

**The Virginian-Pilot
Is The Way To Reach
The Norfolk 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	1,414,516	461,817	33	563,468	40	1,228,439	412,056	34	496,409	40
Men	688,715	240,877	35	267,899	39	599,732	217,594	36	239,317	40
Women	725,801	220,940	30	295,569	41	628,707	194,462	31	257,092	41
18-24 Years of Age	209,605	55,551	27	65,177	31	186,373	53,757	29	62,587	34
25-34	250,897	58,550	23	97,668	39	223,949	51,800	23	80,624	36
35-44	284,660	74,037	26	102,755	36	252,097	66,258	26	90,781	36
45-54	267,904	100,549	38	114,871	43	232,194	93,700	40	106,293	46
55-64	183,373	78,507	43	81,786	45	154,966	67,428	44	73,536	48
65+	218,077	94,623	43	101,211	46	178,860	79,113	44	82,588	46
College Graduate+	309,278	119,551	39	144,963	47	279,941	111,839	40	130,759	47
Any College+	775,330	268,237	35	343,169	44	695,865	249,147	36	305,977	44
Prof'l/Mgmt/Busn & Finc'l Operations	345,420	120,738	35	155,668	45	306,695	110,204	36	135,352	44
Mgmt/Busn & Finc'l Operations	130,480	49,884	38	57,216	44	118,171	41,734	35	49,066	42
White collar	546,185	186,658	34	237,830	44	492,312	172,072	35	211,386	43
Employed	970,300	307,350	32	386,433	40	842,927	274,128	33	339,026	40
Married	826,583	278,014	34	346,992	42	712,626	244,970	34	306,822	43
1+ Children in HH	604,285	165,526	27	239,236	40	535,557	151,243	28	215,247	40
White	933,956	337,191	36	403,615	43	812,936	303,314	37	352,019	43
Black/African American	426,539	109,442	26	144,304	34	364,128	93,814	26	129,893	36
Hispanic	69,645	14,073	20	18,614	27	60,000	11,058	18	18,283	31
HHI \$75,000+	442,606	174,629	40	209,277	47	407,331	163,343	40	190,865	47
HHI \$50,000+	739,501	286,353	39	340,751	46	671,542	267,158	40	309,467	46
HHI \$35,000+	1,037,545	372,962	36	451,652	44	932,420	339,620	36	409,549	44
Own Home	942,406	327,662	35	402,404	43	818,695	294,549	36	357,072	44
New Cars Owned/Leased										
Owens/Leased 1+ Domestic Vehicle	1,102,200	367,040	33	434,626	39	948,476	324,074	34	378,081	40
Own/lease 1+ Foreign Vehicles	716,407	229,543	32	284,751	40	635,997	202,635	32	255,816	40
HH Owns 2+ Vehicles	1,002,271	340,281	34	405,245	40	884,843	299,772	34	355,501	40
HH Own any Vehicle Bght New or Leased	877,496	304,259	35	363,050	41	768,578	266,667	35	314,908	41
HH Plans to Buy Veh New/leased Next Yr.	169,768	57,601	34	85,390	50	142,571	46,381	33	67,007	47
Business Decision Maker For:										
Computer Hardware/Software	150,462	54,458	36	68,423	46	139,144	48,981	35	62,447	45
Information Technology (Network/Internet)	70,696	29,715	42	38,004	54	67,231	29,715	44	37,505	56
Communication Equipment	48,996	16,882	35	21,073	43	42,356	15,643	37	19,834	47
Communication Services	84,675	21,968	26	28,048	33	58,647	17,730	30	21,671	37
Overnight Delivery Services	71,976	17,603	25	29,348	41	66,351	17,603	27	27,075	41
Business Travel or Convention	54,047	17,062	32	27,402	51	46,311	15,157	33	23,049	50
Office Equipment (Photocopier, Fax, Etc.)	70,834	25,130	36	30,447	43	61,484	19,653	32	24,970	41

Source: The Scarborough Report – 2006, Wave 1. Past Year For All Product Purchase/Travel Except International & Cruise Travel/NOR-D-501-R1/©2006 Newspapers First

* Percentages relatively unstable due to small base

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Financial										
Own Any Stock	465,797	145,778	31	175,185	38	422,125	138,401	33	162,968	39
Account With Broker	141,811	46,228	33	52,090	37	126,372	41,056	33	46,918	37
Own Mutual Funds	516,853	167,264	32	201,132	39	458,238	154,384	34	188,663	41
Used Any Amex Card-3 Months	53,248	17,803	33	19,909	37	43,201	17,243	40	18,217	42
Used Any Visa Card-3 Months	509,323	147,428	29	190,279	37	461,555	135,947	30	175,007	38
Domestic Travel										
1+ Trips	966,995	313,634	32	390,694	40	860,788	282,291	33	343,966	40
1+ Air Trips	508,487	162,182	32	204,999	40	471,067	153,105	33	184,716	39
1+ Personal/Vacation Air Trips	423,827	130,023	31	167,461	40	389,693	123,332	32	149,564	38
1+ Business Air Trips	252,926	78,062	31	92,991	37	244,904	75,676	31	90,106	37
Used Travel Agent	113,508	36,060	32	39,893	35	110,155	33,593	31	37,426	34
Car Rental For Business	174,049	56,925	33	66,009	38	158,543	54,539	34	62,193	39
Car Rental For Personal/Vacation	323,582	93,334	29	129,314	40	313,616	89,845	29	124,493	40
Hotel/Motels-For Business	350,707	118,064	34	146,354	42	307,976	110,590	36	133,390	43
Hotel/Motels-For Personal/Vacation	721,152	236,994	33	304,975	42	645,007	213,239	33	272,674	42
Foreign Travel										
1+ Foreign Trips	469,516	138,653	30	166,894	36	434,824	130,101	30	158,342	36
1+ Cruise	151,746	56,471	37	65,521	43	141,890	50,417	36	59,467	42
Domestic Destinations										
Orlando	125,155	39,533	32	55,053	44	114,987	37,739	33	46,729	41
Washington D.C.	244,872	76,179	31	91,970	38	232,331	73,836	32	90,260	39
New York City	102,225	31,214	31	45,321	44	98,333	28,367	29	42,474	43
Foreign Destinations										
Canada	67,105	12,996	19	13,881	21	66,000	11,891	18	12,776	19
Mexico	65,628	18,813	29	28,142	43	64,781	17,966	28	27,295	42
Hawaii	60,801	18,108	30	18,964	31	58,395	18,108	31	18,964	33
Europe	165,931	47,067	28	52,198	32	153,339	44,350	29	49,481	32
Caribbean/Bahamas	102,238	37,043	36	46,754	46	97,441	33,160	34	42,871	44
Technology										
Own Cellular Phone	1,037,451	339,730	33	414,100	40	924,531	310,065	34	375,199	41
Own PC	994,629	335,947	34	417,810	42	879,606	298,289	34	369,882	42
Bought Hardware/Software	627,518	194,539	31	260,625	42	574,618	183,990	32	237,980	41
Have On-line Service	983,913	321,114	33	408,299	42	895,690	295,202	33	369,269	41
Purchase On-line	651,762	203,067	31	263,331	40	604,105	189,718	31	241,888	40
Shop On-line	708,011	223,484	32	289,386	41	658,851	210,135	32	267,943	41