

St. Paul Pioneer Press

Newspapers First
THE LEADER IN MAJOR MARKETS



Target Reach And Coverage

DMA

PMA

	# of Adults in DMA	Daily 1 Issue	%	Sunday 1 Issue	%	# of Adults in CBSA	Daily 1 Issue	%	Sunday 1 Issue	%
Demos										
Total Adults	3,395,151	417,261	12	626,132	18	974,404	305,913	31	432,100	44
Men	1,671,936	221,242	13	292,497	18	473,409	155,405	33	203,755	43
Women	1,723,215	196,019	11	333,635	19	500,995	150,508	30	228,345	46
18-24 Years of Age	427,449	13,444	3	57,424	13	127,198	13,444	11	33,959	27
25-34	609,601	66,620	11	65,640	11	169,174	48,025	28	48,820	29
35-44	651,398	55,072	9	85,898	13	192,143	42,643	22	68,432	36
45-54	682,696	93,712	14	153,201	22	202,920	65,894	33	100,247	49
55-64	493,746	84,079	17	122,766	25	144,331	61,480	43	88,413	61
65+	530,261	104,334	20	141,203	27	138,638	74,427	54	92,229	67
College Graduate+	977,919	130,395	13	167,918	17	323,639	96,785	30	129,478	40
Any College+	2,112,833	255,809	12	401,913	19	646,589	196,632	30	279,388	43
Prof'l/Mgmt/Busn & Finc'l Operations	1,007,538	110,569	11	153,739	15	298,065	73,877	25	113,082	38
Mgmt/Busn & Finc'l Operations	427,658	51,639	12	64,782	15	111,075	27,722	25	44,821	40
White collar	1,574,024	185,047	12	260,255	17	476,663	131,753	28	194,787	41
Employed	2,362,770	274,388	12	377,887	16	675,384	195,450	29	257,257	38
Married	2,118,817	271,790	13	403,935	19	623,794	209,577	34	276,346	44
1+ Children in HH	1,400,290	141,091	10	219,947	16	433,019	116,824	27	158,375	37
White	3,160,214	390,431	12	578,539	18	886,453	284,107	32	390,828	44
Black/African American	110,007	12,500	11	17,669	16	26,267	12,500	48	13,816	53
Hispanic	128,902	9,820	8	22,401	17	50,105	8,276	17	18,548	37
HHI \$75,000+	1,380,881	188,309	14	278,003	20	439,816	146,884	33	196,578	45
HHI \$50,000+	2,026,036	263,425	13	393,915	19	617,469	198,728	32	274,893	45
HHI \$35,000+	2,781,907	355,879	13	516,659	19	824,096	258,084	31	357,164	43
Own Home	2,727,596	359,757	13	512,454	19	762,765	256,249	34	339,904	45
New Cars Owned/Leased										
Owns/Leased 1+ Domestic Vehicle	2,796,010	338,536	12	511,504	18	774,395	243,312	31	344,597	45
Own/lease 1+ Foreign Vehicles	1,262,726	155,777	12	244,476	19	416,557	113,723	27	172,615	41
HH Owns 2+ Vehicles	2,484,614	293,593	12	449,030	18	674,468	208,545	31	296,179	44
HH Own any Vehicle Bght New or Leased	1,800,980	240,321	13	342,878	19	529,711	181,624	34	246,189	47
HH Plans to Buy Veh New/leased Next Yr.	310,252	40,707	13	71,862	23	143,256	33,023	23	58,214	41
Business Decision Maker For:										
Computer Hardware/Software	258,238	23,410	9	28,028	11	64,170	15,682	24	24,950	39
Information Technology (Network/Internet)	205,932	12,872	6	15,358	8	42,874	5,524	13	12,784	30
Communication Equipment	46,797	1,393	3	1,393	3	10,481	1,393	13	1,393	13
Communication Services	60,880	5,721	9	4,855	8	20,404	4,855	24	4,855	24
Overnight Delivery Services	130,992	4,437	3	13,842	11	10,059	4,437	44	6,947	69
Business Travel or Convention	202,031	11,173	6	18,521	9	21,100	8,602	41	9,847	47
Office Equipment (Photocopier, Fax, Etc.)	104,100	8,887	9	9,170	9	12,957	1,548	12	2,175	17

Source: The Scarborough Report – 2009, Wave 1. Past Year For All Product Purchase/Travel Except International & Cruise Travel SP-D-501-R5/©2009 Newspapers First

* Percentages relatively unstable due to small base

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	<u>DMA</u>					<u>PMA</u>				
	# of Adults in DMA	Daily 1 Issue	%	Sunday 1 Issue	%	# of Adults in CBSA	Daily 1 Issue	%	Sunday 1 Issue	%
Financial										
Own Any Stock	1,260,656	163,760	13	233,033	19	352,469	112,181	32	151,737	43
Account With Broker	453,921	82,565	18	108,468	24	156,157	55,761	36	79,042	51
Own Mutual Funds	1,196,062	167,939	14	230,886	19	388,911	122,177	31	170,719	44
Used Any Amex Card-3 Months	277,960	29,827	11	31,238	11	53,969	26,301	49	26,440	49
Used Any Visa Card-3 Months	2,335,956	304,465	13	430,741	18	715,065	217,944	31	289,857	41
Domestic Travel										
1+ Trips	1,421,314	174,457	12	272,670	19	397,445	129,922	33	169,347	43
1+ Air Trips	1,503,225	229,740	15	266,853	18	510,175	173,599	34	190,858	37
1+ Personal/Vacation Air Trips	1,318,212	208,162	16	249,857	19	474,416	161,618	34	180,945	38
1+ Business Air Trips	437,273	60,561	14	47,269	11	94,086	42,155	45	32,456	35
Used Travel Agent	305,628	39,032	13	50,057	16	83,738	27,424	33	38,884	46
Car Rental For Business	382,244	47,386	12	42,946	11	98,201	34,624	35	32,617	33
Car Rental For Personal/Vacation	826,317	131,721	16	161,488	20	284,044	108,448	38	125,779	44
Hotel/Motels-For Business	763,669	83,676	11	95,389	13	169,988	59,612	35	69,738	41
Hotel/Motels-For Personal/Vacation	2,001,626	252,740	13	349,780	18	565,639	186,979	33	253,623	45
Foreign Travel										
1+ Foreign Trips	1,341,709	175,698	13	228,509	17	411,110	130,808	32	162,736	40
1+ Cruise	373,891	48,747	13	67,584	18	108,970	36,366	33	50,722	47
Domestic Destinations										
Las Vegas	364,959	52,716	14	65,144	18	156,036	49,757	32	56,384	36
Chicago	368,132	39,893	11	49,720	14	108,547	33,728	31	38,187	35
Orlando	202,173	40,283	20	55,938	28	85,658	35,831	42	45,009	53
Foreign Destinations										
Canada	342,743	51,141	15	55,105	16	103,044	29,141	28	34,743	34
Mexico	577,059	84,037	15	96,894	17	190,282	69,379	37	69,232	36
Hawaii	202,025	33,009	16	46,077	23	74,805	26,946	36	32,770	44
Europe	380,296	64,039	17	74,696	20	112,381	45,293	40	54,500	49
Caribbean/Bahamas	343,671	38,831	11	56,722	17	139,452	32,439	23	47,000	34
Technology										
Own Cellular Phone	2,690,228	328,501	12	508,413	19	816,700	245,652	30	348,170	43
Own PC	2,655,659	337,278	13	507,684	19	829,788	251,775	30	356,081	43
Bought Hardware/Software	1,473,345	187,365	13	286,625	20	466,484	144,864	31	195,683	42
Have Online Service	2,637,228	307,223	12	487,977	19	791,851	232,821	29	335,144	42
Shop Online	1,989,152	239,306	12	362,896	18	603,769	185,821	31	256,179	42
Purchase Online	1,846,225	218,874	12	337,818	18	559,551	169,719	30	234,231	42