

The Nashville Tennessean Delivers The Nashville 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	1,937,628	449,568	23	591,928	31	1,165,480	358,793	31	480,273	41
Men	947,398	233,773	25	286,143	30	568,368	182,134	32	229,217	40
Women	990,230	215,795	22	305,785	31	597,112	176,659	30	251,056	42
18-24 Years of Age	245,011	29,166	12	34,642	14	147,652	21,500	15	34,642	24
25-34	356,894	42,238	12	83,091	23	216,212	38,375	18	64,962	30
35-44	370,599	81,211	22	108,672	29	231,677	62,705	27	91,655	40
45-54	368,437	92,898	25	132,600	36	229,536	72,549	32	100,036	44
55-64	285,642	85,211	30	105,736	37	171,019	71,665	42	87,845	51
65+	311,045	118,844	38	127,187	41	169,384	91,999	54	101,133	60
College Graduate+	414,035	142,275	34	189,210	46	308,729	122,623	40	160,049	52
Any College+	931,421	271,382	29	348,697	37	634,579	225,481	36	296,125	47
Prof'l/Mgmt/Busn & Finc'l Operations	400,195	111,841	28	153,673	38	282,966	87,625	31	122,927	43
Mgmt/Busn & Finc'l Operations	149,788	42,091	28	50,318	34	105,569	33,523	32	46,226	44
White collar	697,276	184,904	27	256,826	37	487,616	153,549	32	213,416	44
Employed	1,253,212	282,917	23	399,924	32	806,784	228,906	28	324,072	40
Married	1,137,378	280,335	25	371,243	33	660,852	220,401	33	288,197	44
1+ Children in HH	816,235	149,584	18	231,374	28	472,876	115,152	24	182,281	39
White	1,626,335	365,626	23	493,007	30	962,959	289,137	30	394,170	41
Black/African American	257,943	72,001	28	83,571	32	167,028	58,954	35	71,992	43
Hispanic	585,051	175,332	30	234,455	40	412,661	147,367	36	198,419	48
HHI \$75,000+	956,021	267,556	28	362,737	38	669,313	216,563	32	301,504	45
HHI \$50,000+	1,357,503	361,903	27	478,708	35	897,412	294,617	33	399,348	45
HHI \$35,000+	1,483,613	373,872	25	507,043	34	891,924	302,126	34	401,910	45
Own Home	1,937,628	449,568	23	591,928	31	1,165,480	358,793	31	480,273	41
New Cars Owned/Leased										
Owens/Leased 1+ Domestic Vehicle	1,478,630	338,641	23	449,979	30	872,202	273,280	31	371,919	43
Own/lease 1+ Foreign Vehicles	1,017,284	240,275	24	303,736	30	601,108	191,290	32	251,581	42
HH Owns 2+ Vehicles	1,393,580	326,512	23	445,324	32	839,889	261,789	31	363,606	43
HH Own any Vehicle Bght New or Leased	1,024,722	248,010	24	328,644	32	586,416	186,843	32	256,446	44
HH Plans to Buy Veh New/leased Next Yr.	115,241	35,154	31	40,065	35	96,087	35,154	37	35,954	37
Business Decision Maker For:										
Computer Hardware/Software	209,572	49,886	24	70,521	34	142,854	37,951	27	56,525	40
Information Technology (Network/Internet)	119,403	28,371	24	36,900	31	69,298	18,665	27	26,072	38
Communication Equipment	50,922	9,700	19	14,401	28	34,259	8,878	26	12,549	37
Communication Services	83,170	16,496	20	21,823	26	45,831	15,140	33	16,093	35
Overnight Delivery Services	109,207	22,640	21	35,439	33	78,138	14,735	19	30,087	39
Business Travel or Convention	102,546	31,680	31	40,021	39	78,711	29,744	38	35,785	46
Office Equipment (Photocopier, Fax, Etc.)	82,040	19,354	24	21,741	27	58,957	19,354	33	20,711	35

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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	426,106	131,178	31	170,095	40	308,671	108,446	35	145,114	47
Account With Broker	173,830	67,323	39	81,444	47	146,880	62,347	42	76,468	52
Own Mutual Funds	492,939	146,558	30	190,863	39	346,659	120,890	35	162,687	47
Used Any Amex Card-3 Months	154,567	48,190	31	61,731	40	99,266	40,567	41	51,930	52
Used Any Visa Card-3 Months	888,655	210,286	24	300,156	34	570,436	176,397	31	249,405	44
Domestic Travel										
1+ Trips	663,407	158,477	24	212,398	32	420,693	139,956	33	184,030	44
1+ Air Trips	656,705	170,467	26	232,059	35	471,942	144,952	31	201,481	43
1+ Personal/Vacation Air Trips	571,542	151,679	27	204,773	36	415,643	130,889	32	179,823	43
1+ Business Air Trips	208,686	52,235	25	75,554	36	140,289	46,401	33	66,676	48
Used Travel Agent	113,341	40,324	36	42,177	37	90,357	35,492	39	37,345	41
Car Rental For Business	197,104	53,343	27	72,264	37	133,645	45,407	34	60,200	45
Car Rental For Personal/Vacation	408,005	102,022	25	156,257	38	301,056	93,460	31	144,016	48
Hotel/Motels-For Business	381,531	99,496	26	138,617	36	269,129	78,107	29	115,482	43
Hotel/Motels-For Personal/Vacation	1,108,179	265,717	24	362,666	33	689,899	221,477	32	303,095	44
Foreign Travel										
1+ Foreign Trips	553,193	142,343	26	175,634	32	409,079	119,293	29	155,172	38
1+ Cruise	195,718	55,805	29	76,189	39	154,204	46,526	30	67,165	44
Domestic Destinations										
Las Vegas	64,048	18,828	29	31,282	49	48,662	14,809	30	26,233	54
Orlando	128,338	43,783	34	53,616	42	110,237	34,133	31	43,331	39
Chicago	78,915	24,074	31	31,093	39	72,185	23,252	32	30,271	42
Foreign Destinations										
Canada	113,227	28,655	25	36,862	33	72,966	21,788	30	29,821	41
Mexico	159,847	51,929	33	69,468	44	130,374	40,430	31	58,298	45
Hawaii	81,169	21,851	27	29,522	36	69,218	19,087	28	28,899	42
Europe	144,915	35,772	25	51,694	36	112,255	34,741	31	50,663	45
Caribbean/Bahamas	188,462	50,872	27	69,615	37	144,857	39,349	27	58,092	40
Technology										
Own Cellular Phone	1,506,916	358,258	24	482,630	32	941,030	284,347	30	391,571	42
Own PC	1,413,383	304,469	22	432,758	31	869,672	252,598	29	356,889	41
Bought Hardware/Software	767,327	192,057	25	249,406	33	497,710	157,046	32	206,271	41
Have Online Service	1,391,105	311,150	22	440,042	32	866,148	260,413	30	366,062	42
Shop Online	1,059,203	241,104	23	340,525	32	684,912	205,644	30	297,626	44
Purchase Online	965,920	223,213	23	302,707	31	615,838	187,753	31	262,571	43

Source: The Scarborough Report – 2009, Wave 1. Past Year For All Product Purchase/Travel Except International & Cruise Travel NSH-D-501-R4/©2009 Newspapers First

* Percentages relatively unstable due to small base

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