

The Pittsburgh Post-Gazette Delivers The Pittsburgh 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	2,253,968	514,444	23	782,589	35	1,878,564	500,196	27	751,926	40
Men	1,067,188	253,220	24	339,844	32	884,697	246,712	28	329,756	37
Women	1,186,780	261,224	22	442,745	37	993,867	253,484	26	422,170	43
18-24 Years of Age	254,157	23,565	9	58,551	23	208,836	23,565	11	58,551	28
25-34	338,496	56,082	17	88,367	26	263,280	56,082	21	86,650	33
35-44	377,573	65,441	17	121,284	32	319,229	62,111	20	115,634	36
45-54	442,639	112,630	25	172,327	39	375,077	106,970	29	160,913	43
55-64	343,112	98,835	29	135,063	39	288,917	93,577	32	127,455	44
65+	497,991	157,891	32	206,997	42	423,225	157,891	37	202,723	48
College Graduate+	513,754	151,374	30	211,475	41	449,607	149,352	33	207,562	46
Any College+	1,086,669	312,141	29	440,930	41	929,296	304,460	33	425,361	46
Prof'l/Mgmt/Busn & Finc'l Operations	421,229	116,834	28	168,568	40	358,787	114,339	32	163,857	46
Mgmt/Busn & Finc'l Operations	132,403	39,144	30	55,511	42	110,819	39,144	35	53,794	49
White collar	772,085	190,404	25	299,306	39	665,609	184,385	28	288,915	43
Employed	1,312,367	291,282	22	452,465	35	1,122,587	277,612	25	429,636	38
Married	1,246,382	307,713	25	453,501	36	1,044,265	300,208	29	434,368	42
1+ Children in HH	730,130	124,912	17	211,357	29	595,309	122,777	21	204,431	34
White	2,077,659	467,182	23	707,152	34	1,707,591	452,934	27	678,166	40
Black/African American	130,894	37,418	29	60,465	46	129,955	37,418	29	60,465	47
Hispanic	32,637	6,853	21	9,871	30	29,390	6,853	23	9,871	34
HHI \$75,000+	606,302	160,819	27	250,004	41	538,759	159,303	30	245,272	46
HHI \$50,000+	1,010,051	268,835	27	396,716	39	882,520	263,522	30	383,396	43
HHI \$35,000+	1,462,889	377,501	26	559,341	38	1,276,930	368,858	29	539,458	42
Own Home	1,723,077	422,518	25	610,061	35	1,430,544	411,435	29	582,733	41
New Cars Owned/Leased										
Owens/Leased 1+ Domestic Vehicle	1,818,302	405,882	22	627,268	35	1,505,570	395,158	26	600,129	40
Own/lease 1+ Foreign Vehicles	814,559	196,133	24	305,585	38	708,996	191,671	27	300,949	42
HH Owns 2+ Vehicles	1,397,207	312,702	22	486,941	35	1,164,647	305,143	26	466,045	40
HH Own any Vehicle Bght New or Leased	1,280,244	330,827	26	487,183	38	1,116,082	322,149	29	469,867	42
HH Plans to Buy Veh New/leased Next Yr.	251,636	67,868	27	109,386	44	229,479	65,733	29	107,251	47
Business Decision Maker For:										
Computer Hardware/Software	148,808	37,757	25	55,647	37	136,421	34,233	25	51,264	38
Information Technology (Network/Internet)	80,263	17,615	22	27,715	35	76,352	17,615	23	27,715	36
Communication Equipment	76,628	17,787	23	25,074	33	72,717	17,787	25	25,074	35
Communication Services	84,580	20,549	24	30,015	36	80,669	20,549	26	30,015	37
Overnight Delivery Services	62,524	11,823	19	19,211	31	61,360	11,823	19	19,211	31
Business Travel or Convention	82,085	16,621	20	25,266	31	74,796	13,097	18	21,742	29
Office Equipment (Photocopier, Fax, Etc.)	79,476	11,782	15	21,763	27	67,948	8,258	12	18,239	27

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	DMA					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	652,076	153,270	24	236,029	36	523,361	147,611	28	228,214	44
Account With Broker	233,341	62,365	27	77,906	33	168,376	58,841	35	71,325	42
Own Mutual Funds	666,200	185,800	28	277,385	42	557,542	181,916	33	270,804	49
Used Any Amex Card-3 Months	59,680	9,728	16	19,137	32	51,647	9,150	18	17,700	34
Used Any Visa Card-3 Months	721,651	146,273	20	243,595	34	582,194	138,880	24	223,228	38
Domestic Travel										
1+ Trips	1,611,838	366,808	23	565,629	35	1,335,218	355,725	27	544,482	41
1+ Air Trips	771,603	200,696	26	324,751	42	692,161	198,602	29	318,134	46
1+ Personal/Vacation Air Trips	703,365	184,867	26	301,752	43	630,751	182,773	29	295,135	47
1+ Business Air Trips	210,130	43,894	21	82,340	39	200,028	42,738	21	82,340	41
Used Travel Agent	192,386	51,369	27	81,347	42	170,075	51,009	30	81,347	48
Car Rental For Business	192,775	35,688	19	60,361	31	163,435	33,607	21	58,596	36
Car Rental For Personal/Vacation	495,701	128,684	26	204,635	41	415,124	125,971	30	193,727	47
Hotel/Motels-For Business	372,762	76,227	20	132,600	36	321,209	76,227	24	126,528	39
Hotel/Motels-For Personal/Vacation	1,109,805	269,113	24	415,458	37	969,065	264,651	27	400,625	41
Foreign Travel										
1+ Foreign Trips	683,227	190,744	28	264,588	39	589,746	185,126	31	256,513	44
1+ Cruise	216,932	59,939	28	94,085	43	187,523	59,939	32	94,085	50
Domestic Destinations										
Las Vegas	111,325	26,390	24	56,846	51	111,325	26,390	24	56,846	51
Florida	346,827	94,000	27	143,131	41	319,630	94,000	29	143,131	45
New York City	153,507	35,910	23	47,145	31	126,267	35,550	28	47,145	37
Foreign Destinations										
Canada	289,482	70,032	24	105,205	36	243,133	68,876	28	101,232	42
Mexico	132,667	39,359	30	55,501	42	107,605	39,359	37	55,501	52
Hawaii	72,878	22,220	31	23,079	32	54,410	21,860	40	23,079	42
Europe	135,874	42,973	32	59,741	44	130,975	42,395	32	59,163	45
Caribbean/Bahamas	246,378	77,297	31	108,884	44	217,964	73,773	34	105,360	48
Technology										
Own Cellular Phone	1,518,813	365,189	24	557,236	37	1,290,190	352,385	27	532,948	41
Own PC	1,477,862	325,006	22	515,022	35	1,214,561	314,974	26	489,858	40
Bought Hardware/Software	774,798	183,696	24	285,700	37	667,433	181,962	27	274,391	41
Have Online Service	1,410,757	317,586	23	503,048	36	1,185,179	307,554	26	479,859	41
Shop Online	1,037,591	242,261	23	383,496	37	870,109	232,229	27	362,463	42
Purchase Online	960,981	224,224	23	353,894	37	804,606	214,192	27	332,861	41

Source: The Scarborough Report – 2007, Wave 2. Past Year For All Product Purchase/Travel Except International & Cruise Travel PB-D-501-R7/©2008 Newspapers First
* Percentages relatively unstable due to small base