

## FACT:

# 1 in 3 *Tidbits*® readers plan to purchase Household Furnishings.

**All are home or condo owners who  
said they plan to buy furniture  
and other household furnishings  
within the next 12 months.**

In a comprehensive study of  
Coachella Valley *Tidbits* readers  
**33.8%** specifically stated they  
intend to make household  
furnishings purchases within  
the next year.



**These shoppers will be looking for  
your advertised household furnishing  
products in the pages of *Tidbits*.**

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

### Age      % of Total Reader Audience

**35 - 54 (15.1%) Men: 26.0% Women: 74.0%**

**55 - 64 (26.3%) Men: 49.1% Women: 50.9%**

**65+ (57.2%) Men: 49.4% Women: 50.6%**

**86.2% of total likely to clip and use store coupons**

**45.8% Have annual household  
incomes of \$75,000 and up:**

• **30.2%** \$50,000 - \$74,000

• **15.9%** \$75,000 - \$99,000

• **18.2%** \$100,000 - \$149,000

• **11.7%** \$150,000 and up

**54.9% do not read the Desert Sun    95.1% do not read the Press Enterprise**

**97.7% 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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and most widely read weekly publication**

*"The Neatest Little  
Paper Ever Read!"®*



*The Valley's best loved and  
most widely read weekly paper.*

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