

# Los Angeles Wave Publications Group

<b>TOTAL LOS ANGELES COUNTY ADULTS</b>	<b>9,579,500</b>
<b>TOTAL NUMBER OF WEEKLY READERS</b>	<b>750,000</b>
<b>TOTAL NUMBER OF WEEKLY DISTRIBUTION</b>	<b>200,000</b>



## DELIVERY METHODS

<b>Home</b>	<b>84%</b>
<b>Rack &amp; Retail</b>	<b>16%</b>

## MARITAL STATUS

<b>Married</b>	<b>41.6%</b>
<b>Single (never married)</b>	<b>22.3%</b>
<b>Divorced or Separated</b>	<b>25.6%</b>
<b>Widowed</b>	<b>04.4%</b>

## OCCUPATION

<b>Professional and Technical</b>	<b>11.6%</b>
<b>Proprietors and Managers</b>	<b>15.7%</b>
<b>Sales and Clerical Workers</b>	<b>16.6%</b>
<b>Blue Collar Workers</b>	<b>20.0%</b>
<b>Retired</b>	<b>21.8%</b>
<b>Homemakers</b>	<b>06.5%</b>

## HOME OWNERSHIP

<b>Own residence</b>	<b>59.6%</b>
<b>Rent residence</b>	<b>37.9%</b>

## AUTOMOTIVE

<b>Domestic Vehicle Owned</b>	<b>66.7%</b>
<b>Foreign Vehicle Owned</b>	<b>66.7%</b>
<b>Automotive Shoppers</b>	<b>17.2%</b>

## TRAVEL

<b>Domestic Air Travelers</b>	<b>16.5%</b>
<b>Foreign Air Travelers</b>	<b>17.8%</b>
<b>Ocean Cruise Travelers</b>	<b>40.4%</b>

## ENTERTAINMENT

<b>Movie-Goers</b>	<b>43.3%</b>
<b>Music Concerts</b>	<b>32.3%</b>
<b>Sporting Events</b>	<b>31.6%</b>
<b>Restaurant Diners</b>	<b>09.1%</b>

SOURCE: The Media Audit