

The Sacramento Bee

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	3,103,667	609,656	20	821,949	27	1,578,823	557,004	35	746,125	47
Men	1,521,770	300,040	20	385,443	25	756,706	271,430	36	347,032	46
Women	1,581,897	309,616	20	436,506	28	822,117	285,574	35	399,093	49
18-24 Years of Age	436,961	29,856	7	71,919	17	220,662	24,918	11	55,103	25
25-34	582,741	63,812	11	102,894	18	297,102	59,224	20	88,661	30
35-44	586,820	86,251	15	139,349	24	290,405	81,544	28	132,956	46
45-54	585,036	147,065	25	183,903	31	301,031	129,530	43	171,260	57
55-64	429,713	126,095	29	155,386	36	227,992	118,228	52	145,764	64
65+	482,396	156,577	33	168,498	35	241,631	143,560	59	152,381	63
College Graduate+	664,438	203,133	31	252,242	38	412,502	188,758	46	234,595	57
Any College+	1,772,657	448,801	25	576,703	33	990,244	415,168	42	535,856	54
Prof'l/Mgmt/Busn & Finc'l Operations	752,649	210,823	28	267,747	36	463,625	197,114	43	250,897	54
Mgmt/Busn & Finc'l Operations	365,704	96,204	26	126,670	35	218,395	91,700	42	120,527	55
White collar	1,171,186	283,300	24	388,640	33	679,674	257,530	38	358,982	53
Employed	1,980,320	371,441	19	527,922	27	1,035,512	335,910	32	482,400	47
Married	1,757,072	408,143	23	511,158	29	897,389	370,911	41	470,441	52
1+ Children in HH	1,361,184	193,627	14	293,018	22	663,024	179,847	27	262,316	40
White	2,620,377	521,157	20	695,151	27	1,298,043	473,821	37	629,648	49
Black/African American	197,893	37,366	19	57,678	29	103,933	34,756	33	52,026	50
Hispanic	658,758	61,839	9	84,128	13	261,775	53,666	21	70,875	27
HHI \$75,000+	1,198,159	287,202	24	386,851	32	652,685	258,074	40	357,873	55
HHI \$50,000+	1,724,091	398,912	23	526,578	31	927,331	363,860	39	487,823	53
HHI \$35,000+	2,324,019	507,786	22	681,098	29	1,223,885	466,330	38	625,749	51
Own Home	2,044,839	487,084	24	603,311	30	1,041,243	447,921	43	562,322	54
New Cars Owned/Leased										
Owens/Leased 1+ Domestic Vehicle	208,690	34,558	17	52,471	25	80,841	33,103	41	45,808	57
Own/lease 1+ Foreign Vehicles	615,030	113,869	19	158,610	26	345,664	101,992	30	146,167	42
HH Owns 2+ Vehicles	2,088,775	420,717	20	568,097	27	1,065,641	383,661	36	520,876	49
HH Own any Vehicle Bght New or Leased	1,828,554	388,216	21	502,193	28	914,272	354,771	39	472,982	52
HH Plans to Buy Veh New/leased Next Yr.	313,687	64,021	20	90,698	29	181,054	58,975	33	88,162	49
Business Decision Maker For:										
Computer Hardware/Software	270,663	61,631	23	84,238	31	155,820	57,692	37	82,909	53
Information Technology (Network/Internet)	112,266	25,843	23	41,201	37	64,307	24,514	38	39,872	62
Communication Equipment	128,320	26,647	21	38,792	30	69,008	24,496	36	36,641	53
Communication Services	160,249	38,859	24	58,049	36	85,313	34,786	41	55,321	65
Overnight Delivery Services	122,343	21,192	17	29,119	24	55,154	15,557	28	24,749	45
Business Travel or Convention	147,443	28,569	19	46,152	31	75,996	25,382	33	44,246	58
Office Equipment (Photocopier, Fax, Etc.)	195,396	33,226	17	51,680	26	97,255	26,030	27	45,994	47



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Financial										
Own Any Stock	779,405	219,143	28	275,859	35	478,586	202,957	42	252,784	53
Account With Broker	307,728	104,461	34	126,465	41	185,754	98,345	53	114,569	62
Own Mutual Funds	846,155	268,195	32	311,685	37	531,626	249,457	47	297,551	56
Used Any Amex Card-3 Months	444,228	117,647	27	147,749	33	249,226	107,007	43	137,775	55
Used Any Visa Card-3 Months	1,919,932	417,984	22	546,329	29	1,003,020	377,997	38	496,673	50
Domestic Travel										
1+ Trips	2,396,752	505,398	21	656,772	27	1,246,685	462,766	37	601,265	48
1+ Air Trips	1,273,930	317,317	25	407,656	32	741,265	300,620	41	384,844	52
1+ Personal/Vacation Air Trips	1,122,946	278,091	25	366,140	33	656,892	261,394	40	343,328	52
1+ Business Air Trips	843,411	183,900	22	245,670	29	460,171	175,237	38	230,598	50
Used Travel Agent	290,603	83,953	29	111,591	38	173,256	79,101	46	109,968	64
Car Rental For Business	294,327	91,705	31	100,527	34	192,105	89,259	47	100,311	52
Car Rental For Personal/Vacation	870,041	225,172	26	280,663	32	506,240	207,291	41	263,345	52
Hotel/Motels-For Business	702,938	162,847	23	206,297	29	374,690	154,381	41	201,489	54
Hotel/Motels-For Personal/Vacation	1,797,039	396,380	22	506,956	28	963,553	359,096	37	469,225	49
Foreign Travel										
1+ Foreign Trips	1,295,957	304,504	24	398,400	31	724,511	278,212	38	375,471	52
1+ Cruise	480,859	123,089	26	161,079	34	261,833	108,351	41	148,674	57
Domestic Destinations										
Las Vegas	336,681	80,529	24	108,209	32	162,536	77,284	48	101,659	63
Reno	576,987	135,308	24	165,118	29	289,006	119,657	41	147,760	51
Lake Tahoe	658,840	173,946	26	222,518	34	419,939	162,655	39	209,428	50
Los Angeles	663,146	149,482	23	202,201	31	362,826	142,887	39	191,324	53
Foreign Destinations										
Canada	210,215	56,095	27	71,793	34	120,422	55,306	46	70,020	58
Mexico	631,222	147,817	23	194,020	31	354,560	132,683	37	180,701	51
Hawaii	400,803	113,912	28	150,303	38	242,366	107,615	44	143,505	59
Europe	266,378	80,142	30	108,008	41	171,105	72,282	42	99,748	58
Caribbean/Bahamas	133,822	36,356	27	46,585	35	81,629	34,586	42	46,080	57
Technology										
Own Cellular Phone	2,253,389	464,792	21	621,177	28	1,136,169	422,726	37	570,241	50
Own PC	2,247,579	467,150	21	632,946	28	1,176,956	427,472	36	573,623	49
Bought Hardware/Software	1,416,590	283,222	20	400,064	28	758,506	269,433	36	377,319	50
Have Online Service	2,179,405	444,683	20	630,306	29	1,166,531	407,466	35	575,617	49
Shop Online	1,651,464	365,968	22	515,789	31	918,443	334,185	36	470,823	51
Purchase Online	1,554,736	345,785	22	493,328	32	868,156	315,347	36	448,362	52