

The Philadelphia Inquirer & Daily News

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	5,992,981	1,123,977	19	1,504,941	25	4,453,361	1,085,084	24	1,445,275	33
Men	2,858,249	610,162	21	700,727	25	2,113,843	579,537	27	673,771	32
Women	3,134,732	513,815	16	804,214	26	2,339,518	505,547	22	771,504	33
18-24 Years of Age	755,770	88,313	12	95,125	13	557,315	82,716	15	93,330	17
25-34	958,494	136,270	14	192,699	20	713,526	129,862	18	179,981	25
35-44	1,108,001	167,651	15	242,238	22	827,866	166,697	20	236,092	29
45-54	1,189,556	262,807	22	319,615	27	892,007	254,829	29	306,121	34
55-64	904,915	194,401	22	276,369	31	675,813	189,871	28	268,236	40
65+	1,076,245	274,535	26	378,895	35	786,834	261,109	33	361,515	46
College Graduate+	1,645,055	368,312	22	525,570	32	1,281,462	354,198	28	506,434	40
Any College+	3,167,738	650,709	21	916,284	29	2,415,685	629,794	26	878,306	36
Prof'l/Mgmt/Busn & Finc'l Operations	1,712,254	333,101	20	460,982	27	1,321,662	323,392	25	444,261	34
Mgmt/Busn & Finc'l Operations	703,151	123,972	18	176,497	25	546,739	121,005	22	171,366	31
White collar	2,639,190	483,037	18	671,742	26	2,010,962	468,242	23	648,986	32
Employed	3,969,215	732,913	19	924,918	23	2,933,073	711,796	24	888,842	30
Married	3,239,478	606,663	19	870,574	27	2,373,746	594,352	25	837,992	35
1+ Children in HH	2,375,294	340,235	14	461,473	19	1,722,897	334,523	19	439,749	26
White	4,723,504	869,000	18	1,199,137	25	3,406,904	835,638	25	1,148,530	34
Black/African American	1,025,606	220,996	22	248,805	24	859,811	217,377	25	240,578	28
Hispanic	430,074	38,903	9	39,559	9	256,966	33,045	13	32,803	13
HHI \$75,000+	2,615,601	536,803	21	761,792	29	1,972,424	526,252	27	732,951	37
HHI \$50,000+	3,688,515	746,158	20	1,025,769	28	2,762,627	727,878	26	990,732	36
HHI \$35,000+	4,834,485	947,920	20	1,262,135	26	3,612,711	924,222	26	1,218,294	34
Own Home	4,431,269	886,031	20	1,247,937	28	3,286,519	862,839	26	1,203,753	37
New Cars Owned/Leased										
Owens/Leased 1+ Domestic Vehicle	3,948,288	694,213	18	944,488	24	2,838,066	668,642	24	901,568	32
Own/lease 1+ Foreign Vehicles	3,148,112	604,521	19	816,854	26	2,363,450	584,018	25	780,291	33
HH Owns 2+ Vehicles	3,633,550	668,487	18	894,764	25	2,630,163	645,467	25	854,233	33
HH Own any Vehicle Bght New or Leased	3,767,718	718,231	19	1,007,850	27	2,783,938	694,218	25	961,627	35
HH Plans to Buy Veh New/leased Next	576,989	100,065	17	157,987	27	434,720	99,382	23	147,166	34
Business Decision Maker For:										
Computer Hardware/Software	480,632	79,125	17	101,263	21	350,774	73,931	21	91,706	26
Information Technology	224,986	31,243	14	44,808	20	150,301	28,957	19	38,159	25
Communication Equipment	84,863	15,786	19	16,758	20	59,134	14,577	25	15,957	27
Communication Services	119,314	22,038	19	24,774	21	80,563	21,630	27	24,774	31
Overnight Delivery Services	240,126	36,698	15	53,353	22	165,331	35,059	21	48,425	29
Business Travel or Convention	275,965	57,683	21	69,438	25	178,150	53,674	30	65,030	37
Office Equipment (Photocopier, Fax, Etc.)	158,069	25,208	16	30,564	19	98,205	23,846	24	29,327	30

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

* Percentages relatively unstable due to small base

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<u>Financial</u>										
Own Any Stock	2,046,771	412,180	20	560,940	27	1,497,503	392,438	26	536,306	36
Account With Broker	597,784	137,464	23	190,356	32	452,338	131,977	29	182,957	40
Own Mutual Funds	1,819,050	382,286	21	510,665	28	1,362,571	365,323	27	491,193	36
Used Any Amex Card-3 Months	814,384	182,199	22	262,341	32	631,936	175,887	28	250,110	40
Used Any Visa Card-3 Months	3,390,854	667,913	20	890,950	26	2,475,854	645,844	26	851,844	34
<u>Domestic Travel</u>										
1+ Trips	2,232,659	414,654	19	581,880	26	1,687,311	399,867	24	560,559	33
1+ Air Trips	2,252,011	448,653	20	636,423	28	1,691,489	434,380	26	608,401	36
1+ Personal/Vacation Air Trips	2,040,566	414,402	20	578,741	28	1,507,866	400,129	27	550,719	37
1+ Business Air Trips	559,745	92,525	17	153,849	28	454,607	86,201	19	148,461	33
Used Travel Agent	608,921	115,060	19	161,296	27	435,590	113,049	26	157,490	36
Car Rental For Business	468,897	105,216	22	140,162	30	376,855	101,475	27	136,863	36
Car Rental For Personal/Vacation	1,308,831	257,104	20	349,575	27	967,128	251,323	26	331,772	34
Hotel/Motels-For Business	999,379	180,387	18	270,314	27	809,244	171,741	21	261,256	32
Hotel/Motels-For Personal/Vacation	3,052,282	634,633	21	836,284	27	2,298,785	608,895	27	797,075	35
<u>Foreign Travel</u>										
1+ Foreign Trips	2,388,217	462,471	19	631,108	26	1,860,715	438,822	24	607,858	33
1+ Cruise	845,527	179,629	21	246,270	29	648,064	169,491	26	229,855	36
<u>Domestic Destinations</u>										
Las Vegas	305,714	58,170	19	88,584	29	232,061	56,817	25	86,043	37
Orlando	436,527	67,739	16	110,315	25	288,958	64,472	22	102,846	36
Other Florida	609,578	101,550	17	150,627	25	417,827	91,782	22	136,705	33
Atlantic City	1,253,652	264,582	21	384,887	31	984,903	253,739	26	366,495	37
<u>Foreign Destinations</u>										
Canada	512,323	101,845	20	157,804	31	386,394	99,156	26	152,969	40
Mexico	572,183	114,499	20	151,668	27	468,714	104,550	22	142,398	30
Hawaii	209,921	36,346	17	41,501	20	161,863	27,891	17	41,567	26
Europe	654,733	126,582	19	189,025	29	506,384	122,170	24	181,809	36
Caribbean/Bahamas	944,197	209,488	22	283,427	30	776,879	200,828	26	271,541	35
<u>Technology</u>										
Own Cellular Phone	4,731,835	863,605	18	1,185,043	25	3,520,910	843,698	24	1,134,706	32
Own PC	4,409,870	830,973	19	1,157,773	26	3,298,680	811,335	25	1,112,288	34
Bought Hardware/Software	2,597,558	505,889	20	678,564	26	1,917,886	493,320	26	653,964	34
Have Online Service	4,314,430	783,684	18	1,093,215	25	3,249,050	769,216	24	1,052,600	32
Shop Online	3,429,395	630,429	18	873,366	26	2,569,979	618,755	24	840,218	33
Purchase Online	3,218,269	585,976	18	821,866	26	2,424,110	574,302	24	791,007	33

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

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