

The Miami Herald/
El Nuevo Herald
Is The Way To Reach
The Miami Market

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	3,272,366	716,841	22	999,009	31	3,209,189	703,421	22	977,695	31
Men	1,564,839	357,034	23	477,753	31	1,531,089	348,297	23	465,153	30
Women	1,707,527	359,807	21	521,256	31	1,678,100	355,124	21	512,542	31
18-24 Years of Age	384,043	50,724	13	85,023	22	380,668	50,724	13	85,023	22
25-34	514,678	68,870	13	111,086	22	504,705	68,870	14	110,254	22
35-44	632,550	109,853	17	167,739	27	624,384	108,740	17	163,854	26
45-54	640,665	144,862	23	214,081	33	625,477	140,464	23	208,791	33
55-64	481,724	140,172	29	176,256	37	467,492	138,036	30	171,644	37
65+	618,706	202,360	33	244,824	40	606,463	196,587	32	238,129	39
College Graduate+	789,569	213,253	27	280,918	36	772,544	210,905	27	277,698	36
Any College+	1,703,708	402,282	24	554,453	33	1,667,300	396,500	24	545,127	33
Prof'l/Mgmt/Busn & Finc'l Operations	840,087	192,071	23	247,625	30	826,404	188,712	23	243,530	30
Mgmt/Busn & Finc'l Operations	427,454	106,791	25	131,696	31	419,438	105,917	25	130,489	31
White collar	1,375,017	286,478	21	389,147	28	1,349,011	281,988	21	381,142	28
Employed	2,048,538	409,343	20	584,236	29	2,005,573	401,652	20	570,076	28
Married	1,647,059	425,274	26	549,940	33	1,610,527	413,427	26	533,889	33
1+ Children in HH	1,212,918	223,705	18	321,118	27	1,196,267	221,828	19	316,860	27
White	2,530,156	579,726	23	785,228	31	2,471,067	566,306	23	764,964	31
Black/African American	606,931	113,235	19	177,280	29	603,295	113,235	19	176,230	29
Hispanic	1,525,520	343,782	23	461,300	30	1,515,275	342,501	23	460,462	30
HHI \$75,000+	1,190,652	297,292	25	387,145	33	1,161,425	291,519	25	377,622	33
HHI \$50,000+	1,703,946	398,327	23	530,705	31	1,661,895	389,483	23	517,376	31
HHI \$35,000+	2,386,337	535,480	22	735,755	31	2,331,649	523,762	23	716,423	31
Own Home	2,208,717	526,711	24	726,248	33	2,164,280	515,827	24	708,806	33
New Cars Owned/Leased										
Owns/Leased 1+ Domestic Vehicle	1,805,259	401,237	22	536,982	30	1,762,101	392,108	22	522,872	30
Own/lease 1+ Foreign Vehicles	2,037,503	445,070	22	626,459	31	2,003,896	436,258	22	614,523	31
HH Owns 2+ Vehicles	1,786,057	390,561	22	540,907	30	1,746,486	380,751	22	528,231	30
HH Own any Vehicle Bght New or Leased	2,038,409	471,291	23	647,289	32	1,998,968	463,341	23	634,525	32
HH Plans to Buy Veh New/leased Next Yr.	570,240	125,227	22	162,362	29	558,396	121,157	22	158,026	28
Business Decision Maker For:										
Computer Hardware/Software	271,272	63,941	24	87,063	32	264,553	61,536	23	84,158	32
Information Technology (Network/Internet)	148,443	31,894	22	52,536	35	143,307	29,621	21	49,941	35
Communication Equipment	52,283	9,711	19	17,534	34	50,057	7,924	16	15,747	32
Communication Services	87,994	21,377	24	25,152	29	84,872	19,590	23	23,365	28
Overnight Delivery Services	156,088	32,644	21	51,527	33	151,042	32,158	21	50,541	34
Business Travel or Convention	139,575	29,664	21	37,477	27	133,358	27,391	21	34,882	26
Office Equipment (Photocopier, Fax, Etc.)	113,528	17,725	16	32,653	29	109,608	15,806	14	30,412	28

Source: The Scarborough Report – 2009, Wave 1. Past Year For All Product Purchase/Travel Except International & Cruise Travel MIA-D-501-R6©2009 Newspapers First

* Percentages relatively unstable due to small base

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Financial										
Own Any Stock	720,129	179,277	25	256,834	36	694,091	171,335	25	244,898	35
Account With Broker	340,375	104,735	31	137,785	41	329,816	101,165	31	133,313	40
Own Mutual Funds	699,258	181,834	26	244,579	35	675,150	173,897	26	233,805	35
Used Any Amex Card-3 Months	724,567	191,180	26	272,148	38	707,759	187,176	26	266,195	38
Used Any Visa Card-3 Months	1,910,357	427,244	22	590,463	31	1,871,383	418,934	22	575,361	31
Domestic Travel										
1+ Trips	1,222,110	283,771	23	382,824	31	1,196,826	278,168	23	373,929	31
1+ Air Trips	1,491,203	351,374	24	485,188	33	1,454,179	341,355	24	471,867	32
1+ Personal/Vacation Air Trips	1,385,768	330,651	24	456,029	33	1,350,142	320,632	24	442,708	33
1+ Business Air Trips	339,296	73,302	22	103,598	31	329,385	69,117	21	98,988	30
Used Travel Agent	315,406	76,389	24	98,246	31	305,663	74,125	24	95,982	31
Car Rental For Business	336,662	83,310	25	116,702	35	328,199	80,036	24	113,138	35
Car Rental For Personal/Vacation	972,834	216,645	22	305,509	31	944,937	210,498	22	298,002	32
Hotel/Motels-For Business	590,246	145,585	25	207,782	35	577,883	141,134	24	202,037	35
Hotel/Motels-For Personal/Vacation	1,732,138	378,199	22	541,921	31	1,692,096	370,993	22	531,249	31
Foreign Travel										
1+ Foreign Trips	1,778,485	407,073	23	565,114	32	1,749,097	402,182	23	557,433	32
1+ Cruise	973,505	213,806	22	295,094	30	965,309	212,399	22	292,018	30
Domestic Destinations										
Las Vegas	225,215	55,937	25	73,306	33	223,214	55,937	25	72,984	33
New York City	452,642	106,073	23	141,764	31	446,092	104,709	24	139,854	31
Los Angeles	107,225	20,666	19	29,813	28	105,634	19,949	19	29,096	28
Foreign Destinations										
Canada	299,055	67,238	23	83,728	28	293,779	66,074	23	82,422	28
Mexico	433,603	118,770	27	147,758	34	429,777	118,163	28	147,170	34
Hawaii	103,861	27,165	26	37,043	36	93,932	25,089	27	35,099	37
Europe	442,980	120,157	27	172,258	39	432,765	117,790	27	167,983	39
Caribbean/Bahamas	724,705	167,541	23	229,470	32	717,394	166,463	23	227,984	32
Technology										
Own Cellular Phone	2,743,178	584,043	21	829,213	30	2,687,818	572,067	21	809,780	30
Own PC	2,348,140	493,077	21	703,421	30	2,296,425	481,088	21	683,888	30
Bought Hardware/Software	1,527,389	321,910	21	467,738	31	1,502,034	314,116	21	457,551	31
Have Online Service	2,313,757	485,002	21	697,623	30	2,259,108	473,629	21	678,456	30
Shop Online	1,756,234	365,028	21	519,466	30	1,716,090	355,540	21	504,159	29
Purchase Online	1,667,809	340,961	20	491,450	30	1,627,665	331,473	20	476,143	29

Source: The Scarborough Report – 2009, Wave 1. Past Year For All Product Purchase/Travel Except International & Cruise Travel MIA-D-501-R6/©2009 Newspapers First

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