

## FACT:

**More than one in ten *Tidbits*<sup>®</sup> readers plans to buy a Used Car in the next year.**

**58.7% of these Used Car buyers have annual incomes over \$50,000; 21.3% over \$75,000.**

In a recent survey of Coachella Valley *Tidbits* readers\*, 10.5% stated they intend to purchase a Used Car within the next 12 months.



**These Used Car buyers will be looking for your automotive ad in *Tidbits*.**

**Here is a cross-section of this target audience:**

**57.6% are men  
42.4% are women**

**58.7% Have annual household incomes of \$50,000 and up:**

- **37.4%** \$50,000 - \$74,000
- **7.1%** \$75,000 - \$99,000
- **6.1%** \$100,000 - \$149,000
- **8.1%** \$150,000 and up

**48.9% do not read the Desert Sun 97.0% do not read the White Sheet**  
**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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Published and distributed by  
**AdVenture Media, Inc.**

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