

FACT:

9.2% of *Tidbits* Readers are RV Owners

3.2% plan to buy a new or used RV in the next twelve months

In a comprehensive study of Coachella Valley *Tidbits* readers*, nearly one out of ten said they currently own an RV, while 3.2% stated specific intentions to buy a new or used RV within the next year.

These *Tidbits* readers are leisure-loving, motivated buyers, and they have the finances to live their lifestyle!

Here's a closer look at this unique, upscale audience:

55.5% are Female

44.5% are Male

74.8% are Valley residents

24.3% are regular visitors

20.0% are age 55 - 64

61.9% are age 65 +

28.7% Have annual household incomes of \$100,000 and up:

• **26.4% \$50,000 - \$74,000**

• **15.0% \$75,000 - \$99,000**

• **15.4% \$100,000 - \$149,000**

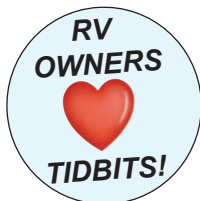
• **13.3% \$150,000 and up**

48.5% do not read the Desert Sun 94.1% do not read the Press Enterprise

96.8% 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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Published and distributed by
AdVenture Media, Inc.

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