

The San Jose Mercury News/
 Contra Costa Newspapers Combo
 Is The Way To Reach
 The Bay Area Buy Market

Newspapers First
 THE LEADER IN MAJOR MARKETS



Target Reach And Coverage

	<u>DMA</u>					<u>Bay Area Buy Market*</u>				
	<u># of Adults in DMA</u>	<u>Daily 1 Issue</u>	<u>%</u>	<u>Sunday 1 Issue</u>	<u>%</u>	<u># of Adults in Bay Area</u>	<u>Daily 1 Issue</u>	<u>%</u>	<u>Sunday 1 Issue</u>	<u>%</u>
<u>Demos</u>										
Total Adults	5,194,909	1,119,266	22	1,188,643	23	2,505,601	1,043,061	42	1,111,853	44
Males	2,562,777	583,086	23	579,865	23	1,247,317	536,375	43	529,653	43
Females	2,632,132	536,180	20	608,778	23	1,258,284	506,686	40	582,200	46
18-24 Years of Age	565,580	88,470	16	101,052	18	290,088	83,312	29	95,834	33
25-34	993,980	133,094	13	149,424	15	476,159	116,095	24	128,945	27
35-44	1,119,173	244,790	22	260,851	23	579,338	232,735	40	245,439	42
45-54	1,019,699	227,002	22	247,222	24	488,993	207,075	42	235,926	48
Age 55-64	697,168	190,596	27	198,632	29	327,202	179,534	55	187,420	57
Age 65+	799,309	235,314	29	231,462	29	343,821	224,310	65	218,289	64
College Graduate +	1,884,485	459,072	24	470,578	25	933,969	427,556	46	441,892	47
Any College +	3,399,620	825,090	24	875,718	26	1,655,237	765,732	46	814,605	49
Prof'l/Mgmt/Busn & Finc'l Operations	1,666,548	389,357	23	416,767	25	814,997	349,139	43	380,350	47
Mgmt/Busn & Finc'l Operations	711,243	158,587	22	192,226	27	353,976	135,972	38	167,668	47
White Collar	2,447,397	544,440	22	592,006	24	1,195,010	498,136	42	545,132	46
Employed	3,398,071	736,117	22	772,790	23	1,653,622	675,321	41	714,450	43
Married	2,808,562	710,145	25	762,044	27	1,514,222	678,130	45	729,529	48
1+ Children in HH	2,005,050	444,049	22	461,625	23	1,132,406	415,429	37	439,724	39
White	3,916,835	880,265	23	927,895	24	1,865,765	820,925	44	872,549	47
Black	378,780	57,181	15	48,993	13	154,722	53,791	35	42,333	27
Hispanic	921,816	159,133	17	166,305	18	484,176	151,269	31	157,729	33
HHI \$75,000+	2,507,623	672,402	27	689,050	28	1,333,231	642,239	48	661,947	50
HHI \$50,000+	3,282,731	811,260	25	848,427	26	1,685,820	769,098	46	802,737	48
HHI \$35,000+	4,193,644	992,503	24	1,029,816	25	2,093,910	923,897	44	963,592	46
Home Owner	3,042,368	822,219	27	854,911	28	1,557,026	768,938	49	809,164	52
<u>New Cars Owned/Leased</u>										
Own/Leased 1+ Domestic Vehicles	2,935,675	679,415	23	737,257	25	1,507,561	651,239	43	703,754	47
Own/Leased 1+ Foreign Vehicles	3,151,298	734,687	23	757,753	24	1,605,561	674,852	42	705,739	44
HH Owns 2+ Vehicles	3,237,047	812,595	25	850,765	26	1,729,644	769,664	45	809,699	47
HH Owns Any Vehicle Bght New or Leased	3,201,043	783,525	25	846,564	26	1,658,680	727,856	44	789,945	48
HH Plans to Buy Veh. New/Leased Next Yr	646,050	151,951	24	161,465	25	338,285	146,259	43	153,317	45
<u>Business Decision Maker For:</u>										
Computer Hardware/Software	706,021	152,702	22	164,969	23	329,768	138,790	42	154,252	47
Information Technology (Network/Internet)	310,861	56,455	18	59,942	19	127,239	46,841	37	52,060	41
Communication Equipment	248,838	45,810	18	47,303	19	105,231	41,286	39	44,198	42
Communication Services	347,561	59,731	17	61,805	18	126,960	53,161	42	54,408	43
Overnight Mail/Delivery System	310,250	65,187	21	60,657	20	125,406	57,959	46	55,662	44
Business Travel Arrangements	355,402	73,802	21	68,682	19	138,932	61,268	44	56,736	41
Office Equipment (Copier/Fax/Etc.)	407,494	78,151	19	68,529	17	157,062	73,734	47	61,807	39

Source: The Scarborough Report – 2005, Wave 1. Past Year For All Product Purchase/Travel Except International & Cruise Travel/SJ-CC-D-501/©2005 Newspapers First;
 Percentages relatively unstable due to small base

*Bay Area Buy Market consists of: Santa Clara County; Contra Costa County; and Zip Codes in Alameda County: 94536, 94538, 94539, 94580, 94551, 94555, 94560, 94566, 94568, 94586, 94587, 84588, 94706;
 in San Mateo County: 94025, 94027, 94028, 94303; and in Solano County: 94510

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	# of Adults	Daily 1 Issue	%	Sunday 1 Issue	%	# of Adults in Bay Area	Daily 1 Issue	%	Sunday 1 Issue	%
Financial										
Own Any Stock	2,280,598	586,384	26	625,240	27	1,168,676	554,407	47	597,282	51
Account With Broker	933,876	258,980	28	258,844	28	470,007	240,089	51	248,776	53
Own Mutual Funds	2,162,983	549,206	25	573,879	27	1,066,013	509,063	48	536,313	50
Used Any Amex Card-3 Months	650,334	176,999	27	189,126	29	342,915	160,860	47	175,547	51
Used Any Visa Card-3 Months	3,323,083	745,459	22	811,283	24	1,598,584	689,675	43	754,510	47
Domestic Travel										
1+ Trips	4,401,983	962,788	22	1,029,861	23	2,112,117	894,310	42	960,259	46
1+ Air Trips	2,803,910	647,383	23	679,684	24	1,308,514	587,518	45	629,540	48
1+ Personal/Vacation Air Trips	2,586,151	606,824	24	633,456	25	1,212,362	548,079	45	583,312	48
1+ Business Air Trips	1,052,228	235,419	22	240,392	23	486,183	205,916	42	219,789	45
Used Travel Agent	809,979	201,530	25	190,155	24	390,864	186,282	48	178,755	46
Car Rental For Business	781,105	163,141	21	166,079	21	345,085	148,356	43	159,901	46
Car Rental For Personal/Vacation	1,978,793	473,290	24	485,497	25	939,756	428,073	46	444,728	47
Hotel/Motels-For Business	1,340,974	288,233	22	296,736	22	616,927	255,900	42	270,540	44
Hotel/Motels-For Personal/Vacation	3,216,393	762,743	24	817,186	25	1,590,899	706,856	44	765,269	48
Foreign Travel										
1+ Foreign Trips	2,967,466	662,649	22	691,101	23	1,411,300	609,396	43	635,033	45
1+ Cruise	756,872	194,915	26	201,313	27	341,408	182,147	53	188,616	55
Domestic Destinations										
Las Vegas	984,056	242,574	25	248,521	25	484,390	223,578	46	239,642	50
Lake Tahoe	1,206,635	273,582	23	286,046	24	577,517	249,745	43	264,359	46
Reno	1,054,624	234,865	22	256,756	24	542,882	224,695	41	252,223	47
Los Angeles	1,027,665	227,061	22	205,848	20	492,065	206,490	42	192,649	39
Foreign Destinations										
Canada	730,913	167,389	23	167,880	23	325,758	148,138	46	146,740	45
Mexico	1,100,474	238,634	22	249,870	23	499,397	216,716	43	224,990	45
Hawaii	1,035,413	252,821	24	232,323	22	494,071	234,652	48	217,431	44
Europe	950,366	210,175	22	215,452	23	405,498	188,613	47	191,836	47
Caribbean/Bahamas	316,296	82,795	26	85,673	27	132,905	68,867	52	70,676	53
Technology										
Cellular Phone Carriers	3,567,964	835,643	23	874,760	25	1,788,686	787,110	44	822,934	46
Own PC	3,951,753	910,457	23	982,862	25	1,990,014	844,779	43	917,081	46
Bought Hardware/Software	2,723,379	669,019	25	743,010	27	1,427,296	621,745	44	692,224	49
Have On-line Service	3,885,968	885,626	23	951,861	25	1,913,110	818,149	43	882,781	46
Shop On-line	3,058,048	716,112	23	765,983	25	1,515,780	658,783	44	704,474	47
Purchase On-line	2,895,138	678,426	23	733,554	25	1,432,934	623,180	44	673,790	47
Financial Information On-line	1,349,823	329,294	24	358,648	27	680,490	295,814	44	331,107	49

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