

# Daily Press

| Audience Profile |  | Print Daily |        |       | Print Sunday |        |       | Print and Online |        |       |
|------------------|--|-------------|--------|-------|--------------|--------|-------|------------------|--------|-------|
|                  |  | Aud         | % Comp | Index | Aud          | % Comp | Index | Aud              | % Comp | Index |
| Gender           | Total Adults                                   | 153,500     |        |       | 226,500      |        |       | 256,500          |        |       |
|                  | Men  | 73,100      | 47.6   | 100   | 100,500      | 44.4   | 93    | 116,200          | 45.3   | 95    |
|                  | Women  | 80,400      | 52.4   | 100   | 126,000      | 55.6   | 106   | 140,400          | 54.7   | 105   |
| Age              | Age 18-34                                      | 23,200      | 15.1   | 47    | 39,000       | 17.2   | 54    | 52,800           | 20.6   | 64    |
|                  | Age 35-54                                      | 55,200      | 35.9   | 98    | 91,800       | 40.5   | 110   | 100,500          | 39.2   | 106   |
|                  | Age 55+  | 75,000      | 48.9   | 157   | 95,700       | 42.3   | 136   | 103,300          | 40.3   | 129   |
|                  | Age 25-54                                      | 63,500      | 41.4   | 76    | 115,800      | 51.1   | 94    | 129,000          | 50.3   | 92    |
|                  | Median Age                                     | 55          |        |       | 52           |        |       | 50               |        |       |
| HH Income        | HHI \$50,000+                                  | 82,800      | 53.9   | 94    | 133,200      | 58.8   | 102   | 152,300          | 59.4   | 103   |
|                  | HHI \$75,000+                                  | 54,200      | 35.3   | 94    | 91,700       | 40.5   | 107   | 102,600          | 40.0   | 106   |
|                  | HHI \$100,000+                                 | 26,400      | 17.2   | 101   | 39,500       | 17.4   | 103   | 46,800           | 18.3   | 107   |
|                  | HHI \$150,000+                                 | 6,800       | 4.4    | 109   | 10,300       | 4.6    | 112   | 13,000           | 5.1    | 125   |
|                  | Median HHI                                     | \$55,283    |        |       | \$62,031     |        |       | \$62,104         |        |       |
| Education        | Attend./Grad. College                          | 71,600      | 46.6   | 97    | 107,000      | 47.2   | 98    | 123,000          | 47.9   | 100   |
|                  | Graduated College +<br>Professional/Managerial | 44,400      | 28.9   | 130   | 60,200       | 26.6   | 119   | 68,300           | 26.6   | 119   |
|                  |  | 36,300      | 23.7   | 92    | 60,400       | 26.7   | 104   | 74,200           | 28.9   | 113   |
| Household Data   | Married  | 91,600      | 59.7   | 101   | 145,600      | 64.3   | 109   | 158,400          | 61.8   | 105   |
|                  | Kids in HH                                     | 41,900      | 27.3   | 72    | 75,800       | 33.5   | 88    | 88,200           | 34.4   | 91    |
|                  | Own Home                                       | 122,000     | 79.5   | 120   | 170,900      | 75.5   | 114   | 192,600          | 75.1   | 114   |