

# FACT:

## One of every six *Tidbits* readers is a potential Patio Furniture customer.

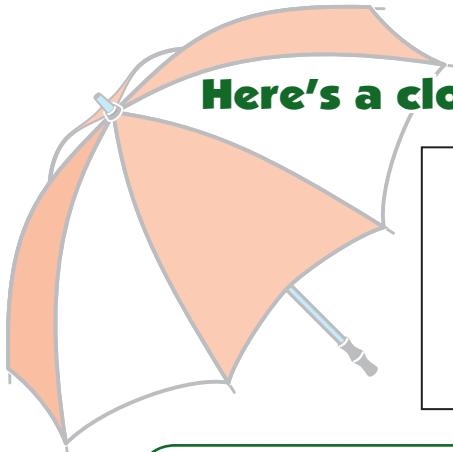
All are home, condo or RV owners who said they plan to make patio furniture purchases in the next year.

In a recent comprehensive study of Coachella Valley *Tidbits* readers\*, 15.6% specifically stated they intend to make patio furniture purchases within the next 12 months.

These patio furniture customers will want to see your ad in *Tidbits*.



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



**40.4% Male • 59.6% Female**

**35.4% Have annual household incomes of \$100,000 and up:**

- **17.0%** \$75,000 - \$99,000
- **17.0%** \$100,000 - \$149,000
- **18.4%** \$150,000 and up

**54.7% do not read the Desert Sun**    **95.1% do not read the Press Enterprise**

**98.6% 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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