

FACT:

One of every five *Tidbits* readers plans to buy a new car in the next year.

41.2% of these New Car buyers have annual household incomes over \$100,000 and **22.3%** incomes of \$150,000 and up.

In a recent survey of Coachella Valley *Tidbits* readers*, 19% specifically stated they intend to purchase a New Car within the next 12 months.

These New Car buyers will want to see your ad in *Tidbits*.

Here's a cross-section look at this motivated target audience:

53.1% are men 46.9% are women

41.2% Have annual household incomes of \$100,000 and up:

- **22.9%** \$50,000 - \$74,000
- **18.3%** \$75,000 - \$99,000
- **18.9%** \$100,000 - \$149,000
- **22.3%** \$150,000 and up

44.1% do not read the Desert Sun 98.3% do not read the White Sheet

97.1% 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

REACH THEM ALL in the paper they turn to and read cover-to-cover every week!

**Whimsical name.
Serious readership.**



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