

You won't find "couch potatoes" in Boise.

People with money to spend on leisure activities read The Idaho Statesman



Category	Total Market	Idaho Statesman Yesterday		Idaho Statesman Last Sunday	
		Readers	% Reach	Readers	% Reach
Shopping					
Plan to purchase vehicle in next year	64,504	19,389	30%	27,207	42%
Plan to remodel home	59,705	16,330	27%	24,554	41%
Plan to purchase home	56,306	11,610	21%	19,489	35%
Plan to purchase major appliance	46,627	14,996	32%	21,652	46%
Plan to purchase furniture	73,368	28,646	39%	33,489	46%
Travel					
3+ Domestic Flights	85,749	40,473	47%	55,043	64%
1+ Foreign Flights	71,829	31,013	43%	37,594	52%
Plan an Ocean Cruise in Next 12 Months	74,048	22,241	30%	35,101	47%
1+ Visit to Gambling Casino	93,403	38,112	41%	50,845	54%
Major theme park	35,537	13,457	38%	15,570	44%
Outdoor Activities					
Gardening/lawn work	306,246	106,539	35%	148,527	48%
Snow skiing/snow boarding	65,923	28,830	44%	36,779	56%
Golf 3+ times	52,210	26,667	51%	31,928	61%
Hunting or fishing	142,621	46,630	33%	60,465	42%
Spectator Activities					
3+ college or professional sports events	96,261	40,825	42%	48,060	50%
Country Music Concert	39,153	15,560	40%	19,683	50%
Rock/Pop Music Concert	90,570	34,974	39%	44,427	49%
Opera/Symphony/Theater	110,636	51,718	47%	60,411	55%
Internet					
Accessed Internet Past Month	309,933	111,664	36%	147,589	48%
1+ Internet Purchases	222,476	83,199	37%	106,083	48%
Motorized Activities					
Own RV/motor home	56,862	13,010	23%	20,420	36%
Own Power/motorboat	46,826	17,514	37%	17,875	38%
Own Motorcycle	54,932	14,813	27%	23,008	42%
Source: The Media Audit 2006					

Idaho Statesman

The Newspaper of the Treasure Valley
IDAHOSTATESMAN.COM