

The Orange County Register

Newspapers First
THE LEADER IN MAJOR MARKETS



Target Reach And Coverage

Los Angeles DMA

Orange County

	# of Adults in DMA	Daily 1 Issue	%	Sunday 1 Issue	%	# of Adults in CBSA	Daily 1 Issue	%	Sunday 1 Issue	%
Demos										
Total Adults	13,347,451	643,114	5	889,461	7	2,267,980	572,008	25	816,988	36
Men	6,558,651	363,443	6	426,850	7	1,121,919	315,427	28	399,937	36
Women	6,788,800	279,671	4	462,611	7	1,146,061	256,581	22	417,051	36
18-24 Years of Age	1,853,151	48,029	3	69,885	4	291,593	32,700	11	58,468	20
25-34	2,577,108	32,276	1	72,425	3	404,286	27,965	7	69,497	17
35-44	2,719,078	99,295	4	144,282	5	468,836	82,241	18	133,783	29
45-54	2,504,539	150,853	6	219,048	9	441,341	138,613	31	202,086	46
55-64	1,769,187	123,916	7	169,549	10	319,285	112,360	35	155,775	49
65+	1,924,388	188,745	10	214,272	11	342,639	178,129	52	197,379	58
College Graduate+	3,186,241	208,858	7	288,163	9	715,147	197,352	28	276,660	39
Any College+	7,255,989	464,872	6	656,878	9	1,444,447	422,309	29	604,759	42
Prof'l/Mgmt/Busn & Finc'l Operations	3,348,066	195,596	6	274,646	8	685,944	179,075	26	262,233	38
Mgmt/Busn & Finc'l Operations	1,555,086	109,478	7	150,458	10	355,466	106,580	30	145,613	41
White collar	5,336,566	275,996	5	417,331	8	1,039,385	253,991	24	393,190	38
Employed	8,531,942	369,101	4	538,421	6	1,506,570	327,976	22	500,237	33
Married	7,207,897	420,941	6	582,673	8	1,374,685	387,176	28	544,755	40
1+ Children in HH	6,258,592	196,690	3	309,301	5	1,061,974	167,122	16	290,303	27
White	11,053,109	577,855	5	813,029	7	1,967,879	524,636	27	748,972	38
Black/African American	970,794	15,538	2	16,810	2	63,051	8,252	13	9,770	16
Hispanic	5,276,846	90,055	2	132,695	3	647,931	66,067	10	114,471	18
HHI \$75,000+	5,375,670	334,681	6	491,957	9	1,143,303	311,382	27	459,346	40
HHI \$50,000+	7,340,466	461,078	6	638,091	9	1,496,375	417,262	28	594,318	40
HHI \$35,000+	9,911,865	552,915	6	774,618	8	1,865,959	497,847	27	721,327	39
Own Home	7,740,002	493,429	6	695,452	9	1,462,376	458,573	31	642,873	44
New Cars Owned/Leased										
Owens/Leased 1+ Domestic Vehicle	7,513,705	390,511	5	511,407	7	1,212,582	337,425	28	461,116	38
Own/lease 1+ Foreign Vehicles	9,065,934	478,549	5	673,777	7	1,679,026	435,943	26	626,753	37
HH Owns 2+ Vehicles	8,485,417	456,532	5	650,901	8	1,547,398	417,683	27	593,577	38
HH Own any Vehicle Bght New or Leased	8,066,056	465,351	6	644,835	8	1,511,935	430,859	29	596,850	40
HH Plans to Buy Veh New/leased Next Yr.	1,722,857	81,478	5	114,534	7	286,066	70,853	25	105,530	37
Business Decision Maker For:										
Computer Hardware/Software	1,270,586	74,943	6	133,544	11	290,894	72,803	25	129,988	45
Information Technology (Network/Internet)	707,181	35,762	5	70,035	10	147,271	35,762	24	65,974	45
Communication Equipment	226,095	18,522	8	30,463	14	57,523	18,522	32	30,463	53
Communication Services	321,865	23,926	7	36,109	11	73,268	23,926	33	36,109	49
Overnight Delivery Services	661,614	38,973	6	67,926	10	131,597	35,416	27	65,025	49
Business Travel or Convention	684,353	39,998	6	75,191	11	134,017	39,998	30	68,539	51
Office Equipment (Photocopier, Fax, Etc.)	415,182	33,743	8	45,276	11	103,163	32,183	31	45,276	44

Source: The Scarborough Report – 2009, Wave 1. Past Year For All Product Purchase/Travel Except International & Cruise Travel OC-D-501-R5/©2009 Newspapers First

* Percentages relatively unstable due to small base

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Financial										
Own Any Stock	3,701,875	278,882	8	421,273	11	862,943	266,186	31	403,296	47
Account With Broker	1,203,380	108,790	9	148,732	12	292,897	102,188	35	143,830	49
Own Mutual Funds	3,705,800	261,074	7	379,934	10	821,207	249,497	30	363,568	44
Used Any Amex Card-3 Months	2,565,321	171,168	7	235,161	9	508,726	159,499	31	225,318	44
Used Any Visa Card-3 Months	7,078,486	362,646	5	521,273	7	1,233,450	338,929	28	484,024	39
Domestic Travel										
1+ Trips	4,504,623	223,304	5	306,480	7	774,265	205,934	27	280,388	36
1+ Air Trips	5,589,623	339,312	6	478,740	9	1,186,635	314,557	27	454,046	38
1+ Personal/Vacation Air Trips	5,171,126	307,656	6	446,175	9	1,087,421	282,901	26	422,665	39
1+ Business Air Trips	1,408,994	83,126	6	112,323	8	323,066	79,764	25	108,074	34
Used Travel Agent	1,154,280	66,215	6	94,138	8	189,362	59,695	32	83,772	44
Car Rental For Business	1,489,073	99,175	7	148,272	10	361,369	97,019	27	142,412	39
Car Rental For Personal/Vacation	3,669,261	219,570	6	334,341	9	699,050	195,036	28	308,074	44
Hotel/Motels-For Business	2,544,235	148,583	6	216,712	9	542,437	140,691	26	200,011	37
Hotel/Motels-For Personal/Vacation	6,999,591	391,920	6	558,021	8	1,293,596	358,369	28	525,562	41
Foreign Travel										
1+ Foreign Trips	7,129,609	392,354	6	578,857	8	1,386,452	356,750	26	539,156	39
1+ Cruise	2,205,252	149,678	7	204,032	9	425,644	138,879	33	188,580	44
Domestic Destinations										
Las Vegas	3,632,028	189,710	5	254,823	7	609,186	174,670	29	236,757	39
San Diego	2,174,295	124,577	6	186,124	9	410,289	116,332	28	177,546	43
San Francisco Bay Area	1,472,492	94,217	6	144,056	10	338,389	89,236	26	137,480	41
Foreign Destinations										
Canada	975,763	72,903	8	95,992	10	189,911	67,428	36	92,826	49
Mexico	4,351,852	205,861	5	290,358	7	769,010	184,213	24	263,444	34
Hawaii	1,819,589	130,586	7	197,905	11	391,909	120,398	31	183,773	47
Europe	1,233,988	94,017	8	123,567	10	287,067	84,086	29	118,592	41
Caribbean/Bahamas	673,911	40,659	6	63,540	9	117,196	35,413	30	55,952	48
Technology										
Own Cellular Phone	10,616,165	547,144	5	755,462	7	1,842,239	487,253	26	691,562	38
Own PC	9,354,292	545,670	6	737,895	8	1,731,045	480,738	28	673,912	39
Bought Hardware/Software	5,915,719	353,097	6	523,633	9	1,162,023	322,137	28	482,289	42
Have Online Service	9,167,511	505,032	6	738,542	8	1,736,120	457,310	26	673,838	39
Shop Online	7,038,289	402,667	6	612,128	9	1,376,964	364,848	27	559,663	41
Purchase Online	6,648,573	373,805	6	572,541	9	1,290,047	337,057	26	523,330	41

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