



Audience Profile		Print Daily			Print Sunday			Print and Online		
		Aud	% Comp	Index	Aud	% Comp	Index	Aud	% Comp	Index
Gender	Total Adults	482,500			774,600			886,500		
	Men	246,700	51.1	108	358,400	46.3	98	441,500	49.8	105
	Women	235,800	48.9	93	416,200	53.7	102	445,000	50.2	95
Age	Age 18-34	98,400	20.4	70	174,600	22.5	77	203,800	23.0	79
	Age 35-54	157,200	32.6	85	277,100	35.8	93	330,700	37.3	97
	Age 55+	226,900	47.0	145	322,900	41.7	128	351,900	39.7	122
	Age 25-54	220,400	45.7	83	386,800	49.9	90	464,800	52.4	95
	Median Age	54			52			51		
HH Income	HHI \$50,000+	298,800	61.9	96	471,200	60.8	95	563,600	63.6	99
	HHI \$75,000+	225,200	46.7	101	341,000	44.0	96	424,100	47.8	104
	HHI \$100,000+	141,500	29.3	102	206,400	26.7	93	252,800	28.5	99
	HHI \$150,000+	71,500	14.8	112	100,900	13.0	99	121,400	13.7	104
	Median HHI	\$69,556			\$66,108			\$71,566		
Education	Attend./Grad. College	226,400	46.9	111	337,500	43.6	103	396,400	44.7	105
	Graduated College +	150,700	31.2	113	211,700	27.3	99	254,200	28.7	104
	Professional/Managerial	160,600	33.3	102	231,900	29.9	92	290,700	32.8	101
Household Data	Married	242,900	50.3	94	392,900	50.7	95	469,500	52.9	89
	Kids in HH	136,300	28.3	75	260,500	33.6	89	297,400	33.6	89
	Own Home	358,900	74.4	101	573,000	73.9	100	656,400	74.0	100