

The Westchester/ Rockland/Putnam Journal News

Newspapers First
THE LEADER IN MAJOR MARKETS



Target Reach And Coverage

	New York DMA					Westchester/Rockland/Putnam Counties				
	# of Adults in DMA	Daily 1 Issue	%	Sunday 1 Issue	%	# of Adults in CBSA	Daily 1 Issue	%	Sunday 1 Issue	%
Demos										
Total Adults	15,831,483	352,595	2	425,211	3	1,012,047	301,292	30	353,464	35
Men	7,530,581	152,168	2	173,502	2	482,808	130,040	27	147,580	31
Women	8,300,902	200,427	2	251,709	3	529,239	171,252	32	205,884	39
18-24 Years of Age	1,855,548	24,036	1	33,987	2	116,757	18,053	16	21,216	18
25-34	2,633,487	33,417	1	35,868	1	146,077	25,548	18	27,113	19
35-44	3,133,022	44,652	1	73,743	2	187,430	38,573	21	57,747	31
45-54	3,103,640	85,701	3	105,858	3	208,719	70,746	34	84,247	40
55-64	2,360,271	72,482	3	81,236	3	164,827	66,794	41	77,486	47
65+	2,745,515	92,307	3	94,519	3	188,237	81,578	43	85,655	46
College Graduate+	4,943,069	148,636	3	173,823	4	412,678	131,783	32	151,318	37
Any College+	8,787,422	230,997	3	272,166	3	650,933	197,148	30	235,307	36
Prof'l/Mgmt/Busn & Finc'l Operations	4,672,895	118,243	3	142,123	3	355,224	99,740	28	126,932	36
Mgmt/Busn & Finc'l Operations	2,057,256	54,977	3	71,762	4	157,406	52,335	33	66,908	43
White collar	7,149,096	184,640	3	219,837	3	500,654	162,282	32	190,999	38
Employed	10,291,192	240,414	2	271,652	3	686,994	200,134	29	234,770	34
Married	8,526,676	229,625	3	289,454	3	611,683	201,354	33	235,272	39
1+ Children in HH	6,429,025	134,172	2	173,161	3	447,724	108,195	24	135,944	30
White	12,075,172	308,381	3	371,199	3	833,706	273,587	33	314,390	38
Black/African American	2,479,660	30,972	1	41,973	2	122,825	21,766	18	27,824	23
Hispanic	3,020,505	39,318	1	60,505	2	161,779	23,284	14	28,127	17
HHI \$75,000+	7,580,214	212,408	3	249,780	3	581,725	194,694	34	230,098	40
HHI \$50,000+	10,120,868	264,268	3	313,273	3	738,497	240,282	33	282,967	38
HHI \$35,000+	12,722,096	303,643	2	366,995	3	860,903	268,883	31	319,294	37
Own Home	9,195,620	259,939	3	306,648	3	691,236	240,808	35	277,394	40
New Cars Owned/Leased										
Owens/Leased 1+ Domestic Vehicle	7,160,779	189,722	3	221,339	3	510,138	164,815	32	190,158	37
Own/lease 1+ Foreign Vehicles	8,318,478	238,406	3	289,727	4	719,140	210,654	29	257,979	36
HH Owns 2+ Vehicles	6,677,840	208,679	3	238,530	4	545,192	190,717	35	216,954	40
HH Own any Vehicle Bght New or Leased	8,476,951	268,291	3	316,567	4	740,516	244,249	33	282,070	38
HH Plans to Buy Veh New/leased Next Yr.	1,853,589	72,263	4	89,758	5	193,196	65,899	34	78,365	41
Business Decision Maker For:										
Computer Hardware/Software	1,495,530	33,508	2	40,966	3	97,091	26,843	28	30,235	31
Information Technology (Network/Internet)	873,901	16,074	2	15,542	2	44,125	15,150	34	14,454	33
Communication Equipment	410,553	12,301	3	13,117	3	26,102	12,301	47	12,564	48
Communication Services	551,631	12,301	2	14,144	3	35,162	12,301	35	14,144	40
Overnight Delivery Services	950,997	26,454	3	22,760	2	52,527	21,976	42	19,876	38
Business Travel or Convention	629,742	17,777	3	28,627	5	49,479	17,777	36	21,350	43
Office Equipment (Photocopier, Fax, Etc.)	491,947	15,958	3	16,227	3	32,782	13,821	42	15,674	48

The Westchester/ Rockland/Putnam Journal News

Newspapers First
THE LEADER IN MAJOR MARKETS



Target Reach And Coverage

	<u>New York DMA</u>				<u>Westchester/Rockland/Putnam Counties</u>					
	<u># of Adults in DMA</u>	<u>Daily 1 Issue</u>	<u>%</u>	<u>Sunday 1 Issue</u>	<u>%</u>	<u># of Adults in CBSA</u>	<u>Daily 1 Issue</u>	<u>%</u>	<u>Sunday 1 Issue</u>	<u>%</u>
<u>Financial</u>										
Own Any Stock	5,006,772	128,508	3	166,699	3	390,271	114,821	29	148,820	38
Account With Broker	1,932,550	55,937	3	77,071	4	171,259	52,892	31	74,141	43
Own Mutual Funds	4,354,306	133,249	3	149,327	3	347,527	123,594	36	137,243	40
Used Any Amex Card-3 Months	3,771,018	105,868	3	132,259	4	316,947	96,208	30	117,866	37
Used Any Visa Card-3 Months	8,263,267	200,857	2	239,697	3	550,232	169,271	31	207,581	38
<u>Domestic Travel</u>										
1+ Trips	6,084,769	146,053	2	179,127	3	401,563	136,371	34	156,907	39
1+ Air Trips	6,680,247	168,152	3	206,574	3	479,701	151,779	32	188,460	39
1+ Personal/Vacation Air Trips	6,183,597	163,255	3	202,275	3	467,931	148,984	32	184,161	39
1+ Business Air Trips	2,068,690	50,224	2	67,243	3	163,519	47,027	29	54,846	34
Used Travel Agent	1,463,991	39,546	3	42,403	3	129,173	33,969	26	42,223	33
Car Rental For Business	1,157,858	37,489	3	39,558	3	98,606	33,934	34	35,901	36
Car Rental For Personal/Vacation	4,259,100	104,852	3	132,176	3	303,531	94,953	31	112,638	37
Hotel/Motels-For Business	2,363,753	55,060	2	66,477	3	157,982	48,759	31	57,134	36
Hotel/Motels-For Personal/Vacation	8,504,624	234,528	3	280,141	3	643,120	206,932	32	246,275	38
<u>Foreign Travel</u>										
1+ Foreign Trips	8,307,077	185,426	2	207,736	3	577,266	159,989	28	188,903	33
1+ Cruise	2,639,649	71,730	3	92,528	4	181,798	61,825	34	86,944	48
<u>Domestic Destinations</u>										
Las Vegas	1,170,164	32,779	3	28,324	2	91,613	26,962	29	25,248	28
Orlando	1,711,855	43,858	3	80,795	5	104,220	39,330	38	52,175	50
South Florida	1,884,518	53,330	3	54,163	3	173,977	43,064	25	50,835	29
<u>Foreign Destinations</u>										
Canada	2,429,682	56,856	2	61,285	3	176,056	46,403	26	55,594	32
Mexico	1,625,275	34,037	2	37,616	2	111,763	31,543	28	33,301	30
Hawaii	664,924	14,955	2	27,774	4	54,031	14,819	27	27,288	51
Europe	2,720,189	86,885	3	79,409	3	254,325	69,324	27	74,029	29
Caribbean/Bahamas	2,254,613	45,285	2	61,272	3	149,582	39,646	27	57,076	38
<u>Technology</u>										
Own Cellular Phone	12,697,233	275,030	2	327,206	3	821,561	231,569	28	281,296	34
Own PC	12,089,410	258,448	2	340,814	3	812,126	228,100	28	284,776	35
Bought Hardware/Software	7,109,990	174,130	2	219,205	3	512,752	151,561	30	177,653	35
Have Online Service	11,568,126	242,066	2	323,908	3	761,402	213,612	28	271,759	36
Shop Online	9,310,857	209,003	2	266,577	3	662,822	184,465	28	234,176	35
Purchase Online	8,921,750	205,354	2	259,042	3	644,762	180,816	28	227,602	35

Source: The Scarborough Report – 2009, Wave 1. Past Year For All Product Purchase/Travel Except International & Cruise Travel JN-D-501-R4/©2009 Newspapers First

* Percentages relatively unstable due to small base

Turn page for more information