
Business Decision Maker For:											
Business Travel or Convention	63,487	20,480	32	27,350	43	37,119	59	19,191	30	45,429	72
Computer Hardware/Software	89,291	24,153	27	32,012	36	47,858	54	33,306	37	64,098	72
Information Technology (Network/Internet)	70,185	20,156	29	27,177	39	35,946	51	26,967	38	52,606	75
Office Equipment/Office Supplies	164,698	45,454	28	57,631	35	77,041	47	46,596	28	101,988	62
Overnight Delivery Services	53,619	19,084	36	26,540	50	31,830	59	17,050	32	40,144	75



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Financial											
Own Any Stock	351,854	122,539	35	164,702	47	195,790	56	79,433	23	225,158	64
Account With Broker	104,317	42,370	41	56,594	54	64,582	62	22,768	22	72,831	70
Own Mutual Funds	277,355	111,542	40	133,895	48	165,464	60	65,315	24	186,208	67
Used Any Amex Card-3 Months	214,649	84,913	40	94,041	44	119,244	56	49,802	23	143,248	67
Used Any Visa Card-3 Months	826,567	259,436	31	323,904	39	431,214	52	169,367	21	495,697	60
Domestic Travel											
1+ Air Trips	730,474	242,279	33	300,745	41	380,739	52	153,097	21	439,169	60
1+ Personal/Vacation Air Trips	670,777	221,964	33	278,266	42	348,229	52	140,346	21	402,400	60
1+ Business Air Trips	248,709	76,401	31	97,446	39	127,967	52	56,803	23	150,422	61
Used Travel Agent	66,653	24,941	37	30,949	46	42,348	64	10,587	16	44,100	66
Car Rental For Business	147,518	41,671	28	50,133	34	68,180	46	39,258	27	88,164	60
Car Rental For Personal/Vacation	436,520	144,358	33	174,238	40	226,577	52	102,962	24	268,291	62
Hotel/Motels-For Business	300,223	79,550	27	100,101	33	141,057	47	66,888	22	171,781	57
Hotel/Motels-For Personal/Vacation	771,468	238,088	31	313,076	41	400,299	52	162,039	21	467,003	61
Foreign Travel											
1+ Foreign Trips	609,102	168,051	28	222,751	37	293,019	48	105,491	17	339,663	56
1+ Cruise	226,495	83,742	37	93,078	41	122,280	54	55,857	25	149,055	66
Domestic Destinations											
Lake Tahoe	64,534	26,387	41	32,430	50	38,083	59	16,776	26	45,286	70
Los Angeles	359,806	90,752	25	117,372	33	168,961	47	75,393	21	205,096	57
San Francisco	79,660	26,268	33	34,847	44	46,178	58	16,815	21	49,442	62
Foreign Destinations											
Canada	91,967	39,165	43	44,639	49	55,718	61	20,069	22	62,404	68
Mexico	283,913	61,970	22	80,415	28	122,365	43	43,131	15	143,106	50
Hawaii	138,980	45,516	33	60,704	44	72,949	53	28,347	20	87,502	63
Europe	89,437	26,537	30	32,649	37	48,286	54	20,631	23	54,561	61
Caribbean/Bahamas	86,146	28,250	33	34,148	40	43,574	51	17,159	20	50,703	59
Technology											
Own Cellular Phone	1,184,317	340,778	29	442,518	37	584,718	49	221,186	19	674,143	57
Own PC	1,064,903	301,606	28	413,754	39	540,400	51	226,156	21	632,427	59
Bought Hardware/Software	712,238	195,379	27	272,244	38	355,682	50	180,536	25	426,813	60
Have Online Service	1,051,666	297,219	28	405,856	39	530,772	51	246,883	24	628,787	60
Shop Online	790,679	243,085	31	309,312	39	409,953	52	194,287	25	487,311	62
Purchase Online	756,203	237,944	32	298,470	40	395,431	52	187,193	25	467,344	62