

The Arizona Daily Star/
Tucson Citizen Delivers
The Tucson Market

Newspapers First
THE LEADER IN MAJOR MARKETS



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	853,138	293,006	34	385,842	45	725,731	278,242	38	368,300	51
Men	411,977	146,057	36	177,062	43	350,075	133,466	38	167,152	48
Women	441,161	146,949	33	208,780	47	375,656	144,776	39	201,148	54
18-24 Years of Age	110,258	25,595	23	29,950	27	95,991	23,634	25	27,989	29
25-34	148,285	19,081	13	39,370	27	134,221	19,081	14	39,370	29
35-44	155,676	35,151	23	59,261	38	125,981	35,151	28	58,980	47
45-54	151,402	64,403	43	81,594	54	128,594	60,927	47	78,808	61
55-64	121,809	56,582	47	68,153	56	102,003	54,071	53	63,805	63
65+	165,708	92,194	56	107,514	65	138,941	85,378	61	99,348	72
College Graduate+	210,629	90,908	43	110,723	53	187,457	86,672	46	107,209	57
Any College+	507,383	197,641	39	257,247	51	441,592	188,528	43	245,491	56
Prof'l/Mgmt/Busn & Finc'l Operations	191,763	77,855	41	98,484	51	169,588	73,919	44	94,986	56
Mgmt/Busn & Finc'l Operations	66,079	29,102	44	35,822	54	57,299	28,050	49	34,489	60
White collar	314,925	116,406	37	150,614	48	269,920	110,829	41	145,475	54
Employed	506,113	159,564	32	210,978	42	440,731	153,082	35	204,840	47
Married	506,359	182,278	36	241,268	48	421,955	171,558	41	227,837	54
1+ Children in HH	328,732	81,016	25	118,248	36	281,989	78,755	28	116,822	41
White	785,620	276,462	35	363,234	46	667,539	261,698	39	348,222	52
Black/African American	26,537	5,409	20	6,722	25	23,114	5,409	23	6,722	29
Hispanic	254,034	66,948	26	83,827	33	204,380	62,991	31	78,299	38
HHI \$75,000+	231,311	88,127	38	122,901	53	198,660	81,863	41	114,042	57
HHI \$50,000+	394,151	145,042	37	204,300	52	342,028	138,330	40	195,168	57
HHI \$35,000+	587,046	224,087	38	295,460	50	512,849	211,204	41	281,004	55
Own Home	620,352	236,364	38	310,798	50	520,236	222,643	43	294,250	57
New Cars Owned/Leased										
Owens/Leased 1+ Domestic Vehicle	616,455	210,371	34	273,562	44	515,748	199,070	39	260,731	51
Own/lease 1+ Foreign Vehicles	468,024	159,012	34	215,517	46	406,631	152,790	38	208,153	51
HH Owns 2+ Vehicles	594,659	202,178	34	272,829	46	502,302	189,341	38	258,888	52
HH Own any Vehicle Bght New or Leased	496,171	183,396	37	236,052	48	424,247	171,747	41	224,409	53
HH Plans to Buy Veh New/leased Next Yr.	93,150	26,292	28	38,584	41	72,972	25,457	35	36,841	51
Business Decision Maker For:										
Computer Hardware/Software	74,424	29,678	40	34,556	46	63,040	27,352	43	32,230	51
Information Technology (Network/Internet)	36,239	12,357	34	14,843	41	30,664	11,992	39	14,478	47
Communication Equipment	27,243	11,487	42	13,419	49	20,783	9,526	46	11,458	55
Communication Services	37,803	14,877	39	22,654	60	31,290	12,916	41	20,693	66
Overnight Delivery Services	22,523	8,582	38	10,639	47	16,966	8,217	48	10,274	61
Business Travel or Convention	46,672	14,085	30	20,165	43	34,387	10,885	32	16,965	49
Office Equipment (Photocopier, Fax, Etc.)	54,476	17,389	32	22,716	42	40,906	14,189	35	19,516	48

Source: The Scarborough Report – 2007, Wave 2. Past Year For All Product Purchase/Travel Except International & Cruise Travel TUC-D-501-R6/©2007 Newspapers First

* Percentages relatively unstable due to small base



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	DMA					CBSA				
	# of Adults	Daily 1 Issue	%	Sunday 1 Issue	%	# of Adults	Daily 1 Issue	%	Sunday 1 Issue	%
Financial										
Own Any Stock	248,050	103,640	42	143,819	58	228,699	99,303	43	139,511	61
Account With Broker	85,981	43,501	51	56,597	66	78,292	41,136	53	55,631	71
Own Mutual Funds	227,227	97,276	43	136,248	60	213,851	93,590	44	132,368	62
Used Any Amex Card-3 Months	55,204	21,778	40	29,170	53	49,167	21,778	44	29,054	59
Used Any Visa Card-3 Months	248,815	79,580	32	108,289	44	216,303	74,975	35	102,010	47
Domestic Travel										
1+ Trips	667,933	241,427	36	311,868	47	571,529	229,547	40	298,685	52
1+ Air Trips	399,961	157,763	39	201,277	50	347,288	148,666	43	192,757	56
1+ Personal/Vacation Air Trips	371,170	148,975	40	189,939	51	320,964	139,878	44	181,419	57
1+ Business Air Trips	124,851	38,241	31	51,115	41	110,159	38,190	35	50,999	46
Used Travel Agent	66,330	27,062	41	36,179	55	61,998	26,957	44	35,996	58
Car Rental For Business	84,492	30,586	36	40,634	48	75,119	26,252	35	37,777	50
Car Rental For Personal/Vacation	244,910	90,563	37	125,326	51	196,816	80,504	41	115,922	59
Hotel/Motels-For Business	192,416	55,274	29	75,294	39	164,819	53,057	32	73,012	44
Hotel/Motels-For Personal/Vacation	463,646	177,323	38	223,948	48	399,319	166,835	42	213,641	54
Foreign Travel										
1+ Foreign Trips	423,686	153,171	36	195,368	46	362,053	144,870	40	186,601	52
1+ Cruise	91,976	38,832	42	56,143	61	84,324	37,031	44	54,213	64
Domestic Destinations										
Las Vegas	139,816	50,197	36	67,159	48	119,007	45,174	38	63,169	53
Los Angeles	109,749	39,014	36	44,619	41	94,094	38,598	41	43,764	47
Colorado	60,503	25,929	43	29,635	49	52,277	25,929	50	29,635	57
Foreign Destinations										
Canada	59,689	25,212	42	32,571	55	53,148	22,963	43	30,497	57
Mexico	301,640	100,450	33	131,236	44	249,819	94,463	38	123,716	50
Hawaii	69,779	30,815	44	37,370	54	56,511	26,579	47	32,883	58
Europe	67,299	34,655	52	42,328	63	62,786	34,426	55	41,864	67
Caribbean/Bahamas	33,031	13,535	41	20,908	63	30,005	13,535	45	20,779	69
Technology										
Own Cellular Phone	601,137	216,815	36	285,650	48	522,294	205,295	39	270,810	52
Own PC	639,264	214,845	34	287,373	45	539,759	203,162	38	274,243	51
Bought Hardware/Software	377,849	141,176	37	183,526	49	330,318	132,637	40	173,325	53
Have On-line Service	614,104	206,197	34	283,168	46	522,861	198,756	38	274,425	53
Shop online	448,841	154,153	34	214,675	48	397,402	148,752	37	207,972	52
Purchase online	424,802	147,243	35	205,393	48	374,756	141,842	38	198,690	53