



Target Reach And Coverage

	DMA					CBSA				
	# of Adults in DMA	Daily 1 Issue	%	Sunday 1 Issue	%	# of Adults in CBSA	Daily 1 Issue	%	Sunday 1 Issue	%
Demos										
Total Adults	1,259,923	452,459	36	617,885	49	946,677	410,853	43	548,416	58
Men	608,421	222,600	37	288,572	47	456,642	205,231	45	259,344	57
Women	651,502	229,859	35	329,313	51	490,035	205,622	42	289,072	59
18-24 Years of Age	137,404	38,058	28	68,772	50	109,365	31,750	29	51,783	47
25-34	224,577	56,404	25	82,353	37	161,369	49,627	31	74,710	46
35-44	233,495	67,501	29	90,527	39	175,051	64,267	37	84,298	48
45-54	250,933	85,882	34	125,544	50	192,802	81,066	42	114,188	59
55-64	196,956	86,247	44	113,077	57	148,775	78,241	53	100,879	68
65+	216,558	118,367	55	137,612	64	159,315	105,902	67	122,558	77
College Graduate+	247,184	108,356	44	141,908	57	208,564	103,387	50	132,367	64
Any College+	596,834	249,720	42	317,041	53	481,878	225,670	47	287,780	60
Prof'l/Mgmt/Busn & Finc'l Operations	272,916	105,597	39	144,448	53	214,060	96,066	45	128,976	60
Mgmt/Busn & Finc'l Operations	113,167	42,509	38	62,402	55	93,015	40,957	44	56,347	61
White collar	476,023	179,289	38	243,601	51	368,028	164,453	45	221,575	60
Employed	769,738	271,805	35	365,930	48	590,378	251,664	43	329,172	56
Married	728,955	271,371	37	372,612	51	525,282	242,603	46	329,048	63
1+ Children in HH	527,446	136,302	26	224,625	43	380,769	125,330	33	194,444	51
White	1,093,542	390,768	36	539,995	49	794,868	350,209	44	473,302	60
Black/African American	125,241	45,174	36	62,097	50	115,472	44,807	39	60,001	52
Hispanic	38,538	3,899	10	7,086	18	18,031	3,899	22	7,086	39
HHI \$75,000+	361,157	158,517	44	208,393	58	293,967	148,447	51	188,533	64
HHI \$50,000+	608,768	240,206	40	320,846	53	476,192	220,669	46	288,012	61
HHI \$35,000+	858,348	327,301	38	442,878	52	659,442	294,441	45	395,475	60
Own Home	1,000,249	381,465	38	509,685	51	742,325	340,746	46	446,968	60
New Cars Owned/Leased										
Owns/Leased 1+ Domestic Vehicle	1,002,429	349,023	35	471,758	47	719,113	311,538	43	407,904	57
Own/lease 1+ Foreign Vehicles	462,671	198,726	43	259,116	56	395,547	191,557	48	242,945	61
HH Owns 2+ Vehicles	865,607	318,442	37	426,893	49	635,579	287,648	45	376,097	59
HH Own any Vehicle Bght New or Leased	650,105	271,375	42	352,736	54	528,009	255,878	49	325,108	62
HH Plans to Buy Veh New/leased Next Yr.	69,050	29,915	43	38,691	56	62,109	28,517	46	37,293	60
Business Decision Maker For:										
Computer Hardware/Software	78,192	29,152	37	40,762	52	68,558	26,230	38	37,857	55
Information Technology (Network/Internet)	73,543	24,937	34	37,594	51	56,641	20,706	37	31,655	56
Communication Equipment	18,692	7,354	39	10,248	55	16,119	6,844	43	9,738	60
Communication Services	38,013	9,930	26	16,998	45	26,529	8,775	33	13,964	53
Overnight Delivery Services	48,800	12,730	26	24,848	51	46,647	12,730	27	24,848	53
Business Travel or Convention	60,275	26,985	45	36,485	61	57,257	26,240	46	36,232	63
Office Equipment (Photocopier, Fax, Etc.)	39,210	12,143	31	16,724	43	24,052	9,068	38	11,295	47



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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	363,498	163,205	45	201,948	56	287,799	147,210	51	178,921	62
Account With Broker	146,271	65,680	45	81,340	56	106,893	61,433	58	74,616	70
Own Mutual Funds	299,367	134,570	45	168,469	56	232,495	123,265	53	152,065	65
Used Any Amex Card-3 Months	90,454	38,274	42	48,032	53	77,033	35,826	47	45,255	59
Used Any Visa Card-3 Months	565,728	221,645	39	300,161	53	441,709	204,671	46	269,891	61
Domestic Travel										
1+ Trips	388,523	155,516	40	196,164	51	296,627	134,045	45	169,488	57
1+ Air Trips	335,144	143,657	43	179,876	54	279,434	138,094	49	168,235	60
1+ Personal/Vacation Air Trips	288,578	129,036	45	161,756	56	242,339	124,655	51	151,297	62
1+ Business Air Trips	112,276	45,075	40	53,948	48	93,378	40,223	43	46,193	50
Used Travel Agent	79,221	26,063	33	35,633	45	46,562	21,469	46	29,682	64
Car Rental For Business	92,263	34,888	38	42,406	46	84,060	34,635	41	41,915	50
Car Rental For Personal/Vacation	216,685	92,819	43	113,849	53	185,447	90,818	49	110,915	60
Hotel/Motels-For Business	211,276	83,409	40	99,318	47	174,154	79,322	46	92,938	53
Hotel/Motels-For Personal/Vacation	701,033	256,127	37	349,269	50	545,113	230,213	42	302,341	56
Foreign Travel										
1+ Foreign Trips	296,749	118,444	40	158,603	53	232,269	115,138	50	147,110	63
1+ Cruise	106,559	51,438	48	70,101	66	93,752	49,872	53	67,167	72
Domestic Destinations										
Las Vegas	43,776	21,790	50	27,512	63	42,852	21,790	51	27,097	63
Orlando	72,944	31,854	44	36,947	51	63,989	27,137	42	34,878	55
Florida Gulf Coast	124,314	51,574	42	72,298	58	97,501	47,914	49	61,954	64
Foreign Destinations										
Canada	72,106	36,738	51	44,748	62	62,817	36,738	59	43,288	69
Mexico	110,065	34,559	31	49,319	45	70,196	32,907	47	43,666	62
Hawaii	26,974	10,830	40	15,355	57	21,796	9,884	45	14,409	66
Europe	46,367	22,893	49	28,038	61	43,133	22,401	52	28,038	65
Caribbean/Bahamas	111,134	43,321	39	64,328	58	81,338	42,603	52	56,391	69
Technology										
Own Cellular Phone	904,382	329,321	36	453,713	50	688,919	297,664	43	399,677	58
Own PC	885,492	318,692	36	442,676	50	688,542	292,274	42	397,135	58
Bought Hardware/Software	446,549	175,586	39	230,380	52	378,960	169,004	45	217,262	57
Have Online Service	825,918	310,622	38	422,686	51	651,800	284,521	44	380,556	58
Shop Online	584,652	216,504	37	300,170	51	484,753	206,186	43	277,899	57
Purchase Online	517,885	186,490	36	261,031	50	426,368	177,772	42	241,477	57