

## PHILADELPHIA - Release 2 2012 Aug11-Jul12 Scarborough

**Qualitative Criteria:** Adults 18 +

DMA Survey Area

Household used Coffee (mo)

Profile ranked by percentage of target.	% of Target (Comp)	Target Persons	Covg (% left)	Index
1 Read Philadelphia Inquirer daily newspaper(s) - AVERAGE	10.8%	443,889	70.8%	106
2 Read Allentown Morning Call daily newspaper(s) -AVERAGE	3.3%	134,696	73.6%	111
3 Read Wilmington News Journal daily newspaper (s) -AVERAGE	3.2%	131,558	66.6%	100
4 Read Press of Atlantic City daily newspaper(s) - AVERAGE	2.8%	116,229	77.8%	117
5 Read Camden Courier-Post daily newspaper(s) - AVERAGE	2.3%	95,597	65.8%	99
6 Read Reading Eagle daily newspaper(s) - AVERAGE	2.3%	95,018	78.9%	119
7 Read Bucks County Courier Times daily newspaper(s) -AVERAGE	1.9%	77,384	71.9%	108
8 Read Burlington County Times daily newspaper (s) -AVERAGE	1.6%	65,111	78.9%	119
9 Read The Intelligencer daily newspaper(s) - AVERAGE	1.5%	60,142	72.1%	108
10 Read Pottstown Mercury daily newspaper(s) - AVERAGE	1.1%	44,747	72.3%	109
11 Read Vineland Daily Journal daily newspaper(s) -AVERAGE	0.6%	23,882	66.6%	100
12 Read Salem Today's Sunbeam daily newspaper (s) -AVERAGE	0.5%	20,072	75.8%	114
13 Read Newark Star-Ledger daily newspaper(s) - AVERAGE	0.3%	11,011	75.1%	113
14 Read Cecil Whig daily newspaper(s) -AVERAGE	0.0%	542	100.0%	150

