



## 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	%
<b>Demos</b>										
Total Adults	782,559	368,873	47	489,320	63	796,702	369,054	46	491,636	62
Men	375,732	179,410	48	226,914	60	383,764	179,782	47	229,328	60
Women	406,827	189,463	47	262,406	65	412,938	189,272	46	262,308	64
18-24 Years of Age	110,809	31,326	28	53,414	48	111,520	31,326	28	52,633	47
25-34	122,777	41,414	34	65,794	54	124,629	40,804	33	66,200	53
35-44	133,082	60,916	46	76,794	58	134,366	60,579	45	76,350	57
45-54	153,396	72,950	48	100,464	66	154,495	74,121	48	101,570	66
55-64	122,111	68,665	56	86,196	71	125,752	68,874	55	86,703	69
65+	140,384	93,602	67	106,658	76	145,940	93,350	64	108,180	74
College Graduate+	223,965	124,243	56	141,724	63	224,242	124,042	55	140,750	63
Any College+	469,350	223,652	48	298,648	64	476,352	223,618	47	298,653	63
Prof'l/Mgmt/Busn & Finc'l Operations	195,761	102,484	52	128,852	66	201,792	102,403	51	129,104	64
Mgmt/Busn & Finc'l Operations	70,526	40,610	58	45,293	64	74,822	40,331	54	45,367	61
White collar	317,558	148,167	47	200,911	63	325,401	148,324	46	200,644	62
Employed	487,665	222,937	46	297,969	61	494,074	223,325	45	298,861	61
Married	414,493	223,661	54	279,770	68	414,522	222,087	54	279,109	67
1+ Children in HH	295,893	120,168	41	183,051	62	301,462	119,481	40	183,233	61
White	677,016	333,199	49	432,490	64	689,408	333,251	48	434,677	63
Black/African American	75,834	23,021	30	40,518	53	75,869	23,021	30	40,518	53
Hispanic	38,348	9,801	26	15,017	39	40,147	9,779	24	14,995	37
HHI \$75,000+	225,685	120,411	53	154,853	69	229,209	119,561	52	154,471	67
HHI \$50,000+	399,325	201,964	51	257,700	65	406,973	202,091	50	258,924	64
HHI \$35,000+	554,923	277,223	50	360,983	65	565,751	277,066	49	362,271	64
Own Home	569,274	293,092	52	379,660	67	575,461	293,089	51	381,826	66
<b>New Cars Owned/Leased</b>										
Owens/Leased 1+ Domestic Vehicle	587,278	280,369	48	372,429	63	599,911	279,928	47	374,601	62
Own/lease 1+ Foreign Vehicles	307,904	143,907	47	193,556	63	306,292	143,680	47	194,199	63
HH Owns 2+ Vehicles	481,605	231,730	48	292,278	61	480,039	230,024	48	291,909	61
HH Own any Vehicle Bght New or Leased	440,981	228,592	52	294,723	67	441,922	227,074	51	293,649	66
HH Plans to Buy Veh New/leased Next Yr.	67,182	38,523	57	45,677	68	65,462	37,572	57	44,691	68
<b>Business Decision Maker For:</b>										
Computer Hardware/Software	45,596	25,430	56	30,364	67	45,021	25,386	56	30,320	67
Information Technology (Network/Internet)	10,680	5,612	53	8,041	75	10,637	5,590	53	8,019	75
Communication Equipment	6,753	3,658	54	4,683	69	6,753	3,658	54	4,683	69
Communication Services	9,276	5,271	57	6,672	72	8,762	5,164	59	6,348	72
Overnight Delivery Services	18,353	9,350	51	7,912	43	18,353	9,350	51	7,912	43
Business Travel or Convention	22,804	12,713	56	13,294	58	22,782	12,691	56	13,272	58
Office Equipment (Photocopier, Fax, Etc.)	10,642	8,271	78	6,633	62	10,642	8,271	78	6,633	62



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	# of Adults in DMA	Daily 1 Issue	%	Sunday 1 Issue	%	# of Adults in CBSA	Daily 1 Issue	%	Sunday 1 Issue	%
<b>Financial</b>										
Own Any Stock	282,322	150,152	53	192,107	68	284,829	150,790	53	192,501	68
Account With Broker	78,262	50,267	64	58,708	75	79,415	49,643	63	58,919	74
Own Mutual Funds	298,516	158,786	53	197,324	66	300,546	159,308	53	198,443	66
Used Any Amex Card-3 Months	58,510	33,723	58	38,818	66	62,593	33,723	54	38,818	62
Used Any Visa Card-3 Months	434,427	213,972	49	279,261	64	446,036	213,862	48	281,096	63
<b>Domestic Travel</b>										
1+ Trips	252,444	128,531	51	165,905	66	259,273	128,674	50	166,548	64
1+ Air Trips	312,448	153,029	49	204,055	65	315,405	151,926	48	202,141	64
1+ Personal/Vacation Air Trips	278,865	136,870	49	182,751	66	282,024	135,789	48	180,966	64
1+ Business Air Trips	72,914	31,204	43	44,108	61	71,594	30,708	43	43,459	61
Used Travel Agent	55,477	24,195	44	32,270	58	56,643	24,151	43	32,211	57
Car Rental For Business	47,391	23,096	49	30,827	65	53,181	23,326	44	31,314	59
Car Rental For Personal/Vacation	155,341	82,715	53	103,556	67	155,685	82,656	53	103,683	67
Hotel/Motels-For Business	128,629	50,727	39	71,481	56	128,630	51,758	40	72,312	56
Hotel/Motels-For Personal/Vacation	398,271	198,955	50	265,289	67	402,979	199,424	50	266,005	66
<b>Foreign Travel</b>										
1+ Foreign Trips	339,844	177,226	52	224,285	66	344,967	178,385	52	226,368	66
1+ Cruise	82,651	42,479	51	56,796	69	86,421	43,231	50	58,270	67
<b>Domestic Destinations</b>										
New York	92,169	44,474	48	62,727	68	90,813	44,208	49	61,665	68
Niagara Falls	79,905	39,350	49	54,747	69	81,221	39,350	48	54,640	67
Florida	101,921	61,408	60	66,417	65	100,116	61,205	61	65,400	65
<b>Foreign Destinations</b>										
Canada	240,578	131,577	55	161,998	67	242,734	132,161	54	162,532	67
Mexico	32,968	15,467	47	22,456	68	32,969	15,445	47	22,478	68
Hawaii	22,225	12,241	55	14,475	65	22,355	12,211	55	14,626	65
Europe	58,899	31,591	54	40,671	69	60,733	31,358	52	40,734	67
Caribbean/Bahamas	80,544	38,990	48	56,113	70	81,327	39,729	49	56,896	70
<b>Technology</b>										
Own Cellular Phone	550,146	255,863	47	344,528	63	557,218	256,505	46	346,386	62
Own PC	590,231	279,843	47	371,629	63	591,828	278,891	47	371,084	63
Bought Hardware/Software	345,904	165,872	48	226,483	66	348,222	165,646	48	226,115	65
Have Online Service	577,623	269,464	47	368,797	64	583,406	268,259	46	368,479	63
Shop Online	468,887	214,828	46	301,256	64	475,034	213,488	45	300,290	63
Purchase Online	442,175	203,414	46	280,382	63	446,421	201,822	45	278,800	63