

Chicago Tribune

Audience Profile		Print Daily			Print Sunday			Print and Online		
		Aud	% Comp	Index	Aud	% Comp	Index	Aud	% Comp	Index
Gender	Total Adults	1,400,100			2,367,400			2,810,200		
	Men	780,800	55.8	115	1,115,800	47.1	97	1,401,500	49.9	103
	Women	619,300	44.2	86	1,251,600	52.9	103	1,408,600	50.1	98
Age	Age 18-34	300,300	21.5	71	562,700	23.8	78	734,500	26.1	86
	Age 35-54	482,000	34.4	87	880,900	37.2	94	1,082,300	38.5	98
	Age 55+	617,800	44.1	146	923,800	39.0	130	993,400	35.4	117
	Age 25-54	672,900	48.1	84	1,163,600	49.2	86	1,495,600	53.2	93
	Median Age	53			50			48		
HH Income	HHI \$50,000+	978,900	69.9	116	1,654,800	69.9	116	1,977,300	70.4	117
	HHI \$75,000+	726,500	51.9	122	1,219,400	51.5	121	1,475,500	52.5	124
	HHI \$100,000+	491,000	35.1	135	803,700	33.9	131	977,700	34.8	134
	HHI \$150,000+	204,600	14.6	136	366,300	15.5	144	437,800	15.6	145
	Median HHI	\$77,812			\$77,144			\$78,535		
Education	Attend./Grad. College	706,000	50.4	112	1,161,400	49.1	109	1,414,600	50.3	112
	Graduated College + Professional/Managerial	569,800	40.7	151	880,700	37.2	138	1,056,100	37.6	139
		408,300	29.2	114	694,300	29.3	115	848,600	30.2	119
Household Data	Married	825,600	58.9	110	1,401,500	59.2	111	1,647,200	58.6	109
	Kids in HH	410,300	29.3	70	894,800	37.8	91	1,079,700	38.4	92
	Own Home	1,149,500	82.1	117	1,894,600	80.0	114	2,219,700	79.0	113