



## 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	%
<b>Demos</b>										
Total Adults	3,409,534	650,228	19	912,478	27	2,163,454	624,601	29	869,757	40
Men	1,637,039	304,953	19	411,946	25	1,036,541	288,975	28	390,443	38
Women	1,772,495	345,275	20	500,532	28	1,126,913	335,626	30	479,314	43
18-24 Years of Age	345,814	24,467	7	67,461	20	229,317	24,467	11	67,461	29
25-34	517,073	60,027	12	88,710	17	331,890	60,027	18	87,397	26
35-44	558,175	76,200	14	124,024	22	374,004	72,924	20	123,022	33
45-54	596,377	118,789	20	179,690	30	397,609	117,240	30	169,085	43
55-64	524,307	118,959	23	158,418	30	336,881	114,819	34	150,606	45
65+	867,788	251,786	29	294,175	34	493,753	235,124	48	272,186	55
College Graduate+	752,160	162,998	22	203,216	27	498,881	155,627	31	195,403	39
Any College+	1,772,165	361,537	20	474,722	27	1,165,869	347,250	30	454,672	39
Prof'l/Mgmt/Busn & Finc'l Operations	733,142	129,576	18	186,923	26	524,378	126,811	24	179,593	34
Mgmt/Busn & Finc'l Operations	304,668	57,183	19	97,544	32	224,280	56,183	25	92,001	41
White collar	1,190,969	213,118	18	303,594	26	821,478	209,105	26	294,006	36
Employed	1,924,858	321,311	17	490,516	26	1,264,448	314,980	25	474,675	38
Married	1,908,108	384,838	20	532,206	28	1,173,452	366,033	31	505,721	43
1+ Children in HH	1,145,706	149,551	13	253,399	22	764,892	148,233	19	248,896	33
White	2,987,258	595,985	20	842,523	28	1,865,163	570,752	31	800,196	43
Black/African American	315,252	36,547	12	47,317	15	211,604	36,547	17	47,317	22
Hispanic	413,216	47,819	12	40,675	10	283,477	47,819	17	40,675	14
HHI \$75,000+	1,102,414	199,112	18	294,705	27	744,900	190,171	26	282,551	38
HHI \$50,000+	1,733,448	331,874	19	475,803	27	1,151,739	319,688	28	457,007	40
HHI \$35,000+	2,491,836	484,052	19	682,448	27	1,610,248	462,144	29	647,594	40
Own Home	2,699,677	592,216	22	772,093	29	1,695,135	568,608	34	729,768	43
<b>New Cars Owned/Leased</b>										
Owens/Leased 1+ Domestic Vehicle	2,344,221	437,023	19	632,215	27	1,472,549	416,542	28	602,336	41
Own/lease 1+ Foreign Vehicles	1,737,682	330,512	19	449,875	26	1,103,459	321,603	29	429,177	39
HH Owns 2+ Vehicles	2,023,877	361,109	18	534,097	26	1,241,024	344,674	28	506,134	41
HH Own any Vehicle Bght New or Leased	2,139,444	460,177	22	628,225	29	1,391,882	438,527	32	594,889	43
HH Plans to Buy Veh New/leased Next Yr.	293,530	55,055	19	95,631	33	212,984	53,376	25	92,581	44
<b>Business Decision Maker For:</b>										
Computer Hardware/Software	331,082	49,079	15	113,888	34	267,358	48,629	18	111,597	42
Information Technology (Network/Internet)	200,632	33,254	17	67,693	34	151,899	32,804	22	65,402	43
Communication Equipment	79,824	12,056	15	19,279	24	62,261	12,056	19	19,279	31
Communication Services	145,331	32,936	23	73,256	50	120,788	32,936	27	72,692	60
Overnight Delivery Services	113,905	16,846	15	34,829	31	86,155	16,846	20	34,829	40
Business Travel or Convention	201,640	31,460	16	62,392	31	142,262	31,100	22	62,392	44
Office Equipment (Photocopier, Fax, Etc.)	145,494	26,763	18	68,567	47	122,831	26,763	22	68,567	56



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	# of Adults in DMA	Daily 1 Issue	%	Sunday 1 Issue	%	# of Adults in CBSA	Daily 1 Issue	%	Sunday 1 Issue	%
<b>Financial</b>										
Own Any Stock	1,098,217	233,347	21	314,745	29	707,463	225,240	32	307,471	44
Account With Broker	375,287	85,028	23	109,728	29	221,854	83,206	38	108,014	49
Own Mutual Funds	809,875	164,745	20	224,350	28	496,317	157,666	32	211,841	43
Used Any Amex Card-3 Months	392,785	81,991	21	106,426	27	293,130	78,711	27	103,369	35
Used Any Visa Card-3 Months	2,158,343	437,708	20	611,843	28	1,356,618	421,887	31	584,761	43
<b>Domestic Travel</b>										
1+ Trips	1,239,500	263,004	21	366,356	30	818,060	255,098	31	347,802	43
1+ Air Trips	1,711,288	357,180	21	469,007	27	1,111,704	347,810	31	451,552	41
1+ Personal/Vacation Air Trips	1,606,502	338,593	21	447,070	28	1,023,223	329,617	32	431,850	42
1+ Business Air Trips	344,048	72,559	21	92,327	27	256,753	68,361	27	85,787	33
Used Travel Agent	229,148	53,641	23	64,293	28	140,110	53,231	38	62,687	45
Car Rental For Business	279,778	47,503	17	71,054	25	213,462	46,694	22	67,849	32
Car Rental For Personal/Vacation	907,051	184,599	20	245,970	27	582,144	178,999	31	236,692	41
Hotel/Motels-For Business	646,187	122,485	19	162,042	25	429,389	120,255	28	151,072	35
Hotel/Motels-For Personal/Vacation	1,873,114	375,548	20	510,204	27	1,175,696	356,302	30	480,995	41
<b>Foreign Travel</b>										
1+ Foreign Trips	1,331,157	280,221	21	363,677	27	847,707	272,351	32	352,218	42
1+ Cruise	787,102	168,314	21	203,144	26	476,020	159,983	34	192,091	40
<b>Domestic Destinations</b>										
Las Vegas	177,174	43,726	25	50,047	28	117,017	42,688	37	48,974	42
Orlando - Kissimmee	940,977	167,123	18	245,987	26	650,578	165,051	25	235,050	36
New York City	225,908	67,752	30	72,819	32	160,894	66,572	41	71,165	44
<b>Foreign Destinations</b>										
Canada	287,496	55,782	19	105,109	37	179,962	55,100	31	100,761	56
Mexico	470,921	129,142	27	134,593	29	318,289	125,928	40	132,384	42
Hawaii	122,412	26,224	21	37,275	31	76,232	24,893	33	34,384	45
Europe	308,888	58,700	19	69,276	22	190,517	56,959	30	66,657	35
Caribbean/Bahamas	651,240	144,009	22	173,341	27	399,800	140,036	35	166,675	42
<b>Technology</b>										
Own Cellular Phone	2,609,018	495,292	19	696,383	27	1,697,156	483,905	29	672,531	40
Own PC	2,581,139	485,207	19	701,182	27	1,667,782	470,070	28	670,510	40
Bought Hardware/Software	1,540,771	293,775	19	440,960	29	1,019,023	284,197	28	427,744	42
Have Online Service	2,480,156	434,679	18	643,954	26	1,610,627	422,587	26	616,835	38
Shop Online	1,944,276	351,103	18	531,478	27	1,287,988	340,281	26	506,552	39
Purchase Online	1,799,605	327,008	18	502,954	28	1,181,731	316,186	27	478,271	41