

The San Francisco Bay Area Buy Delivers The San Francisco DMA

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	5,261,284	1,455,883	28	1,465,118	28	3,759,476	1,453,013	39	1,482,903	39
Men	2,609,357	746,159	29	717,667	28	1,863,199	744,285	40	721,937	39
Women	2,651,927	709,724	27	747,451	28	1,896,277	708,728	37	760,966	40
18-24 Years of Age	577,317	119,025	21	125,940	22	446,790	120,539	27	125,580	28
25-34	903,578	125,548	14	127,380	14	631,224	130,020	21	136,437	22
35-44	1,061,629	237,088	22	248,948	23	771,096	238,943	31	253,369	33
45-54	1,055,959	330,530	31	342,911	33	762,631	332,132	44	347,324	46
55-64	814,268	296,581	36	276,937	34	573,708	298,573	52	282,672	49
65+	848,533	347,111	41	343,002	40	574,027	332,806	58	337,521	59
College Graduate+	1,966,660	542,270	28	559,529	29	1,360,022	525,197	39	543,881	40
Any College+	3,534,999	1,017,933	29	1,029,030	29	2,511,805	999,154	40	1,010,877	40
Prof'l/Mgmt/Busn & Finc'l Operations	1,867,279	473,383	25	473,692	25	1,282,251	470,533	37	473,224	37
Mgmt/Busn & Finc'l Operations	882,868	223,579	25	216,859	25	583,943	225,343	39	222,015	38
White collar	2,585,565	668,926	26	685,405	27	1,797,129	673,687	38	681,672	38
Employed	3,473,584	872,768	25	863,793	25	2,479,198	882,916	36	879,691	36
Married	2,971,786	898,007	30	904,222	30	2,224,018	899,026	40	917,817	41
1+ Children in HH	2,111,210	496,495	24	504,621	24	1,589,464	507,830	32	521,857	33
White	3,911,215	1,127,262	29	1,127,353	29	2,724,718	1,118,239	41	1,129,189	41
Black/African American	315,863	97,534	31	102,209	32	288,112	107,425	37	118,630	41
Hispanic	999,819	188,106	19	191,850	19	760,287	183,088	24	184,009	24
HHI \$75,000+	2,784,404	888,764	32	868,652	31	2,069,547	885,013	43	886,907	43
HHI \$50,000+	3,576,585	1,081,781	30	1,080,530	30	2,619,917	1,075,651	41	1,097,384	42
HHI \$35,000+	4,354,867	1,248,477	29	1,263,485	29	3,142,393	1,239,354	39	1,269,120	40
Own Home	3,250,058	1,107,619	34	1,100,515	34	2,427,775	1,103,168	45	1,120,807	46
New Cars Owned/Leased										
Owens/Leased 1+ Domestic Vehicle	2,543,750	757,634	30	774,774	31	1,913,235	775,776	41	805,803	42
Own/lease 1+ Foreign Vehicles	3,744,756	1,065,033	28	1,070,931	29	2,666,866	1,039,980	39	1,068,319	40
HH Owns 2+ Vehicles	3,490,599	1,047,882	30	1,060,496	30	2,583,275	1,046,264	41	1,069,525	41
HH Own any Vehicle Bght New or Leased	3,296,383	1,030,926	31	1,028,200	31	2,482,958	1,029,603	42	1,056,144	43
HH Plans to Buy Veh New/leased Next Yr.	550,881	174,074	32	165,480	30	450,398	176,784	39	172,340	38
Business Decision Maker For:										
Computer Hardware/Software	688,897	182,341	27	172,074	25	486,270	185,320	38	176,622	36
Information Technology (Network/Internet)	342,844	101,263	30	95,328	28	254,713	105,674	42	101,235	40
Communication Equipment	116,769	30,116	26	20,116	17	75,955	33,797	45	21,482	28
Communication Services	159,170	39,263	25	30,553	19	110,888	44,939	41	34,083	31
Overnight Delivery Services	262,532	66,971	26	69,285	26	192,417	67,627	35	69,608	36
Business Travel or Convention	305,801	90,747	30	84,113	28	212,414	91,609	43	86,575	41
Office Equipment (Photocopier, Fax, Etc.)	178,602	49,982	28	42,067	24	141,679	58,572	41	49,303	35

Source: The Scarborough Report – 2009, Wave 1. Past Year For All Product Purchase/Travel Except International & Cruise Travel/SFBA-D-501-1/©2009 Newspapers First
5-County SF Bay Area Buy Market: Santa Clara, Alameda, Contra Costa, Solano, and Marin Counties
Percentages relatively unstable due to small base

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Financial										
Own Any Stock	2,049,791	645,626	32	640,182	31	1,425,586	624,961	44	636,100	45
Account With Broker	793,931	268,553	34	265,676	34	556,239	257,891	46	263,143	47
Own Mutual Funds	1,904,933	586,210	31	583,818	31	1,324,601	573,362	43	583,858	44
Used Any Amex Card-3 Months	1,336,592	398,812	30	400,224	30	992,880	396,617	40	408,587	41
Used Any Visa Card-3 Months	3,371,467	955,699	28	944,598	28	2,398,807	938,613	39	957,454	40
Domestic Travel										
1+ Trips	2,114,335	612,657	29	611,539	29	1,569,385	618,206	39	627,849	40
1+ Air Trips	2,777,538	825,485	30	810,614	29	2,031,422	818,998	40	812,714	40
1+ Personal/Vacation Air Trips	2,573,022	766,493	30	758,603	30	1,872,730	762,198	41	758,538	41
1+ Business Air Trips	788,058	207,065	26	227,284	29	600,631	209,365	35	233,012	39
Used Travel Agent	531,343	189,253	36	169,911	32	413,561	186,104	45	171,678	42
Car Rental For Business	748,515	227,132	30	230,930	31	564,854	219,013	39	219,017	39
Car Rental For Personal/Vacation	1,924,175	576,771	30	583,396	30	1,390,896	572,625	41	585,045	42
Hotel/Motels-For Business	1,213,261	357,462	30	350,678	29	923,462	356,888	39	357,591	39
Hotel/Motels-For Personal/Vacation	3,236,475	953,690	30	965,987	30	2,353,306	952,807	41	983,423	42
Foreign Travel										
1+ Trips Outside Hawaii	2,829,822	787,645	28	795,478	28	1,993,293	778,296	39	796,283	40
1+ Cruise	820,280	296,316	36	288,076	35	624,278	300,087	48	296,765	48
Domestic Destinations										
Las Vegas	789,583	235,681	30	246,324	31	612,647	241,307	39	251,589	41
Lake Tahoe	979,093	325,667	33	325,011	33	750,806	324,537	43	329,069	44
Reno	713,145	255,898	36	249,158	35	581,318	262,855	45	261,120	45
Los Angeles	1,048,605	294,054	28	316,569	30	803,952	297,879	37	315,489	39
Foreign Destinations										
Canada	646,503	170,913	26	178,157	28	412,508	169,482	41	176,998	43
Mexico	995,753	285,647	29	274,218	28	705,132	285,927	41	273,646	39
Hawaii	1,093,137	320,231	29	337,407	31	752,974	308,580	41	333,615	44
Europe	925,918	273,862	30	253,059	27	616,661	262,535	43	245,895	40
Caribbean/Bahamas	253,846	77,368	31	64,726	26	165,930	78,605	47	67,265	41
Technology										
Own Cellular Phone	4,215,423	1,180,848	28	1,189,970	28	3,041,518	1,168,64	38	1,196,309	39
Own PC	4,141,184	1,200,311	29	1,220,263	30	2,999,521	1,203,63	40	1,241,637	41
Bought Hardware/Software	2,781,741	829,330	30	824,186	30	2,043,415	827,763	41	840,792	41
Have Online Service	4,195,119	1,195,898	29	1,216,577	29	3,053,262	1,192,52	39	1,229,027	40
Shop Online	3,426,276	959,692	28	984,391	29	2,511,794	957,966	38	997,434	40
Purchase Online	3,258,246	912,030	28	924,961	28	2,374,645	911,915	38	940,832	40

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