

The San Jose Mercury News
Is The Way To Reach
The San Jose Market

Newspapers First
THE LEADER IN MAJOR MARKETS



Target Reach And Coverage

	<u>DMA</u>					<u>MSA</u>				
	# of Adults in DMA	Daily 1 Issue	%	Sunday 1 Issue	%	# of Adults	Daily 1 Issue	%	Sunday 1 Issue	%
Demos										
Total Adults	5,194,909	702,150	14	816,734	16	1,343,74	589,563	44	697,310	52
Males	2,562,777	382,956	15	418,872	16	677,411	313,369	46	347,457	51
Females	2,632,132	319,194	12	397,862	15	666,329	276,194	42	349,853	53
18-24 Years of Age	565,580	55,374	10	77,300	14	154,744	48,954	32	64,729	42
25-34	993,980	95,254	10	112,254	11	273,309	71,451	26	84,879	31
35-44	1,119,173	163,438	15	187,387	17	308,851	133,884	43	156,067	51
45-54	1,019,699	133,251	13	157,667	16	255,720	108,446	42	140,289	55
Age 55-64	697,168	121,093	17	133,702	19	168,901	104,679	62	116,839	69
Age 65+	799,309	133,740	17	148,424	19	182,215	122,149	67	134,507	74
College Graduate +	1,884,485	313,067	17	339,265	18	509,318	261,133	51	283,331	56
Any College +	3,399,620	536,357	16	615,533	18	885,256	451,701	51	520,902	59
Prof'l/Mgmt/Busn & Finc'l Operations	1,666,548	275,204	17	309,408	19	446,010	216,510	49	252,701	57
Mgmt/Busn & Finc'l Operations	711,243	109,958	16	140,344	20	183,319	80,596	44	107,536	59
White Collar	2,447,397	358,944	15	408,994	17	641,755	289,751	45	341,062	53
Employed	3,398,071	478,657	14	537,602	16	881,317	387,283	44	449,020	51
Married	2,808,562	445,030	16	510,020	18	803,547	381,468	48	443,606	55
1+ Children in HH	2,005,050	283,942	14	319,345	16	611,668	237,500	39	273,901	45
White	3,916,835	535,560	14	613,006	16	1,012,07	460,753	46	541,712	54
Black	378,780	22,670	6	26,951	7	53,270	15,474	29	15,817	30
Hispanic	921,816	108,469	12	129,628	14	302,135	97,688	32	119,990	40
HHI \$75,000+	2,507,623	439,017	18	486,186	19	731,731	380,131	52	424,192	58
HHI \$50,000+	3,282,731	517,275	16	581,586	18	906,006	441,271	49	502,228	55
HHI \$35,000+	4,193,644	633,288	15	707,252	17	1,127,49	527,846	47	599,543	53
Home Owner	3,042,368	514,502	17	570,814	19	810,397	434,019	54	493,643	61
New Cars Owned/Leased										
Own/Leased 1+ Domestic Vehicles	2,935,675	417,270	14	497,821	17	802,769	359,438	45	432,803	54
Own/Leased 1+ Foreign Vehicles	3,151,298	477,301	15	528,839	17	871,853	388,003	45	444,407	51
HH Owns 2+ Vehicles	3,237,047	518,037	16	581,596	18	917,395	437,847	48	500,993	55
HH Owns Any Vehicle Bght New or Leased	3,201,043	494,247	15	584,137	18	896,862	406,308	45	488,749	55
HH Plans to Buy Veh. New/Leased Next Yr	646,050	91,234	14	110,197	17	166,724	76,394	46	95,095	57
Business Decision Maker For:										
Computer Hardware/Software	706,021	104,379	15	123,372	18	173,350	79,934	46	100,323	58
Information Technology (Network/Internet)	310,861	35,928	12	43,234	14	46,792	19,011	41	24,069	51
Communication Equipment	248,838	31,129	13	34,111	14	54,835	23,571	43	28,610	52
Communication Services	347,561	40,696	12	46,190	13	67,277	29,807	44	35,577	53
Overnight Mail/Delivery System	310,250	40,290	13	43,132	14	69,420	29,822	43	35,792	52
Business Travel Arrangements	355,402	45,674	13	47,182	13	56,337	30,727	55	29,964	53
Office Equipment (Copier/Fax/Etc.)	407,494	44,769	11	42,947	11	69,009	35,168	51	32,767	48

Source: The Scarborough Report – 2005, Wave 1. Past Year For All Product Purchase/Travel Except International & Cruise Travel/SAJ-D-501-R3/©2005 Newspapers First;
*Percentages relatively unstable due to small base

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	DMA				MSA					
	# of Adults in DMA	Daily 1 Issue	%	Sunday 1 Issue	%	# of Adults in MSA	Daily 1 Issue	%	Sunday 1 Issue	%
Financial										
Own Any Stock	2,280,598	384,359	17	435,862	19	646,464	330,655	51	379,734	59
Account With Broker	933,876	176,004	19	190,144	20	257,246	145,150	56	164,869	64
Own Mutual Funds	2,162,983	345,660	16	387,802	18	545,221	280,905	52	322,741	59
Used Any Amex Card-3 Months	650,334	114,937	18	121,704	19	187,759	96,383	51	107,362	57
Used Any Visa Card-3 Months	3,323,083	476,764	14	561,438	17	862,704	395,091	46	471,198	55
Domestic Travel										
1+ Trips	4,401,983	606,495	14	700,841	16	1,131,454	507,816	45	594,787	53
1+ Air Trips	2,803,910	421,769	15	468,175	17	701,694	337,342	48	390,340	56
1+ Personal/Vacation Air Trips	2,586,151	395,093	15	440,582	17	663,096	314,321	47	367,354	55
1+ Business Air Trips	1,052,228	155,062	15	163,736	16	242,774	113,353	47	127,678	53
Used Travel Agent	809,979	120,233	15	130,587	16	191,441	100,436	53	104,717	55
Car Rental For Business	781,105	101,884	13	103,235	13	163,182	73,439	45	84,629	52
Car Rental For Personal/Vacation	1,978,793	315,256	16	335,548	17	497,838	249,353	50	273,428	55
Hotel/Motels-For Business	1,340,974	199,057	15	215,621	16	314,169	149,780	48	169,367	54
Hotel/Motels-For Personal/Vacation	3,216,393	486,358	15	564,788	18	845,369	400,896	47	470,884	56
Foreign Travel										
1+ Foreign Trips	2,967,466	421,398	14	482,564	16	776,795	349,726	45	399,732	52
1+ Cruise	756,872	118,817	16	130,358	17	181,318	100,151	55	107,830	60
Domestic Destinations										
Las Vegas	984,056	161,588	16	176,115	18	269,723	135,511	50	157,928	59
Lake Tahoe	1,206,635	156,556	13	173,773	14	269,216	124,756	46	140,311	52
Reno	1,054,624	136,200	13	161,481	15	269,330	118,713	44	152,282	57
Los Angeles	1,027,665	136,810	13	140,878	14	242,651	109,389	45	112,413	46
Foreign Destinations										
Canada	730,913	105,214	14	116,227	16	161,495	75,407	47	82,871	51
Mexico	1,100,474	157,208	14	167,446	15	287,802	128,503	45	134,834	47
Hawaii	1,035,413	156,848	15	153,553	15	261,132	133,713	51	133,784	51
Europe	950,366	142,264	15	165,270	17	226,039	109,821	49	130,705	58
Caribbean/Bahamas	316,296	59,874	19	61,359	19	68,150	43,704	64	44,120	65
Technology										
Cellular Phone Carriers	3,567,964	526,914	15	605,433	17	953,578	447,986	47	523,540	55
Own PC	3,951,753	592,563	15	691,717	18	1,087,088	493,218	45	589,909	54
Bought Hardware/Software	2,723,379	443,437	16	522,168	19	797,235	362,149	45	432,226	54
Have On-line Service	3,885,968	577,970	15	670,705	17	1,026,895	477,363	47	564,584	55
Shop On-line	3,058,048	469,195	15	537,645	18	810,889	376,846	47	440,933	54
Purchase On-line	2,895,138	442,343	15	513,684	18	755,674	351,380	47	418,377	55
Financial Information On-line	1,349,823	235,815	18	270,001	20	398,600	186,343	47	228,763	57

Source: The Scarborough Report - 2005, Wave 1. Past Year For All Product Purchase/Travel Except International & Cruise Travel/SAJ-D-501-R3/©2005 Newspapers First;
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