

The Modesto Bee

Newspapers First
THE LEADER IN MAJOR MARKETS



Target Reach And Coverage

| | <u>Sacramento/Stockton/Modesto DMA</u> | | | | | <u>Modesto 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 | 3,139,540 | 203,283 | 7 | 220,930 | 7 | 376,333 | 169,888 | 45 | 187,774 | 50 |
| Men | 1,539,044 | 110,876 | 7 | 121,576 | 8 | 183,929 | 92,866 | 51 | 102,985 | 56 |
| Women | 1,600,496 | 92,407 | 6 | 99,354 | 6 | 192,404 | 77,022 | 40 | 84,789 | 44 |
| 18-24 Years of Age | 415,409 | 25,342 | 6 | 18,603 | 5 | 55,672 | 25,342 | 46 | 18,603 | 33 |
| 25-34 | 624,830 | 25,583 | 4 | 27,052 | 4 | 77,779 | 16,224 | 21 | 25,172 | 32 |
| 35-44 | 587,146 | 36,500 | 6 | 45,992 | 8 | 71,873 | 32,707 | 46 | 39,362 | 55 |
| 45-54 | 585,508 | 41,495 | 7 | 46,708 | 8 | 68,433 | 33,026 | 48 | 36,452 | 53 |
| 55-64 | 439,306 | 30,216 | 7 | 37,058 | 8 | 48,769 | 24,597 | 50 | 30,942 | 63 |
| 65+ | 487,341 | 44,147 | 9 | 45,517 | 9 | 53,807 | 37,992 | 71 | 37,243 | 69 |
| College Graduate+ | 694,412 | 31,604 | 5 | 40,979 | 6 | 53,814 | 27,698 | 52 | 33,394 | 62 |
| Any College+ | 1,829,593 | 113,457 | 6 | 137,642 | 8 | 174,664 | 96,943 | 56 | 118,551 | 68 |
| Prof'l/Mgmt/Busn & Finc'l Operations | 769,202 | 41,602 | 5 | 47,631 | 6 | 63,069 | 32,119 | 51 | 39,631 | 63 |
| Mgmt/Busn & Finc'l Operations | 353,268 | 16,502 | 5 | 18,454 | 5 | 28,570 | 12,901 | 45 | 17,614 | 62 |
| White collar | 1,229,341 | 60,341 | 5 | 66,959 | 5 | 106,488 | 47,517 | 45 | 54,505 | 51 |
| Employed | 1,979,528 | 120,121 | 6 | 133,086 | 7 | 233,012 | 98,389 | 42 | 112,963 | 49 |
| Married | 1,842,847 | 139,029 | 8 | 145,983 | 8 | 233,035 | 112,297 | 48 | 117,390 | 50 |
| 1+ Children in HH | 1,424,361 | 84,266 | 6 | 82,983 | 6 | 184,613 | 69,584 | 38 | 73,683 | 40 |
| White | 2,604,417 | 184,048 | 7 | 200,573 | 8 | 339,177 | 151,513 | 45 | 168,378 | 50 |
| Black/African American | 232,071 | 941 | 0 | 1,346 | 1 | 11,194 | 692 | 6 | 1,346 | 12 |
| Hispanic | 688,700 | 34,880 | 5 | 31,042 | 5 | 133,904 | 28,743 | 22 | 28,641 | 21 |
| HHI \$75,000+ | 1,308,392 | 91,952 | 7 | 103,040 | 8 | 118,517 | 77,854 | 66 | 86,011 | 73 |
| HHI \$50,000+ | 1,833,454 | 124,233 | 7 | 137,902 | 8 | 170,500 | 101,557 | 60 | 112,068 | 66 |
| HHI \$35,000+ | 2,385,804 | 162,922 | 7 | 178,353 | 8 | 258,373 | 132,499 | 51 | 147,785 | 57 |
| Own Home | 2,075,237 | 152,122 | 7 | 175,029 | 8 | 245,031 | 125,706 | 51 | 146,831 | 60 |
| New Cars Owned/Leased | | | | | | | | | | |
| Owns/Leased 1+ Domestic Vehicle | 2,046,308 | 155,694 | 8 | 166,007 | 8 | 271,161 | 127,242 | 47 | 134,413 | 50 |
| Own/lease 1+ Foreign Vehicles | 1,985,378 | 106,648 | 5 | 113,937 | 6 | 215,336 | 93,887 | 44 | 98,483 | 46 |
| HH Owns 2+ Vehicles | 2,156,394 | 149,317 | 7 | 159,933 | 7 | 260,160 | 118,834 | 46 | 129,519 | 50 |
| HH Own any Vehicle Bght New or Leased | 1,881,309 | 137,647 | 7 | 153,953 | 8 | 210,551 | 111,549 | 53 | 127,436 | 61 |
| HH Plans to Buy Veh New/leased Next Yr. | 269,629 | 6,914 | 3 | 11,917 | 4 | 11,682 | 5,861 | 50 | 9,492 | 81 |
| Business Decision Maker For: | | | | | | | | | | |
| Computer Hardware/Software | 292,278 | 24,868 | 9 | 30,065 | 10 | 36,999 | 22,262 | 60 | 25,341 | 69 |
| Information Technology (Network/Internet) | 121,681 | 10,970 | 9 | 10,909 | 9 | 10,640 | 8,867 | 83 | 9,218 | 87 |
| Communication Equipment | 54,043 | 2,001 | 4 | 3,810 | 7 | 4,226 | 2,001 | 47 | 2,657 | 63 |
| Communication Services | 62,527 | 4,830 | 8 | 6,639 | 11 | 6,369 | 4,144 | 65 | 4,800 | 75 |
| Overnight Delivery Services | 131,782 | 14,495 | 11 | 16,143 | 12 | 15,601 | 12,331 | 79 | 13,979 | 90 |
| Business Travel or Convention | 150,401 | 16,768 | 11 | 22,475 | 15 | 21,961 | 14,604 | 67 | 17,880 | 81 |
| Office Equipment (Photocopier, Fax, Etc.) | 69,304 | 3,563 | 5 | 5,548 | 8 | 5,106 | 3,121 | 61 | 5,106 | 10 |

Source: The Scarborough Report – 2009, Wave 1. Past Year For All Product Purchase/Travel Except International & Cruise Travel MOD-D-501-R3/©2009 Newspapers First

* Percentages relatively unstable due to small base

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Target Reach And Coverage

Sacramento/Stockton/Modesto DMA

Modesto CBSA

| | # of Adults in DMA | Daily 1 Issue | % | Sunday 1 Issue | % | # of Adults in CBSA | Daily 1 Issue | % | Sunday 1 Issue | % |
|------------------------------------|-----------------------|------------------|---|-------------------|---|------------------------|------------------|----|-------------------|----|
| Financial | | | | | | | | | | |
| Own Any Stock | 825,845 | 52,352 | 6 | 67,493 | 8 | 76,689 | 41,301 | 54 | 52,798 | 69 |
| Account With Broker | 296,656 | 21,935 | 7 | 23,023 | 8 | 32,310 | 21,151 | 66 | 21,114 | 65 |
| Own Mutual Funds | 885,040 | 50,285 | 6 | 57,178 | 7 | 69,550 | 39,583 | 57 | 43,723 | 63 |
| Used Any Amex Card-3 Months | 511,825 | 22,756 | 4 | 28,940 | 6 | 51,406 | 18,798 | 37 | 21,541 | 42 |
| Used Any Visa Card-3 Months | 1,889,724 | 109,073 | 6 | 126,820 | 7 | 174,491 | 88,889 | 51 | 104,552 | 60 |
| Domestic Travel | | | | | | | | | | |
| 1+ Trips | 1,186,267 | 81,555 | 7 | 87,851 | 7 | 128,535 | 67,400 | 52 | 75,440 | 59 |
| 1+ Air Trips | 1,405,215 | 75,906 | 5 | 81,109 | 6 | 99,309 | 58,639 | 59 | 65,290 | 66 |
| 1+ Personal/Vacation Air Trips | 1,231,209 | 61,646 | 5 | 68,666 | 6 | 82,574 | 47,206 | 57 | 56,341 | 68 |
| 1+ Business Air Trips | 365,642 | 27,016 | 7 | 24,807 | 7 | 38,115 | 25,829 | 68 | 22,693 | 60 |
| Used Travel Agent | 157,230 | 9,065 | 6 | 8,867 | 6 | 14,139 | 7,063 | 50 | 5,904 | 42 |
| Car Rental For Business | 334,568 | 24,641 | 7 | 20,999 | 6 | 37,129 | 21,866 | 59 | 17,874 | 48 |
| Car Rental For Personal/Vacation | 831,040 | 56,042 | 7 | 55,954 | 7 | 67,432 | 43,272 | 64 | 45,327 | 67 |
| Hotel/Motels-For Business | 635,434 | 44,176 | 7 | 46,620 | 7 | 67,574 | 39,185 | 58 | 38,848 | 58 |
| Hotel/Motels-For Personal/Vacation | 1,710,032 | 115,243 | 7 | 126,943 | 7 | 187,981 | 101,467 | 54 | 114,109 | 61 |
| Foreign Travel | | | | | | | | | | |
| 1+ Foreign Trips | 1,348,882 | 71,364 | 5 | 84,177 | 6 | 135,195 | 57,296 | 42 | 64,390 | 48 |
| 1+ Cruise | 417,260 | 26,670 | 6 | 27,187 | 7 | 29,207 | 21,609 | 74 | 21,165 | 73 |
| Domestic Destinations | | | | | | | | | | |
| Las Vegas | 387,331 | 16,925 | 4 | 13,278 | 3 | 21,673 | 9,095 | 42 | 9,677 | 45 |
| Reno | 603,519 | 27,529 | 5 | 24,266 | 4 | 42,177 | 20,962 | 50 | 20,915 | 50 |
| Lake Tahoe | 654,757 | 34,841 | 5 | 41,879 | 6 | 58,818 | 27,655 | 47 | 38,294 | 65 |
| Los Angeles | 614,416 | 33,668 | 6 | 32,895 | 5 | 53,803 | 22,550 | 42 | 23,152 | 43 |
| Foreign Destinations | | | | | | | | | | |
| Canada | 207,960 | 10,262 | 5 | 16,668 | 8 | 11,080 | 7,171 | 65 | 9,355 | 84 |
| Mexico | 595,255 | 34,291 | 6 | 40,111 | 7 | 78,674 | 26,883 | 34 | 30,348 | 39 |
| Hawaii | 494,672 | 26,448 | 5 | 31,542 | 6 | 35,400 | 18,554 | 52 | 21,190 | 60 |
| Europe | 241,707 | 16,124 | 7 | 15,949 | 7 | 21,369 | 13,330 | 62 | 12,194 | 57 |
| Caribbean/Bahamas | 143,840 | 3,841 | 3 | 3,841 | 3 | 6,634 | 3,191 | 48 | 3,191 | 48 |
| Technology | | | | | | | | | | |
| Own Cellular Phone | 2,481,878 | 153,514 | 6 | 167,456 | 7 | 272,823 | 123,047 | 45 | 140,346 | 51 |
| Own PC | 2,360,841 | 147,369 | 6 | 160,779 | 7 | 220,377 | 122,664 | 56 | 131,899 | 60 |
| Bought Hardware/Software | 1,378,526 | 74,731 | 5 | 87,244 | 6 | 100,032 | 57,442 | 57 | 69,270 | 69 |
| Have Online Service | 2,324,906 | 146,940 | 6 | 166,445 | 7 | 221,094 | 118,949 | 54 | 137,880 | 62 |
| Shop Online | 1,823,519 | 107,918 | 6 | 131,163 | 7 | 143,229 | 87,196 | 61 | 106,266 | 74 |
| Purchase Online | 1,738,693 | 102,253 | 6 | 123,260 | 7 | 133,077 | 81,531 | 61 | 99,203 | 75 |

Source: The Scarborough Report – 2009, Wave 1. Past Year For All Product Purchase/Travel Except International & Cruise Travel MOD-D-501-R3/©2009 Newspapers First
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