



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	885,077	272,518	31	390,457	44	753,787	250,747	33	362,259	48
Men	426,934	133,174	31	174,254	41	363,496	118,204	33	159,970	44
Women	458,143	139,344	30	216,203	47	390,291	132,543	34	202,289	52
18-24 Years of Age	114,785	25,154	22	40,887	36	101,085	20,137	20	36,531	36
25-34	159,710	18,279	11	40,555	25	135,214	12,630	9	34,906	26
35-44	147,616	28,155	19	52,690	36	127,372	26,148	21	48,904	38
45-54	156,359	53,099	34	75,241	48	132,954	51,482	39	72,391	54
55-64	131,826	54,194	41	71,534	54	110,556	53,243	48	68,979	62
65+	174,781	93,637	54	109,550	63	146,606	87,107	59	100,548	69
College Graduate+	224,658	85,450	38	113,191	50	199,477	80,123	40	105,920	53
Any College+	536,767	182,231	34	266,064	50	466,753	169,991	36	248,868	53
Prof'l/Mgmt/Busn & Finc'l Operations	211,960	63,377	30	102,237	48	188,495	59,834	32	95,263	51
Mgmt/Busn & Finc'l Operations	74,573	24,263	33	37,958	51	67,837	24,263	36	36,882	54
White collar	330,967	98,593	30	156,952	47	294,952	94,094	32	149,022	51
Employed	518,555	141,039	27	217,278	42	454,058	131,557	29	199,061	44
Married	513,918	171,447	33	236,075	46	438,669	159,878	36	214,652	49
1+ Children in HH	338,482	66,898	20	122,858	36	284,334	58,193	21	107,442	38
White	805,965	256,739	32	364,475	45	685,819	236,676	35	337,863	49
Black/African American	33,106	7,624	23	12,703	38	30,119	7,502	25	12,703	42
Hispanic	266,094	59,790	23	96,253	36	214,951	47,837	22	81,726	38
HHI \$75,000+	262,712	98,721	38	133,205	51	237,429	96,663	41	129,667	55
HHI \$50,000+	437,186	159,739	37	215,034	49	380,805	149,731	39	201,239	53
HHI \$35,000+	629,322	219,843	35	299,216	48	535,154	200,399	37	278,631	52
Own Home	655,900	228,282	35	314,817	48	559,370	212,855	38	292,350	52
New Cars Owned/Leased										
Owens/Leased 1+ Domestic Vehicle	611,332	174,769	29	270,762	44	523,065	160,490	31	244,668	47
Own/lease 1+ Foreign Vehicles	459,087	156,455	34	207,192	45	410,002	148,498	36	202,583	49
HH Owns 2+ Vehicles	572,707	189,194	33	268,224	47	498,168	174,590	35	248,592	50
HH Own any Vehicle Bght New or Leased	511,505	185,746	36	250,539	49	439,005	172,556	39	239,089	55
HH Plans to Buy Veh New/leased Next Yr.	87,964	31,111	35	37,666	43	78,436	31,111	40	37,422	48
Business Decision Maker For:										
Computer Hardware/Software	82,554	27,462	33	40,457	49	74,059	23,787	32	36,239	49
Information Technology (Network/Internet)	35,855	11,412	32	19,338	54	33,300	10,844	33	18,770	56
Communication Equipment	10,879	3,772	35	6,598	61	10,879	3,772	35	6,598	61
Communication Services	12,089	2,870	24	6,326	52	12,089	2,870	24	6,326	52
Overnight Delivery Services	24,161	9,284	38	11,176	46	18,520	6,177	33	7,526	41
Business Travel or Convention	58,753	13,699	23	19,916	34	49,519	10,592	21	16,266	33
Office Equipment (Photocopier, Fax, Etc.)	21,555	9,150	42	12,016	56	19,352	8,582	44	11,448	59



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	# of Adults in DMA	Daily 1 Issue	%	Sunday 1 Issue	%	# of Adults in CBSA	Daily 1 Issue	%	Sunday 1 Issue	%
Financial										
Own Any Stock	246,185	109,607	45	140,846	57	223,900	102,244	46	135,943	61
Account With Broker	117,279	55,515	47	64,511	55	99,291	48,463	49	62,129	63
Own Mutual Funds	231,946	104,791	45	138,462	60	212,636	101,247	48	130,888	62
Used Any Amex Card-3 Months	147,300	56,964	39	81,633	55	135,174	56,721	42	79,253	59
Used Any Visa Card-3 Months	534,837	171,659	32	253,864	48	456,235	159,686	35	237,888	52
Domestic Travel										
1+ Trips	334,663	107,763	32	154,121	46	280,020	97,049	35	142,240	51
1+ Air Trips	461,235	161,380	35	216,109	47	405,632	148,955	37	205,674	51
1+ Personal/Vacation Air Trips	416,542	149,159	36	201,176	48	367,484	136,734	37	190,741	52
1+ Business Air Trips	127,106	36,624	29	54,584	43	112,068	33,372	30	50,740	45
Used Travel Agent	80,721	31,225	39	38,323	48	64,500	26,208	41	36,778	57
Car Rental For Business	88,273	24,599	28	35,714	41	76,401	23,619	31	34,734	46
Car Rental For Personal/Vacation	265,426	85,710	32	127,924	48	246,210	78,082	32	125,313	51
Hotel/Motels-For Business	183,611	59,328	32	85,916	47	155,005	52,174	34	75,507	49
Hotel/Motels-For Personal/Vacation	486,516	165,702	34	229,120	47	414,711	150,334	36	212,303	51
Foreign Travel										
1+ Foreign Trips	445,242	142,000	32	195,548	44	372,836	128,535	35	177,257	48
1+ Cruise	98,176	38,843	40	51,686	53	87,004	38,024	44	48,975	56
Domestic Destinations										
Las Vegas	139,553	55,887	40	69,631	50	124,466	49,821	40	67,414	54
Los Angeles	112,503	32,752	29	55,171	49	88,135	30,589	35	51,196	58
Colorado	58,528	22,794	39	27,164	46	47,787	21,855	46	25,939	54
Foreign Destinations										
Canada	49,175	18,630	38	24,839	51	44,804	18,283	41	24,145	54
Mexico	289,104	83,722	29	128,428	44	241,287	75,274	31	111,141	46
Hawaii	78,390	34,891	45	43,480	56	71,382	33,736	47	42,325	59
Europe	90,546	32,927	36	43,707	48	87,530	32,927	38	43,463	50
Caribbean/Bahamas	40,976	15,630	38	20,549	50	34,345	15,158	44	20,077	59
Technology										
Own Cellular Phone	635,389	195,639	31	288,146	45	553,403	183,737	33	268,001	48
Own PC	650,105	206,673	32	291,802	45	557,904	188,903	34	269,486	48
Bought Hardware/Software	361,047	119,493	33	169,851	47	310,145	106,328	34	157,855	51
Have Online Service	659,402	201,205	31	284,108	43	570,616	184,294	32	268,175	47
Shop Online	508,193	164,221	32	234,270	46	448,368	148,546	33	220,809	49
Purchase Online	476,996	156,290	33	220,791	46	420,382	142,043	34	208,758	50