

FACT:

One of every six *Tidbits* readers is a potential flooring customer.

All are home or condo owners who said they plan to make flooring purchases in the next year.

In a recent study* of Coachella Valley *Tidbits* readers, 16.6% specifically stated they intend to make flooring purchases within the next 12 months.

These shoppers will be looking for your flooring products and services in *Tidbits*.



Here's a closer look at this target audience segment:

Age	% of Total Audience		46.4% Have annual household incomes of \$75,000 and up:
35 - 54	(15.1%)	Men: 26.0% Women: 74.0%	
55 - 64	(26.3%)	Men: 49.1% Women: 50.9%	
65+	(57.2%)	Men: 49.4% Women: 50.6%	
86.2% of total likely to clip and use store coupons			

48.5% do not read the Desert Sun 93.8% do not read the Press Enterprise
98.1% SAID THEY NOTICE AND READ THE ADVERTISING IN *TIDBITS*

* Data based on 914 survey responses of Coachella Valley *Tidbits* readers, tabulated by JNS Marketing Group

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65,000+ Readers Weekly / 260,000+ Monthly

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